



## Segment Descriptions



**U1** URBAN ELITE

**M1** OLDER FAMILIES & EMPTY NESTS

**Population:**

278,853  
(0.73% of Canada)

**Households:**

90,597  
(0.60% of Canada)

**Average Household Income**

\$574,521

**Average Household Net Worth:**

\$5,364,693

**House Tenure:**

Own

**Education:**

University

**Occupation:**

White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Personal Control*

## 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 Bridal 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*).

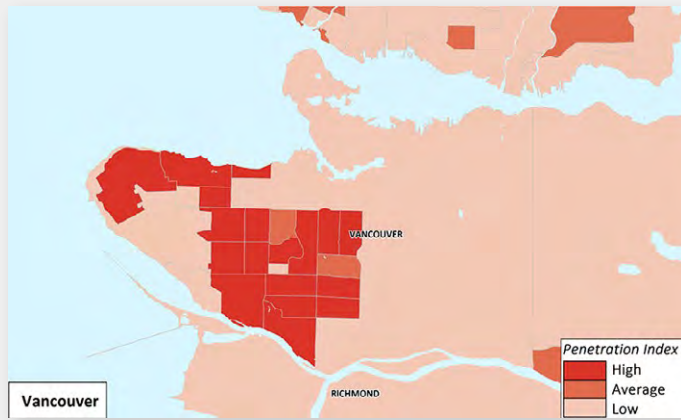
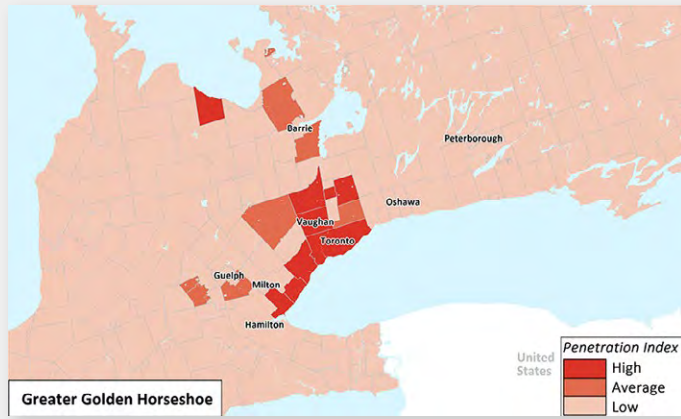
The members of The A-List have it all: high incomes, advanced degrees and sophisticated tastes. They enjoy going to the theatre, opera and classical music concerts. They fill their homes with high-end furniture and original art from local galleries. Many residents are health conscious, some donning fitness 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 over 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. Travelling, either within Canada or outside of Canada, is the top item on their to-do list when COVID-19 restrictions are over.

## How They Think

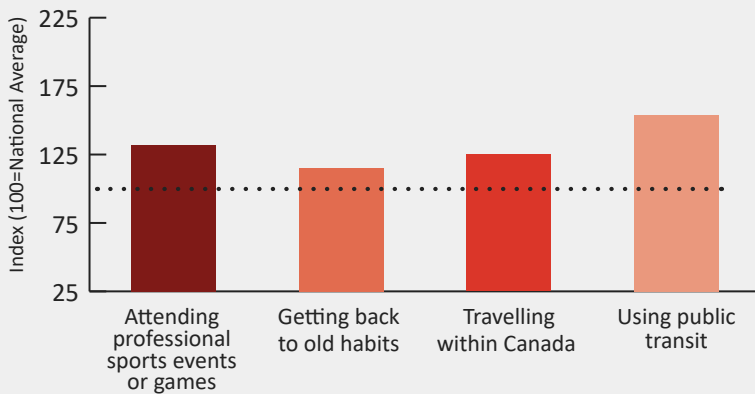
Members of The A-List are strong in the values that typically define successful people. Comfortable with setting challenging goals, adapting to uncertainties and finishing what they start, they're confident they can control events to achieve their goals. (*Personal Challenge, Adaptability to Complexity, 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 love to share great finds with their peers. (*Ostentatious Consumption, Consumption Evangelism*). 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*.

# 01. THE A-LIST

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

- tennis
- downhill skiing
- opera
- art galleries



### SHOPPING

- purchase products online
- book stores
- Hudson's Bay
- Holt Renfrew



### TRADITIONAL MEDIA

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



### INTERNET

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



### FOOD/DRINK

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



### FINANCIAL

- stocks/bonds
- online trading
- vacation homes
- donate to hospital foundations



### AUTOMOTIVE

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



### SOCIAL

- blogs
- LinkedIn
- WhatsApp
- comment on Instagram photos/videos



### MOBILE

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



### 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"





**U1** URBAN ELITE

**M1** OLDER FAMILIES & EMPTY NESTS

**Population:**

374,582

(0.98% of Canada)

**Households:**

127,189

(0.85% of Canada)

**Average Household Income**

\$264,243

**Average Household Net Worth:**

\$3,320,482

**House Tenure:**

Own

**Education:**

University

**Occupation:**

White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Culture Sampling*

## 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 about \$1.3 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 15+. 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 of age 45+, 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 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 alumni groups, and their level of financial security supports their strong desire to leave behind a *Legacy*. These global explorers look forward to travelling outside of Canada the most in the post-COVID world.

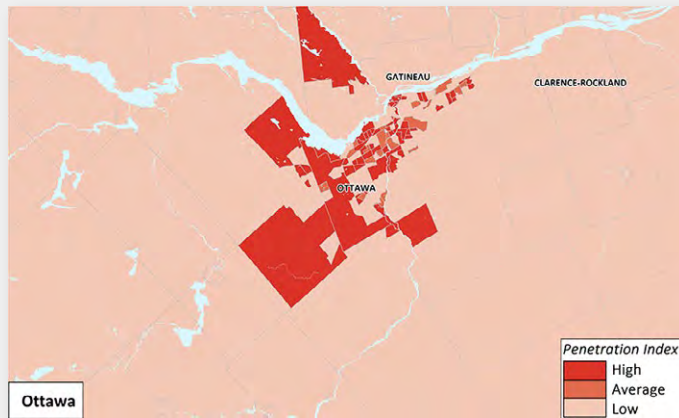
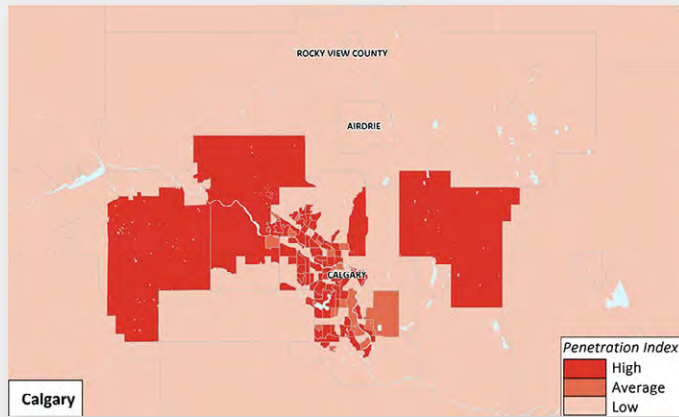
## How They Think

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*).

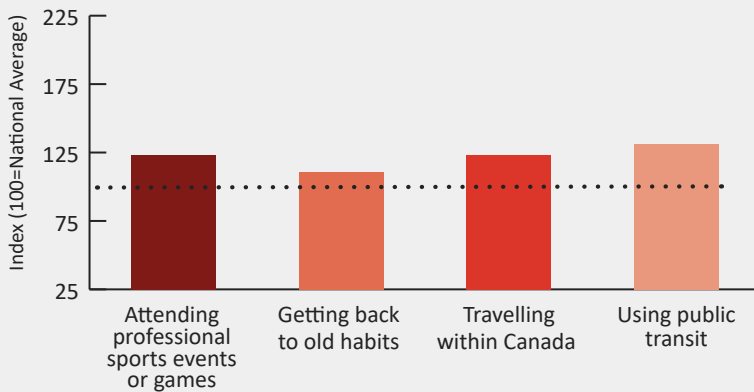


## 02. WEALTHY & WISE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

gardening  
cottages  
sporting events  
theatre



#### SHOPPING

rewards programs  
athletic wear  
Apple online and retail stores  
Holt Renfrew



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

online meal kits  
granola/muesli  
whole bean coffee  
Italian restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

LinkedIn  
Twitter  
Reddit  
Flickr



#### MOBILE

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



#### 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"*





**F1** UPSCALE  
URBAN  
FRINGE

**F2** LARGE  
DIVERSE  
FAMILIES

**Population:**

387,710

(1.02% of Canada)

**Households:**

114,383

(0.76% of Canada)

**Average Household  
Income**

\$155,652

**Average Household Net  
Worth:**

\$1,880,704

**House Tenure:**

Own

**Education:**

University

**Occupation:**

White Collar

**Cultural Diversity Index:**

High

**Sample Social Value:**

*Traditional Family*

## Who They Are

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, more than one third 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 more than \$1.2 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.

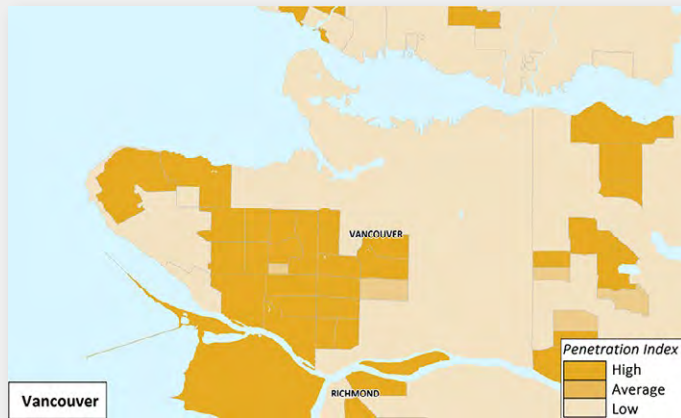
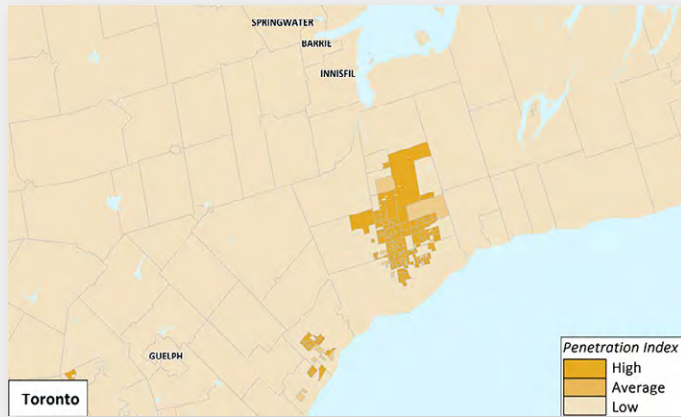
Few segments have exhibited more wanderlust than Asian Sophisticates. In surveys, members rank near the top in a dozen travel categories—from visiting Europe and the Caribbean to booking cruises, buying resort packages and staying at bed and breakfasts. They come home to showplaces outfitted with the 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. They significantly increased their consumption of audio and video streaming during COVID-19.

## How They Think

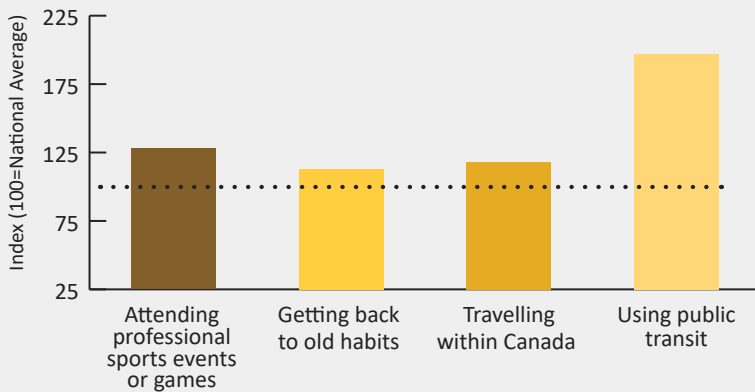
Members of Asian Sophisticates display values of confidence, engagement and materialism, and they rarely feel threatened by the pace of change (*Adaptability to Complexity*). Financially secure, they've achieved an average net worth of nearly two million dollars, which allows them to indulge in the *Ostentatious 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*). These family-oriented members stick to the traditional form of family and have a strong desire to leave a legacy after death (*Traditional Family, Legacy*). 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*).

### 03. ASIAN SOPHISTICATES

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

yoga/Pilates  
 racquet sports  
 classical music concerts  
 casinos



### SHOPPING

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



### TRADITIONAL MEDIA

CP24  
 jazz radio  
 technology/science magazines  
*The Globe and Mail*



### INTERNET

investment sites  
 shopping online  
 purchase sports equipment  
 watch free streaming videos



### FOOD/DRINK

organic meat  
 nuts  
 herbal tea  
 Japanese restaurants



### FINANCIAL

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



### AUTOMOTIVE

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



### SOCIAL

Reddit  
 WhatsApp  
 YouTube  
 Instagram



### MOBILE

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



### 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"*







**S1** SUBURBAN  
ELITE

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

525,265  
(1.38% of Canada)

#### Households:

173,507  
(1.15% of Canada)

#### Average Household Income

\$220,765

#### Average Household Net Worth:

\$1,673,252

#### House Tenure:

Own

#### Education:

University/College/  
High School

#### Occupation:

White Collar/Service  
Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Civic Apathy*

## 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 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 care about the development of their community, and are willing to give back to help those less fortunate (*Community Involvement*).

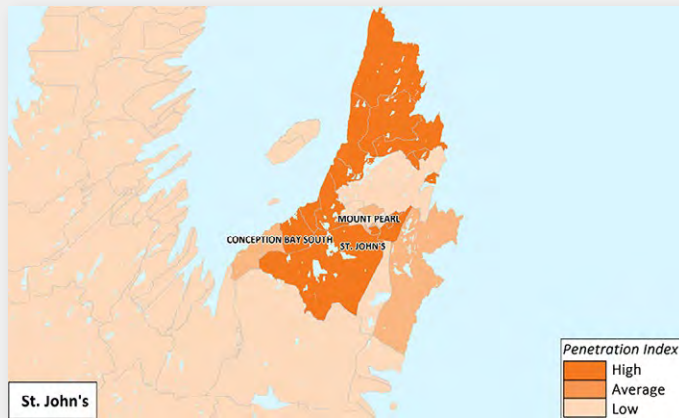
Turbo Burbs presents a portrait of suburban success. These home-centric families spend freely on technology, home décor, gardens and decks; they equip their properties with hot tubs, gas barbecues and patio furniture. But these adults work for it and travel for business at high rates. And while medium-size 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 net worth of nearly \$1.7 million. Attending sport events tops the to-do list for this segment when the pandemic is over.

## How They Think

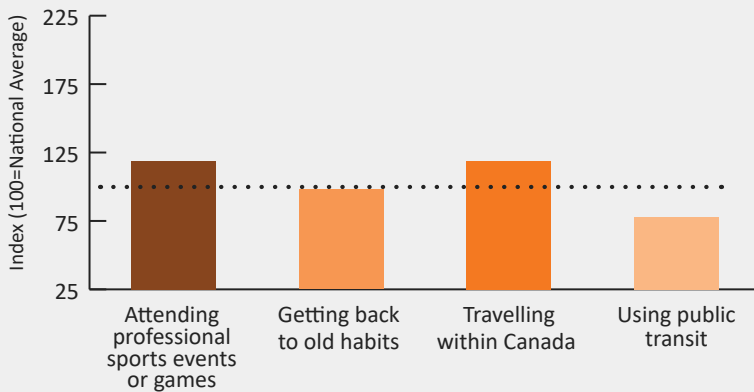
Turbo Burbs residents have been successful in establishing their place in society, as their affluence and lifestyle suggest. They're comfortable setting difficult goals for themselves, controlling the direction of their lives and feeling optimistic about their future (*Personal Challenge, Personal Control, Personal Optimism*). 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*). Price is not their priority when considering products and services, they tend to shop and buy on impulse (*Low on Importance of Price and Emotional Control*).

## 04. TURBO BURBS

### Where They Live



### Post-Pandemic, Looking Forward To:



### 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  
maps/map directions on mobile phone  
home improvement/décor sites on tablet  
play 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"*





**S1** SUBURBAN  
ELITE

**F2** LARGE  
DIVERSE  
FAMILIES

**Population:**

737,286  
(1.93% of Canada)

**Households:**

229,346  
(1.53% of Canada)

**Average Household  
Income**

\$190,168

**Average Household Net  
Worth:**

\$1,255,009

**House Tenure:**

Own

**Education:**

University/College/  
High School

**Occupation:**

White Collar/Service  
Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Cultural Assimilation*

## 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 5-24 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*.

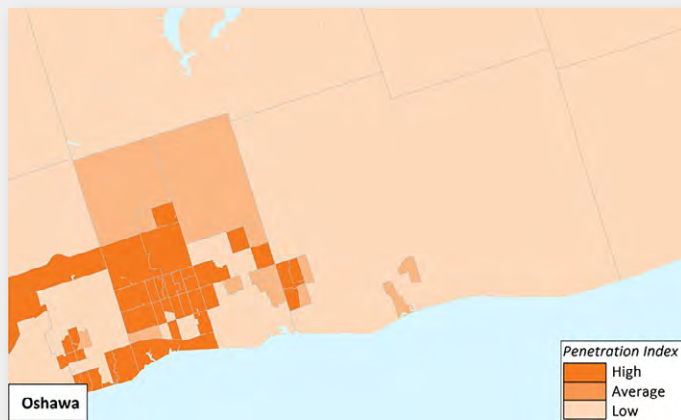
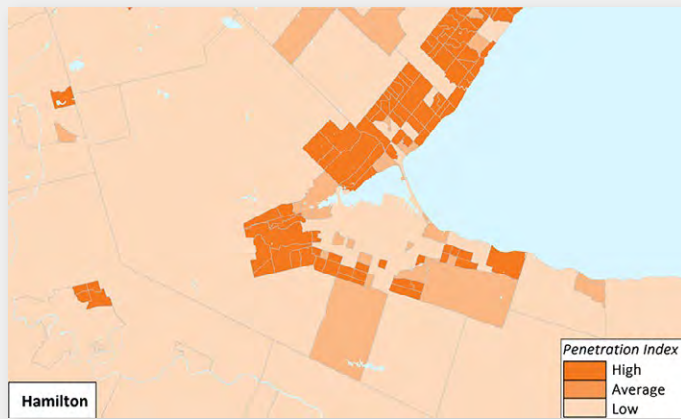
First-Class Families households enjoy the trappings of success. They have the nice house in the suburbs complete with hot tub, home theatre system, landscaped garden and garage filled with boating, golfing and snowboarding equipment. They drive high-end cars equipped with streaming audio and typically 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. These family members are most looking forward to being able to attend professional sporting events post-COVID.

## How They Think

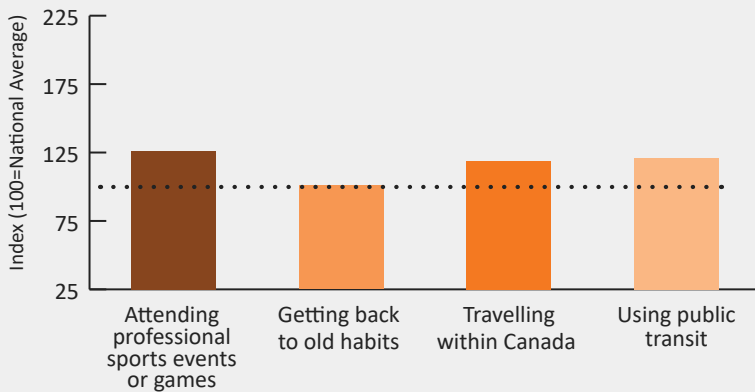
Members of First-Class Families expect new immigrants and ethnic groups to adopt and blend in with the mainstream culture in Canada (*Cultural Assimilation*). With a strong *Work Ethic*, they believe children should be taught to respect others and work hard to get ahead, but they also think young people 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 tend to be frugal and motivated by future security (*Saving on Principle*).

## 05. FIRST-CLASS FAMILIES

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

swimming  
 family movies  
 theme parks/waterparks/  
 water slides  
 museums



#### SHOPPING

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



#### INTERNET

purchase products or  
 services online  
 listen to Internet-only  
 music service  
 watch subscription video service  
 purchase sporting event  
 tickets online



#### 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



#### FINANCIAL

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



#### AUTOMOTIVE

intermediate SUVs  
 European brands  
 2010-2016 model years  
 three vehicles



#### SOCIAL

LinkedIn  
 Instagram  
 WhatsApp  
 Reddit



#### MOBILE

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



#### 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"*





**U1** URBAN ELITE

**F1** SCHOOL-AGE FAMILIES

**Population:**

455,149  
(1.19% of Canada)

**Households:**

184,488  
(1.23% of Canada)

**Average Household Income**

\$179,524

**Average Household Net Worth:**

\$1,331,350

**House Tenure:**

Own & Rent

**Education:**

University

**Occupation:**

White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Rejection of Authority*

## Who They Are

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

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

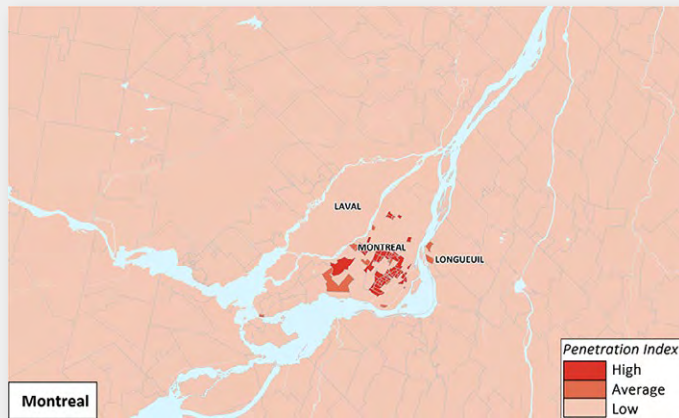
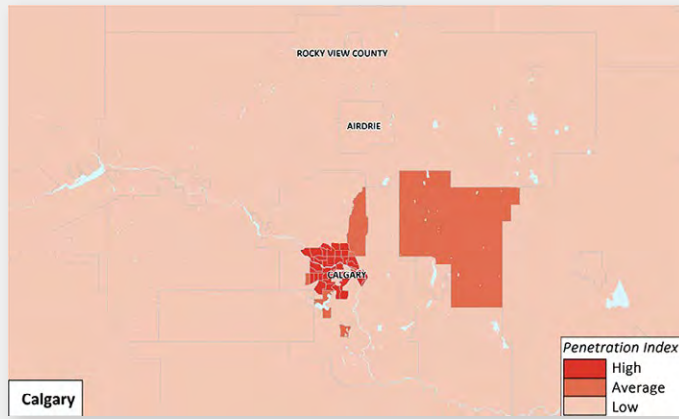
## How They Think

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

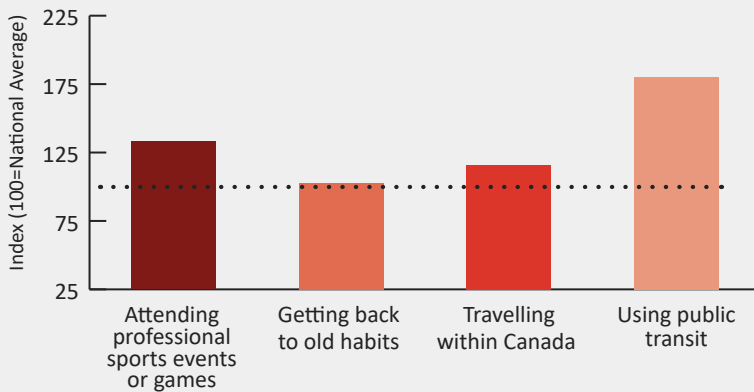


## 06. DOWNTOWN VERVE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

fitness classes  
music festivals  
snowboarding  
volunteer work



#### SHOPPING

natural/health food stores  
Banana Republic  
Ikea  
Chapters/Indigo



#### TRADITIONAL MEDIA

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



#### INTERNET

Amazon.ca  
newspaper sites  
purchase home furnishings online  
use apps



#### FOOD/DRINK

organic vegetables  
craft beer  
Japanese restaurants  
online food delivery



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

WhatsApp  
Twitter  
Reddit  
Flickr



#### MOBILE

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



#### HEALTH

visit a homeopath/naturopath

#### ATTITUDES

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

*"I like being in a large crowd"*

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

*"I always keep informed about the latest technological developments"*





**F1** UPSCALE  
URBAN  
FRINGE

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

694,493  
(1.82% of Canada)

**Households:**

233,501  
(1.55% of Canada)

**Average Household  
Income**

\$170,885

**Average Household Net  
Worth:**

\$1,625,071

**House Tenure:**

Own

**Education:**

University

**Occupation:**

White Collar

**Cultural Diversity Index:**

Medium

**Sample Social Value:**

Duty

## 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. Nearly 60 percent of 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. These worldly explorers are most excited about travelling outside of Canada again post-COVID.

