



Segment Descriptions



Very wealthy cosmopolitan families and couples

Very wealthy cosmopolitan families and couples

Who They Are

The A-List is Canada’s most affluent segment, an urban sanctuary filled with very wealthy couples and families living in stately homes. With household incomes topping a half-million dollars—more than five times the national average—residents inhabit some of the nation’s most exclusive neighbourhoods, such as Toronto’s Bridle Path and Rosedale, Calgary’s Upper Mount Royal and Elbow Park, and Montreal’s Westmount. Here, middle-aged and older maintainers—with children ranging in age from 10 to 25—live in the lap of luxury and within an easy commute to downtown arts and entertainment venues. The adults are university educated—more than half hold bachelor’s or graduate degrees—and well compensated from executive positions in business, management, real estate and the arts. Of those in the labour force, one in four is self-employed. Most can easily afford their multi-million-dollar houses, where their garages shelter multiple imported luxury cars. Pillars of the community, The A-List residents are active philanthropists who support local charities of every stripe, and when time permits, serve as volunteers as well. As consumers, they appreciate marketing messages that appeal to their individuality (*Pursuit of Originality*).

The members of The A-List have it all: high incomes, advanced degrees and sophisticated tastes. They enjoy going to the theatre, opera and classical music concerts. They fill their homes with high-end furniture and original art from local galleries. Many residents are health conscious, some donning fitness trackers when they golf or go running, hiring personal trainers at their health clubs, and purchasing organic meat and gluten-free baked goods from food co-ops. These Canadians love to travel, with high rates for booking stays at hotels, condos and bed and breakfasts in Italy, France and major U.S. cities. Only average Internet users, they’re nevertheless tech-savvy, using their computers to consult consumer reviews, listening to podcasts on their mobile phones, storing family photos in the cloud and using paid music apps. A significant percentage have achieved a net worth approaching five million dollars, often with the help of financial planners and investment brokers, though they frequently make their own trades online. They remain loyal to traditional media and have high rates for perusing daily newspapers and business and home décor magazines while listening to classical and jazz radio stations.

How They Think

Members of The A-List are strong in the values that typically define successful people. Willing to take risks and able to adapt to life’s uncertainties, they’re confident they can control events to achieve their goals (*Penchant for Risk, Adaptability to Complexity, Personal Control*). With a strong sense of *Duty*, they feel an obligation to help others and look for ways to contribute to their communities (*Community Involvement*). These households believe that Canada is a land of opportunity for those who work hard (*North American Dream*), but they also recognize that other cultures have a great deal to offer (*Culture Sampling*). They value protecting the environment over growing the economy, look for eco-friendly products and try to follow a healthy lifestyle (*Primacy of Environmental Protection, Ecological Lifestyle, Effort Toward Health*). Despite their obvious wealth, they’re keen to impress others with their material possessions and their home, which they consider an extension of their own image (*Ostentatious Consumption, Status via Home*). In the marketplace, they gravitate towards brands they see as authentic (*Brand Genuineness*), especially in areas of particular interest (*Consumptivity*). But they never forget their interest in leaving a *Legacy*.

Population:

281,999
(0.74% of Canada)

Households:

90,425
(0.60% of Canada)

Average Household Income:

\$545,511

Average Household Net Worth:

\$4,779,692

House Tenure:

Own

Education:

University

Occupation:

White Collar

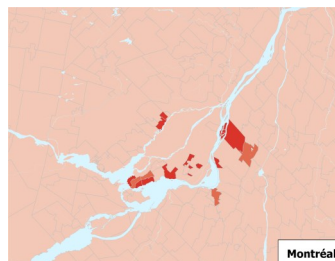
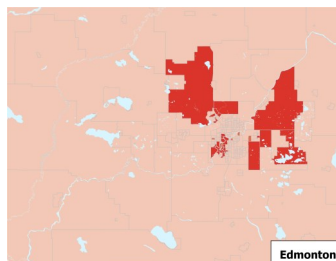
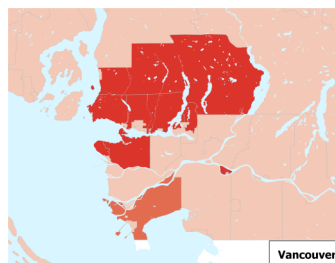
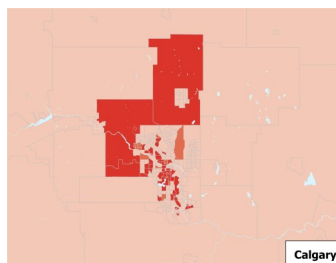
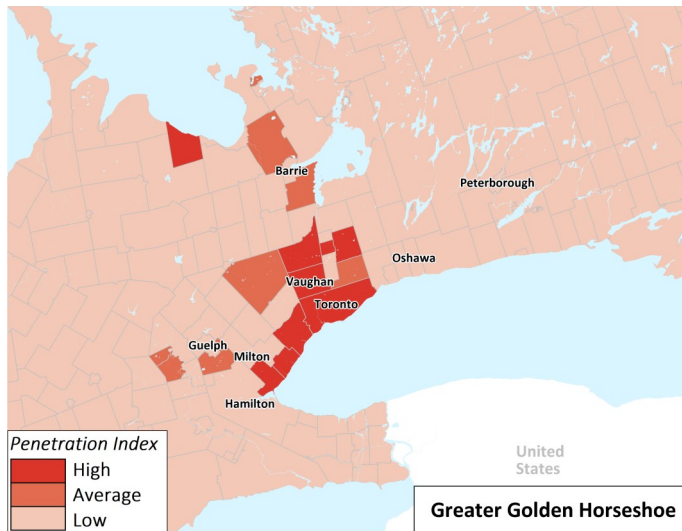
Cultural Diversity Index:

Low

Sample Social Value:

Duty

Where They Live



How They Live



LEISURE

tennis
downhill skiing
opera
art galleries



TRADITIONAL MEDIA

Golf Channel
news and current affairs
magazines
classical/fine arts radio
Report on Business



FOOD/DRINK

formal dine-in restaurants
organic meat
gluten-free products
European wine



AUTOMOTIVE

luxury SUVs
new cars
\$50,000+ spent on vehicle
European brands



MOBILE

iPads
paid music apps
display event tickets on phone
web browsing on tablet



SHOPPING

purchase products online
book stores
Hudson's Bay
Holt Renfrew



INTERNET

travel arrangements online
online newspapers
investment sites
access restaurant guides and reviews



FINANCIAL

stocks/bonds
online trading
vacation homes
donate to hospital foundations



SOCIAL

blogs
LinkedIn
WhatsApp
comment on Instagram photos/videos



HEALTH

Sleep 6-7 hours per night

ATTITUDES

- "I am less guided by my emotions, feeling or intuition than by reason and logic"
- "I often buy things just because they are beautiful, whether or not they are practical"
- "I frequently worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"
- "I have made plans for those I love after I die"

02 WEALTHY & WISE



U1 URBAN ELITE **M1** OLDER FAMILIES & EMPTY NESTS

Wealthy, older and mature city sophisticates

Wealthy, older and mature city sophisticates

Who They Are

The second wealthiest lifestyle, Wealthy & Wise is home to older and mature families and couples whose incomes are nearly two-and-a-half times the national average. Found in large cities across Canada, these households tend to own expensive single-detached houses in established neighbourhoods; the average dwelling value is more than \$1.2 million. Wealthy & Wise is one of the most educated groups—a majority hold a bachelor's or advanced degree—and members earn lofty incomes as managers and white-collar professionals. Many are first- and second-generation Canadians who are attached to their older urban neighbourhoods, having lived at the same address for years. And while most commute to work by car, one in five takes public transit, bikes or walks to work. At home, their leisure activities reflect the presence of older children, most between the ages of 10 and 25. These families enjoy going to film festivals, the theatre and museums. Able to afford most luxury items, consumers here maintain they're willing to pay more for environmentally friendly products that reflect their *Ecological Lifestyle*.

With household maintainers between 45 and 74 years old, members of Wealthy & Wise are in their peak earning years. They're sophisticated consumers who shop at luxury retailers like Holt Renfrew and Harry Rosen. They're regular spectators at professional sporting events, particularly football, baseball and golf. And some spend upwards of \$50,000 for their imported intermediate SUV—preferably from a European carmaker—with GPS and satellite radio. No summer is complete without a stay at their cottage and regular trips to the U.K., Europe and Mexico are popular; many book specialty packages featuring eco-tourism, resorts and cultural immersion. These older Canadians are media omnivores. They read all sections of newspapers, listen to news-talk and traffic reports on the radio, and subscribe to magazines such as *Report on Business* and *Cottage Life*. But they're also comfortable using new media platforms—mobile phone, computer and tablet—to access news sites and research and purchase products. Having a net worth of more than \$3 million, they're among the top supporters of hospital foundations and environmental organizations, and their level of financial security supports their strong desire to leave behind a *Legacy*.

How They Think

The residents of Wealthy & Wise are affluent but not insular. While they maintain strong connections to their communities and religious institutions (*Community Involvement, Religiosity*), they see themselves as citizens of the world (*Global Consciousness*), seeking to learn from other cultures and incorporating diverse influences into their lives (*Social Learning, Culture Sampling*). They believe protecting the environment is more important than economic considerations (*Primacy of Environmental Protection*), and they try to protect their own health through diet and exercise (*Effort Toward Health*); appearing attractive is very important to these older Canadians (*Concern for Appearance*). Comfortable with the uncertainties of modern life, they firmly believe they can control the direction of their future (*Adaptability to Complexity, Personal Control*). They also see themselves as having more energy and initiative than others (*Vitality*) as they explore rich, new sensory experiences and opportunities to use their intuition, imagination and creative talents (*Sensualism, Personal Creativity*). Wealthy & Wise members prefer well-known brands and they're willing to pay a premium for green products (*Importance of Brand, Ecological Lifestyle*).

Population:

353,338
(0.93% of Canada)

Households:

117,499
(0.79% of Canada)

Average Household Income:

\$257,777

Average Household Net Worth:

\$2,984,843

House Tenure:

Own

Education:

University

Occupation:

White Collar

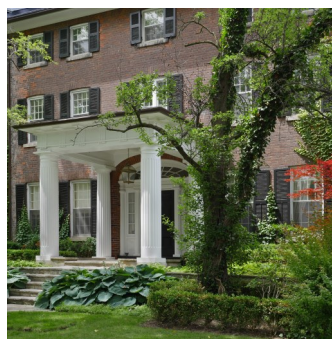
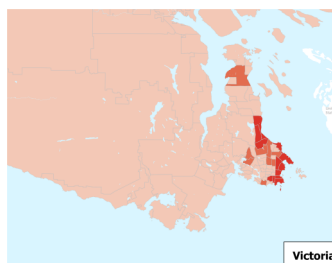
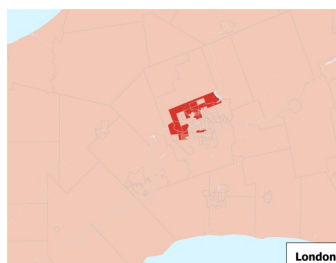
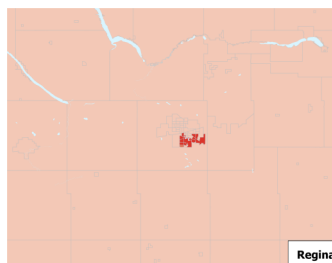
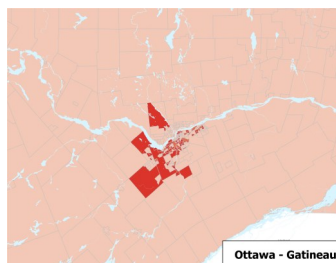
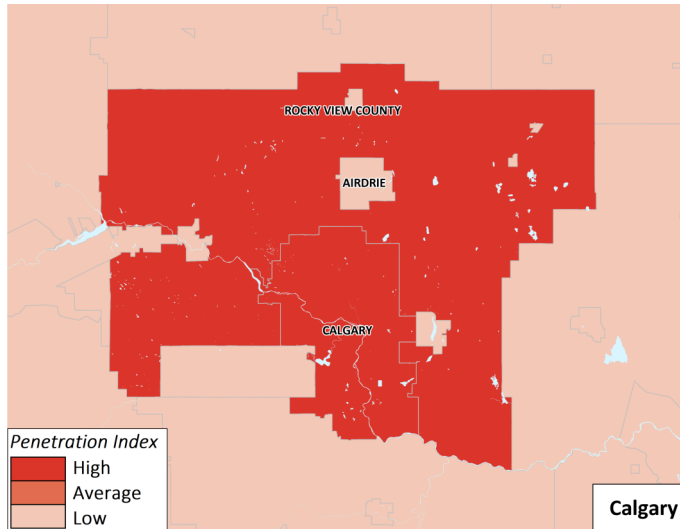
Cultural Diversity Index:

Low

Sample Social Value:

Legacy

Where They Live



How They Live



LEISURE

gardening
cottages
sporting events
theatre



TRADITIONAL MEDIA

CTV National News
news/talk radio
Maclean's
newspaper business and
finance section



FOOD/DRINK

online meal kits
granola/muesli
whole bean coffee
Italian restaurants



AUTOMOTIVE

imported luxury vehicles
Nissan/Infiniti
2017-2019 model years
auto clubs



MOBILE

web browsing on tablet
email on phone
maps/directions on tablet
free travel apps



SHOPPING

rewards programs
athletic wear
Apple online and retail stores
Eddie Bauer



INTERNET

listen to podcasts
music streaming services
purchase theatre tickets online
research products online



FINANCIAL

mutual funds
health insurance
will/estate planning
donate to alumni groups



SOCIAL

LinkedIn
Twitter
Reddit
Flickr



HEALTH

Consult with an eye specialist

ATTITUDES

"I feel that I am more a citizen of the world than a citizen of my country"

"I consider myself to be sophisticated"

"I am prepared to pay more for products that are a bit different from those one sees all over"

"Compared to other people I know, I feel that I have a lot of energy"

03 ASIAN SOPHISTICATES



F1 UPSCALE URBAN FRINGE **F2** LARGE DIVERSE FAMILIES

Upscale, middle-aged Asian families

Population:

369,290
(0.97% of Canada)

Households:

108,362
(0.72% of Canada)

Average Household Income:

\$151,291

Average Household Net Worth:

\$2,063,645

House Tenure:

Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

High

Sample Social Value:

Status via Home

Upscale, middle-aged Asian families

Who They Are

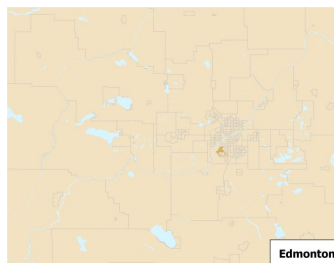
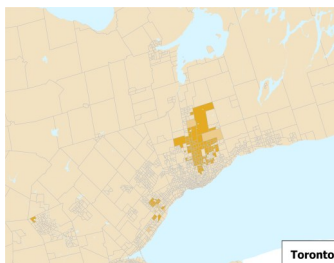
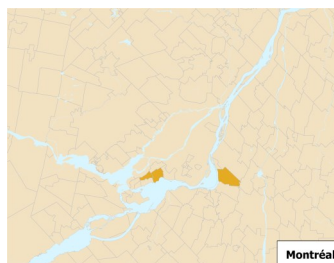
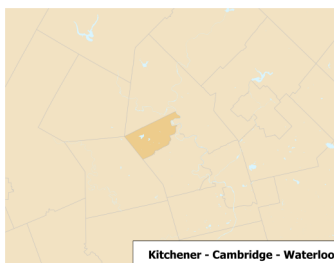
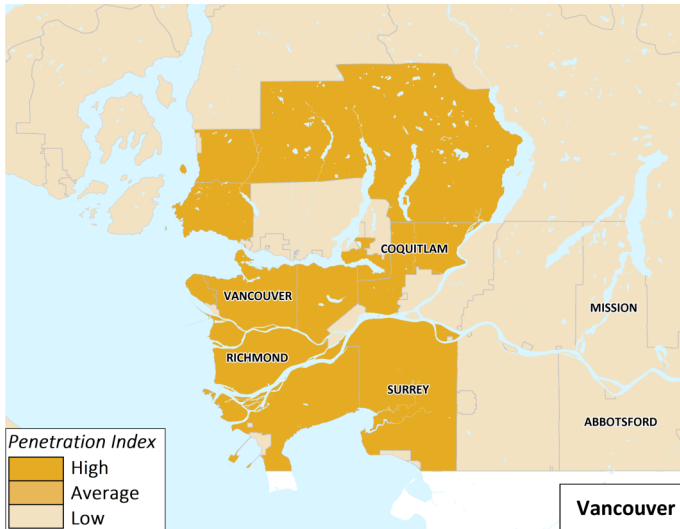
The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, nearly half of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at nearly \$1.4 million, typically in satellite cities such as Toronto's Richmond Hill and Markham, and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (*Status Via Home*), they buy furnishings and decor items from both retail stores and e-commerce sites.

Few segments have exhibited more wanderlust than Asian Sophisticates. In surveys, members rank near the top in a dozen travel categories—from visiting Europe and the Caribbean to booking cruises, buying resort packages and staying at bed and breakfasts. They come home to showplaces outfitted with the latest kitchen appliances, stylish furniture and well-tended landscapes; they have one of the highest rates for using professional gardening services. They prefer high-brow entertainment, often going to a ballet, opera or symphony. With their expressed desire to impress others, they like to be first with wearable tech gadgets like smart watches and fitness trackers. They download virtually every free app—for banking, news, weather and games—at high rates. And though these middle-aged families and children frequent a number of fashion-forward clothing chains—including Holt Renfrew, H&M and Zara—they prefer the convenience of shopping online using their computer, mobile phone or tablet. And they'll use any platform within easy reach to watch movies, read e-books, make investments, access restaurant reviews and, of course, discover their next travel destination.

How They Think

Members of Asian Sophisticates display values of confidence, engagement and materialism, and they rarely feel threatened by the pace of change (*Adaptability to Complexity*). Financially secure, they've achieved an average net worth well over two million dollars, which allows them to indulge in the *Ostentatious Consumption* of luxury goods. Many then share their finds with friends (*Consumption Evangelism*) as they strive to impress others with their good taste (*Need for Status Recognition*). As first-generation Canadians, they're active in social issues and take part in *Community Involvement* in support of their new country. They also enjoy mixing with large groups (*Attraction to Crowds*), though they have little interest in incorporating the influences of other cultures into their lives (low on *Culture Sampling*). *Strong on Advertising as Stimulus*, they appreciate well-designed ads and notice them in bus shelters, subway platforms, shopping malls, gas stations and elevators. These sophisticated shoppers value authenticity and are more likely to buy products that provide a deeper brand experience, especially if they're offered in the store or website of a large retailer (*Brand Genuineness, Confidence in Big Business*).

Where They Live



How They Live



LEISURE

yoga/Pilates
racquet sports
classical music concerts
casinos



TRADITIONAL MEDIA

CP24
jazz radio
technology/science
magazines
The Globe and Mail



FOOD/DRINK

organic meat
nuts
herbal tea
Japanese restaurants



AUTOMOTIVE

compact premium cars
\$40,000+ spent on vehicles
Toyota/Lexus
2017-2019 model years



MOBILE

watch videos on tablet
read magazines on phone
access LinkedIn on phone
free budgeting apps



SHOPPING

H&M
Mountain Equipment Co-op
camera and finishing stores
purchase electronics online



INTERNET

investment sites
shopping online
purchase sports equipment
watch free streaming videos



FINANCIAL

American Express Gold/
Platinum
stocks
group life insurance
full-service investment broker



SOCIAL

Reddit
WhatsApp
YouTube
Instagram



HEALTH

Participate in vigorous physical
activities

ATTITUDES

“I buy the latest high-tech gadgets before most people I know”

“It is one of my goals in life that, when I die, I leave as much money as I can to others”

“It is important that people admire the things I own ”

“I prefer to shop online for convenience”

04 TURBO BURBS



S1 SUBURBAN ELITE MIDDLE-AGE FAMILIES **F3**

Middle-aged upscale suburbanites

Population:

489,718
(1.29% of Canada)

Households:

162,533
(1.09% of Canada)

Average Household Income:

\$212,649

Average Household Net Worth:

\$1,483,649

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Personal Challenge

Middle-aged upscale suburbanites

Who They Are

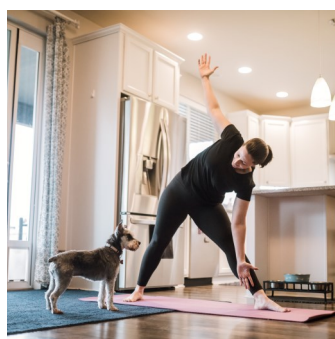
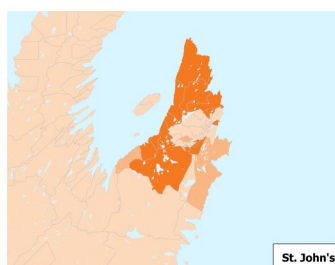
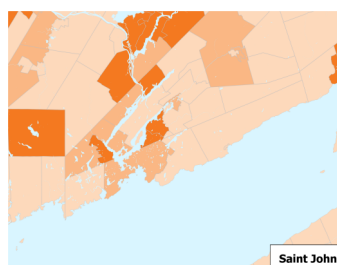
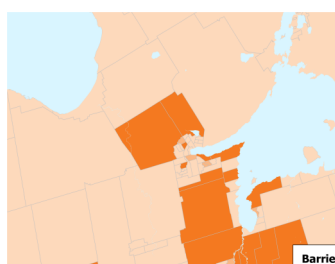
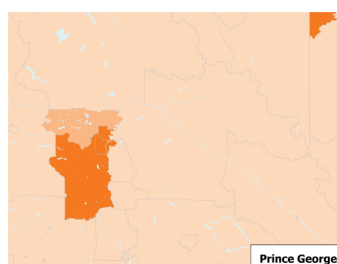
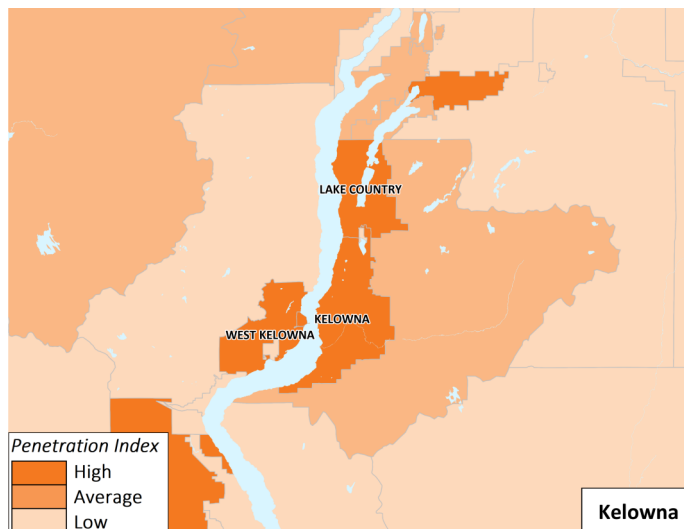
The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. More than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than \$700,000. The adults have parlayed mixed educations—with significant rates for high school, college and university achievement—into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs believe they have a *Social Responsibility* to help those less fortunate.

Turbo Burbs presents a portrait of suburban success. These home-centric families spend freely on technology, home décor, gardens and decks; they equip their properties with hot tubs, gas barbecues and patio furniture. But these adults work for it and travel for business at high rates. And while medium-size luxury cars and large SUVs dominate their garages, there's also room in there for boats, camping equipment and lots of exercise and golfing gear. The adults here enjoy going out to bars and restaurants: they're frequent patrons of sports bars, pubs and nearly every casual family restaurant chain in Canada. A weekend date may mean a trip to the theatre, a dramatic movie, country music concert or museum. For a longer vacation, Turbo Burbs families like to explore English Canada, cottage country or almost any state in the U.S. They're not fussy about accommodations and have high rates for staying at all-inclusive resorts, bed and breakfasts, RVs and campgrounds. They can enjoy their on-the-go lifestyle thanks to a financial cushion: a large, diversified portfolio with a high net worth.

How They Think

Turbo Burbs residents have been successful in establishing their place in society, as their affluence and lifestyle suggest. They're comfortable setting difficult goals for themselves, controlling the direction of their lives and questioning authority figures (*Personal Challenge, Personal Control, Rejection of Authority*). They see Canada as a land of opportunity where anyone who works hard enough can make it (*North American Dream*). Turbo Burbs members hold progressive values, accepting non-traditional definitions of family and giving their children the freedoms of adults (*Flexible Families, Equal Relationship with Youth*). As consumers, many think of themselves as leaders and influencers among their peers (*Consumption Evangelism*), and they prefer products offered by companies that are good corporate citizens (*Ethical Consumerism*). Indeed, they support small businesses because they believe they operate more ethically and produce goods at a better price compared to large companies (*Confidence in Small Business*). They have their favourite brands and are especially drawn to items that demonstrate their individuality (*Importance of Brand, Pursuit of Originality*). Despite all these decision criteria, price is still important to them, reflecting their tendency to be guided by reason and logic (*Importance of Price, Emotional Control*).

Where They Live



How They Live



LEISURE

health clubs
all-inclusive resorts
national or provincial parks
community theatres



SHOPPING

smart TVs
hot tubs/spas
Lululemon Athletica
craft supply stores



TRADITIONAL MEDIA

Sportsnet
CFL regular season on TV
classic hits radio
travel/tourism magazines



INTERNET

sports sites
clip mobile coupons on computer
smart speakers
video streaming services



FOOD/DRINK

Greek yogurt
organic fruit
Real Canadian Superstore
pubs/sports bars



FINANCIAL

stocks/bonds
RESPs
home equity line of credit
donate to Canadian charities



AUTOMOTIVE

large pickup trucks
domestic brands
2010-2016 model years
\$40,000+ spent on vehicle



SOCIAL

Twitter
Pinterest
LinkedIn
podcasts



MOBILE

e-book readers
map directions on phone
home improvement/décor sites on tablet
video games on tablet



HEALTH

Are satisfied with their job

ATTITUDES

"It is important that the country should hold a strong position in the world"

"I would never buy products from a company if I knew that they tested their products on animals"

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

"I have my favourite brand and I normally stick to it"

05 FIRST-CLASS FAMILIES



S1 SUBURBAN ELITE **F2** LARGE DIVERSE FAMILIES

Large, well-off suburban families

Population:

757,060
(1.99% of Canada)

Households:

232,200
(1.55% of Canada)

Average Household Income:

\$186,272

Average Household Net Worth:

\$1,227,636

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

*Concern for
Appearance*

Large, well-off suburban families

Who They Are

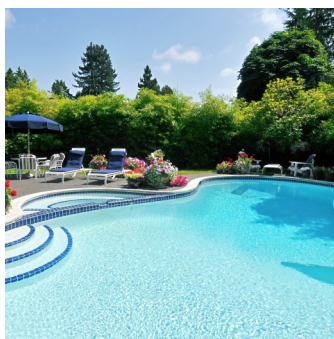
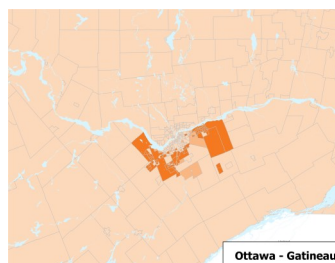
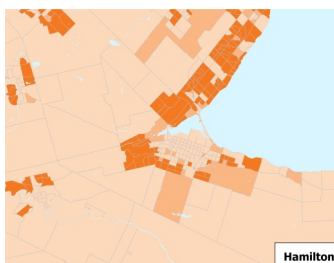
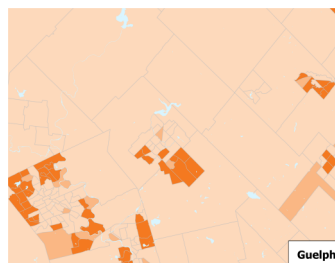
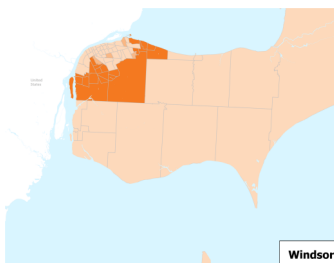
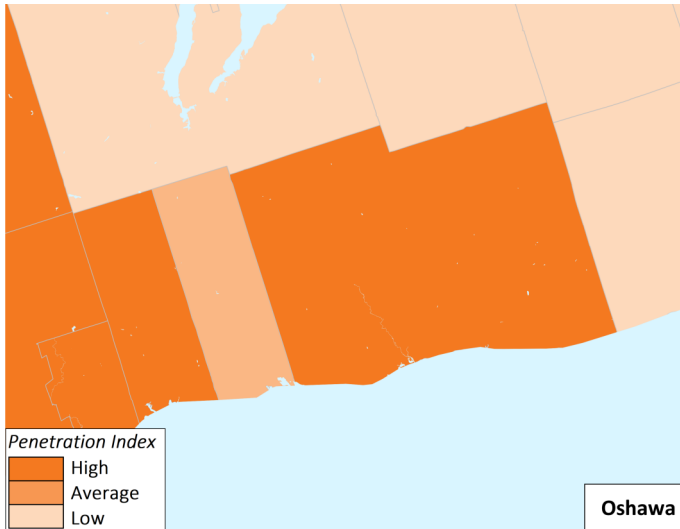
An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are over 10 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value *Effort Toward Health*.

First-Class Families households enjoy the trappings of success. They have the nice house in the suburbs complete with hot tub, home theatre system, landscaped garden and garage filled with boating, golfing and snowboarding equipment. They drive high-end cars equipped with streaming audio and typically own three or more vehicles. The parents spend a lot of their free time chauffeuring their teenage children to athletic activities and stores like Sport Chek and Lululemon Athletica as well as The Gap, Eddie Bauer, Roots and Old Navy. A big splurge in First-Class Families involves a trip to a theme park, waterpark or indoor amusement centre. And everyone relies on tech devices to keep up with their busy schedules—from smartphones and smart watches to voice-activated smart speakers. These time-crunched families routinely skip home-cooked dinners to patronize fast casual restaurants and pizza chains. And as interest in traditional media declines, residents here go online using mobile phones and tablets for a range of activities—from accessing professional sports content and listening to a radio broadcast to researching products and visiting social media sites. Among their favorites: LinkedIn, Twitter, Instagram and Reddit.

How They Think

Members of First-Class Families have a desire to preserve their traditions but they expect new immigrants to adopt the mainstream culture (*Search for Roots, Cultural Assimilation*). With a strong *Work Ethic*, they believe children should be taught to respect others and work hard to get ahead, but they also think young people should have the same freedoms as adults (*Equal Relationship with Youth*). With their *Emotional Control*, they make decisions based on reason and logic rather than feelings and intuition, which helps them accept the uncertainties of modern life (*Adaptability to Complexity*) and exert *Personal Control* over the direction of their future. They refrain from judging others, preferring not to take sides (*Introspection & Empathy*). But they're passionate about protecting the environment and think everyone has a role to play in the effort (*Ecological Concern*). And despite their affluence and creature comforts, it's still important for them to look good (*Concern for Appearance*). As consumers, they have a tendency to shop impulsively, and they're happy to pay a premium for their favourite brands (*Buying on Impulse, Importance of Brand*).

Where They Live



How They Live



LEISURE

swimming
family movies
theme parks/waterparks/
water slides
museums



TRADITIONAL MEDIA

MLB baseball on TV
CBC News
modern rock radio
Style at Home



FOOD/DRINK

\$250+ spent on groceries/
week
sparkling fruit juice
Starbucks
fast casual restaurants



AUTOMOTIVE

intermediate SUVs
European brands
2010-2016 model years
three vehicles



MOBILE

read magazines or
newspapers on phone
fitness trackers
watch movies on tablet
free weather apps



SHOPPING

factory outlet stores
The Children's Place
Old Navy
Home Depot



INTERNET

purchase products/services
online
listen to Internet music service
watch subscription video
purchase sporting event tickets



FINANCIAL

Canada savings bonds
RRSPs
spent \$5,001+/month on
credit cards
group life insurance



SOCIAL

LinkedIn
Instagram
WhatsApp
Reddit



HEALTH

Use herbal supplements for
joint health

ATTITUDES

"I can't imagine life without the Internet anymore"

"I have already taken steps to ensure that I have sufficient income for my retirement"

"I always keep informed about the latest technological developments"

"I am willing to pay more for brand-name products"



Younger and middle-aged
upscale city dwellers

Younger and middle-aged upscale city dwellers

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 more than \$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, Structube 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 email 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.

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*).

Population:

455,371
(1.20% of Canada)

Households:

180,330
(1.21% of Canada)

Average Household Income:

\$170,830

Average Household Net Worth:

\$1,229,110

House Tenure:

Own & Rent

Education:

University

Occupation:

White Collar

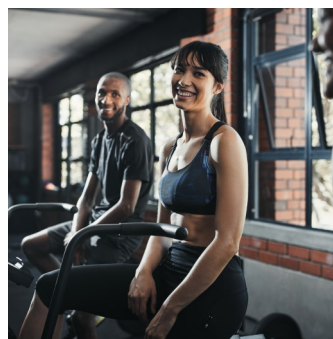
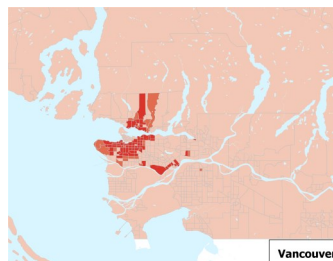
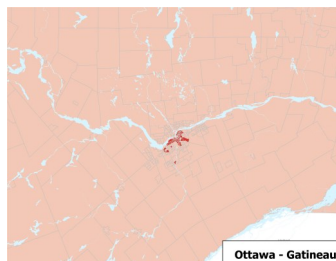
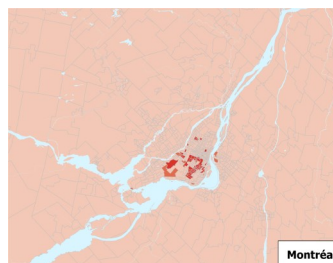
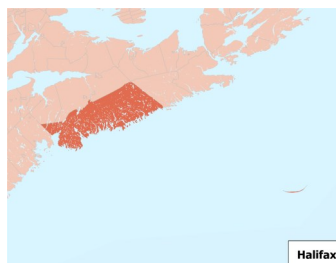
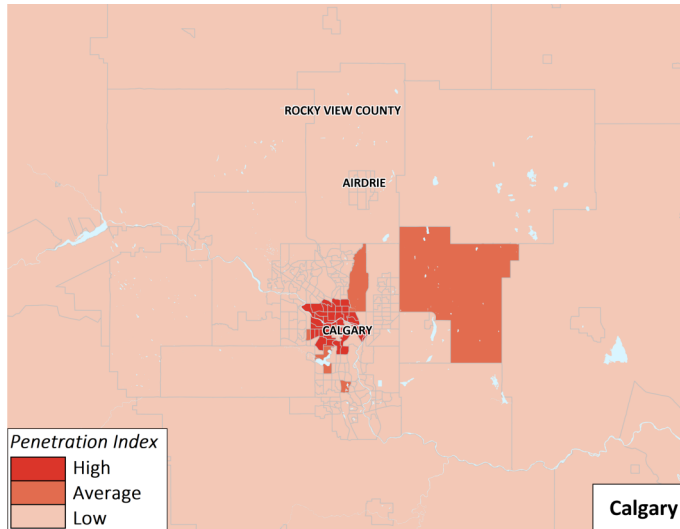
Cultural Diversity Index:

Low

Sample Social Value:

Ecological Concern

Where They Live



How They Live



LEISURE

fitness classes
music festivals
snowboarding
volunteer work



TRADITIONAL MEDIA

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



FOOD/DRINK

organic vegetables
craft beer
Japanese restaurants
online food delivery



AUTOMOTIVE

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



MOBILE

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



SHOPPING

natural/health food stores
Banana Republic
Ikea
chapters.indigo.ca



INTERNET

Amazon.ca
newspaper sites
purchase home furnishings
online
use apps



FINANCIAL

mutual funds
mobile wallet
automatic payments online
donate to environmental groups



SOCIAL

WhatsApp
Twitter
Reddit
Flickr



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"

07 MATURE & SECURE



F1 UPSCALE URBAN FRINGE **M1** OLDER FAMILIES & EMPTY NESTS

Older and mature upscale city dwellers

Population:

700,003
(1.84% of Canada)

Households:

231,570
(1.55% of Canada)

Average Household Income:

\$165,530

Average Household Net Worth:

\$1,494,174

House Tenure:

Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

Medium

Sample Social Value:

Community Involvement

Older and mature upscale city dwellers

Who They Are

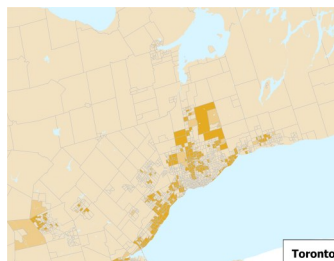
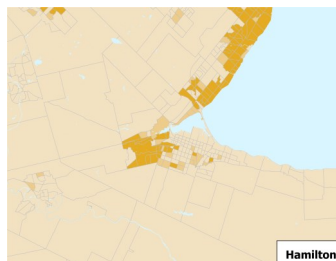
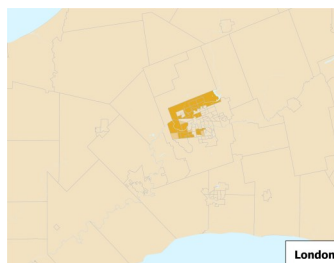
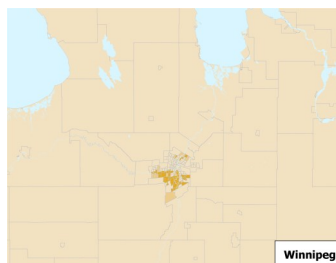
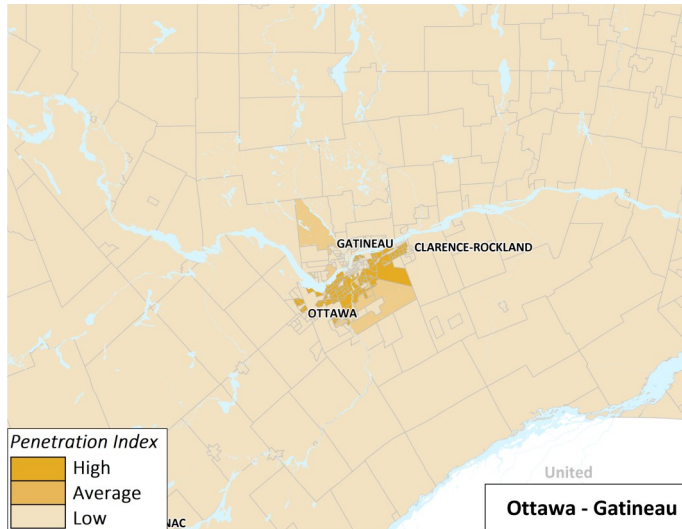
Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. More than half the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (*Legacy*).

The educated and upscale adults of Mature & Secure exhibit worldly sensibilities. They're well travelled, often touring Europe, Asia and North America via car, plane and cruise ship. Their worldliness even shows in their preferred auto: typically a premium midsize car costing at least \$30,000 and made by a European or Japanese manufacturer. And they have the time and money to spend their evenings attending a variety of cultural events—theatre, ballet, opera, classical music concerts and art galleries. Mindful of their health—they're a prime market for organic dairy and meat—they have above-average rates for taking yoga and fitness classes at nearby health clubs and avoiding fast food. And while their days playing high-impact sports may be over, they like to watch professional hockey, golf and tennis matches. These Canadians read an assortment of mainstream magazines—including *Canadian Living* and *People*—and they page through nearly every section of national daily newspapers. But they're comfortable with digital media, too, and especially like using tablets to read books, clip coupons, download apps and purchase everything from home furnishings to concert and theatre tickets.

How They Think

Mature & Secure is an engaged and centred group that accepts a wide range of social views among its members. While some support progressive definitions of the family unit (*Equal Relationship with Youth*), others tend to have more conservative notions influenced by their faith (*Traditional Families, Religiosity*). What they share is a firm belief that hard work will bring success (*North American Dream*) and a commitment to improving their local neighbourhood and city (*Community Involvement*). Having come of age at a time when keeping up with the Joneses was a prevalent aspiration, these Canadians still want to be respected by others for their fine manners, chic style and well-appointed home decorated with objects that convey affluence (*Need for Status Recognition, Status via Home, Ostentatious Consumption*). In the marketplace, they satisfy their desire to feel different from others by purchasing cutting-edge products, preferring brand-name goods from larger companies (*Pursuit of Originality, Importance of Brand, Confidence in Big Business*). And they appreciate marketing efforts that appeal to their *National Pride*, believing that buying products made in Canada strengthens the country's position in the world.

Where They Live



How They Live



LEISURE

entertaining at home
ballet/opera/symphony
gardening
cruises



TRADITIONAL MEDIA

Food Network
TV golf
classic hits radio
Canadian Living



FOOD/DRINK

specialty breads
premium coffee/tea
Canadian wine
Italian restaurants



AUTOMOTIVE

luxury imports
plan to spend \$40,000 on vehicle
Toyota
2015 model year



MOBILE

mapping services on phone
Apple tablets
video phone calls on tablet
display tickets on phone



SHOPPING

Hudson's Bay
Lowe's
home health care stores
Aeroplan



INTERNET

access restaurant reviews
listen to podcasts
clip mobile coupons
purchase books online



FINANCIAL

RRSPs
travel insurance
will/estate planning
full-service investment brokers



SOCIAL

LinkedIn
WeChat
WhatsApp
blogs



HEALTH

Use private plan insurance for prescription medications

ATTITUDES

"It is important that the country should hold a strong position in the world"

"I feel that people get what they deserve"

"I consider myself to be sophisticated"

"It is acceptable that an industrial society such as ours produces a certain level of pollution"

08

MULTICULTURE-ISH

S2 UPSCALE
SUBURBAN
DIVERSITYLARGE
DIVERSE
FAMILIES F2

Upscale, multi-ethnic suburban families

Upscale, multi-ethnic suburban families

Who They Are

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise *Ostentatious Consumption* by purchasing items that symbolize affluence.

The on-the-go families in Multiculture-ish have too much restless energy to lounge around on their couches. The adults would rather be jogging, golfing or taking fitness classes, and their kids can be found participating in formal sports programs. But the whole family will gather to cheer on their favourite pro baseball, football and hockey teams. Now in their prime earning years, these consumers have high rates for shopping at both full-price retail stores and factory outlets. At home, they accumulate multiple pets and electronics, including cats, dogs, TVs and mobile phones. For Multiculture-ish families, traditional media is so last century; they practically live on their mobile phones and participate in virtually every online activity at a high rate, including gaming, banking, purchasing products, watching TV and posting to social networks such as Instagram, Snapchat and LinkedIn. They even download apps—paid and free—at rates far above average. Marketers should take note that they're also open to receiving promotional messages on their phone. As they observe, "My phone touches every part of my life."

How They Think

As their name suggests, the new Canadians who make up a sizable portion of Multiculture-ish are proponents of *Multiculturalism*. They accept ethnic diversity within their communities and their families (*Racial Fusion*), and believe other cultures have a great deal to teach us (*Culture Sampling*). These immigrants recognize that getting what they want out of life often involves taking risks (*Penchant for Risk*), but they also try to analyze their actions in a dispassionate and analytical way (*Introspection & Empathy*). Hoping to leave a *Legacy*, they believe in maintaining a disciplined *Work Ethic* to achieve greater gains in the future for themselves and their children. But they're also status conscious, making efforts to dress and decorate their homes to impress others (*Need for Status Recognition, Concern for Appearance, Status via Home*). In the marketplace, these enthusiastic consumers enjoy their role as influencers among their peer group (*Joy of Consumption, Consumption Evangelism*). They're even fond of advertising, trusting the information ads convey and appreciating their aesthetic qualities, whether in magazines, on TV or on billboards (*Confidence in Advertising, Advertising as Stimulus*).

Population:

880,563
(2.32% of Canada)

Households:

246,456
(1.65% of Canada)

Average Household Income:

\$157,740

Average Household Net Worth:

\$828,010

House Tenure:

Own

Education:

University/College

Occupation:

White Collar/Service Sector

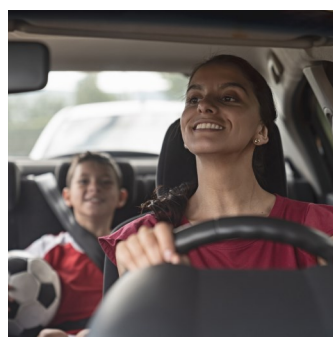
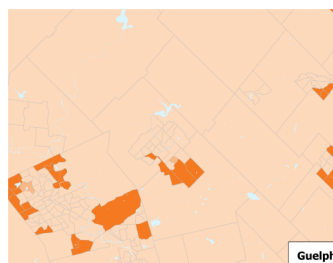
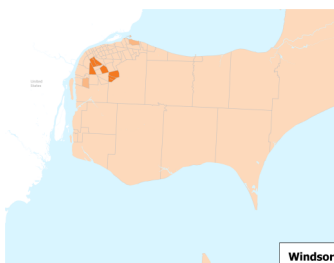
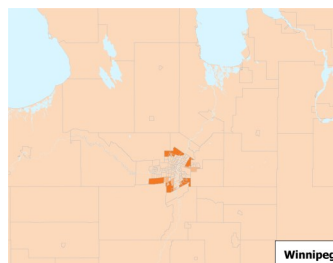
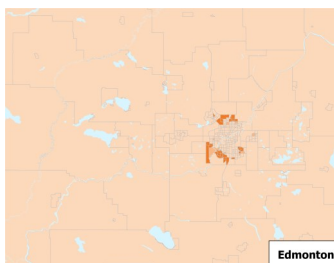
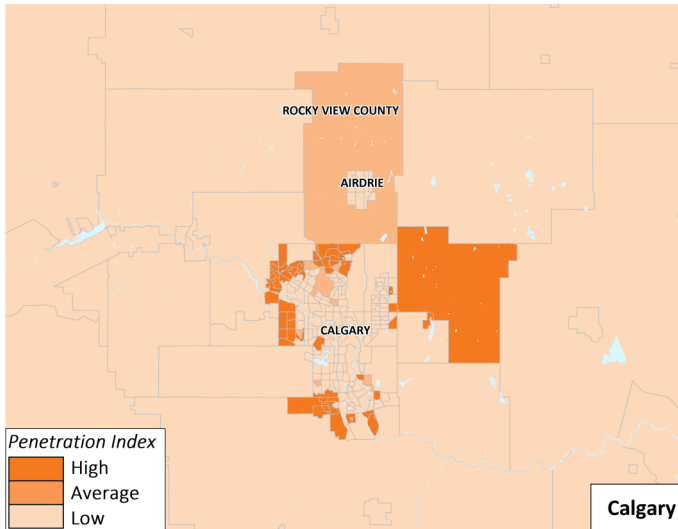
Cultural Diversity Index:

High

Sample Social Value:

Penchant for Risk

Where They Live



How They Live



LEISURE

jogging
action/adventure movies
pubs/sports bars
gourmet cooking



TRADITIONAL MEDIA

NBA regular season on TV
Food Network
Top 40 radio
technology/science magazines



FOOD/DRINK

frozen pasta
bagels
instant breakfast shakes
steakhouse restaurants



AUTOMOTIVE

intermediate SUVs
European brands
\$30,000-\$49,999 spent on vehicle
2017-2019 model years



MOBILE

read magazines on phone
pay bills on phone
stream music on tablet
news sites on tablet



SHOPPING

The Gap
H&M
gardening tools
Amazon.ca



INTERNET

investment sites
career/job search sites
free streaming music videos
purchase computers online



FINANCIAL

RESPs
group life insurance
\$500,000+ face value life insurance
donate to educational groups



SOCIAL

Instagram
Snapchat
LinkedIn
Reddit



HEALTH

Purchase contact lenses

ATTITUDES

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

"Staying connected via social media is very important to me"

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

"I feel that I have a great deal of influence on the consumption choices of the people around me"



S1 SUBURBAN ELITE **M1** OLDER FAMILIES & EMPTY NESTS

Older and mature,
upper-middle-income suburbanites

Population:

605,055
(1.59% of Canada)

Households:

234,675
(1.57% of Canada)

Average Household Income:

\$139,963

Average Household Net Worth:

\$1,068,980

House Tenure:

Own

Education:

University/College

Occupation:

White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Effort Toward Health

Older and mature, upper-middle-income suburbanites

Who They Are

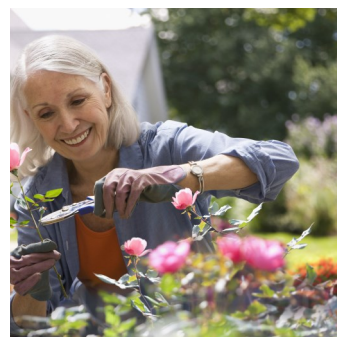
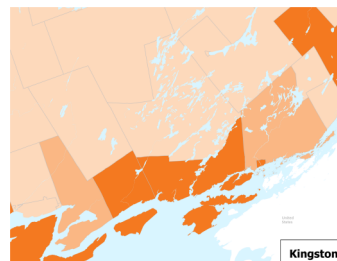
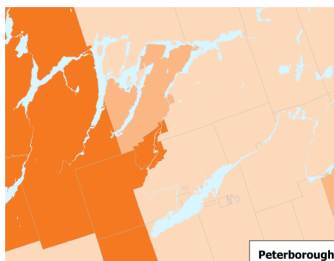
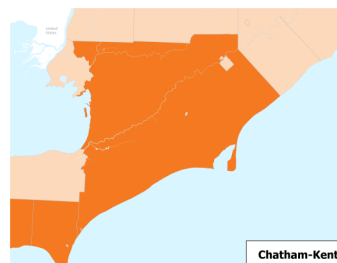
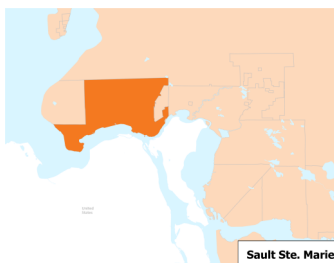
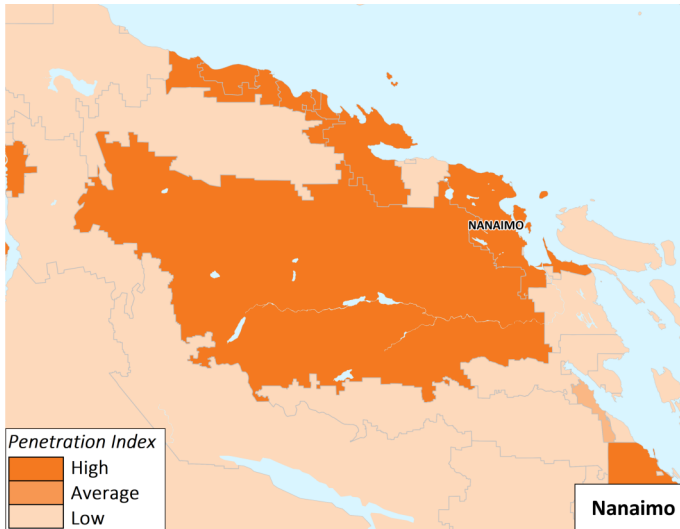
Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like London, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for *Penchant for Risk*.

For many Boomer Bliss residents, their home is their castle. But given homeowners' high rates for doing remodeling projects and browsing the aisles of home improvement stores, the older houses in this segment must be in need of updating. Backyards here are graced with swimming pools, stylish patio furniture, gas barbecues, hot tubs and well-kept gardens. In fact, Boomer Bliss members list gardening as one of their favourite forms of exercise. These older Canadians have also cultivated tidy nest eggs, achieving nearly \$1.4 million in assets. With the help of full-service investment brokers and estate planners, they're hoping to leave a Legacy. Careful spenders, they buy their food at discount grocery stores such as No Frills and Real Canadian Superstore and their clothes at Value Village and second-hand thrift shops. Going out may mean dinner at a pub, sports bar or casual family restaurant where they can drink Canadian wine and beer. While they're more comfortable with traditional media, they like using a tablet for a wide range of applications: sending email, reading e-books, shopping and playing games. Many bookmark favourite sites for news, investments, sports and health.

How They Think

Having worked hard to earn a comfortable lifestyle, the members of Boomer Bliss firmly believe that they can also transform their health and lifestyle through exercise and diet (*Effort Toward Health*). They also feel a strong sense of *Social Responsibility* to help others before caring for their own needs. They express a desire to escape the stresses of their everyday routine and prefer a more informal way of life where they can ignore traditional norms of good manners and behaviour (*Need for Escape, Rejection of Orderliness*). Many are guided less by their emotions than by logic and reason (*Emotional Control*), and they feel confident they can control the direction of their lives (*Personal Control*). Conservation minded, they believe that today's environmental problems are a result of industrial and personal disregard for the environment (*Ecological Concern*). To do their part, they donate to environmental groups and integrate their environmental concerns when making purchases, opting for green products made by companies they consider to be good corporate citizens (*Ecological Lifestyle, Ethical Consumerism*). But they're hardly extravagant and always weigh the cost of a major purchase (*Importance of Price*).