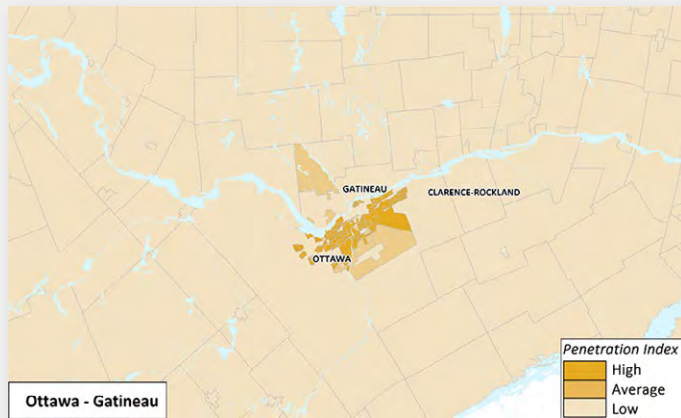
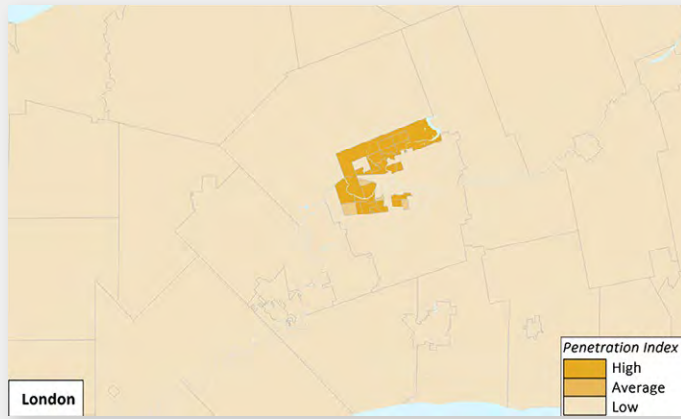
## How They Think

Mature & Secure is an engaged and centred group that accepts a wide range of social views among its members. While some enjoy viewing advertising for its aesthetic properties (*Advertising as Stimulus*), others tend to reject the fashions and the role models promoted by advertising and the consumer society (*Skepticism Towards Advertising*). What they share is a firm belief that hard work will bring success (*North American Dream*) and that one should fulfill their duties and obligations before seeking personal pleasures (*Duty*). 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 (*Brand Genuineness, 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.

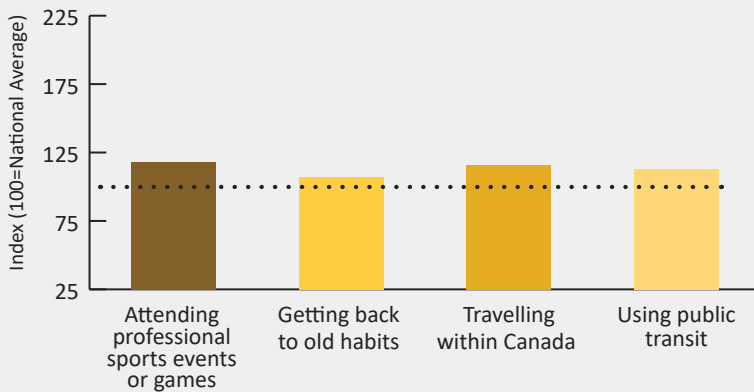


## 07. MATURE & SECURE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

entertaining at home  
ballet/opera/symphony  
gardening  
cruises



#### SHOPPING

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



#### TRADITIONAL MEDIA

Food Network  
TV golf  
classic hits radio  
Canadian Living



#### INTERNET

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



#### FOOD/DRINK

specialty breads  
premium coffee/tea  
Canadian wine  
Italian restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

LinkedIn  
WeChat  
WhatsApp  
blogs



#### MOBILE

GPS/mapping services on mobile phone  
Apple tablets  
video phone calls on tablet  
display tickets on mobile phone



#### 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"*





**S2** UPSCALE  
SUBURBAN  
DIVERSITY

**F2** LARGE  
DIVERSE  
FAMILIES

#### Population:

845,668  
(2.22% of Canada)

#### Households:

240,047  
(1.60% of Canada)

#### Average Household Income

\$162,311

#### Average Household Net Worth:

\$908,079

#### House Tenure:

Own

#### Education:

University/College

#### Occupation:

White Collar/Service  
Sector

#### Cultural Diversity Index:

High

#### Sample Social Value:

Legacy

## 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.

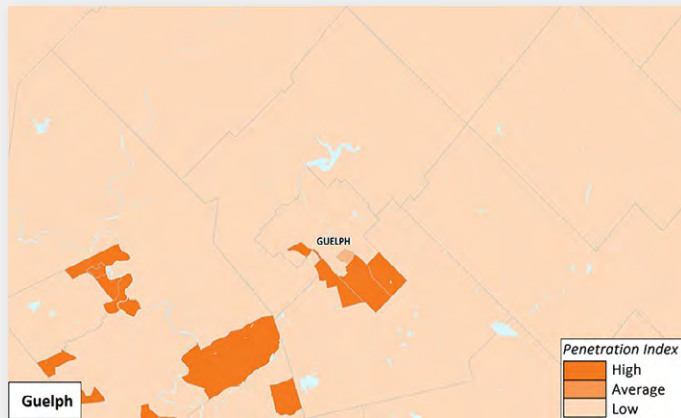
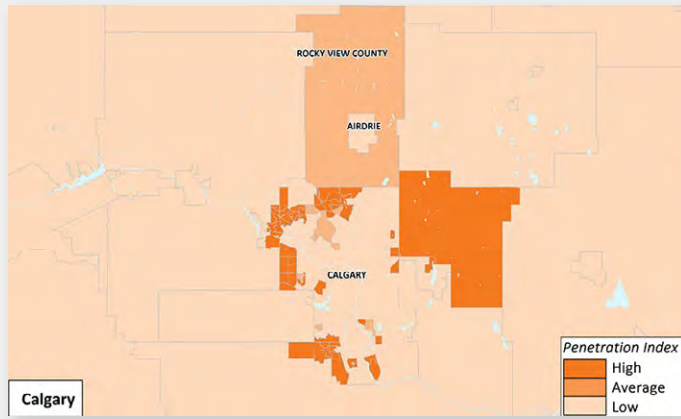
The on-the-go families in Multiculture-ish have too much restless energy to lounge around on their couches. The adults would rather be jogging, golfing or taking fitness classes, and their kids can be found participating in formal sports programs. But the whole family will gather to cheer on their favourite 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." During COVID-19, these families binged on streaming videos and watching TV at significantly higher rates than before.

## How They Think

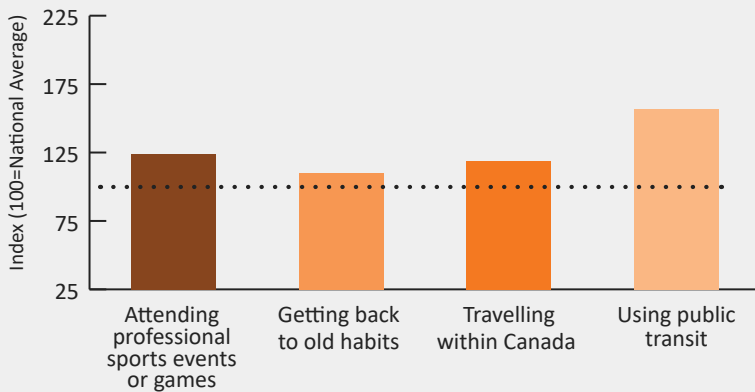
As their name suggests, the new Canadians who make up a sizable portion of Multiculture-ish are proponents of *Multiculturalism*. Coming from a more traditional culture, they tend to put family first, making personal sacrifices and providing for family over all else (*Primacy of the Family*). These immigrants 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 (*Emotional Control*). Hoping to leave a *Legacy*, they believe in fulfilling their *Duty* and achieving 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, Importance of Aesthetics, 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*).

## 08. MULTICULTURE-ISH

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

jogging  
action/adventure movies  
pubs/sports bars  
gourmet cooking



#### SHOPPING

Gap  
H&M  
gardening tools  
Amazon.ca



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

frozen pasta  
bagels  
instant breakfast shakes  
steakhouse restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

Instagram  
Snapchat  
LinkedIn  
Reddit



#### MOBILE

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



#### 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

**Population:**

634,472

(1.66% of Canada)

**Households:**

246,134

(1.64% of Canada)

**Average Household  
Income**

\$145,894

**Average Household Net  
Worth:**

\$1,191,686

**House Tenure:**

Own

**Education:**

University/College

**Occupation:**

White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Work Ethic*

## Who They Are

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, 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*.

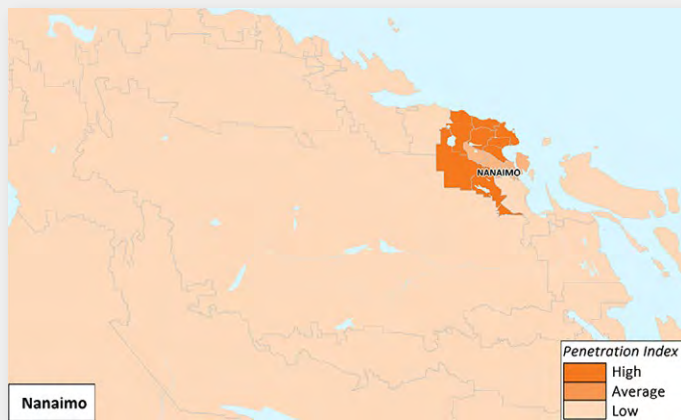
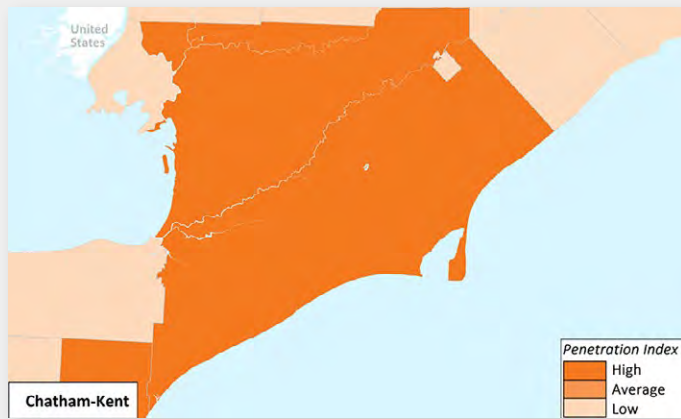
For many Boomer Bliss residents, their home is their castle. But given homeowners' high rates for doing remodeling projects and browsing the aisles of home improvement stores, the older houses in this segment must be in need of updating. Backyards here are graced with swimming pools, stylish patio furniture, 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 \$1.2 million in assets. Their strong *Work Ethic* helped in building the wealth and their *Financial Security* is boosted with the help of full-service investment brokers and estate planners. 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. This segment plans to continue to shop online even as physical stores open.

## How They Think

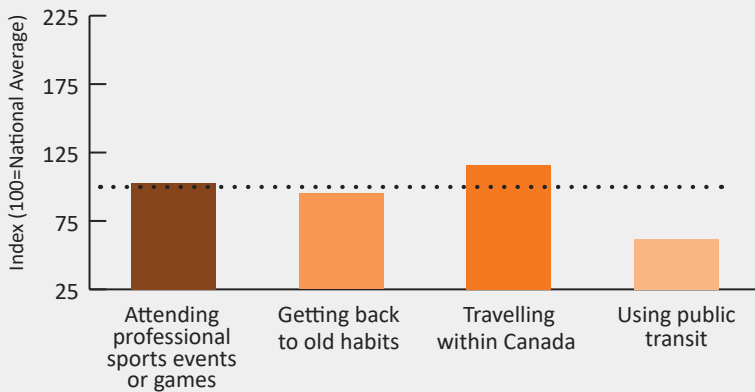
Having worked hard to earn a comfortable lifestyle, the members of Boomer Bliss firmly believe that they can also transform their health and lifestyle through exercise and diet (*Effort Toward Health*). They also feel a strong sense of *Social Responsibility* to help others before caring for their own needs. These community-minded Canadians show strong interest in what's happening in their region and love to give back to their communities when they can (*Community Involvement*). They express a desire to escape the stresses of their everyday routine and occasionally long for living a more sensual and intuitive life (*Need for Escape, Sensualism*). 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 integrate their environmental concerns when making purchases, opting for green products made by companies they consider to be good corporate citizens, especially small businesses they believe to be fair and ethical (*Confidence in Small Business, Ethical Consumerism*). They value the diversity of Canada, think other ethnic communities and cultures have a lot to learn from and try to incorporate some of these cultural influences into their own lives (*Culture Sampling*).

## 09. BOOMER BLISS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

gardening  
golfing  
rock concerts  
craft shows



#### SHOPPING

second-hand stores  
No Frills  
Home Hardware  
gas barbecues



#### TRADITIONAL MEDIA

TV curling  
HGTV  
Zoomer Magazine  
newspaper editorials



#### INTERNET

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



#### FOOD/DRINK

specialty breads  
organic meat  
premium beer  
Montana's



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

YouTube  
Pinterest  
podcasts  
view friends' photos online



#### MOBILE

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



#### HEALTH

visit a physiotherapist

#### ATTITUDES

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

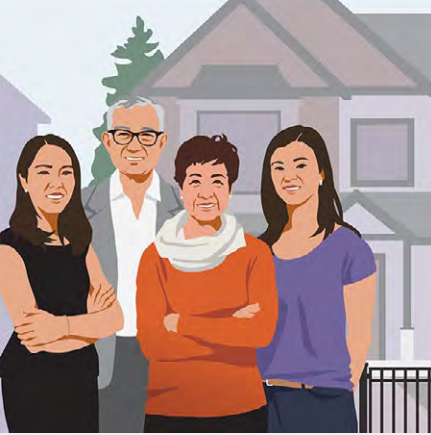
*"It is important for me to regularly get away from all responsibilities and burdens."*

*"People should always do their duty, no matter what happens to them."*

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







**F2** DIVERSE  
URBAN  
FRINGE

**F2** LARGE  
DIVERSE  
FAMILIES

#### Population:

524,668  
(1.38% of Canada)

#### Households:

161,005  
(1.07% of Canada)

#### Average Household Income

\$117,224

#### Average Household Net Worth:

\$1,343,524

#### House Tenure:

Own & Rent

#### Education:

University/High School

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Brand Genuineness*

## Who They Are

With over 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 nearly 30 percent 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*.

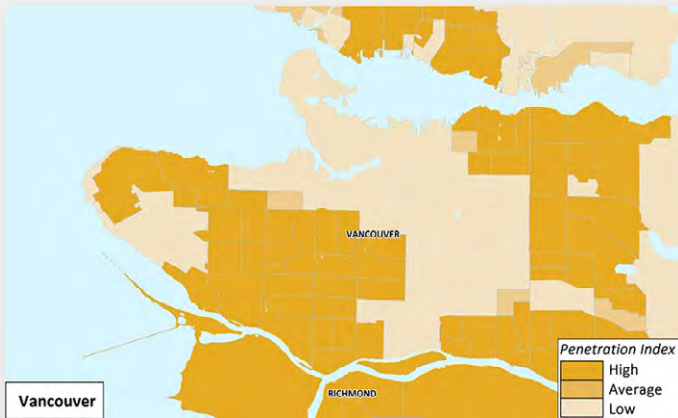
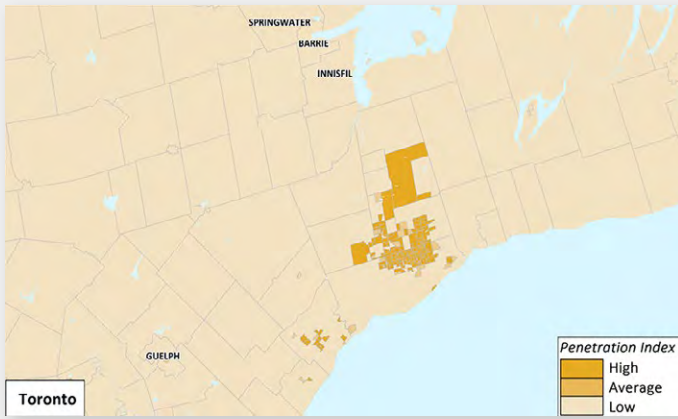
The residents of Asian Achievement are relatively established immigrants who are prospering in their adopted country. They have high rates for owning coin and stamp collections, carrying prestigious credit cards and having three cars, including at least one luxury import costing more than \$50,000. They 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. During COVID-19, these families are binge watching streaming videos and listening to streaming audio programs at higher rates.

## How They Think

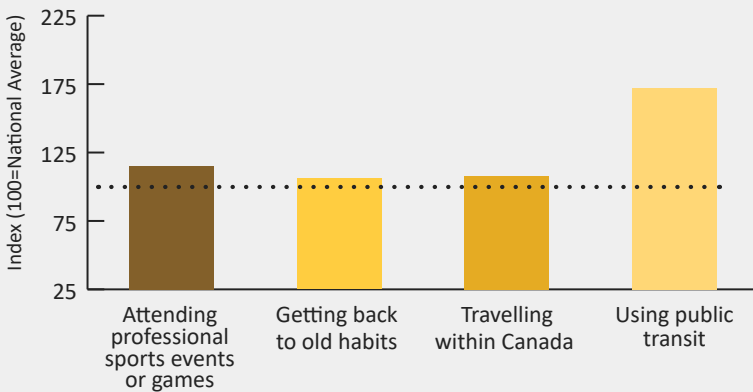
With many new to Canada, the residents of Asian Achievement can feel disconnected from society (*Anomie-Aimlessness*) even while they strive to convey their social standing through their well-appointed homes (*Status via Home*). Like the members of several other culturally diverse segments, their core 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*).

# 10. ASIAN ACHIEVEMENT

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

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



### SHOPPING

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



### TRADITIONAL MEDIA

TV tennis  
 Food Network  
 multicultural radio  
 National Post



### INTERNET

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



### FOOD/DRINK

organic meat  
 walnuts  
 Canadian/BC wine  
 Asian restaurants



### FINANCIAL

ETFs  
 credit unions  
 guaranteed life insurance  
 donate to international groups



### AUTOMOTIVE

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



### SOCIAL

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



### MOBILE

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



### HEALTH

wore braces in past year

### ATTITUDES

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

*"Teenagers should have the same freedom as adults"*

*"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"*





**S2** UPSCALE  
SUBURBAN  
DIVERSITY

**Y3** YOUNG  
FAMILIES

#### Population:

972,209

(2.55% of Canada)

#### Households:

309,690

(2.06% of Canada)

#### Average Household Income

\$141,415

#### Average Household Net Worth:

\$566,145

#### House Tenure:

Own

#### Education:

University/College

#### Occupation:

Mixed

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Attraction for Crowds*

## 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 nearly 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. Video streaming got much more popular for these families during COVID-19.

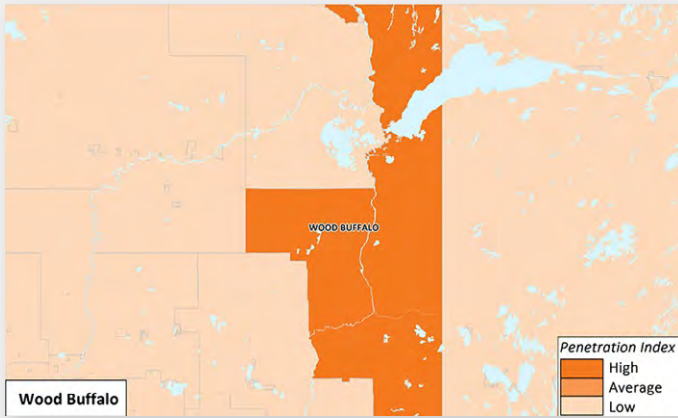
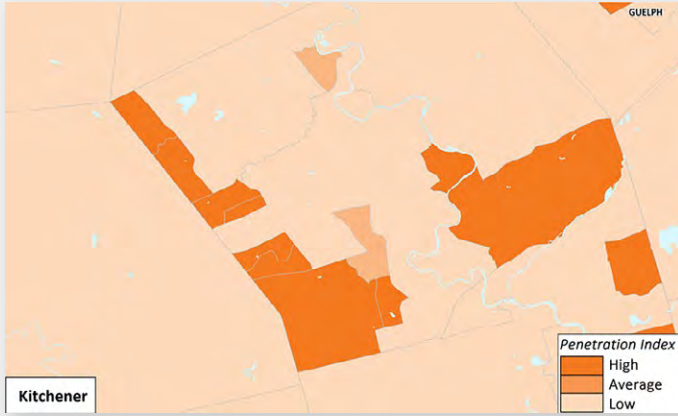
## How They Think

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*).

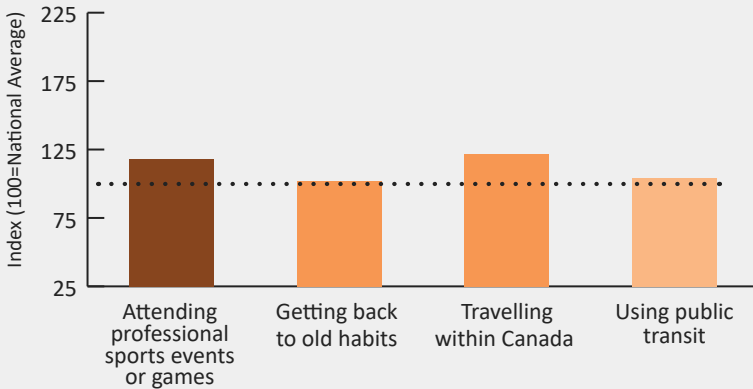


## 11. MODERN SUBURBIA

### Where They Live



### Post-Pandemic, Looking Forward To:



### 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 mobile phones
- beauty/fashion sites on tablet
- collect loyalty points on mobile 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"*



**U3** YOUNG  
URBAN  
CORE

**Y1** VERY YOUNG  
SINGLES  
& COUPLES

#### Population:

668,629  
(1.75% of Canada)

#### Households:

401,632  
(2.67% of Canada)

#### Average Household Income

\$133,022

#### Average Household Net Worth:

\$951,546

#### House Tenure:

Rent & Own

#### Education:

University

#### Occupation:

White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Sexual Permissiveness*

## 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: more than 60 percent have a university degree, and almost one in four hold an advanced degree— three times of 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. Over 60 percent 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. These young Canadians are most looking forward to going to the gym post-COVID.

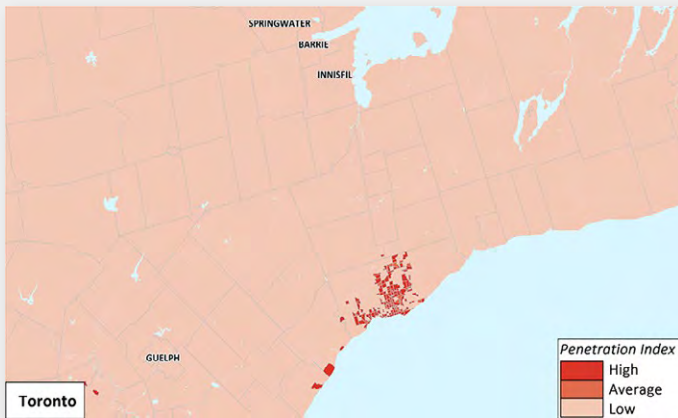
## How They Think

As might be expected of a younger, educated segment, Eat, Play, Love members are broadminded, passionate and footloose, with a progressive view of what constitutes family (*Flexible Families*). They focus on diet, exercise and healthy living (*Effort Toward Health*) and seek out new and exciting experiences to express their individuality (*Pursuit of Novelty, Pursuit of Originality*). Embracing uncertainty and change (*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 belie 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 are willing to pay premium prices for environmentally friendly products (*Ecological Lifestyle*) and appreciate 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*).

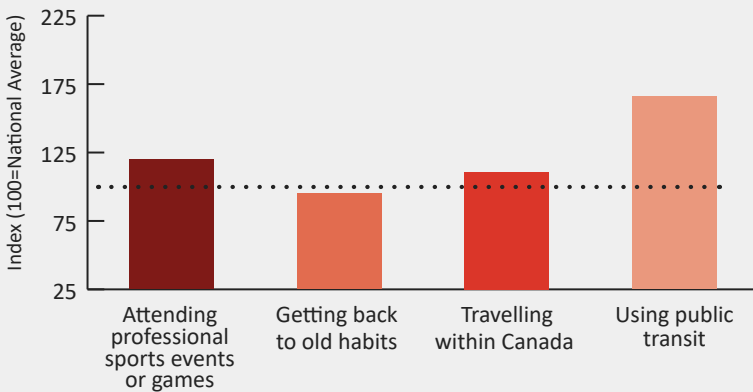


## 12. EAT, PLAY, LOVE

### Where They Live



### Post-Pandemic, Looking Forward To:



### 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 mobile 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"*



**S4** UPPER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**F2** LARGE  
DIVERSE  
FAMILIES

#### Population:

552,694

(1.45% of Canada)

#### Households:

185,789

(1.24% of Canada)

#### Average Household Income

\$185,568

#### Average Household Net Worth:

\$757,793

#### House Tenure:

Own

#### Education:

University/College/  
Trade School

#### Occupation:

White Collar/Service  
Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

Active Government

## 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).

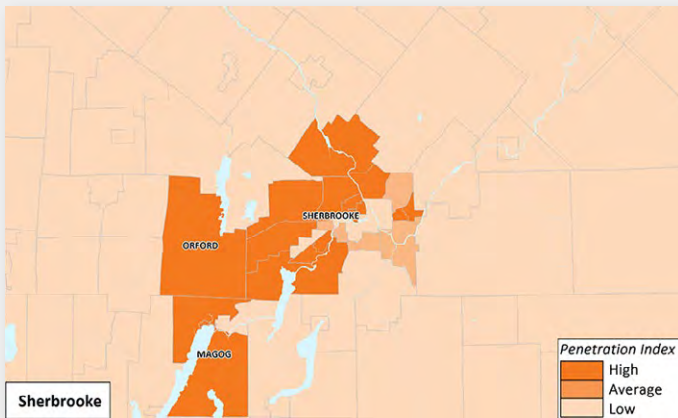
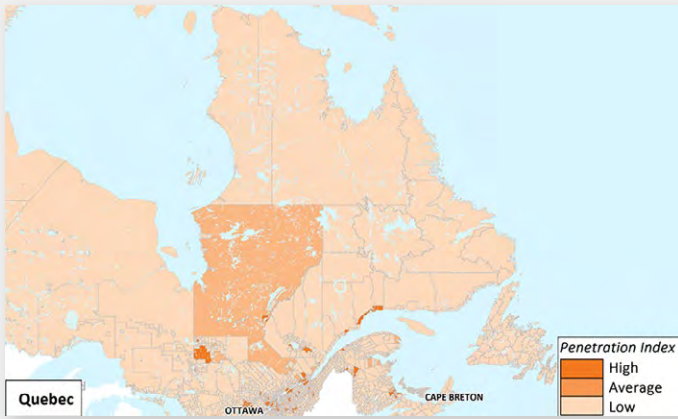
The members of Vie de Rêve like to work hard and play hard. With a net worth of over a million dollars, they can afford taking ski trips, cultural tours and romantic getaways to countries like France, Italy and Cuba. But they also enjoy exploring Quebec, having acquired the gear—skis, bikes, campers 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, especially as they significantly increased their online shopping during COVID-19.

## How They Think

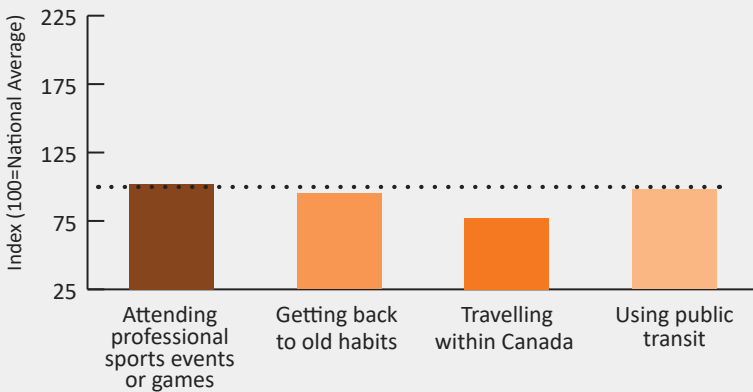
The values of Vie de Rêve members reflect both their affluence and Quebecois heritage. In their *Search for Roots*, they seek to preserve their cultural customs and they're optimistic that they can control the direction of their future (*Personal Control*). They're fascinated by the possibilities science and technology offer (*Enthusiasm for Technology*), and are enthusiastic for purchasing products in areas of their interest (*Consumptivity*). Many in Vie de Rêve prefer work that is personally meaningful and socially valuable (*Fulfillment Through Work*), and have a strong desire to leave a financial and cultural *Legacy*. 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*).

### 13. VIE DE RÊVE

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

cross-country skiing  
pop music concerts  
spa resorts  
historic sites



### SHOPPING

Reitmans  
Simons  
perfume/cologne  
video games



### TRADITIONAL MEDIA

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



### INTERNET

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



### FOOD/DRINK

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



### FINANCIAL

mortgages  
private life insurance  
RESPs  
Desjardins



### AUTOMOTIVE

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



### SOCIAL

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



### MOBILE

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



### 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"*







**R1** UPPER-MIDDLE  
RURAL

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

553,854

(1.45% of Canada)

**Households:**

192,103

(1.28% of Canada)

**Average Household  
Income**

\$149,823

**Average Household Net  
Worth:**

\$964,293

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Effort Toward Health*

## 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 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 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 over \$570,000—29 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*.

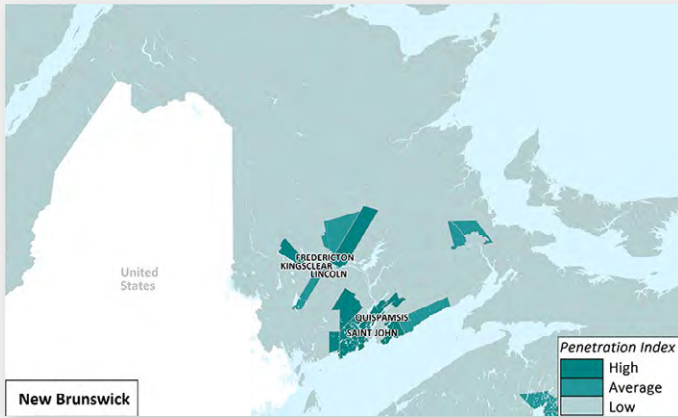
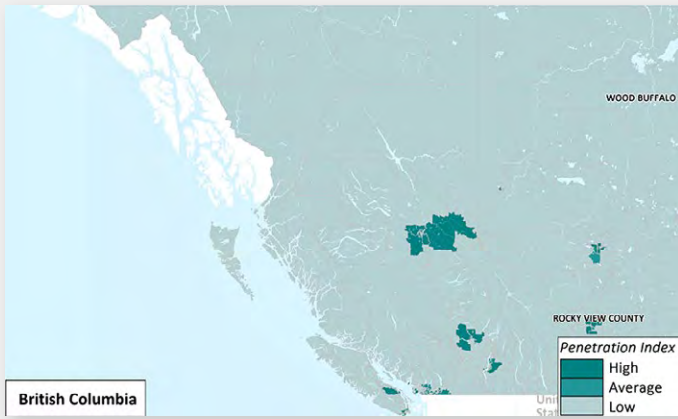
The middle-aged households of Kick-Back Country like their new country lifestyle with their gardens and pets and plenty of fishing and hunting gear to make the most of their rural landscapes. They typically do their own maintenance and spend weekends prowling the aisles of Lowe's, Home Depot and Home 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. During COVID-19, they are most looking forward to children being able to return to school.

## How They Think

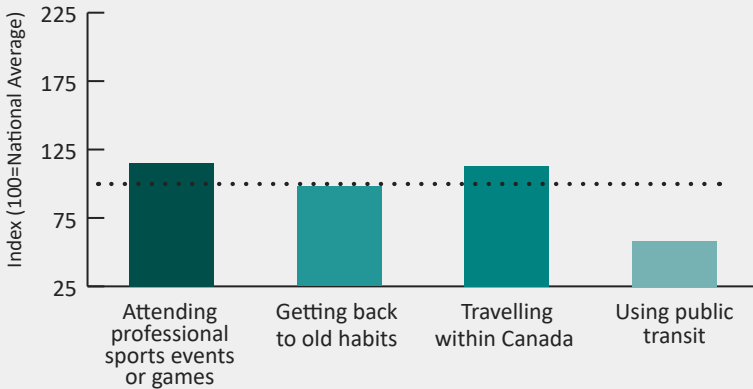
The members of Kick-Back Country appreciate values passed down through generations to help them organize their lives (*Personal Control*). They place great importance on their faith, insist that the father be the head of the house and think people must work hard if they want to get ahead (*Religiosity, 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 take an energetic, lively approach to life, feeling they have more energy than others (*Vitality*). With substantial nest eggs, they have lower *Financial Concern Regarding the Future*. This encourages them to enjoy the sheer act of buying things (*Joy of Consumption*) and select 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*).

## 14. KICK-BACK COUNTRY

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

home shows  
ATV/snowmobiling  
rock concerts  
dinner theatres



#### SHOPPING

Mark's  
Home Depot  
craft supply stores  
Pet Valu



#### TRADITIONAL MEDIA

TV DIY programs  
HGTV  
today's country radio  
*Cottage Life*



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

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



#### AUTOMOTIVE

compact SUVs  
large light-duty pickup trucks  
domestic brands  
Ford



#### SOCIAL

Instagram  
online chats  
research home and garden by  
social media  
Pinterest



#### MOBILE

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



#### HEALTH

visit a chiropractor



#### ATTITUDES

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

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

*"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"*

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



**U4** URBAN DIVERSITY

**F2** LARGE DIVERSE FAMILIES

#### Population:

881,261  
(2.31% of Canada)

#### Households:

221,110  
(1.47% of Canada)

**Average Household Income**  
\$121,550

**Average Household Net Worth:**  
\$665,063

**House Tenure:**  
Own

**Education:**  
University/High School

**Occupation:**  
Blue Collar/  
Service Sector

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*Consumption*  
*Evangelism*

## 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 one third of 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 over 40 percent 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. During COVID-19, these members watched streaming videos and live TV at significantly increased rates.

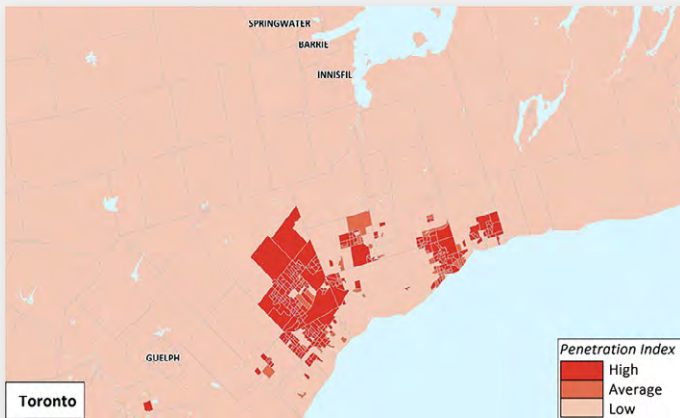
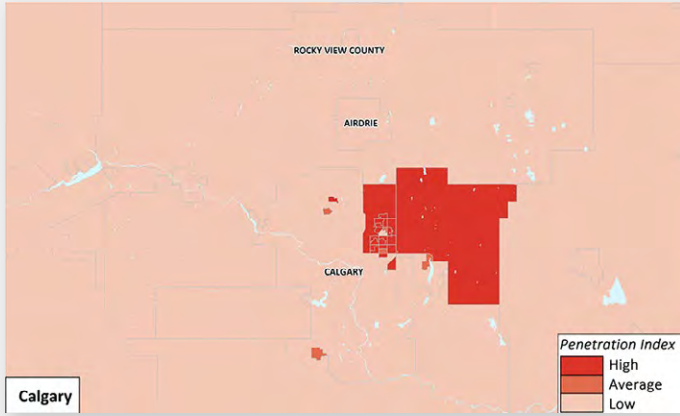
## How They Think

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*).

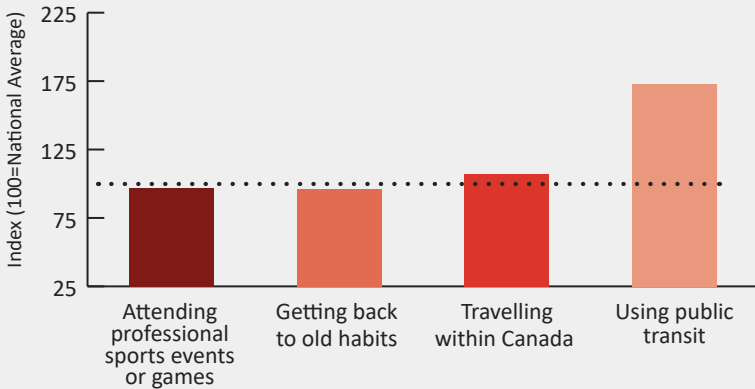


# 15. SOUTH ASIAN ENTERPRISE

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

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



### SHOPPING

- Old Navy
- Zara
- wearable devices
- Groupon



### TRADITIONAL MEDIA

- E!
- Discover Channel
- Toronto Star
- multicultural radio



### INTERNET

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



### FOOD/DRINK

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



### FINANCIAL

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



### AUTOMOTIVE

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



### SOCIAL

- WhatsApp
- Twitter
- LinkedIn
- Instagram



### MOBILE

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



### 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"*





**U2** URBAN  
OLDER

**M1** OLDER FAMILIES  
& EMPTY NESTS

#### Population:

736,121  
(1.93% of Canada)

#### Households:

326,825  
(2.17% of Canada)

#### Average Household Income

\$120,453

#### Average Household Net Worth:

\$840,981

#### House Tenure:

Own

#### Education:

University/College/  
High School

#### Occupation:

White Collar/  
Service Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

Vitality

## 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 twenties. About 58 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.

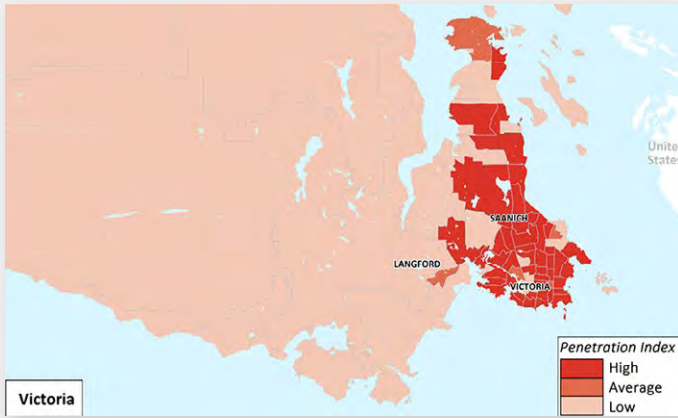
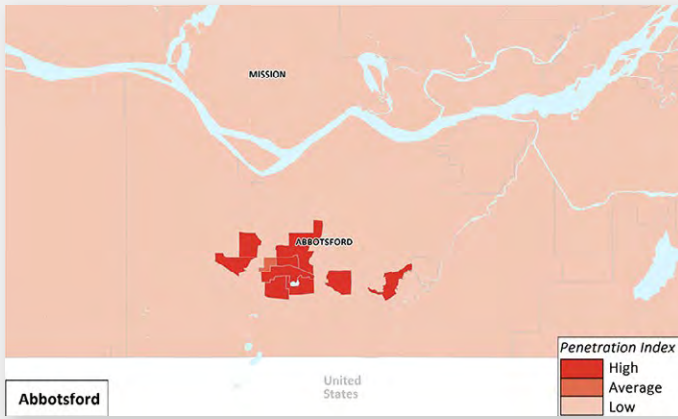
The older members of Savvy Seniors are busy enjoying the good life. Those retired spend their time golfing, sewing, knitting and making crafts. When not taking trips around Canada or Europe, they are undertaking DIY remodeling projects around their home. With a fondness for cultural activities, residents 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. Top of their to do list for the post-COVID world is travelling within Canada.

## How They Think

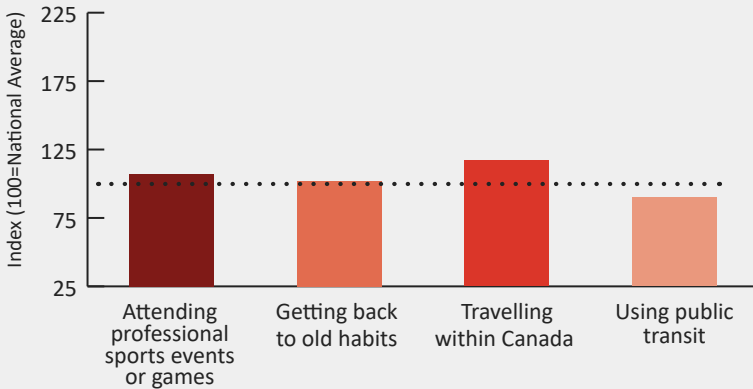
The members of Savvy Seniors are pleased with their country and their accomplishments. They believe Canada should play a strong role in the world (*National Pride*) and that the country offers opportunities for anyone to succeed if they try hard enough (*North American Dream*). Adopting a lively approach to life, many feel they still have more vigor and energy than other people (*Vitality*), 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 are happy to pay premium prices for products and services of their interest, especially if those 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*).

16. SAVVY SENIORS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- gardening
- golf
- cruises
- active in social issues



SHOPPING

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



TRADITIONAL MEDIA

- CBC News
- The Weather Network
- oldies radio
- Maclean's



INTERNET

- click on Internet advertisements
- real estate sites
- access restaurant guides/reviews
- travel arrangements online



FOOD/DRINK

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



FINANCIAL

- high-interest savings
- financial planners
- TFSAs
- donate to Canadian charities



AUTOMOTIVE

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



SOCIAL

- WhatsApp
- LinkedIn
- comedy podcasts
- blogs



MOBILE

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



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

**Population:**

256,143  
(0.67% of Canada)

**Households:**

85,085  
(0.57% of Canada)

**Average Household Income**

\$104,925

**Average Household Net Worth:**

\$1,015,204

**House Tenure:**

Own & Rent

**Education:**

Grade 9/High School/  
University

**Occupation:**

Service Sector/  
White Collar

**Cultural Diversity Index:**

High

**Sample Social Value:**

*Ecological Fatalism*

## Who They Are

With almost 60 percent 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 teenage and older children 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, almost 30 percent of households include children over the age of 25—70 percent higher than 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.

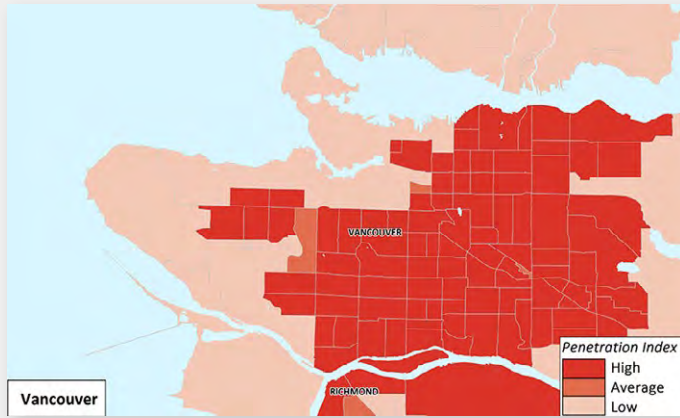
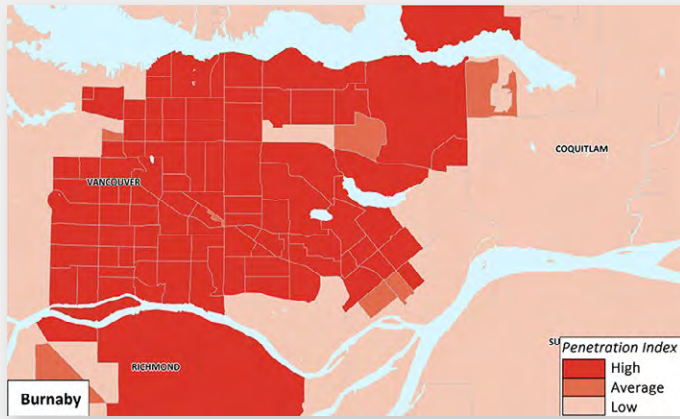
In Asian Avenues, residents never seem to slow down. They participate in the full range of sports—from tennis and basketball, to yoga and snowboarding. They enjoy nightlife with high rates for going to ballets and operas as well as nightclubs and casinos. These households are health conscious and enjoy 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, subways stations, malls and elevators. These ethnic families are looking forward to going to the gym post-COVID.

## How They Think

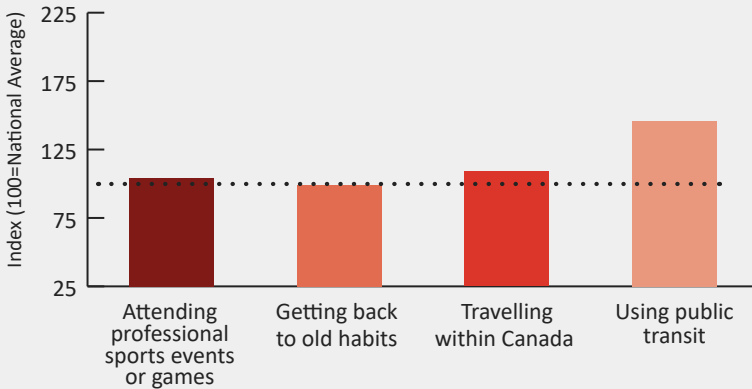
With many of its members new to this country, Asian Avenues feel disconnected with Canadian society and culture (*Anomie/Aimlessness*). They believe the father should be the head of the house and preserve the traditional definition of the nuclear family (*Patriarchy, Traditional Families*). With the 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*).

## 17. ASIAN AVENUES

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

yoga/Pilates  
 gourmet cooking  
 ballet/opera/symphony  
 casinos



#### SHOPPING

Gap  
 H&M  
 Real Canadian Superstore  
 smart home appliances



#### TRADITIONAL MEDIA

TV European major league soccer  
 Much  
 multicultural radio  
 ELLE Canada



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

term deposits  
 RRSPs  
 long-term care insurance  
 mobile wallet



#### AUTOMOTIVE

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



#### SOCIAL

WeChat  
 Reddit  
 WhatsApp  
 dating platforms



#### MOBILE

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



#### 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"*





**F1** UPSCALE  
URBAN  
FRINGE

**F2** LARGE  
DIVERSE  
FAMILIES

#### Population:

854,193  
(2.24% of Canada)

#### Households:

277,197  
(1.84% of Canada)

#### Average Household Income

\$132,833

#### Average Household Net Worth:

\$756,315

#### House Tenure:

Own

#### Education:

University/College/  
High School

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Financial Security*

## 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. In these neighbourhoods where one of the stronger values is *Financial Security*, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they 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. Finding much enjoyment in maintaining an active lifestyle, this cohort is particularly looking forward to hitting the gym and spending time outdoors post-COVID. Many residents value *Rejection of Authority*—telling researchers, “young people should be taught to question authority”. 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.

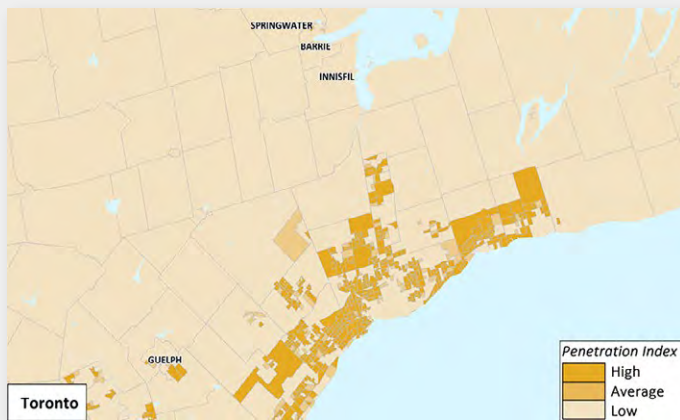
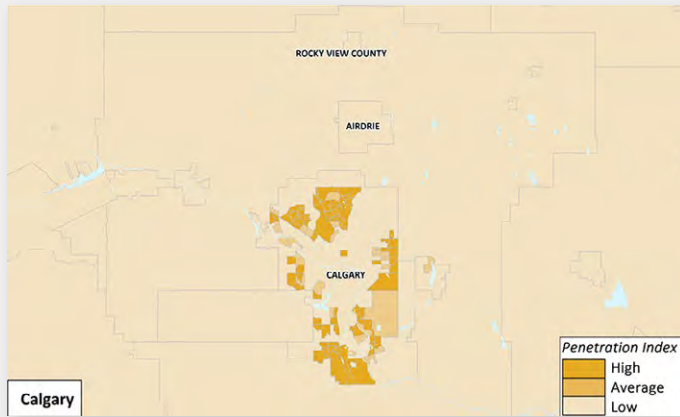
## How They Think

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 (*American Dream, 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*). As active members of their local religious community (*Religiosity*), they like to connect with smaller, close-knit groups in an authentic and sincere manner (*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 stimulating experiences (*Advertising as a Stimulus*). As a whole, these households have embraced the lives they have chosen and feel they deserve the rewards they enjoy (*Just Deserts*).