Where They Live



How They Live



LEISURE

gardening
golfing
rock concerts
craft shows



TRADITIONAL MEDIA

TV curling
HGTV
Zoomer Magazine
newspaper editorials



FOOD/DRINK

specialty breads
organic meat
premium beer
Montana's



AUTOMOTIVE

intermediate SUVs
\$30,000-\$49,999 spent on vehicle
two or more vehicles
domestic brands



MOBILE

fitness trackers
home improvement/décor
sites on tablet
bank on tablet
read e-books on tablet



SHOPPING

second-hand stores
No Frills
Home Hardware
gas barbecues



INTERNET

respond to online classified ads
access real estate listings
discount coupons online
purchase travel services online



FINANCIAL

mutual funds
home equity line of credit
term life insurance
donate \$1,000-\$5,000 to Canadian charities



SOCIAL

YouTube
Pinterest
podcasts
view friends' photos online



HEALTH

Visit a physiotherapist

ATTITUDES

"It's very important that the country should hold a strong position in the world"

"I do not feel uncomfortable living with the uncertainties and the unexpected in life today"

"I am prepared to pay more for an environmentally friendly product"

"I believe I have a personal responsibility to help those worse off than me"



Successful, middle-aged and older Asian families

Successful, middle-aged and older Asian families

Who They Are

With nearly 60 percent of households foreign-born, Asian Achievement is a predominantly Asian segment consisting of middle-aged and older households typically from China, Taiwan and Hong Kong. Most arrived in Canada during the last 30 years and have settled in the urban fringe areas of two metros: Vancouver and Toronto. Over 45 percent speak a non-official language at home, typically Cantonese or Mandarin. Asian Achievement residents tend to be less acculturated compared to other predominantly Asian segments, patronizing Chinese stores, banks and clubs, and speaking their Chinese mother tongue at home. Households here often consist of multi-generational families; in a quarter of households, children over the age of 25 still live at home. The adults tend to be moderately educated and hold service sector or white-collar jobs. Despite their upper-middle incomes, Asian Achievement members own pricey single-detached homes, duplexes and row houses. Their average dwelling value is more than \$1 million, partly a function of the high cost of real estate in Vancouver. Further cementing their bi-cultural lifestyle, residents enjoy travelling to China and Hong Kong, excursions that may help alleviate their *Time Stress*.

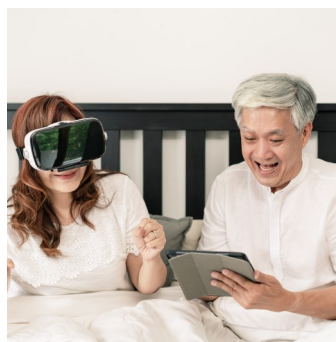
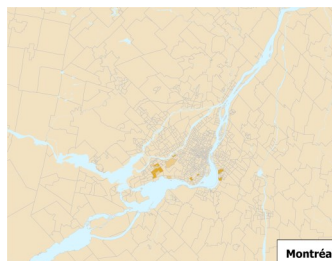
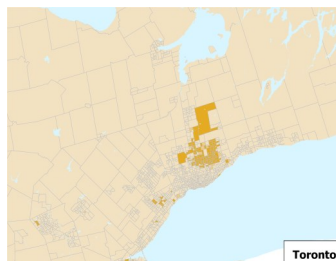
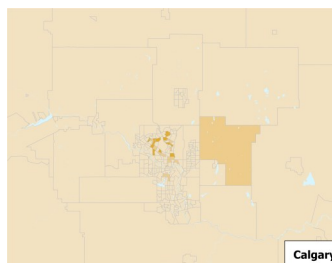
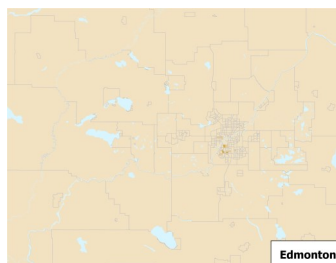
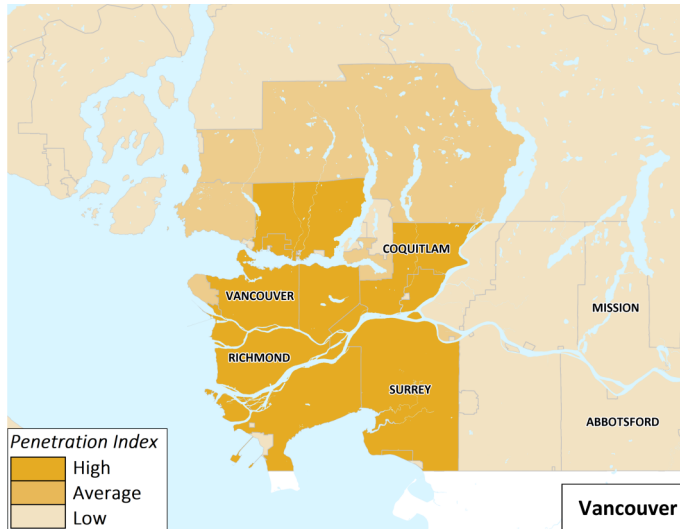
The residents of Asian Achievement are relatively established immigrants who are prospering in their adopted country. They have high rates for owning coin and stamp collections, carrying prestigious credit cards and having three cars, including at least one luxury import costing more than \$50,000. They enjoy a variety of entertainment—community theatre and ballet performances, jazz concerts and casino outings—and they dine at steak, seafood, bistro-style and ethnic restaurants. Enthusiastic about technology, they score high for owning a smart watch, voice-activated smart speaker and AR/VR headsets. They’re selective in their traditional media choices—they like watching tennis, soccer and basketball on TV and listening to adult contemporary, Top 40 and multicultural radio stations—but they consume a wide variety of media over the Internet. Online they have high rates for downloading music, watching TV shows, reading e-books and magazines, and listening to podcasts. For many, their mobile phones are instruments of e-commerce used to order meals, bid at auction sites and make travel arrangements. And when they find a good deal, they’re likely to share the news on social media.

How They Think

With many new to Canada, the residents of Asian Achievement can feel disconnected from society (*Anomie-Aimlessness*) even while they strive to convey their social standing through their well-appointed homes (*Status via Home*). Like the members of several other culturally diverse segments, their core values stem from their allegiance to conservative family values and conventional gender roles (*Sexism*). But the presence of twenty-something children at home has tempered their views, and they maintain that young people should have the same privileges and responsibilities as adults (*Equal Relationship with Youth*). Asian Achievement leads most segments in *Saving on Principle*, and its typically frugal residents belong to nearly every loyalty rewards program. With many speaking a non-official language, they seek out large gatherings within their communities to connect with similar families (*Attraction for Crowds*). As consumers, they’re drawn to products and services from large companies, which they believe best serve the public interest as well as their own (*Confidence in Big Business*). And with their *Confidence in Advertising*, Asian Achievement members are receptive to marketing messages, especially from brands with a compelling story (*Brand Genuineness*).

- Population:**
526,312
(1.39% of Canada)
- Households:**
157,851
(1.06% of Canada)
- Average Household Income:**
\$110,740
- Average Household Net Worth:**
\$1,305,510
- House Tenure:**
Own & Rent
- Education:**
University/High School
- Occupation:**
Service Sector/White Collar
- Cultural Diversity Index:**
High
- Sample Social Value:**
Brand Genuineness

Where They Live



How They Live



LEISURE

fitness classes
active in social issues
city/cultural tour vacation
classical music concerts



TRADITIONAL MEDIA

TV tennis
Food Network
multicultural radio
National Post



FOOD/DRINK

organic meat
walnuts
Canadian/BC wine
Asian restaurants



AUTOMOTIVE

compact premium vehicles
streaming audio service in vehicle
European brands
2010 or earlier model years



MOBILE

video phone calls on phone
use camera on phone
read e-books on tablet
Huawei phones



SHOPPING

Hudson's Bay
factory outlet stores
Chapters/Indigo
Amazon.ca



INTERNET

watch TV shows on computer
use maps/directions service online
investment sites
purchase movie tickets online



FINANCIAL

ETFs
credit unions
guaranteed life insurance
donate to international groups



SOCIAL

YouTube
Instagram
Flickr
contribute to chat room/blog/
bulletin board



HEALTH

Wore braces in past year

ATTITUDES

- "To preserve jobs in this country, we must accept higher degrees of pollution in the future"
- "It is very likely that, if a product is widely advertised, it will be a good product"
- "I buy the latest high-tech gadgets before most people I know"
- "I am likely to share shopping deals/product information through social media channels"



Multi-ethnic younger and middle-aged suburbanites

Multi-ethnic younger and middle-aged suburbanites

Who They Are

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and more than three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that *Attraction for Crowds* is among their strongest values.

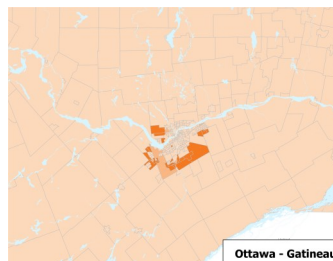
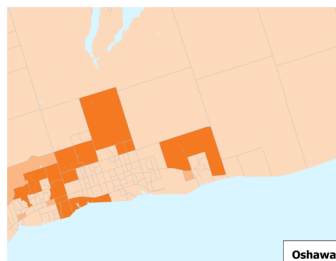
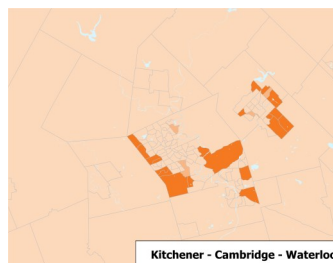
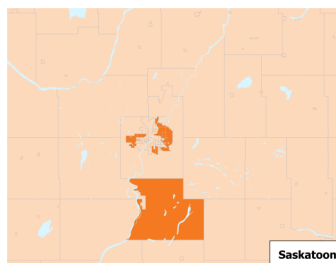
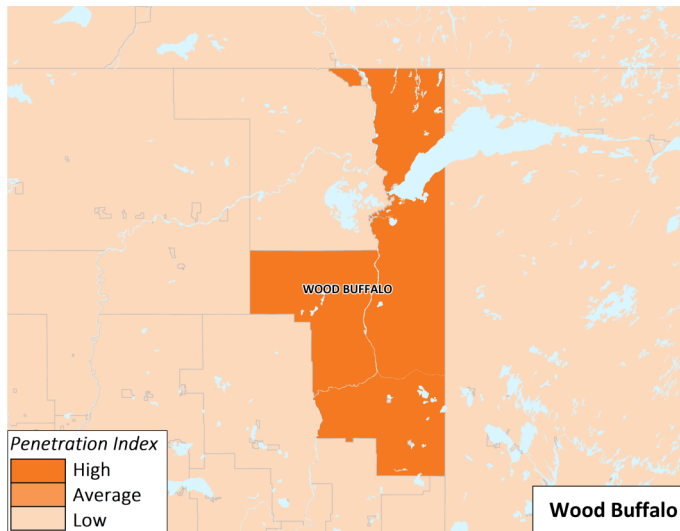
Children are the centre of the Modern Suburbia world. Parents enroll kids in a number of sports, and vacations typically involve package deals to beaches and other family-friendly destinations; more than half travelled outside of Canada last year. A big treat is a family outing to a pizza, burger or taco restaurant. In Modern Suburbia, homes are filled with child-friendly tech products—like tablets and video gaming systems—as well as smart watches, Internet-enabled appliances and fitness bands to help manage their daily routine. Eclectic in their media tastes, these immigrant families have high rates for watching nearly every sport on TV—including cricket and rugby—and reading varied magazines on parenting, technology, business and health. But mostly these connected families like to use their mobile phones to access media and perform various tasks, like banking, streaming music, posting to social networks and downloading coupons; they buy almost every retail category online at high rates. Stating they like to be the first to own new technology, they’re receptive to many forms of mobile advertising, including coupons based on their demographics.

How They Think

The immigrant families of Modern Suburbia are comfortable in their adopted country and feel optimistic about their future (*Personal Optimism*). They’ve demonstrated their *Penchant for Risk* in their decision to uproot their family, and they fervently believe that anyone can make it if they work hard enough (*North American Dream*). While these younger families sometimes feel overwhelmed (*Time Stress*), they accept both the good and the bad outcomes of the decisions they’ve made (*Just Deserts*). They support diverse communities and their desire to preserve their distinctive cultures (*Multiculturalism*), and they seek to incorporate those cultural influences in their lives (*Culture Sampling*). In their neighbourhoods, they demonstrate their social status through their well-maintained homes decorated with objects that convey affluence (*Status via Home, Ostentatious Consumption*). They’re eager to discover new products and integrate them into their daily life, but they’re also drawn to items simply for their aesthetics rather than their functionality (*Pursuit of Novelty, Importance of Aesthetics*). These consumers especially like to make purchases in their areas of interest (*Consumptivity*), if only to exercise their role as influencer among their peer group (*Consumption Evangelism*).

- Population:**
1,000,904
(2.64% of Canada)
- Households:**
317,626
(2.12% of Canada)
- Average Household Income:**
\$137,614
- Average Household Net Worth:**
\$479,204
- House Tenure:**
Own
- Education:**
University/College
- Occupation:**
Mixed
- Cultural Diversity Index:**
High
- Sample Social Value:**
Importance of Aesthetics

Where They Live



How They Live



LEISURE

camping
bowling
amusement parks
beach/resort package tours



TRADITIONAL MEDIA

TV rugby
top-40 radio
parenting/babies magazines
newspaper sports sections



FOOD/DRINK

gluten-free products
herbal tea
Sobeys
sub/sandwich restaurants



AUTOMOTIVE

intermediate SUVs
Honda
\$30,000-\$49,999 spent on vehicle
2017-2019 model years



MOBILE

mobile wallet
four or more phones
beauty/fashion sites on tablet
collect loyalty points on phone



SHOPPING

Joe Fresh
Home Depot
Sport Chek
compare products/prices while shopping



INTERNET

access food/recipes content
download video content
sports sites
purchase clothing/footwear online



FINANCIAL

online trading GICs
RESPs
universal life insurance
spent \$5,000+/month on credit cards



SOCIAL

Twitter
Snapchat
WhatsApp
Reddit



HEALTH

Use home teeth-whitening products

ATTITUDES

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

"I like being in a large crowd"

"The Internet improves the relationships I have with other people"

"I often buy things just because they are beautiful, whether or not they are practical"



Younger, well-educated urban singles

Who They Are

Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value *Sexual Permissiveness*. Concentrated in the urban core of Toronto, Montreal and Vancouver, this diverse segment reflects two important demographic trends—increasing urbanization and the growth of high-rise housing. Eat, Play, Love is a vertical world where almost 90 percent of residents live in apartment and condo buildings taller than five stories. It is also the most educated of all the segments: nearly 60 percent have a university degree, and one in five hold an advanced degree—more than double the national average. With their upper-middle incomes, they’re earning good money for their age, typically from white-collar jobs in business, science, education and management. Two-thirds commute to work by public transit, biking or walking. Young and unencumbered—half of households contain single or divorced individuals—they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting jazz concerts and attending food and wine shows. They’re also into health and fitness, scoring high for aerobics, yoga and Pilates, as well as buying organic fruit and vegetables.

The young adults of Eat, Play, Love pursue experience-intensive lifestyles. They have high rates for enjoying adventure sports and movies, and their idea of boating is windsurfing. They exhibit wide-ranging cultural tastes, going to classical music concerts, nightclubs and comedy movies. And many qualify as foodies given their fondness for gourmet cooking, fine food stores and restaurants that offer Asian and Mexican cuisine. Whether it’s cabernet, cognac, tequila or Scotch, this group enjoys having a drink with friends at home or out on the town. When it comes to media, Eat, Play, Love residents tend to be grazers, dipping in and out of TV news during the day and often ending their nights watching late-night talk shows. Internet obsessed, they go online for a wide range of uses: dating, streaming music and TV, playing games and making travel plans. As veterans of social media—particularly Twitter, LinkedIn, Instagram, Reddit and Tinder—they’re comfortable sharing personal information online. With their hyperactive nightlife, they also make a prime audience for advertising on buses, taxis, subway platforms and convenience stores.

How They Think

Eat, Play, Love members are broadminded, passionate and footloose, with a progressive view of what constitutes family (*Flexible Families*). They like to live life to the fullest (*Pursuit of Intensity*) and seek out new experiences to express their individuality (*Pursuit of Novelty, Pursuit of Originality*). Embracing uncertainty and change (*Importance of Spontaneity, Adaptability to Complexity*), they question rules and authority figures as they forge their own path into the future (*Rejection of Authority, Personal Control*). But they believe the self-centered Millennial stereotype: many are active in social issues and political campaigns (*Community Involvement*), believe that learning from other cultures gives life richness (*Culture Sampling*) and enjoy connecting with large groups (*Attraction for Crowds*). Seeing themselves as citizens of the world (*Global Consciousness*), these diverse singles support the *Primacy of Environmental Protection* over economic growth. As consumers, members of Eat, Play, Love appreciate well-designed products (*Importance of Aesthetics*) and established brands (*Importance of Brand*) as well as items that convey affluence and status (*Ostentatious Consumption*). Eager to be thought of as influencers, they often tout their purchases with their peers (*Consumption Evangelism*).

Population:

633,711
(1.67% of Canada)

Households:

388,226
(2.60% of Canada)

Average Household Income:

\$124,418

Average Household Net Worth:

\$839,750

House Tenure:

Rent & Own

Education:

University

Occupation:

White Collar

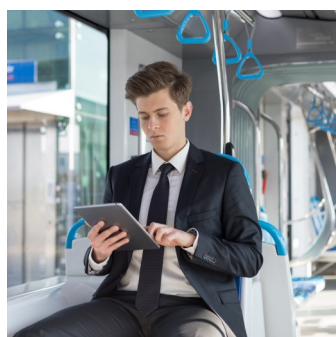
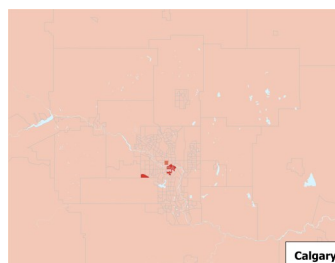
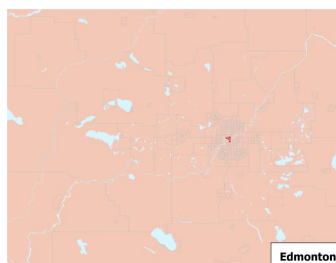
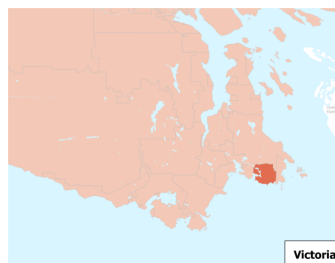
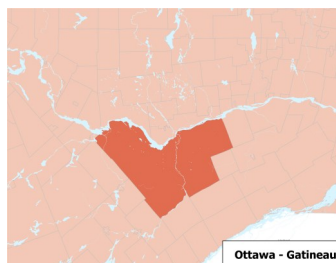
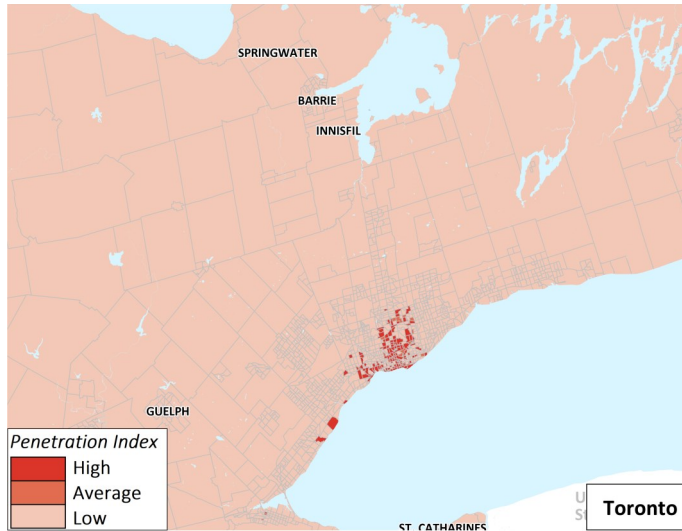
Cultural Diversity Index:

High

Sample Social Value:

Sexual Permissiveness

Where They Live



How They Live



LEISURE

dancing
jazz concerts
bars/pubs
active in social issues



TRADITIONAL MEDIA

CP24
TV music awards shows
dance music radio
Elle Canada



FOOD/DRINK

organic fruits and vegetables
energy drinks
coffee/donut shops
online food delivery services



AUTOMOTIVE

imported luxury vehicles
subcompacts
one vehicle
European brands



MOBILE

play video games on phone
own smart watch
read magazines on tablet
career/job search on tablet



SHOPPING

natural/health food stores
Hudson's Bay
La Senza
purchase cosmetics/skin care online



INTERNET

listen to podcasts
access consumer reviews
watch TV programs online
purchase cosmetics/skin care products online



FINANCIAL

stocks
TFSA's
condo home insurance
donate to educational groups



SOCIAL

blogs
Twitter
Instagram
dating platforms



HEALTH

Use mouthwash 10+ times per week

ATTITUDES

"I try to keep abreast of changes in style and fashion"

"I like sharing events with the largest number of people"

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

"From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

13 VIE DE RÊVE



S4 UPPER-MIDDLE SUBURBAN FRANCOPHONE **F2** LARGE DIVERSE FAMILIES

Upscale, suburban Quebec families

Population:

548,474
(1.44% of Canada)

Households:

183,682
(1.23% of Canada)

Average Household Income:

\$175,149

Average Household Net Worth:

\$702,234

House Tenure:

Own

Education:

University/College/
Trade School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Ecological Lifestyle

Upscale, suburban Quebec families

Who They Are

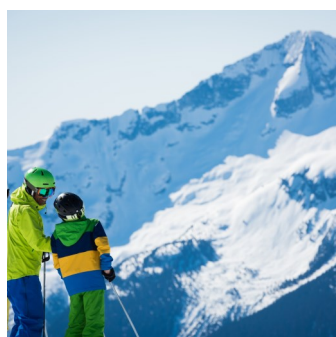
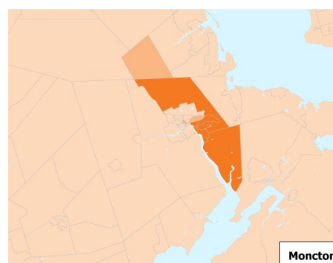
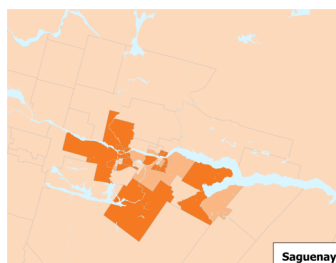
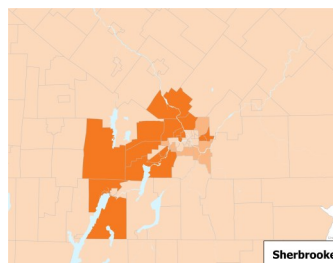
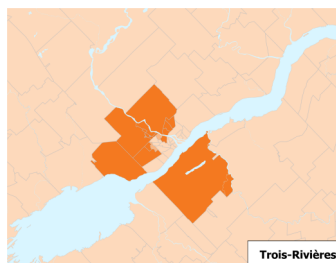
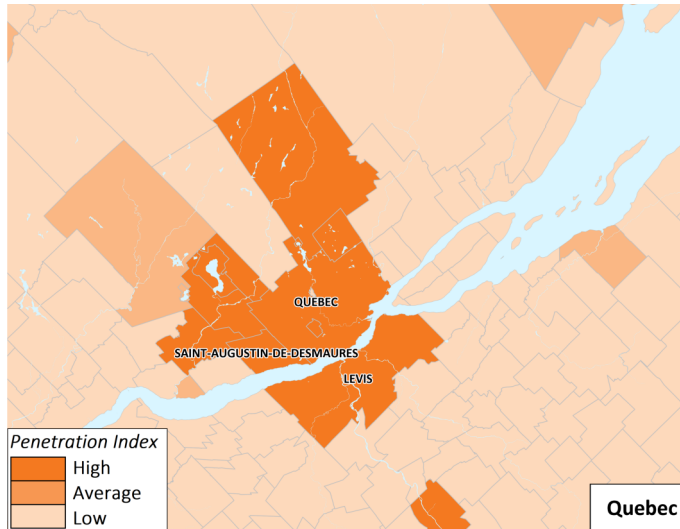
The most affluent of the francophone segments, Vie de Rêve is a group of middle-aged families concentrated in established suburban neighbourhoods around Montreal, Quebec City and Gatineau, in communities like Laval, Blainville and Boucherville. These children of the Quiet Revolution live in upscale comfort in relatively new single-detached homes, often with backyard pools and family-friendly amenities. Half the households contain families with children, most of whom range from 5 to 24 years old. And like many francophone segments, a quarter of couples are common-law unions—a rate more than twice the national average. Vie de Rêve adults are well-educated—mostly university and trade school educations—and hold well-paying jobs in a variety of fields, such as business, finance, education and public administration. Nearly 60 percent of the population has knowledge of both French and English, and residents enjoy a lively suburban lifestyle—engaging in high-energy outdoor sports, hosting wine-and-whatever parties at home, and donning club-ready fashions for nights at comedy shows and pop music concerts. Admitting a desire to look young, they make an *Effort Toward Health* through diet and aerobic activities like jogging, biking and skiing (downhill and cross-country).

The members of Vie de Rêve like to work hard and play hard. With a net worth of over a million dollars, they can afford taking ski trips, cultural tours and romantic getaways to countries like France, Italy and Cuba. But they also enjoy exploring Quebec, having acquired the gear—skis, bikes, campers and snowmobiles—for outdoor adventures. Whether they're attending a book show or tennis match, these families like to socialize, exhibiting behavioural patterns typical of French-speaking residents at all income levels: They have a fondness for big-box stores, European wine and fine food stores. Compared to other francophone segments, they're more likely to patronize the theatre, health clubs and steakhouses, and watch English-language TV channels like Discovery Science, CBC News and Disney. But these bilingual households also like traditional French-Canadian media, scoring high for TV channels like Canal D and Historia, magazines such as *7 Jours* and *L'Actualité*, and radio stations that play comedy and dance music. Keen for the latest technologies, they own Ultra HD 4K TVs and PVRs at above-average rates. Marketers take note: Vie de Rêve members are also receptive to e-mail offers and digital flyers.

How They Think

The values of Vie de Rêve members reflect both their affluence and Quebecois heritage. In their *Search for Roots*, they seek to preserve their cultural customs and they're optimistic that they can control the direction of their future (*Personal Control*). They're fascinated by the possibilities science and technology offer (*Enthusiasm for Technology*), and confident that the modern world's uncertainties represent an opportunity to be explored (*Adaptability to Complexity*). Many in Vie de Rêve believe that the pleasures of life should be deferred to realize future gains (*Work Ethic*) and prefer work that is personally meaningful and socially valuable (*Fulfillment Through Work*). While they feel they have a responsibility to help the less fortunate (*Social Responsibility*), they also think government should be more involved in handling social issues (*Active Government*). As consumers, they seek products and services that support their desire to live a healthy and green lifestyle (*Ecological Lifestyle*). Ever in search of ways to make life richer, they set challenging goals for themselves (*Personal Challenge*) and enthusiastically embrace unexpected disruptions to their daily routines (*Importance of Spontaneity*).

Where They Live



How They Live



LEISURE

cross-country skiing
pop music concerts
spa resorts
historic sites



TRADITIONAL MEDIA

TV soaps/serial dramas
Canal D
sports radio
business/financial magazines



FOOD/DRINK

soft cheese
Cabernet Sauvignon
St-Hubert
fine food stores/butcher shops



AUTOMOTIVE

imported subcompacts
leased new or used cars
Kia
2017-2019 model years



MOBILE

mobile banking for investing
watch short-form videos on phone
play games on tablet
access food content on tablet



SHOPPING

Reitmans
Simons
perfume/cologne
video games



INTERNET

access travel content
classifieds sites
review/rate a product
purchase home electronics online



FINANCIAL

mortgages
private life insurance
RESPs
Desjardins



SOCIAL

participate in social media on tablet
Facebook
1-2 hours/day on social media
view friends' photos online



HEALTH

Visit an osteopath

ATTITUDES

"I am prepared to pay more for products that elevate my status"

"I like to be immediately informed of new products and services so that I can use them"

"The Internet allows me to stand out and be different"

"It is important to keep young looking"



Rural, middle-aged upscale families and couples

Rural, middle-aged upscale families and couples

Who They Are

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 5 to 24. Despite mixed educations—mostly high school, college and university—residents earn impressive incomes averaging more than \$145,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is nearly \$600,000—35 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value *Traditional Families*.

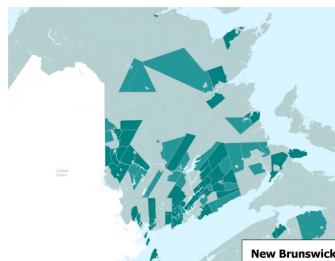
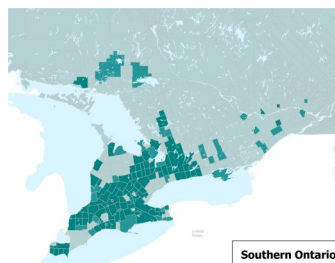
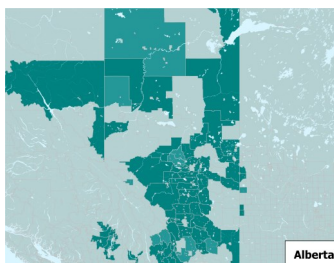
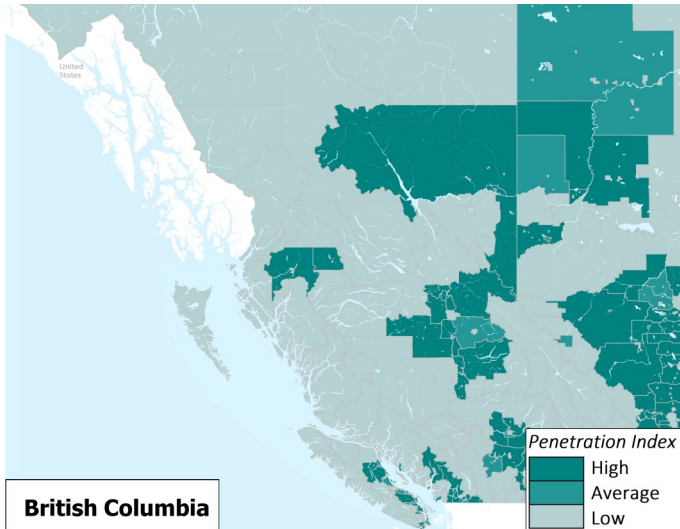
The middle-aged households of Kick-Back Country like their new country lifestyle with their gardens and pets and plenty of fishing and hunting gear to make the most of their rural landscapes. They typically do their own maintenance and spend weekends prowling the aisles of Lowe’s, Home Depot and Home Hardware. They’re not too remote for big-city nightlife, but they also enjoy going to relatively closer dinner theatres, rock concerts and casinos. And they try to keep up with trends by frequenting exhibitions, particularly craft, home and garden shows. With their solid incomes, they have the means to travel, enjoying cruises and beach resort packages. While not overly enthusiastic about technology, they’ve embraced tablets and download an array of apps—from banking and weather reports to music and games. But traditional media maintain a hold on Kick-Back Country adults, and when their chores are done, they sink into their easy chairs to watch TV sports, listen to radio stations playing new and traditional country, and read food and gardening magazines. Many subscribe to community newspapers, if only for the flyer inserts.

How They Think

The members of Kick-Back Country appreciate values passed down through generations to help them organize their lives (*Personal Control*). They place great importance on their faith, insist that the father be the head of the house and think people must work hard if they want to get ahead (*Religiosity, Patriarchy, Work Ethic*). In their homogeneous communities, they worry that immigration threatens the purity of the country and believe newcomers should give up their cultural identities (*Xenophobia, Cultural Assimilation*). Many prefer the formal over the casual, dressing and behaving in a respectful manner (*Propriety*) and taking pains to ensure they project an attractive image (*Concern for Appearance*). Despite substantial nest eggs, they have *Financial Concern Regarding the Future*. But this does not stop them from enjoying the sheer act of buying things (*Joy of Consumption*) and selecting items for their aesthetics rather than their utility (*Importance of Aesthetics*). They prefer patronizing small businesses, which they believe are more fair and ethical than large corporations (*Confidence in Small Business*). Like other rural groups, they enjoy being close to the natural world (*Attraction to Nature*) as part of their healthy lifestyle (*Effort Toward Health*).

- Population:**
517,828
(1.36% of Canada)
- Households:**
182,926
(1.22% of Canada)
- Average Household Income:**
\$145,714
- Average Household Net Worth:**
\$935,079
- House Tenure:**
Own
- Education:**
Mixed
- Occupation:**
Blue Collar
- Cultural Diversity Index:**
Low
- Sample Social Value:**
National Pride

Where They Live



How They Live



LEISURE

home shows
ATV/snowmobiling
rock concerts
dinner theatres



TRADITIONAL MEDIA

TV DIY programs
HGTV
today's country radio
Cottage Life



FOOD/DRINK

treat-size chocolate/candy bars
frozen peas, corn and cut green beans
regular iced tea



AUTOMOTIVE

compact SUVs
large light-duty pickup trucks
domestic brands
Ford



MOBILE

read e-books on tablet
web browsing on tablet
banking/finance apps
send pictures via phone



SHOPPING

Mark's
Home Depot
craft supply stores
Pet Valu



INTERNET

home improvement/décor sites
discount coupons on computer
place/respond to classified ads
vacation comparison sites



FINANCIAL

home equity line of credit
mutual funds
financial planners
donate to educational groups



SOCIAL

Instagram
online chats
research home and garden by social media
Pinterest



HEALTH

Visit a chiropractor

ATTITUDES

"It's very important that the country should hold a strong position in the world"

"Life in the country is much more satisfying than life in the city"

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

"I love to buy consumer goods beyond the basics that my household needs"



Urban, upper-middle-income South Asian Families

Urban, upper-middle-income South Asian families

Who They Are

Reflecting Canada’s increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and half the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with a third speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support *Traditional Families* and reject alternative arrangements.

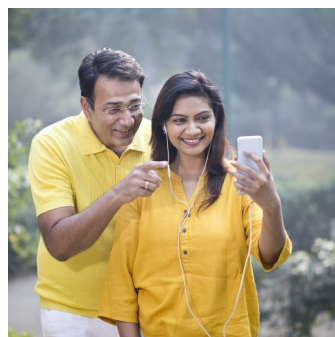
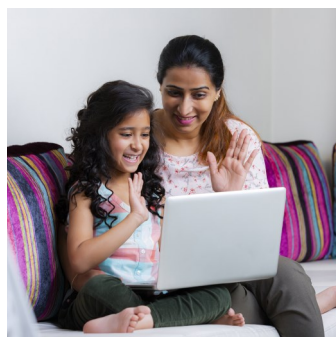
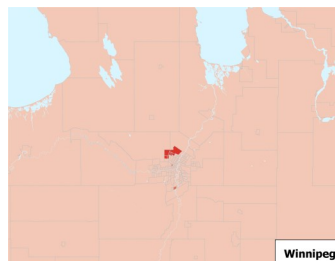
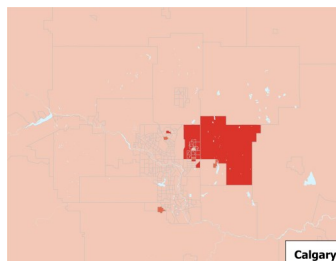
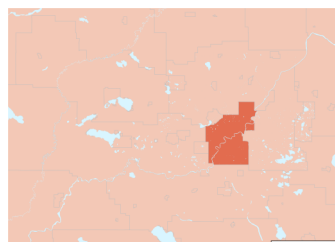
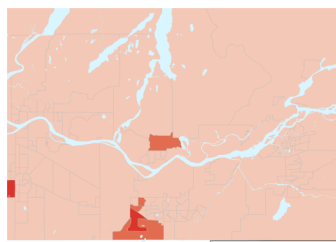
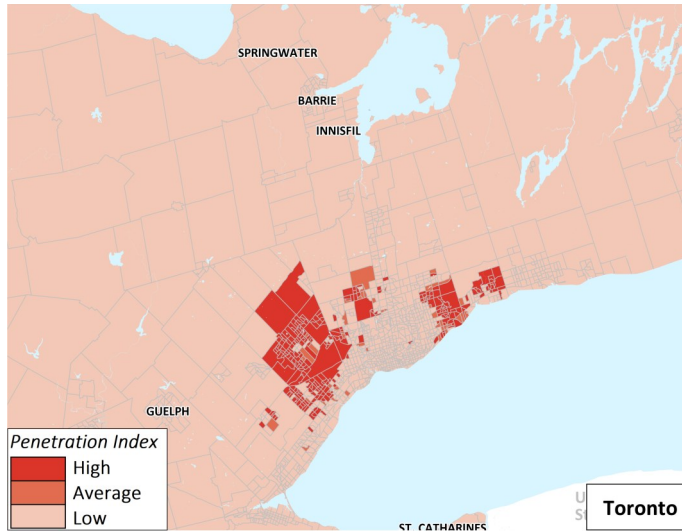
The members of South Asian Enterprise like to entertain at home and stock their kitchens with Ontario wine, regular tea and a wide variety of snacks. During summer vacations, they take their children to nearby attractions like the Royal Ontario Museum, Canada’s Wonderland and Niagara Falls, but they also travel internationally to the U.S., U.K. and the Caribbean. With their teen and twenty-something children, they’re a prime market for casual clothing chains such as The Gap, Zara and H&M. Still making their way in Canadian society, they have high rates for taking university and online courses to better their lives. The wide age range in these households produces a mixed media profile—high scores for reality shows and DIY programs on TV, and soft music and hip hop and rap on the radio. And in these energetic households, everyone seems to gather around the TV for sports: NBA basketball, European soccer and cricket. In South Asian Enterprise, the Internet is king among younger residents, and the mobile phone the preferred tech device. It’s used for both entertainment and convenience—to search job listings, read magazines and pay bills.

How They Think

For the traditional members of South Asian Enterprise, making sacrifices for the family and belonging to an organized religion are the touchstones that guide their lives (*Primacy of the Family, Religiosity*). But they’re also a passionate group who feel they have more energy and vigor than others (*Vitality*) and even nurture a *Penchant for Risk* to get what they want. Living in culturally diverse enclaves, they’re drawn to large events where they can connect with others like themselves (*Attraction for Crowds*). They’re eager to earn the respect of others and convey their social status through their good taste, refined manners and well-appointed home (*Need for Status Recognition, Status via Home*). With their tendency for *Ostentatious Consumption* and *Joy of Consumption*, they can be enthusiastic customers for the latest tech toy or luxury good, particularly if it reflects their individuality (*Pursuit of Originality*). But they also care about design when considering product purchases (*Importance of Aesthetics*), and they give weight to favourite brands with authentic stories (*Importance of Brand, Brand Genuineness*). Taking pride in being smart shoppers, they enjoy sharing their finds (*Consumption Evangelism*).

- Population:**
800,543
(2.11% of Canada)
- Households:**
196,082
(1.31% of Canada)
- Average Household Income:**
\$119,291
- Average Household Net Worth:**
\$575,896
- House Tenure:**
Own
- Education:**
University/High School
- Occupation:**
Blue Collar/Service Sector
- Cultural Diversity Index:**
High
- Sample Social Value:**
Consumption Evangelism

Where They Live



How They Live



LEISURE

tennis
museums
theme parks/waterparks/
water slides
dancing/nightclubs



TRADITIONAL MEDIA

E!
Discover Channel
Toronto Star
multicultural radio



FOOD/DRINK

meat snacks
regular iced tea
grocery store take-out
food courts



AUTOMOTIVE

Japanese brands
imported compact SUVs
2017-2019 model years
\$15,000-\$29,999 spent on
vehicle



MOBILE

play video games on phone
listen to radio on phone
read magazines on tablet
shopping on tablet



SHOPPING

Old Navy
Zara
wearable devices
Groupon



INTERNET

auction sites
music streaming
career/job search sites
long-form videos on tablet



FINANCIAL

online trading
stocks/bonds
guaranteed life insurance
donate to environmental
groups



SOCIAL

WhatsApp
Twitter
LinkedIn
Instagram



HEALTH

Use allergy eye drops

ATTITUDES

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

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

"My faith is really important to me"

"I want to get to the very top of my career"



Upper-middle-income seniors in urban apartments

Upper-middle-income seniors in urban apartments

Who They Are

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: with a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their teens and twenties. About 55 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of *Community Involvement*, staying active in social issues and political campaigns.

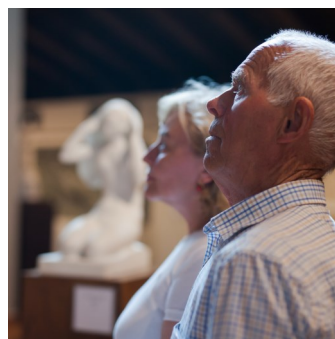
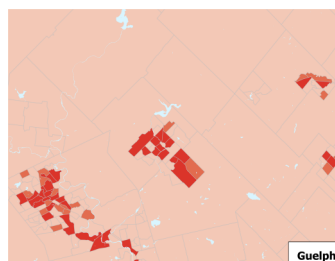
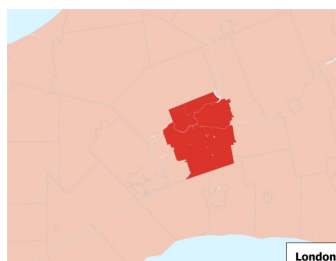
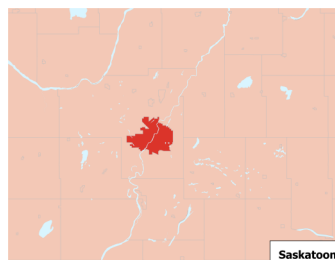
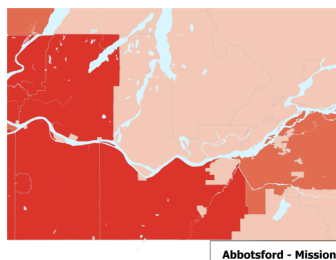
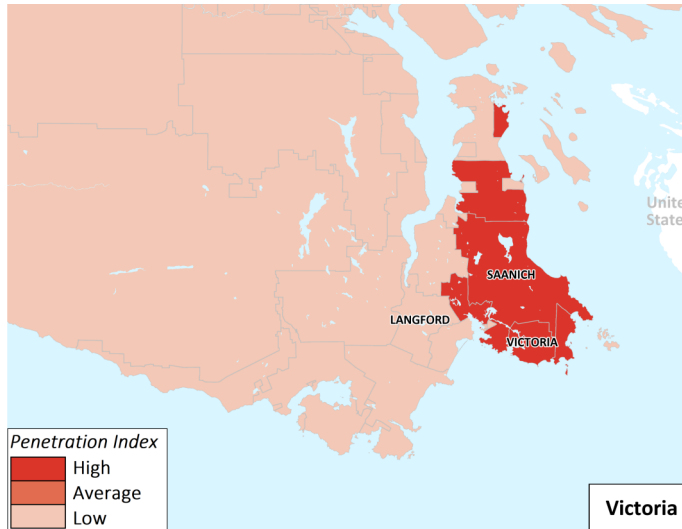
The older members of Savvy Seniors are busy enjoying the good life. Those retired spend their time golfing, sewing, knitting and making crafts. When not taking trips around Canada or Europe, they are undertaking DIY remodeling projects around their home. With a fondness for cultural activities, residents regularly go to art galleries, the opera, theatre and classical music concerts. Financially secure, they have high rates for using the Big Five banks, actively trade stocks online and seek out advice from financial planners and full-service brokers. But they're also big-hearted Canadians who never met a charity they didn't like; whether cultural, environmental, religious or hospital-related—all benefit from their largesse. These older Canadians enjoy traditional media, especially TV news, weather, history programs and sports like curling, figure skating and golf. They tune to golden oldies and classical music on the radio. And they subscribe to most major dailies and a number of mainstream magazines. Many are just becoming comfortable with the Internet and prefer to go online using their computer or tablet rather than a mobile phone.

How They Think

The members of Savvy Seniors are pleased with their country and their accomplishments. They believe Canada should play a strong role in the world (*National Pride*) and that the country offers opportunities for anyone to succeed if they try hard enough (*North American Dream*). Many are confident that they can control the direction of their lives (*Personal Control*), and they're comfortable with a less prescribed way of life (*Rejection of Orderliness*). Although they've spent most of their lives in Canada, they still seek to learn from other cultures and incorporate their influences in their daily life (*Culture Sampling*). With their solid incomes, they enjoy making purchases in areas of particular interest (*Consumptivity*), especially if those products and services carry a well-known brand name and help them look good and dress in a respectful, appropriate manner (*Importance of Brand, Concern for Appearance, Propriety*). At this stage in their lives, Savvy Seniors have achieved a level of social standing within their community, though they still seek the respect of others by displaying their good taste and fine manners (*Need for Status Recognition*).

- Population:**
714,950
(1.88% of Canada)
- Households:**
315,614
(2.11% of Canada)
- Average Household Income:**
\$115,726
- Average Household Net Worth:**
\$810,463
- House Tenure:**
Own
- Education:**
University/College/
High School
- Occupation:**
White Collar/Service
Sector
- Cultural Diversity Index:**
Low
- Sample Social Value:**
Personal Control

Where They Live



How They Live



LEISURE

gardening
golf
cruises
active in social issues



TRADITIONAL MEDIA

CBC News
The Weather Network
oldies radio
Maclean's



FOOD/DRINK

rolled oats/oatmeal/hot cereal
condensed soup
prepared alcohol mix
high-quality restaurants



AUTOMOTIVE

intermediate imports
Toyota/Lexus
\$15,000-\$29,999 spent on vehicle
GPS/navigation systems



MOBILE

e-book readers
fitness trackers
send/receive email on tablet
research products and services on tablet



SHOPPING

Hudson's Bay
Shoppers Drug Mart
Chapters/Indigo
natural health products retailers



INTERNET

click on Internet advertisements
real estate sites
access restaurant guides
travel arrangements



FINANCIAL

high-interest savings
financial planners
TFSA's
donate to Canadian charities



SOCIAL

WhatsApp
LinkedIn
comedy podcasts
blogs



HEALTH

Take vitamin and mineral supplements

ATTITUDES

"I've often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"

"It's very important to me that I watch and take care of my health"

"When I buy a product, the brand is very important to me"

"I have already taken steps to ensure that I have sufficient income for my retirement"



U4 URBAN DIVERSITY **F3** MIDDLE-AGE FAMILIES

Urban, middle-income Asian families and singles

Urban, middle-income Asian families and singles

Who They Are

With more than half its residents foreign-born, Asian Avenues has changed little over the last few years. It remains a haven for middle-income Asian singles and families with children of all ages who’ve been arriving from China, Hong Kong and the Philippines since the 1990s. Nearly 9 percent are Filipino immigrants, the highest concentration among all segments. Virtually all Asian Avenues households are located in Vancouver and Burnaby, typically living in singles, duplexes and low-rise apartments. Despite average incomes, they own homes valued at more than \$1.3 million, a result of their pricey local real estate market, which also contributes to the significant presence of renters. Reflecting the widespread living-at-home phenomenon, more than a quarter of households include children over the age of 25—twice the national average. The adults have mixed educations, which translates to a range of white-collar and service sector jobs. With over 40 percent speaking a non-official language at home, these first- and second-generation Canadians inhabit a bi-cultural world, travelling often to their native country and other destinations throughout the world. Asian Avenues is strongest among all segments for the social value *Global Consciousness*.

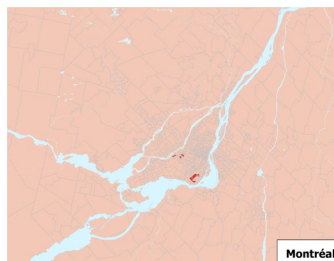
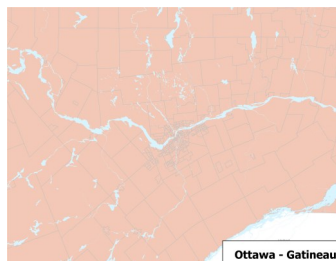
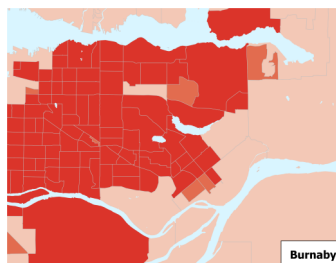
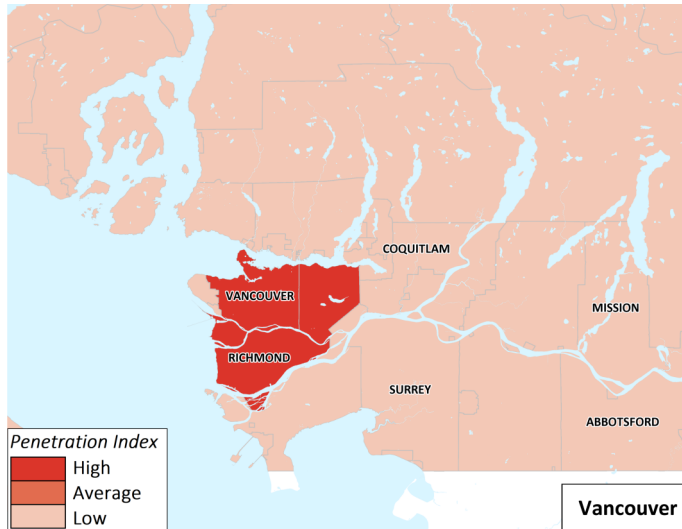
In Asian Avenues, residents never seem to slow down. They participate in the full range of sports—from tennis and basketball, to yoga and snowboarding. They enjoy nightlife with high rates for going to ballets and operas as well as nightclubs and casinos. These households are health conscious and enjoy jogging, taking Pilates classes, eating organic fruits and vegetables, and drinking herbal tea. But the focus for most families is their kids; they spend their weekends going to zoos, fairs and amusement parks, and visiting friends and relatives. Meanwhile, the segment’s older children go to rock concerts and sports bars, and sometimes even stay home to blog, play games and check out dating sites using their mobile phones. Excited by advances in technology, Asian Avenues residents like to be the first to check out the latest apps, websites and smart devices—voice-activated speakers, watches and kitchen appliances. Light consumers of traditional media, they rely on their phones for their media fix, streaming music, watching videos, accessing restaurant reviews, reading e-books and downloading digital coupons. Always out and about, they notice advertising in airports, subway stations, malls and elevators.

How They Think

With many of its members new to the country, Asian Avenues is a segment that seeks to preserve and maintain its traditions (*Search for Roots*) and incorporate influences from other cultures in their lives (*Culture Sampling*). But they also score high for *Community Involvement* reflecting their interest in what’s happening in their neighbourhood and city. With the daily challenges of work and family, some households are beginning to feel *Time Stress*, and one means of coping is to join large gatherings so they can connect with others (*Attraction for Crowds*). They experience considerable *Joy of Consumption* when shopping for something new, especially if it’s the latest technology device or an item in their area of particular interest (*Pursuit of Novelty, Enthusiasm for Technology, Consumptivity*). Seeing themselves as influencers, these consumers enjoy sharing their opinions about their purchases with friends and family (*Consumption Evangelism*). Self-described green consumers, they typically consider the environmental impact of their purchases (*Ecological Lifestyle*) and trust brands offered by large companies (*Confidence in Big Business*), especially if they come with an authentic story (*Brand Genuineness*).

- Population:**
263,473
(0.69% of Canada)
- Households:**
86,021
(0.58% of Canada)
- Average Household Income:**
\$99,905
- Average Household Net Worth:**
\$1,021,093
- House Tenure:**
Own & Rent
- Education:**
High School/Grade 9/University
- Occupation:**
Service Sector/White Collar
- Cultural Diversity Index:**
High
- Sample Social Value:**
Global Consciousness

Where They Live



How They Live



LEISURE

yoga/Pilates
gourmet cooking
ballet/opera/symphony
casinos



TRADITIONAL MEDIA

TV European major league soccer
Much multicultural radio
ELLE Canada



FOOD/DRINK

organic fruits and vegetables
sparkling fruit drink/juice
tea stores
steakhouses



AUTOMOTIVE

luxury SUVs
European brands
\$50,000+ spent on vehicle
2018 model year



MOBILE

shopping on phone
music streaming on phone
read e-books on tablet
watch free streaming videos on tablet



SHOPPING

The Gap
H&M
Real Canadian Superstore
smart home appliances



INTERNET

fashion magazines online
investment sites
click on Internet advertisements
watch long-form videos online



FINANCIAL

term deposits
RRSPs
long-term care insurance
mobile wallet



SOCIAL

WeChat
Reddit
WhatsApp
dating platforms



HEALTH

Last visited health professional at walk-in clinic

ATTITUDES

“Getting married and having children is the only real definition of a family”

“I buy the latest high-tech gadgets before most people I know”

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

“I have difficulty trying to balance my work and family life”



Diverse, upper-middle-income city families

Who They Are

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including Black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first- and second-generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They’ve turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. And in these busy neighbourhoods where one of the stronger values is *Time Stress*, residents like to wind down at kid-friendly venues: toy and game stores, amusement parks and casual family restaurants. They also enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

The multi-generational households of Multicultural Corners do many activities as a family. They engage in a lot of aerobic sports—swimming, skiing and tennis—as well as team sports like baseball, basketball and soccer. Many adults are ambitious—telling researchers, “You should seize opportunities in life when they arise”—so they sign up for university courses and enroll their children in programs offered through Learning Centres. But with their six-figure incomes, Multicultural Corners households have already achieved a level of upper-middle-class comfort. They’re big purchasers of youth-oriented goods like toys, games, books and fast fashion from stores such as H&M, Old Navy, the Disney Store and Mastermind. These families like to go out and are a prime market for casual restaurants like Jack Astor’s, Montana’s and The Keg. As media consumers, Multicultural Corners residents increasingly look to the Internet, often downloading music, streaming TV, accessing news sites and reading restaurant reviews. Mobile phones are their digital platform of choice, and they’re receptive to texted marketing messages. They also respond to out-of-home advertising placed in movie theatres, commuter trains, public washrooms and elevators.