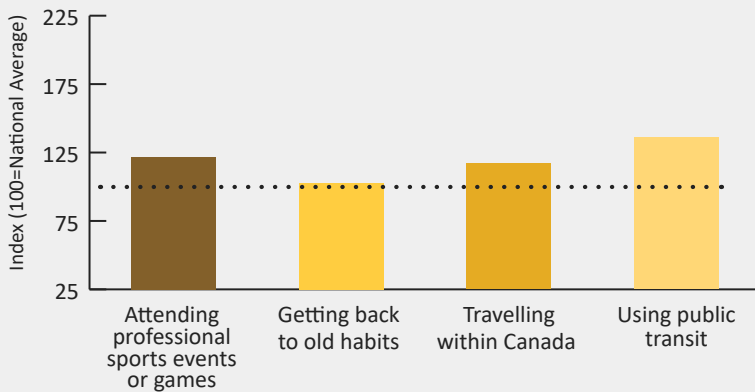


## 18. MULTICULTURAL CORNERS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

aerobics  
baseball  
amusement parks  
pro basketball games



#### SHOPPING

Mark's  
Winners  
Shoppers Drug Mart  
Mastermind



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

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



#### AUTOMOTIVE

imported compact SUVs  
three vehicles  
Costco automotive products  
2019 model year



#### SOCIAL

LinkedIn  
Snapchat  
Twitter  
Instagram



#### MOBILE

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



#### HEALTH

use massage therapy services

### ATTITUDES

"An extramarital affair from time to time is not that serious"

"Protecting the environment is something that is important to me"

"Financial security is very important to me"

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



**S3** UPPER-MIDDLE  
SUBURBIA

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

1,036,868  
(2.72% of Canada)

**Households:**

338,631  
(2.25% of Canada)

**Average Household  
Income**

\$145,442

**Average Household Net  
Worth:**

\$627,552

**House Tenure:**

Own

**Education:**

College/High School

**Occupation:**

Mixed

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Need for Escape*

## 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 utilities. Thanks to dual-income households, their upscale 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 trailers and boats. Family Mode members make an *Effort Toward Health*, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

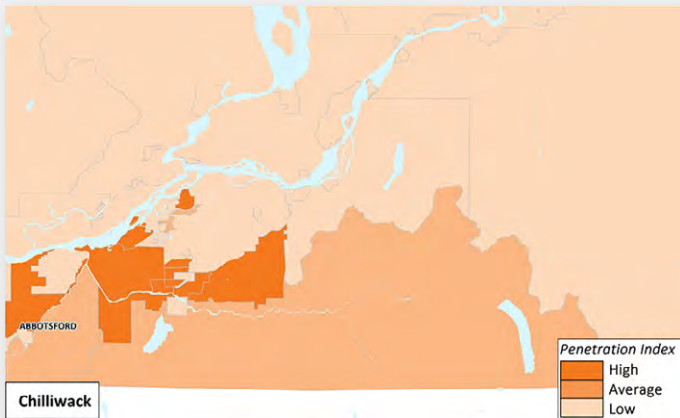
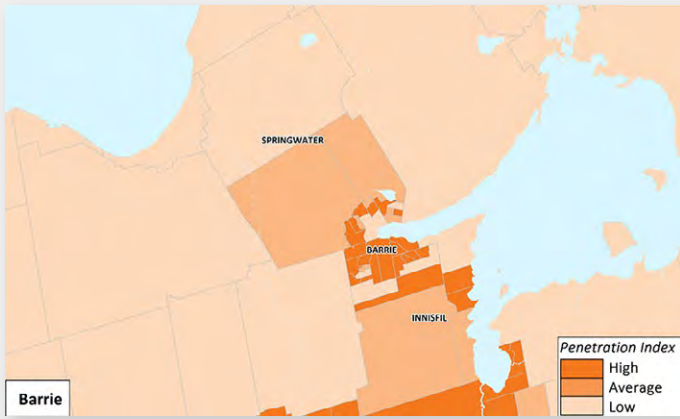
The members of Family Mode straddle two worlds: close enough to downtown for their work but far enough away to enjoy outdoorsy activities. These families like golfing, gardening, camping and power boating. Many residents belong to sports teams and spend their weekends playing basketball, baseball and 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 E! channels on TV, new and traditional country music on the radio, and magazines like *Today's Parent* and *Style at Home*. 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. These families are most looking forward to being able to attend professional sporting events post-COVID.

## How They Think

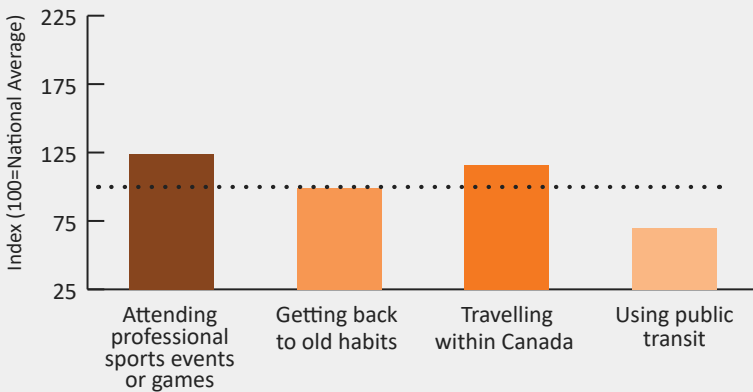
Family Mode residents have worked hard to achieve their upscale status, and they're sticking with the straightforward principles that got them there. They're content to live with a certain amount of chaos in their lives, however, they believe that it is important to regularly get away from those responsibilities and burdens (*Rejection of Order*). 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 (*Racial Fusion*). 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 *National Pride*, believing it to be important that Canada holds a strong position in the world, while putting their obligations to their country ahead of their personal interests. They are also striving to leave a Legacy behind for future generations. They often feel overwhelmed by the stresses of daily life (*Need for Escape*). Strong on *Technology Anxiety*, this segment believes that new technologies are causing more problems than they are solving.

19. FAMILY MODE

**Where They Live**



**Post-Pandemic, Looking Forward To:**



**How They Live**



**LEISURE**

- swimming
- baseball
- amusement parks
- travel by RV/camper



**SHOPPING**

- Winners
- Old Navy
- Mastermind
- Home Depot



**TRADITIONAL MEDIA**

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



**INTERNET**

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



**FOOD/DRINK**

- tortilla wraps
- granola bars
- Pizza Hut
- casual family restaurants



**FINANCIAL**

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



**AUTOMOTIVE**

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



**SOCIAL**

- Pinterest
- LinkedIn
- Twitter
- Reddit



**MOBILE**

- research products or services on mobile phone
- access guides/reviews on tablet
- watch subscription-based video service on tablet
- read magazines on mobile phone



**HEALTH**

- used topical pain relief 3-5 times in past month

**ATTITUDES**

"Violence is a part of life. It's no big deal"

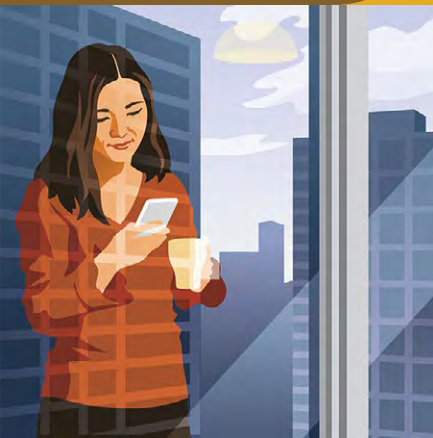
"How my personal information is stored by companies and the government is not very important to me"

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

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







**F2** DIVERSE  
URBAN  
FRINGE

**Y2** YOUNGER  
SINGLES  
& COUPLES

**Population:**

404,136  
(1.06% of Canada)

**Households:**

201,010  
(1.34% of Canada)

**Average Household  
Income**  
\$84,831

**Average Household Net  
Worth:**  
\$514,388

**House Tenure:**  
Own & Rent

**Education:**  
University

**Occupation:**  
White Collar/  
Service Sector

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*Status via Home*

## 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*.

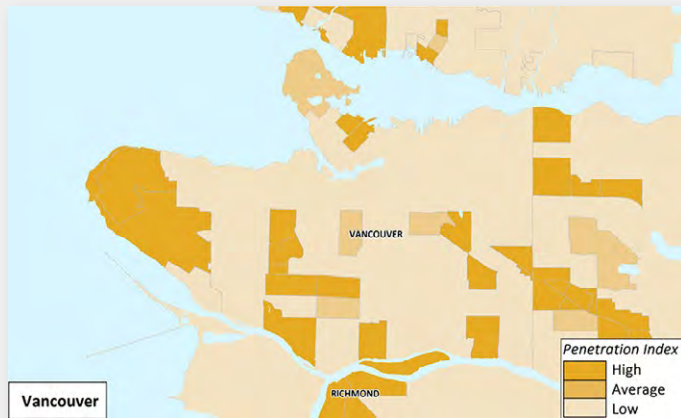
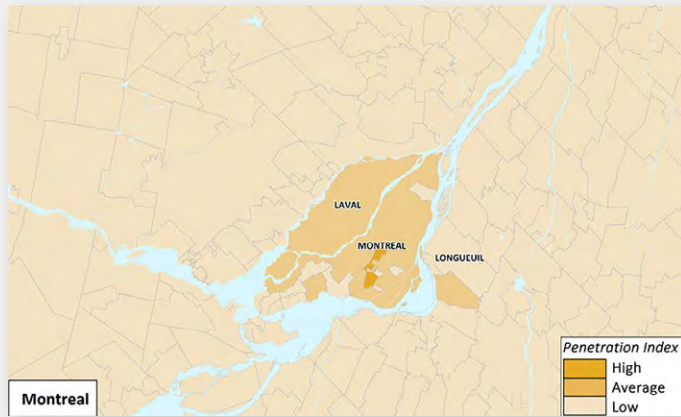
New Asian Heights members enjoy city life, going out to pubs and sports bars, meeting friends at Japanese and Indian restaurants, and attending live music performances—from opera and jazz to rock and country. They like to shop at Zara and splurge on pricey tickets to professional sporting events. Top activities this cohort is looking most forward to doing after the end of COVID-19 is shopping in-store and getting back to the gym. Their modest incomes have not stopped them from travelling to Asia, Europe and the U.S.; on their last vacation, they spent at least \$2,000. 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

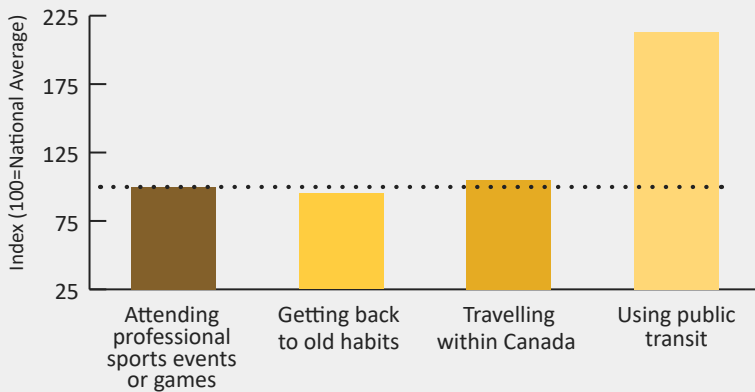
New Asian Heights residents thrive in their fast-paced urban environment (*Adaptability to Complexity*) and feel that one's home is an extension of their image, thus equip their homes in a way that will impress others (*Status via Home*). Socially progressive, they're open-minded about romantic relationships (*Sexual Permissiveness*) and believe that young people should be given the same freedom as adults. Many in this group believe it is important to try new products, vacation spots and foods just for the pleasure of the novelty, and their *Attraction for Crowds* helps them make connections with others while taking part in these new experiences. 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 (*Need for Status Recognition*). 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*).

## 20. NEW ASIAN HEIGHTS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

gourmet cooking  
jogging  
rock concerts  
film festivals



#### SHOPPING

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



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

stocks  
investments through bank  
condo home insurance  
TD Canada Trust



#### AUTOMOTIVE

imported compact SUVs  
imported trucks  
Mazda  
listen to podcast in vehicle



#### SOCIAL

WhatsApp  
Instagram  
LinkedIn  
Reddit



#### MOBILE

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



#### HEALTH

use store-bought  
orthotic insoles

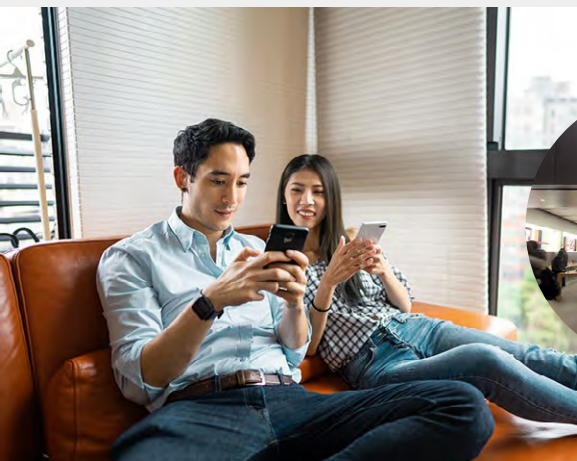
#### ATTITUDES

"How my personal information is stored by companies and the government is not very important to me"

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

"Violence is a part of life. It's no big deal"

"It is acceptable to use physical force to get something you really want"





**S6** OLDER  
SUBURBAN

**M2** MATURE  
SINGLES  
& COUPLES

#### Population:

509,174  
(1.34% of Canada)

#### Households:

220,911  
(1.47% of Canada)

#### Average Household Income

\$109,329

#### Average Household Net Worth:

\$824,732

#### House Tenure:

Own

#### Education:

College/High School

#### Occupation:

Mixed

#### Cultural Diversity Index:

Low

#### Sample Social Value:

Duty

## 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 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. 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. 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 MSNBC US, The Comedy Network and Animal Planet. 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 high for hours spent reading magazines and community newspapers. Admitting *Technological Anxiety*, they're late adopters of mobile phones and tablets for accessing digital media, though they like buying books, browsing Pinterest 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. Given the current state of the world, this cohort is most looking forward to travelling within Canada post-COVID. 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."

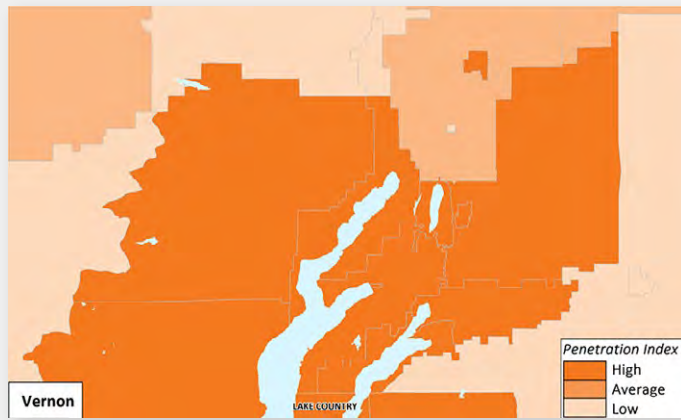
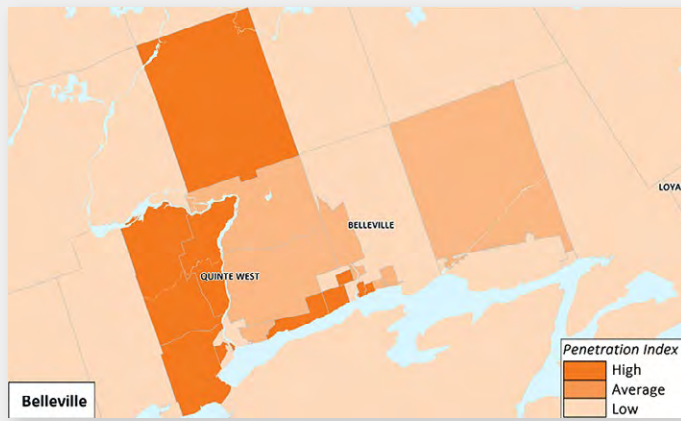
## How They Think

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*). These Canadians believe that society has a responsibility to prioritize protecting the environment over economic advancements that could threaten the environment (*Primacy of Environmental Protection*). Additionally, they 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 find fulfilment through investing in their professional lives and feeling that their work has social value (*Fulfilment Through Work*). This segment tends to base their purchase decisions on utilitarian rather than aesthetic considerations (*Utilitarian Consumerism*), and this behaviour is also reflected in their willingness to base consumer decisions on the perceived ethics of a company and being good corporate citizens (*Ethical Consumerism*). 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*). When they do spend their money, they prefer patronizing small businesses, which they consider more ethical than large corporations (*Confidence in Small Business*).

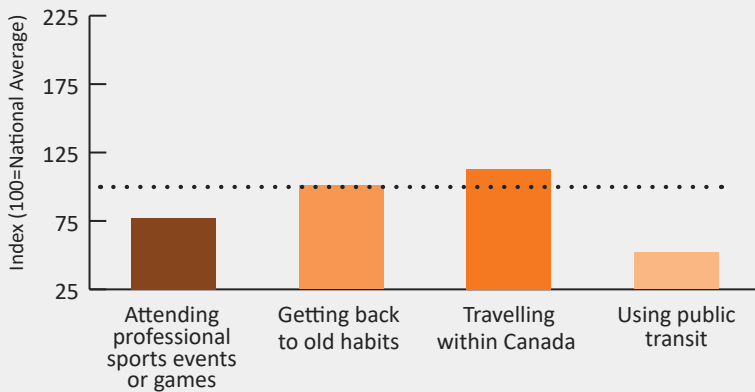


## 21. SCENIC RETIREMENT

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

golf  
 art galleries  
 community theatres  
 national or provincial parks



#### SHOPPING

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



#### TRADITIONAL MEDIA

TV curling  
 CBC News  
 new country radio  
 community newspapers



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

GICs  
 mutual funds  
 senior services bank plans  
 RRIFs



#### AUTOMOTIVE

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



#### SOCIAL

Pinterest  
 less than 1 hour/day on social media  
 access social media through tablet  
 0-49 friends in all social media networks



#### MOBILE

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



#### HEALTH

use a hearing aid

#### ATTITUDES

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

*"I would prefer to do work that is exciting but does not pay very well"*

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

*"How my personal information is used by companies and the government is not very important to me"*





**U3** YOUNG  
URBAN  
CORE

**Y2** YOUNGER  
SINGLES  
& COUPLES

#### Population:

484,529

(1.27% of Canada)

#### Households:

203,562

(1.35% of Canada)

#### Average Household Income

\$114,359

#### Average Household Net Worth:

\$611,752

#### House Tenure:

Own and Rent

#### Education:

University

#### Occupation:

White Collar/  
Service Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Effort Toward Health*

## 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 of *Ostentatious Consumption*.

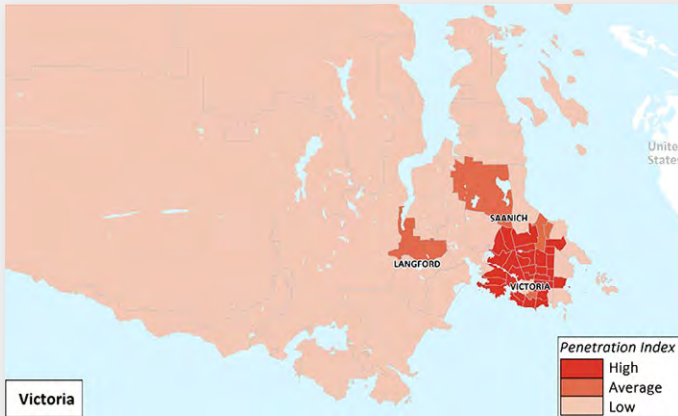
Because so many have yet to start families, Indieville residents can devote their discretionary income to active social lives. They have high rates for going to nightclubs, sports bars, pop concerts and art galleries. Post-COVID this cohort is most looking forward to utilizing public transit and hitting the gym—as 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 stores like Banana Republic, Roots, the Gap and Lululemon Athletica. But Indieville members aren't simply acquisitive materialists, they score high for the value of *Personal Control* and strive to organize the direction of their future, even when it feels like there are forces beyond their control preventing it. 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. They like reading newspapers, especially the tech section. However, 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

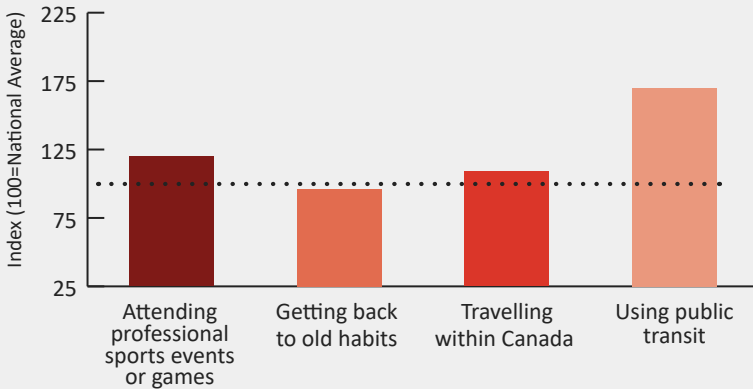
The members of Indieville hold a socially progressive view of the world and family (*Flexible Families*), and they're less inclined to conform to society's rules (*Rejection of Authority*). Self-described citizens of the world, they believe that youth should be treated the same as adults (*Global Consciousness, Equal Relationship with Youth*). With over a quarter of members foreign-born, they support diverse groups in celebrating their unique traditions 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. They also enjoy buying items that are of particular interest (*Need for Status Recognition*), especially if they're well-designed, brand-name products from ethical companies (*Importance of Aesthetics, Ethical Consumerism*).

22. INDIEVILLE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

art galleries  
comedy films  
nightclubs/bars  
volunteer work



SHOPPING

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



TRADITIONAL MEDIA

CP24  
modern rock radio  
Maclean's  
alternative news magazines



INTERNET

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



FOOD/DRINK

nuts  
protein drinks  
coffee shops  
ethnic restaurants



FINANCIAL

mobile banking apps  
mutual funds  
online trading  
RBC



AUTOMOTIVE

subcompacts  
Korean brands  
one vehicle  
PartSource



SOCIAL

Twitter  
LinkedIn  
Reddit  
dating platforms



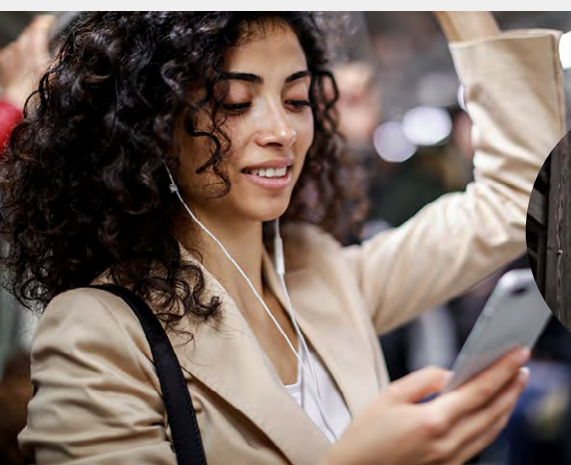
MOBILE

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



HEALTH

consulted a dental professional 4-5 times in past year



ATTITUDES

"How my personal information is stored by companies and the government is not very important to me"

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

"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"

"I like trying to take advantage of the unforeseen, of opportunities that present themselves"





**U2** URBAN  
OLDER

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

843,045  
(2.21% of Canada)

**Households:**

307,379  
(2.04% of Canada)

**Average Household  
Income**

\$115,193

**Average Household Net  
Worth:**

\$612,864

**House Tenure:**

Own

**Education:**

College/High School

**Occupation:**

Mixed

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Legacy*

## 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 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, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (*Culture Sampling*).

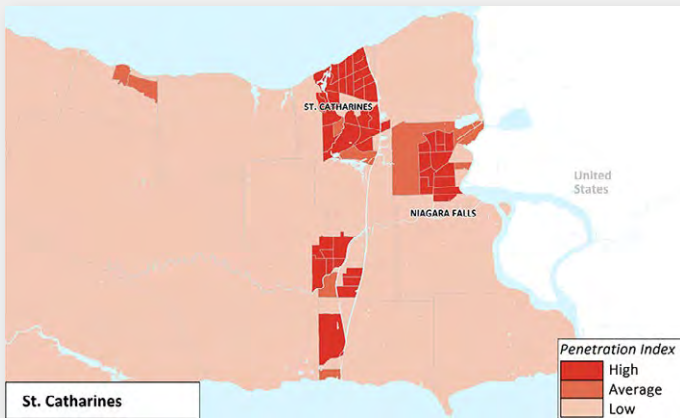
The upper-middle-class members of Mid-City Mellow inhabit a land of pleasant living. Their older homes are graced with well-tended gardens, hot tubs and driveways crowded with midsize cars and SUVs, boats and campers. They have high rates for attending the theatre and concerts featuring rock and country music, and this cohort's families with children explains the popularity of pets, pro hockey and football, as well as casual restaurants like Kelsey's, Swiss Chalet and The Keg. 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 newspapers in print—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. As a segment who enjoy their personal leisure time, this cohort is looking forward to driving more post-COVID. They listen to radio mostly during their commutes to work, preferring stations that play oldies, classic rock and new country music. 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

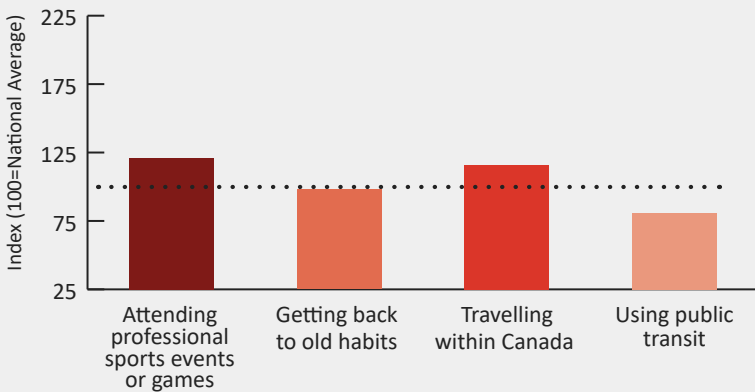
The members of Mid-City Mellow are eager to preserve their *Legacy*—this could be done through a financial, moral, spiritual, or cultural nature. Living in multicultural cities, they've come to appreciate the virtues of other cultures too (*Cultural Sampling*). Their outlook is open-minded, willing to question the status quo (*Rejection of Authority*) and passionate about improving their communities and the lives of those less fortunate (*Community Involvement*). Comfortable with the uncertainties of modern life (*Rejection of Order*), they firmly believe in their ability to effect change and that ultimately people get what they deserve (*Personal Control*). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (*Ecological Concern*). 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 and have an enthusiasm for purchasing products and services in areas of interests such as music and electronics (*Consumptivity*). In the marketplace, Mid-City Mellow members look for brands that are authentic, and convey a compelling story and satisfy their desire to demonstrate their individuality (*Brand Genuineness, Pursuit of Originality*).