How They Think

Having moved to Canada for a better life, the immigrant families of Multicultural Corners are striving to improve their lives and willing to defer pleasure to realize that goal (*Work Ethic*). These hard-working households put family first and are conservative in their views towards family structure (*Primacy of the Family, Traditional Families*). But they’re also willing to set aside traditional moral codes in favour of more informal conventions; they accept that it’s not always necessary to play by the rules or obey authority figures (*Rejection of Orderliness, Rejection of Authority*). Active members of their local religious community (*Religiosity*), they like to connect with smaller, close-knit groups in an authentic and sincere manner (*Social Intimacy, Personal Expression*). But many feel overwhelmed from juggling work and the needs of their large families, causing their *Need for Escape* from everyday responsibilities. As consumers, Multicultural Corners residents enjoy advertising for its aesthetics and look for brands that offer sensual experiences and value (*Advertising as a Stimulus, Sensualism, Importance of Price*). On the whole, these households have embraced the lives they have chosen and feel they deserve the rewards they enjoy (*Just Deserts*).

Population:

860,964
(2.27% of Canada)

Households:

273,429
(1.83% of Canada)

Average Household Income:

\$127,639

Average Household Net Worth:

\$690,065

House Tenure:

Own

Education:

University/College/
High School

Occupation:

Service Sector/White
Collar

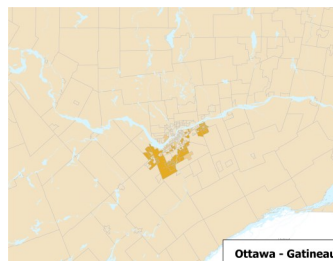
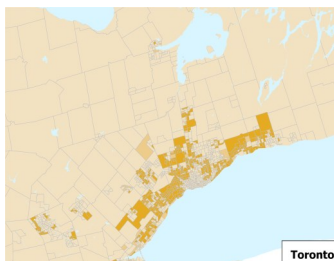
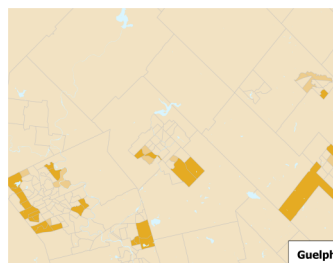
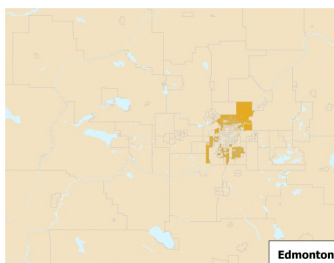
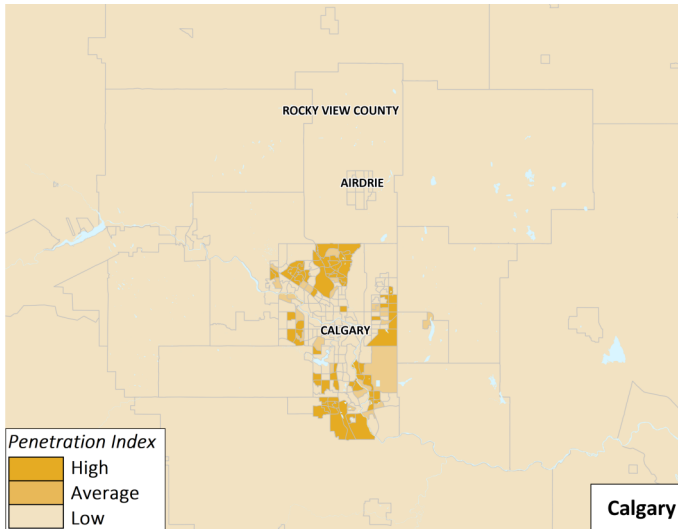
Cultural Diversity Index:

High

Sample Social Value:

Religiosity

Where They Live



How They Live



LEISURE

aerobics
baseball
amusement parks
pro basketball games



TRADITIONAL MEDIA

NBA regular season on TV
Food Network
modern rock radio
health/fitness magazines



FOOD/DRINK

tortilla wraps
ginger ale
Mexican/burrito-style
restaurants
Pizza Pizza



AUTOMOTIVE

imported compact SUVs
three vehicles
Costco automotive products
2019 model year



MOBILE

watch movies on phone
read e-books on phone
listen to radio/podcast on
tablet
compare products/prices on



SHOPPING

Mark's
Winners
Shoppers Drug Mart
Mastermind



INTERNET

travel sites
purchase concert tickets online
career/job search online
watch a subscription-based
video service



FINANCIAL

gas station quick pay card
mutual funds
term life insurance
donate to hospital
foundations



SOCIAL

LinkedIn
Snapchat
Twitter
Instagram



HEALTH

Use massage therapy services

ATTITUDES

"I've often discussed the problems in my neighbourhood or municipality with people"

"My religious beliefs are very important to me"

"I tend to always buy the same beauty products"

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



Suburban, upscale middle-aged families

Who They Are

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and health. Thanks to dual-income households, their upper-middle incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment as well as motorcycles, boats and camping trailers. Family Mode members make an *Effort Toward Health*, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating clubs.

The members of Family Mode straddle two worlds: close enough to downtown for their work but far enough away to enjoy outdoorsy activities. These families like golfing, gardening, canoeing and power boating. Many residents belong to sports teams and spend their weekends playing basketball, baseball and volleyball. Their idea of a vacation is to pack up the RV or camper and hit the road to one of Canada’s parks, relax at a beach or ski resort, or take a cruise. The adults are both financially savvy and philanthropic, supporting various charitable organizations. Many appear too busy for a lot of media. They’re only average consumers of traditional media, enjoying the HGTV and Food Network channels on TV, new and traditional country music on the radio, and magazines like *Today’s Parent* and *Style at Home*. And digital media for them is all about shopping, especially for books, groceries, travel deals and theatre tickets. A tough market for advertisers, Family Mode residents have modest rates for responding to direct mail, and they barely notice out-of-home messages or digital screens except on their commutes.

How They Think

Family Mode residents have worked hard to achieve their upscale status, and they’re sticking with the straightforward principles that got them there. They’re content to live with a certain amount of chaos in their lives and have an optimistic view of the future (*Rejection of Orderliness, Personal Optimism*). These mostly third-generation Canadians are open to diversity, even within their own families, and think that interacting with people from different backgrounds enriches their lives while satisfying their interest in exploration and discovery (*Racial Fusion, Social Learning*). They’re more likely to define families based on the emotional commitment between people rather than any legal formalities (*Flexible Families*). Many have a strong sense of *Duty*, putting their obligations to others ahead of their personal interests and striving to leave a *Legacy* behind for future generations. Occasionally, those impulses leave them weary and yearning to find relief from the stresses of daily life (*Need for Escape*). Strong on *Concern for Appearance*, they are image driven and like to demonstrate their individuality with personal touches and unique flourishes (*Pursuit of Originality*).

Population:

1,034,278
(2.72% of Canada)

Households:

337,797
(2.26% of Canada)

Average Household Income:

\$141,436

Average Household Net Worth:

\$572,677

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

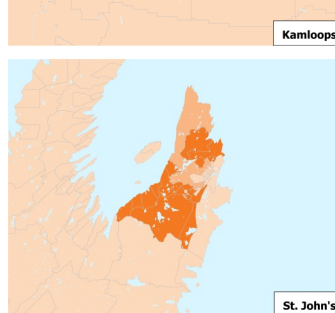
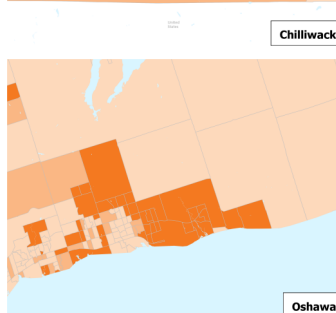
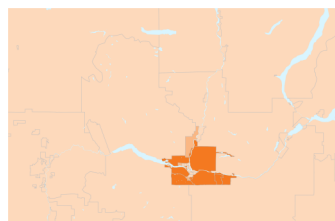
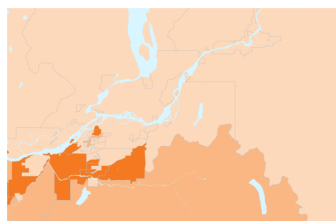
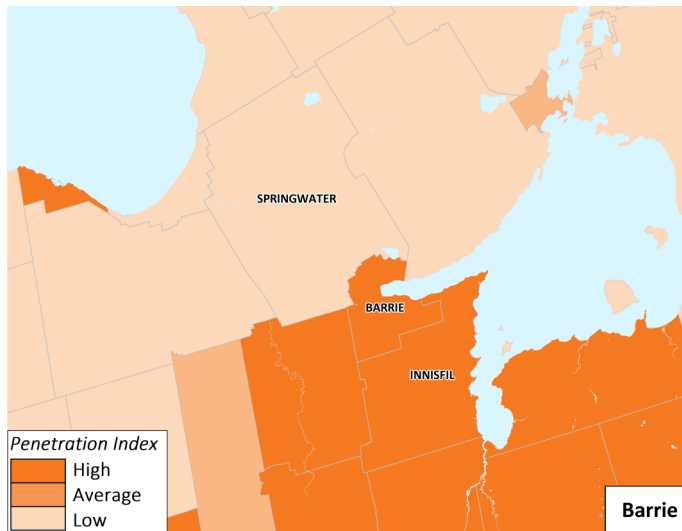
Cultural Diversity Index:

Low

Sample Social Value:

Need for Escape

Where They Live



How They Live



LEISURE

swimming
baseball
amusement parks
travel by RV/camper



TRADITIONAL MEDIA

Family Channel
top 40 radio
The Hockey News
Today's Parent



FOOD/DRINK

tortilla wraps
granola bars
Pizza Hut
casual family restaurants



AUTOMOTIVE

intermediate SUVs
Ford/Lincoln
\$30,000-\$49,999 spent on vehicle
2013-2015 model years



MOBILE

research products/services on phone
access reviews on tablet
subscription-based video on tablet



SHOPPING

Winners
Old Navy
Mastermind
Home Depot



INTERNET

listen to Internet-only music
service online
discount coupons on computer
research pets online
purchase theatre tickets online



FINANCIAL

mutual funds
RESPs
group life insurance
spent \$5,000+/month on credit cards



SOCIAL

Pinterest
LinkedIn
Twitter
Reddit



HEALTH

Used topical pain relief 3-5 times in past month

ATTITUDES

"It is important that the country should hold a strong position in the world"

"I need to escape the stress and responsibilities of everyday life"

"I have made plans for those I love after I die"

"I am open to receiving relevant marketing messages on my mobile device"



F2 DIVERSE URBAN FRINGE **Y2** YOUNGER SINGLES & COUPLES

Younger, educated Asian singles and couples

Younger, educated Asian singles and couples

Who They Are

One of four predominantly Asian segments, New Asian Heights reflects the emergence of younger, educated singles and couples living in new high-rise buildings in the urban fringe of Toronto and Vancouver. Nearly three-quarters are foreign-born, most having immigrated since 1990. Almost 40 percent speak a non-official language, with high rates for Mandarin and Cantonese. Still early in their careers, these young adults earn relatively modest salaries from jobs in the sciences, arts and culture, and information and technology. But their parents may be helping with their steep housing costs; the average dwelling value is nearly \$500,000. The increasing popularity of condo living among younger Canadians is evident in New Asian Heights, where nearly 90 percent of households are condo owners or renters. And with relatively few raising children, residents here have enough disposable income to enjoy a lively lifestyle close to downtown amenities. These fitness-conscious households score high for practicing yoga, jogging and working out at a health club. Many also lead busy online lives, logging on to websites for dating, finding jobs and connecting with friends. With their openness to diverse cultures, they respond to marketing messages that support Multiculturalism.

New Asian Heights members enjoy city life, going out to pubs and sports bars, meeting friends at Japanese and Indian restaurants, and attending live music performances—from opera and jazz to rock and country. Despite modest incomes, they like to shop at Lululemon Athletica and spring for pricey tickets to professional sports events. Nor have tight budgets stopped them from travelling to Asia, Europe and the U.S.; on their last vacation, they spent at least \$2,000. But their spendthrift ways leave relatively little for investments and building a nest egg. Typical of younger immigrant segments, New Asian Heights members turn to their mobile phones for most of their media. They access sites to stream music, read e-books, watch TV and read magazines. And few segments are as comfortable using their phones as instruments of e-commerce to acquire clothes, computer gear, books and tickets to plays and movies. With their active lifestyles, these Canadians are responsive to many out-of-home advertising channels—from posters in buses, transit shelters and subways to screens in malls, retail stores and elevators.

How They Think

New Asian Heights residents thrive in their fast-paced urban environment (*Adaptability to Complexity*) and are less inclined to conform to society’s rules and regulations (*Rejection of Authority*). Socially progressive, they’re open-minded about romantic relationships (*Sexual Permissiveness*) and believe that young people should be given the same privileges and responsibilities as adults (*Equal Relationship with Youth*). Many consider themselves citizens of the world (*Global Consciousness*), and their *Attraction for Crowds* helps them make connections with others. Having recently established themselves in Canada, the young adults of New Asian Heights like to show off their home and buy products that express their social standing (*Status via Home, Need for Status Recognition*). And their desire to impress others through their purchases can be encouraged with attractive marketing campaigns (*Ostentatious Consumption, Advertising as Stimulus*). These young and hip consumers are ever in *Pursuit of Novelty*, seeking out what’s new and what’s hot, and they like to apprise others of their favourite products and services (*Consumption Evangelism*). They prefer large, established companies that offer well-known brands (*Skepticism Toward Small Business, Importance of Brand*).

Population:

426,035
(1.12% of Canada)

Households:

220,494
(1.47% of Canada)

Average Household Income:

\$82,236

Average Household Net Worth:

\$510,228

House Tenure:

Own & Rent

Education:

University

Occupation:

White Collar/Service Sector

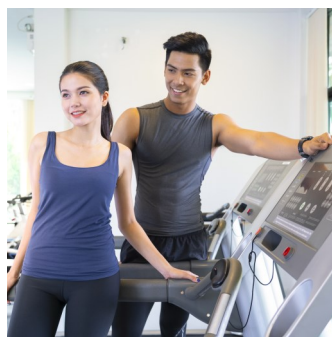
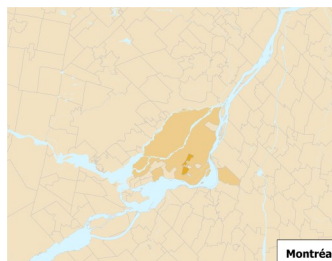
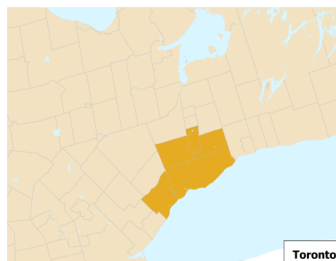
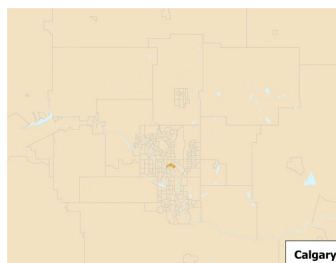
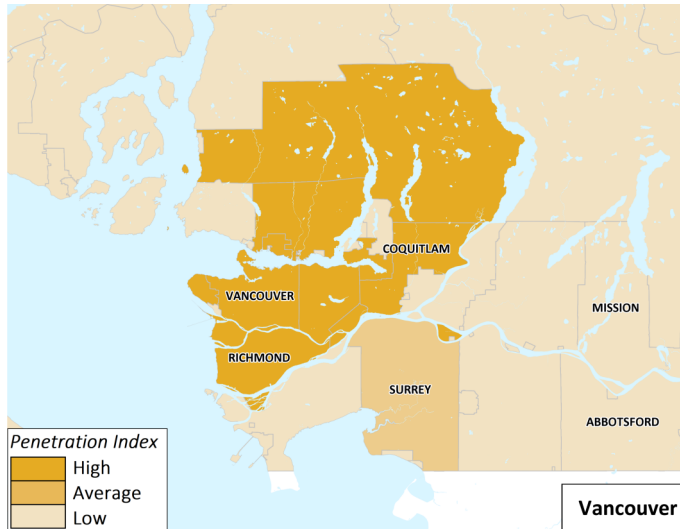
Cultural Diversity Index:

High

Sample Social Value:

Need for Status Recognition

Where They Live



How They Live



LEISURE

gourmet cooking
jogging
rock concerts
film festivals



TRADITIONAL MEDIA

TV late night talk shows
MTV Canada
jazz radio
tech/science magazines



FOOD/DRINK

organic fruits and vegetables
craft beer
coffee/donut shops
Asian restaurants



AUTOMOTIVE

imported compact SUVs
imported trucks
Mazda
listen to podcast in vehicle



MOBILE

read newspapers on phone
watch TV on phone
click on an Internet ad on phone
compare products on tablet



SHOPPING

Banana Republic
Hudson's Bay
Lululemon Athletica
Apple (retail store)



INTERNET

career/job search sites
beauty/fashion sites
music streaming
online dating



FINANCIAL

stocks
investments through bank
condo home insurance
TD Canada Trust



SOCIAL

WhatsApp
Instagram
LinkedIn
Reddit



HEALTH

Use store-bought orthotic insoles

ATTITUDES

"I am willing to sacrifice my time with my family in order to get ahead"

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

"From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

"I am comfortable sharing my personal information with social media sites"



Older and mature, middle-income suburbanites

Who They Are

Scenic Retirement exemplifies one of Canada’s dominant demographic trends: the aging population. Many of this segment’s residents live in retirement communities like Niagara-on-the-Lake, Duncan and Parksville. With more than two-thirds of household maintainers over 55 years old, the segment features older and mature married couples and singles living in the suburban neighbourhoods of smaller cities popular with seniors. Nearly one in ten households contains a widowed individual. Most members live in midscale, single-detached houses—the average dwelling value is \$450,000—but one-quarter own a condo. And though only half are still in the labour force, average household incomes here are more than \$100,000, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. These financially comfortable households pursue leisure-intensive lifestyles. They stay physically active by playing golf, fitness walking and gardening. And they like to keep up with trends by attending exhibitions covering RVs, crafts and homes. These third-plus generation Canadians are mindful of the future and want to leave a *Legacy*, whether for their families or society.

With virtually all members of Scenic Retirement born well before the advent of the Internet, this segment is a bastion of traditional media. Residents like to watch TV news and sports—particularly curling, CFL football and golf—along with programming on CBC, Discovery and History channels. They’re big fans of radio, listening to oldies and country music while they engage in home-based hobby crafts. They’re mixed on print media however, scoring average for magazines but high for community newspapers. Admitting *Technological Anxiety*, they’re late adopters of mobile phones and tablets for accessing digital media, though they like buying books, checking sports scores and making travel arrangements online. Many Scenic Retirement residents understandably prefer the real world over the virtual one: they live close enough to the country to go hunting, boating and camping, and they enjoy travelling to the U.K., the Caribbean and Central and South America. A night out means a trip to a casino, community theatre or live music venue for country, jazz or classical performances. Their idea of a social network is volunteering to help others in their communities, not posting “likes.”

How They Think

The members of Scenic Retirement may be getting on in years, but that hasn’t diminished their interest in their local neighbourhood and city (*Community Involvement*). They are proud of Canada’s position in the world and its wealth of opportunities (*National Pride, North American Dream*). These selfless Canadians believe that society has a responsibility to help those less fortunate (*Social Responsibility*), maintain it’s their *Duty* to care for others before themselves and think everyone should play by the rules (*Obedience to Authority*). Guided less by their emotions and feelings than by reason and logic (*Emotional Control*), they strive to impose order on their lives even in the face of forces beyond their influence (*Personal Control*). With their commitment to organized religion and preserving the nuclear family, they score high for *Religiosity* and *Traditional Families*. In the marketplace, these consumers are a tough sell for popular brands, given their expressed *Brand Apathy*, low to nonexistent *Joy of Consumption* and insistence on researching products before committing to them (*Discriminating Consumerism*). And when they do spend their money, they prefer patronizing small businesses, which they consider more ethical than large corporations (*Confidence in Small Business*).

Population:

511,779
(1.35% of Canada)

Households:

223,007
(1.49% of Canada)

Average Household Income:

\$103,982

Average Household Net Worth:

\$767,186

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

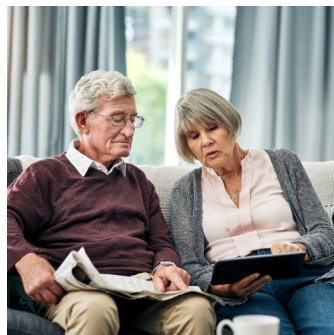
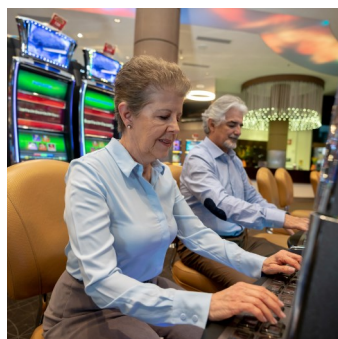
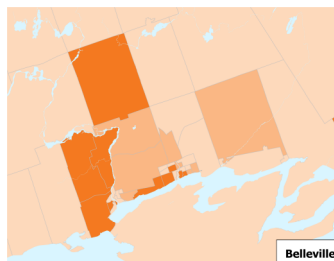
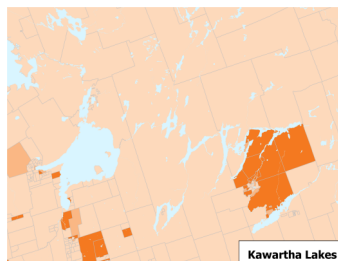
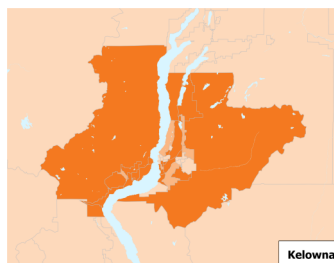
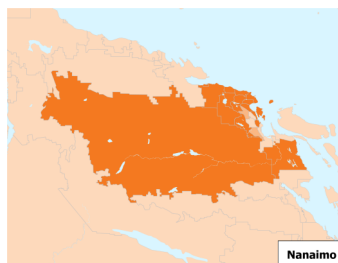
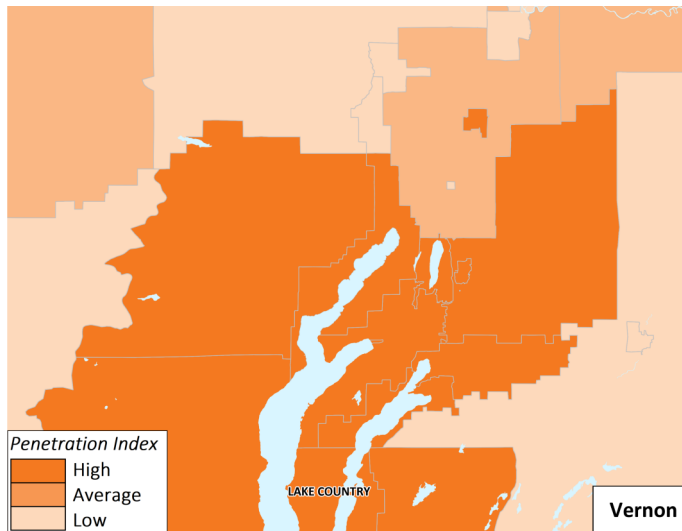
Cultural Diversity Index:

Low

Sample Social Value:

Discriminating Consumerism

Where They Live



How They Live



LEISURE

golf
art galleries
community theatres
national or provincial parks



TRADITIONAL MEDIA

TV curling
CBC News
new country radio
community newspapers



FOOD/DRINK

yogurt with probiotic culture
rye/Canadian whisky
Dairy Queen
seafood restaurants



AUTOMOTIVE

pickup trucks
domestic brands
three or more vehicles
1990-1999 model years



MOBILE

fitness trackers
e-book readers
listen to radio or podcast on tablet
email on tablet



SHOPPING

Hudson's Bay
Northern Reflections
Lee Valley Tools
home health care stores



INTERNET

investment sites
news sites
shop home and garden products online
travel arrangements online



FINANCIAL

GICs
mutual funds
senior services bank plans
RRIFs



SOCIAL

Pinterest
>1 hour/day on social media
use social media on tablet
0-49 friends in all social media networks



HEALTH

Use a hearing aid

ATTITUDES

"I've often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"

"I prefer people who, whatever happens, do their duty"

"Brands are not important to me at all"

"I have made plans for those I love after I die"



U3 YOUNG URBAN CORE **Y2** YOUNGER SINGLES & COUPLES

Younger and middle-aged urban singles and couples

Younger and middle-aged urban singles and couples

Who They Are

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation’s big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master’s degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they’re on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores for *Pursuit of Novelty*.

Because so many have yet to start families, Indieville residents can devote their discretionary income to active social lives. They have high rates for going to nightclubs, sports bars, pop concerts and art galleries. Health and wellness are a priority; they stay fit through swimming, yoga and Pilates classes. A group that likes affordable designer labels, they shop at favourite stores like H&M, Zara, The Gap and Lululemon Athletica. But Indieville members aren’t simply acquisitive materialists: many perform volunteer work and score high for the value *Community Involvement*. As traditional media consumers, their tastes are wide-ranging. They enjoy a steady diet of TV news, sci-fi, reality and comedy shows; their radios are tuned to music stations, be it modern rock, urban hip hop, jazz or classical. And they like reading newspapers, especially the tech section. But these Canadians are joined at the hip to their mobile phones, getting their media fix from the Internet while staying in touch with friends through social network sites and searching for good deals. Immersed in urban life, they’re a strong market for advertising placed in buses, taxis, subway stations and bus stops.

How They Think

The members of Indieville hold a socially progressive view of the world and family (*Flexible Families*), and they’re less inclined to conform to society’s rules (*Rejection of Authority*). Self-described citizens of the world, they believe that youth should be treated the same as adults (*Global Consciousness, Equal Relationship with Youth*). With over a quarter of members foreign-born, they support diverse groups in celebrating their unique traditions (*Multiculturalism*) and seek to learn from other cultures (*Culture Sampling*). Many prefer their occasionally chaotic, unruly city life over a more circumscribed existence, believing they are capable of imposing order in their lives when necessary (*Personal Control*). Their *Ecological Concern* leads them to adopt a greener *Ecological Lifestyle* and place greater emphasis on making healthy choices (*Effort Toward Health*). As consumers, this group scores high for *Personal Creativity*, as they seek activities and products that help them incorporate their imagination daily at work, home and play. But they also enjoy buying items that are of particular interest (*Consumptivity*), especially if they’re well-designed, brand-name products from ethical companies (*Importance of Aesthetics, Importance of Brand, Ethical Consumerism*).

Population:

520,373
(1.37% of Canada)

Households:

208,003
(1.39% of Canada)

Average Household Income:

\$109,922

Average Household Net Worth:

\$573,114

House Tenure:

Own & Rent

Education:

University

Occupation:

White Collar/Service Sector

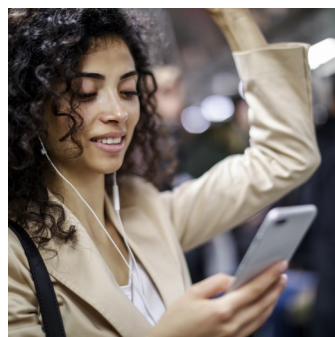
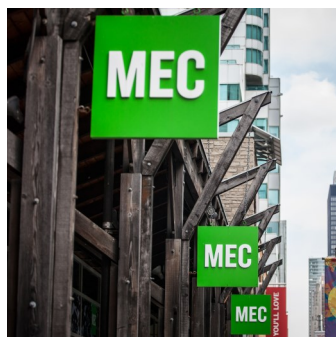
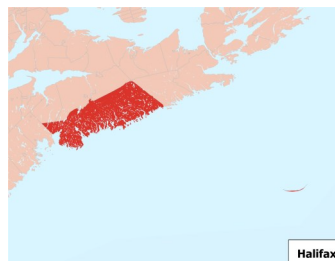
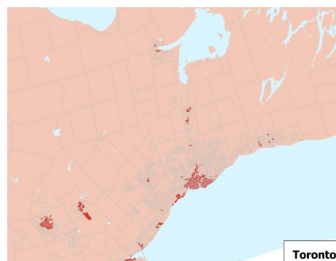
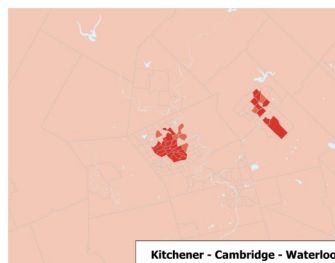
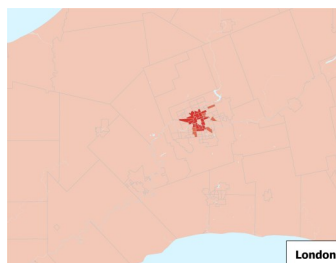
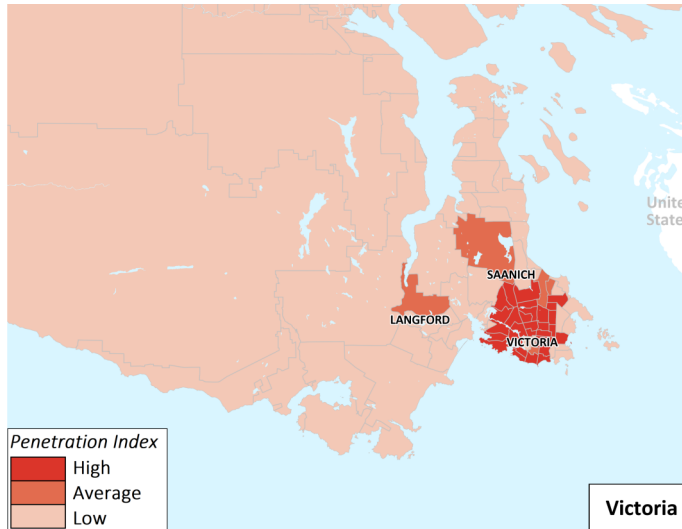
Cultural Diversity Index:

Low

Sample Social Value:

Rejection of Authority

Where They Live



How They Live



LEISURE

art galleries
comedy films
nightclubs/bars
volunteer work



TRADITIONAL MEDIA

CP24
modern rock radio
Maclean's
alternative news magazines



FOOD/DRINK

nuts
protein drinks
coffee shops
ethnic restaurants



AUTOMOTIVE

subcompacts
Korean brands
one vehicle
PartSource



MOBILE

mobile video apps
listen to music on phone
use camera on phone
watch movies on tablet



SHOPPING

Lululemon Athletica
Hudson's Bay
Mountain Equipment Co-Op
book store rewards programs



INTERNET

career/job search sites
entertainment sites
music streaming on computer
purchase movie tickets online



FINANCIAL

mobile banking apps
mutual funds
online trading
RBC



SOCIAL

Twitter
LinkedIn
Reddit
dating platforms



HEALTH

Consulted a dental professional
4-5 times in past year

ATTITUDES

"Young people should be taught to question authority"

"I am interested in learning about different cultures"

"Vegetarianism is a healthy option"

"I buy the latest high-tech gadgets before most people I know"



Older and mature city homeowners

Older and mature city homeowners

Who They Are

Mid-City Mellow epitomizes a traditional view of the Canadian dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples aging in place and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there’s an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, German, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of blue-collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy going to hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours, buoyed by their optimism for their financial future (*Financial Security*).

The upper-middle-class members of Mid-City Mellow inhabit a land of pleasant living. Their older homes are graced with well-tended gardens, hot tubs and driveways crowded with midsize cars and SUVs, boats and campers. They like the theatre and concerts featuring rock and country music, and the segment’s many families with children help explain the popularity of pets, pro hockey and football, as well as casual restaurants like The Keg, Swiss Chalet and Montana’s. Planning for the future, these adults have invested in a variety of assets and contributed a healthy portion to their RRSP retirement funds. Media traditionalists, they like reading printed newspapers—the editorials and classifieds in particular—and watching all manner of TV sports, especially Major League Baseball, the CFL, pro golf and NASCAR auto racing. They listen to radio mostly during their commutes, preferring oldies, classic rock and new country music stations. But they’re only average Internet users, going online mostly for utilitarian purposes: banking, researching recipes and staying current with their favourite sports teams. They still respond to direct mail, particularly coupon booklets, catalogues and newsletters.

How They Think

Mid-City Mellow residents are eager to preserve their cultural traditions (*Search for Roots*), and living in multicultural cities they’ve come to appreciate the virtues of other cultures too (*Cultural Sampling*). Their outlook is open-minded, willing to question the status quo (*Rejection of Authority*) and passionate about improving their communities and the lives of those less fortunate (*Community Involvement, Social Responsibility*). Comfortable with the uncertainties of modern life (*Rejection of Orderliness*), they believe in their ability to effect change and that ultimately people get what they deserve (*Personal Control, Just Deserts*). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (*Primacy of Environmental Protection*). But when the daily grind gets to be too much, many take a break from overscheduling by booking a casino stay or cruise (*Time Stress*). These upper-middle-class households feel financially comfortable due in no small part to their frugal nature (*Saving on Principle*). In the marketplace, Mid-City Mellow members look for brands that are authentic, convey a compelling story and satisfy their sense of individuality (*Brand Genuineness, Pursuit of Originality*).

Population:
910,785
(2.40% of Canada)

Households:
297,151
(1.99% of Canada)

Average Household Income:
\$112,347

Average Household Net Worth:
\$611,896

House Tenure:
Own

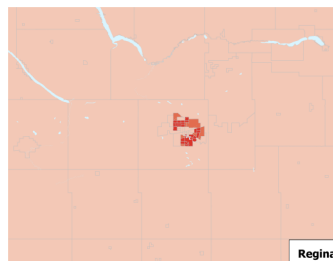
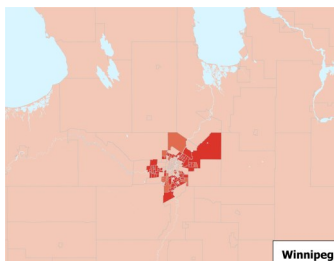
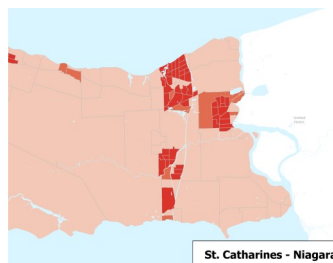
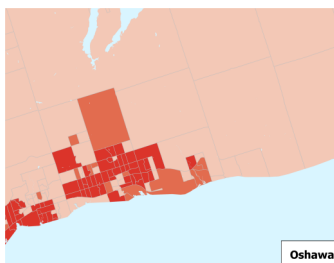
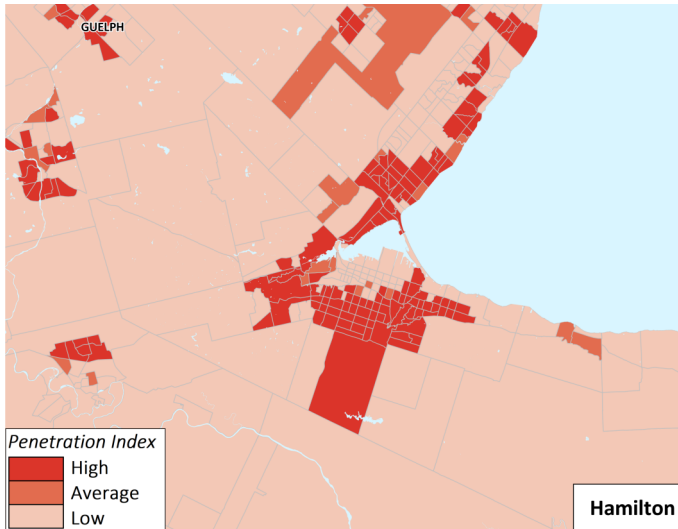
Education:
College/High School

Occupation:
Mixed

Cultural Diversity Index:
Low

Sample Social Value:
Financial Security

Where They Live



How They Live



LEISURE

entertaining at home
 fitness clubs
 community theatres
 casino clubs



TRADITIONAL MEDIA

Movie Time
 TV auto racing-IndyCar
 oldies radio
 community newspapers



FOOD/DRINK

pretzels
 decaffeinated coffee
 buffet restaurants
 casual family restaurants



AUTOMOTIVE

domestic intermediate SUVs
 small vans
 Chevrolet/GMC
 two vehicles



MOBILE

use apps on tablet
 send/receive email on tablet
 home improvement/décor
 sites on tablet
 finance sites on tablet



SHOPPING

Mark's
 Penningtons
 Loblaws
 Rexall/PharmaPlus



INTERNET

discount coupons on computer
 investment sites
 access sports content
 purchase movie tickets



FINANCIAL

RRSPs
 will/estate planning
 term life insurance
 donate to religious groups



SOCIAL

YouTube
 Pinterest
 read Facebook news feed
 stay connected with personal
 contacts



HEALTH

Take vitamin D supplements

ATTITUDES

"We should do much more to learn about the customs and heritage of the racial and ethnic groups in this country"

"Managing my time is one of my biggest challenges"

"Young people should be taught to question authority"

"I am prepared to pay more for brands, products and services that reflect the country or place they come from"

24 ALL-TERRAIN FAMILIES



S3 UPPER-MIDDLE SUBURBIA YOUNG FAMILIES Y3

Younger and middle-aged suburban families

Population:

422,039
(1.11% of Canada)

Households:

147,716
(0.99% of Canada)

Average Household Income:

\$135,600

Average Household Net Worth:

\$334,508

House Tenure:

Own

Education:

College/Trade
School/High School

Occupation:

Blue Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Ecological Fatalism

Younger and middle-aged suburban families

Who They Are

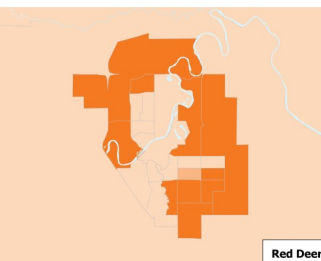
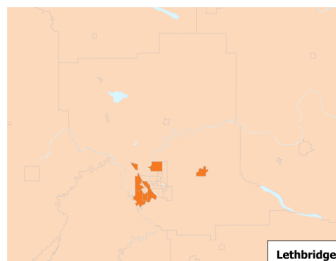
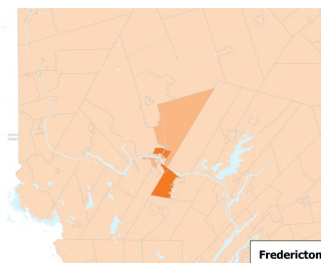
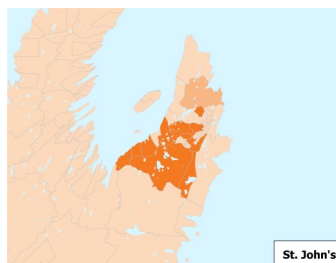
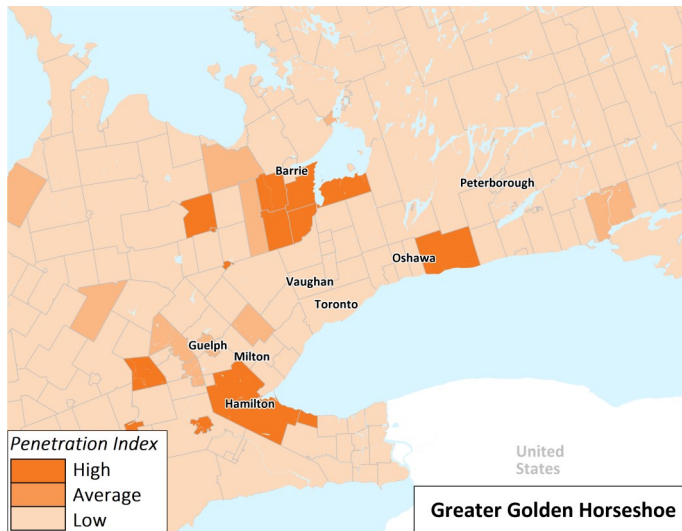
The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, a working-class suburban lifestyle found mostly in Alberta's large and midsize cities like Airdrie, Grand Prairie, Edmonton and Calgary. These younger and middle-aged households are among the nation's most mobile, with 60 percent having moved in the last five years. Nearly two-thirds of the maintainers are under 45 years old, and more than 70 percent of children in these households are under the age of 15. Originally attracted to Alberta's oil boom during the early 2000s, residents have turned moderate educations into well-paying blue- and grey-collar jobs and upper-middle incomes. With three-quarters of the housing built since 2006, residents own a mix of single-detached, semi-detached and row houses valued around \$400,000. In their free time, these family households have high rates for participating in team sports like hockey, baseball and curling. Their idea of weekend entertainment is going to a sports bar, rock concert or food and wine show. Given their high-energy approach to life, it's not surprising they value a healthy diet and regular exercise (*Effort Toward Health*).

The suburban families of All-Terrain Families have created a child-centred lifestyle. They enroll their kids in lots of sports programs, typically shuttling them around in intermediate SUVs and large trucks. On weekends, they head to kid-friendly destinations like amusement parks, zoos and aquariums, making regular stops at burger joints and coffee shops. For parents, it's a daily challenge to carve out me-time to do crafts, take a yoga class or enjoy a dinner date at a favourite steakhouse. Living close to rugged country, these households often own campers, boats and fishing and hunting equipment. As a result they have little interest in most media, too busy to read a newspaper or magazine other than *The Hockey News* or *Live Better* and mostly limiting their TV viewing to sports, reality shows and DIY programs. But their mobile phones keep them connected to the digital world, where they often access news sites, book travel tickets, search maps and shop for essentials. On the road, these families pay attention to billboard ads.

How They Think

Members of All-Terrain Families are hard-working Canadians who believe people get what they deserve, for good or bad, based on the choices they make (*Just Deserts*). They tend to follow the golden rule and believe a person needs to work hard to get ahead (*Work Ethic*). With their jobs in primary industries, they accept today's environmental problems as necessary for job creation and economic advancement (*Ecological Fatalism*). Financially secure and hopeful about the future, they use reason rather than emotion when making decisions (*Financial Security, Personal Optimism, Emotional Control*), but they also believe people need to take risks to succeed (*Penchant for Risk*). Occasionally, isolation and economic downturns lead this group to feelings of alienation (*Anomie-Aimlessness*), and the overwhelming stresses of their busy lives cause many to feel the *Need for Escape*. Status-conscious, they seek to gain the respect of others through their image and dress (*Concern for Appearance*). Indeed, they describe themselves as enthusiastic consumers who enjoy the thrill of the purchase (*Joy of Consumption*) and don't spend time researching products beforehand (*Buying on Impulse*).

Where They Live



How They Live



LEISURE

power boating
hockey
dancing/nightclubs
travel by RV/camper



TRADITIONAL MEDIA

TV reality shows
TSN
modern rock radio
Outdoor Canada



FOOD/DRINK

frozen peas, corn, cut green beans
sports energy drinks
burger restaurants
taco restaurants



AUTOMOTIVE

large pickup trucks
compact SUVs
domestic vehicles
2010-2016 model years



MOBILE

access news on phone
play games on phone
listen to radio on tablet
sports apps



SHOPPING

Walmart
Sport Chek
big-box/warehouse stores
gas station rewards programs



INTERNET

home improvement sites
download music online
subscription-based video
purchase toys/games online



FINANCIAL

stocks/bonds
mobile banking
term life insurance
overdraft protection



SOCIAL

Twitter
Snapchat
LinkedIn
social media on mobile phone



HEALTH

Are physically active

ATTITUDES

- "It is important to me that people admire the things I own"
- "It is acceptable that an industrial society such as ours produces a certain level of pollution"
- "Premium-priced brands are generally worth the extra money"
- "I am open to receiving relevant marketing messages on my mobile device"



S3 UPPER-MIDDLE SUBURBIA MIDDLE-AGE FAMILIES F3

Upper-middle-income, younger and middle-aged suburbanites

Population:
973,860
(2.56% of Canada)

Households:
340,300
(2.28% of Canada)

Average Household Income:
\$124,461

Average Household Net Worth:
\$543,718

House Tenure:
Own

Education:
Mixed

Occupation:
Service Sector/Blue Collar

Cultural Diversity Index:
Low

Sample Social Value:
Racial Fusion

Upper-middle-income, younger and middle-aged suburbanites

Who They Are

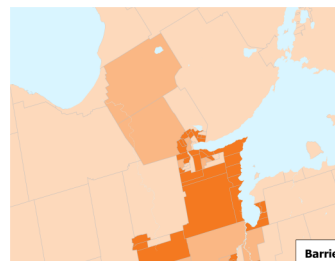
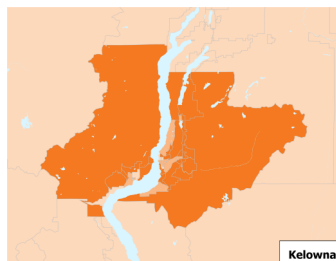
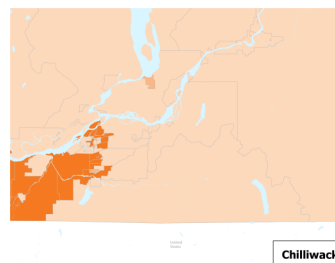
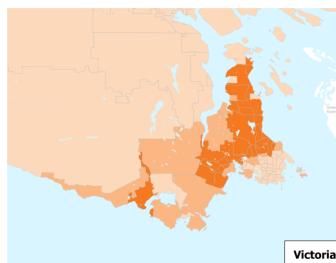
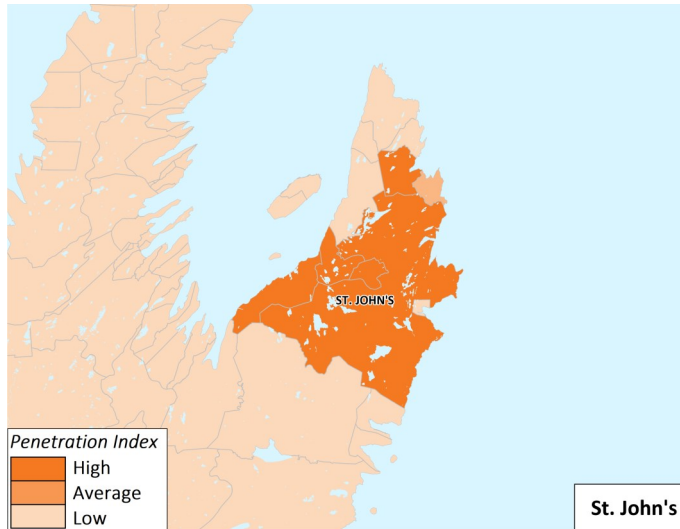
Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for *Primacy of the Family*, making personal sacrifices to meet the needs of their family.

With their solid incomes, Suburban Sports members have the means to enroll their kids in soccer camp while they take a cruise or sightseeing trip to Mexico. These households frequent a wide range of cultural activities, from art galleries and theatre performances to rock and country music concerts. Regular exercise is important in this segment—and not just for kids. The adults like to bowl, golf and take Pilates classes. They're proud of their suburban homes and spend weekends doing landscaping, electrical and plumbing DIY projects before inviting friends over for coolers or Canadian rye whisky around their living room fireplace. But they also like to dine out, packing their families into a large domestic pickup or compact SUV and heading to casual family restaurants like Earls, Milestones and Montana's. While not the earliest tech adopters, they have embraced mobile phones and smart devices—TVs, watches and speakers—for entertainment as well as text messaging, responding to classified ads and downloading coupons. Traditional media is still popular however; Suburban Sports residents watch curling and football on TV, listen to country and gospel music on the radio and read outdoor magazines.

How They Think

The members of Suburban Sports have relied on their strong *Work Ethic* to achieve upper-middle-class status and now want to instill in their children the principle of deferring pleasure and working hard to realize greater gains in the future. Despite their solid incomes, they still have *Financial Concern Regarding the Future*, especially since they want to leave a *Legacy* for future generations. These households also have a socially progressive streak, believing that other cultural groups should be allowed to preserve their traditions (*Multiculturalism*) and supporting diversity within families (*Racial Fusion*). Many define their identity through their *National Pride* and believe that Canada should hold a strong position in the world. But they also care deeply about their local communities and believe that getting involved in the political process can make a difference (*Community Involvement, Rejection of Inequality*). This altruism extends to the marketplace: they tend to make purchase decisions based on the ethics of a company—whether it treats employees fairly, tests its products on animals or participates in corrupt trade practices (*Ethical Consumerism*).

Where They Live



How They Live



LEISURE

yoga/Pilates
golf
rock concerts
pubs/sports bars



TRADITIONAL MEDIA

TV NFL football
Discovery Channel
new country music radio
People



FOOD/DRINK

Greek yogurt
cider
casual family restaurants
Milestones



AUTOMOTIVE

large pickup trucks
compact SUVs
Buick/Cadillac/Chevrolet
\$30,000-\$49,999 spent on vehicle



MOBILE

fitness trackers
access classified ads on phone
health content on phone
subscription video service on tablet



SHOPPING

Mark's
Moore's
craft supply stores
Wayfair.ca



INTERNET

classifieds sites
discount coupons on computer
banking/finance apps
travel purchase online



FINANCIAL

mutual funds
RESPs
guaranteed life insurance
donate to educational groups



SOCIAL

Snapchat
YouTube
Pinterest
audio podcasts



HEALTH

Use cough syrup 6+ times/month

ATTITUDES

"I've often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"

"My family is my number one priority over all else"

"Looking at my finances in the coming years, I think it's going to get worse"

"Regular exercise is an important part of my life"



Rural, upper-middle-income couples and families

Rural, upper-middle-income couples and families

Who They Are

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a recently built home—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (*Parochialism*).

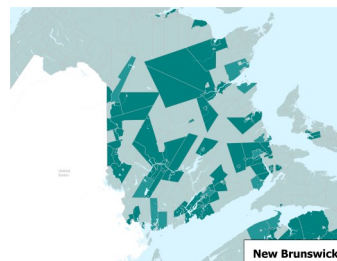
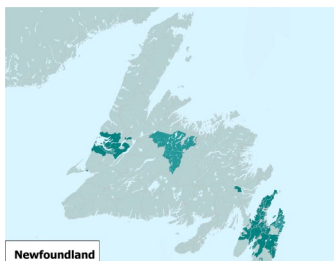
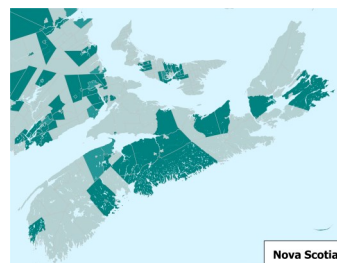
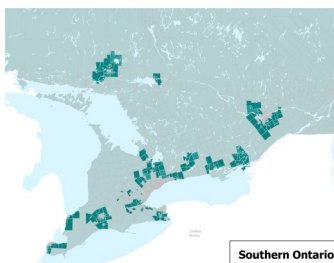
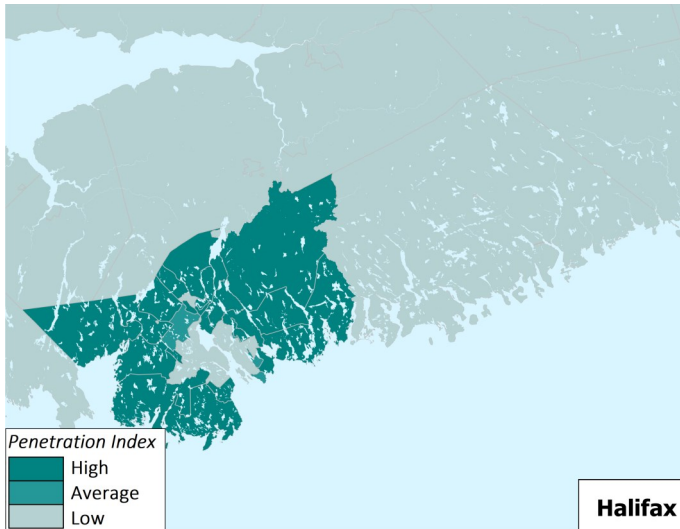
The members of Country Traditions have a self-reliant sensibility. They like to work with their hands, doing ambitious projects like their own remodeling, cabinetry and landscaping as well as traditional home crafts. They fill their garages with the gear needed to enjoy nearby lakes and woodlands: ATVs, power boats and campers, along with fishing and hunting equipment. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. While relatively few travel abroad, Country Traditions members do have high rates for touring English Canada and relaxing at their vacation cottage or cabin. These old-fashioned households are traditionalists when it comes to media as well. Residents score high for watching TV networks like DIY, HGTV, History Television and The Weather Network. They listen to traditional and new country music on the radio, and read magazines like *Outdoor Canada* and *Cottage Life* in print. They'll go online to download a coupon, stream music or read an e-book. But they rely on print-based community newspapers for classified ads and real estate listings.

How They Think

Country Traditions consists of rugged individualists who want Canada to be a strong player in world affairs (*National Pride*). These rural households make personal sacrifices to provide for their family (*Primacy of the Family*) and hope to leave a *Legacy* for future generations. They think everyone should respect authority figures and play by the rules, although they strive to exert control over the direction of their own lives as much as possible (*Obedience to Authority, Personal Control*). They also like to keep things simple and make daily decisions based on reason and logic rather than emotions and feelings (*Aversion to Complexity, Emotional Control*). Between their work and family commitments, they sometimes express a *Need for Escape*, typically heading outdoors to commune with nature and reenergize (*Attraction to Nature*). As consumers, they tend to make purchases based on function rather than aesthetic considerations, and they prefer to do business with companies that espouse high ethical standards (*Utilitarian Consumerism, Ethical Consumerism*). They look for a good value rather than a brand name when shopping (*Importance of Price, Brand Apathy*); in fact, no segment scores lower on the value *Need for Status Recognition*.

- Population:**
787,202
(2.07% of Canada)
- Households:**
300,000
(2.01% of Canada)
- Average Household Income:**
\$120,026
- Average Household Net Worth:**
\$520,692
- House Tenure:**
Own
- Education:**
Mixed
- Occupation:**
Blue Collar/Service Sector
- Cultural Diversity Index:**
Low
- Sample Social Value:**
Utilitarian Consumerism

Where They Live



How They Live



LEISURE

crafts
fishing/hunting
home shows
worked for a political party



TRADITIONAL MEDIA

NASCAR on TV
The Weather Network
new and traditional country radio
Our Canada



FOOD/DRINK

canned meat
multi-grain cereal
regular tea
coffee/donut shops



AUTOMOTIVE

large pickup trucks
midsize SUVs
\$30,000-\$49,999 spent on vehicle
two cars



MOBILE

watch movies on tablet
view store flyers on tablet
surf the Internet on tablet
use phone directory on phone



SHOPPING

Canadian Tire
Joe Fresh
Giant Tiger
discount grocery stores



INTERNET

read e-books/listen to audiobooks
classifieds sites
online shopping
research real estate



FINANCIAL

RRSPs
group life insurance
home equity line of credit
mobile wallet



SOCIAL

Pinterest
Snapchat
Facebook
Twitter



HEALTH

Take coenzyme Q10 herbal supplements

ATTITUDES

"Life in the country is much more satisfying than in the city"

"It's important that the country should hold a strong position in the world"

"I am willing to volunteer my time for a good cause"

"My phone is a practical device, but I'm not interested in using it for entertainment"



Diverse, Quebec-centred city dwellers

Who They Are

The emergence of Diversité Nouvelle reflects the increasing popularity of Montreal as a destination for immigrants from all over—Europe, Latin America and Africa—especially French-speaking countries. Concentrated in Montreal’s urban fringe cities such as Laval, Longueuil and Brossard, Diversité Nouvelle stands out for its multi-lingual neighbourhoods where more than 55 percent speak French and 20 percent speak a non-official language. Here, maintainers between 35 and 54 own relatively new homes, a mix of singles, semis, row houses and low-rise apartments. With educations ranging from trade school to advanced degrees, the adults earn average incomes from a variety of service sector and white-collar jobs. What unites them is their relatively large family households, with children of all ages, and their willingness to live in multicultural communities. Over 60 percent have a knowledge of French and English—one of the highest bilingual rates—though French language dominates. Unlike typical francophone segments where common-law unions are prevalent, in Diversité Nouvelle married couples outnumber them by nearly four to one. Their ability to adapt to a new country is aided by their eagerness to experience something new every day (*Pursuit of Novelty*).

Diversité Nouvelle families enjoy a comfortable, urbane lifestyle. With their midscale incomes, they can afford an active nightlife, attending a wide range of cultural activities, including ballet, pop music concerts and comedy clubs. Keen for trendy fashion, they patronize stores like Zara, Simons and H&M. Their favourite leisure activities include going to spa resorts, historical sites and music festivals. Many enjoy entertaining at home, and the French influence is apparent in their preferred fare: soft cheese, baguettes and red wine. With over 40 percent of members having attended a university, Diversité Nouvelle is a strong market for traditional media. They read a wide range of magazines as well as the automotive, food and travel sections of newspapers. When they turn on their TV, they watch everything from business news to paranormal programs. Agnostic when it comes to digital devices, they go online to stream music, watch TV, buy electronics and play games. For a getaway, many simply head to their country home or a cottage in Quebec. But they also like to travel to New York and Boston, as well as France, Italy and Cuba.

How They Think

The members of Diversité Nouvelle have a zest for life, embracing the unexpected and guided by emotions and intuition rather than reason and logic (*Importance of Spontaneity, Pursuit of Intensity*). With characteristic optimism, they believe in the value of working hard to get ahead and the notion that people get what they deserve (*Personal Optimism, Work Ethic, Just Deserts*). And though they’re attracted to people of other cultures, they express pride in being Canadian and regard themselves as citizens of the country and their local community first (*Social Learning, National Pride, Parochialism*). Their sense of *Financial Security* allows them to indulge their *Joy of Consumption*, buying products for the sake of consumption rather than for their use, even while considering the environmental impacts of those products (*Ecological Lifestyle*). As a younger, educated group, they enjoy sharing their opinions about their purchases with others (*Consumption Evangelism*) and question small companies’ abilities to provide quality goods while operating in the public interest (*Skepticism Toward Small Business*). Somewhat slower than other segments to adopt smart devices, members of Diversité Nouvelle are nevertheless intrigued by the possibilities presented by technological innovation (*Enthusiasm for Technology*).

Population:

625,395
(1.65% of Canada)

Households:

221,582
(1.48% of Canada)

Average Household Income:

\$109,184

Average Household Net Worth:

\$431,315

House Tenure:

Own

Education:

University/Trade School/College

Occupation:

Service Sector/White Collar

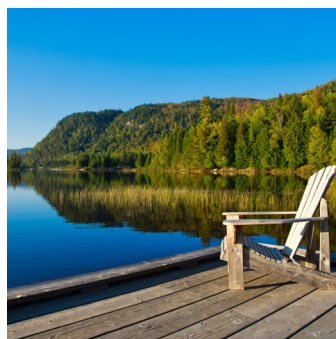
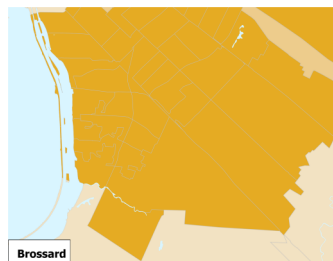
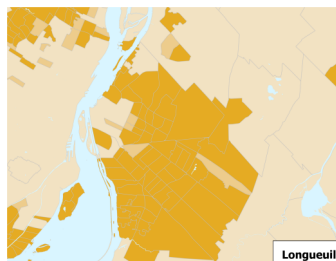
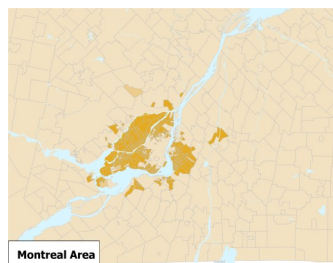
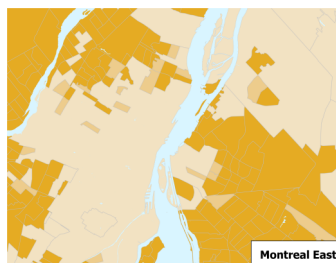
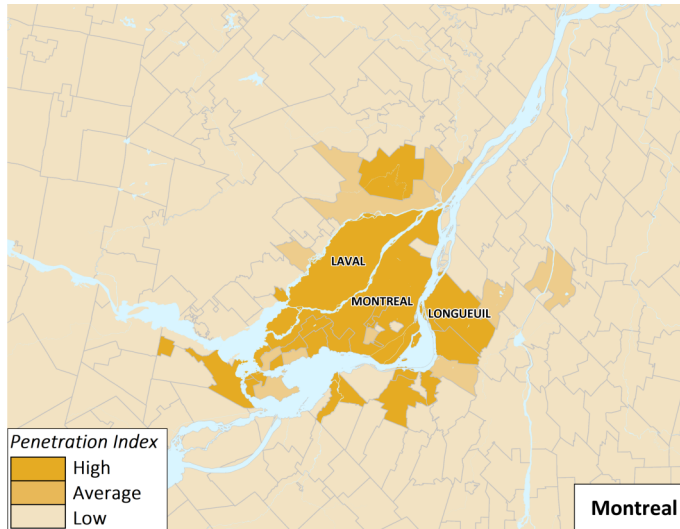
Cultural Diversity Index:

High

Sample Social Value:

Pursuit of Novelty

Where They Live



How They Live



LEISURE

skating
pro soccer games
pop music concerts
comedy clubs/shows



TRADITIONAL MEDIA

European soccer on TV
ICI RDI
children/teen magazines
newspaper travel section



FOOD/DRINK

soft cheese
Pinot Noir
St-Hubert
breakfast restaurants



AUTOMOTIVE

subcompacts
imported compact SUVs
imported cars
leased vehicles



MOBILE

read magazines on phone
taking surveys/polls on phone
picture/video messaging on tablet
research products on tablet



SHOPPING

Zara
Roots
cosmetics/skin care stores
home health care stores



INTERNET

food/recipe sites
consult consumer reviews
stream radio broadcast
purchase home electronics online



FINANCIAL

online trading RRSPs
mobile investing
private disability/health insurance
credit unions



SOCIAL

LinkedIn
Twitter
Tinder
share links with friends and colleagues



HEALTH

Use prescription eye drops

ATTITUDES

"I need to feel that I have achieved a level of social success and that this is recognized by others"

"The Internet improves the relationships I have with other people"

"I am excited by the possibilities presented by the new technologies"

"I am willing to pay more for eco-friendly products"



U5 YOUNGER URBAN MIX **Y1** VERY YOUNG SINGLES & COUPLES

Younger, single urban renters

Population:

182,302
(0.48% of Canada)

Households:

115,585
(0.77% of Canada)

Average Household Income:

\$91,040

Average Household Net Worth:

\$423,879

House Tenure:

Rent

Education:

University

Occupation:

White Collar/Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Multiculturalism

Younger, single urban renters

Who They Are

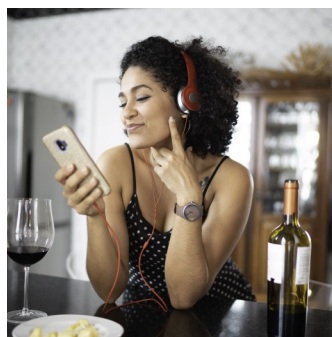
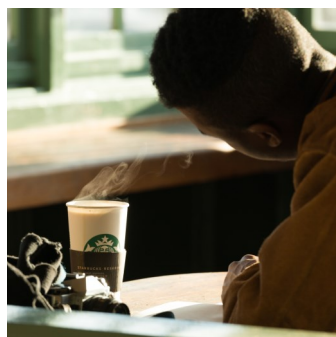
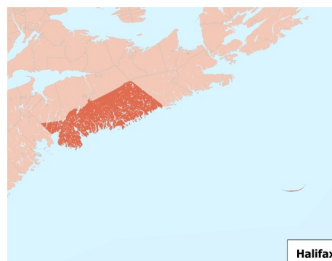
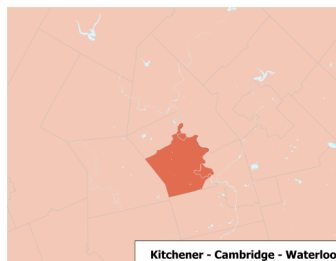
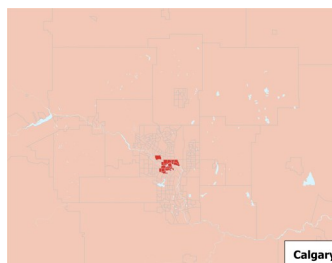
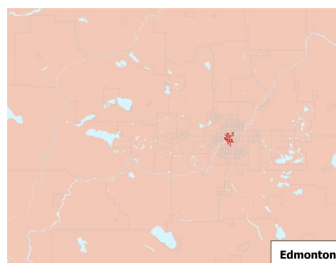
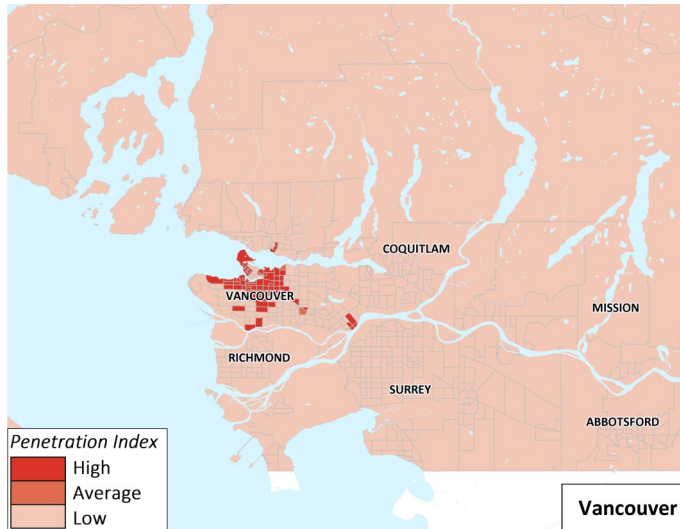
One of the youngest segments, Latte Life is often the first stop for university graduates fresh out of school. Typically located in Vancouver, Calgary, Edmonton and Ottawa, the lifestyle has remained relatively stable for the last 15 years. Half the residents are between 25 and 44; nearly 60 percent live alone. Over half have earned a university degree—more than twice the Canadian average—but since they likely hold entry-level jobs in education, the arts, business and science, most earn only average incomes. And the steep cost of housing in their neighbourhoods means three-quarters of residents rent apartments, typically in older low-rise buildings. Like many Millennials, they try to reduce their carbon footprint by walking, biking or taking public transit to work. Latte Life residents aren't interested in putting down roots right now: two-thirds of residents have moved in the last five years. These young adults are nightowls who frequent bars, dance clubs and music festivals. Fitness and status conscious, they spring for memberships in health clubs. With their *Concern for Appearance*, they're a strong market for products and services that make them look good.

Their incomes may not be high but Latte Life members have the luxury of spending their paycheques solely on themselves. They have high rates for going to the ballet, opera symphony and art galleries. Many are foodies who enjoy gourmet cooking at home and meeting friends at Thai, Japanese and other Asian restaurants, as well as Starbucks and other coffee shops. These young singles balance their alcohol- and cannabis-fueled partying with health-conscious foods, especially organic fruit and veggies. Many like to travel—often to the western provinces and U.S. states—and typically hold down costs by couch surfing with friends and using loyalty program rewards. At home, their media inclinations are overwhelmingly digital, and they'll forego traditional cable TV for streaming services like Netflix and Amazon Prime. But if they want to listen to a radio station or read a newspaper or magazine, it's typically accessed using their mobile device or computer. And out-of-home advertising might be the best way to reach these out-and-about city dwellers; they notice messages in buses, taxis, subway stations, convenience stores and cinema lobbies.

How They Think

The members of Latte Life are progressive, independent and engaged. Committed to *Community Involvement*, they have high rates for being active on social issues, doing volunteer work and getting involved in political campaigns. Supportive of nontraditional and commitment-free relationships, this segment is strong for *Flexible Families* and *Sexual Permissiveness*. Being young, they often question rules and make decisions without deferring to a boss, parent or other authority figure (*Rejection of Authority*). And in their diverse neighbourhoods, they embrace multi-ethnic groups and enjoy experiencing what other cultures have to offer (*Multiculturalism, Culture Sampling*). In the marketplace, they admit that the very act of shopping excites them (*Joy of Consumption*), and they enjoy acquiring products in their areas of particular interest, especially those that highlight their individuality and convey affluence (*Consumptivity, Pursuit of Originality, Ostentatious Consumption*). They also prefer brands that have an authentic story (*Brand Genuineness*) and appreciate products that promote health and well-being (*Effort Toward Health*). With their strong *Confidence in Advertising*, they view advertising as a reliable source of information.

Where They Live



How They Live



LEISURE

basketball
gourmet cooking
pubs/sports bars
active in social issues



TRADITIONAL MEDIA

MTV Canada
modern rock radio
Elle Canada
newspaper arts and entertainment section



FOOD/DRINK

organic fruits and vegetables
craft beer
Starbucks
food courts



AUTOMOTIVE

compact premium vehicles
European brands
one car
Mr. Lube



MOBILE

watch YouTube on phone
surf the Internet on phone
health content on tablet
read e-books/listen to audio books on tablet



SHOPPING

The Gap
Hudson's Bay
purchase footwear online
grocery store rewards program



INTERNET

read magazines on computer
stream music on computer
use ad blocking software
purchase cosmetics/skin care online



FINANCIAL

mobile wallet
mutual funds in RRSPs
online trading
donate to cultural groups



SOCIAL

WhatsApp
Instagram
LinkedIn
dating platforms



HEALTH

Take liquid cold remedy

ATTITUDES

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

"I believe that young people should be taught to question authority"

"The Internet helps me connect with other like-minded people"

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



Upper-middle-income Quebec suburbanites

Who They Are

C'est Tigidou is a solidly upper-middle-class francophone segment. Found in the suburban areas of large and small cities across Quebec, it's a lively lifestyle filled with middle-aged and older couples and families living in single- and semi-detached houses. Typical of francophone segments, members are more likely to be in common-law relationships. More than 90 percent own their residences, though values for the segment's older houses are a third below the national average. Educations are mixed, with adults more likely to have gone to trade school or college. But the mid-career households in C'est Tigidou earn six-figure incomes from service sector and white-collar jobs in business, education, health and manufacturing. The result is more disposable income for these energetic couples and families with older and adult children. Avid fans of outdoor sports, they're more likely than average Canadians to enjoy cycling, cross-country skiing and hockey. With middle-brow cultural tastes, they have above-average rates for going to book shows, theme parks, sci-fi movies and comedy clubs. These Quebecois enthusiastically embrace life's unexpected moments and score high on the value Importance of *Spontaneity*.

With their above-average incomes and modest mortgages, C'est Tigidou members enjoy their suburban comfort. They often shop at fine food stores, go out to Thai and French restaurants, and entertain at home with an elegant meal and a glass of pinot noir. These households routinely book beach resorts and culinary tours when they travel to France, Italy, Cuba and other countries in the Caribbean. Unlike other Quebecois, these francophones are more likely to own vacation homes and do their own remodeling and landscaping. These white-collar workers prefer business casual attire, shopping at stores like Reitmans, Simons, RW & Co., and H&M. At home, they have mostly traditional media tastes, watching a lot of TV sports, listening to comedy on the radio and reading both print and digital versions of newspapers as well as French magazines that cover a wide range of topics. Many spend fewer than two hours a day on the Internet, but they will go online to access travel content, watch videos and compare products and prices. When they shop online, they typically buy sports equipment, home electronics and concert tickets.

How They Think

C'est Tigidou members are driven by tradition and ambition, but they are also attentive to quality-of-life matters. Strongest on *Fulfillment Through Work*, they seek occupations that give meaning to their lives and value to society. When it comes to social issues, they believe that both individuals and the government have a responsibility to help those less fortunate (*Social Responsibility, Active Government*). But there's a conservative streak to these francophones: They think men are naturally superior to women (*Sexism*) and immigrants should adopt their new country's way of life (*Cultural Assimilation*). Like other third-plus generation Quebecois, they are eager to preserve their traditional heritage and feel more connected to their local area than the world at large (*Search for Roots, Parochialism*). This segment's location not far from the countryside allows members to refresh their spirit in the natural world (*Attraction to Nature*). They believe that protecting the environment takes priority over economic development or job creation, and everyone can do their part to protect the earth (*Ecological Concern*). In the marketplace, they typically base purchase decisions on utilitarian considerations, giving little weight to brand names (*Utilitarian Consumerism, Brand Apathy*).

Population:

960,743
(2.53% of Canada)

Households:

364,498
(2.44% of Canada)

Average Household Income:

\$111,417

Average Household Net Worth:

\$410,418

House Tenure:

Own

Education:

Trade School/College

Occupation:

Service Sector/White Collar

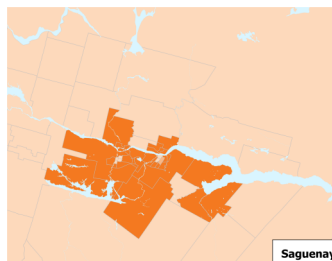
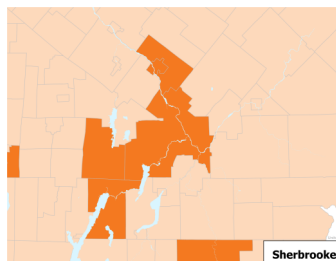
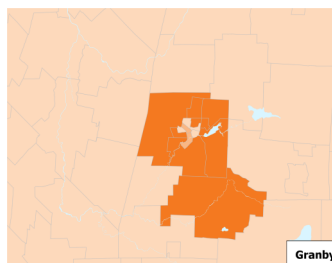
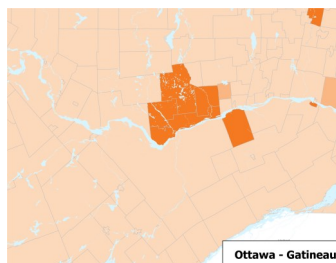
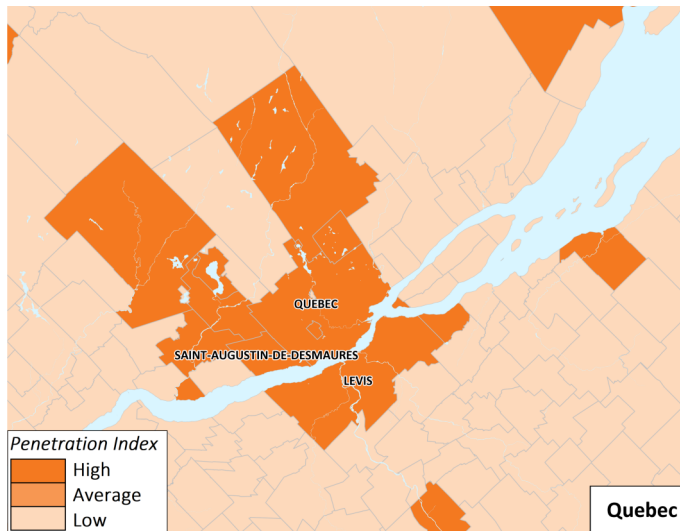
Cultural Diversity Index:

Low

Sample Social Value:

Importance of *Spontaneity*

Where They Live



How They Live



LEISURE

cycling
theme parks
pop music concerts
book shows



TRADITIONAL MEDIA

TV nature shows
comedy radio
travel/tourism magazines
newspaper automotive section



FOOD/DRINK

soft cheese
baguettes
French wine
bistro restaurants



AUTOMOTIVE

imported subcompacts
imported compact SUVs
Japanese brands
2010-2016 model years



MOBILE

auto content on phone
banking apps
play games on tablet
read magazines or newspaper on tablet



SHOPPING

L'Aubainerie
Reitmans
fine food stores/butcher shops
fashion accessories stores



INTERNET

classifieds sites
download apps
gambling sites
purchase sports equipment online



FINANCIAL

term deposits
online investing RRSPs
private life insurance
mobile investing



SOCIAL

Facebook
share links with friends
use social media to maintain work contacts
post videos online



HEALTH

Monitor diet for weight loss/management

ATTITUDES

"I like people who act like everyone else, without trying to stand out"

"I do more entertaining now than ever before"

"I support doing work that is in the public interest"

"I am prepared to pay more for products that elevate my status"



Middle-aged, middle-income South Asian families

Middle-aged, middle-income South Asian families

Who They Are

Home to the largest concentration of South Asian residents, South Asian Society has changed little over the last decade. It still consists of first- and second-generation Sikh, Hindu and Muslim families living in places like Surrey, Abbotsford and Brampton. More than 80 percent identify as visible minorities; two-thirds as South Asian. Nearly half speak a non-official language, mostly Punjabi. In their urban fringe neighbourhoods, households often contain large families with middle-aged parents and children of all ages. One in six contains a multi-generational family—highest among all segments. With modest educations, South Asian Society adults hold jobs in manufacturing, the trades and services. But multiple breadwinners under the same roof help boost household incomes to average levels. Residents tend to own or rent a duplex, low-rise apartment or single-detached home. The segment’s wide age span results in varied leisure pursuits, with high rates for enjoying zoos, carnivals, markets, football games and outdoor stages. Seeing their homes as extensions of their image, many decorate their residences in a manner intended to impress others (*Status via Home*).

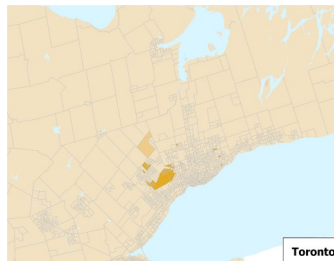
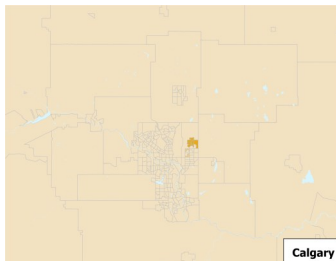
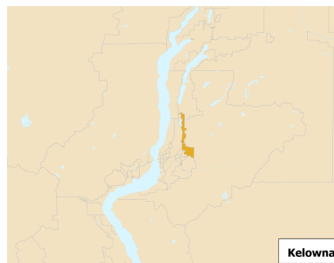
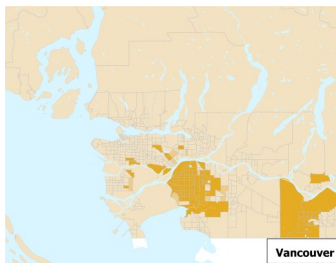
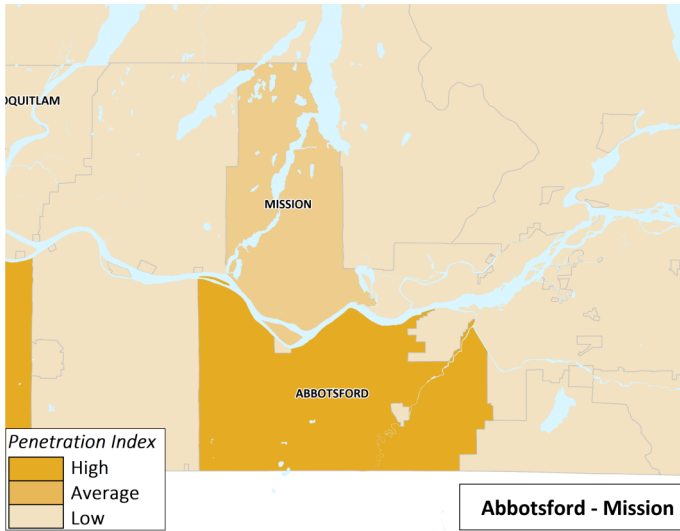
To reach the members of South Asian Society, businesses need to think outside the box—with out-of-home advertising. Eager to discover all their adopted country has to offer, they notice ads and digital screens on buses, subway platforms, retail stores and sports venues, especially baseball and football stadiums. They enjoy going to sports bars, pop music concerts and casinos, and with their eclectic tastes, dining out in South Asian Society may mean going to an Indian or Asian restaurant, a Greek diner or a Japanese sushi bar. At home, media tastes are also varied. Online, residents like to download music, listen to podcasts, check out job listings and connect with friends; they’re addicted to Facebook, YouTube, Instagram, Pinterest and Snapchat. They also use their computers and mobile phones to buy cosmetics, video games and movie tickets. Offline, they watch a lot of TV, including reality shows, international news, cooking programs and sports, particularly their beloved cricket, European soccer and NHL hockey. Indeed, many segment households own three or more TVs, typically a smart TV to go with their smartphone, smart watch and smart home controller hub.

How They Think

The members of South Asian Society get their core values from faith and tradition, believing firmly in the conventional definition of family and the father’s position as the head (*Religiosity, Patriarchy, Traditional Families*). They believe in the *North American Dream* and the idea that, even in middle age, they can start anew and succeed if they work hard enough. They are also proud to be Canadian and grateful for the opportunities and sense of *Financial Security* afforded them (*National Pride*). Their immigrant experience may contribute to their willingness to take risks in life and their conviction that they have the power to effect change (*Penchant for Risk, Personal Control*). They’re comfortable questioning rules (*Rejection of Authority*) and believe everyone has a *Social Responsibility* to help the less fortunate. In the marketplace, they’re enthusiastic consumers and enjoy their role as influencers among their peer group (*Joy of Consumption, Consumption Evangelism*). Early adopters, they gravitate to new and cutting-edge products—particularly from well-known brands—that set them apart from others (*Pursuit of Novelty, Pursuit of Originality, Importance of Brand*). To discover these offerings, they are drawn to advertisements that are aesthetically pleasing (*Advertising as Stimulus*).

- Population:**
311,734
(0.82% of Canada)
- Households:**
79,941
(0.53% of Canada)
- Average Household Income:**
\$99,045
- Average Household Net Worth:**
\$528,523
- House Tenure:**
Own & Rent
- Education:**
Grade 9/High School
- Occupation:**
Blue Collar/Service Sector
- Cultural Diversity Index:**
High
- Sample Social Value:**
North American Dream

Where They Live



How They Live



LEISURE

fitness clubs
 outdoor stages
 carnivals, fairs and markets
 pro football games



TRADITIONAL MEDIA

HGTV
 OOH ads on subway platforms
 top 40 radio
 newspaper arts and entertainment section



FOOD/DRINK

\$250+ spent on groceries/week
 diet colas
 fruit and vegetable stores
 Indian restaurants



AUTOMOTIVE

small vans
 imported intermediate cars
 Toyota
 three vehicles



MOBILE

surf the Internet on phone
 video phone calls on phone
 career/job search on tablet
 listen to radio on tablet



SHOPPING

H&M
 Hudson's Bay
 factory outlet stores
 cosmetics/skin care stores



INTERNET

auction sites
 stream movies on Amazon Prime
 watch music videos
 purchase clothing online



FINANCIAL

mutual funds
 online trading TFSAs
 condo home insurance
 mobile wallet



SOCIAL

Twitter
 LinkedIn
 WhatsApp
 Snapchat



HEALTH

Very likely to consider laser eye surgery

ATTITUDES

"It is important to have a more intense and more spiritual inner life"

"The father must be the master in his house"

"Advertising is useful in helping me make a choice when buying"

"I often offer advice to people who consult me before they shop for certain items"



Diverse, middle-income city dwellers

Diverse, middle-income city dwellers

Who They Are

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upwardly climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese or Mandarin in recent years. But these neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value is nearly \$525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts.

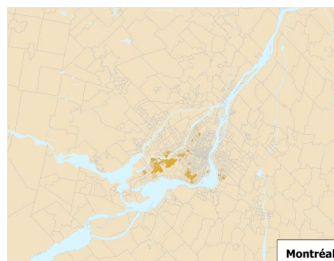
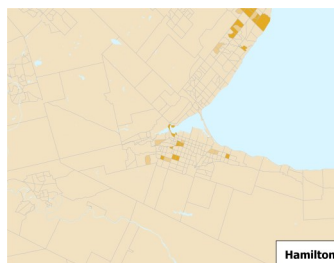
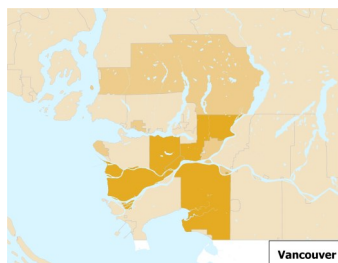
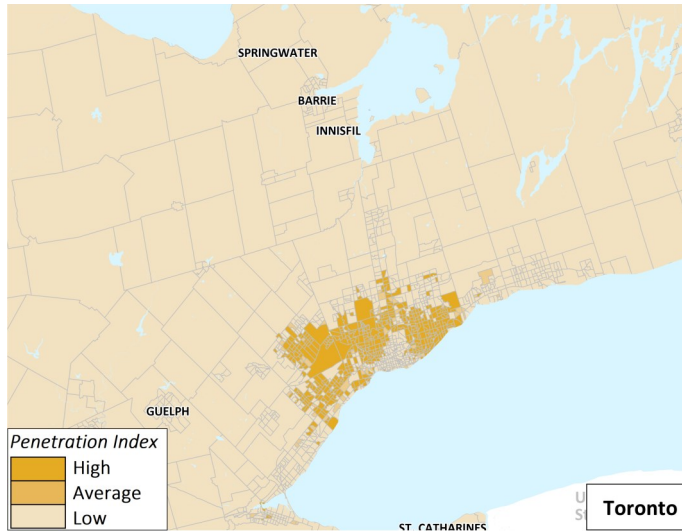
The mix of ages, families and ethnicities in Metro Melting Pot creates a varied lifestyle. The presence of older children results in high rates for athletic activities like basketball, yoga and racquet sports, and the whole family enjoys a trip to a wings-and-skins restaurant like Kelseys, Milestones or Jack Astor’s. Fans of designer labels for midscale budgets, they tend to shop at The Gap, Banana Republic and H&M. They’re more willing to splurge on home electronics like video gaming systems, voice-activated smart speakers, smart security systems and smart home appliances. For many, the Internet is a tool for communication and entertainment. They go online—typically using a computer or mobile phone—for posting in chatrooms, dating, accessing paid entertainment and sharing content with friends. They’re otherwise average consumers of traditional media, though they watch a lot of music videos, talk shows and sports on TV, and listen to news and morning radio on their commute to work. In their city neighbourhoods, they pay attention to out-of-home ads on buses, taxis and subway platforms.

How They Think

The families of Metro Melting Pot have embraced *Multiculturalism* and believe people from other cultures should retain their cultural identities. With many new to their adopted country, they strive to earn the respect of others (*Need for Status Recognition*) and demonstrate their social status through their acquisitions and stylish homes (*Ostentatious Consumption, Status via Home*). But they admit the challenges of daily life lead to *Time Stress*, and they feel that forces beyond their control determine their future (*Fatalism*). To cope, they seek to live life to the fullest (*Pursuit of Intensity*), are willing to take risks to achieve their goals (*Penchant for Risk*) and care little about playing by the rules (*Rejection of Authority*). As consumers, members of Metro Melting Pot like to feel different from others with products that express their individuality (*Pursuit of Originality*). They appreciate new and well-designed products, particularly if they’re from established brands (*Pursuit of Novelty, Importance of Aesthetics, Importance of Brand*). And they’re enthusiastic about purchases in their areas of interest (*Consumptivity*), sharing the products they prefer with their peer group (*Consumption Evangelism*). Aesthetically pleasing ads typically grab their attention (*Advertising as Stimulus*).

- Population:**
872,043
(2.30% of Canada)
- Households:**
277,211
(1.85% of Canada)
- Average Household Income:**
\$94,871
- Average Household Net Worth:**
\$496,978
- House Tenure:**
Own & Rent
- Education:**
University/High School/Grade 9
- Occupation:**
Mixed
- Cultural Diversity Index:**
High
- Sample Social Value:**
Attraction for Crowds

Where They Live



How They Live



LEISURE

soccer
basketball
zoos/aquariums/farms/
animal parks
film festivals



TRADITIONAL MEDIA

Sportsnet 360
dance music radio
entertainment magazines
newspaper lifestyle section



FOOD/DRINK

chunk/block cheese
herbal tea
bulk food stores
fast casual restaurants



AUTOMOTIVE

imported compacts
small vans
Honda
leased cars



MOBILE

video apps
picture/video messaging on
phone
use camera on phone
YouTube videos on tablet



SHOPPING

Winners
Hudson's Bay
Best Buy
children's clothing stores



INTERNET

beauty/fashion sites
discount coupons on computer
career/job search online
purchase movie tickets online



FINANCIAL

GICs
gas station quick pay card
online stock trading
mobile banking



SOCIAL

WhatsApp
LinkedIn
Reddit
dating platforms



HEALTH

Use back pain relievers 6+
times/month

ATTITUDES

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

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

"An important part of my life is dressing smartly"

"I am very comfortable sharing my personal information with social media sites"

32 DIVERSE & DETERMINED



F3 MIDSCALE URBAN FRINGE SCHOOL-AGE FAMILIES F1

Midscale, younger and middle-aged city dwellers

Population:

564,592
(1.49% of Canada)

Households:

256,120
(1.71% of Canada)

Average Household Income:

\$91,756

Average Household Net Worth:

\$363,504

House Tenure:

Own & Rent

Education:

University/College/
High School

Occupation:

Service Sector/White
Collar

Cultural Diversity Index:

High

Sample Social Value:

Social Learning

Midscale, younger and middle-aged city dwellers

Who They Are

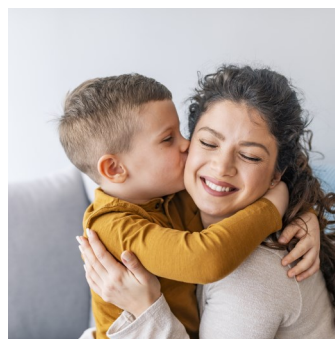
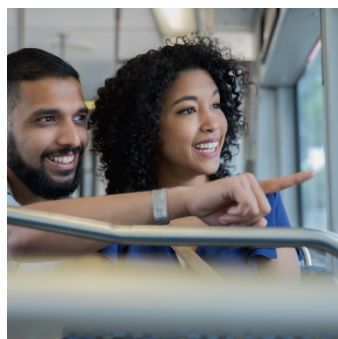
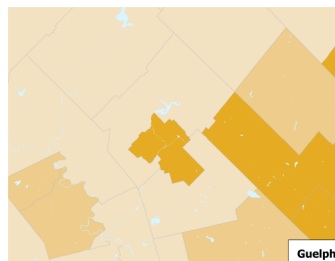
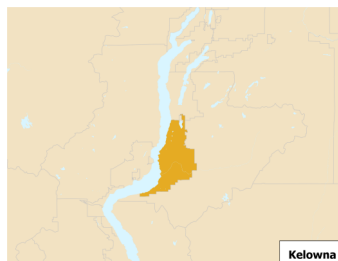
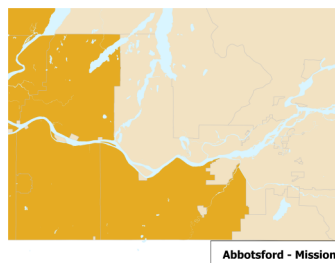
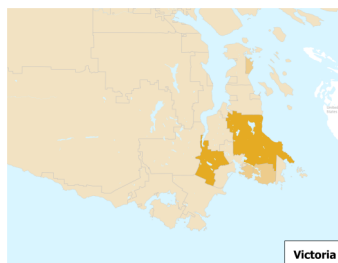
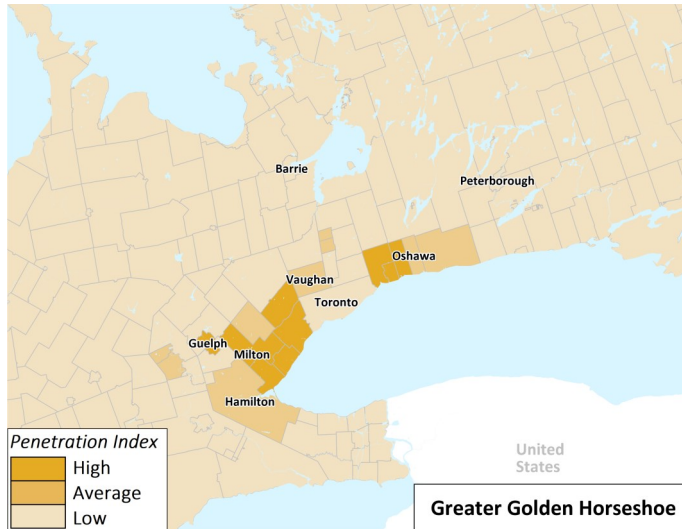
The search for jobs and an affordable lifestyle helped create Diverse & Determined. Found in the urban fringe of big cities like Vancouver, Calgary, Edmonton and Ottawa, this segment contains a mix of younger singles and middle-aged families, including a disproportionate number of lone-parent households. 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 Telemundo 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*).

Where They Live



How They Live



LEISURE

yoga/Pilates
downhill skiing
dinner theatres
casinos



TRADITIONAL MEDIA

European soccer on TV
Telenovelas
religious/gospel radio
newspaper arts and
entertainment section



FOOD/DRINK

organic meat
Canadian wine
ethnic restaurants
fast-food restaurants



AUTOMOTIVE

intermediate cars
compacts
imported brands
2008 or older model year



MOBILE

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



SHOPPING

Joe Fresh
7-Eleven
London Drugs
craft supply stores



INTERNET

beauty/fashion sites
group-buying sites
download coupons
purchase sporting events
tickets online



FINANCIAL

mutual funds
condo home insurance
TD Canada Trust
Sick Children's Hospital
Lottery



SOCIAL

Reddit
WhatsApp
WeChat
LinkedIn



HEALTH

Eat/drink diet control meal
replacements

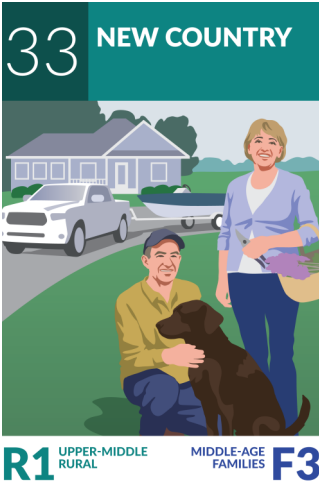
ATTITUDES

"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"



Middle-aged, middle-income rural couples and families

Middle-aged, middle-income rural couples and families

Who They Are

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, manufacturing and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. And with their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on Active Government.

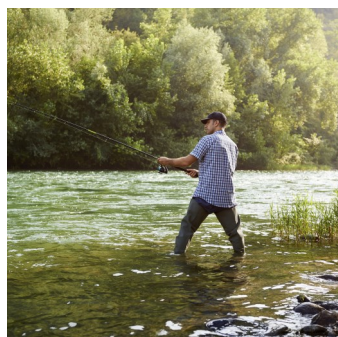
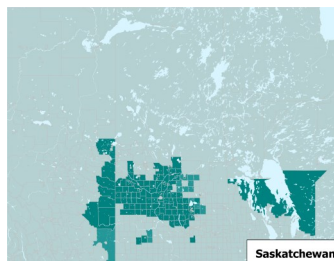
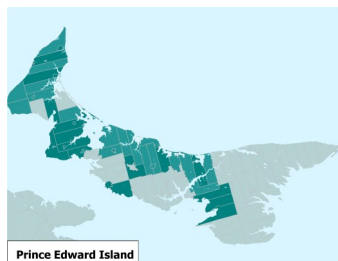
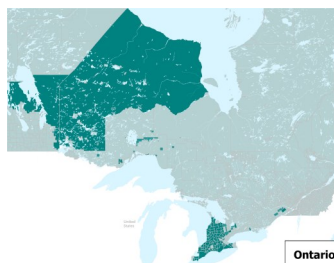
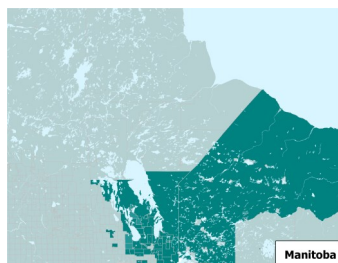
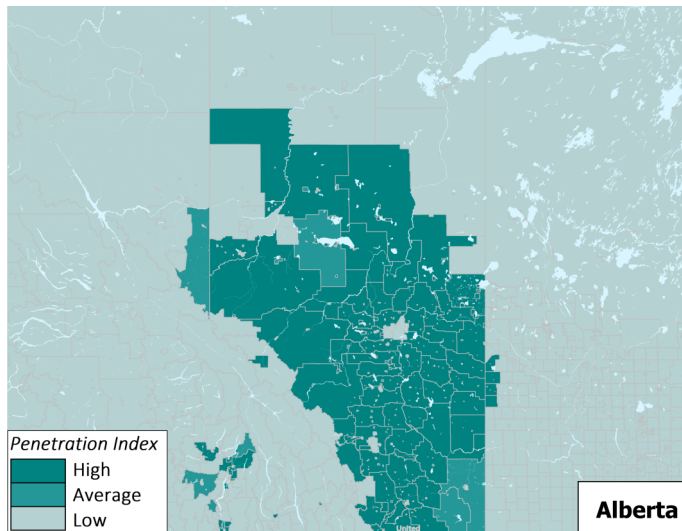
The members of New Country pursue independent lifestyles, and they're proud of it. Their daily routine is not unlike the one their grandparents enjoyed, filled with pets, hobby crafts and DIY home improvement projects. They adorn their driveways and garages with machinery expected of a rural lifestyle: power boats, campers, snowmobiles and ATVs. They fill their grocery carts with processed food they can't produce themselves: condensed soup, frosted cereal, mixed nuts and baking chips. When they go out to dinner, it's often at a fast-food or casual family restaurant. Their idea of a splurge is driving to the big city for a hockey game, comedy movie, zoo or amusement park. Their media preferences are stuck in their grandparents' past, too. New Country residents are big fans of radio, with their music tastes ranging from traditional country to new country. They like watching sports on TV—CFL football and curling rank high—and reading family magazines about what makes Canadians Canadian: *Canadian Living*, *Canadian Geographic* and *Outdoor Canada*. But they tend to be only average Internet users, going online for banking, downloading coupons and pinning on Pinterest.

How They Think

The members of New Country are self-reliant individuals, but they are not reclusive. They have a keen interest in local issues (*Community Involvement*), and they put the needs of others before their own (*Duty*). Conservative and family centred, they believe in making personal sacrifices for the good of the family (*Primacy of the Family*). They tend to be patriotic Canadians who prefer the company of their neighbours to outsiders (*National Pride, Parochialism*); many expect immigrants to relinquish their traditions (*Cultural Assimilation*). But they express contradictory sentiments in their concern for the natural world: few segments score higher for *Attraction to Nature* and yet residents believe environmental harm is inevitable (*Ecological Fatalism*). Accepting that their rural lifestyle involves a certain degree of disorder (*Rejection of Orderliness*), they're guided more by logic and reason than feelings (*Emotional Control*). As consumers, they care little about the popularity of brands and base their purchase decisions on the price and functionality of products (*Brand Apathy, Importance of Price, Utilitarian Consumerism*). With a distrust of advertisements, many prefer to buy from small businesses rather than large corporations (*Skepticism Towards Advertising, Confidence in Small Business*).

- Population:**
627,732
(1.65% of Canada)
- Households:**
222,870
(1.49% of Canada)
- Average Household Income:**
\$103,919
- Average Household Net Worth:**
\$573,457
- House Tenure:**
Own
- Education:**
Mixed
- Occupation:**
Primary/Blue Collar
- Cultural Diversity Index:**
Low
- Sample Social Value:**
Attraction to Nature

Where They Live



How They Live



LEISURE

gardening
 fishing
 country music concerts
 volunteer work



TRADITIONAL MEDIA

new and traditional country
 radio
 CMT
 CFL football on TV
Reader's Digest



FOOD/DRINK

meat snacks
 domestic beer
 casual family restaurants
 ice cream restaurants



AUTOMOTIVE

medium/heavy trucks
 large pickup trucks
 domestic brands
 own three or more vehicles



MOBILE

play games on phone
 shopping on phone
 download music/MP3 files
 banking on phone



SHOPPING

power boats
 golf equipment
 Lee Valley Tools
 Shoppers Drug Mart



INTERNET

enter online contests
 discount coupons on computer
 use Amazon for research
 purchase clothing/footwear
 online



FINANCIAL

home office
 RRSPs
 financial planners
 guaranteed life insurance



SOCIAL

Pinterest
 YouTube
 Snapchat
 share links with friends and
 colleagues



HEALTH

Take lutein herbal supplements

ATTITUDES

"My religious beliefs are very important to me"

"Overall, there is too much immigration; it threatens the purity of the country"

"It is important that the country should hold a strong position in the world"

"Life in the country is much more satisfying than in the city"



Younger and middle-aged, suburban Quebec families

Younger and middle-aged, suburban Quebec families

Who They Are

Familles Typiques is a classic francophone segment, a collection of younger and middle-aged, middle-income families with children mostly under the age of 15 who live in suburbs across Quebec. These households are three times more likely than the national average to consist of common-law unions with kids—the highest of all segments. With their mixed educations—including high rates for trade school and college—residents hold a variety of jobs in health, education, business and the trades. And their midrange incomes go far in their communities where residences—a mix of newer singles, semis and low-rise apartments—are valued at 40 percent below average. With the majority commuting to work by car, these adults are early risers for the long drive to city jobs. Fond of outdoor sports, residents spend their free time cycling, skating, playing racquet sports and skiing—both cross-country and downhill. After all that fresh air and exercise, they reward themselves by going out to a French restaurant or kicking back with a glass of chardonnay on their patio. In contemplative moments, they express an Aversion to Complexity and feel troubled by the uncertainties of modern life.

The younger and middle-aged members of Familles Typiques have the basics comfortably covered. While they regularly go to family-friendly movies, pop music concerts and theme parks, their idea of a holiday is a staycation exploring the Quebec countryside using their RVs, ATVs and snowmobiles. Compared to other francophone segments, they are more likely to patronize theme parks, video arcades, zoos and aquariums. They drive compact and subcompact cars, favouring Asian models that cost \$30,000 to \$40,000. To protect their families, they have high rates for owning all kinds of insurance: home, health, disability and life (though the face value rarely tops \$250,000). Familles Typiques members make a somewhat traditional media market. They enjoy TV soaps, standup comedy and sports programs that typically target men, such as mixed martial arts, extreme sports and boxing. They turn to radio for their big band and dance music fix and to magazines for articles on food, recipes, women’s content and parenting. But they’re only light Internet surfers, typically using their tablets for social networking, watching music videos, comparing products and entering online contests. They tell researchers they don’t feel confident using new technology.

How They Think

The francophone households in Familles Typiques are passionate about Quebec and express little interest in reaching out to cultures beyond their own (*Parochialism*). They tend to be conservative in their social views, believing in traditional gender roles (*Sexism*), making personal sacrifices for their families (*Primacy of the Family*) and believing that immigrants should relinquish their cultural traditions (*Cultural Assimilation*). They tend to trust large institutions, preferring that government take the lead in handling societal issues (*Active Government*) and dismissing small businesses as unable to provide quality goods and services as well as large companies (*Confidence in Big Business*). This faith in established organizations leads them to believe that people should follow society’s rules and not question authority figures (*Obedience to Authority*). These midscale families feel optimistic about their personal financial future (*Financial Security*), and many enjoy purchasing products and services that allow them to express their personality in an authentic manner (*Personal Expression*). These consumers go shopping for the sheer pleasure of it, but they rarely favour one brand over another (*Joy of Consumption, Brand Apathy*).