### 23. MID-CITY MELLOW

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

entertaining at home  
 fitness clubs  
 community theatres  
 casino clubs



### SHOPPING

Mark's  
 Pennington's  
 Loblaws  
 Rexall/PharmaPlus



### TRADITIONAL MEDIA

Movie Time  
 TV auto racing-IndyCAR  
 oldies radio  
 community newspapers



### INTERNET

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



### FOOD/DRINK

pretzels  
 decaffeinated coffee  
 buffet restaurants  
 casual family restaurants



### FINANCIAL

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



### AUTOMOTIVE

domestic intermediate SUVs  
 small vans  
 Chevrolet/GMC  
 two vehicles



### SOCIAL

YouTube  
 Pinterest  
 read Facebook news feed  
 stay connected with  
 personal contacts



### MOBILE

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



### HEALTH

take vitamin D supplements

### ATTITUDES

"Violence is a part of life. It's no big deal"

"I like to experience new emotions every day"

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

"When I buy a brand, product or service, it is very important to me that I get a sense of the place where it was created"





**S3** UPPER-MIDDLE  
SUBURBIA

**Y3** YOUNG  
FAMILIES

#### Population:

427,334  
(1.12% of Canada)

#### Households:

146,713  
0.98% of Canada)

#### Average Household Income

\$137,843

#### Average Household Net Worth:

\$394,068

#### House Tenure:

Own

#### Education:

College/Trade School/  
High School

#### Occupation:

Blue Collar/Service  
Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Flexible Families*

## Who They Are

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, an upper-middle 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 most of the children in these households are between the ages of 5 and 24. 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. Parents in this cohort are looking forward to having their children back in school post-COVID, as 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. However, their mobile phones keep them connected to the digital world, where they often access news sites, personal banking applications, search maps and shop for essentials. On the road, these families pay attention to billboard ads.

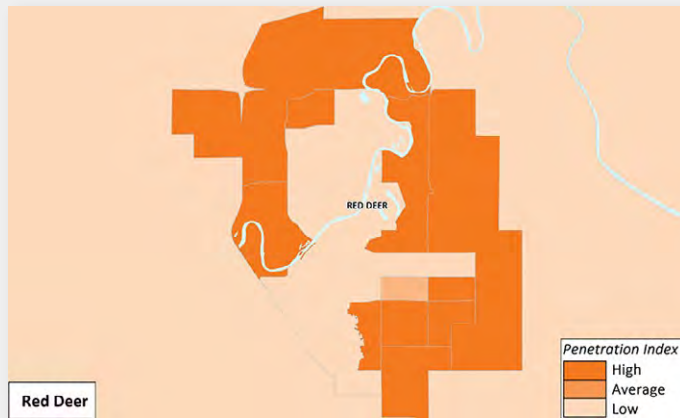
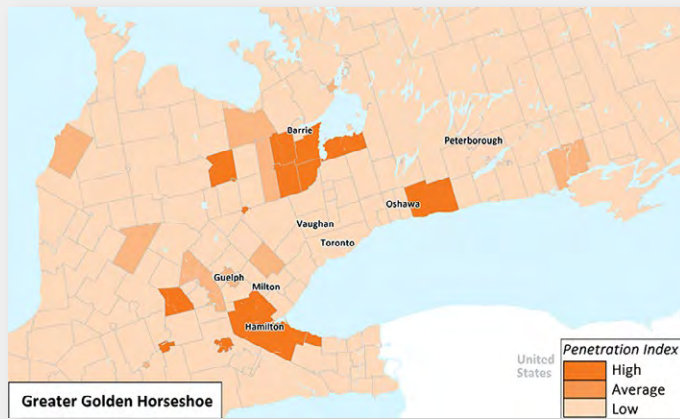
## How They Think

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 highly value the idea of taking greater risks in life to get what they like (*Penchant for Risk*), and with many of 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 as they strive to obtain the 'Canadian Dream', 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*).

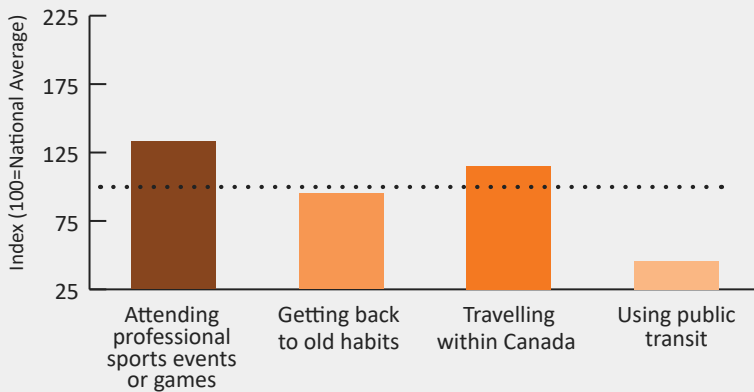


## 24. ALL-TERRAIN FAMILIES

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

power boating  
hockey  
dancing/nightclubs  
travel by RV/camper



#### SHOPPING

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



#### TRADITIONAL MEDIA

TV reality shows  
TSN  
modern rock radio  
*Outdoor Canada*



#### INTERNET

home improvement/décor sites  
download music/MP3 files online  
subscription-based  
video streaming  
purchase toys/games online



#### FOOD/DRINK

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



#### FINANCIAL

stocks/bonds  
mobile banking  
term life insurance  
overdraft protection



#### AUTOMOTIVE

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



#### SOCIAL

Twitter  
Snapchat  
LinkedIn  
social media on mobile phone



#### MOBILE

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



#### HEALTH

are physically active

#### ATTITUDES

*"Violence is a part of life. It's no big deal"*

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

*"How my personal information is used by companies and the government is not very important to me"*

*"I prefer people who pursue their own happiness above all else"*





**S3** UPPER-MIDDLE  
SUBURBIA

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

969,065  
(2.54% of Canada)

#### Households:

345,953  
(2.30% of Canada)

#### Average Household Income

\$127,534

#### Average Household Net Worth:

\$551,442

#### House Tenure:

Own

#### Education:

Mixed

#### Occupation:

Service Sector/  
Blue Collar

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Rejection of Order*

## 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 *Need for Escape*, making a conscious effort to escape the stress and responsibilities of every day life once in a while.

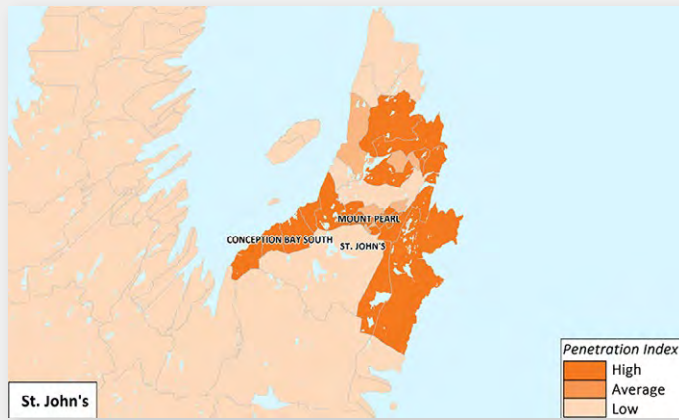
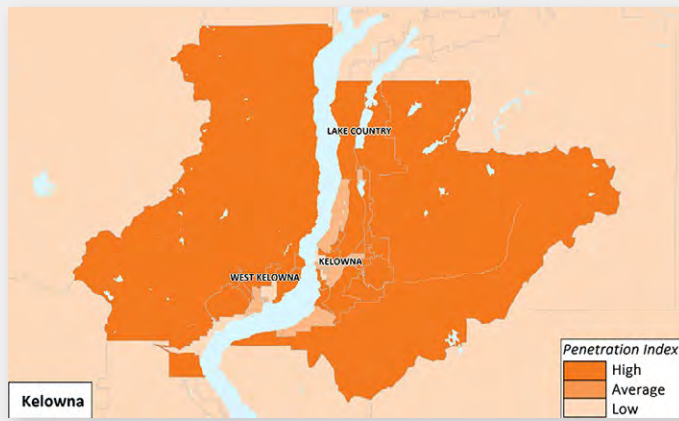
With their solid incomes, Suburban Sports members have the means to enroll their kids in soccer camp while they take a cruise or a sightseeing trip to Mexico. This cohort also enjoys travelling within Canada, especially British Columbia, and this is one of the things they are most looking forward to post-COVID. These households frequent a wide range of cultural activities, from 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 a glass of wine or Canadian rye whisky around their living room fireplace. 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 classic rock and country music on the radio and read outdoor magazines.

## How They Think

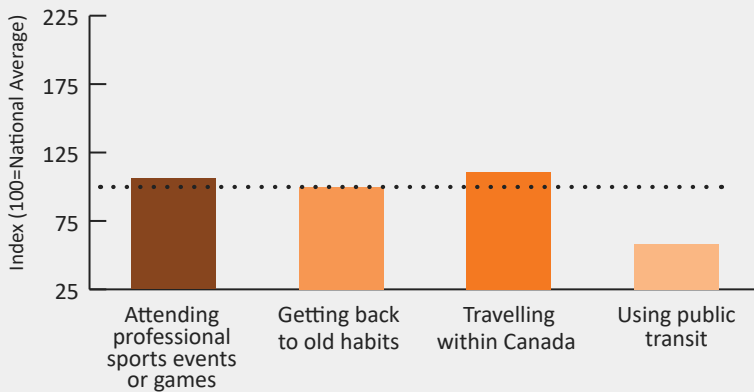
The members of Suburban Sports have relied on their strong *Work Ethic* to achieve upper-middle-class status and now want to instill in their children the principle of deferring pleasure and working hard to realize greater gains in the future. Despite their solid incomes, they still have *Financial Concern 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 (*Racial Fusion*) and supporting diversity within families (*Flexible Families*). 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 (*Civic Engagement, Rejection of Authority*). 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*).

## 25. SUBURBAN SPORTS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

yoga/Pilates  
golf  
rock concerts  
pubs/sports bars



#### SHOPPING

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



#### TRADITIONAL MEDIA

TV NFL football  
Discovery Channel  
new country music radio  
*People*



#### INTERNET

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



#### FOOD/DRINK

Greek yogurt  
cider  
casual family restaurants  
Milestones



#### FINANCIAL

mutual funds  
RESPs  
guaranteed life insurance  
donate to educational groups



#### AUTOMOTIVE

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



#### SOCIAL

Snapchat  
YouTube  
Pinterest  
audio podcasts



#### MOBILE

fitness trackers  
place/respond to classified ad on mobile phone  
access health content on mobile phone  
watch subscription video service on tablet



#### HEALTH

use cough syrup  
6+ times/month

#### ATTITUDES

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

"Teenagers should have the same freedom as adults"

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

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







**R1** UPPER-MIDDLE  
RURAL

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

900,620  
(2.36% of Canada)

**Households:**

333,167  
(2.22% of Canada)

**Average Household  
Income**

\$125,207

**Average Household Net  
Worth:**

\$549,947

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Attraction to Nature*

## 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 home built after 1980—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 (*National Pride*).

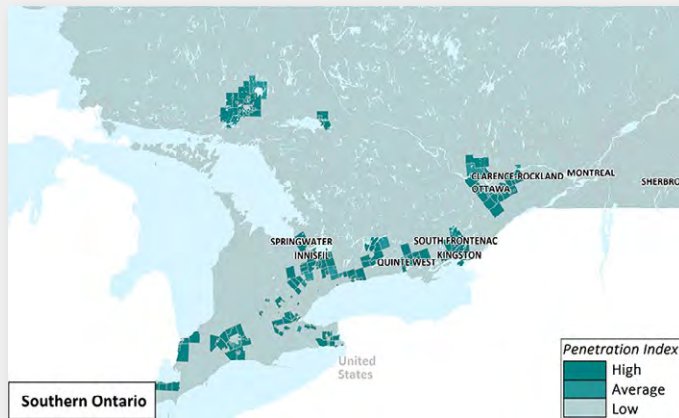
The members of Country Traditions have a self-reliant sensibility. They like to work with their hands, doing ambitious projects like their own remodeling, cabinetry and landscaping as well as traditional home crafts. They fill their garages with the gear needed to enjoy nearby lakes and woodlands: ATVs, 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. Travelling within Canada again is something this cohort is greatly looking forward to post-COVID. 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

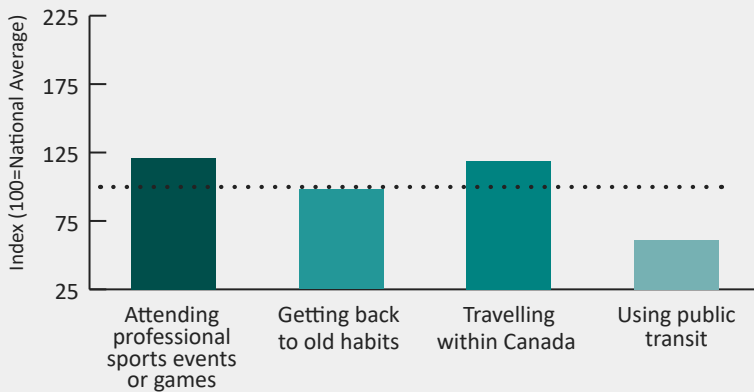
Country Traditions consists of rugged individualists who want Canada to be a strong player in world affairs (*National Pride*). These rural households would prefer to do work that is not particularly interesting but pays well, and hope to leave behind a financial *Legacy* for future generations. They 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*). 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 work with small businesses (*Utilitarian Consumerism, Confidence in Small Business*). However, this segment has a tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by consumer society (*Discriminating Consumerism*).

## 26. COUNTRY TRADITIONS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

crafts  
fishing/hunting  
home shows  
worked for a political party



#### SHOPPING

Canadian Tire  
Joe Fresh  
Giant Tiger  
discount grocery store



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

RRSPs  
group life insurance  
home equity line of credit  
mobile wallet



#### AUTOMOTIVE

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



#### SOCIAL

Pinterest  
Snapchat  
Facebook  
Twitter



#### MOBILE

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



#### HEALTH

take coenzyme Q10  
herbal supplements

#### ATTITUDES

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

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

*"It is important that the country holds a strong position in the world"*

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



**F2** DIVERSE  
URBAN  
FRINGE

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

606,126

(1.59% of Canada)

#### Households:

219,494

(1.46% of Canada)

#### Average Household Income

\$115,845

#### Average Household Net Worth:

\$482,511

#### House Tenure:

Own

#### Education:

University/Trade School/  
College

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Confidence in  
Big Business*

## 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 single detached homes, semi-detached homes and low-rise apartments. With educations ranging from trade school to advanced degrees, the adults earn upper-middle-class 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 comfortable 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. As a highly outgoing segment, the singles in this cohort are most looking forward to dating and going out partying again post-COVID.

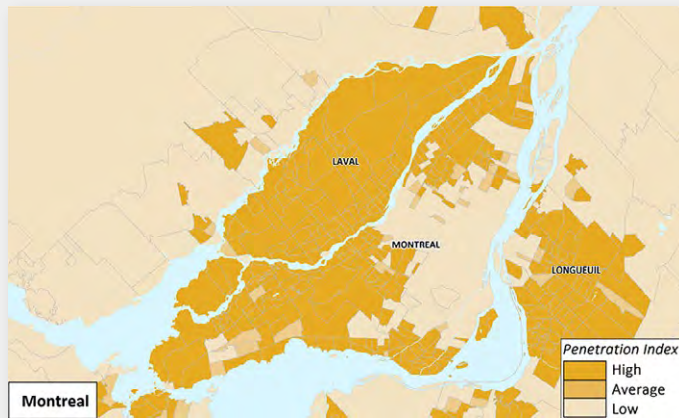
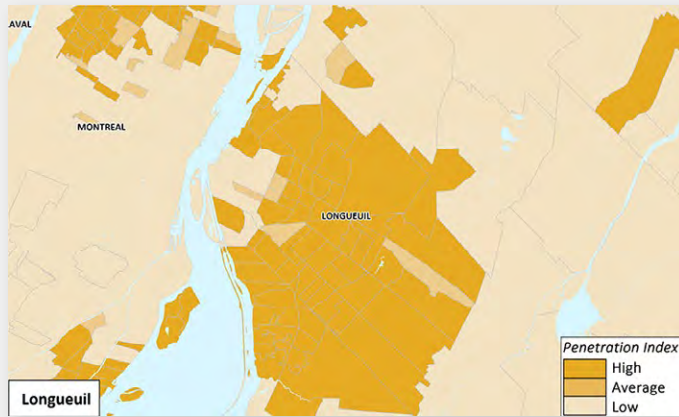
## How They Think

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*). This cohort has a lot of confidence in big business, and believes that the companies that fall under this category generally try to strike a fair balance between profits and public interest. Their *need for Status Recognition* is also expressed through their homes, as they believe that the home is an extension of one's image, thus maintain their homes in a manner that will impress others (*Status via Home*). 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 Concern*). As a younger, educated group, they enjoy sharing their opinions about their purchases with others (*Consumption Evangelism*) and question strategies created by the consumer society before making those purchases (*Discriminating Consumerism*). Somewhat slower than other segments to adopt smart devices, members of Diversité Nouvelle are nevertheless intrigued by the possibilities presented by technological innovation and enjoy being informed about the latest technological developments.

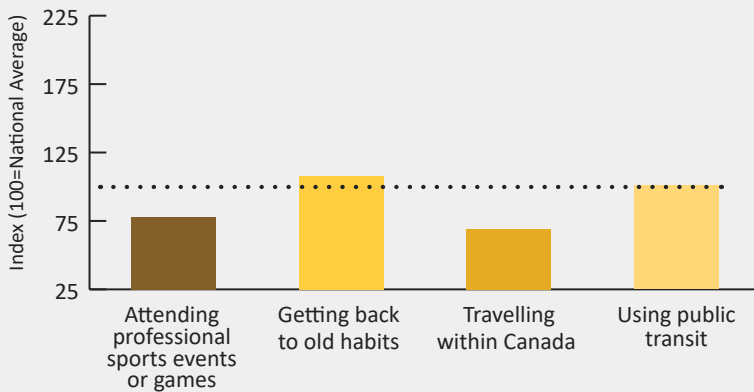


## 27. DIVERSITÉ NOUVELLE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

skating  
pro soccer games  
pop music concerts  
comedy clubs/shows



#### SHOPPING

Zara  
Roots  
cosmetics/skin care stores  
home health care stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

soft cheese  
Pinot Noir  
St-Hubert  
breakfast restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

subcompacts  
imported compact SUVs  
imported cars  
leased vehicles



#### SOCIAL

LinkedIn  
Twitter  
Tinder  
share links with friends  
and colleagues



#### MOBILE

read magazines on mobile phone  
voting, polling, taking surveys on  
mobile phone  
picture/video messaging on tablet  
research products on tablet



#### HEALTH

use prescription eye drops

### ATTITUDES

"I like to experience new emotions every day"

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

"As soon as I see an opportunity to try something new, I do it"

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



**U5** YOUNGER  
URBAN  
MIX

**Y1** VERY YOUNG  
SINGLES  
& COUPLES

#### Population:

191,417  
(0.50% of Canada)

#### Households:

117,174  
(0.78% of Canada)

**Average Household  
Income**  
\$95,495

**Average Household Net  
Worth:**  
\$454,249

**House Tenure:**  
Rent

**Education:**  
University

**Occupation:**  
White Collar/  
Service Sector

**Cultural Diversity Index:**  
Low

**Sample Social Value:**  
*Social Learning*

## 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 urban areas like 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, cultural industries and science, most earn average incomes. The steep cost of housing in their neighbourhoods means three-quarters of residents rent newer condos or older low-rise apartments. 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.

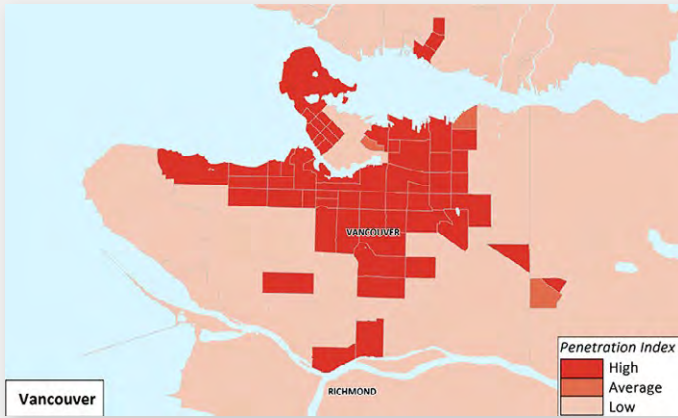
Their incomes may not be high but Latte Life members have the luxury of spending their paycheques solely on themselves. They have high rates for going to the ballet, opera, symphony and art galleries. Many are foodies who enjoy gourmet cooking at home and meeting friends at Thai, Japanese and other Asian 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. When travelling locally, they often utilize public transit—an aspect of daily life they look forward to post-COVID. At home, their media inclinations are overwhelmingly digital, and they'll forego traditional cable TV for streaming services like Netflix and Amazon Prime. 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. 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

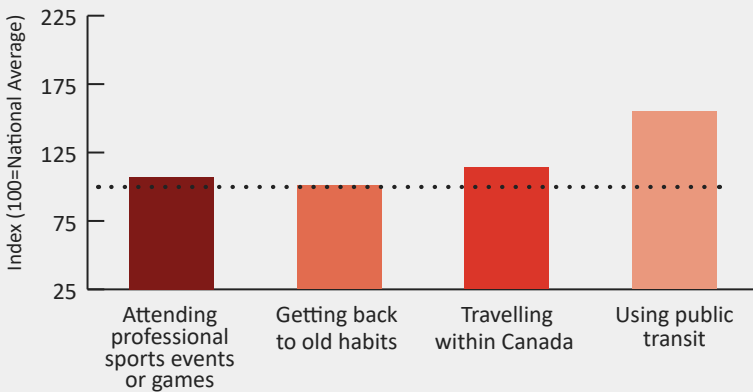
The members of Latte Life are progressive, independent and engaged. Committed to *Community Involvement*, they have high rates for being active on social issues, doing volunteer work and getting involved in political campaigns. Supportive of nontraditional and commitment-free relationships, this segment is strong for *Flexible Families* and *Social Learning*. Being young, they often question rules and make decisions without deferring to a boss, parent or other authority figure (*Rejection of Authority*). 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 (*Importance of Aesthetics*), 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.

## 28. LATTE LIFE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

basketball  
 gourmet cooking  
 pubs/sports bars  
 active in social issues



#### SHOPPING

Gap  
 Hudson Bay  
 purchase footwear online  
 grocery store rewards program



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

organic fruits and vegetables  
 craft beer  
 Starbucks  
 food courts



#### FINANCIAL

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



#### AUTOMOTIVE

compact premium vehicles  
 European brands  
 one car  
 Mr. Lube



#### SOCIAL

WhatsApp  
 Instagram  
 LinkedIn  
 dating platforms



#### MOBILE

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



#### HEALTH

take liquid cold remedy

#### ATTITUDES

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

"In order to get what I like, I'm prepared to take great risks in life"

"I like sharing major events"

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







**S4** UPPER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

1,001,831  
(2.63% of Canada)

#### Households:

381,474  
(2.54% of Canada)

#### Average Household Income

\$118,288

#### Average Household Net Worth:

\$466,579

#### House Tenure:

Own

#### Education:

Trade School/College

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Pursuit of Intensity*

## Who They Are

C'est Tiguidou 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 mostly single-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 Tiguidou earn six-figure incomes from service sector and white-collar jobs public administration, 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 *Intuition and Impulse*.

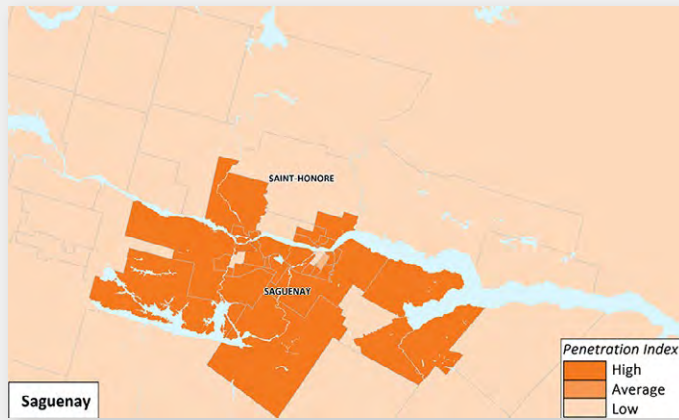
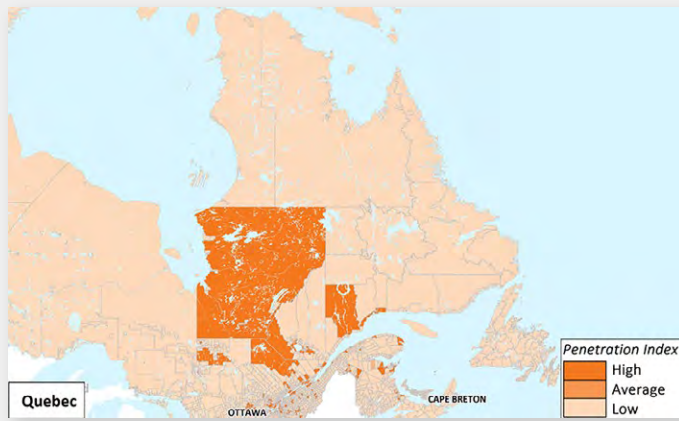
With their above-average incomes and modest mortgages, C'est Tiguidou members enjoy their suburban comfort. They often shop at fine food stores, go out to Thai and French restaurants, and entertain at home with an elegant meal and a glass of pinot noir. This segment is looking forward to getting back to these behaviours and partying post-COVID. 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

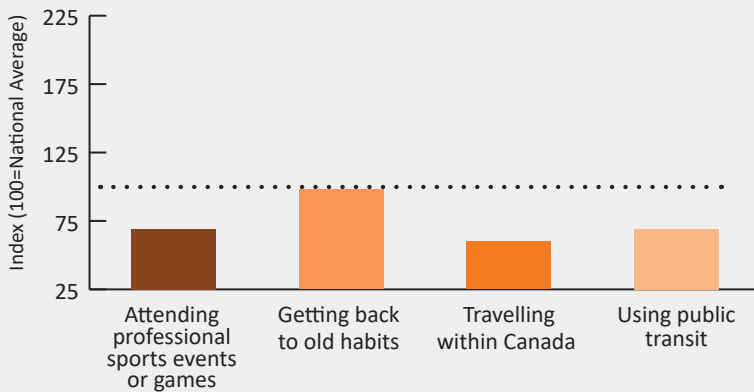
C'est Tiguidou members are driven by tradition and ambition, but they are also attentive to quality-of-life matters. Strongest on *Fulfillment Through Work*, they seek occupations that give meaning to their lives and value to society. When it comes to social issues, they believe that the government has a responsibility to help those less fortunate (*Active Government*). 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 (*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 big business operate fairly between profits and the public interest, however are prepared to pay more for a more environmentally friendly product (*Confidence in Big Business*). In the marketplace, they typically base purchase decisions on utilitarian considerations, giving little weight to brand names (*Utilitarian Consumerism, Brand Apathy*).