Population:

644,771
(1.70% of Canada)

Households:

245,965
(1.65% of Canada)

Average Household Income:

\$106,929

Average Household Net Worth:

\$266,592

House Tenure:

Own

Education:

Trade School/College

Occupation:

Mixed

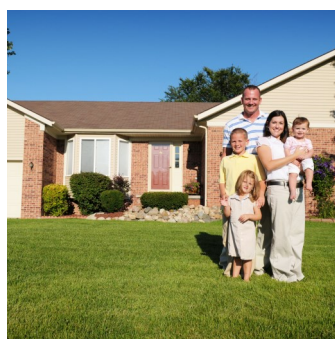
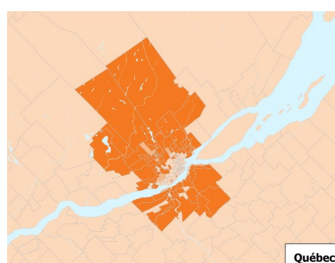
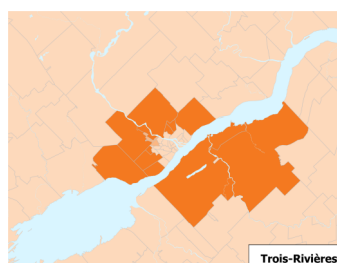
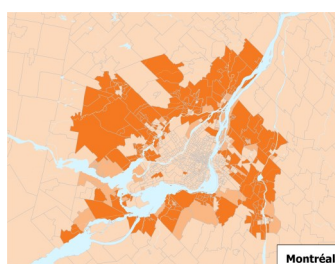
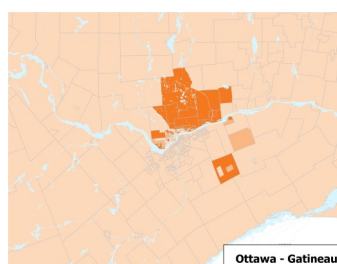
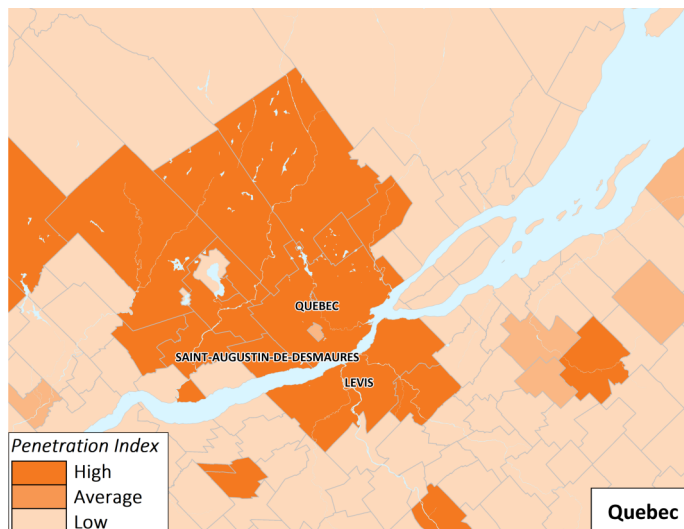
Cultural Diversity Index:

Low

Sample Social Value:

Aversion to Complexity

Where They Live



How They Live



LEISURE

downhill and cross-country skiing
theme parks
pop music concerts
comedy clubs/shows



TRADITIONAL MEDIA

TV family dramas
TV extreme sports
dance music radio
automotive/motorcycle magazines



FOOD/DRINK

frozen and dry-packaged pasta
soft cheese
tomato/vegetable juice
low-fat food



AUTOMOTIVE

imported compact SUVs
imported subcompacts
2016-2017 model years
\$30,000-\$40,000 spent on vehicle



MOBILE

discount coupon on phone
read newspaper on tablet
enter contests on phone
shop on tablet



SHOPPING

Simons
Suzy Shier
Jean Coutu
jeans stores



INTERNET

classifieds sites
compare products while shopping
watch short-form videos online
purchase sports equipment



FINANCIAL

automatic payments online
RSP loan
health insurance
automobile loan



SOCIAL

publish blogs or online journal
review a product/service
Facebook
update status on Facebook monthly



HEALTH

Visit an osteopath

ATTITUDES

"I try to keep abreast of changes in style and fashion"

"Young people should be taught to obey authority"

"Technology intimidates me"

"I am prepared to pay more for products that elevate my status"



S7 LOWER-MIDDLE SUBURBAN FRANCOPHONE **M1** OLDER FAMILIES & EMPTY NESTS

Older, middle-income Quebec suburbanites

Older, middle-income Quebec suburbanites

Who They Are

The older, Quebec suburbanites who make up Vie Dynamique may have varied households and backstories, but they're all pursuing a traditional middle-of-the-road lifestyle. In this segment, households can be singles or couples, married or common-law, and hold white-collar, blue-collar or service sector jobs. With their mixed educations—most have completed high school, trade school or college—they work in a variety of industries, including manufacturing and health care; however, over 40 percent are not in the labour force. Their middle incomes are sufficient to own an older, single-family or semi-detached home, and drive an inexpensive subcompact, compact or small SUV from a Korean or Japanese carmaker. On the weekend, they like to attend a comedy club, outdoor stage or book show. With more than half of Vie Dynamique maintainers over 55 years old, they dedicate a lot of time to traditional media, especially automotive and gardening magazines, hot adult contemporary radio and TV game shows. But they also enjoy cross-country skiing and bicycling and insist they have more energy and initiative than most people; indeed, they score high for Vitality.

The older residents of Vie Dynamique enjoy life's simple indulgences. They score highest among all segments for patronizing fine food stores, filling their carts with enough mild cheddar cheese, baguettes and baking ingredients for a feast. And they're not stingy when it comes to libations: they favour French and Italian wines, typically starting their repasts with a cab and ending with cognac. Unlike other francophone segments, they're more adventurous in their outdoor leisure, preferring to get their thrills from snowmobiling in the winter and power boating in the summer. Proud homeowners, many invest their time and energy in DIY and remodeling projects, but when they're ready to take a break, they like to watch tennis, NHL hockey and auto racing on TV. They tune in to comedy and retro '80s music on the radio and pick up magazines that cover home décor and travel. Leery of the latest tech trends, they go online for basic activities, such as banking, conducting research and entering contests; many also use tablets to access recipes and automotive content. But they still respond to printed direct mail, especially store catalogues and Yellow Pages ads.

How They Think

Vie Dynamique members are proud Quebecois who prefer to be around others like themselves and believe diverse groups should abandon their ethnic identities to embrace a Canadian way of life (*Parochialism, Cultural Assimilation*). Feeling threatened by the changes and difficulties of modern life (*Aversion to Complexity*), they tend to hold values grounded in traditional conventions: they put their family first and maintain that men are naturally superior to women (*Primacy of the Family, Sexism*). They want more from their jobs than a paycheque, preferring work that benefits society and provides personal satisfaction (*Fulfillment Through Work*), and they support an *Active Government* that takes the lead in resolving social issues. Vie Dynamique consumers take pleasure in shopping, expressing a *Joy of Consumption* fed by their desire to impress others with items that symbolize affluence (*Ostentatious Consumption*). They also take environmental concerns into their purchasing decisions (*Ecological Lifestyle*). But their *Utilitarian Consumerism* and *Brand Apathy* mean they focus more on functionality and don't get caught up in the latest shiny objects or popular brand names.

Population:

423,025
(1.11% of Canada)

Households:

184,000
(1.23% of Canada)

Average Household Income:

\$90,109

Average Household Net Worth:

\$326,907

House Tenure:

Own

Education:

Mixed

Occupation:

Service Sector/White Collar

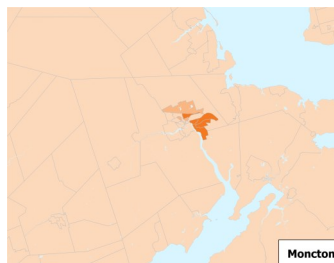
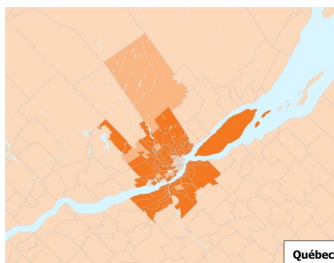
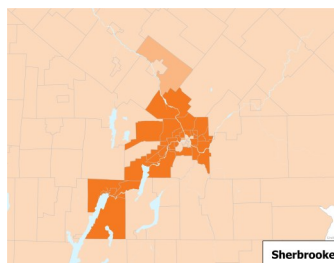
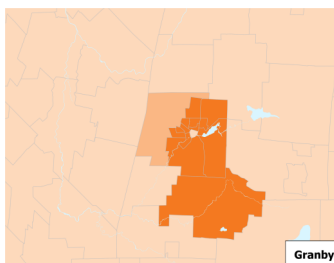
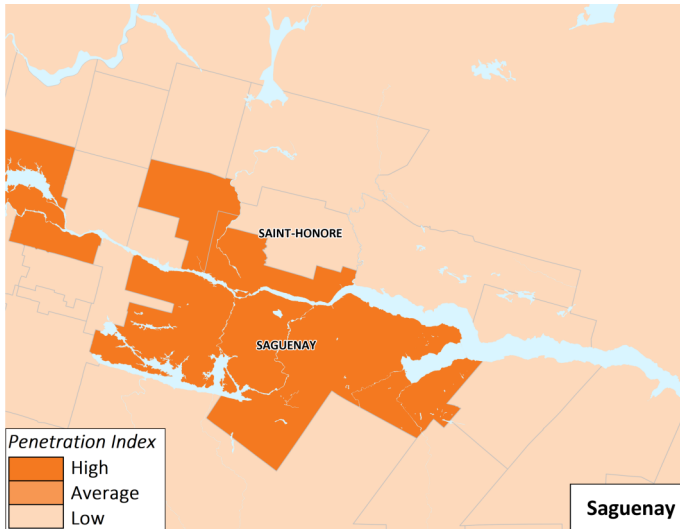
Cultural Diversity Index:

Low

Sample Social Value:

Cultural Assimilation

Where They Live



How They Live



LEISURE

cycling
power boating
bingo
book shows



TRADITIONAL MEDIA

TV game shows
adult contemporary radio
Coup de Pouce
newspaper automotive section



FOOD/DRINK

baking ingredients
espresso
Italian wine
chicken restaurants



AUTOMOTIVE

imported compacts
imported subcompacts
Japanese brands
\$15,000-\$29,999 spent on vehicle



MOBILE

celebrity gossip on phone
research products on tablet
picture/video messaging on tablet
food sites on tablet



SHOPPING

Simons
La Vie en Rose
Uniprix
fine food stores/butcher shops



INTERNET

classifieds sites
online gambling
use online phone directory
purchase sports equipment online



FINANCIAL

RRSPs
mobile investing
will/estate planning
long-term care insurance



SOCIAL

Facebook
post videos online
participate in social network on a tablet
50-99 friends on social media



HEALTH

Use muscle/body pain relievers
3-4 times/month

ATTITUDES

- "It is important to me that people admire the things I own"
- "Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture"
- "I avoid using the services or products of companies which I consider to have a poor environmental record"
- "To spend, to buy myself something new, is for me one of the greatest pleasures in life"



Middle-income urban homeowners

Middle-income urban homeowners

Who They Are

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and Blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value Technology Anxiety.

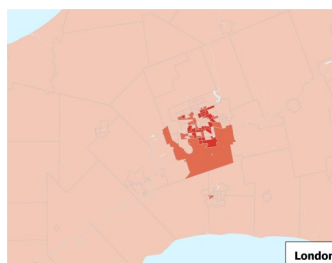
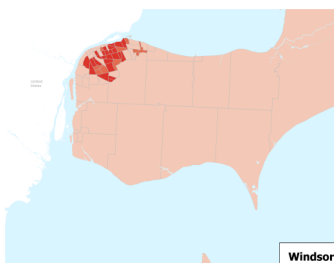
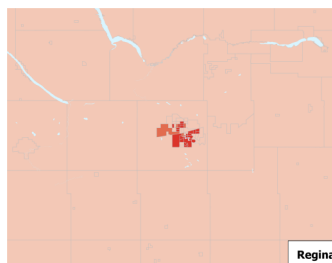
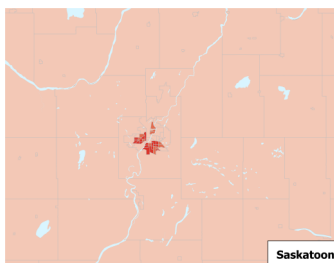
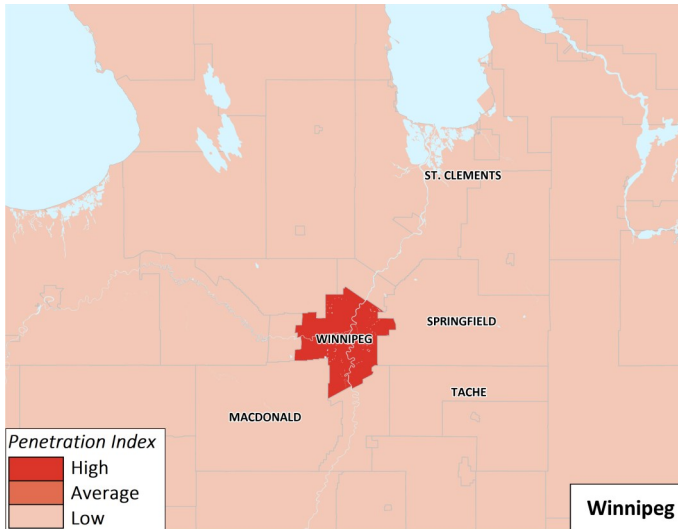
The members of Middle-Class Mosaic enjoy a mellow urban lifestyle. They stay centred doing yoga and aerobics, quietly sewing and completing craft projects, and reading entertainment and science magazines. A splurge with their children means taking them to an action movie, zoo or aquarium. And many of their older children participate in team sports, playing weekend hockey and baseball. Budget conscious, Middle-Class Mosaic consumers belong to a number of rewards programs and shop for casual clothing at stores like Mark's, Winners and Walmart. When they want to get away, they might hit the road to go camping or try their luck at a casino. When it comes to their media tastes, these households are somewhat old fashioned. They like reading print-based daily newspapers and while only average radio listeners, they tune in to everything from religious programs to hip-hop music. However, many are adopting digital media, going online to read e-books, listen to audiobooks, clip coupons and access beauty and fashion content. They remain receptive to all kinds of direct mail and out-of-home advertising placed everywhere from sports venues to office elevators.

How They Think

The residents of Middle-Class Mosaic exhibit strong *National Pride*, blending into Canadian culture wholeheartedly and expecting other immigrants to follow suit (*Cultural Assimilation*). Many hold conservative notions of family, including the belief that the father should always be the head of the household (*Traditional Families, Patriarchy*). These traditional values carry over to their moral code: they believe children should be taught to obey authority figures and institutions without question (*Obedience to Authority*). When it comes to their views on organized religion, however, they are more open-minded, accepting a more flexible and personal approach (*Religion a la Carte*). Their sense of *Duty* compels them to put the needs of others before their own, and their *Work Ethic* is supported by their belief that to get ahead one must work hard. However, these responsibilities occasionally feel overwhelming, and they look forward to a camping trip or night at a casino for some relief (*Need for Escape*). This middle-class group enjoys acquiring the trappings of affluence, and they strive to impress others with their well-appointed home, which they consider an extension of their own image (*Ostentatious Consumption, Status via Home*).

- Population:**
629,576
(1.66% of Canada)
- Households:**
217,767
(1.46% of Canada)
- Average Household Income:**
\$93,107
- Average Household Net Worth:**
\$343,345
- House Tenure:**
Own
- Education:**
High School/
Grade 9/College
- Occupation:**
Blue Collar/Service
Sector
- Cultural Diversity Index:**
High
- Sample Social Value:**
Technology Anxiety

Where They Live



How They Live



LEISURE

fitness clubs
jogging
action/adventure films
casinos



TRADITIONAL MEDIA

CFL football on TV
Global News
urban/hip hop/rap radio
children/teen magazines



FOOD/DRINK

tortilla chips
energy/sports drinks
KFC
Dairy Queen



AUTOMOTIVE

domestic brands
intermediate SUVs
small vans
2000-2009 model years



MOBILE

bank/pay bills on phone
download music on phone
food delivery mobile apps
online shopping on tablet



SHOPPING

Mark's
Penningtons
Walmart
craft supply stores



INTERNET

listen to podcasts
real estate listings on computer
maps/directions services online



FINANCIAL

credit unions
three or more credit cards
stocks/bonds
online trading GICs



SOCIAL

Twitter
WhatsApp
Snapchat
YouTube



HEALTH

Visit a chiropractor

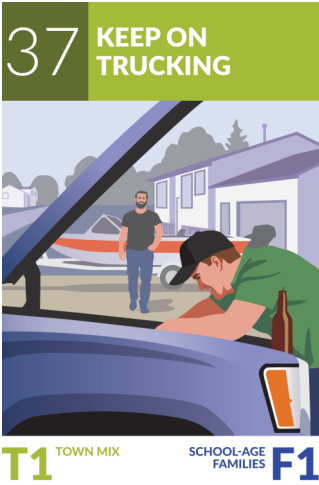
ATTITUDES

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

"Getting married and having children is the only definition of a family"

"It is important to me to regularly get away from all responsibilities and burdens"

"I am willing to pay more for brand-name products"



Upper-middle-income town homeowners

Upper-middle-income town homeowners

Who They Are

Keep on Trucking is the most affluent of the town segments, a group of mostly remote communities found across Canada. This segment boasts the second highest concentration of people of aboriginal origin, at about 20 percent, and includes a mix of longtime residents and newcomers drawn to the nearby jobs in resource industries. One in fourteen adults work in mining, oil and gas—the highest rate in the nation—while others hold well paying blue-collar and service sector jobs. Although half of Keep on Trucking adults haven’t gone beyond high school, these younger and middle-aged couples and families generally have upper-middle-class incomes and own older, affordable single-detached houses. But 5 percent of residents live in mobile homes—typically hauled in to accommodate the sudden influx of industrial workers. When they’re not on the job, it’s hard for Keep on Trucking residents to remain indoors, given all their boats, snowmobiles, ATVs and camping equipment. From their perch in Canada’s industrial towns, these busy households express both an Attraction to Nature and a Need for Escape.

The lifestyle of Keep on Trucking reflects members’ unpretentious towns and attitudes. Residents enjoy time-honoured hobbies like crafts, sewing, baking and automotive maintenance. At grocery stores, they fill their carts with above-average amounts of canned meat and cheese crackers, as well as coffee pods, ginger ale and powdered iced tea. Many are DIYers who occupy their weekends with home improvement projects. To relax, they’ll pile their families into their midsize minivans or SUVs—most from domestic manufacturers—and head to kid-friendly venues, such as amusement parks and local rec centres. In Keep on Trucking, a night out may mean dinner at a Chinese restaurant, then stopping for ice cream at Dairy Queen or A&W. Media tastes are similarly eclectic, ranging from mixed martial arts and reality programming on TV to traditional country and mainstream rock on the radio. These residents typically ignore newspapers except for community papers, mostly to check the adverts. Although they’re relatively low Internet users, they do go online for e-commerce. This is one of the segments where residents have high rates for shopping in-store and online equally for toys, sporting goods and personal care items.

How They Think

The members of Keep on Trucking are traditionalists who take pride in being active members and staunch supporters of their small-town communities (*Community Involvement, Parochialism*). They believe that anyone can make it if they try hard enough (*North American Dream*), and they’re committed to living a healthy life to create a sense of well-being (*Effort Toward Health*). Believing that one must sacrifice to get ahead, Keep on Trucking residents worry about social inequality and are willing to question rules and authority figures in order to make a difference (*Work Ethic, Rejection of Inequality, Rejection of Authority*). Even though many are employed in the extraction sector, members of Keep on Trucking are firm in their support for protecting the environment from industrial and economic pressures (*Primacy of Environmental Protection*). Marketers can connect with them through messages that appeal to their individuality and desire to set themselves apart from others (*Pursuit of Originality*). However, these consumers prefer functional, practical products and won’t be swayed by popular, well-advertised brands (*Brand Apathy*). With their *Time Stress*, they’ll support any business that delivers fast and convenient customer service.

Population:

183,319
(0.48% of Canada)

Households:

74,341
(0.50% of Canada)

Average Household Income:

\$113,563

Average Household Net Worth:

\$354,964

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/Service Sector

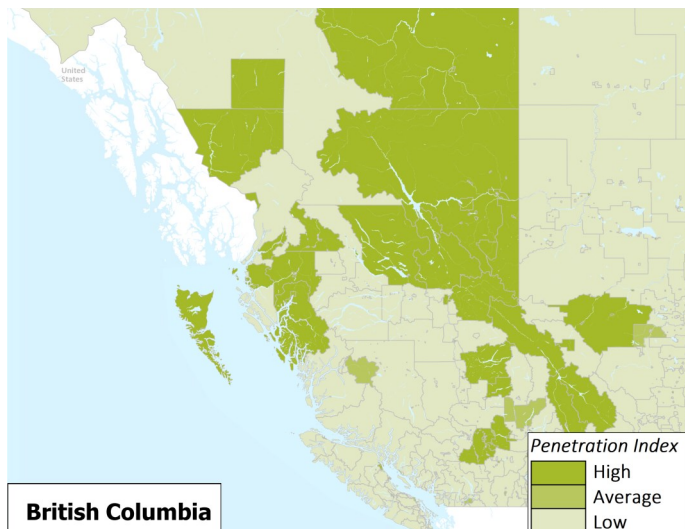
Cultural Diversity Index:

Low

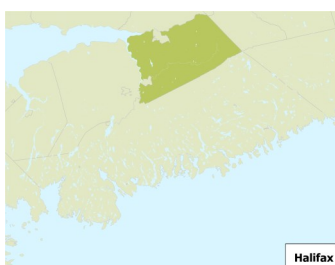
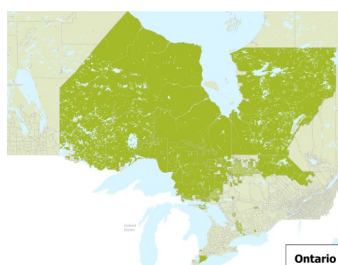
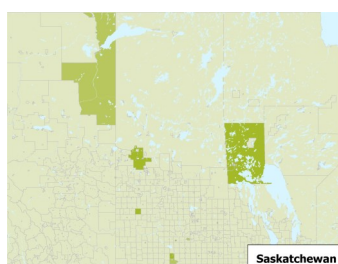
Sample Social Value:

Work Ethic

Where They Live



British Columbia



How They Live



LEISURE

power boating
snowmobiling
rock concerts
casinos



TRADITIONAL MEDIA

TV documentaries
OLN
traditional and new country
radio
community newspapers



FOOD/DRINK

meat snacks
ginger ale
taco restaurants
bar/pub food



AUTOMOTIVE

large pickup trucks
domestic compact SUVs
camping trailers/
motorhomes/RVs
Buick/Cadillac/Chevrolet



MOBILE

video streaming on tablet
banking on phone
use ad blocking software
mobile game apps



SHOPPING

Mark's
Walmart
craft supply stores
second-hand stores



INTERNET

discount coupons on tablet
auction sites
use telephone directory online
purchase groceries online



FINANCIAL

high-interest savings accounts
personal overdraft protection
credit unions
donate to Canadian charities



SOCIAL

Pinterest
Facebook
100-149 network connections
view friends' photos online



HEALTH

Shop at natural health product
stores

ATTITUDES

"It is acceptable that an industrial society such as ours produces a certain level of pollution"

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"It is important to me to regularly get away from all responsibilities and burdens"

"Brands are important when I go shopping"



S5 MIDDLE-CLASS SUBURBIA MIDDLE-AGE FAMILIES F3

Middle-income, younger and middle-aged suburban families

Population:

742,296
(1.95% of Canada)

Households:

269,217
(1.80% of Canada)

Average Household Income:

\$102,402

Average Household Net Worth:

\$321,484

House Tenure:

Own

Education:

College/High School

Occupation:

Service Sector/Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Ethical Consumerism

Middle-income, younger and middle-aged suburban families

Who They Are

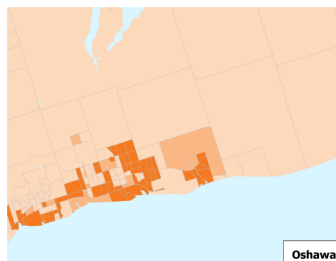
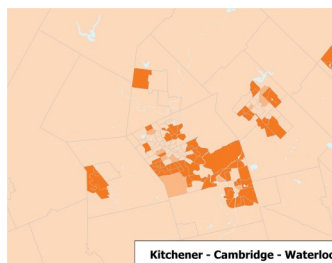
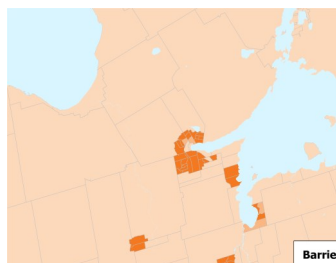
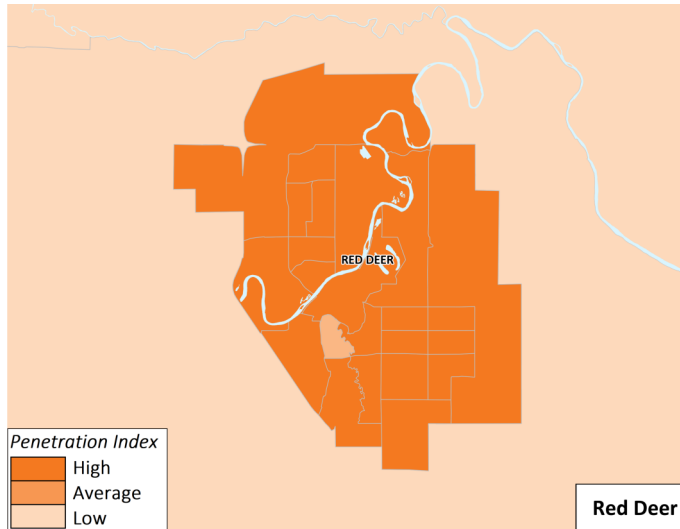
Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, semis and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for Introspection & Empathy, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.

The midscale incomes of Stressed in Suburbia residents afford them casual suburban lifestyles. This is no place for imported luxury cars, white tablecloth restaurants or European vacations. These middle-brow households are more likely to drive domestic pickups, eat at buffets and drive-throughs, and vacation in the Canadian Rockies, preferably using their camper. Mindful of saving money, they stretch their budget by doing their own home improvements and landscaping. And they're unapologetic about their older homes and the usual clutter engulfing active families: multiple dogs, musical instruments, video game consoles and that ultimate gadget, a wearable smart device. Stressed in Suburbia residents look to media for information and entertainment. They're solid fans of TV sitcoms, DIY shows and sports programs typically geared for young males: martial arts, pro wrestling and poker. Their radios play any kind of music as long as it's rock—classic, mainstream or modern. Many families are too busy to sit down and read a newspaper or magazine. But they will go online to play games, clip coupons or post to social media sites like Facebook, Instagram, Snapchat and Twitter.

How They Think

Stressed in Suburbia residents are all about not playing by the rules (*Rejection of Authority*). When it comes to family, they believe in unconventional family structures and diversity in relationships (*Flexible Families, Racial Fusion*). They are proud Canadians for whom Canada represents the land of opportunity where anyone can achieve success, if they only try hard enough (*National Pride, North American Dream*). In trying to achieve their goals, they feel pressure to juggle the demands of work and home, and many express a desire to take a break from their daily responsibilities (*Time Stress, Need for Escape*). One way they do this is by seeking an emotional high, which they may achieve by undertaking dangerous activities (*Penchant for Risk*). And though they strive to organize and control the direction of their lives, they can feel disconnected from society (*Personal Control, Anomie-Aimlessness*). As consumers, they tend to be thoughtful about the ethical and environmental impact of their product choices (*Ethical Consumerism, Ecological Lifestyle*). However, when the stresses of life are too much and they need to let loose, they purchase impulsively and uncritically (*Buying on Impulse*).

Where They Live



How They Live



LEISURE

local arenas/rec centres
 crafts
 country music concerts
 pets



TRADITIONAL MEDIA

DIY
 Nat Geo Wild
 album rock/classic rock radio
Today's Parent



FOOD/DRINK

canned fish/seafood
 cheese crackers
 flavoured coffee
 fast casual restaurants



AUTOMOTIVE

domestic brands
 pickup trucks
 SUVs
 vehicles bought used



MOBILE

e-book readers
 recipe apps
 shop online on phone
 discount coupons on phone



SHOPPING

Joe Fresh
 Old Navy
 Sport Chek
 single-serve coffeemakers



INTERNET

auction sites
 stream music on computer
 purchase groceries online
 purchase tickets to sporting events online



FINANCIAL

mortgages
 personal overdraft protection
 online trading RESPs
 term life insurance



SOCIAL

Snapchat
 Pinterest
 Twitter
 read news feed daily on Facebook



HEALTH

Use gelpacs for headache pain relief

ATTITUDES

- "It is important to me that people admire the things I own"
- "It is important to me to regularly get away from all responsibilities and burdens"
- "Generally speaking, I feel that I don't really have any goals in life"
- "I'm interested in receiving mobile coupons that likely appeal to me based on my demographics"



Middle-income Quebec singles and families

Who They Are

Évolution Urbaine is a Quebec lifestyle undergoing rapid change, where nearly a quarter of residents identify as visible minorities. Concentrated in older urban neighbourhoods in Montreal, this segment contains a blend of singles and single-parent families of all ages who appreciate their communities' proximity to downtown amenities and reliable public transit. Given the wide age range of maintainers, it's no surprise that the segment's educational report card includes relatively high scores for both university alums and trade school graduates. The adults here work in a variety of fields, from business and the sciences to education and the arts. But their incomes are below average, which results in most households renting where they live, typically older, low-rise apartments and duplexes. However, their modest earnings can easily accommodate the low-cost sports they prefer, including hiking, cross-country skiing and cycling, and they regularly attend book shows, comedy clubs and concerts at outdoor stages. Marketers should take note that these public transit riders notice out-of-home advertising on billboards and digital screens, especially when the messages appeal to their emotions and desire to experience new sensations (Pursuit of Intensity).

The mixed households in Évolution Urbaine pursue a wide range of interests appropriate for its wide range of ages. While some participate vigorously in outdoor sports others are content to watch tennis matches and auto races from the stands or on the TV in their living rooms. Compared to other francophone segments, Évolution Urbaine members are more likely to shop at Winners and Zara, watch YTV and Movie Time networks, and buy automotive supplies online. Vacations can range from quiet explorations of Quebec's cultural and natural sites to more adventurous trips to Cuba. The adults here tell researchers that they lead busy social lives, but they still find time to watch cooking shows and make regular use of baking ingredients, organic dairy products and fresh pasta. And it wouldn't be a dinner party without French and Italian wine, espresso and cappuccino. To keep the conversation sparkling, Évolution Urbaine members read daily newspapers and magazines that cover art, fashion, technology and food. They're big fans of TV, particularly soaps, music videos and sports. And they are turning to the Internet more often now for streaming music, sharing links and online dating.

How They Think

Évolution Urbaine members are a self-possessed group who like to express their views without being constrained by authority figures or traditional social hierarchies (*Rejection of Authority, Equal Relationship with Youth*). They support traditional views on the roles of men and women (*Sexism*), but they also typically hold progressive views on romantic relationships (*Sexual Permissiveness*). Évolution Urbaine members rely more on their feelings, intuition and what their senses tell them when making decisions (*Intuition & Impulse, Sensualism*). They reject the assumption that all knowledge must be rational or scientific, maintaining that some phenomena are beyond the understanding of modern science (*Interest in the Unexplained*). With a desire to save money, they care little about brand names or the latest consumer craze (*Saving on Principle, Brand Apathy, Discriminating Consumerism*). They tend to distrust small businesses and advertising as a source of reliable information (*Skepticism Toward Small Business, Skepticism Towards Advertising*). Many prefer eco-friendly companies and products, believing that protecting the environment is more important than job creation and everyone can play a part (*Ecological Lifestyle, Primacy of Environmental Protection, Ecological Concern*).

Population:

345,815
(0.91% of Canada)

Households:

154,580
(1.03% of Canada)

Average Household Income:

\$85,368

Average Household Net Worth:

\$315,164

House Tenure:

Rent & Own

Education:

University/Trade School

Occupation:

White Collar/Service Sector

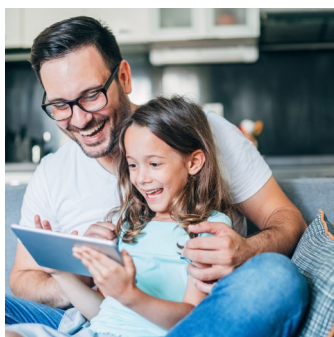
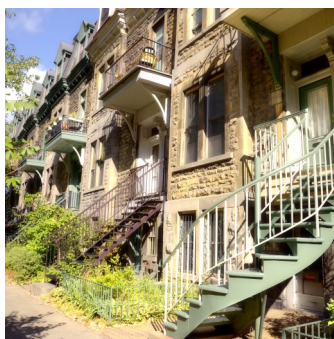
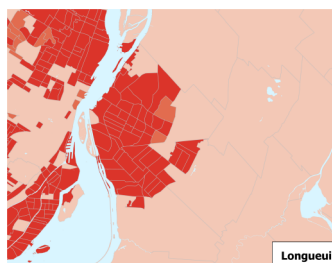
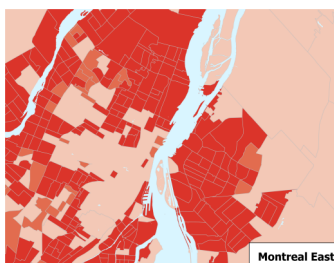
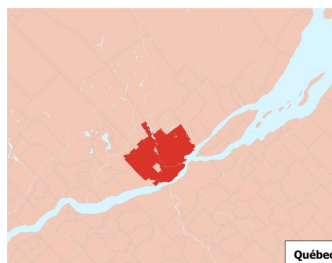
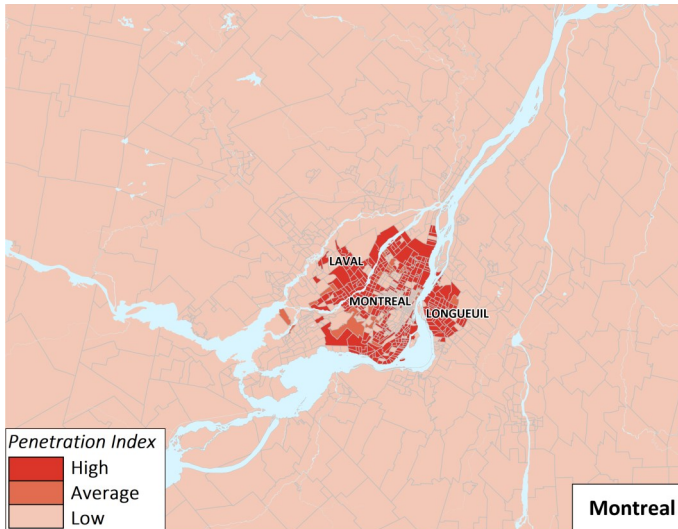
Cultural Diversity Index:

Low

Sample Social Value:

Pursuit of Intensity

Where They Live



How They Live



LEISURE

historical sites
 outdoor stages/parks
 pro tennis games
 spa resorts



TRADITIONAL MEDIA

TeleQuebec
 Formula 1 auto racing on TV
 fashion magazines
 OOH ads on subway stations



FOOD/DRINK

mozzarella cheese
 European wine
 Corona beer
 home delivery restaurants



AUTOMOTIVE

compacts
 subcompacts
 imported brands
 \$10,000-\$14,999 spent on vehicle



MOBILE

picture/video messaging on tablet
 read magazines on tablet
 newspaper apps
 bank/pay bills on tablet



SHOPPING

Reitmans
 Zara
 fashion accessory stores
 fruit and vegetable stores



INTERNET

news sites
 online gambling
 music streaming on computer
 purchase home electronics online



FINANCIAL

mobile bill paying
 term deposits
 private life insurance
 auto loans



SOCIAL

Facebook
 contribute to chat room/blog/
 bulletin board
 comment on a news article
 dating platforms



HEALTH

Spend over \$400 on prescription eyewear

ATTITUDES

"No matter what I do, I have a lot of trouble changing the course of events that affect me"

"I enjoy entertaining at home"

"It is important to look good"

"I try to keep abreast of changes in style and fashions"



Young, urban Quebec singles

Young, urban Quebec singles

Who They Are

Young, educated and mobile, Les Énerjeunes is a magnet for Quebec singles just starting out in life. Found mostly in older neighbourhoods in Montreal and Quebec City, this segment has a young, tech-driven sensibility. More than a third of maintainers are under 35 years old; nearly half of residents are single. No segment has a higher concentration of bilingual residents, nearly two-thirds of the populace. And they're well educated, with more than 40 percent holding a university or graduate degree. Although most residents hold low-paying jobs, these up-and-comers are just starting their careers in the arts, education, science and business. In Les Énerjeunes, three-quarters rent rather than own a residence, typically a low-rise apartment. And with more than half having moved in the last five years, they personify upwardly mobility. Free of family obligations and mortgages, they pursue lifestyles that cultivate both mind and body. Cross-country skiing, hiking, cycling and aerobic exercise are all popular pastimes. Many like to spend a date at a nightclub, comedy show or jazz concert. Progressive in their outlook, these young singles score highest among segments in the value Sexual Permissiveness.

An air of adventure pervades the lively neighbourhoods of Les Énerjeunes. Residents relish their streets lined with bars and art galleries, though they also have high rates for entertaining at home. For special occasions, they head to fine food stores for organic meat, fruit and vegetables, and gluten-free products. But like other young urban segments, they barely spend \$100 on groceries each week, preferring the convenience of home delivery, fast food and portable snacks like chocolate granola bars and energy drinks. While they do shop at large retail chains, Les Énerjeunes residents prefer independent boutiques and online merchants. These Quebecois spend a lot of time on the Internet, and they're mostly platform agnostic. They'll use mobile phones for reading magazines and downloading coupons; tablets for streaming music and searching job listings; and computers for watching TV and posting to social media. Among francophone segments, Les Énerjeunes scores high for using Instagram, Twitter and dating platforms. But marketers can also reach these young residents with out-of-home ads and digital screens on buses, taxis and subway cars, as well as inside cinema lobbies and quick-service restaurants.

How They Think

For the go-go households in Les Énerjeunes, their vibrant urban setting complements their own high energy and allows them to connect with others like themselves in an authentic and sincere manner (*Vitality, Attraction for Crowds, Personal Expression*). While they recognize that cities can be dangerous, they're mostly indifferent to any perils and confident about the future (*Acceptance of Violence, Personal Optimism*). As they seek to rediscover and preserve the traditions of their francophone heritage (*Search for Roots*), they also like to experience new sensations and are often guided by their emotions and intuition (*Pursuit of Intensity*). They're eager to win the respect of others through their sense of style and good taste (*Need for Status Recognition*). As a result, these young singles can be passionate shoppers (*Joy of Consumption*), always looking for cutting-edge products, especially in the area of technology (*Pursuit of Novelty, Enthusiasm for Technology*). But they're also green consumers who consider the environmental impacts of purchases (*Ecological Lifestyle*) and like their brands to be as authentic as they are (*Brand Genuineness*).

Population:

453,223
(1.19% of Canada)

Households:

248,258
(1.66% of Canada)

Average Household Income:

\$69,976

Average Household Net Worth:

\$173,142

House Tenure:

Rent

Education:

University/College/
High School

Occupation:

White Collar/Service
Sector

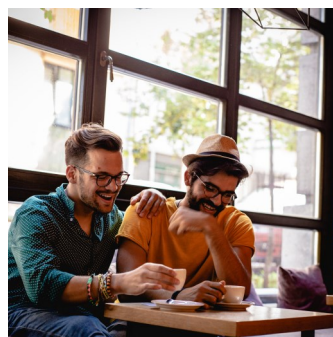
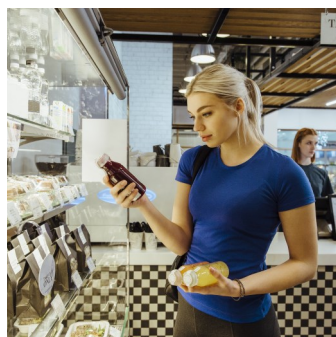
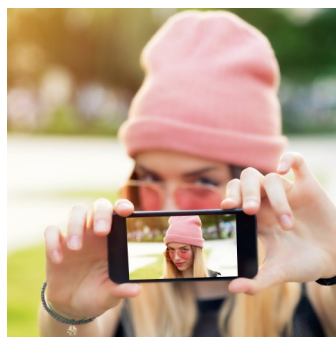
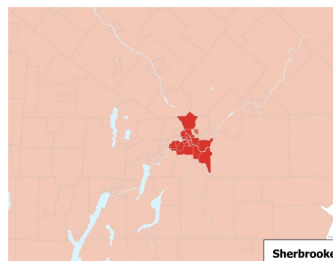
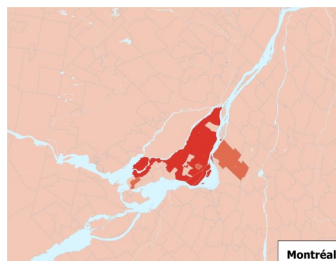
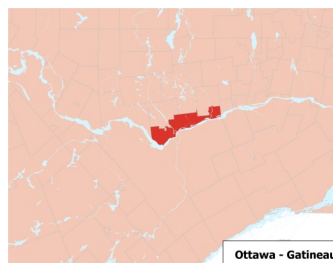
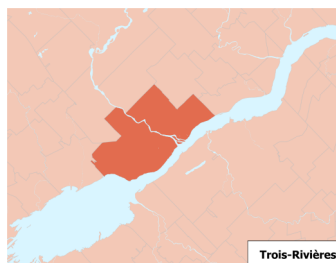
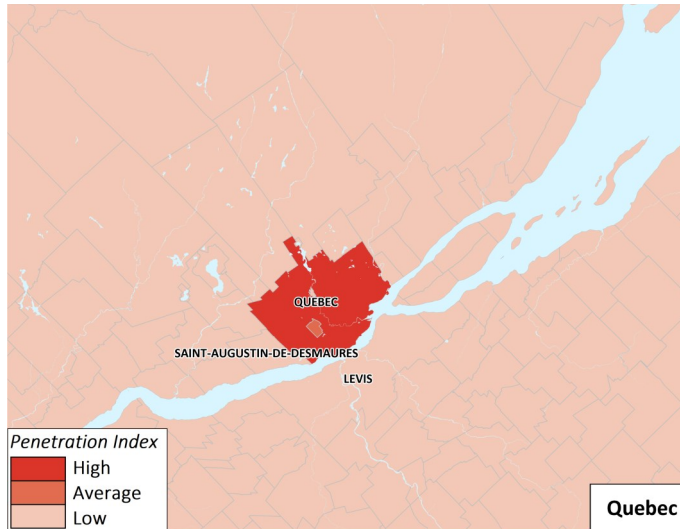
Cultural Diversity Index:

Low

Sample Social Value:

Personal Optimism

Where They Live



How They Live



LEISURE

billiards
aerobics
nightclubs/bars
jazz concerts



TRADITIONAL MEDIA

TV soaps/serial dramas
Le Canal Nouvelle
Elle Canada
entertainment/celebrity magazines



FOOD/DRINK

soy-based food
Heineken beer
ethnic restaurants
fine food stores/butcher shops



AUTOMOTIVE

imported subcompacts
Hyundai
less than \$15,000 spent on vehicle
one car



MOBILE

purchase products on phone
listen to radio/podcast on phone
streaming video on tablet
health/fitness/diet apps



SHOPPING

Zara
Simons
Jean Coutu
lingerie stores



INTERNET

dating sites
beauty/fashion sites
watch music videos online
purchase computerware online



FINANCIAL

student loans
mobile cheque deposit
private life insurance
two credit cards



SOCIAL

Instagram
LinkedIn
WhatsApp
blogs



HEALTH

Consult a dietician/nutritionist

ATTITUDES

"I often do things on the spur of the moment"

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

"I am willing to pay more for eco-friendly products"

"I am willing to pay a little extra to save time shopping"



R2 LOWER-MIDDLE RURAL OLDER FAMILIES & EMPTY NESTS M1

Older, middle-income rural couples and families

Older, middle-income rural couples and families

Who They Are

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Nine out of ten adults are homeowners, typically living in modest, single-detached homes built before 1980. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar and service sector jobs in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.

Befitting a rural segment, the residents of Down to Earth enjoy the same outdoorsy activities their grandparents would have enjoyed: hunting, fishing and gardening. They're less likely to pursue aerobic sports than quieter hobbies like making crafts; many do their own home improvement projects. For a special occasion, they'll attend a curling bonspiel or golf match, and they'll occasionally visit a casino or bingo hall. Now that many Down to Earth residents have retired, they're travelling more, though typically within Canada using their camper or RV. Not surprisingly, these older folks have traditional media patterns. They watch an average amount of TV, particularly home improvement shows, sports and sitcoms. They describe radio as "more personal" than other media, and tune in to new and traditional country, oldies and religious programs. With their communities beyond the territory of daily newspapers, they subscribe to local papers and magazines that cover gardening, health, hobbies and senior citizen issues. As for digital media, they go online for mostly utilitarian reasons: banking, reading newspapers or viewing classified ads.

How They Think

The backcountry folks of Down to Earth are traditionalists. They believe in family and country, supporting the conventional definition of family and backing a strong role for Canada on the global stage (*Traditional Families, National Pride*). They value organized religions and playing by the rules (*Religiosity, Obedience to Authority*). And they worry about the impact of immigration on their way of life, believing newcomers should give up their cultural identities to adopt the mainstream culture (*Xenophobia, Cultural Assimilation*). Down to Earth members are exactly what their segment name implies: people who are cool and controlled, keeping their emotions in check and guided instead by reason and logic (*Emotional Control*). But they still value unexpected events that disrupt their daily routine (*Importance of Spontaneity*). Many turn to nature to recharge their batteries and enjoy activities that take them outdoors (*Attraction to Nature*). In the marketplace, their *Financial Concern Regarding the Future* makes them a tough sell, and their *Utilitarian Consumerism* is reflected in their strong preference for items that are practical rather than aesthetically pleasing. With their *Technology Anxiety*, they're among the last to embrace digital media and smart devices.

Population:

1,004,357
(2.64% of Canada)

Households:

396,621
(2.65% of Canada)

Average Household Income:

\$95,009

Average Household Net Worth:

\$410,854

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/Service Sector

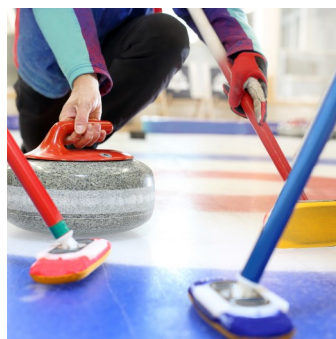
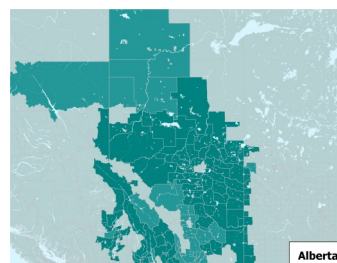
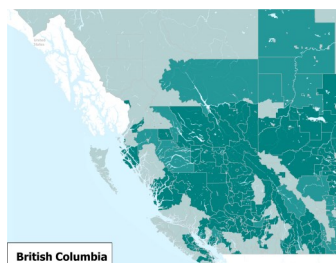
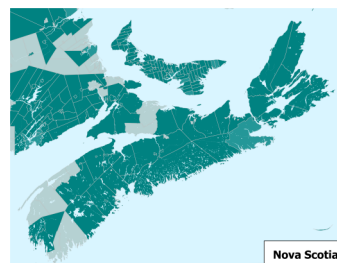
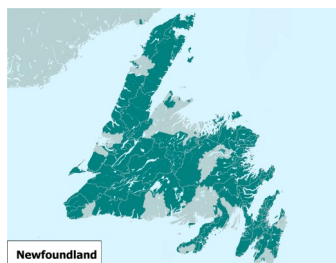
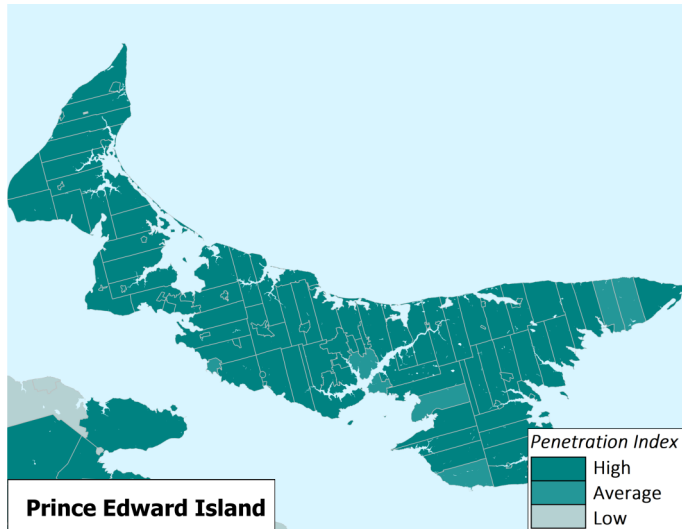
Cultural Diversity Index:

Low

Sample Social Value:

Obedience to Authority

Where They Live



How They Live



LEISURE

fishing/hunting
arts/crafts/sewing/knitting
country music concerts
casinos



TRADITIONAL MEDIA

classic country radio
curling on TV
gardening magazines
community newspapers



FOOD/DRINK

processed cheese
regular coffee
rye/Canadian whisky
casual family restaurants



AUTOMOTIVE

domestic brands
large pickup trucks
intermediate cars
ATVs/snowmobiles



MOBILE

respond to classified ads on phone
read news on phone
bank/pay bills on tablet
view store flyers on tablet



SHOPPING

Giant Tiger
Mark's
Walmart
home improvement stores



INTERNET

automotive sites
discount coupons on computer
eBay.ca
purchase toys/games online



FINANCIAL

senior services bank plans
financial planning
online trading
donate to religious groups



SOCIAL

Pinterest
Facebook
YouTube
share links with friends and colleagues



HEALTH

Take multivitamins for 50+ men and women

ATTITUDES

“It's very important to have a more intense and more spiritual inner life”

“I am adventurous/outdoorsy”

“New technologies are causing more problems than they are solving”

“Brands are not important to me at all”

42 BANLIEUES TRANQUILLES



S7 LOWER-MIDDLE SUBURBAN FRANCOPHONE SCHOOL-AGE FAMILIES F1

Middle-aged and older Quebec suburbanites

Population:

260,634
(0.69% of Canada)

Households:

107,876
(0.72% of Canada)

Average Household Income:

\$95,773

Average Household Net Worth:

\$309,170

House Tenure:

Own

Education:

Trade School/
Grade 9/College

Occupation:

Blue Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

*Fulfillment Through
Work*

Middle-aged and older Quebec suburbanites

Who They Are

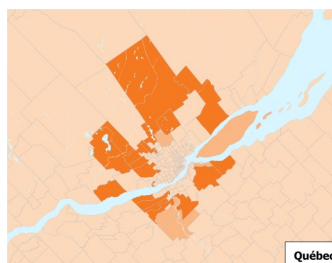
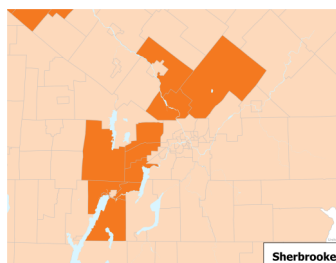
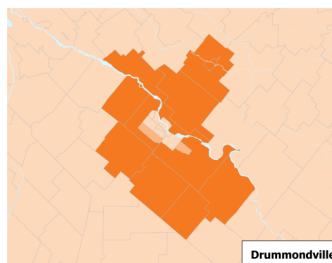
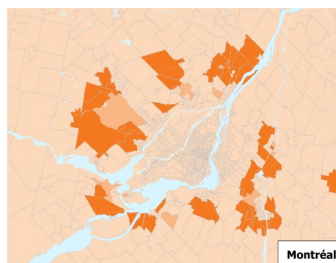
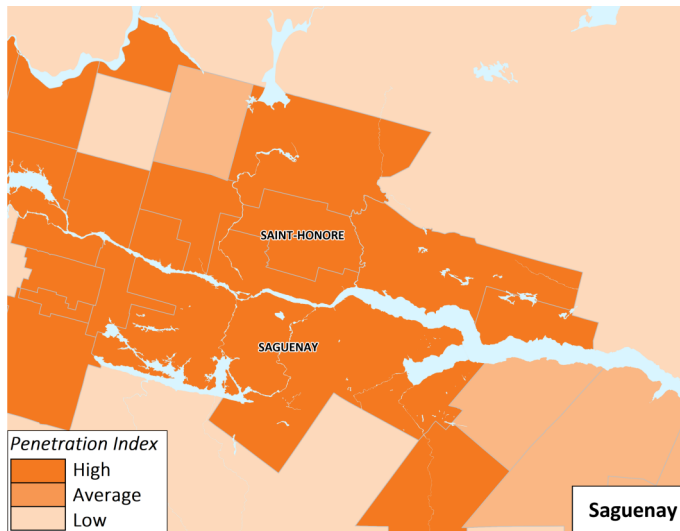
A midscale francophone segment, Banlieues Tranquilles is found on the suburban edges of Quebec's large and small cities. Formerly rural communities, the last 15 years have brought suburban developments to these areas. At 97 percent, this segment has the highest rate of residents who speak French at home, and its percentage of third-plus-generation Canadians is near the top. The mix of couples and families here is almost evenly divided between married and common-law unions, and more than 80 percent live in single-detached homes, typically built since the 1960s. Despite modest educations, many adults work in well-paying blue-collar and service sector jobs. And because these jobs typically involve a long commute, more than 90 percent of residents get to work by car—usually an imported compact—one of the highest proportions of all the segments. But they're only a short drive to preferred entertainment options like dinner theatres, concert arenas and film festivals, and they'll head to more remote locations to go fishing, hunting and cross-country skiing. Strong on the value Ecological Concern, these Quebecois believe it's up to individuals like themselves to protect the environment.

The solid incomes of Banlieues Tranquilles residents allow them to indulge a bit. They have high rates for going to spas and amusement parks, as well as attending pro tennis and figure skating events. A night out may mean a family movie and dinner at an Italian, French or Greek restaurant. These middle-aged and older families have only recently begun to think about retirement—they're more likely than members of other francophone segments to have stocks, RRSPs and RESPs—but many are also paying off mortgages and personal loans. When they need a break, they'll spend a weekend at their country home or cottage, occasionally splurging on a trip to the U.S. or Cuba. In their homes, often graced with video game consoles and 4K TVs, they typically favour traditional media. They like to watch TV soaps, movies and home improvement shows, and tune their radios to '80s hits and adult contemporary music. Only moderate fans of newspapers and magazines, they like articles covering parenting, gardening and home décor. Most residents have only average interest in the Internet, preferring to use tablets for reading newspapers and magazines, finding recipes and comparing products.