## 29. C'EST TIGUIDOU

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

cycling  
theme parks  
pop music concerts  
book shows



#### SHOPPING

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



#### TRADITIONAL MEDIA

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



#### INTERNET

classifieds sites  
download apps  
gambling sites  
purchase sports equipment online



#### FOOD/DRINK

soft cheese  
baguettes  
French wine  
bistro restaurants



#### FINANCIAL

term deposits  
online investing RRSPs  
private life insurance  
mobile investing



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

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



#### HEALTH

monitor diet for weight loss/management

#### ATTITUDES

"It is acceptable to use physical force to get something you really want. The important thing is to get what you want"

"What one feels is more important than reason and logic"

"Racism in Canada is by and large a thing of the past"

"I would prefer to do work that is exciting, but does not pay very well"





**F3** MIDSCALE  
URBAN  
FRINGE

**F2** LARGE  
DIVERSE  
FAMILIES

#### Population:

344,606  
(0.90% of Canada)

#### Households:

91,975  
(0.61% of Canada)

#### Average Household Income

\$101,026

#### Average Household Net Worth:

\$517,275

#### House Tenure:

Own & Rent

#### Education:

Grade 9/High School

#### Occupation:

Blue Collar/  
Service Sector

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Traditional Family*

## 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 transportation, manufacturing, trades and services. 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. This segment is especially looking forward to going to the gym post-COVID. 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.

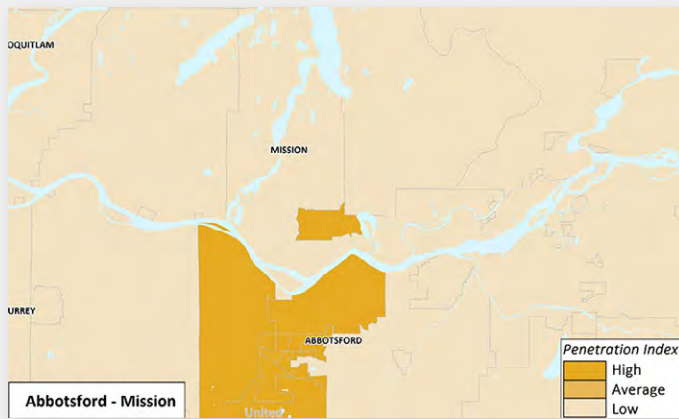
## How They Think

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 Canada has 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 (*Ostentatious 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*).

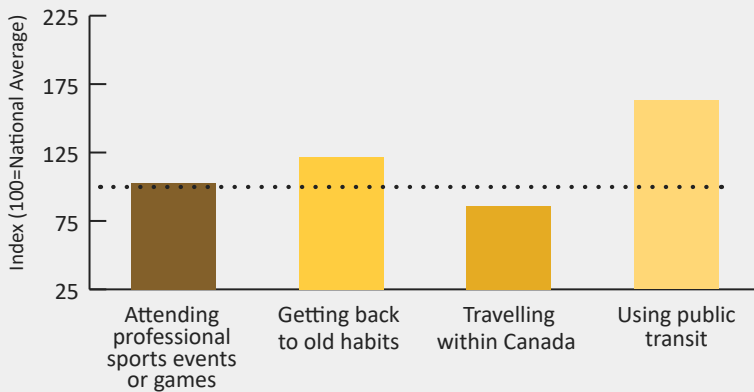


### 30. SOUTH ASIAN SOCIETY

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

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



### SHOPPING

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



### TRADITIONAL MEDIA

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



### INTERNET

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



### FOOD/DRINK

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



### FINANCIAL

mutual funds  
 online trading TFSAs  
 condo home insurance  
 mobile wallet



### AUTOMOTIVE

small vans  
 imported intermediate cars  
 Toyota  
 three vehicles



### SOCIAL

Twitter  
 LinkedIn  
 WhatsApp  
 Snapchat



### MOBILE

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



### HEALTH

very likely to consider laser eye surgery

### ATTITUDES

"Violence is a part of life. It's no big deal"

"The father of the family must be the master in his own house"

"How my information is stored and used by the government is not very important to me"

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





**F3** MIDSCALE  
URBAN  
FRINGE

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

828,461

(2.17% of Canada)

#### Households:

275,619

(1.83% of Canada)

#### Average Household Income

\$100,322

#### Average Household Net Worth:

\$524,162

#### House Tenure:

Own & Rent

#### Education:

University/High School/  
Grade 9

#### Occupation:

Mixed

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Pursuit of Originality*

## Who They Are

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-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 and Mandarin in recent years. 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 of over \$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. Seeking to connect with others in their communities, they respond to messages that recognize their *Attraction for Crowds*.

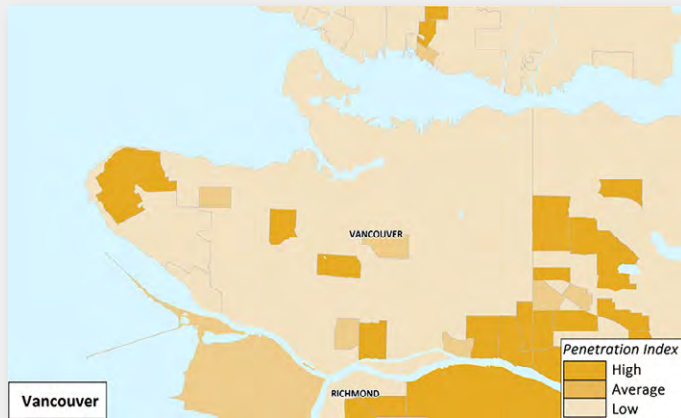
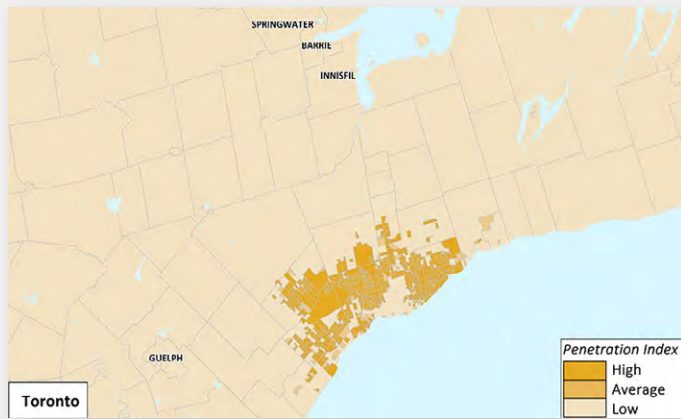
The mix of ages, families and ethnicities in Metro Melting Pot creates a varied lifestyle. The presence of older children results in high rates for athletic activities like basketball, yoga and racquet sports, and the whole family enjoys a trip to a wings-and-skins restaurant like Swiss Chalet, Milestones or Jack Astor's. Fans of designer labels for midscale budgets, they tend to shop at Joe Fresh, Hudson's Bay and H&M. These families also enjoy spending time outdoors, which is one of the activities they are most looking forward to post-COVID. 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

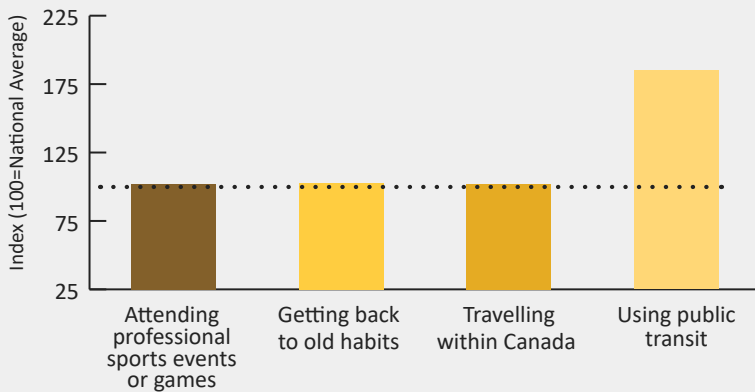
The families of Metro Melting Pot have embraced *Multiculturalism* and believe people from other cultures should retain their cultural identities. With many new to their adopted country, they strive to earn the respect of others (*Need for Status Recognition*) and demonstrate their social status through their acquisitions and stylish homes (*Ostentatious Consumption, Status via Home*). 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 use physical force to obtain what they really want. 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*). 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*).

### 31. METRO MELTING POT

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

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



### SHOPPING

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



### TRADITIONAL MEDIA

- Sportsnet 360
- dance music radio
- entertainment/celebrity magazines
- newspaper fashion/lifestyle section



### INTERNET

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



### FOOD/DRINK

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



### FINANCIAL

- GICs
- gas station quick pay card
- online stock trading
- mobile banking



### AUTOMOTIVE

- imported compacts
- small vans
- Honda
- leased cars



### SOCIAL

- WhatsApp
- LinkedIn
- Reddit
- dating platforms



### MOBILE

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



### HEALTH

- use back pain relievers 6+ times/month

### ATTITUDES

*"The father must be the master in his own house"*

*"Getting married and having children is the only real way of having a family"*

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

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







**F3** MIDSCALE  
URBAN  
FRINGE

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

581,301

(1.52% of Canada)

#### Households:

256,667

(1.71% of Canada)

#### Average Household Income

\$95,527

#### Average Household Net Worth:

\$382,199

#### House Tenure:

Own & Rent

#### Education:

University/College/  
High School

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Ecological Concern*

## 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 these 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 manufacturing, remediation services, business and the trades. Almost half the households are without children, meaning 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.

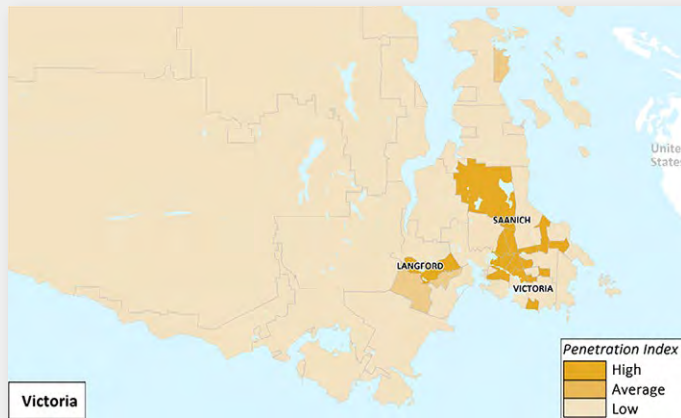
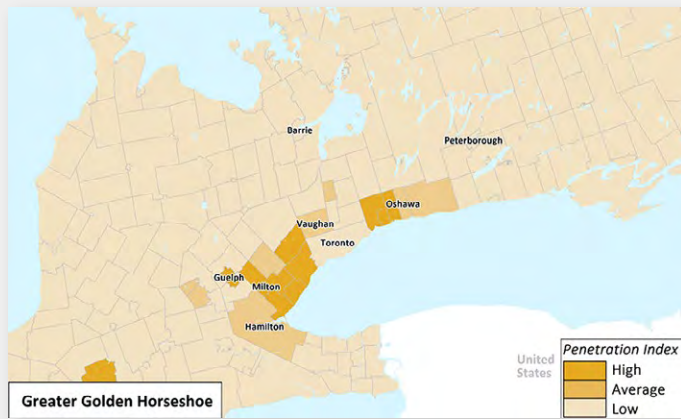
The residents of Diverse & Determined enjoy more vigorous leisure pursuits compared to their downtown cousins. They prefer activities like tennis, Pilates, snowboarding and downhill skiing to more sedate pastimes. Being a particularly active segment, this cohort is looking forward to going to the gym post-COVID. 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 Telelatino 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

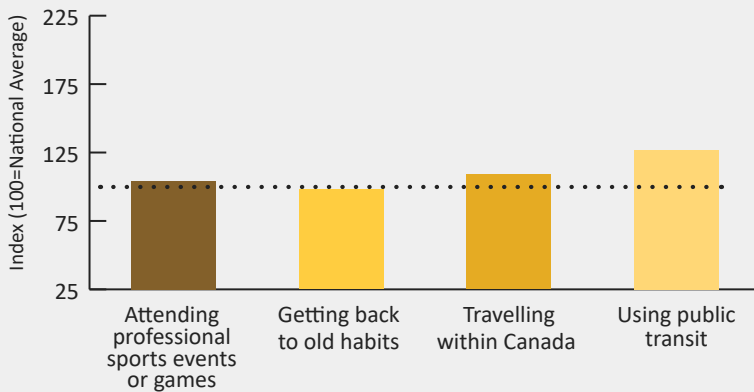
The members of Diverse & Determined believe in taking care of others before themselves and feel there's a great deal to learn from other cultures (*Introspection and Empathy, Social Learning*). Although many in this segment have been feeling that their financial position is less secure than this time last year, they are generally optimistic about their financial future (*Financial Security*) and their ability to leave a *Legacy*. They are greatly fulfilled by their work, however it is important for them to regularly take a break from their responsibilities and burdens (*Fulfillment Through Work, Need for Escape*). 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 ethnical 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*).

## 32. DIVERSE & DETERMINED

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

yoga/Pilates  
downhill skiing  
dinner theatres  
casinos



#### SHOPPING

Joe Fresh  
7-Eleven  
London Drugs  
craft supply stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

organic meat  
Canadian wine  
ethnic restaurants  
fast-food restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

intermediate cars  
compacts  
imported brands  
2008 or older model year



#### SOCIAL

Reddit  
WhatsApp  
WeChat  
LinkedIn



#### MOBILE

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



#### HEALTH

eat/drink diet control  
meal replacements

#### ATTITUDES

"How my personal information is stored and used by the government is not very important to me"

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

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

"I am interested in everything that science cannot explain"



**R1** UPPER-MIDDLE  
RURAL

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

615,495  
(1.61% of Canada)

**Households:**

218,590  
(1.45% of Canada)

**Average Household  
Income**

\$104,556

**Average Household Net  
Worth:**

\$608,210

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Primary/Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Community Involvement*

## 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, natural industries 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. 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 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. Attending sporting events is the activity that this cohort is most looking forward to post-COVID. 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*. They tend to be only average Internet users, going online for banking, downloading coupons and pinning on Pinterest.

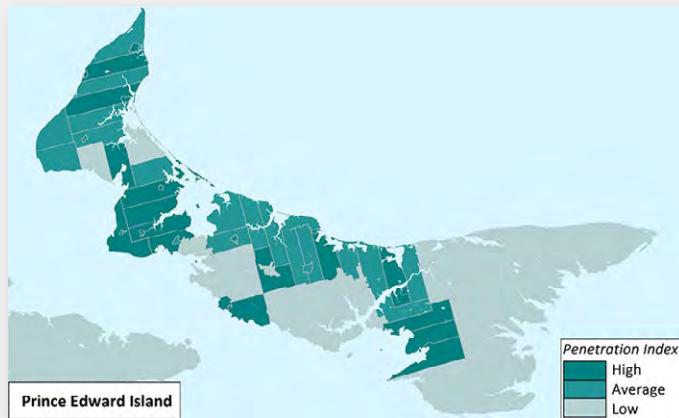
## How They Think

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*) and enjoy doing volunteer work in their neighbourhood. 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 (*Traditional Family*). 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*, *Utilitarian Consumerism*). With a distrust of advertisements, many prefer to buy from small businesses rather than large corporations (*Confidence in Small Business*).

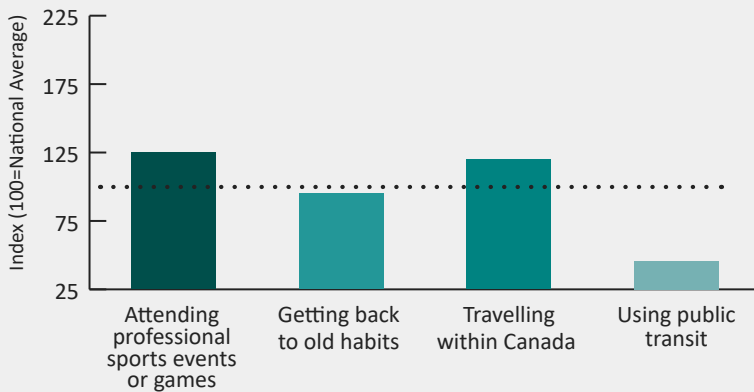


### 33. NEW COUNTRY

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

- gardening
- fishing
- country music concerts
- volunteer work



### SHOPPING

- power boats
- golf equipment
- Lee Valley Tools
- Shoppers Drug Mart



### TRADITIONAL MEDIA

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



### INTERNET

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



### FOOD/DRINK

- meat snacks
- domestic beer
- casual family restaurants
- ice cream restaurants



### FINANCIAL

- home office
- RRSPs
- financial planners
- guaranteed life insurance



### AUTOMOTIVE

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



### SOCIAL

- Pinterest
- YouTube
- Snapchat
- share links with friends and colleagues



### MOBILE

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



### HEALTH

- take lutein
- herbal supplements

## ATTITUDES

- "Life in the country is much more satisfying than life in the city"
- "In a household where both partners are working, it is not right for the wife to earn more than the husband"
- "It is acceptable that an industrial society such as ours produces a certain degree of pollution"
- "It is important for me to have a more intense and more spiritual inner life"



**S4** UPPER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

639,105

(1.68% of Canada)

#### Households:

244,593

(1.63% of Canada)

#### Average Household Income

\$112,685

#### Average Household Net Worth:

\$289,128

#### House Tenure:

Own

#### Education:

Trade School/College

#### Occupation:

Mixed

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Active Government*

## 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, manufacturing, public administration, and the trades. 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.

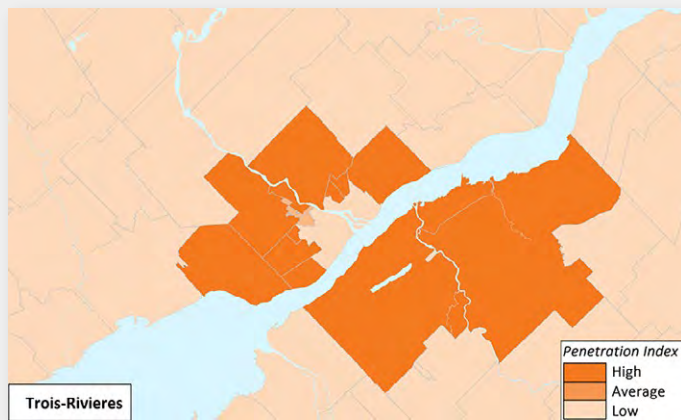
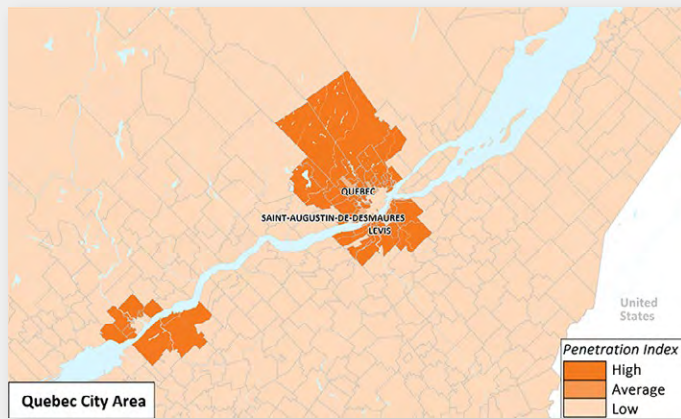
The younger and middle-aged members of Familles Typiques have the basics comfortably covered. While they regularly go to family-friendly movies, pop music concerts and theme parks, their idea of a holiday is a staycation exploring the Quebec countryside using their RVs, ATVs and snowmobiles. Compared 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. This social group enjoys partying and dating and is looking forward to doing so post-COVID. 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. 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

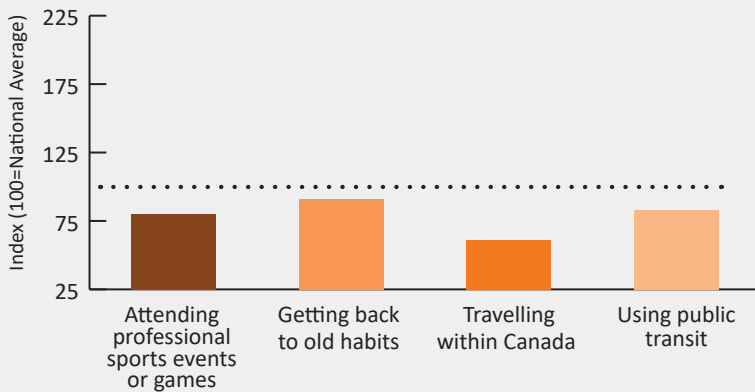
The francophone households in Familles Typiques are passionate about Quebec and express little interest in reaching out to cultures beyond their own (*Parochialism*). They tend to be conservative in their social views, believing in traditional gender roles (*Sexism*), making personal sacrifices for their 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 feel that it is acceptable to use force to obtain something you really want. These consumers go shopping for the sheer pleasure of it, but they rarely favour one brand over another (*Joy of Consumption, Brand Apathy*).

### 34. FAMILLES TYPIQUES

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

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



### SHOPPING

Simons  
 Suzy Shier  
 Jean Coutu  
 jeans stores



### INTERNET

classified sites  
 comparing products while shopping  
 watch short-form videos online  
 purchase sports equipment online



### 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 from supermarket



### FINANCIAL

automatic payments online  
 RSP loan  
 health insurance  
 automobile loan



### SOCIAL

publish blog, Tumblr or online journal  
 review/rate a product or service  
 Facebook  
 update status on Facebook monthly



### AUTOMOTIVE

imported compact SUVs  
 imported subcompacts  
 2016-2017 model years  
 \$15,000-\$29,999 spent on vehicle



### MOBILE

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



### HEALTH

visit an osteopath

### ATTITUDES

"What one feels is more important than reason and logic"

"An extramarital affair from time to time is not that serious"

"I would prefer to do work that is exciting but does not pay very well"

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







**S7** LOWER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

425,921  
(1.12% of Canada)

**Households:**

188,137  
(1.25% of Canada)

**Average Household  
Income**  
\$95,544

**Average Household Net  
Worth:**  
\$339,577

**House Tenure:**  
Own

**Education:**  
Mixed

**Occupation:**  
Service Sector/  
White Collar

**Cultural Diversity Index:**  
Low

**Sample Social Value:**  
*Search for Roots*

## 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 or low-rise apartment, 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*.

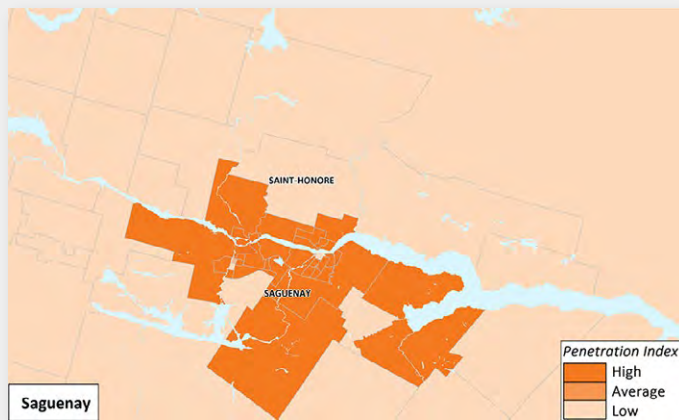
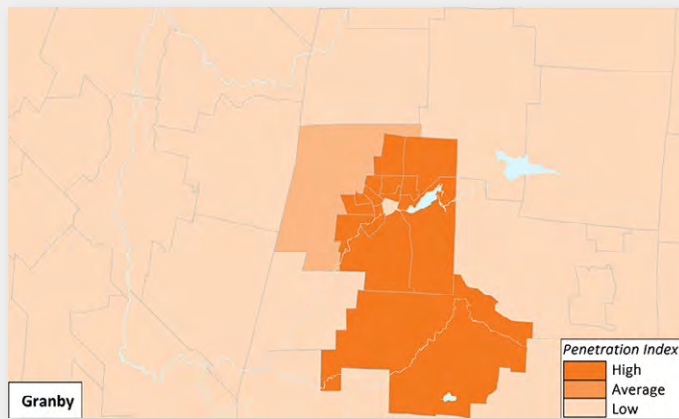
The older residents of Vie Dynamique enjoy life's simple indulgences. They score highest among all segments for patronizing fine food stores, filling their carts with enough mild cheddar cheese, baguettes and baking ingredients for a feast. And they're not stingy when it comes to libations: they favour 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. Since the onset of COVID-19, their video streaming and social media consumption may have decreased. But they still respond to printed direct mail, especially store catalogues and Yellow Pages ads.