How They Think

Like other francophone segments, Banlieues Tranquilles members feel closely tied to their Quebec roots and identify more strongly with their local community than the world at large (*Parochialism*). Many members hold conservative family values, supporting traditional gender roles (*Sexism*) while rejecting ethnic diversity within families (low for *Racial Fusion*). Hard working and altruistic, they believe that work should be about more than a paycheck (*Fulfillment Through Work*) and they like to connect with smaller, close-knit groups of people in an authentic manner (*Social Intimacy*). As evidenced by their many outdoorsy leisure activities, Banlieues Tranquilles residents have a strong *Attraction to Nature* and consider environmental concerns when making purchase decisions (*Ecological Lifestyle*). Their joie de vivre is expressed in their desire to constantly experience new sensations (*Pursuit of Intensity*). As consumers, they look for practical products, ignore brand names and prefer large corporations over small businesses; many appreciate ads just for their aesthetics (*Utilitarian Consumerism, Brand Apathy, Confidence in Big Business, Advertising as Stimulus*). Although they're hardly early tech adopters, they're intrigued by new technology and the possibilities it holds for the future (*Enthusiasm for Technology*).

Where They Live



How They Live



LEISURE

hiking/backpacking
dinner theatres
auto races
sci-fi films



TRADITIONAL MEDIA

Canal Vie
TV home improvement shows
retro '90s radio
Historia



FOOD/DRINK

frozen pizza
toaster products
port/sherry
breakfast style restaurants



AUTOMOTIVE

imported subcompacts
imported compacts
Japanese and Korean brands
\$15,000-\$24,999 spent on vehicle



MOBILE

access automotive content on phone
enter contests on phone
banking on tablet
sports content on tablet



SHOPPING

Laura
Costco
fashion accessories stores
kitchen stores



INTERNET

radio station sites
online gambling
read online newspaper
purchase sporting goods online



FINANCIAL

Visa standard card
personal loans
universal life insurance
Desjardins



SOCIAL

contribute to chat room/blog/
bulletin board
Facebook
Pinterest
publish blog



HEALTH

Consult a dietician/nutritionist

ATTITUDES

- "I'm content to do work that is exciting but does not pay very well"
- "Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture"
- "No-name products are as good as nationally advertised brands"
- "I avoid using the services or products of companies which I consider to have a poor environmental record"



Suburban, middle-income couples and families

Who They Are

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (most adults have completed high school or college) and family types (including couples and families). But what many have in common are deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs in manufacturing, construction, mining and public administration. With incomes topping \$90,000, more than 80 percent own a home, typically an older, single-detached house built before 1980. In these suburban settings, nearly 90 percent of Happy Medium residents rely on their vehicles—typically domestic intermediate sedans or large pickup trucks—for commuting to work. On weekends, they'll hit the road to go snowboarding, canoeing or rowing. Many keep up with the latest trends in home and recreation by attending craft, boat, motorcycle and RV shows. As consumers on a budget, residents are keenly aware of the Importance of Price when making purchases.

It's been said that while everyone wants to be normal, no one wants to be average. But Happy Medium residents, with their mainstream demographics and predilections, might disagree. These settled suburbanites enjoy home-based pursuits like sewing, bird watching, making crafts and woodworking. Many prefer spectator rather than participatory sports, with high rates for attending baseball, basketball and auto events. Devoted to their local communities, they are politically engaged and typically travel to vacation destinations in Ontario and the Atlantic provinces. With their average incomes, Happy Medium households stretch their budgets by shopping at second-hand clothing and discount grocery stores; for a change from the usual, they go for take-out. Their media tastes are similarly low-key and unpretentious. Their TVs are tuned to CTV and CBC to keep up with the day's news, and they're big fans of music on the radio—everything from big band to classic rock. Few Happy Medium residents subscribe to the major dailies, but many read community papers. Somewhat shy about new technology, they're only modest Internet users, more likely to respond to flyers in community papers than email blasts.

How They Think

The members of Happy Medium feel more connected to their family and local community than the world at large (*Parochialism*). Their belief in the *Primacy of the Family* compels them to put others' concerns ahead of their own. They also firmly believe in the "golden rule" and that children should be taught the value of hard work to get ahead (*Work Ethic*). While they respect those in authority (*Obedience to Authority*), they also have a socially progressive streak, accepting diversity in relationships and unconventional family structures (*Racial Fusion, Flexible Families*). Uneasy about the changes brought by modern technology and science, many express concern about their personal safety and feel they're unable to control their own lives (*Technological Anxiety, Fear of Violence, Fatalism*). However, they find comfort in the natural world (*Attraction to Nature*). In the marketplace, they do their research before shopping (*Discriminating Consumerism*) and trust advertisements as a reliable source of information (*Confidence in Advertising*). Nevertheless, they enjoy shopping excursions and purchasing items beyond the basic necessities (*Joy of Consumption*), especially those offered by companies that respect people and the planet (*Ethical Consumerism, Ecological Lifestyle*).

Population:

482,247
(1.27% of Canada)

Households:

186,583
(1.25% of Canada)

Average Household Income:

\$96,845

Average Household Net Worth:

\$389,689

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/Service Sector

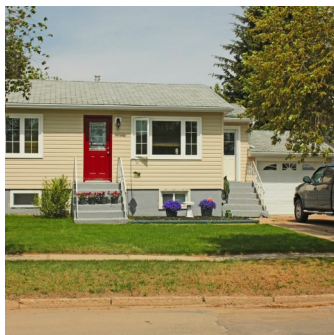
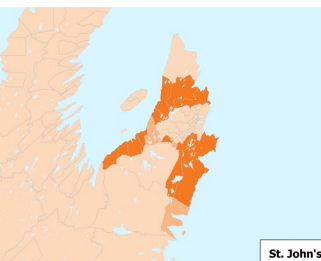
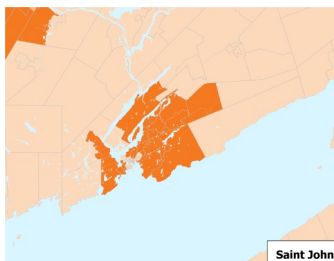
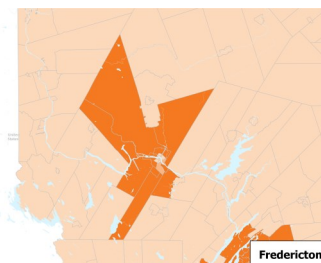
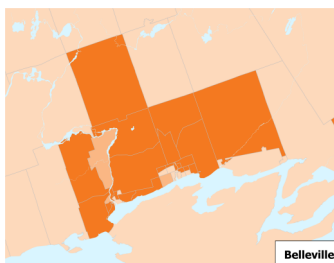
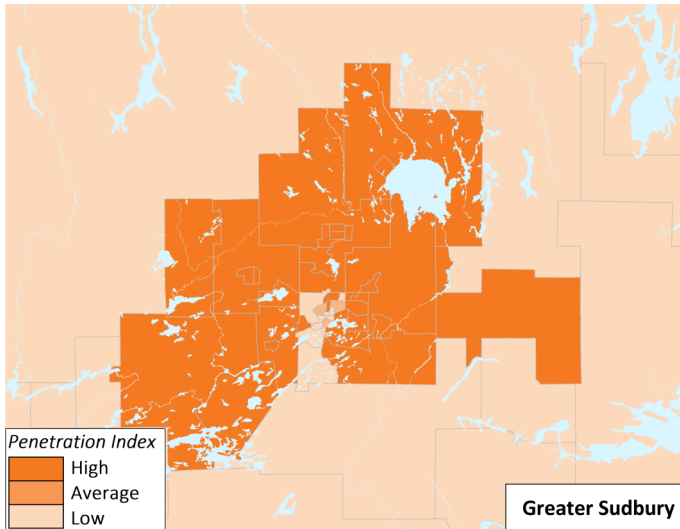
Cultural Diversity Index:

Low

Sample Social Value:

Primacy of the Family

Where They Live



How They Live



LEISURE

sewing/knitting
ATV/snowmobiling
community theatres
craft shows



TRADITIONAL MEDIA

baseball on TV
CBC News Network
oldies radio
Food & Drink



FOOD/DRINK

processed cheese
ginger ale
casual family restaurants
drive-through restaurants



AUTOMOTIVE

compact SUVs
large pickup trucks
domestic brands
Mr. Lube



MOBILE

fitness tracker
music streaming on tablet
auction sites on tablet
access home décor content
on phone



SHOPPING

Mark's
Giant Tiger
Canadian Tire
discount grocery stores



INTERNET

discount coupons on computer
email on computer
research pet products on
retailer sites
online purchase from Walmart



FINANCIAL

stocks/bonds
online investing mutual funds
credit unions
donate to hospital
foundations



SOCIAL

read article comments daily
read Facebook news feed
daily
listen to podcasts
Pinterest



HEALTH

Take vitamins for 50+ men and
women

ATTITUDES

"I have enough trouble taking care of myself without worrying about the needs of the poor"

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

"New technologies are causing more problems than they are solving"

"Advertising is an important source of information to me"



U6 OLDER URBAN FRANCOPHONE **M2** MATURE SINGLES & COUPLES

Older and mature Quebec singles and couples

Older and mature Quebec singles and couples

Who They Are

A middle-income, francophone segment, Un Grand Cru is a collection of older and mature singles and couples living in urban neighbourhoods scattered throughout Montreal, Quebec City and Gatineau. More than half the maintainers are over 55 years old, nearly 40 percent are over 65. Dwelling values in this segment are low, and the majority of households own homes or condos, although a significant percentage rent apartments in low-rise buildings. Residents who are still in the workforce earn average incomes from service sector and white-collar jobs. But their net worth is much higher than expected thanks to pensions and government transfers. And because two-thirds of households contain just one or two people, money goes further in Un Grand Cru, allowing these seniors to enjoy occasional splurges. They like to shop at fashion boutiques, pick up European wine and microbrewery beer at fine food stores and stock up on everything else at major retailers like Jean Coutu and Costco. Scoring high for the value Joy of Consumption, they often get more pleasure out of purchasing an item than from the item itself.

The older members of Un Grand Cru like going out. They have high rates for attending figure skating and tennis events, and patronizing restaurants that serve Greek and Italian cuisine as well as chicken restaurants like St-Hubert. Their idea of a big night is going to a comedy club, outdoor stage, jazz concert or bingo hall. And they're more likely than other francophones to attend operas and classical music concerts. But because these settled households also like spending time at home, they make a robust media market. They enjoy a wide variety of TV fare, including local news, game shows, crime dramas, and, more than other Quebecois, golf, tennis and Formula 1 racing broadcasts. They're also more selective in their radio habits, preferring classical, oldies and hot adult contemporary music. They're enthusiastic newspaper readers and typically page through all sections of the paper, and their taste in French magazines encompasses art, home décor, travel, sports and seniors' issues. They're only moderate Internet users, favouring tablets for banking, social networking and accessing maps. These Quebecois think out-of-home advertising is "cool," and they notice ads and screens in subway stations, bus stops and convenience stores.

How They Think

A spirited group, the members of Un Grand Cru are committed to a healthy lifestyle, and guided by their emotions and intuition; they constantly crave new sensations (*Effort Toward Health, Pursuit of Intensity*). Viewing themselves as citizens of the world, they believe everyone's quality of life can improve when people help each other (*Global Consciousness, Social Responsibility*), though they also support an *Active Government* for solving social issues. Uncomfortable with the uncertainties of modern life (*Aversion to Complexity*), they are strong supporters of many traditional values, believing for example that men are superior to women (*Sexism*), though they also support *Sexual Permissiveness*. Like other francophone segments, they want their work to have meaning and provide value to society (*Fulfillment Through Work*), and they are optimistic about their financial future (*Financial Security*). When shopping, they tend to give little weight to a product's aesthetics, brand name or ad campaign and focus simply on price (*Utilitarian Consumerism, Brand Apathy, Skepticism Towards Advertising, Importance of Price*). But they also occasionally succumb to Buying on Impulse.

Population:

276,889
(0.73% of Canada)

Households:

135,506
(0.91% of Canada)

Average Household Income:

\$84,050

Average Household Net Worth:

\$266,323

House Tenure:

Own & Rent

Education:

Mixed

Occupation:

Service Sector/White Collar

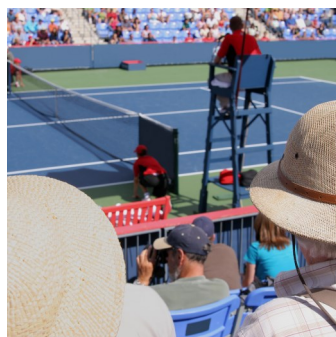
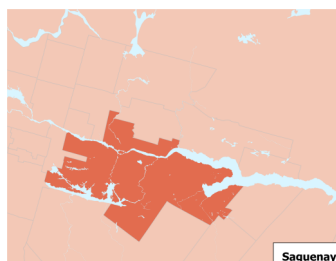
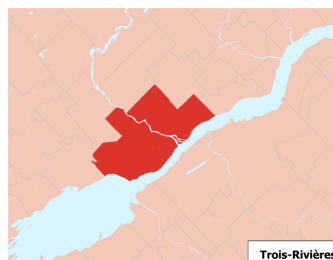
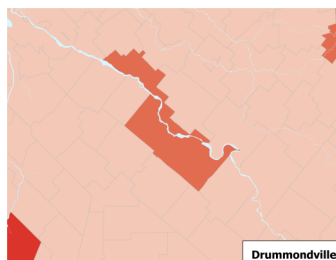
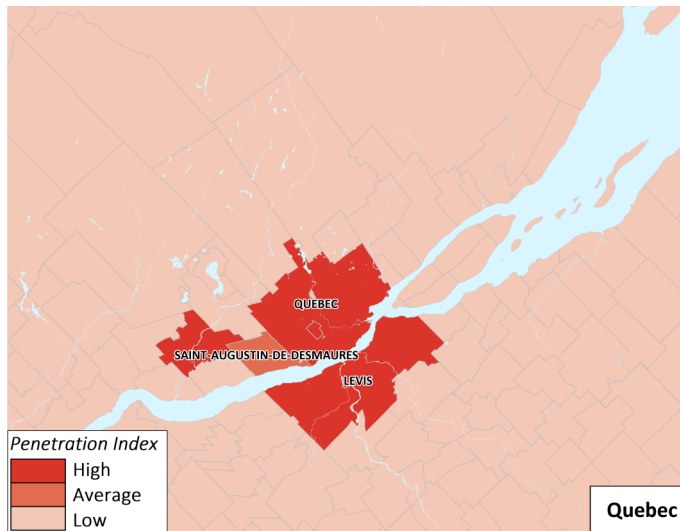
Cultural Diversity Index:

Low

Sample Social Value:

Joy of Consumption

Where They Live



How They Live



LEISURE

cross-country skiing
theatre
pop music concerts
spa resorts



TRADITIONAL MEDIA

family dramas
nature shows
classical/fine arts radio
newspaper world news sections



FOOD/DRINK

low-fat cheese
lemon-lime soda
American beer
home delivery



AUTOMOTIVE

imported compacts
imported compact SUVs
Nissan/Infiniti
\$20,000-\$24,999 spent on vehicle



MOBILE

celebrity content on phone
enter contests on phone
magazines/newspaper on tablet
text messaging on tablet



SHOPPING

Reitmans
Jean Coutu
Costco
fine food stores/butcher shops



INTERNET

radio sites
weather sites
TV via streaming video
purchase sports equipment online



FINANCIAL

online trading TFSAs
term deposits
bank services package
long-term care insurance



SOCIAL

comment on news articles
contribute to chat room
Facebook
participate in social network on tablet



HEALTH

Use sore throat cough drops

ATTITUDES

"I prefer to shop at a retail store location for the customer experience"

"I enjoy entertaining at home"

"To spend money, to buy myself something new, is one of the greatest pleasures in my life"

"Brands are not that important when I go shopping"

45 SLOW-LANE SUBURBS



S6 OLDER SUBURBAN **M1** OLDER FAMILIES & EMPTY NESTS

Older and mature suburban singles and couples

Older and mature suburban singles and couples

Who They Are

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.

The older members of Slow-Lane Suburbs enjoy active, leisure-intensive lifestyles. They exhibit high rates for going to casinos, community theatres and beer, food and wine festivals. Around the house, they like to read a good book, have a fine meal—baking from scratch is popular—and then top it off with a glass of premium beer or Canadian wine. These suburbanites spend a lot of time in their cars—typically compact SUVs, midsize sedans or pickup trucks—but they have no allegiance to any make or model. With their middle incomes, they're careful with their money, shopping at discount grocery stores, doing their own home improvement projects and carrying credit cards that have rewards programs. When they go out to eat, they head for casual restaurants like Tim Horton's, Dairy Queen and Swiss Chalet. Slow-Lane Suburbs is a prime market for traditional media. Members watch a lot of TV sports—including curling, auto racing and poker—enjoy oldies, country and classic rock radio stations, and read magazines such as Live Better and Reader's Digest. But they claim technology intimidates them and visit only a small selection of websites at high rates.

How They Think

Today's world can be confounding, but members of Slow-Lane Suburbs seem comfortable navigating the chaos and setting lofty goals that they strive to achieve (*Personal Challenge*). They adapt easily to the vagaries of modern life and express optimism for the future (*Adaptability to Complexity, Personal Optimism*). Patriotic Canadians, they see Canada as a land of opportunity and look to the government to perform socially beneficial functions (*National Pride, North American Dream, Active Government*). Yet they also are open-minded about other cultures and view diversity as a source of personal enrichment (*Social Learning*). At home, they enjoy showing off their belongings and thrive on the admiration of others (*Status via Home, Need for Status Recognition*). Many view shopping as an opportunity to acquire material goods that symbolize affluence (*Ostentatious Consumption*). Their faith in advertising as a reliable source of information can fuel their tendency to be impulsive consumers (*Confidence in Advertising, Buying on Impulse*). Although they're guided less by logic and critical thought than by feelings and emotions, they make a conscious effort to eat a healthy diet and exercise regularly (*Intuition & Impulse, Effort Toward Health*).

Population:

446,355
(1.18% of Canada)

Households:

189,338
(1.27% of Canada)

Average Household Income:

\$86,277

Average Household Net Worth:

\$345,430

House Tenure:

Own & Rent

Education:

College/High School

Occupation:

Service Sector/White Collar

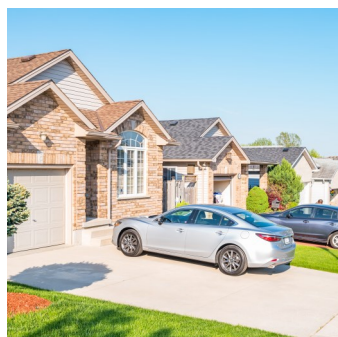
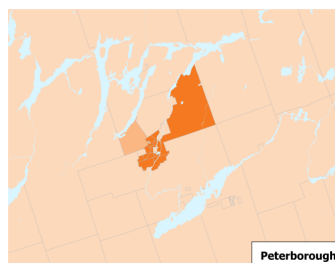
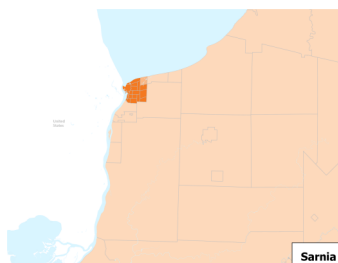
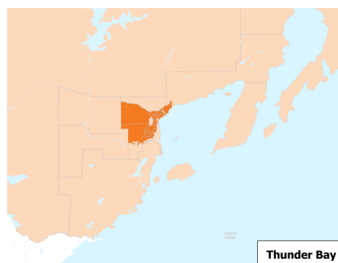
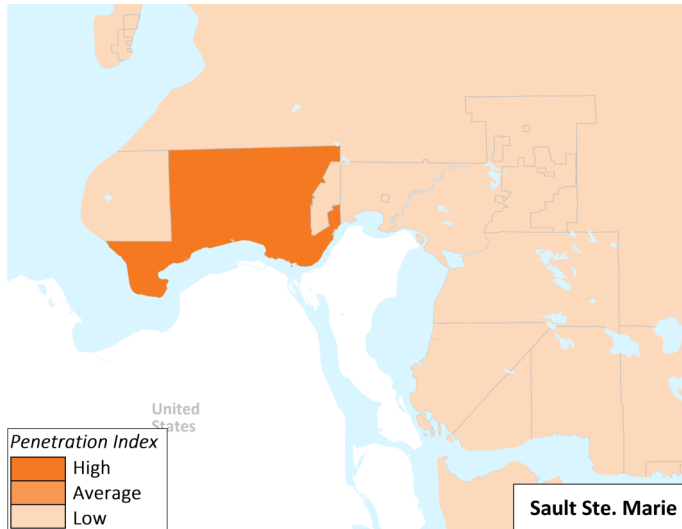
Cultural Diversity Index:

Low

Sample Social Value:

Saving on Principle

Where They Live



How They Live



LEISURE

fishing/hunting
baking from scratch
community theatres
casinos



TRADITIONAL MEDIA

oldies radio
curling on TV
DIY
Live Better



FOOD/DRINK

Wendy's
frozen meals
bulk food stores
casual family restaurants



AUTOMOTIVE

subcompact SUVs
midsize cars
domestic brands
one vehicle



MOBILE

do not own a smartphone
clip mobile coupon on tablet
listen to radio or podcast on tablet
bank/pay bills on tablet



SHOPPING

Mark's
Northern Reflections
Home Hardware
Coles



INTERNET

access automotive news online
auction sites
purchase home furnishings online
access real estate listings



FINANCIAL

online trading of GICs
guaranteed life insurance
full-service investment brokers
senior services bank plans



SOCIAL

Twitter
Pinterest
Facebook
YouTube



HEALTH

Bought bi-focal eyewear in past year

ATTITUDES

"The country should hold a strong position in the world"

"Money is for making and saving"

"My phone is a practical device, but I'm not interested in using it for entertainment"

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



Rural, older francophone couples and singles

Who They Are

With its roots in rural Quebec, New Brunswick and Ontario, Patrimoine Rustique features a rustic francophone lifestyle. Located in small and often scenic towns like Shawinigan and Bathurst, this segment is home to generally older couples and singles, with more than 90 percent of the population third-plus-generation Canadians. Over 60 percent of maintainers are over 55, and nearly three-quarters of households consist of one or two people. In this working-class world, those still in the labour force earn average incomes from jobs in various industries, including manufacturing, construction, transportation and the trades. Most Patrimoine Rustique residents live in single-detached houses built before 1980—dwelling values are half the national average—and drive older compacts, subcompacts and SUVs. And they typically spend their time outdoors, hiking, cycling and cross-country skiing. With few local cultural and entertainment options, many adults enjoy activities they can do at home, such as woodworking and doing puzzles and games. Their shopping lists often include cheese, baguettes, frozen pizzas and plenty of French and Italian wine. In their bucolic settings, they worry about threats to the environment, and they score high for the value Ecological Concern.

The Patrimoine Rustique lifestyle reflects the rustic surroundings and members' francophone heritage. Like other rural residents, they enjoy activities like snowmobiling, boating and fishing. Like other francophones, they have high rates for going to theatres, outdoor stages and craft shows; bingo halls, lottery tickets and charity raffles are also popular. But the members of Patrimoine Rustique also make their own entertainment and are more likely than other francophones to own exercise equipment, camping trailers and ATVs. Given all their outdoor pursuits, it's not surprising they've recently built or renovated their garage. While they have their favourite corner stores, they also patronize popular Quebec chains, buying apparel from Reitmans, tools from Rona and Réno-Dépôt, and medications and cosmetics from Jean Coutu. These older households make a strong market for traditional media: soaps and dramas on TV, new and traditional country music on the radio. They also like to read community newspapers and magazines that cover fashion, home décor and travel. But they ignore a lot of online media, only occasionally picking up their tablets to access news or send text messages.

How They Think

The older members of Patrimoine Rustique recognize the importance of doing meaningful work as well as setting aside time to relax outdoors (*Fulfillment Through Work, Attraction to Nature*). They seek to interact with others in an authentic, respectful way (*Personal Expression, Propriety*), are guided less by reason and logic than by their emotions, and try to experience something new each day (*Pursuit of Intensity*). Many hold traditional values, putting the needs of others before their own and supporting conventional gender roles (*Duty, Sexism*). Although these francophones consider themselves to be citizens of the world (*Global Consciousness*), they believe that immigrants should set aside their traditions (*Cultural Assimilation*). In their own *Search for Roots* they often vacation in Quebec and New Brunswick as a way to reconnect with their cultural traditions. In the marketplace, the enjoyment they get from making purchases (*Joy of Consumption*) often conflicts with their impulse for *Saving on Principle*. And many disregard brand names (*Brand Apathy*), basing their consumer decisions on whether the company behind a product is a good corporate citizen (*Ethical Consumerism*).

Population:

338,416
(0.89% of Canada)

Households:

154,754
(1.04% of Canada)

Average Household Income:

\$86,016

Average Household Net Worth:

\$326,882

House Tenure:

Own

Education:

Mixed

Occupation:

Mixed

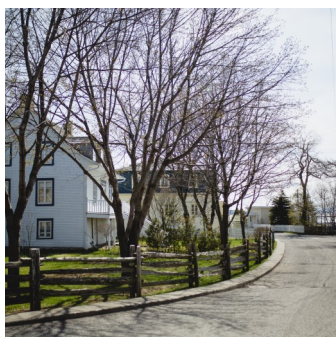
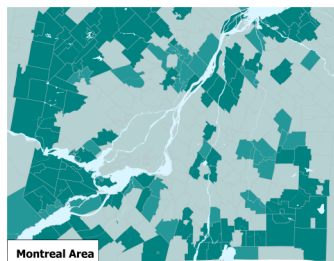
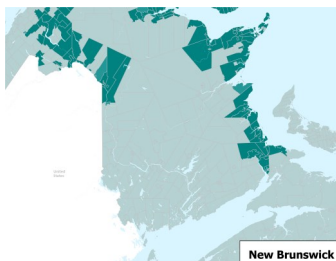
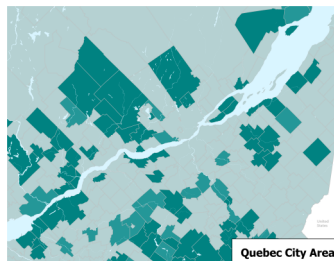
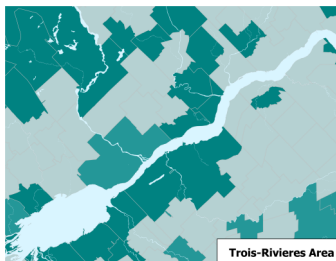
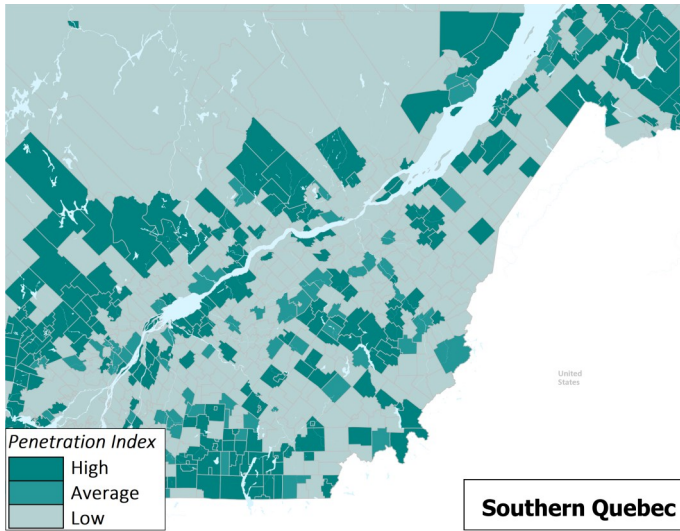
Cultural Diversity Index:

Low

Sample Social Value:

Propriety

Where They Live



How They Live



LEISURE

ATV/snowmobiling
power boating/jet skiing
dinner theatres
bingo



TRADITIONAL MEDIA

TV soaps/serial dramas
Formula 1 racing
traditional country radio
Bel Âge



FOOD/DRINK

mild cheddar cheese
baguettes
French wine
tomato/vegetable juice



AUTOMOTIVE

Imported compacts
compact SUVs
two vehicles
\$15,000-\$29,999 spent on vehicle



MOBILE

access news on tablet
web browsing on phone
picture messaging on tablet
collect loyalty points on tablet



SHOPPING

Reitmans
Rona
IGA
gas station convenience stores



INTERNET

classifieds sites
enter online contests
food/recipes content
streaming music



FINANCIAL

RRIFs
auto loans
long-term care insurance
will/estate planning



SOCIAL

Facebook
Pinterest
use social media to stay connected with family
share YouTube videos



HEALTH

Take sleeping tablets

ATTITUDES

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

"I like people who act like everyone else, without trying to stand out"

"Life in the country is much more satisfying than in the city"

"Brands are not important to me at all"



Young diverse singles in city apartments

Who They Are

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older city apartments. With two-thirds of residents unattached, it is also the most single, contributing to the emergence of single-person households as the most common living arrangement in Canada. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. Social Networkers are ethnically diverse, with 50 percent of the population identifying as visible minorities, including Chinese, South Asians, Blacks and Filipinos. With their mixed educations—ranging from high school to university—they hold jobs in education, the arts, science and sales. And though household incomes are low, these residents have time and promising careers on their side. For now, however, the above-average cost of downtown real estate keeps this group renting and mobile; two-thirds have moved in the last five years, but you’ll usually find them at bars, dance clubs, film festivals and food and wine shows. The marketing messages they respond to reflect their non-stop Pursuit of Intensity.

A kind of urban bohemia, Social Networkers is known for its buzzy energy. Residents take advantage of the lively cultural scene, frequenting art galleries, cinemas, operas and music festivals. For these image-conscious twenty-somethings, exercise is a religion, and they work out faithfully at fitness clubs or join pick-up soccer, baseball and hockey matches. With all this activity, Social Networkers residents don’t spend much downtime in their apartments. They spend less than \$100 a week on groceries, and except for storing energy bars, a six-pack of Moosehead beer and leftovers from an online food delivery, their kitchens are rarely used. Indeed, many residents are on a first-name basis with servers at their local pizzeria, taco stand and Starbucks. That on-the-go lifestyle affects media patterns, with many relying on their mobile phones for Internet access to music, podcasts, news and search engines. These social media mavens bounce between YouTube, Instagram, Twitter, Snapchat and the latest blog sensation. Although they have ignored direct mail for years, they can’t help noticing advertising they see on their streets and at public transit sites.

How They Think

The young, urban denizens of Social Networkers are socially progressive, anti-establishment and willing to take risks to get what they want (*Rejection of Authority, Penchant for Risk*). They believe that young people should be treated like adults (*Equal Relationship with Youth*), and they support *Sexual Permissiveness*. Strong on *Multiculturalism*, they welcome immigrants and seek to learn from diverse cultures (*Culture Sampling*). And though they take pride in their ability to go with the flow (*Adaptability to Complexity*), they sometimes express feelings of alienation from society (*Anomie-Aimlessness*). Eager to be admired and stand out from the crowd, they demonstrate their individuality with their sense of style (*Need for Status Recognition, Pursuit of Originality*). And many express a *Joy of Consumption* as they track down the latest tech toy or coolest experience (*Pursuit of Novelty*). In the marketplace, Social Networkers consumers typically research products before making a purchase (*Discriminating Consumerism*), and they’re willing to pay more for their favourite brands, especially those with a compelling and authentic story (*Importance of Brand, Brand Genuineness*). They don’t hesitate to take to social media to share their purchase experience with their friends (*Consumption Evangelism*).

Population:

329,067
(0.87% of Canada)

Households:

190,663
(1.28% of Canada)

Average Household Income:

\$55,523

Average Household Net Worth:

\$179,682

House Tenure:

Rent

Education:

University/High School

Occupation:

Service Sector/White Collar

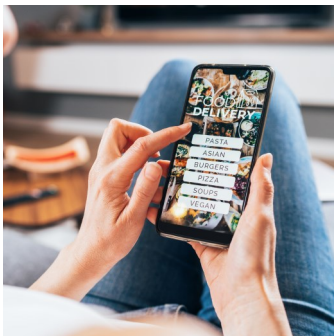
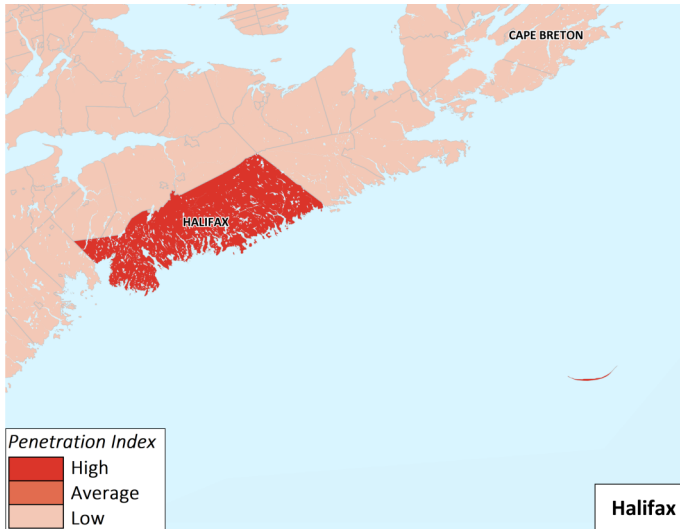
Cultural Diversity Index:

High

Sample Social Value:

Importance of Brand

Where They Live



How They Live



LEISURE

nightclubs/bars
baseball
sci-fi movies
culinary/food and wine tours



TRADITIONAL MEDIA

TV music videos
MTV Canada
jazz radio
newspaper arts and entertainment sections



FOOD/DRINK

energy drinks
soy-based products
Mexican restaurants
online food delivery



AUTOMOTIVE

imported subcompacts
Mazda
2018 model year
one car



MOBILE

read magazines on phone
use phone as method of payment
purchase products on phone
career/job search on tablet



SHOPPING

Zara
Loblaws
Shoppers Drug Mart
candy/chocolate stores



INTERNET

read e-books
play games online
purchase movies online
online dating



FINANCIAL

mobile wallet
pay minimum on credit cards
condo insurance
personal investments under \$20,000



SOCIAL

Instagram
SnapChat
WhatsApp
200-299 friends on social media networks



HEALTH

Take liquid cold remedy

ATTITUDES

"I like to be immediately informed of new products and services so that I can use them"

"From time to time, I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

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

"I always keep informed about the latest technological developments"



Middle-income farmers and blue-collar workers

Middle-income farmers and blue-collar workers

Who They Are

Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada’s most rustic lifestyles. No segment has a higher proportion of farmers—nearly a fifth of its labour force—and few have more home-based businesses, at 22 percent. Nearly 60 percent of maintainers are between 45 and 75, and most of the adults have modest educations, having called it quits after high school. But thanks to the high rate of two wage-earners among these middle-aged couples and families, Agri-Biz households earn solid, middle incomes. And in these remote areas where housing costs are a third below average, 80 percent own single-detached houses. There’s little ethnic presence in Agri-Biz—three-quarters of residents are third-plus-generation Canadians—but one in 14 residents report a German mother tongue. As in other rural segments, residents here take pride in their purpose-driven vehicles: RVs, snowmobiles and ATVs. But they also enjoy traditional home-based hobbies like baking, sewing and crafting. Civic minded—they often do volunteer work and donate to charities—their high score for the value Parochialism reflects their belief that they’re citizens of their local community first.

Despite their isolated communities, Agri-Biz residents enjoy robust lifestyles, pursuing outdoor activities like fishing, hunting, boating and camping. With teenage kids in many households, homes are filled with pets, video games and set-top boxes. Fond of exercise, these middle-aged households have high rates for bowling and playing baseball and golf; many join a local club. And they’re not reluctant to drive to big cities for arts and entertainment, including community theatres, art galleries, and rock and country music concerts. When school’s out, they’ll load up a camper or RV for a trip through nearby western provinces or U.S. states. At home, these busy households make a mixed media audience. If they have time to watch TV, it’s typically a daytime talk show, DIY program or CFL game. Their radios are tuned to traditional and new country music and gospel stations. They’re slight fans of print media, unless it’s a community paper, which they like for the real estate ads and flyer inserts. But they’re intimidated by a lot of online activities and ignore most social media except for pinning favourite images on Pinterest.

How They Think

Agri-Biz is an old-fashioned segment that celebrates traditional notions of family, particularly the role of the father as head of the household and the imperative to make personal sacrifices for the family’s well being (*Traditional Families, Patriarchy, Primacy of the Family*). They also believe too much immigration threatens the purity of the country (*Xenophobia*). What they don’t believe in is blindly following society’s rules (*Rejection of Authority*). They try to be cool and controlled, guided more by reason and logic than by their feelings and intuition (*Emotional Control*), but occasionally they express a *Need for Escape* from the stresses of everyday life. Despite their bucolic surroundings, they don’t think protecting the environment is more important than economic development and accept a certain degree of pollution (*Ecological Fatalism*). They’re more concerned about moral issues arising from technological advancements (*Technology Anxiety*), and they worry about their finances (*Financial Concern Regarding the Future*). Frugal consumers, they tend to be practical in their purchase decisions (*Discriminating Consumerism*) and claim they’re unlikely to be swayed by advertising or popular brand names (*Skepticism Towards Advertising, Brand Apathy*).

Population:

388,845
(1.02% of Canada)

Households:

137,536
(0.92% of Canada)

Average Household Income:

\$92,173

Average Household Net Worth:

\$487,623

House Tenure:

Own

Education:

Grade 9/High School/Trade School

Occupation:

Primary/Blue Collar

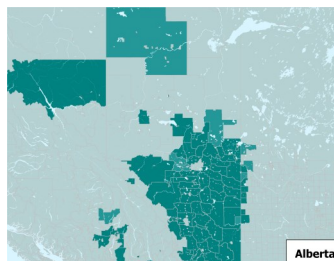
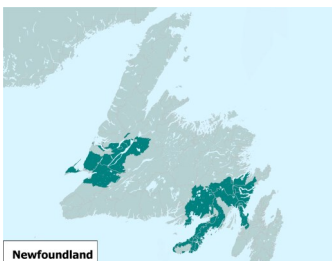
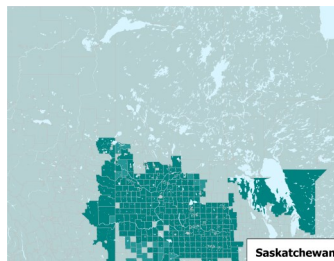
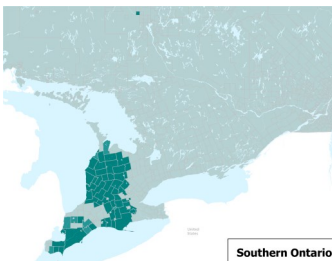
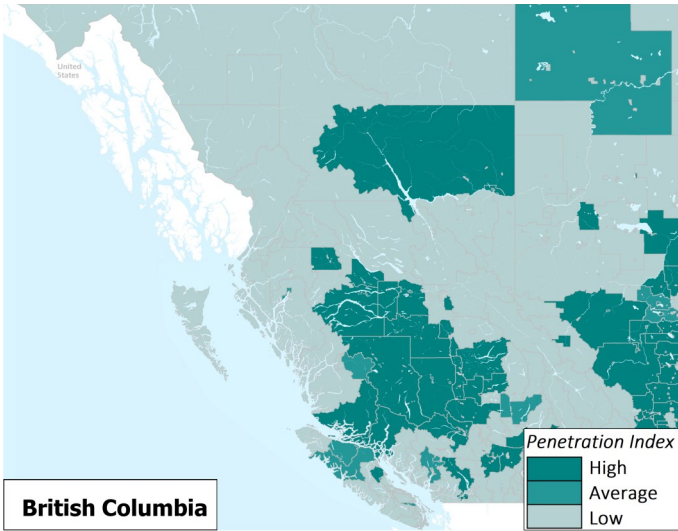
Cultural Diversity Index:

Low

Sample Social Value:

Parochialism

Where They Live



How They Live



LEISURE

fishing/hunting
sewing/knitting
craft shows
rock concerts



TRADITIONAL MEDIA

TV daytime talk shows
religious/gospel radio
Canadian Geographic
community newspapers



FOOD/DRINK

processed cheese
regular canned beer
burger restaurants
in-store bakeries



AUTOMOTIVE

large pickup trucks
camping trailer/motorhome/
RVs
domestic brands
2000-2009 model years



MOBILE

clip mobile coupons
listen to radio/podcasts on
tablet
e-book readers
text messaging on tablet



SHOPPING

Canadian Tire
Home Hardware
Giant Tiger
dollar stores



INTERNET

classifieds sites
auction sites
enter contests online
purchase cosmetics/skin care
online



FINANCIAL

home office
mutual funds
credit unions
gas station credit cards



SOCIAL

Snapchat
Pinterest
follow Twitter users
play games with others online



HEALTH

Bought prescription sunglasses
in past year

ATTITUDES

"Life in the country is more satisfying than life in the city"

"Technology intimidates me"

"It is acceptable that an industrial society such as ours produces a certain level of pollution"

"Brands are not important to me at all"



Rural, lower-middle-income older couples and singles

Population:
842,869
(2.22% of Canada)

Households:
367,134
(2.46% of Canada)

Average Household Income:
\$79,163

Average Household Net Worth:
\$368,609

House Tenure:
Own

Education:
Mixed

Occupation:
Blue Collar/Primary

Cultural Diversity Index:
Low

Sample Social Value:
Emotional Control

Rural, lower-middle-income older couples and singles

Who They Are

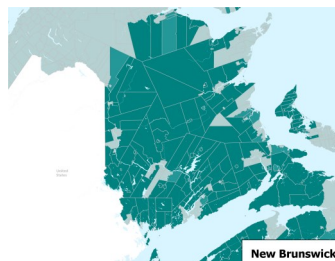
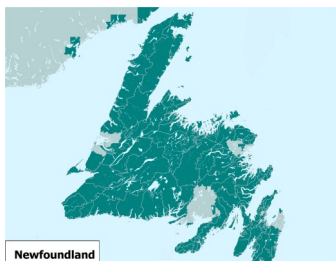
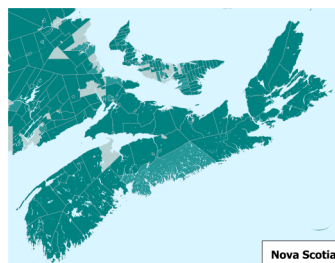
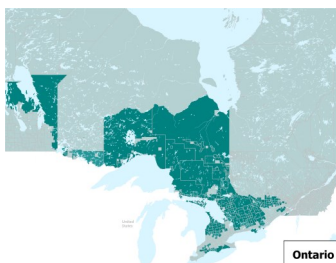
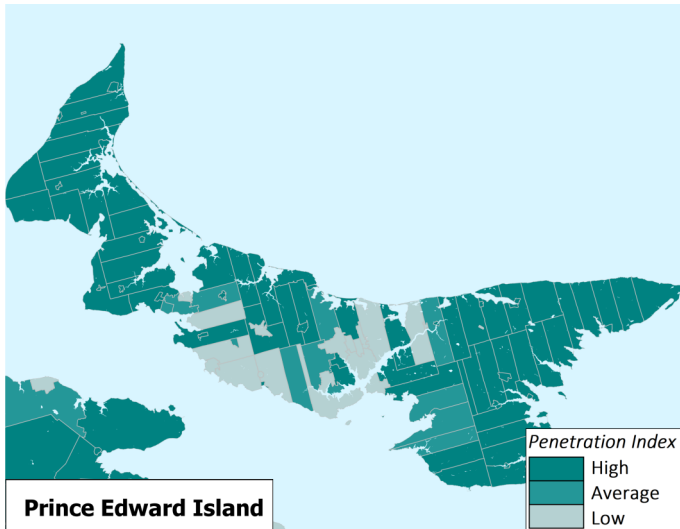
A collection of remote villages of which half are found in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. The householders in this segment are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, and nearly three-quarters of households contain only one or two people. Although most adults are out of the labour force, those still working hold a mix of blue-collar and service sector jobs in farming, natural resources, construction, transportation and the trades. The pay is modest—incomes are 25 percent below average—but it’s enough to own an unpretentious, single-detached house. And pride of province holds a special place in this segment, where almost 85 percent are third-plus-generation Canadians and one of their top-ranked values is Parochialism. Backcountry Boomers members like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned, pre-Internet variety: making crafts, knitting and collecting coins and stamps. And their motorized vehicles are their prized possessions: large pickups, power boats, ATVs and snowmobiles—preferably made in Canada.

“Life in the country is much more satisfying than in the city,” Backcountry Boomers members tell researchers of their rural lifestyles. These residents enjoy their natural surroundings with outdoor pursuits like hiking, cross-country skiing and snowmobiling. They’ll spend an evening out at a local community theatre or concert featuring popular or country music. Many don’t roam far on holidays, staying in the Atlantic provinces and sometimes arranging a golf package or romantic getaway. Despite their remote communities, they prefer in-store shopping to e-commerce, and they stock up during regular trips to chains like Walmart and Canadian Tire. In Backcountry Boomers, television is the chief form of entertainment: these households often keep their sets tuned to CBC News, occasionally switching to CMT, Discovery or the W Network. While driving their old country roads, they listen to news, oldies, classic rock and any kind of country music radio station. Many like to relax in their recliners with a community newspaper or Outdoor Canada magazine. But they’re not big fans of the Internet, occasionally going online for classified ads, auctions or health-related information.

How They Think

The members of Backcountry Boomers are proud, selfless Canadians who believe in caring for others before themselves (*Duty*), even though they’re worried that their finances will worsen in the coming years (*Financial Concern Regarding the Future*). Protective of their slice of heaven, they’re concerned that too much immigration threatens the Canadian culture and think that newcomers should relinquish their own traditions and take on their new country’s ways (*Xenophobia, Cultural Assimilation*). These older Canadians can find it difficult to adapt to the complexities and changes in modern society, but they try to remain unruffled and make decisions based on logic and reason (*Aversion to Complexity, Emotional Control*). When things get complicated and they need to escape the hassles of everyday life, they often seek the restorative powers of nature through their favourite outdoor activities (*Need for Escape, Attraction to Nature*). In the marketplace, these consumers typically like practical, easy-to-use products (*Utilitarian Consumerism*), but they consider the ethical practices of the companies that make them (*Ethical Consumerism*). And marketers should note that they’re completely indifferent toward brand names (*Brand Apathy*).

Where They Live



How They Live



LEISURE

snowmobiling
walking/hiking
community theatre
volunteer work



TRADITIONAL MEDIA

TV figure skating
CBC News
classic hits radio
Our Canada



FOOD/DRINK

Coors Light
almond milk
dry soup
coffee/donut shops



AUTOMOTIVE

domestic intermediate cars
domestic large pickups
2009 and older model years
Ford



MOBILE

read newspapers on phone
send/receive messages on tablet
bank on tablet
take pictures on tablet



SHOPPING

Walmart
Eddie Bauer
Canadian Tire
eBay.ca



INTERNET

food/recipe sites
weather sites
music streaming on computer
play games online



FINANCIAL

high-interest savings account
term life insurance
will/estate planning with trust
use financial planner



SOCIAL

Pinterest
Facebook videos
read online article comments
use social media while watching TV



HEALTH

Have mobility assistance aids

ATTITUDES

"I am very concerned that I will not have enough money to live comfortably in the future"

"New technologies are causing more problems than they are solving"

"No-name products are as good as nationally advertised brands"

"I buy goods produced by my own country whenever I can"



Older, middle-income western homeowners

Who They Are

The living is easy in the rural communities that make up Country & Western. Located in areas close to towns in the western provinces, this segment contains a mix of older singles and empty-nesting couples mostly aging in place. Nearly a third of maintainers are over 65. Eight in ten households live in a single-detached house, while 8 percent own a mobile home. With their mixed educations, those still in the labour force work in farming and blue-collar industries, earning lower-middle incomes. Three quarters of adults are third-plus-generation Canadians, and 16 percent have an aboriginal identity—more than triple the national average. In these rugged communities, residents like to go boating, camping and hiking; many also like roaring around the countryside on motorcycles and snowmobiles. Their idea of a splurge is going to the closest ice cream shop. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. But they worry that immigration is diluting their Canadian traditions and believe that newcomers should blend into the dominant culture (Cultural Assimilation).

The older members of Country & Western have found plenty to entertain themselves. Self-described fitness fans, they like to swim, hike, golf and work in the garden. Many are music buffs who enjoy pop and rock performances, and they lead most segments in attending country music concerts; Country & Western is also one of the top segments for attending pro hockey games. They'll drive to a city to visit a casino or museum, but closer to home, they make do with an evening at a pub, community theatre or sports bar. Having saved conservatively for years—mutual funds, term deposits and GICs are popular—many have a solid net worth, allowing them to donate regularly to charities. As media consumers, they get most of their news and entertainment from the TV (they especially like daytime talk shows and reality programs) and turn to radio for oldies and country music. They're more likely to read a community paper than a daily, but they rarely buy a magazine unless it covers gardening, homes or the outdoors. And these tech-shy Canadians are light Internet users, doing little online except occasionally paying bills, redeeming mobile coupons and buying groceries.

How They Think

The members of Country & Western prefer the old ways of doing things. They aren't interested in modern definitions of family, insisting that the father must always be head of the household (*Traditional Families, Patriarchy*). They place great importance on their religious affiliation (*Religiosity*) and claim it's their duty to help others before themselves. In addition to its many other top-scoring attributes, Country & Western has one of the highest percentages of volunteers among all segments, reflecting residents' interest in *Community Involvement*. These older Canadians are comfortable with the relaxed, informal nature of rural living (*Rejection of Orderliness*), and they try to live their lives by relying less on impulse and emotions than on reason and logic (*Emotional Control*). Many express a strong *Attraction to Nature* but feel environmental degradation is somewhat inevitable (*Ecological Fatalism*). As consumers, they tend to base purchase decisions on utilitarian rather than aesthetic considerations (*Utilitarian Consumerism*), but they admit to sometimes *Buying on Impulse*. However, their *Technology Anxiety* and *Skepticism Towards Advertising* mean their impulsiveness rarely extends to buying the latest digital devices.

Population:

762,586
(2.01% of Canada)

Households:

286,976
(1.92% of Canada)

Average Household Income:

\$90,761

Average Household Net Worth:

\$367,533

House Tenure:

Own

Education:

Mixed

Occupation:

Primary/Blue Collar

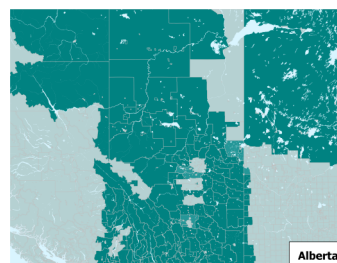
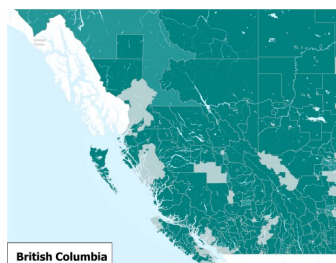
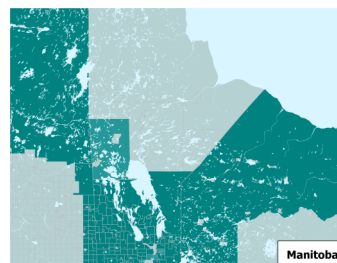
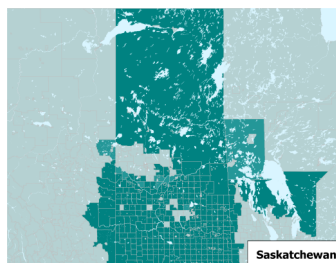
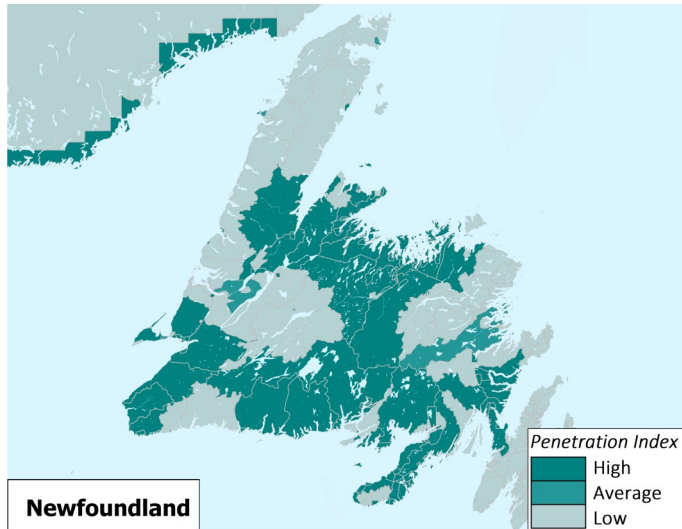
Cultural Diversity Index:

Low

Sample Social Value:

Traditional Families

Where They Live



How They Live



LEISURE

camping
hiking
pro hockey games
dancing



TRADITIONAL MEDIA

TV sitcoms
Minor Hockey League on TV
new and traditional country
music radio
community newspaper



FOOD/DRINK

mixed nuts
coolers
taco restaurants
buffet restaurants



AUTOMOTIVE

domestic vehicles
large pickups
medium/heavy trucks
three vehicles



MOBILE

health content on phone
respond to classified ads on phone
subscription video on tablet
news sites on tablet



SHOPPING

Eddie Bauer
Mark's
Lee Valley Tools
Home Hardware



INTERNET

home improvements sites
research automotive products on Amazon
purchase groceries online
auction sites



FINANCIAL

mutual funds
business banking accounts
two credit cards
donate >\$500 to Canadian charities



SOCIAL

Snapchat
Pinterest
donate to a Facebook fundraiser
light social media users



HEALTH

Take herbal fibre supplements

ATTITUDES

"Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture"

"It is acceptable that an industrial society such as ours produces a certain degree of pollution"

"I have my favourite brand and I normally stick to it"

"Young people should be taught to obey authority"



U2 URBAN OLDER **M2** MATURE SINGLES & COUPLES

City seniors in apartment rentals

51 ON THEIR OWN AGAIN

City seniors in apartment rentals

Who They Are

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. More than 60 percent live alone—highest among all segments. And more than 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and health care. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.