## How They Think

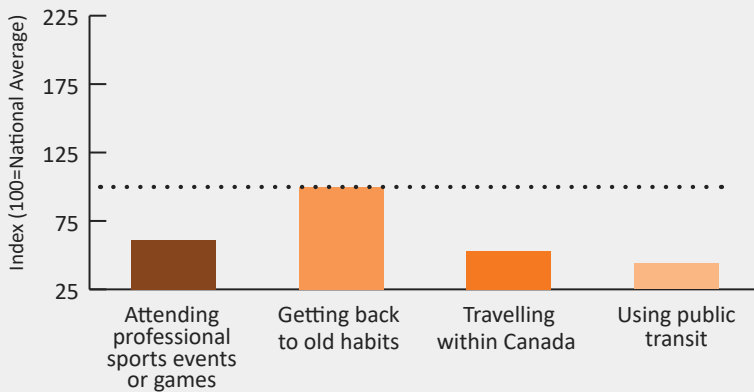
Vie Dynamique members are proud Quebecois who prefer to be around others like themselves and believe diverse groups should abandon their ethnic identities to embrace a Canadian way of life (*Parochialism, Cultural Assimilation*). Feeling threatened by the changes and difficulties of modern life (*Aversion 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.

### 35. VIE DYNAMIQUE

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

cycling  
power boating  
bingo  
book shows



### SHOPPING

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



### TRADITIONAL MEDIA

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



### INTERNET

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



### FOOD/DRINK

baking ingredients  
espresso  
Italian wine  
chicken restaurants



### FINANCIAL

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



### AUTOMOTIVE

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



### SOCIAL

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



### MOBILE

access celebrity gossip on mobile phone  
research products and services on tablet  
picture/video messaging on tablet  
food/recipe sites on tablet



### 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"*





**U2** URBAN  
OLDER

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

604,836  
(1.59% of Canada)

**Households:**

213,828  
(1.42% of Canada)

**Average Household  
Income**  
\$95,431

**Average Household Net  
Worth:**  
\$334,169

**House Tenure:**  
Own

**Education:**  
High School/Grade 9/  
College

**Occupation:**  
Blue Collar/  
Service Sector

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*Technology Anxiety*

## 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. Once COVID-19 restrictions are lifted, they are looking forward to attending professional and non-professional sporting events.

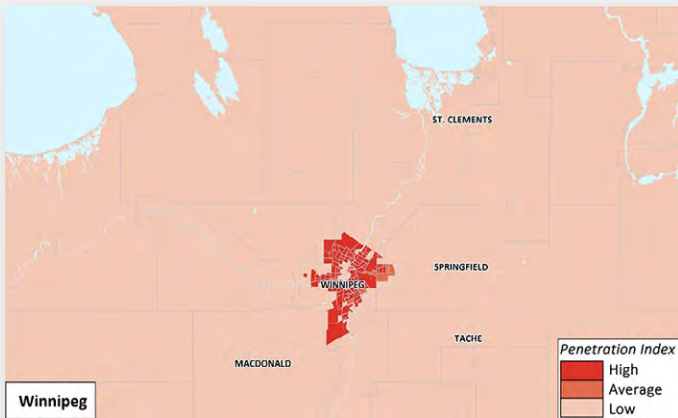
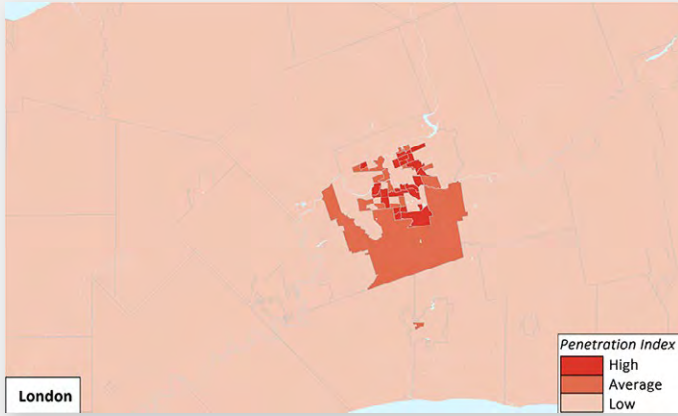
## How They Think

The residents of Middle-Class Mosaic exhibit strong *National Pride*, blending into Canadian culture wholeheartedly and expecting other immigrants to follow suit (*Xenophobia*). Many hold conservative notions of family, including the belief that one should build a strong legacy for their family (*Traditional Families, Legacy*). 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 tends not to think too much about what they are purchasing and might be reluctant to respond to advertisements (*Buying on Impulse, Skepticism Toward Advertising*).

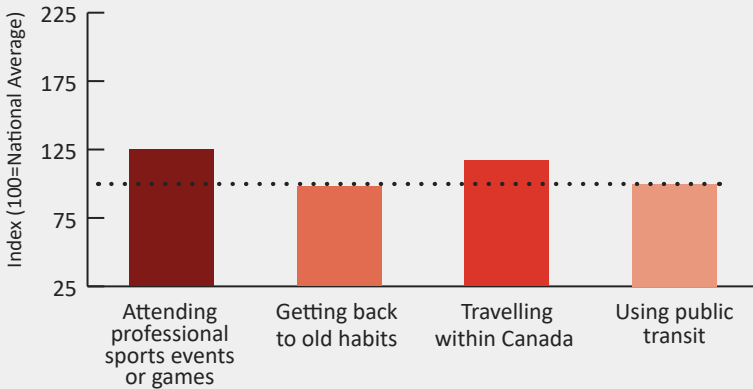


### 36. MIDDLE-CLASS MOSAIC

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

fitness clubs  
jogging  
action/adventure films  
casinos



### SHOPPING

Mark's  
Pennington's  
Walmart  
craft supply stores



### TRADITIONAL MEDIA

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



### INTERNET

listen to podcasts  
access real estate listings on computer  
use maps/directions services online  
watch a subscription-based video service



### FOOD/DRINK

tortilla chips  
energy/sports drinks  
KFC  
Dairy Queen



### FINANCIAL

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



### AUTOMOTIVE

domestic brands  
intermediate SUVs  
small vans  
2000-2009 model years



### SOCIAL

Twitter  
WhatsApp  
Snapchat  
YouTube



### MOBILE

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



### 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"*



**T1** TOWN MIX

**F1** SCHOOL-AGE FAMILIES

**Population:**

181,542  
(0.48% of Canada)

**Households:**

73,732  
(0.49% of Canada)

**Average Household Income**

\$114,298

**Average Household Net Worth:**

\$371,909

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Time Stress*

## 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 long-time 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 good-paying blue-collar and service sector jobs. Although nearly 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*.

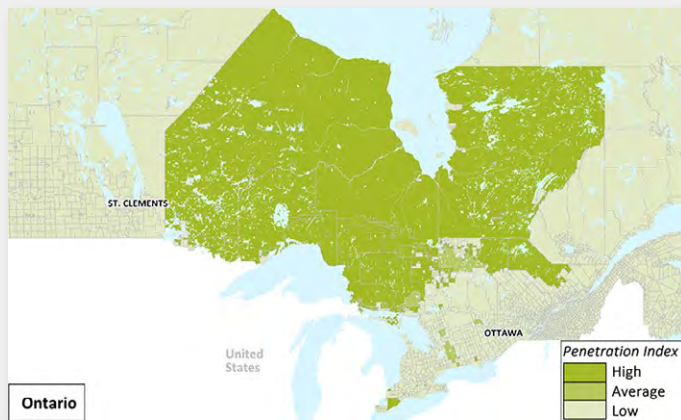
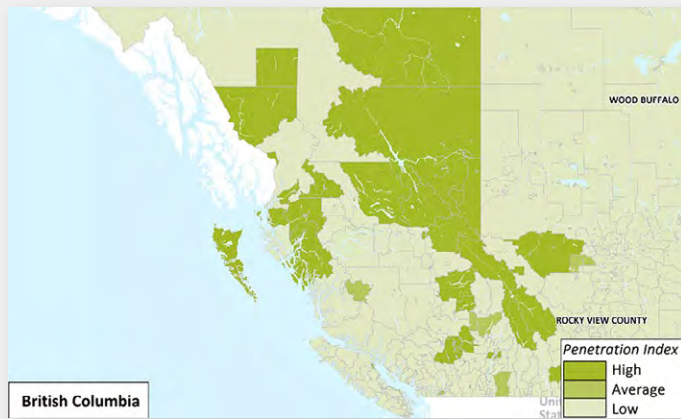
The lifestyle of Keep on Trucking reflects members' unpretentious towns and attitudes. Residents enjoy time-honoured hobbies like crafts, sewing, baking and automotive maintenance. At grocery stores, they fill their carts with above-average amounts of canned meat and cheese crackers, as well as coffee 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, however, they feel less safe shopping in-store since COVID-19.

## How They Think

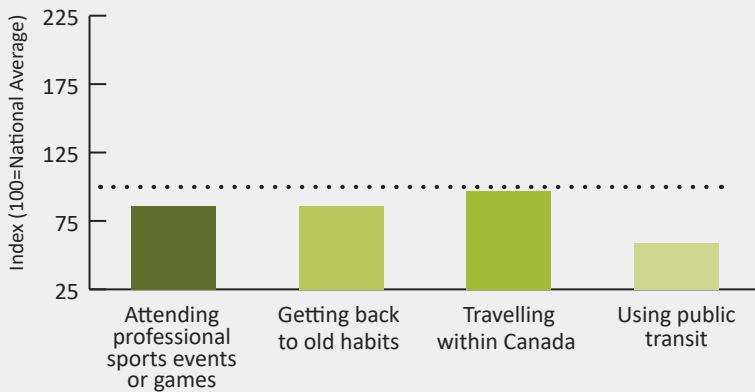
The members of Keep on Trucking value establishing deep bonds with their friends and neighbours, often identifying and keep involved with their small-town communities (*Flexible Families, Parochialism*). They believe that anyone can make it if they try hard enough (*American Dream*), however, they may still be concerned about their financial futures (*Financial Concern Regarding the Future*). In attempts to ease the burden of their busy professional and personal lives, Keep on Trucking residents prefer to balance the excitement new experience and modern uncertainties with a logical approach to decision making (*Time Stress, Adaptability to Complexity, Emotional Control*). Considering many are employed in the extraction sector, members of Keep on Trucking are firm in their belief that environmental destruction is somewhat acceptable and inevitable (*Ecological Fatalism*). 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 *Technology Anxiety*, they'll likely appreciate businesses who don't push them onto digital platforms.

### 37. KEEP ON TRUCKING

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

power boating  
snowmobiling  
rock concerts  
casinos



### SHOPPING

Mark's  
Walmart  
craft supply stores  
second-hand stores



### TRADITIONAL MEDIA

TV documentaries  
OLN  
traditional and new country radio  
community newspapers



### INTERNET

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



### FOOD/DRINK

meat snacks  
ginger ale  
taco restaurants  
bar/pub food



### FINANCIAL

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



### AUTOMOTIVE

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



### SOCIAL

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



### MOBILE

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



### 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 not important to me at all"*







**S5** MIDDLE-CLASS  
SUBURBIA

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

697,726

(1.83% of Canada)

**Households:**

254,633

(1.69% of Canada)

**Average Household  
Income**

\$105,873

**Average Household Net  
Worth:**

\$319,195

**House Tenure:**

Own

**Education:**

College/High School

**Occupation:**

Service Sector/  
Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Racial Fusion*

## 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.

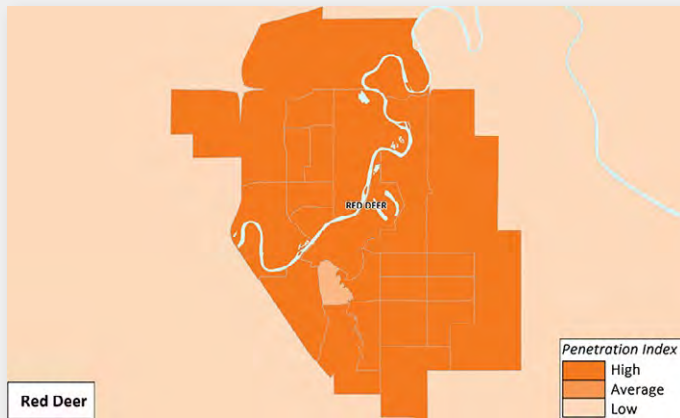
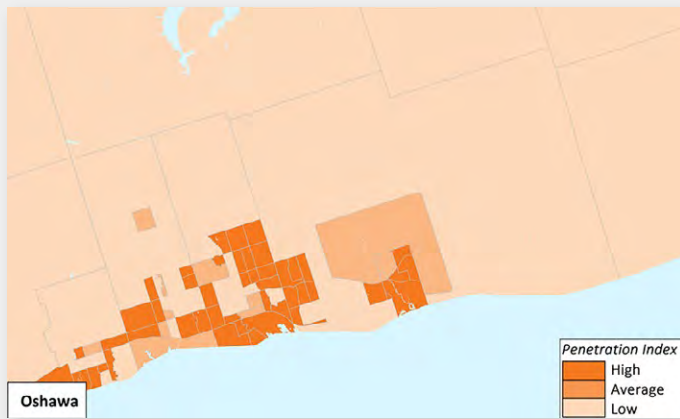
The midscale incomes of Stressed in Suburbia residents afford them casual suburban lifestyles. This is no place for imported luxury cars, white tablecloth restaurants or European vacations. These middle-brow households are more likely to drive domestic pickups, eat at buffets and drive-throughs, and vacation in the Canadian Rockies, preferably using their camper and are looking forward to these kinds of trips once COVID-19 restrictions lift. 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 browse social media sites like Facebook, Instagram, Snapchat and Twitter.

## How They Think

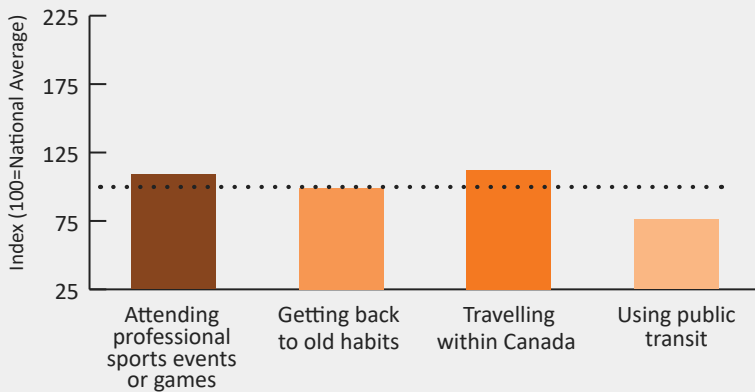
Stressed in Suburbia residents are all about not playing by the rules (*Rejection of Authority*). When it comes to family, they believe in unconventional family structures and diversity in relationships (*Flexible Families, Racial Fusion*). They are proud Canadians for whom Canada represents the land of opportunity where anyone can achieve success, if they only try hard enough (*National Pride, 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 Risks*). And though they strive to organize and control the direction of their lives, they are generally optimistic about their futures (*Personal Control, Personal Optimism*). As consumers, they tend to be thoughtful about the ethical and environmental impact of their product choices (*Ethical Consumerism, Ecological Lifestyle*). They make decisions based on emotions rather than rational thought, and change their opinions easily (*Intuition & Impulse*).

## 38. STRESSED IN SUBURBIA

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

local arenas/rec centres  
 crafts  
 country music concerts  
 pets



#### SHOPPING

Joe Fresh  
 Old Navy  
 Sport Check  
 single-serve coffeemakers



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

canned fish/seafood  
 cheese crackers  
 flavoured coffee  
 fast casual restaurants



#### FINANCIAL

mortgages  
 personal overdraft protection  
 online trading RESPs  
 term life insurance



#### AUTOMOTIVE

domestic brands  
 pickup trucks  
 SUVs  
 vehicles bought used



#### SOCIAL

Snapchat  
 Pinterest  
 Twitter  
 read news feed daily on Facebook



#### MOBILE

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



#### HEALTH

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





**U6** OLDER  
URBAN  
FRANCOPHONE

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

331,024

(0.87% of Canada)

#### Households:

151,110

(1.01% of Canada)

#### Average Household Income

\$89,947

#### Average Household Net Worth:

\$356,144

#### House Tenure:

Rent & Own

#### Education:

University/Trade School

#### Occupation:

White Collar/  
Service Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

Enthusiasm for  
Technology

## Who They Are

Évolution Urbaine is a Quebec lifestyle undergoing rapid change, where over 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. Since COVID-19, they may have increased their consumption of digital print media. 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. As COVID-19 restrictions relax, they are looking forward to returning to dating and going out to parties.

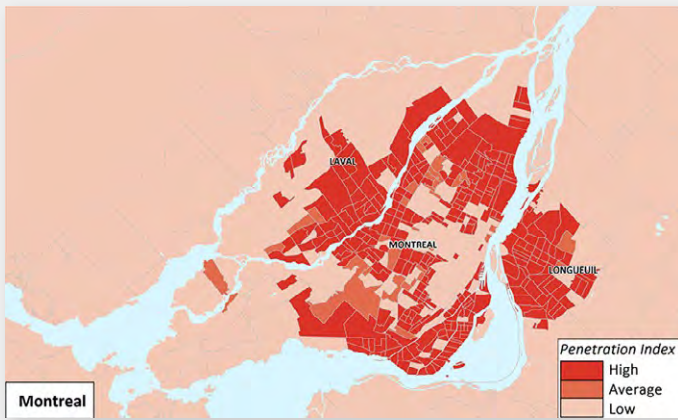
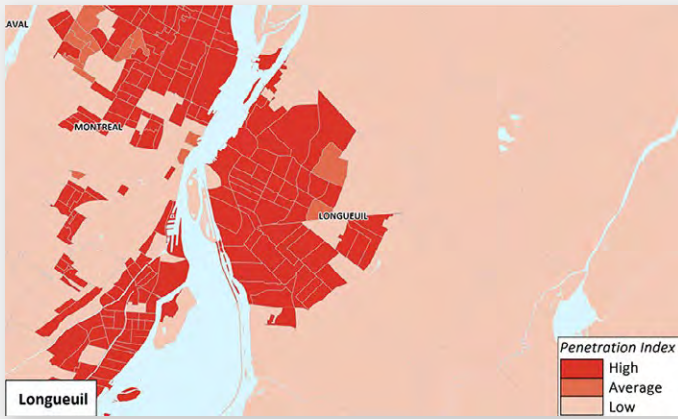
## How They Think

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*). Like many Quebecois segments, they support traditional views on the roles of men and women (*Sexism*), but they also typically hold progressive views on romantic relationship (*Sexual Permissiveness*). Évolution Urbaine members rely more on their feelings, intuition and what their senses tell them rather than logic 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 and refuse to get caught up in the latest consumer craze (*Saving on Principle, Brand Apathy, Discriminating Consumerism*). Although they tend to enjoy looking at advertisements and staying informed about what they buy, they tend to be less concerned about the aesthetic features of their purchases (*Advertising as Stimulus, Consumptivity, Utilitarian Consumerism*). 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*).

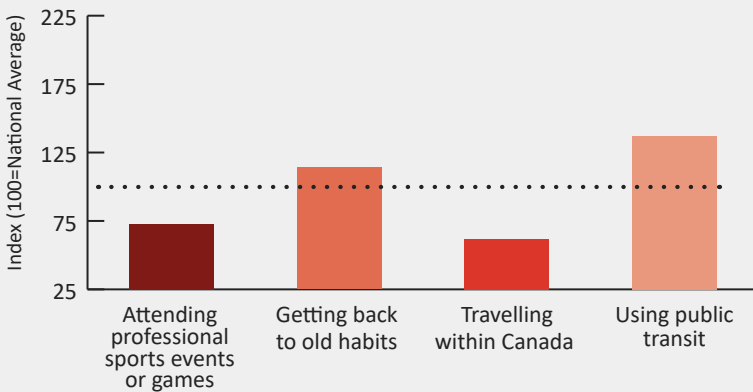


### 39. ÉVOLUTION URBAINE

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

historical sites  
outdoor stages/parks  
pro tennis games  
spa resorts



### SHOPPING

Reitman's  
Zara  
fashion accessory stores  
fruit and vegetable stores



### TRADITIONAL MEDIA

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



### INTERNET

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



### FOOD/DRINK

mozzarella cheese  
European wine  
Corona beer  
home delivery restaurants



### FINANCIAL

mobile bill paying  
term deposits  
private life insurance  
auto loans



### AUTOMOTIVE

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



### SOCIAL

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



### MOBILE

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



### 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 entertain at home more than ever"*

*"It is important to look good"*

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





**U3** YOUNG  
URBAN  
CORE

**Y1** VERY YOUNG  
SINGLES  
& COUPLES

#### Population:

437,184  
(1.15% of Canada)

#### Households:

240,539  
(1.60% of Canada)

#### Average Household Income

\$74,565

#### Average Household Net Worth:

\$192,140

#### House Tenure:

Rent

#### Education:

University/ College/  
High School

#### Occupation:

White Collar/  
Service Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

Global Consciousness

## 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 or duplex. 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*.

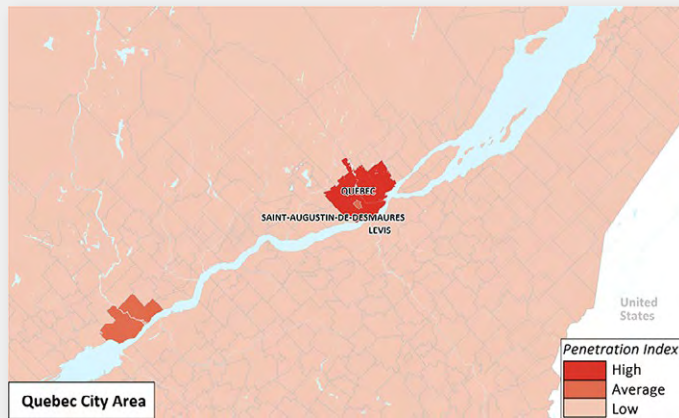
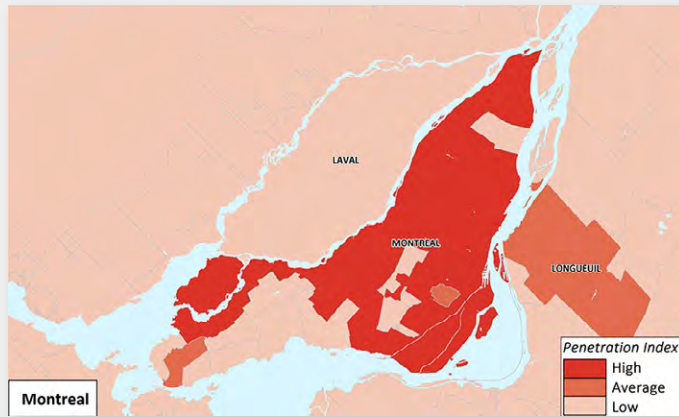
An air of adventure pervades the lively neighbourhoods of Les Énerjeunes. Residents relish their streets lined with bars and art galleries, though they also have high rates for entertaining at home. For special occasions, they head to fine food stores for organic meat, fruit and vegetables, and gluten-free 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 and have increased their social media usage significantly throughout COVID-19. 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

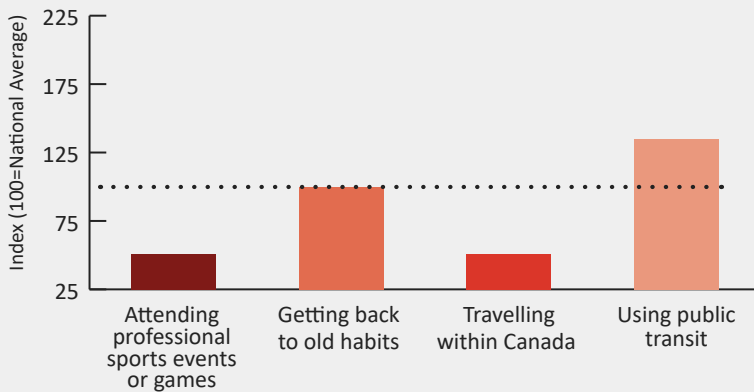
For the go-go households in Les Énerjeunes, their vibrant urban setting complements their own high energy and allows them to connect with others like themselves in an authentic and sincere manner (*Vitality, Attraction for Crowds, Personal Expression*). While they recognize that cities can be dangerous, 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 about the products they choose to buy (*Consumption Evangelism*), 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*).

## 40. LES ÉNERJEUNES

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

billiards  
aerobics  
nightclubs/bars  
jazz concerts



#### SHOPPING

Zara  
Simons  
Jean Coutu  
lingerie stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

student loans  
mobile cheque deposit  
private life insurance  
two credit cards



#### AUTOMOTIVE

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



#### SOCIAL

Instagram  
LinkedIn  
WhatsApp  
blogs



#### MOBILE

purchase products on mobile phone  
listen to radio/podcast on mobile phone  
watch free streaming videos on tablet  
health/fitness/diet apps



#### HEALTH

consult a dietician/nutritionist

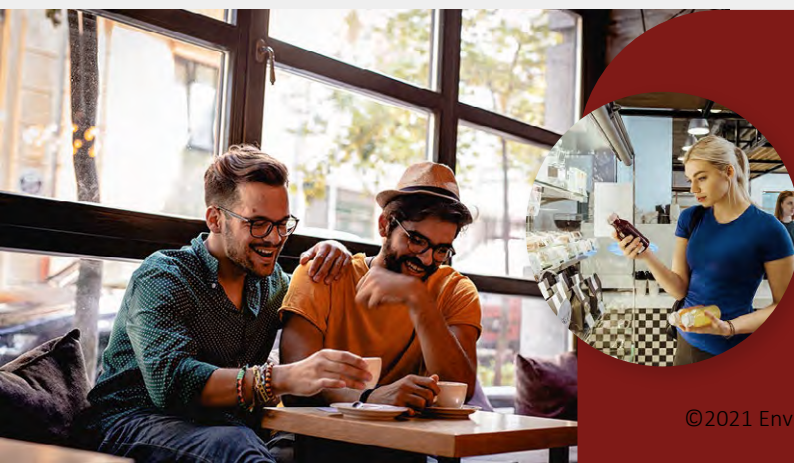
#### ATTITUDES

*"I get pleasure out of letting myself go along with an impulse or passing emotions"*

*"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

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

985,332

(2.58% of Canada)

**Households:**

392,664

(2.61% of Canada)

**Average Household  
Income**

\$98,537

**Average Household Net  
Worth:**

\$428,955

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Obedience to Authority*

## 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. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar 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.