The older members of On Their Own Again have settled into sedentary routines. They pursue few sports or fitness activities at above-average rates, and they typically spend their leisure time reading, watching TV and listening to music. Many are active in their communities as volunteers on local issues. With their tight finances, they make ends meet using coupons, buying store brands and shopping at bulk food stores. Budgeting about \$100 a week for groceries, they patronize discount chains like Food Basics and No Frills. On Their Own Again households are disinclined to acquire the latest tech devices: in an era of smart refrigerators, their latest appliance purchase was a basic coffee maker. Where they excel is in their consumption of traditional media. They read newspapers from cover to cover and regularly pick up magazines like Canadian Living, Good Times and Reader’s Digest. On TV, they watch game and talk shows during the day and entertainment news programs at night. With below-average ownership of tablets and mobile phones, they’re light Internet fans, using their computers for mostly practical applications: purchasing products, downloading coupons and reading restaurant reviews.

How They Think

As in many senior segments, On Their Own Again members hold some typically conservative values, such as love of country (*National Pride*) and a strong sense of *Duty* to put others ahead of themselves. But they’re also progressive in their acceptance of non-traditional definitions of family, diversity within families and open marriages (*Flexible Families, Racial Fusion, Sexual Permissiveness*). In essence, they’re comfortable bucking societal norms (*Rejection of Orderliness*). Yet they’re a cautious group, expressing *Financial Concern Regarding the Future* and the need for everyone to pitch in to protect the environment (*Ecological Concern*). These seniors have learned not to be judgmental and to rely on reason and logic rather than their emotions (*Introspection & Empathy, Emotional Control*). In the marketplace, they can be a tough sell: few segments score higher for *Skepticism Towards Advertising* and they always consider price before making a purchase (*Importance of Price*). But they’re not above purchasing a product simply for its beauty, reflecting perhaps their desire to exercise their creative talents (*Importance of Aesthetics, Personal Creativity*). While they may appreciate artisans, they don’t believe small companies can deliver high-quality products (*Skepticism Toward Small Business*).

Population:

446,716
(1.18% of Canada)

Households:

283,860
(1.90% of Canada)

Average Household Income:

\$62,291

Average Household Net Worth:

\$321,307

House Tenure:

Rent

Education:

Mixed

Occupation:

Service Sector/White Collar

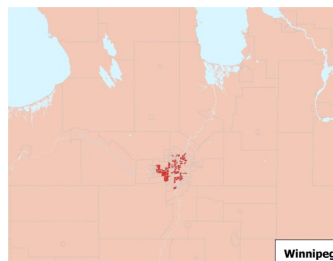
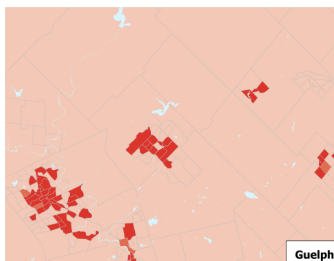
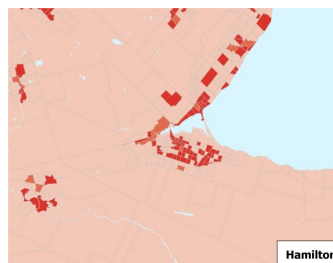
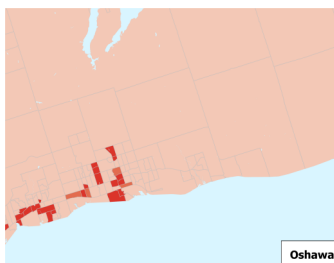
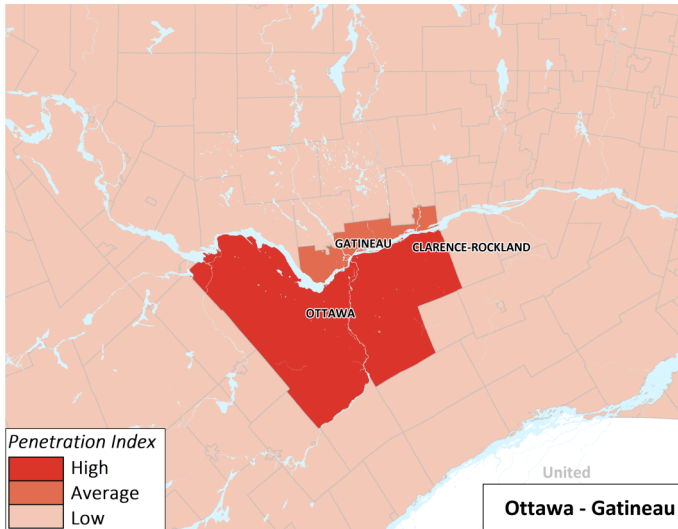
Cultural Diversity Index:

Medium

Sample Social Value:

Skepticism Towards Advertising

Where They Live



How They Live



LEISURE

read e-books/listen to audiobooks
specialty movie theatres
casinos
write to public officials



TRADITIONAL MEDIA

daytime talk shows
Reader's Digest
big band music radio
all newspaper sections



FOOD/DRINK

processed cheese
instant coffee
non-branded/private label/
store brands
Pizza Pizza



AUTOMOTIVE

domestic compacts
domestic intermediates
Petro Canada
one car



MOBILE

share links with friends on phone
listen to music on phone
public transit apps
health/fitness/diet apps



SHOPPING

Shoppers Drug Mart
Loblaws
Giant Tiger
home health care stores



INTERNET

read e-books on computer
food/recipes sites
play games on computer
access restaurant guides/
reviews on computer



FINANCIAL

RRIFs
tax preparation service
personal property/contents
insurance
donate to political groups



SOCIAL

Instagram
Twitter
subscribe to brand channel on
YouTube
dating platforms



HEALTH

Use a hearing aid

ATTITUDES

"It is very important to me to have a more intense and more spiritual inner life"

"Looking at my finances in the coming years, I think they will get worse"

"I prefer people who, whatever happens, do their duty"

"I often buy things just because they are beautiful, whether or not they are practical"



Young, diverse lower-middle-income city dwellers

Young, diverse lower-middle-income city dwellers

Who They Are

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, more than 40 percent of the population are first-generation Canadians, typically Black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

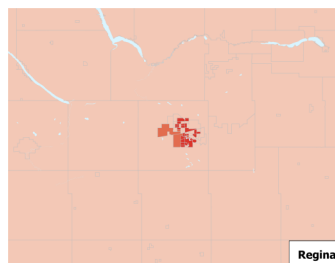
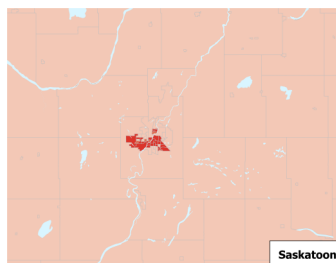
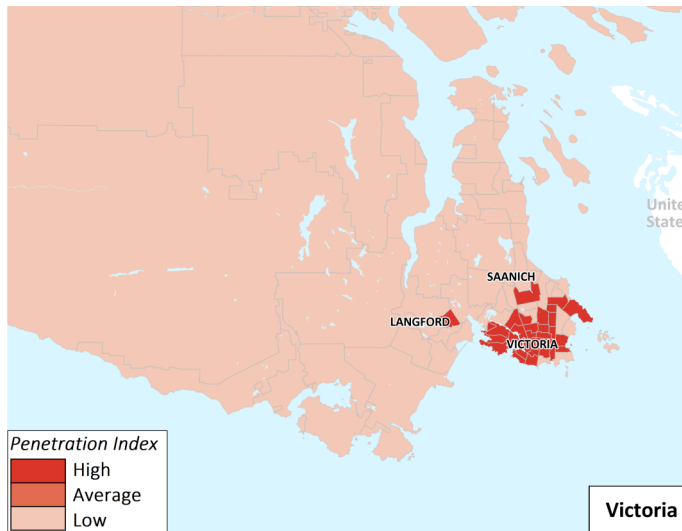
The residents of Friends & Roomies find their entertainment on their streets and social media networks. Young and looking for romance, they frequent dance clubs, health clubs, art galleries and sporting events and play team sports, such as soccer, hockey and curling. In weekly grocery runs, they shop less for traditional meals than after-work grazing, picking up meat snacks, pretzels and chocolate granola bars. They prefer to grab meals on the run instead, patronizing Starbucks and Second Cup, as well as Burger King and Wendy’s. In the marketplace, they have their favourite brands—clothes from Joe Fresh and The Gap, books from Chapters/Indigo—and they shop both in-store and online using their mobile phones and computers. They also turn to their phones to access news, listen to music and podcasts, play games and stream movies and TV shows. Fluent in social media, they have high rates for using Instagram, Snapchat, Reddit and dating platforms. They’ve long ago cut the cord on cable TV and landline phones, but out-of-home digital screens in convenience stores, transit shelters and pubs can still catch their eye.

How They Think

The members of Friends & Roomies are liberal, tech-savvy and comfortable in their urban scene. They tend to be tolerant of non-traditional families (*Flexible Families*), think young people should have the same freedom as adults (*Equal Relationship with Youth*) and are open-minded about romantic relationships (*Sexual Permissiveness*). Living in diverse communities, they believe ethnic groups should retain their traditions rather than assimilate into the dominant culture (*Multiculturalism*), and they accept diversity within families (*Racial Fusion*). These independent young adults question authority and the need to play by the rules, indulge in risk-taking to get ahead and consider violence as simply a fact of life (*Rejection of Authority, Penchant for Risk, Acceptance of Violence*). With many feeling like they never have enough time to get everything done each day (*Time Stress*), they express a *Need for Escape* from their daily routines. But overall they’re confident in their ability to handle the complexities of modern life (*Adaptability to Complexity*). Given their *Skepticism Towards Advertising*, they do their research to make sure the products they’re considering are worthwhile, especially those in their areas of particular interest (*Discriminating Consumerism, Consumptivity*).

- Population:**
663,031
(1.75% of Canada)
- Households:**
346,755
(2.32% of Canada)
- Average Household Income:**
\$68,137
- Average Household Net Worth:**
\$185,813
- House Tenure:**
Rent
- Education:**
University/High School
- Occupation:**
Service Sector/White Collar
- Cultural Diversity Index:**
High
- Sample Social Value:**
Culture Sampling

Where They Live



How They Live



LEISURE

nightclubs/bars
 art galleries/IMAX movies/
 science centres
 adventure sports
 pro basketball



TRADITIONAL MEDIA

TV sci-fi/fantasy dramas
 Comedy Network
 classic hits radio
 newspaper arts and
 entertainment sections



FOOD/DRINK

chocolate granola bars
 fruit drinks
 Starbucks
 Chinese restaurants



AUTOMOTIVE

one car
 under \$15,000 spent on
 vehicle
 Toyota
 2017-2019 model years



MOBILE

listen to podcasts on phone
 watch TV on phone
 banking/finance apps
 research products on phone



SHOPPING

Joe Fresh
 London Drugs
 Chapters/Indigo
 second-hand stores



INTERNET

use food delivery services
 streaming videos online
 play online games on
 computer
 purchase music online



FINANCIAL

e-payment for purchases
 condo insurance
 spend less than \$100 on
 credit cards/month
 donate to cultural groups



SOCIAL

Reddit
 Instagram
 Snapchat
 Twitter



HEALTH

Use herbal garlic supplements

ATTITUDES

“Young people should be taught to question authority”

“From time to time, I like to do things that are dangerous or forbidden,
 just for the sake of the risk and sensation”

“I often buy things just because they are beautiful, whether or not they
 are practical”

“My phone touches every part of my life”



Mature suburban singles and couples

Who They Are

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 14 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.

Despite its older adults and aging neighbourhoods, Silver Flats boasts wide-ranging and sometimes contrary behaviours and preferences. Residents buy clothes at both Joe Fresh and Value Village. Popular leisure pursuits include visiting city gardens and playing bingo as well as motorcycling, hunting and going to the ballet. Service minded, they volunteer their help on social issues and donate to charities. But cash flow can be a concern, so these households shop at discount grocery stores and try to supplement their income at casinos. Unable to afford pricey cultural events, they turn to television for entertainment, with high rates for watching soaps, talk shows, crime dramas and sports like golf and figure skating. They're fans of radio, enjoying everything from big band and oldies to new country and adult contemporary music. And they like to pore over newspapers, reading them from cover to cover in their easy chairs, along with magazines featuring gardening and entertainment. Admitting that "technology intimidates me," they're only moderate Internet surfers, using their computers to download coupons and access home décor- and health-related content.

How They Think

The residents of Silver Flats are a determined group, setting difficult goals and drawing on their reason and logic to achieve them (*Personal Challenge, Emotional Control*). Traditional in their outlook, they're strong on *Primacy of the Family* and *Religiosity*, and the weakest of all segments on *Sexual Permissiveness*. They believe in putting the needs of others first and working hard to get ahead (*Duty, Work Ethic*). Although they tend to be strict about following society's rules and obeying authority figures, they try to adopt a non-judgmental attitude in dealing with others (*Obedience to Authority, Introspection & Empathy*). As second- and third-generation Canadians, they have a strong sense of *National Pride* though they're also interested in what other cultures have to offer (*Culture Sampling*). To Silver Flats residents, defending the environment is less important than creating jobs and growing the economy, and they're not willing to pay more for environmentally friendly products (low on *Primacy of Environmental Protection, low on Ecological Concern*). With their *Financial Concern Regarding the Future*, they choose products for their value and functionality, not their aesthetics or novelty (*Importance of Price, Utilitarian Consumerism*).

Population:

196,589
(0.52% of Canada)

Households:

119,023
(0.80% of Canada)

Average Household Income:

\$59,918

Average Household Net Worth:

\$225,399

House Tenure:

Rent & Own

Education:

Mixed

Occupation:

Service Sector/White Collar

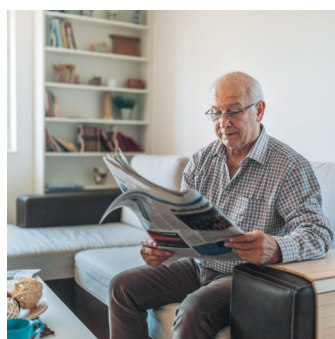
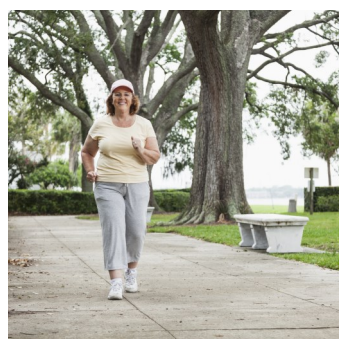
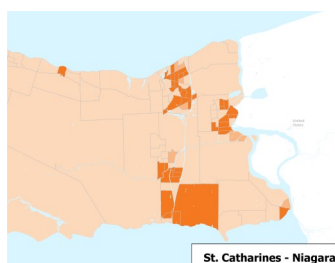
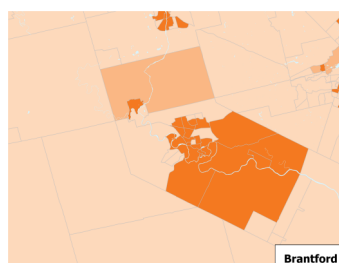
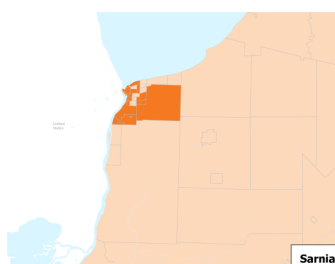
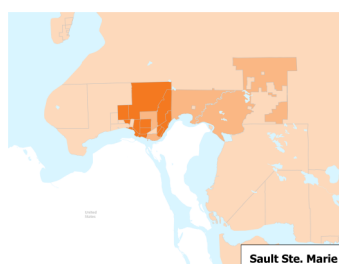
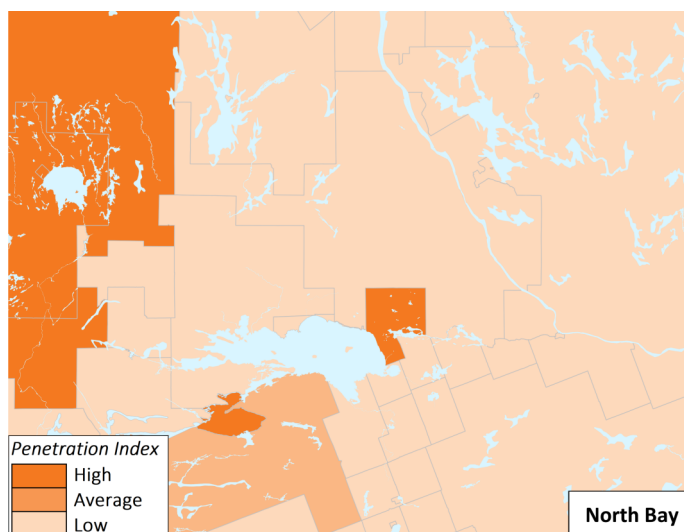
Cultural Diversity Index:

Low

Sample Social Value:

Introspection & Empathy

Where They Live



How They Live



LEISURE

fitness walking
rowing
community theatres
casinos



TRADITIONAL MEDIA

CTV News Channel
TV figure skating
country radio
newspaper editorials



FOOD/DRINK

processed cheese
fruit drinks
grocery store take-out
breakfast style restaurants



AUTOMOTIVE

domestic intermediate cars
Dodge
one car
auto clubs



MOBILE

use camera on phone
auction site on tablet
read e-books on tablet
access health content on tablet



SHOPPING

Joe Fresh
Shoppers Drug Mart
second-hand stores
discount grocery stores



INTERNET

health sites
read food recipes on computer
purchase groceries online
use telephone directory online



FINANCIAL

savings accounts
personal property insurance
GICs
donate to Canadian charities



SOCIAL

play games with others online
almost daily
Facebook
share articles on Twitter
dating platforms



HEALTH

Received seasonal flu shot in last year

ATTITUDES

“Young people should be taught to obey authority”

“To preserve jobs in this country, we must accept higher degrees of pollution in the future”

“I value companies that give back to the community”

“Brands are not important when I go shopping”



Rural, middle-aged and older Quebecois

Who They Are

A rural, working-class francophone segment, Vie au Village is found mostly in small towns and villages across Quebec. The population presents a mixed portrait—middle-aged and older, couples and families, married and common-law unions. With more than 90 percent of households containing third-plus-generation Quebecois, there are few immigrants in these rural communities. Educations here are modest, ranging from grade school to trade school. Workers earn lower-middle-class incomes from a mix of jobs, typically in farming, manufacturing and the trades. And because dwelling values are less than half the national average, most can afford to own a single-detached home and still have enough discretionary income to enjoy their outdoor passions. Vie au Village residents are avid fans of cycling, ice skating, snowmobiling and tennis. In addition to low-cost compact and subcompact cars, many own boats, RVs, and snowmobiles. The adults are more likely than other francophones to sign up their children for sports programs, take the family to a fair or carnival, and book a cruise package. They're also enthusiastic shoppers who patronize kitchen, garden and fashion accessory stores and always looking for ways to apply their imagination and creative talents (Personal Creativity).

With more than 95 percent of residents speaking French at home, Vie au Village is a quintessential francophone segment. Members have high rates for visiting historical sites in Quebec and attending comedy clubs, auto shows and dinner theatres; their idea of a splurge is going to a casino or a spa. They also like eating out at ice cream and breakfast style restaurants. But these middle-aged and older Quebecois are money conscious: while they've been building a moderate financial cushion, at the same time they're carrying several loans. In their homes, mainstream media is their major source of entertainment. This group scores high for TV game shows, primetime dramas, local news and late night talk shows. They like to listen to adult contemporary and comedy shows on the radio. And Vie au Village makes a strong market for newspapers and magazines covering food, fashion and gardening. They haven't embraced the Internet as much as some francophone segments, but they go online to stream music, enter contests and access health content. However, they still enjoy direct mail and are likely to respond to store catalogues and mail order pitches.

How They Think

The members of Vie au Village are strongly connected to their local communities and heritage (*Parochialism*), but they sense threats to their way of life. They worry that too much immigration compromises the nation's purity (*Xenophobia*), and they'd prefer that diverse groups abandon their cultural traditions in order to fit in (*Cultural Assimilation*). Indeed, they find it difficult to adapt to the changes and uncertainties of modern life (*Aversion to Complexity*) and want government to take the lead in solving social problems (*Active Government*). While they have a traditional view of gender roles, insisting that men are naturally superior to women (*Sexism*), they have few qualms with *Sexual Permissiveness*. These hard-working Quebecois seek more than a paycheque from their labours; they want work to be meaningful and benefit society (*Fulfillment Through Work*). When they need to recharge their batteries, they look for unexpected diversions or head outdoors (*Importance of Spontaneity, Attraction to Nature*). In the marketplace, they love to shop but care less about brand names than the price and functionality of what they're buying (*Importance of Price, Utilitarian Consumerism*).

Population:

732,522
(1.93% of Canada)

Households:

300,994
(2.01% of Canada)

Average Household Income:

\$77,002

Average Household Net Worth:

\$256,250

House Tenure:

Own

Education:

Trade School/Grade 9

Occupation:

Mixed

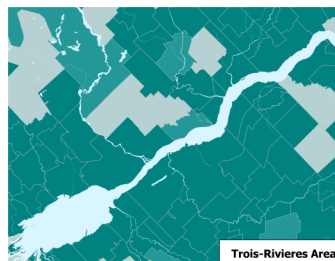
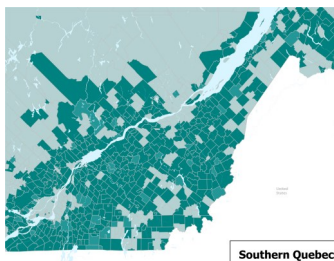
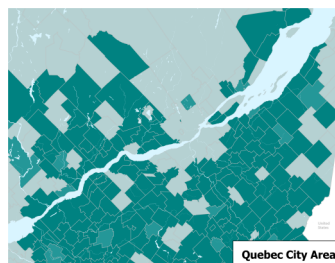
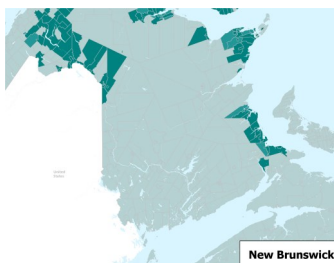
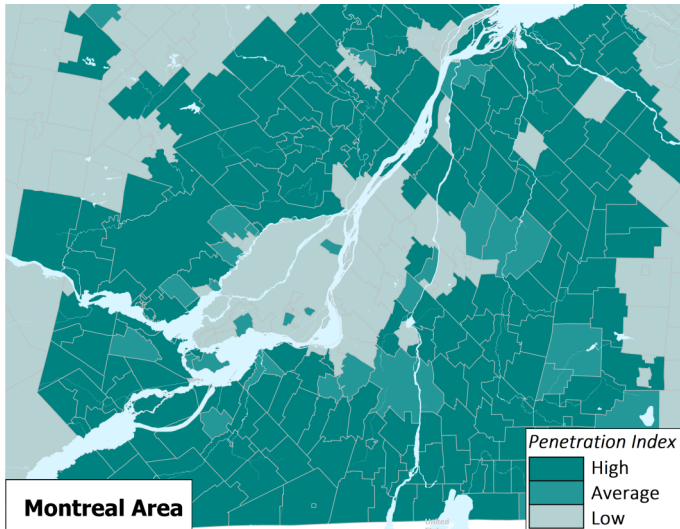
Cultural Diversity Index:

Low

Sample Social Value:

Active Government

Where They Live



How They Live



LEISURE

dinner theatres
snowmobiling
cycling
beach/resort package tours



TRADITIONAL MEDIA

TV family dramas
variety specials
comedy radio
newspaper automotive section



FOOD/DRINK

low-fat natural cheese
Seven Up/Diet Seven Up
cafeterias
chicken restaurants



AUTOMOTIVE

imported compacts
imported subcompacts
\$15,000-\$29,999 spent on vehicle
2000-2009 model years



MOBILE

messaging on tablet
coupons on phone
social media on tablet
compare products on tablet



SHOPPING

Jean Coutu
Simons
Rona
department stores



INTERNET

health sites
enter contests
online games
purchase home electronics online



FINANCIAL

term deposits
labour funds
personal line of credit
whole life insurance



SOCIAL

participate in online chats
post videos online
Facebook
update status on a social network monthly



HEALTH

Use back pain relievers 3-5 times/month

ATTITUDES

"I like people who pursue, above all, their own happiness"

"Young people should be taught to obey authority"

"I feel that I have a great deal of influence on the consumption choices of people around me"

"Big businesses generally try to strike a fair balance between profits and the public interest"



Diverse, downscale city singles and families

Diverse, downscale city singles and families

Who They Are

A segment that emerged with the arrival of young immigrants to Canada and was first chronicled in PRIZM5, Enclaves Multiethniques has matured over the years. Now home to both younger and middle-aged residents, it remains a haven for immigrants and francophones concentrated in older, urban core neighbourhoods in Montreal. More than half of residents are foreign-born. More than 35 percent speak French at home while another 30 percent speak a non-official language, such as Arabic or Spanish. Many Enclaves Multiethniques members emigrated from French-speaking countries, like Algeria, Morocco and Haiti. Living in low-rise apartments and duplexes today, Enclaves Multiethniques adults have only moderate educations, and most earn incomes only half the national average, typically from service sector jobs. As they become more settled in their adopted country, they enjoy going to a number of classically Quebec venues: outdoor stages, historical sites, auto races and comedy shows. Many also enroll in adult education programs and colleges in an effort to better their opportunities. These new Canadians tell pollsters they believe in Just Deserts, the notion that people get what they deserve as a result of the decisions they make.

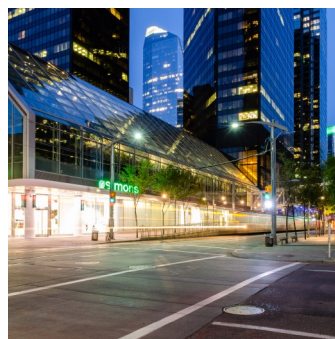
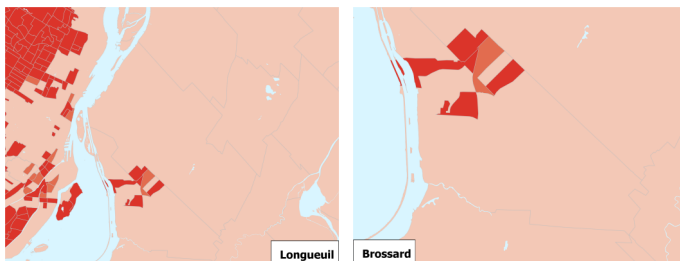
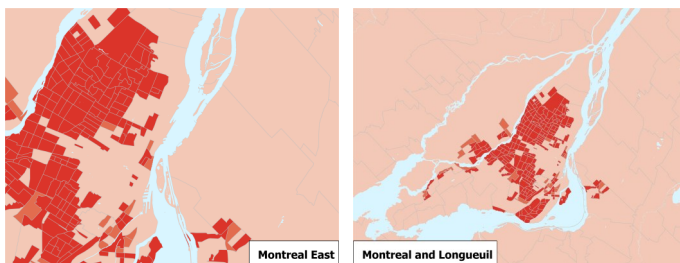
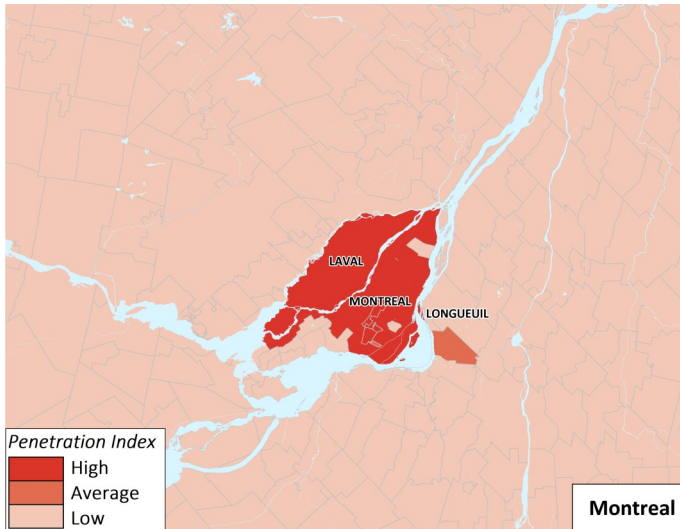
Budgets are tight in Enclaves Multiethniques, where residents get around using public transit or an older Korean compact bought for under \$20,000. A splurge may mean dining out at a buffet, visiting a spa or booking a cheap flight to Cuba or their homeland for the holidays. With their varied backgrounds, residents enjoy a wide range of media, which they're increasingly accessing through digital devices. They're heavy readers of newspapers, particularly sections featuring world news, sports, health and real estate. They're selective fans of radio—dance, jazz and multicultural programs are popular—which they tune in using a smart TV or mobile phone. Most Enclaves Multiethniques members are active Internet users, going online to engage in a variety of activities: searching for jobs, gambling, rating products and swiping for dates. Active on social media, they're comfortable sharing personal information on sites they prefer: Reddit, WhatsApp and Snapchat. And these young and footloose residents notice out-of-home ads in a variety of settings—from bus shelters and subway stations to pubs and cinemas.

How They Think

Members of Enclaves Multiethniques enjoy large, communal experiences, especially those that allow them to encounter new sensations (*Attraction for Crowds, Pursuit of Intensity*). Few segments score higher for supporting an *Active Government* to help resolve social issues. A conservative thread runs through this segment, with residents preferring more formal, respectful attitudes, deferring to authority figures and believing that men should be the master of their house (*Propriety, Obedience to Authority, Patriarchy*). Enclaves Multiethniques members desire an intense spiritual life, and most are affiliated with an organized religion (*Spiritual Quest, Religiosity*). Despite feeling overwhelmed by all they have to do and sensing that they're at the mercy of forces beyond their control (*Time Stress, Fatalism*), they still believe Canada is a land of opportunity and that anyone can make it (*North American Dream*). With their tendency for *Ostentatious Consumption*, this group enjoys acquiring whatever will convey status, often impulsively purchasing beautiful objects that catch their eye (*Buying on Impulse, Importance of Aesthetics*). And many prefer patronizing large corporations, believing that they're best at striking a balance between making a profit and operating in the public interest (*Confidence in Big Business*).

- Population:**
436,546
(1.15% of Canada)
- Households:**
179,390
(1.20% of Canada)
- Average Household Income:**
\$57,598
- Average Household Net Worth:**
\$167,940
- House Tenure:**
Rent
- Education:**
Grade 9/Trade School
- Occupation:**
Service Sector
- Cultural Diversity Index:**
High
- Sample Social Value:**
Time Stress

Where They Live



How They Live



LEISURE

jogging
soccer
spas
pop music concerts



TRADITIONAL MEDIA

European soccer on TV
TV stand-up comedy
newspaper world news
multicultural radio



FOOD/DRINK

frozen meals
European wines
Thai restaurants
St-Hubert



AUTOMOTIVE

imported compacts
imported subcompacts
Japanese brands
2000-2009 model years



MOBILE

watch TV on phone
research products on phone
read magazines or newspaper
on tablet
coupons on tablet



SHOPPING

Simons
H&M
Jean Coutu
Mac's/Couche-Tard/Circle K



INTERNET

career/job search sites
beauty/fashion sites
watch long-form videos online
enter contests online



FINANCIAL

online stock trading
term deposits
whole life insurance
Desjardins



SOCIAL

WhatsApp
Reddit
Snapchat
dating platforms



HEALTH

Use medicated nasal spray for
allergy/sinus remedy

ATTITUDES

"It should be primarily government, not the private sector, that is concerned with solving the country's social problems"

"To spend, to buy myself something new, is for me one of the greatest pleasures in life"

"I feel that I am more a citizen of the world than a citizen of my country"

"No-name products are as good as nationally advertised brands"



Younger and middle-aged Quebec urban renters

Younger and middle-aged Quebec urban renters

Who They Are

Jeunes Biculturels was created by the migration of immigrants to francophone neighbourhoods in Montreal; today’s residents are the now-grown “generation 1.5” children of those who arrived two decades ago. Two-thirds of the populace speak French at home, and the remainder speak English or a non-official language equally. Over a quarter of this segment identifies as visible minorities, including Blacks, Arabs and Latin Americans. Singles dominate Jeunes Biculturels: over 45 percent of households in this segment consist of one person. In these aging neighbourhoods, three-quarters of residents are renters living in mostly older, low-rise apartments and duplexes. The relatively young adults—nearly half of maintainers are under 45 years old—have wide-ranging educations that translate to low-level service sector and white-collar jobs. Half of households have moved in the last five years, one of the highest mobility rates among all segments. Most residents spend their free time pursuing low-cost athletic activities—cycling, aerobics and soccer—though occasionally they take inexpensive trips to the U.S., France and Cuba. Despite their modest finances, they express a sense of optimism about their financial future (Financial Security).

With their modest budgets, the members of Jeunes Biculturels typically entertain at home. They spend less than \$150 a week on groceries, filling their carts with plenty of breakfast items—eggs, oatmeal, baguettes and toaster products—and dinner fare such as fresh pasta, cheese and dry soup. They have high rates for buying wine and beer but not from Canadian producers; they prefer French and Italian wine and imported beer like Corona, Heineken and Stella Artois. Despite their downscale incomes, many recently began contributing to their retirement accounts. But that leaves little extra cash for entertainment beyond mainstream media. Jeunes Biculturels residents are more likely than other francophones to watch English TV networks—like CP24, MTV Canada and OWN—and read publications like Fashion, The Hockey News and People. They also like to tune in to radio stations for comedy, classical music and multicultural programming. But they’re typically using their computer or mobile phone to stream their favourite TV and radio program—that is, when they’re not paying bills, text messaging or looking for a date.

How They Think

The members of Jeunes Biculturels approach life with gusto and a desire to experience new sensations and apply their imagination every day (*Pursuit of Intensity, Personal Creativity*). This culturally diverse group is open-minded about some social norms, embracing non-traditional definitions of family (*Flexible Families*), expressing an *Acceptance of Violence* as occasionally cathartic, and tolerating *Sexual Permissiveness*. But they tend to be socially conservative when it comes to gender norms, believing that men should be the head of the household because they are naturally superior to women (*Patriarchy, Sexism*). Although they consider themselves proud Quebecois (*Parochialism*), they sometimes feel disconnected from society (*Anomie-Aimlessness*) and believe that forces beyond their control are governing their lives, not to mention damaging the environment (*Social Darwinism, Fatalism, Ecological Fatalism*). Wanting to enhance their attractiveness, they try to lead a healthy and wholesome lifestyle and dress in a respectful manner (*Concern for Appearance, Effort Toward Health, Propriety*). But they also feel intense gratification from purchasing consumer goods, and in an effort to express their individuality, they seek unique products that make them stand out from the crowd (*Joy of Consumption, Pursuit of Originality*).

Population:
442,495
(1.17% of Canada)

Households:
219,621
(1.47% of Canada)

Average Household Income:
\$58,285

Average Household Net Worth:
\$140,669

House Tenure:
Rent

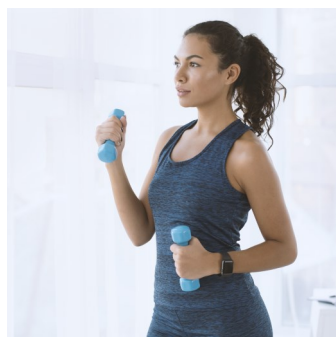
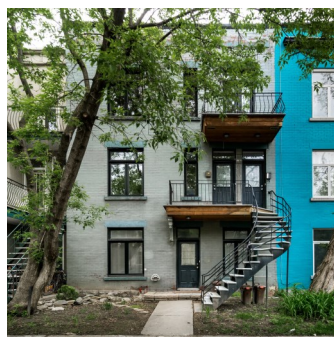
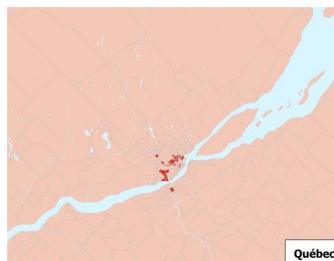
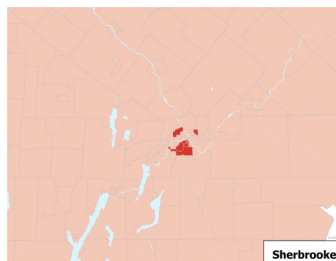
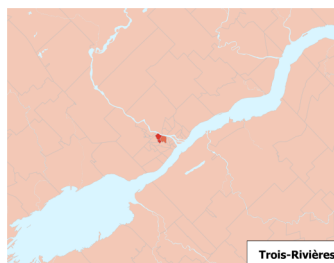
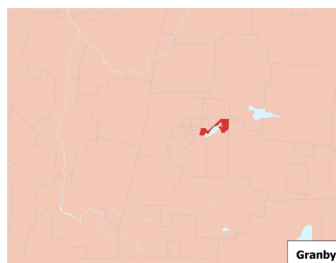
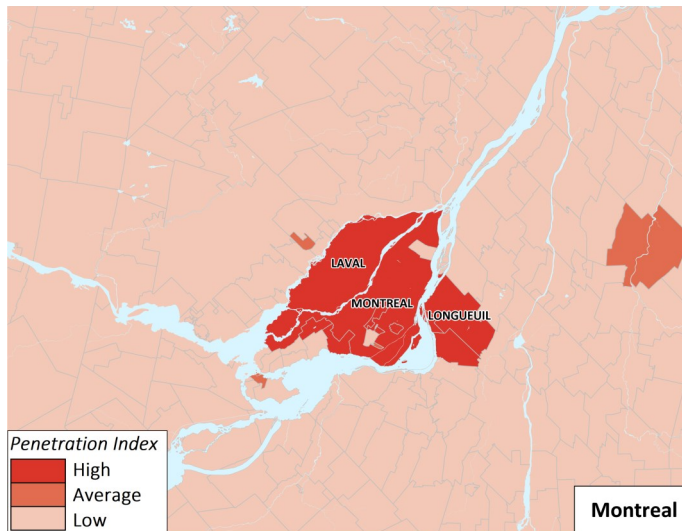
Education:
Mixed

Occupation:
Service Sector/White Collar

Cultural Diversity Index:
Medium

Sample Social Value:
Personal Creativity

Where They Live



How They Live



LEISURE

aerobics
book shows
comedy clubs/shows
pro soccer games



TRADITIONAL MEDIA

TV boxing
TV sports news/talk
jazz radio
newspaper arts and
entertainment section



FOOD/DRINK

toaster products
Stella Artois
restaurant delivery
ethnic restaurants



AUTOMOTIVE

imported compacts
Hyundai
2000-2009 model years
one vehicle



MOBILE

discount coupons on phone
newspaper apps
career/job search on phone
read newspaper on tablet



SHOPPING

Simons
Laura
Globo
fashion accessories stores



INTERNET

beauty/fashion sites
entertainment sites
classifieds sites
purchase home electronics
online



FINANCIAL

mobile bill paying
student loans
cash advance services
personal property/contents
insurance



SOCIAL

WhatsApp
blogs
dating platforms
refer friends to a website or
article



HEALTH

Use disposable contact lenses

ATTITUDES

"To spend, to buy myself something new, is for me one of the greatest pleasures in life"

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

"I worry about the impact of technology on my life"

"I am prepared to pay more for products that elevate my status"



Younger, lower-middle-income urban singles and families

Younger, lower-middle-income urban singles and families

Who They Are

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, half the householders are renters, typically living in semis, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they’re always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards and martial arts, camping and snowboarding. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (Brand Apathy).

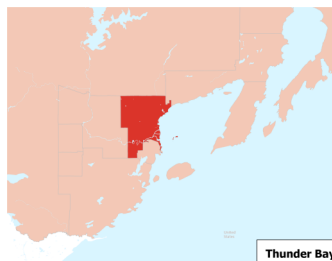
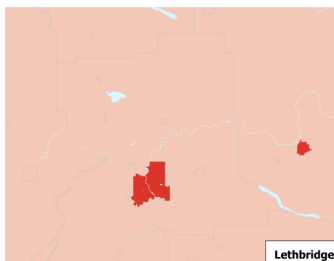
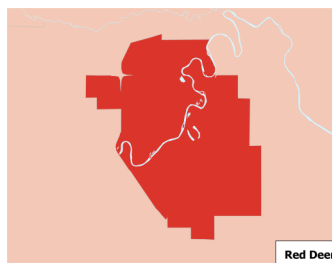
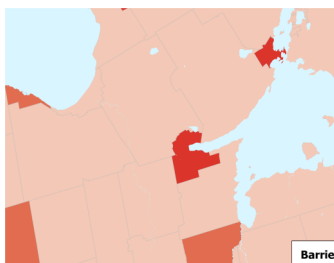
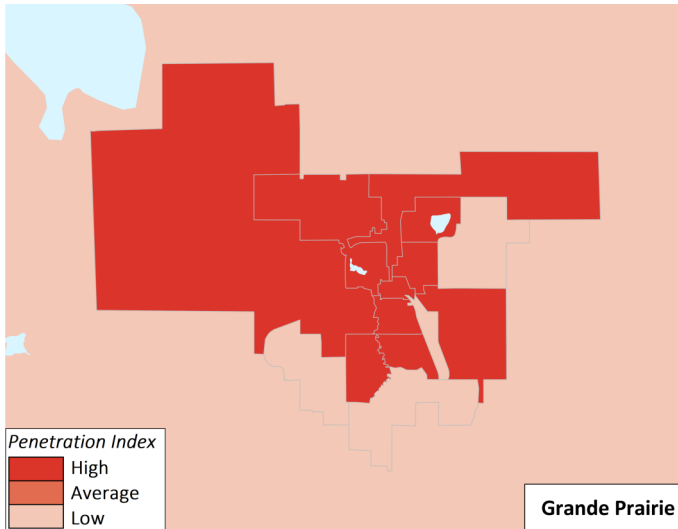
Juggling Acts neighbourhoods offer residents a cornucopia of dining and entertainment options. Residents enjoy eating at casual and fast-food restaurants like Swiss Chalet, East Side Mario’s, Burger King and Dairy Queen. And with many singles and divorced individuals on the lookout for new partners, this a strong market for bars and nightclubs. The presence of many families in this segment also makes kid-friendly venues like carnivals, fairs and movie theatres popular. With money tight—residents have few investments and little savings—many households turn to coupons and shop at discount supermarkets for quick-and-easy meals: frozen peas and corn, canned meat, condensed soup and frozen pizza snacks are all big sellers. Their media tastes also run the gamut. They’re solid fans of daytime talk shows, DIY and reality TV programs. On their drive to work, they’ll tune the radio to modern rock and new country music. And though few read daily newspapers, they’ll pick up magazines that cover celebrities and hobbies. Many prefer to go online for their media and mingling, frequenting websites for gaming, dating, streaming videos and connecting with others through Instagram, Twitter and Snapchat.

How They Think

The members of Juggling Acts may be under financial stress, but they’re generally optimistic about the future and the many opportunities the country offers (*Financial Concern Regarding the Future, Personal Optimism, North American Dream*). These hard-working Canadians are eager to take on difficult challenges, believing that success requires hard work and that ultimately people get what they deserve (*Personal Challenge, Work Ethic, Just Deserts*). They’re even willing to take risks to get what they want (*Penchant for Risk*). Proud of their community and country, they think immigrants should give up their cultural identities and blend into the dominant culture (*Parochialism, National Pride, Cultural Assimilation*). Balancing tight budgets with their desire to be held in high esteem (*Need for Status Recognition*) can cause them to express a *Need for Escape* from their daily stresses, and many look to nature to recharge their batteries. As a result they believe protecting the environment is more important than pursuing economic growth (*Attraction to Nature, Primacy of Environmental Protection*). In the marketplace, they prefer brands with a long history and believe small businesses are best positioned to serve the public’s interest (*Brand Genuineness, Confidence in Small Business*).

- Population:**
514,398
(1.35% of Canada)
- Households:**
216,465
(1.45% of Canada)
- Average Household Income:**
\$81,088
- Average Household Net Worth:**
\$214,427
- House Tenure:**
Own & Rent
- Education:**
High School/
Grade 9/College
- Occupation:**
Service Sector/Blue
Collar
- Cultural Diversity Index:**
Low
- Sample Social Value:**
Just Deserts

Where They Live



How They Live



LEISURE

dancing
comedy movies
nightclubs/bars
local arenas/rec centres



TRADITIONAL MEDIA

Space
Sportsnet
modern rock radio
People



FOOD/DRINK

frozen pizza snacks
fruit drinks
fast-food restaurants
Mexican/burrito restaurants



AUTOMOTIVE

domestic small vans
domestic large pickups
vehicles bought used
under \$15,000 spent on vehicle



MOBILE

radio apps
watch TV on phone
listen to radio on phone
discount coupons on tablet



SHOPPING

Mark's
Walmart
Real Canadian Superstore
The Source



INTERNET

play online games
food/recipe sites
online auctions
purchase movies online



FINANCIAL

credit unions
mutual funds
partial credit card payments
donate to religious charities



SOCIAL

Snapchat
YouTube
Reddit
Instagram



HEALTH

Use insoles/orthotics

ATTITUDES

"It's important that the country holds a strong position in the world"

"From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"I need to feel that I have achieved a level of social success and that this is recognized by others"



Older, lower-middle-income town couples and singles

Older, lower-middle-income town couples and singles

Who They Are

Older folks gravitate to the relaxed lifestyle of Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more upscale retirement communities, these rustic towns are home to downscale seniors who are aging in place. Households here contain a mix of older singles, empty-nesting couples and widowed individuals. Most own older, inexpensive homes, though a significant percentage rent a low-rise apartment or live in a mobile home; the average dwelling value is less than half the national average. Education traditionally hasn't been a top priority for Old Town Roads members—less than 15 percent have gone to a university—and those still in the workforce earn lower incomes from jobs in manufacturing, farming, services and the trades. These third-plus-generation Canadians enjoy time-honoured and outdoor-oriented leisure pursuits like fishing, hunting and gardening, though they'll also attend craft shows and auto racing events. Even though pensions and government transfers improve the financial picture here, these townfolk keep close tabs on their wallet: their top-ranked value is Financial Concern Regarding the Future.

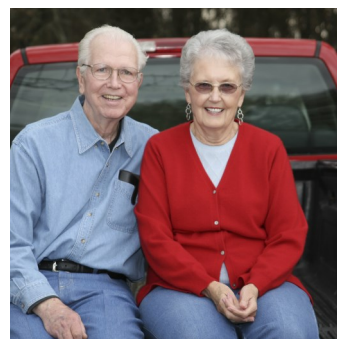
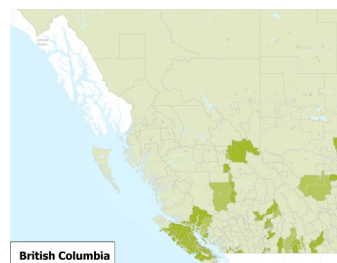
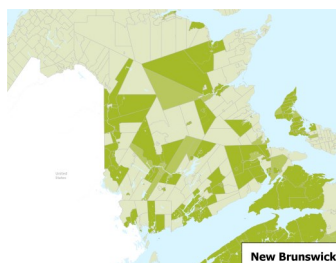
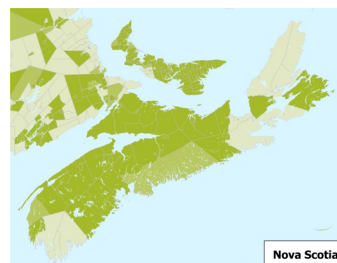
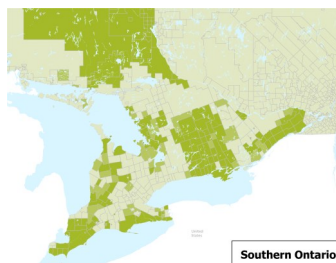
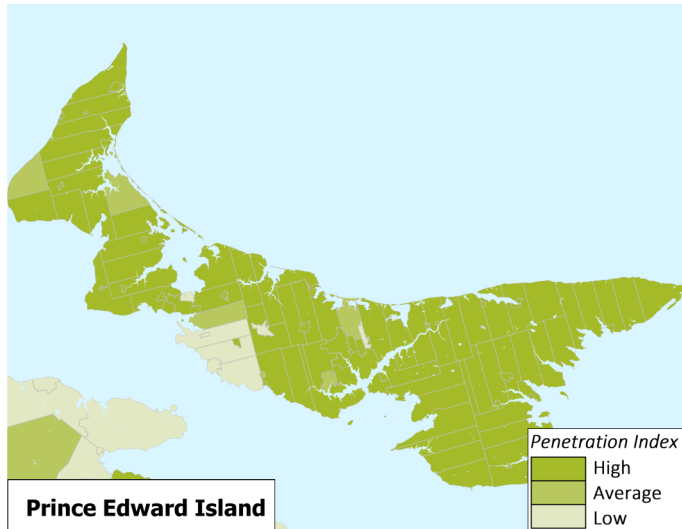
Their far-flung communities may lack cultural amenities, but Old Town Roads residents are willing to drive to the city to see a comedy movie, community theatre show or nightclub act. With few shops or restaurants along their Main Streets, they'll stock up at major stores like Giant Tiger, Shoppers Drug Mart and Walmart then hit Home Hardware and Canadian Tire for their many DIY projects. They're less interested in travelling abroad, vacationing mostly in Ontario and the Atlantic Provinces. Old Town Roads is a "Buy Canadian" segment, where members drive domestic vehicles—especially large pickups, midsize sedans and compact SUVs—invest in Canada savings bonds and drink domestic wine and whisky. As for media, they're mostly traditionalists, enjoying curling, hockey, auto racing and figure skating on TV and radio stations that play oldies, classic rock, gospel and country music. Though few read daily newspapers, they like community papers and magazines like Canadian Geographic, Live Better and Our Canada. Light Internet users, they'll go online to play games, clip coupons and read e-books.

How They Think

In their small-town communities with bucolic surroundings, the members of Old Town Roads seek a more authentic way of life that shields them from the vagaries of the modern world (*Attraction to Nature, Aversion to Complexity*). They enjoy the disorder of rural living and have little use for formality or hifalutin manners (*Rejection of Orderliness*). Like other rural households, they tend to be conservative in their social views, maintaining that too much immigration threatens society (*Xenophobia*) and believing that immigrants should give up their cultural identities in their new country (*Cultural Assimilation*). In their homes, the father still rules the roost and unconventional definitions of family have no place (*Patriarchy, Traditional Families*). In the marketplace, they are ambivalent towards brand names and choose products for their functionality rather than their aesthetics (*Brand Apathy, Utilitarian Consumerism*). And though they're committed to *Saving on Principle* for a more secure financial future, they admit to sometimes *Buying on Impulse*, especially products from companies that they perceive to be good corporate citizens (*Ethical Consumerism*).

- Population:**
398,425
(1.05% of Canada)
- Households:**
146,150
(0.98% of Canada)
- Average Household Income:**
\$71,312
- Average Household Net Worth:**
\$263,990
- House Tenure:**
Own
- Education:**
Mixed
- Occupation:**
Blue Collar/Service Sector
- Cultural Diversity Index:**
Low
- Sample Social Value:**
Financial Concern Regarding the Future

Where They Live



How They Live



LEISURE

fishing/hunting
country music concerts
ATV/snowmobiling
community theatres



TRADITIONAL MEDIA

TV curling
Investigation Discovery
oldies radio
community newspapers



FOOD/DRINK

cheddar cheese
frozen vegetables
light beer
casual family restaurants



AUTOMOTIVE

domestic large pickups
domestic intermediate cars
\$30,000-\$49,999 spent on
vehicle
one vehicle



MOBILE

health content on phone
view store flyers using tablet
post photos to Facebook on
phone
research products on tablet



SHOPPING

Giant Tiger
Walmart
Canadian Tire
Real Canadian/Atlantic
Superstore



INTERNET

read magazine or newspaper
on computer
weather sites
auction sites
eBay



FINANCIAL

GICs
RRIFs
private disability/health
insurance
financial planners



SOCIAL

Facebook
access social media via
computer
video/photo sharing on social
media



HEALTH

Visit an ER because primary
care provider was unavailable

ATTITUDES

- "It is important that the country should hold a strong position in the world"
- "In a household where both partners are working, it is not right for the wife to earn more than the husband"
- "Life in the country is much more satisfying than life in the city"
- "New technologies are causing more problems than they are solving"



Lower-middle-income Quebec suburbanites

Who They Are

La Vie Simple reflects the confluence of older singles and couples living in mature suburbs around Quebec’s large and midsize cities. Almost 30 percent of maintainers are over 65, and the segment features a mix of singles and couples: More than half of households consist of married or common-law couples, while the rest are single, divorced or widowed individuals living alone. Those in the labour force hold relatively low-level jobs in manufacturing, sales, services and the trades. With below-average incomes, many can only afford to own an inexpensive house or duplex, or rent a low-rise apartment. The housing stock in these older neighbourhoods has an average dwelling value of about \$200,000, less than half the national average. Nevertheless, La Vie Simple behaviours and preferences resemble those of francophone segments of loftier socioeconomic status, with high rates for members going to pop music concerts, comedy clubs and book shows. They also enjoy outdoor athletic activities including hiking, boating and cross-country skiing. And when they finally come in from the cold to go shopping, they get real pleasure from the experience, attesting to their high score for Joy of Consumption.

The older members of La Vie Simple have busy social lives. They like going out—even if it’s just to a local bowling alley, bingo hall or chicken restaurant—as well as entertaining at home. Their shelves are usually stocked with regular and discount beer, wine from France and Italy, and snacks like walnuts, potato chips and cheese. Looking to stretch their budgets, they carry coupons and look for bargains at popular retailers like PharmaSave, Home Hardware, Giant Tiger and, increasingly, Walmart. Admittedly tech shy, many still own basic mobile phones and TVs. And their media consumption is similarly traditional. On TV they enjoy watching nature shows, crime dramas and especially sports; they’re more likely than other Quebecois to follow golf, figure skating and Major League Baseball on TV. While driving their typically Korean subcompact cars, they tune their radios to top 40, oldies and country music. Although they’re light users of the Internet, they go online using their computers or tablets to watch TV, search phone directories and participate in social media. These traditionalists respond to advertising through flyers, mail-order and local store catalogues.

How They Think

For members of La Vie Simple, life can be a paradox. They sometimes feel they’re at the mercy of forces beyond their control and are threatened by the modern world’s changes and uncertainties (*Fatalism, Aversion to Complexity*). In the context of a world that seems to be changing around them, they feel an affinity for those who belong to their culture and worry that immigration threatens their group (*Parochialism, Xenophobia*). These Quebecois tend to be conservative, holding traditional views on gender and family roles (*Sexism*) and deferring to those in authority (*Obedience to Authority*). They seek sensory experiences, approaching life in a more intuitive way (*Sensualism*). And many care less about a paycheck than doing work that benefits society (*Fulfillment Through Work*); they support an *Active Government* to help solve social issues. In the marketplace, they are less likely to base purchase decisions on advertising than on what appeals to them in the store (*Skepticism Toward Advertising, Buying on Impulse*). Overall, these consumers prefer to shop at larger companies, believing that small businesses may not have the consumer’s best interests at heart (*Skepticism Toward Small Business*).

Population:

435,681
(1.15% of Canada)

Households:

210,263
(1.41% of Canada)

Average Household Income:

\$69,376

Average Household Net Worth:

\$186,470

House Tenure:

Rent & Own

Education:

High School/Grade
9/Trade School

Occupation: Service Sector/Blue Collar

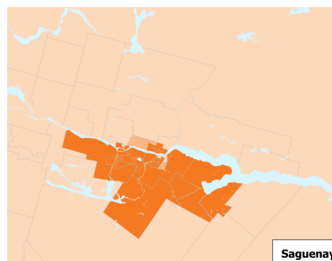
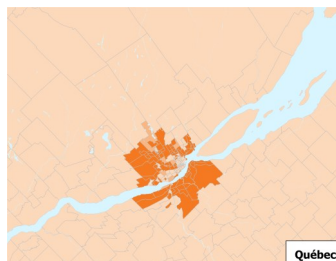
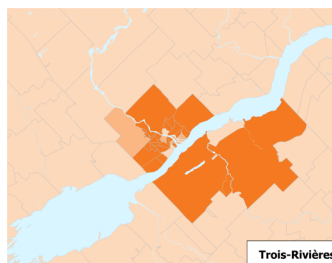
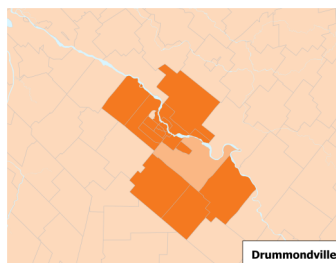
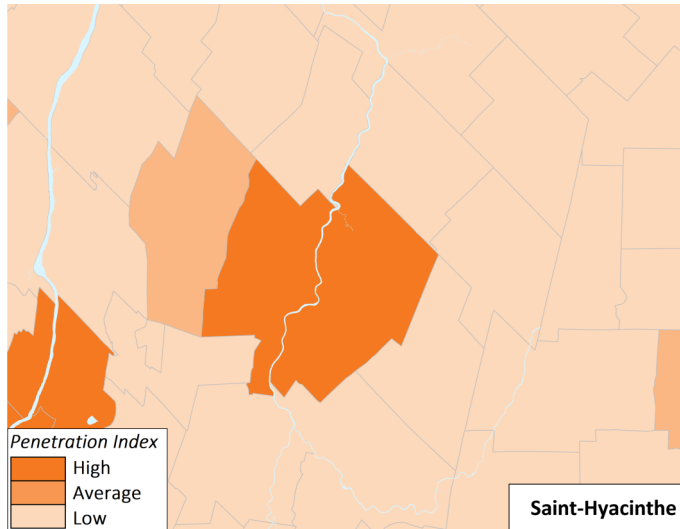
Cultural Diversity Index:

Low

Sample Social Value:

Buying on Impulse

Where They Live



How They Live



LEISURE

bowling
pop music concerts
RV shows
casinos



TRADITIONAL MEDIA

TV Formula 1 racing
TV figure skating
top 40 radio
newspaper puzzles and game sections



FOOD/DRINK

hard cheese
ice cream
cabernet-sauvignon
chicken restaurants



AUTOMOTIVE

imported subcompacts
imported compacts
Japanese and Korean brands
one vehicle



MOBILE

newspaper apps
discount coupons on phone
Internet search on phone
social media on tablet



SHOPPING

Jean Coutu
Addition-Elle
Rona
Couche-Tard



INTERNET

online phone directory
radio sites
access automotive content
purchase video games online



FINANCIAL

arrange automatic payments
online
personal loans
one credit card
whole life insurance



SOCIAL

Snapchat
Instagram
Facebook
share videos on YouTube



HEALTH

Had laser eye surgery in past two years

ATTITUDES

"I prefer people to act like everybody else, not trying to stand out"

"It should be primarily government, not the private sector, that is concerned with solving the country's social ills"

"To spend money, to buy myself something new, is one of the greatest pleasures in my life"

"I am likely to share shopping deals/product information through social media channels"



Lower-middle-income city dwellers

60 VALUE VILLAGERS

U5 YOUNGER URBAN MIX

SCHOOL-AGE FAMILIES **F1**

Lower-middle-income city dwellers

Who They Are

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents’ marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life’s simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they’ll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a fierce National Pride, believing Canada should play a strong role in the world.

With its mixed age profile, Value Villagers features a wide range of popular activities, from quiet pursuits like making crafts and knitting to swimming, hunting and snowboarding. Many households enjoy gambling, making regular excursions to casinos and closer-to-home lottery kiosks. Major sports fans, they like watching baseball, curling, CFL football and skiing on TV. Without deep pockets, they tend to be bargain shoppers and members of every rewards program they come across. For their DIY projects they head to Lowe’s, Home Depot and Home Hardware and shop at Mark’s, Walmart and Value Village for clothes. They patronize most mainstream fast-food and fast casual restaurants at high rates. Back home, traditional media provides the entertainment. They’re a strong market for TV channels like DIY Network, Bravo! and Showcase, and radio stations that play classic rock, new country and retro ‘80s music. They rarely subscribe to newspapers but like to flip through gardening, nature and celebrity magazines. And they’re selective in their Internet use, going online to send messages, download coupons and make purchases.

How They Think

Socially progressive, the members of Value Villagers support unconventional definitions of family and accept diversity within families (*Flexible Families, Racial Fusion*). Even in matters of spirituality, they choose their own path (*Religion a la Carte*). They see the value of learning from other cultures and enjoy being part of a crowd as a way to connect with other groups (*Multiculturalism, Attraction For Crowds*). They sometimes feel a *Need for Escape* from the responsibilities of their daily routine and are uneasy about the uncertainties and pace of change in the modern world (*Aversion to Complexity*). They would prefer to scale back material expectations, live simply and focus on what is truly important in life (*Voluntary Simplicity*). When faced with conflict, they try to see both sides, assessing them analytically and non-judgmentally (*Introspection & Empathy*). As consumers, they often take into consideration whether a product is eco-friendly and whether the company selling it is a good and ethical corporate citizen (*Ecological Lifestyle, Ethical Consumerism*). To those ends, Value Villagers residents believe smaller companies tend to operate in the public’s best interest better than large corporations (*Confidence in Small Business*).

Population:

568,744
(1.50% of Canada)

Households:

230,761
(1.54% of Canada)

Average Household Income:

\$72,253

Average Household Net Worth:

\$240,790

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/Service Sector

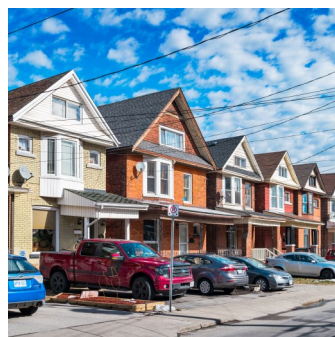
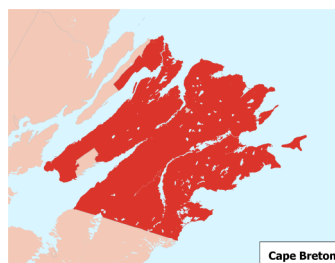
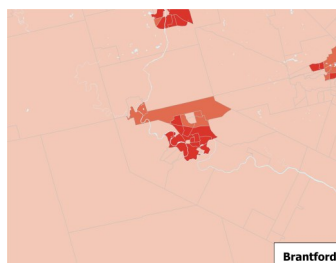
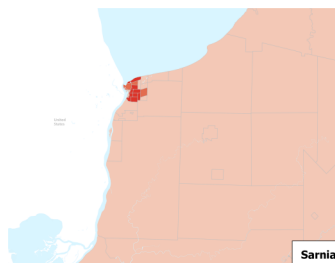
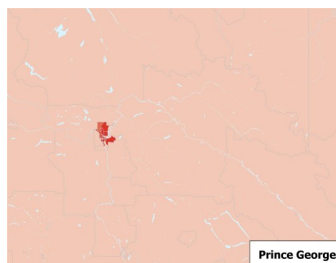
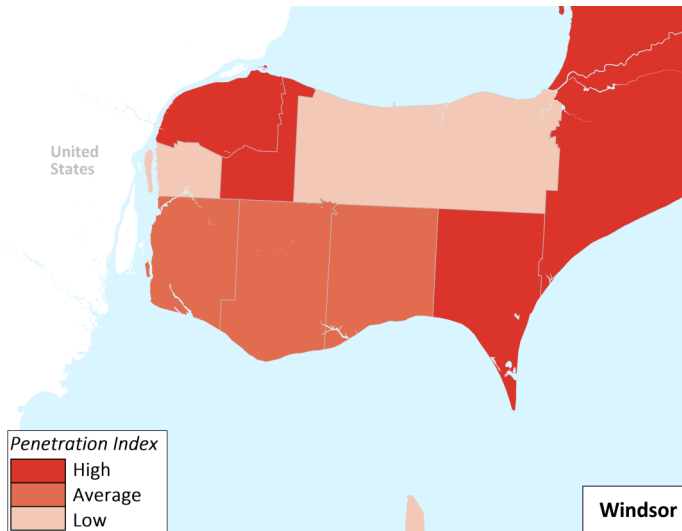
Cultural Diversity Index:

Low

Sample Social Value:

Flexible Families

Where They Live



How They Live



LEISURE

sewing/knitting
exhibitions/carnivals/fairs/
markets
art galleries
parks/city gardens



TRADITIONAL MEDIA

FX
DIY
classic rock radio
gardening magazines



FOOD/DRINK

tortilla wraps
condensed soup
decaffeinated coffee
Chinese restaurants



AUTOMOTIVE

domestic compacts
domestic intermediate cars
domestic compact SUVs
buy used vehicles



MOBILE

discount mobile providers
discount coupons on phone
watch TV on tablet
career/job search on tablet



SHOPPING

Value Village
Mark's
Home Depot
craft supply stores



INTERNET

real estate sites
receive store offers by SMS
access home décor content
online
purchase groceries online



FINANCIAL

mutual funds
credit unions
guaranteed life insurance
donate to religious groups



SOCIAL

Snapchat
Pinterest
Facebook
YouTube



HEALTH

Visited an optometrist in past
six months

ATTITUDES

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"The country should hold a strong position in the world"

"New technologies are causing more problems than they are solving"

"Advertising is an important source of information for me"

61 CAME FROM AWAY



U4 URBAN DIVERSITY **MIDDLE-AGE FAMILIES** **F3**

Multi-ethnic, middle-aged urban renters

Population:

723,919
(1.91% of Canada)

Households:

305,923
(2.05% of Canada)

Average Household Income:

\$61,403

Average Household Net Worth:

\$129,162

House Tenure:

Rent

Education:

Mixed

Occupation:

Service Sector

Cultural Diversity Index:

High

Sample Social Value:

Ostentatious Consumption

Multi-ethnic, middle-aged urban renters

Who They Are

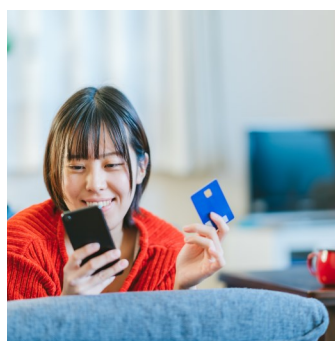
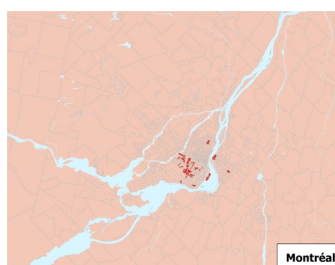
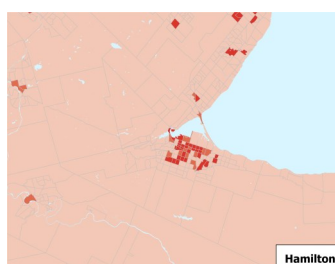
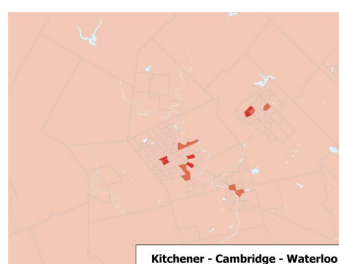
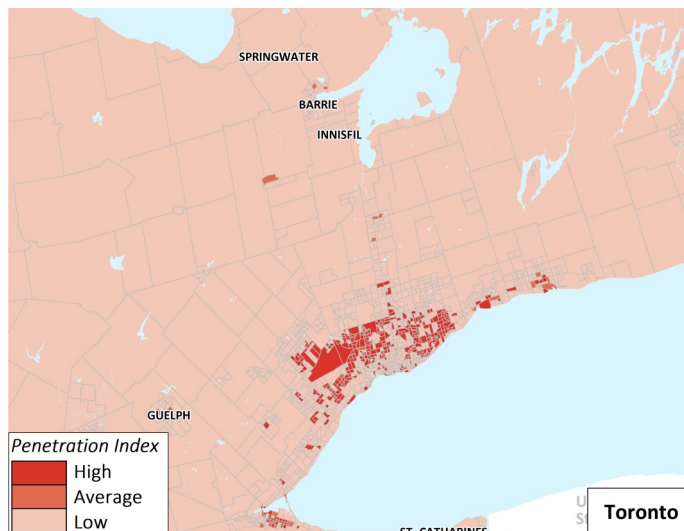
Once home to young immigrants, Come From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—third highest among all segments—and they hail from all over. Many are singles 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 Come 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 Come 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. Come 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.

How They Think

The members of Come From Away believe that other cultures have a great deal to teach us (*Culture Sampling*) and they try 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 Come 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*).

Where They Live



How They Live



LEISURE

soccer
billiards
nightclubs/bars
jazz concerts



TRADITIONAL MEDIA

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



FOOD/DRINK

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



AUTOMOTIVE

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



MOBILE

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



SHOPPING

Shoppers Drug Mart
No Frills
La Senza
convenience stores



INTERNET

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



FINANCIAL

mobile wallet
two credit cards
Canada Savings Bonds
critical illness insurance



SOCIAL

LinkedIn
Reddit
Instagram
YouTube



HEALTH

Use home teeth whitening products

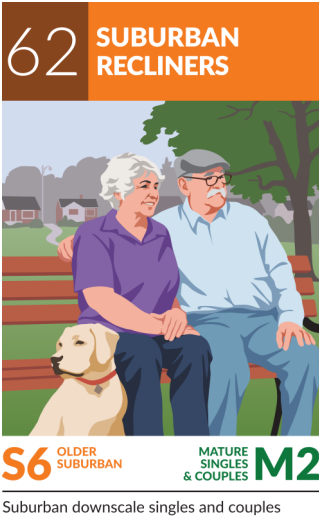
ATTITUDES

"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"



Suburban downscale singles and couples

Suburban downscale singles and couples

Who They Are

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities. Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren't ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (Buying on Impulse).

The members of Suburban Recliners are aging yet active suburbanites. They have the free time to visit provincial parks, travel throughout Canada and take part in civic activities. They like to gamble and have high rates for trying their luck at casinos, horse races and lottery ticket kiosks. While their nest eggs are modest, they typically set aside money in mutual funds and GICs for their retirement. And they tend to be frugal shoppers who sign up for rewards programs, use digital coupons and frequent bulk food stores and second-hand clothing stores. For entertainment, these older residents appreciate traditional media. They're TV fans who like the Movie Time, Lifetime, FX and History Television channels. They appreciate the "personal" feel of radio, which they tune in for oldies, big band, classic rock and country music. Rather than the major dailies, they prefer community newspapers as well as magazines that cover entertainment, fitness, gardening and homes. Admittedly tech laggards, they engage in few Internet activities at above-average rates. But they will occasionally use their computer to play a game, buy groceries or pin an image on Pinterest.

How They Think

The members of Suburban Recliners are socially progressive and prefer a more casual approach to life. They consider diversity a source of personal enrichment, are open to interracial families and tend to disregard social norms governing manners (*Social Learning, Racial Fusion, Rejection of Orderliness*). Actively engaged in their local communities, they prefer not to take sides or judge others (*Community Involvement, Introspection & Empathy*). Optimistic about their financial future, they believe work should be about more than getting paid (*Financial Security, Fulfillment Through Work*). But they're not without worries, especially regarding the ethics of technology and the pace of change (*Technology Anxiety*). Suburban Recliners members seek to scale back their material expectations while enhancing their quality of life, especially if it allows them to experience new sensations every day (*Voluntary Simplicity, Sensualism*). Their *Attraction to Nature* often has them heading outdoors behind the wheel of an ATV or snowmobile. In the marketplace, they care little about brand names and patronize small businesses in the belief that they're more committed to providing quality goods and working in the public interest compared to big corporations (*Confidence in Small Business*).

Population:

481,032
(1.27% of Canada)

Households:

233,910
(1.56% of Canada)

Average Household Income:

\$64,176

Average Household Net Worth:

\$257,054

House Tenure:

Own & Rent

Education:

Grade 9/High School/College

Occupation:

Service Sector/Blue Collar

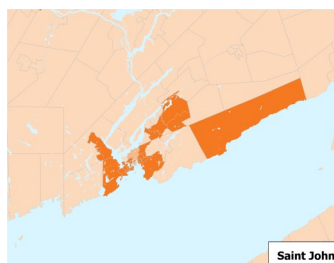
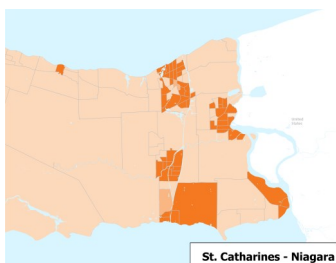
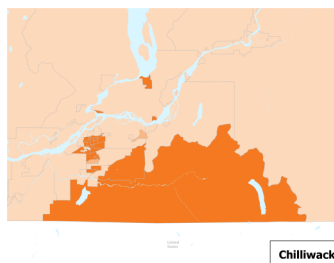
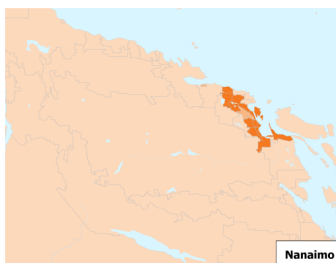
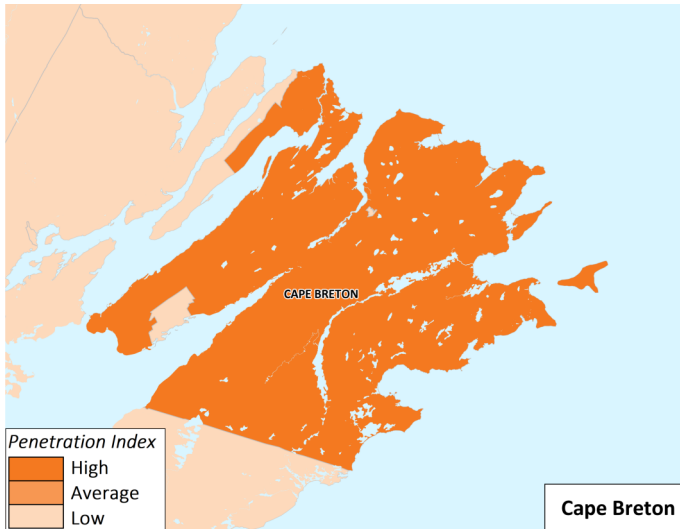
Cultural Diversity Index:

Low

Sample Social Value:

Voluntary Simplicity

Where They Live



How They Live



LEISURE

craft shows
community theatres
horse racing
cruise package tours



TRADITIONAL MEDIA

Lifetime
History Television
oldies radio
Reader's Digest



FOOD/DRINK

condensed soup
in-store bakery
diet colas
seafood restaurants



AUTOMOTIVE

domestic compact SUVs
domestic large pickups
Ford
2008 or earlier model years



MOBILE

real estate listings on phone
coupons on phone
bank/pay bills on tablet
listen to radio on tablet



SHOPPING

Mark's
Giant Tiger
Home Hardware
bulk food stores



INTERNET

online dating
purchase groceries online
auction sites
food/recipes sites



FINANCIAL

GICs
guaranteed life insurance
department store credit cards
senior services bank plans



SOCIAL

Facebook
Pinterest
play games with others online
6 hours or more/day on social media



HEALTH

Use allergy/sinus remedy 6+ times/month

ATTITUDES

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

"Compared to this time last year, my financial position is less secure"

"I like to experience new emotions every day"

"I often buy things just because they are beautiful, whether or not they are practical"



Older, lower-middle-income rural couples and singles

Older, lower-middle-income rural couples and singles

Who They Are

The most remote of all lifestyles, Amants de la Nature is one of only two francophone segments with a significant number of residents living outside Quebec; nearly 15 percent of households are found in New Brunswick. In these rural communities, 96 percent of residents are third-plus-generation Quebecois, one-third of maintainers are over 65 and more than half are over 55. Most households contain singles and couples, and nearly one-quarter are in common-law unions—a rate twice the national average. With less than 10 percent of residents having earned a university degree, half of workers hold low-level blue-collar and primary sector jobs in agriculture, natural resources, manufacturing and construction. Despite the lower-middle incomes, most residents own an older, single-detached house often with a large truck and a pool out back. Without major commercial centres nearby, residents have to travel some distance to shop at a department store, attend a hockey game or go to the movies. As in other rural segments, leisure time in Amants de la Nature is spent outdoors: cross-country skiing, skating and snowmobiling. In fact, no value scores higher in this segment than Attraction to Nature.

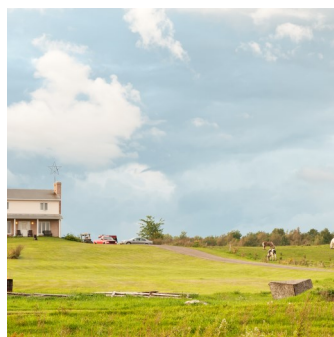
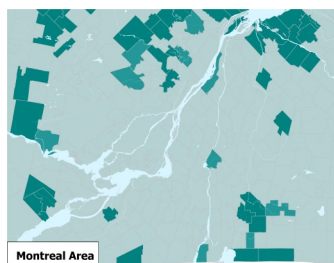
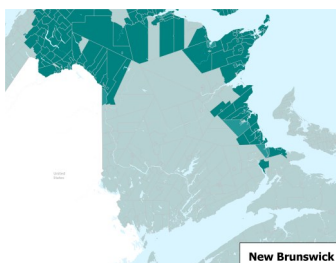
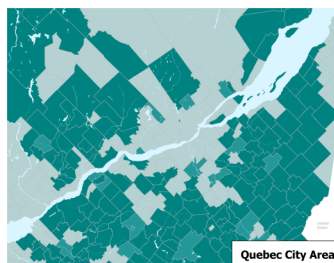
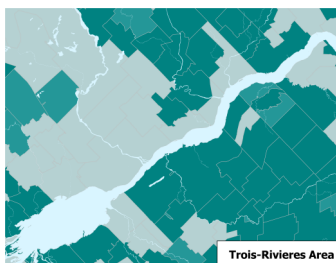
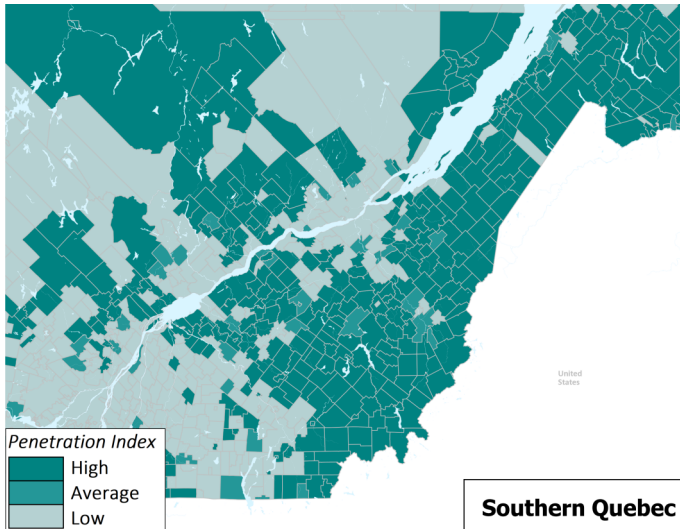
The older members of Amants de la Nature like going out, particularly to a dinner theatre or comedy club. But for meals at home, they fill their shopping carts with baking ingredients, cheese, canned vegetables and granola, and they're more likely than other francophones to buy cashews, peanuts and cabernet sauvignon. When they travel, they typically head to destinations in Quebec, New Brunswick or Prince Edward Island. Style conscious, they shop at popular Quebec retailers like Reitmans and Simons, as well as smaller jeans and jewellery boutiques. While many have built modest nest eggs and are beginning to convert their retirement savings to RRIFs, cash flow can be an issue; residents take out personal loans at high rates and many are still paying down mortgages. For entertainment, they look to traditional media: soaps and game shows on TV, comedy and adult contemporary music on the radio. They're fairly heavy readers of print media and like magazines that cover cars, fashion, food and nature. And though they're late adopters of technology, some now own tablets. Online they stream music, access home décor content, download recipes and research products. And direct mail still works here.

How They Think

Strong on the *Primacy of the Family*, the members of Amants de la Nature want to focus on things that are truly important, and that means putting their family first. But they admit to worrying that forces beyond their control are affecting their lives (*Fatalism*). These francophones seek *Fulfillment Through Work* with a job that's meaningful and benefits society, especially if it earns them the respect of others (*Need for Status Recognition*). Conservative in their social values, they support traditional, male-dominated gender roles (*Sexism, Patriarchy*) and strive to live in accordance with their cultural traditions (*Search for Roots*). Amants de la Nature members prefer a sensual, intuitive approach to living that's guided less by reason and logic than by emotions and the desire to experience new sensations (*Sensualism, Pursuit of Intensity*). And despite their interest in new products and services (*Pursuit of Novelty*), they're not swayed by brand names or design for design's sake (*Brand Apathy, Utilitarian Consumerism*). In the marketplace, they prefer to patronize companies with high ethical standards, but price is always a major consideration in any purchase decision (*Ethical Consumerism, Importance of Price*).

- Population:**
508,934
(1.34% of Canada)
- Households:**
232,072
(1.55% of Canada)
- Average Household Income:**
\$71,941
- Average Household Net Worth:**
\$208,195
- House Tenure:**
Own
- Education:**
Trade School/Grade 9
- Occupation:**
Primary/Blue Collar
- Cultural Diversity Index:**
Low
- Sample Social Value:**
Importance of Price

Where They Live



How They Live



LEISURE

snowmobiling
hiking/backpacking
power boating/jet skiing
eco-tourism tours



TRADITIONAL MEDIA

TV evening local news
TVA Sports
nature magazines
comedy radio



FOOD/DRINK

baking ingredients
dry-packaged pasta
European wine
chicken restaurants



AUTOMOTIVE

large domestic pickups
imported compacts
2000-2009 model years
camping trailers/
motorhomes/RVs



MOBILE

share links with friends
enter contests on tablet
read magazine or newspaper
on tablet
compare products on tablet



SHOPPING

Simons
Reitmans
Giant Tiger
Couche-Tard



INTERNET

automotive sites
online classifieds
online games
access home décor content
online



FINANCIAL

RESPs
RRIFs
one credit card
whole life insurance



SOCIAL

Facebook
like a brand on Facebook
use WhatsApp group chats
play games with others online



HEALTH

Visited a physiotherapist in
past year

ATTITUDES

“What one feels is more important than reason or logic”

“It should be primarily government, not the private sector, that is
concerned with solving the country’s social problems”

“I am only interested in things that are useful; I couldn’t care less about
beauty for its own sake”

“No-name products are as good as nationally advertised brands”



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—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.

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*).

Population:

448,892
(1.18% of Canada)

Households:

163,439
(1.09% of Canada)

Average Household Income:

\$67,089

Average Household Net Worth:

\$157,355

House Tenure:

Rent & Own

Education:

Grade 9/High School

Occupation:

Service Sector/Blue Collar

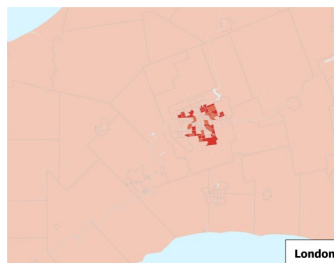
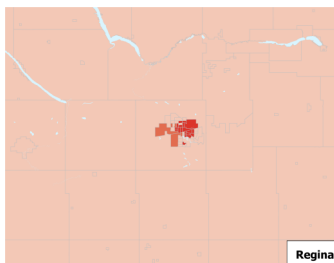
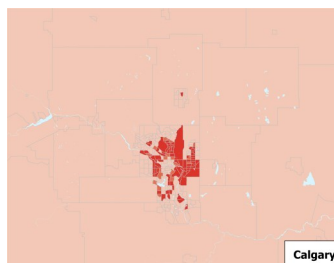
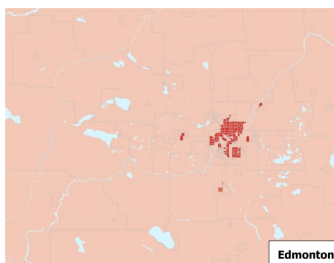
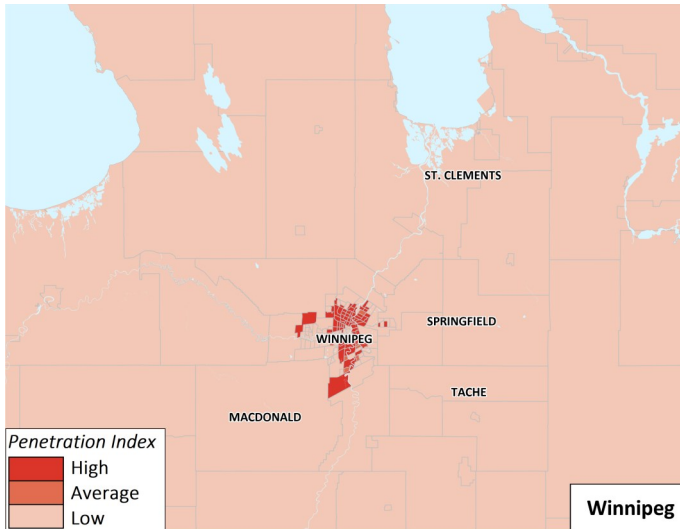
Cultural Diversity Index:

High

Sample Social Value:

Pursuit of Originality

Where They Live



How They Live



LEISURE

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



TRADITIONAL MEDIA

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



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



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



FINANCIAL

mobile wallet
telephone banking
credit unions
donate to religious groups



SOCIAL

Instagram
Snapchat
Reddit
YouTube



HEALTH

Use hair growth products

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"



Older, low-income Quebec urban singles

Who They Are

With the lowest average household income of all segments, *Âgés & Traditionnels* consists mostly of older, francophone singles living in the quieter, central neighbourhoods of places like Trois-Rivières, Drummondville and Shawinigan. With one of the highest concentrations of retirees, more than a third of residents are over the age of 65, and one in eight is widowed. Residents' educations tend to be modest, but nearly 20 percent earned an apprentice or trades certificate. With less than half the adults still in the labour force—typically in blue-collar and service sector jobs—incomes are low, but this segment ranks high for receiving government transfers. Most residents rent older, low-rise apartments and duplexes. And despite more than 45 percent of households having moved in the past five years, there's a familiarity to these communities. Nearly 90 percent of residents are third-plus-generation Quebecois, nearly 95 percent speak French at home and their attachment to their local communities is reflected in their Parochialism. Many enjoy mainstream diversions such as concerts, comedy clubs and theatre festivals. They're also involved in their communities and more likely than other Quebecois to serve as volunteers or work for a political candidate.

The members of *Âgés & Traditionnels* may lack hefty bank accounts and investments, but they manage to lead busy social lives. They like going to bingo halls, pop music concerts and professional tennis matches, and for exercise they enjoy bowling, hiking and cross-country skiing. If they have a car, it's typically an inexpensive subcompact bought more than ten years ago or recently leased. Their idea of a splurge is buying European wine, American beer or perfume or cologne for themselves, and they tend to purchase clothing and convenience items at such retailers as Simons, La Vie en Rose and Jean Coutu. Like other francophone segments, *Âgés & Traditionnels* is home to omnivorous media consumers who enjoy TV game shows, soaps and crime dramas along with adult contemporary music and classic hits on the radio. They have wide-ranging print tastes, reading daily and community newspapers as well as nature, food and beverage, health and seniors' magazines. And they're slowly increasing their online usage—with mobile phone and tablet—for texting, streaming music, gambling and making purchases. These Quebecois stand out for playing online games and responding to Internet classifieds.

How They Think

The members of *Âgés & Traditionnels* are conservative in their social views, supporting traditional, male-dominated gender roles (*Sexism*) and opposing too much immigration as a threat to the country's identity (*Xenophobia*). Disinterested in learning from other cultures, they're among the weakest of all segments on *Culture Sampling*. These older singles believe in playing by the rules (*Obedience to Authority*) and support government's role in resolving social issues (*Active Government*). But they also want to contribute to society by doing work that produces value for others, not just a paycheck (*Fulfillment Through Work*). Many like to push themselves to set and achieve difficult goals, especially if it allows them to experience strong sensations (*Personal Challenge, Pursuit of Intensity*). The simple act of buying something can give them a thrill (*Joy of Consumption*), but their limited budgets steer them to practical products without regard for the status of brand names (*Utilitarian Consumerism, Brand Apathy*). Though they tend to distrust advertising as a reliable source of information (*Skepticism Towards Advertising*), they generally trust large businesses to provide quality goods at a fair price (*Confidence in Big Business*).

Population:

739,979
(1.95% of Canada)

Households:

375,394
(2.51% of Canada)

Average Household Income:

\$46,778

Average Household Net Worth:

\$149,984

House Tenure:

Rent

Education:

Grade 9/High
School/Trade School

Occupation:

Service Sector/Blue
Collar

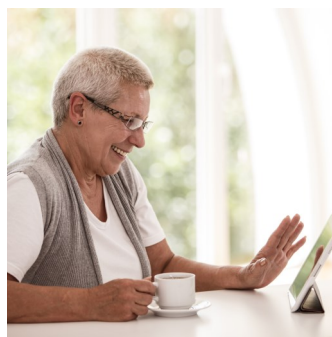
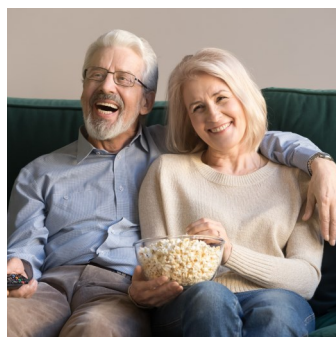
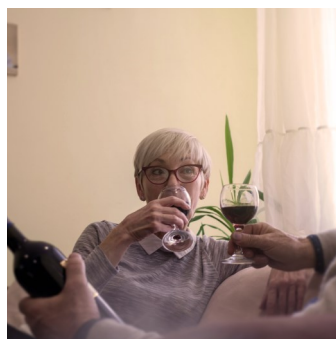
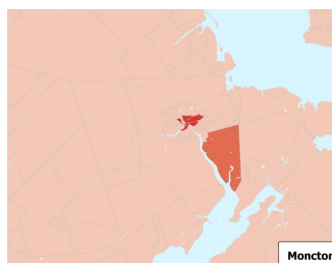
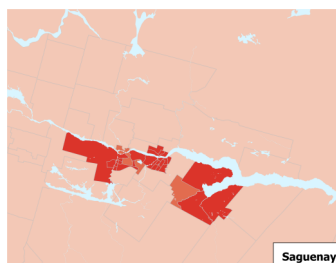
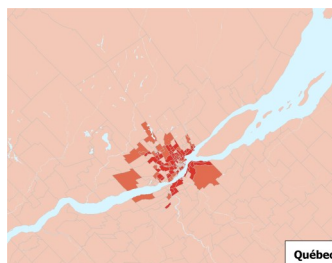
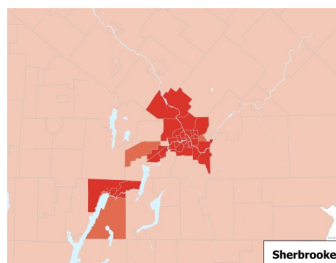
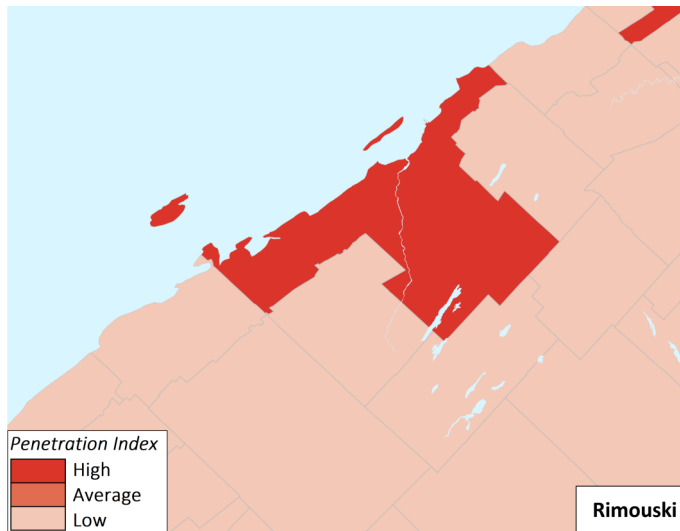
Cultural Diversity Index:

Low

Sample Social Value:

*Confidence in Big
Business*

Where They Live



How They Live



LEISURE

cross-country skiing
sci-fi movies
comedy clubs/shows
book shows



TRADITIONAL MEDIA

TV soaps/serial dramas
TV nature shows
home décor magazines
newspaper local news



FOOD/DRINK

low-fat yogurt
packaged bread
tomato/vegetable juices
convenience stores



AUTOMOTIVE

imported compacts
imported subcompacts
2000-2009 model years
Korean brands



MOBILE

health content on tablet
read newspapers on tablet
take pictures with tablet
compare products/price while shopping on tablet



SHOPPING

Jean Coutu
La Vie en Rose
Réno-Dépôt
jeans stores



INTERNET

health sites
online gambling
instant messaging on computer
purchase electronics online



FINANCIAL

labour funds
one credit card
whole life insurance
RSP loans



SOCIAL

use social media to connect with brands/celebrities
dating platforms
Facebook
update status regularly



HEALTH

Visit an osteopath

ATTITUDES

“What one feels is more important than reason or logic”

“Overall, there is too much immigration; it threatens the purity of the country”

“I'm interested in people who pursue, above all, their own happiness”

“I am prepared to pay more for products that elevate my status”



Younger and middle-aged First Nations, Inuit and Métis families

Younger and middle-aged First Nations, Inuit and Métis families

Who They Are

Nearly 95 percent of Indigenous Families residents are of indigenous origin—mostly First Nations but also Inuit and Métis people—and they tend to be younger and middle-aged families living in remote communities. A segment that’s grown slightly older over the last decade, it still stands out for having few couples without children, many lone-parent families and more than three times the national average of multi-generational households. More than 70 percent of residents live in single-detached homes, of which about 20 percent is band housing. Educational achievement is moderate: about 40 percent have gone beyond high school to complete college or trade school. While unemployment is much higher than the national average, most adults are in the labour force, earning lower-middle incomes from jobs in primary industries, health care, education and the trades. Indigenous Families members often defy their modest means with active, rustic lifestyles. They enjoy fishing, hunting, power boating and snowmobiling, and attend pro football games, horse racing events and RV shows. Not surprisingly they’re passionate about maintaining their cultural traditions, scoring among the highest of all segments for the value Search for Roots.

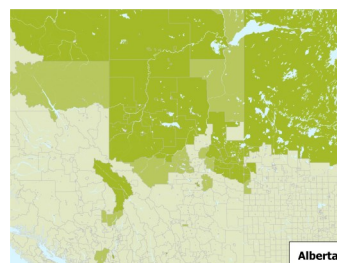
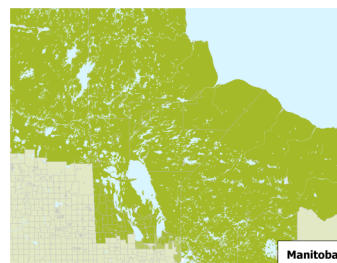
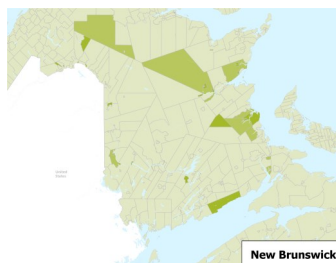
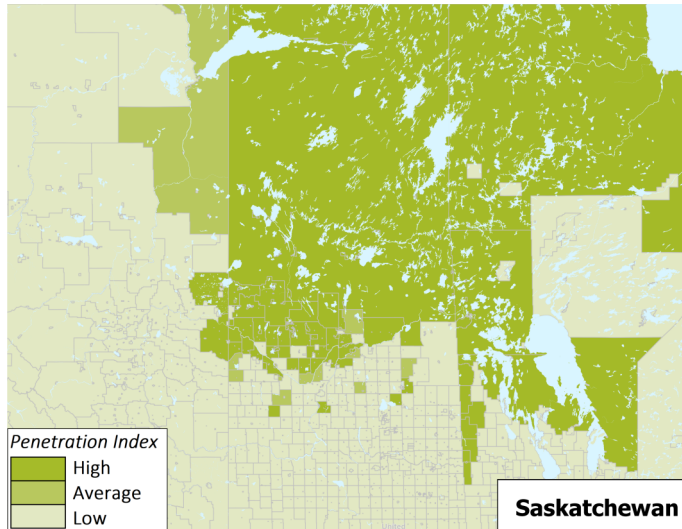
Despite their remote communities, the members of Indigenous Families rarely lack for busy days. At home, they enjoy gardening and making crafts. In their communities, they do volunteer work and write public officials about local issues. Many take advantage of their bucolic settings for hiking, skiing and boating, and they score high for camping, often at national and provincial parks. When they go shopping, they typically drive their large pickups or midsize sedans to larger cities and major stores like Canadian Tire, Real Canadian Superstore, Mark’s and Walmart. Indigenous Families members are selective media consumers, with little interest in print but enjoying talk shows, CFL football and news programs on TV and a range of music on the radio—including classic hits, country and hip hop. Because some First Nations Families communities lack high-speed Internet access, their digital footprint is limited. They’re just an average Internet market, using their tablets to stream music, listen to a podcast and make an occasional purchase. But they prefer to use their mobile phones for most online activities, including playing games and listening to the radio.

How They Think

The members of Indigenous Families tend to feel a certain amount of anxiety about their personal safety, but they’re confident in their ability to cope with the uncertainties of modern life (*Fear of Violence, Adaptability to Complexity*). An independent group, they’re comfortable going their own way and accept the risks that go with it (*Rejection of Authority, Penchant for Risk*). Many believe they have more energy than most people, and they turn to their natural surroundings to create a more balanced, healthier way of life that deemphasizes material expectations (*Vitality, Attraction to Nature, Voluntary Simplicity*). Indigenous Families households support the ability of diverse cultures to retain their traditions, believing that other groups have much to teach them (*Multiculturalism, Culture Sampling*). As consumers, they like to impress others with well-maintained homes decorated to convey prosperity (*Status via Home, Ostentatious Consumption*). Some feel that today’s environmental problems may be beyond their abilities to overcome and are the price of economic advancement (*Ecological Fatalism*). But they’re willing to do their part to improve their communities through volunteer work and social activism (*Community Involvement*).

- Population:**
486,250
(1.28% of Canada)
- Households:**
159,324
(1.07% of Canada)
- Average Household Income:**
\$79,362
- Average Household Net Worth:**
\$151,069
- House Tenure:**
Band
- Education:**
Grade 9/High School
- Occupation:**
Mixed
- Cultural Diversity Index:**
Low
- Sample Social Value:**
Search for Roots

Where They Live



How They Live



LEISURE

fishing/hunting
community theatres
casinos
horse racing



TRADITIONAL MEDIA

CFL football
reality TV shows
new and traditional country
radio
Outdoor Canada



FOOD/DRINK

frozen pizza
condensed soup
herbal tea
taco restaurants



AUTOMOTIVE

domestic compact SUVs
domestic large pickups
vehicles bought used
under \$15,000 spent on
vehicle



MOBILE

music streaming on tablet
listen to radio/podcast on
tablet
banking on phone
game apps



SHOPPING

Home Hardware
Walmart
Giant Tiger
convenience stores



INTERNET

classifieds sites
radio station sites
restaurant guides/reviews
purchase video games online



FINANCIAL

credit unions
dental insurance
auto loans
gas station quick pay cards



SOCIAL

Facebook
Pinterest
Snapchat
share links with friends and
colleagues



HEALTH

Visited a nurse for last health
consultation

ATTITUDES

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

"I would prefer to do most online activities using my phone instead of a computer"

"It's important to have a more intense and more spiritual inner life"

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



Younger, low-income city singles and families

Younger, low-income city singles and families

Who They Are

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.

The young singles and families in Just Getting By pursue a youthful lifestyle on a budget. Their wide-ranging leisure activities include billiards and bowling, motorcycling and going to nightclubs. Nearly everyone in this segment shops at discount grocery, clothing and department stores; Walmart is a particular favourite. While dinner at a fancy restaurant may be a stretch, residents frequently patronize popular chains like Taco Bell, Burger King and Swiss Chalet. For a little excitement, they'll go to a casino, video arcade or horse race. At home, these on-the-go young people make a relatively light media audience. Their highest-rated TV shows include teen dramas, music videos and extreme sports, and their radios are tuned to stations that play dance, hip hop and classic rock music. While they rarely pick up a daily newspaper, they enjoy reading entertainment and celebrity magazines. Having cut their landlines years ago, they're increasingly turning to their mobile phones as their preferred media device. Overall they're still a mixed new media market, going online for selective activities, such as playing games, shopping and dating.

How They Think

In their downscale neighbourhoods, the members of Just Getting By seek to live more spiritually, contemplating the meaning of existence (*Spiritual Quest*) and rejecting the notion that only modern science can unravel life's mysteries (*Interest in the Unexplained*). Rather than being guided by reason and logic, they often make decisions based on feelings and emotions (*Intuition & Impulse*), and many are willing to take risks in order to get what they want in life (*Penchant for Risk*). They believe that getting involved in the political process is necessary to correct social inequalities (*Rejection of Inequality*). Not surprisingly, they have significant *Financial Concern Regarding the Future*, but they also feel threatened by life's uncertainties, intimidated by technological change and sense that they're at the mercy of forces beyond their control (*Technological Anxiety, Fatalism*). As a result, some express a *Need for Escape* from their routine and the confines of society's traditional moral code (*Rejection of Orderliness*). In the marketplace, Just Getting By consumers choose price over status in their purchase decisions and believe small businesses are more committed to ethical practices than large companies (*Importance of Price, Confidence in Small Business*).

Population:

710,713
(1.87% of Canada)

Households:

360,602
(2.41% of Canada)

Average Household Income:

\$45,670

Average Household Net Worth:

\$102,805

House Tenure:

Rent

Education:

Grade 9/High School/College

Occupation:

Service Sector/Blue Collar

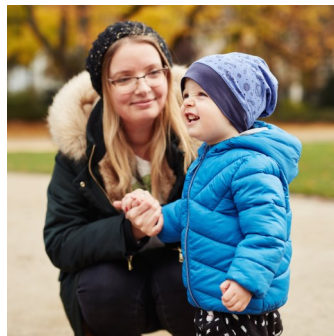
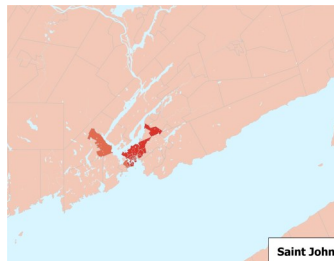
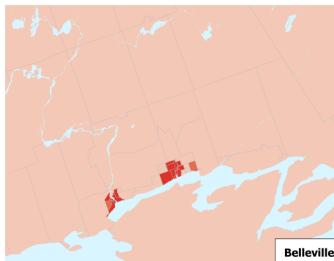
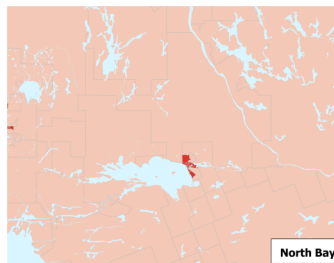
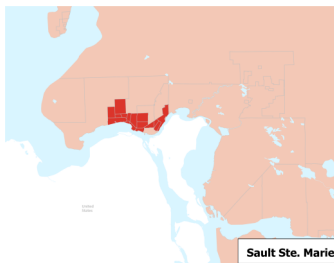
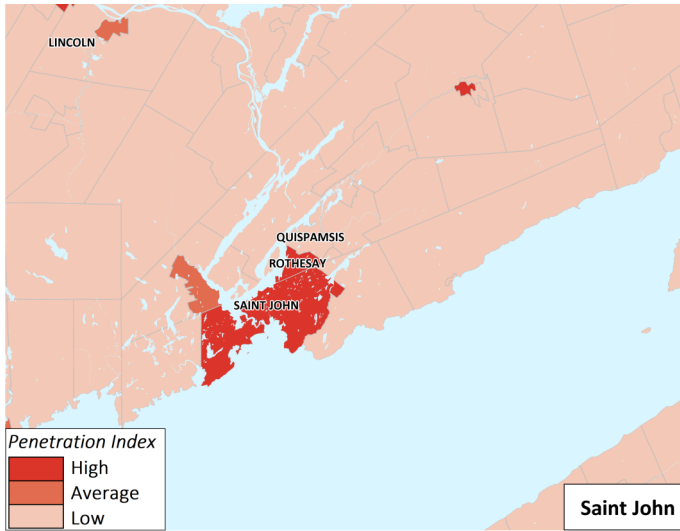
Cultural Diversity Index:

Low

Sample Social Value:

Interest in the Unexplained

Where They Live



How They Live



LEISURE

billiards
nightclubs/bars
craft shows
parks/city gardens



TRADITIONAL MEDIA

TV teen dramas
TV mixed martial arts
classic rock radio
entertainment/celebrity magazines



FOOD/DRINK

processed cheese
value-priced domestic beer
grocery store take-out
buffet restaurants



AUTOMOTIVE

domestic intermediate cars
one car
under \$15,000 spent on vehicle
2000-2009 model years



MOBILE

video apps
play games on phone
research products on phone
discount coupons on tablet



SHOPPING

discount grocery stores
craft supply stores
Shoppers Drug Mart
second-hand stores



INTERNET

beauty/fashion sites
music streaming on computer
online dating
Amazon Prime Video



FINANCIAL

e-payment for purchases
changed financial institution
in last year
>\$10,000 in savings
use tax preparation services



SOCIAL

Twitter
YouTube
Snapchat
dating apps



HEALTH

Take back pain relievers 6+ times/month

ATTITUDES

"I am interested in everything that science cannot explain"

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"Technology intimidates me"

"Brands are not important when I go shopping"