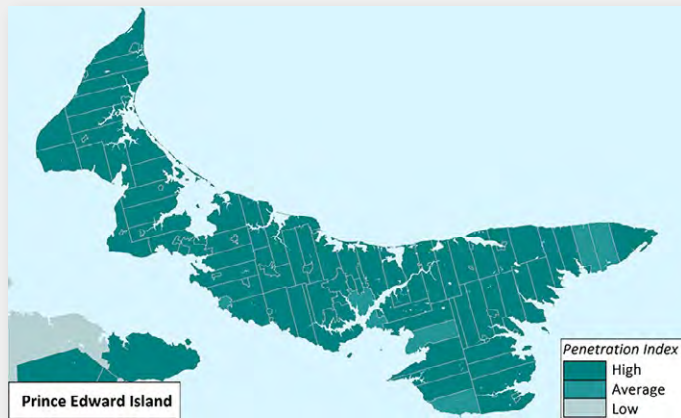
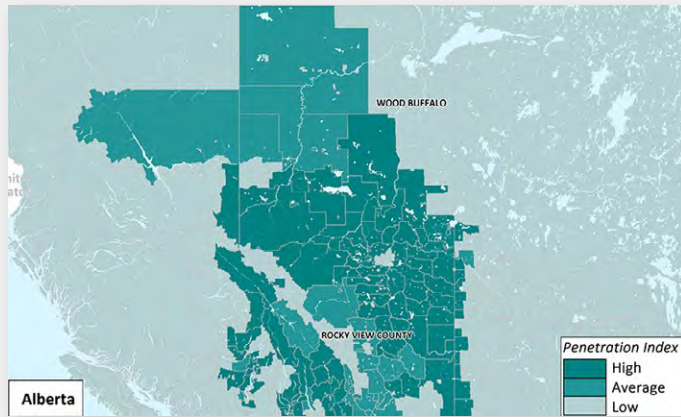
Befitting a rural segment, the residents of Down to Earth enjoy the same outdoorsy activities their grandparents would have enjoyed: hunting, fishing and gardening. They're less likely to pursue aerobic sports than quieter hobbies like making crafts; many do their own home improvement projects. For a 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 and may be eager to return to these types of trips after COVID-19 restrictions are lifted. 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

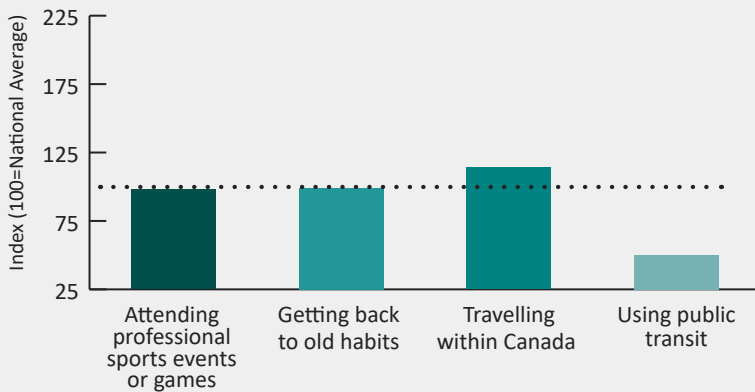
The backcountry folks of Down to Earth are traditionalists. They believe in family and country, striving to maintain and understand their historical roots and backing a strong role for Canada on the global stage (*Search for Roots, National Pride*). They value organized religions and playing by the rules (*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 seek out activities that disrupt their daily routine (*Need for Escape*). 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.

## 41. DOWN TO EARTH

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

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



#### SHOPPING

Giant Tiger  
Mark's  
Walmart  
home improvement stores



#### TRADITIONAL MEDIA

classic country radio  
curling on TV  
gardening magazines  
community newspapers



#### INTERNET

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



#### FOOD/DRINK

processed cheese  
regular coffee  
rye/Canadian whisky  
casual family restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

domestic brands  
large pickup trucks  
intermediate cars  
ATVs/snowmobiles



#### SOCIAL

Pinterest  
Facebook  
YouTube  
share links with friends  
and colleagues



#### MOBILE

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



#### 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"*





**S7** LOWER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

307,665  
(0.81% of Canada)

#### Households:

124,241  
(0.83% of Canada)

#### Average Household Income

\$101,092

#### Average Household Net Worth:

\$315,778

#### House Tenure:

Own

#### Education:

Trade School/Grade 9/  
College

#### Occupation:

Blue Collar/  
Service Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Joy of Consumption*

## 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 98 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, agricultural, 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, however, they may have decreased their video streaming since COVID-19. 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. When it comes to accepting information regarding COVID, they prefer government sources.

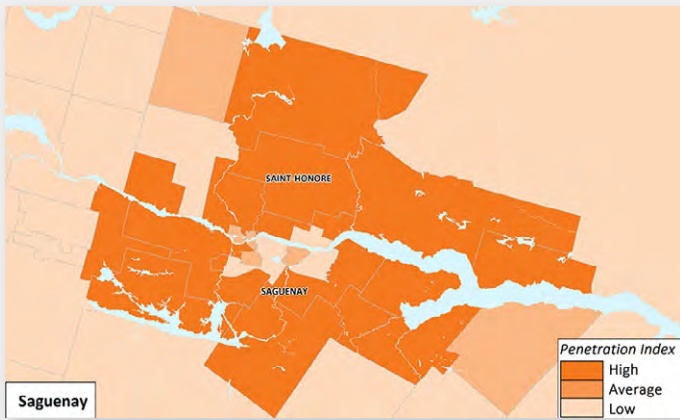
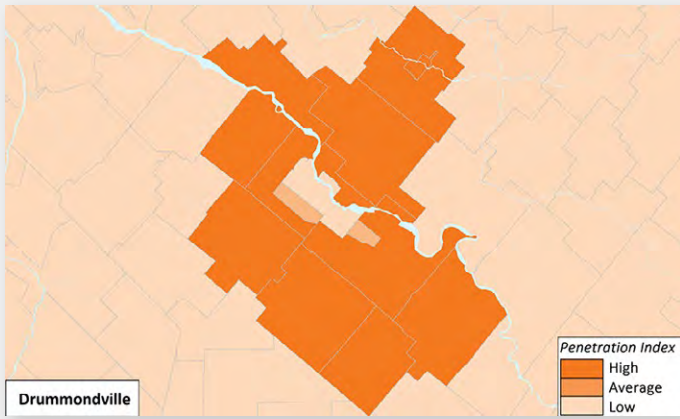
## How They Think

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 paycheque (*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* however, may not consider environmental concerns when making purchase decisions (*low for Ecological Fatalism*). Their *joie de vivre* is expressed in their desire to embrace and enjoy unexpected events (*Importance of Spontaneity*). 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*).

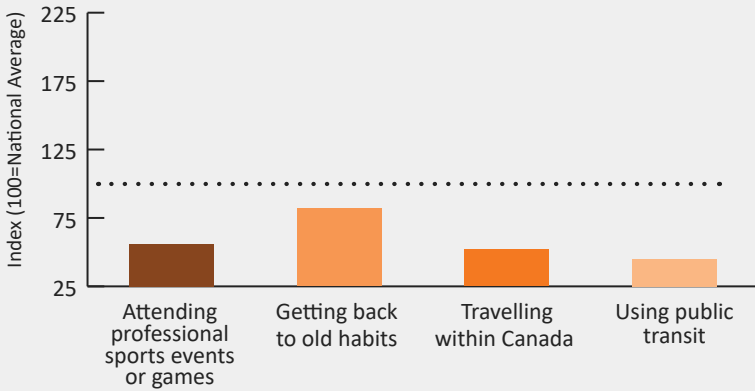


42. BANLIEUES TRANQUILLES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

hiking/backpacking  
dinner theatres  
auto races  
sci-fi films



SHOPPING

Laura  
Costco  
fashion accessories stores  
kitchen stores



TRADITIONAL MEDIA

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



INTERNET

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



FOOD/DRINK

frozen pizza  
toaster products  
port/sherry  
breakfast style restaurants



FINANCIAL

Visa standard card  
personal loans  
universal life insurance  
Desjardins



AUTOMOTIVE

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



SOCIAL

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



MOBILE

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



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 am not willing to pay more for eco-friendly products"





**S5** MIDDLE-CLASS  
SUBURBIA

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

474,315  
(1.24% of Canada)

#### Households:

187,165  
(1.25% of Canada)

#### Average Household Income

\$101,714

#### Average Household Net Worth:

\$411,729

#### House Tenure:

Own

#### Education:

Mixed

#### Occupation:

Blue Collar/  
Service Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Parochialism*

## 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.

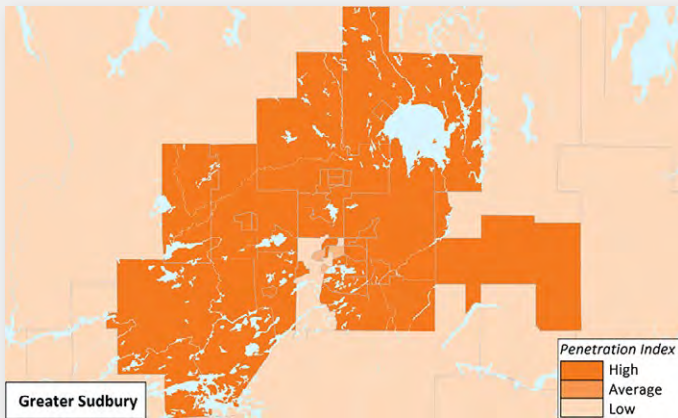
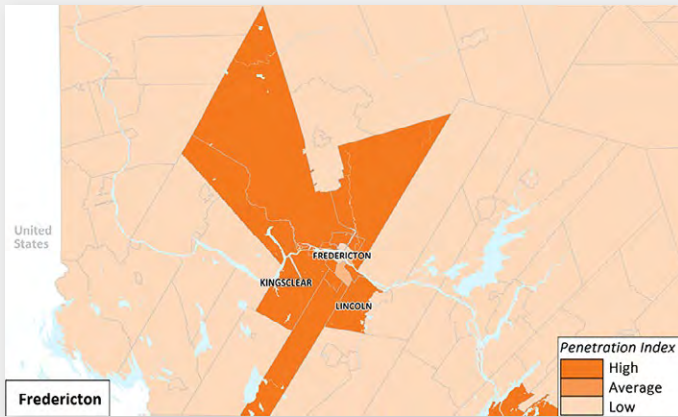
It's been said that while everyone wants to be normal, no one wants to be average. But Happy Medium residents, with their mainstream demographics and predilections, might disagree. These settled suburbanites enjoy home-based pursuits like sewing, bird watching, making crafts and woodworking; they may be more content than the average Canadian to continue these activities, as COVID-19 restrictions lift. 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

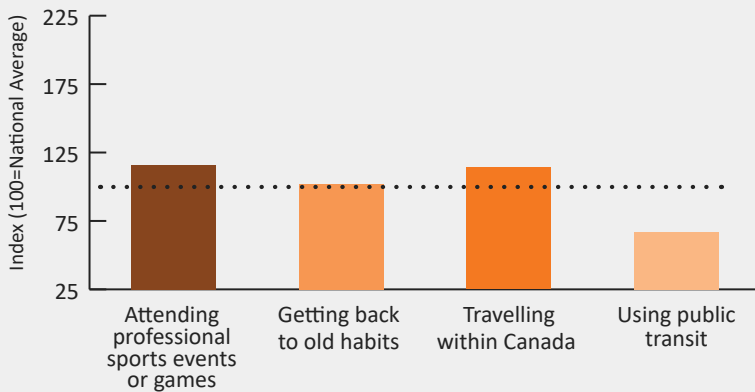
The members of Happy Medium feel more connected to their family and local community than the world at large (*Parochialism*). Their belief in the *Primacy of the Family* compels them to put others' concerns ahead of their own. They also firmly believe in the "golden rule" and that children should be 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 enjoy involving themselves in causes they are concerned about within their community (*Community Involvement, Flexible Families*). Uneasy about the changes brought by modern technology and science, many express concern about their personal safety and feel the need to put aside personal pleasures to meet their perceived obligations (*Technological Anxiety, Fear of Violence, Duty*). 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*).

### 43. HAPPY MEDIUM

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

sewing/knitting  
ATV/snowmobiling  
community theatres  
craft shows



### SHOPPING

Mark's  
Giant Tiger  
Canadian Tire  
discount grocery stores



### TRADITIONAL MEDIA

baseball on TV  
CBC News Network  
oldies radio  
Food & Drink



### INTERNET

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



### FOOD/DRINK

processed cheese  
ginger ale  
casual family restaurants  
drive-through restaurants



### FINANCIAL

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



### AUTOMOTIVE

compact SUVs  
large pickup trucks  
domestic brands  
Mr. Lube



### SOCIAL

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



### MOBILE

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



### 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

#### Population:

266,038  
(0.70% of Canada)

#### Households:

131,995  
(0.88% of Canada)

#### Average Household Income

\$88,968

#### Average Household Net Worth:

\$300,863

#### House Tenure:

Own & Rent

#### Education:

Mixed

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Intuition & Impulse*

## 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, over 30 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.

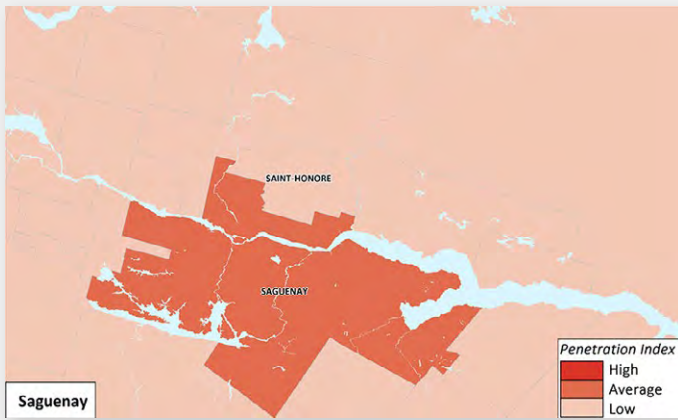
The older members of Un Grand Cru like going out. They have high rates for attending figure skating and tennis events, and patronizing restaurants that serve Greek and Italian cuisine as well as chicken restaurants like St-Hubert. Their idea of a big night is going to a comedy club, outdoor stage, jazz 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. When it comes to getting information about COVID-19, they're more likely to trust government sources or news through traditional outlets like the newspaper. 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

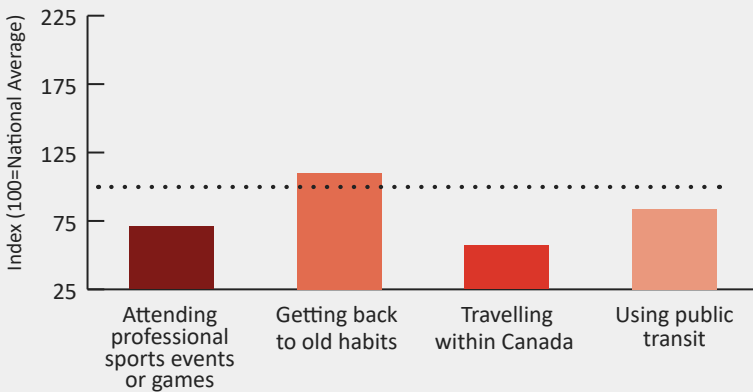
A spirited group, the members of Un Grand Cru are committed to a healthy lifestyle, and guided by their emotions and intuition, they constantly crave new sensations (*Effort Toward Health, Pursuit of Intensity*). These individuals are more often driven by feelings and impulses over reason and logic, finding themselves torn between seeking out new and exciting experiences and following the rules (*Intuition & Impulse, Pursuit of Novelty, Obedience to Authority*). 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*). 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 and brand name however, may prefer to shop at larger businesses than small (*Utilitarian Consumerism, Brand Apathy, Confidence in Big Business, Skepticism Toward Small Business*). With their tendency to give priority to their senses and intuition (*Sensualism*), they also occasionally succumb to *Buying on Impulse*.

## 44. UN GRAND CRU

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

cross-country skiing  
theatre  
pop music concerts  
spa resorts



#### SHOPPING

Reitman's  
Jean Coutu  
Costco  
fine food stores/butcher shops



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

access celebrity gossip content on mobile phone  
enter contests on mobile phone  
read magazines or newspaper on tablet  
text messaging on tablet



#### HEALTH

use sore throat cough drops

#### ATTITUDES

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

*"I don't like to cook"*

*"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"*





**S6** OLDER  
SUBURBAN

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

458,876

(1.20% of Canada)

**Households:**

200,429

(1.33% of Canada)

**Average Household  
Income**

\$90,898

**Average Household Net  
Worth:**

\$351,766

**House Tenure:**

Own & Rent

**Education:**

College/High School

**Occupation:**

Service Sector/  
White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Confidence in  
Advertising*

## 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 Island, 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. As COVID-19 restrictions lift, they might want to return to in-store shopping as they feel less concerned about sanitation and safety. 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.

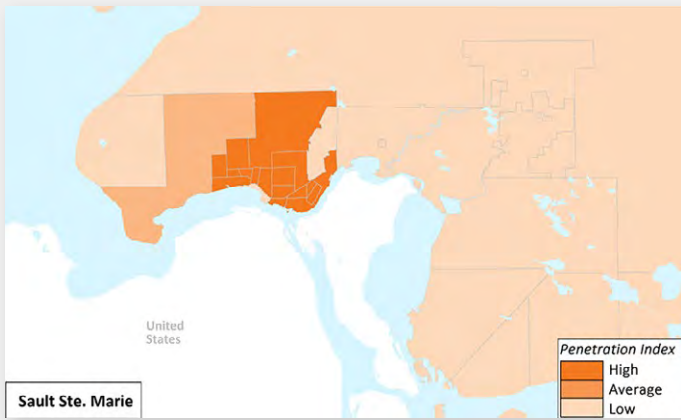
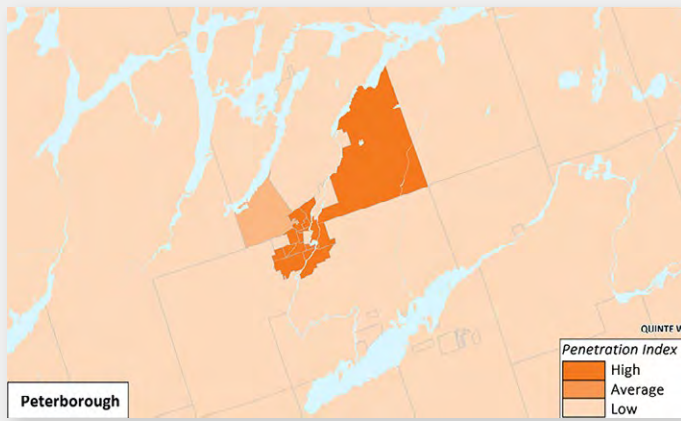
## How They Think

Today's world can be confounding, but members of Slow-Lane Suburbs strive to work hard to meet present challenges so they can realize greater gains in the future (*Work Ethic*). 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 believe in following the rules in society (*National Pride, American Dream, Obedience to Authority*). 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 still may take into account more practical things, like budget or general utility, when making purchases (*Intuition & Impulse, Importance of Price, Utilitarian Consumerism*).

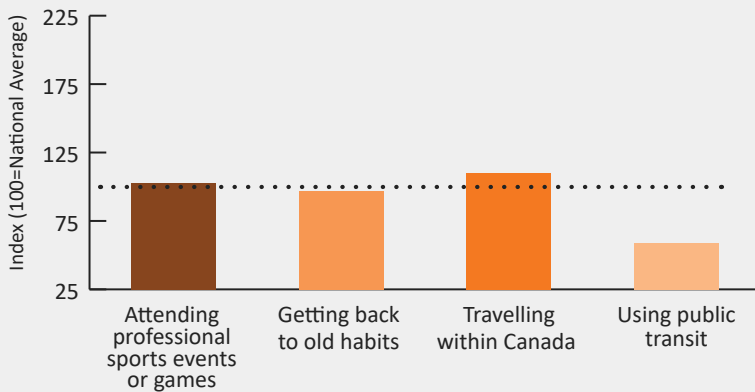


## 45. SLOW-LANE SUBURBS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

fishing/hunting  
 baking from scratch  
 community theatres  
 casinos



#### SHOPPING

Mark's  
 Northern Reflections  
 Home Hardware  
 Coles



#### TRADITIONAL MEDIA

oldies radio  
 curling on TV  
 DIY  
 Live Better



#### INTERNET

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



#### FOOD/DRINK

Wendy's  
 frozen meals  
 bulk food stores  
 casual family restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

subcompact SUVs  
 midsize cars  
 domestic brands  
 one vehicle



#### SOCIAL

Twitter  
 Pinterest  
 Facebook  
 YouTube



#### MOBILE

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



#### 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"*



**R3** RURAL  
FRANCOPHONE

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

339,589  
(0.89% of Canada)

**Households:**

153,140  
(1.02% of Canada)

**Average Household  
Income**

\$91,132

**Average Household Net  
Worth:**

\$341,592

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Mixed

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Personal Creativity*

## 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 embrace the *Ecological Lifestyle*, elevating their environmental concerns through their purchasing power.

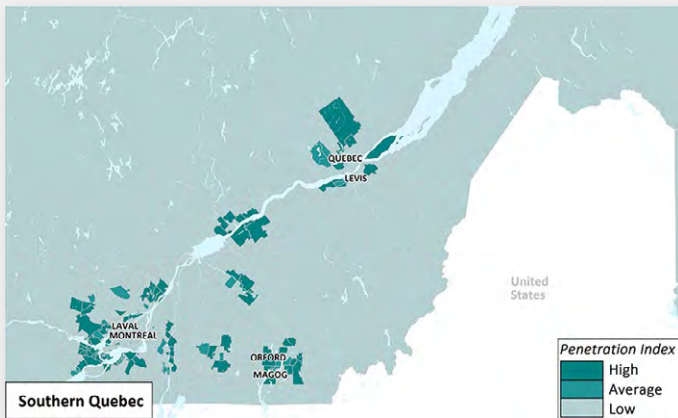
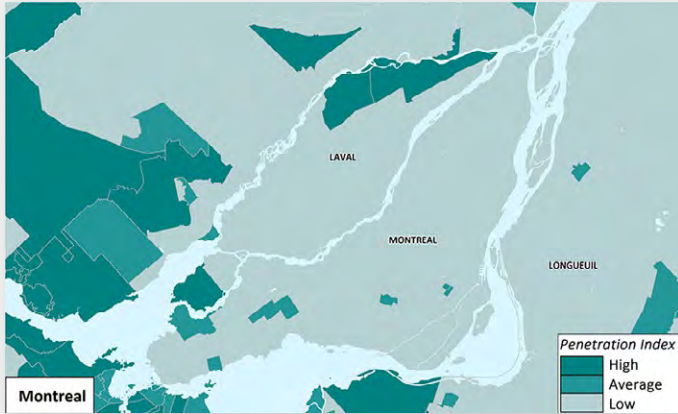
The Patrimoine Rustique lifestyle reflects the rustic surroundings and members' francophone heritage. Like other rural residents, they enjoy activities like snowmobiling, boating and fishing. Like other francophones, they have high rates for going to theatres, outdoor stages and craft shows; bingo halls, 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 Reitman's, tools from Rona and Réno-Dépôt, and medications and cosmetics from Jean Coutu. They may be more open to online shopping than prior to the pandemic. 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. They may use social media less than before COVID-19 and generally don't trust information shared across these platforms.

## How They Think

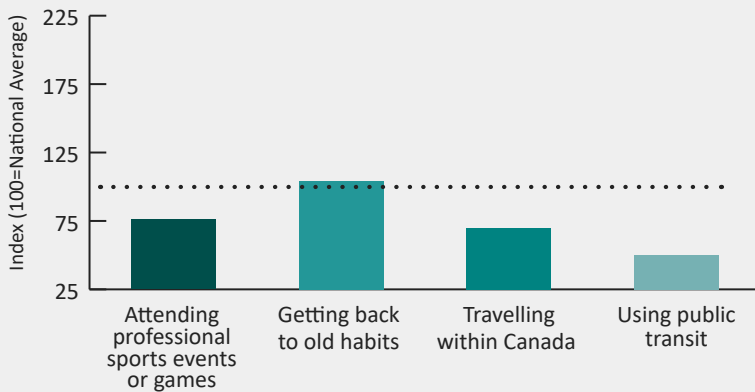
The older members of Patrimoine Rustique recognize the importance of doing meaningful work as well as setting aside time to relax outdoors (*Fulfillment Through Work, Attraction to Nature*). They seek to interact with others in an authentic, enthusiastic way (*Personal Expression, Vitality*), are guided 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, they get enjoyment from making purchases (*Joy of Consumption*), especially from companies whose value's align with their own, or tell a compelling story. They may disregard brand names (*Brand Apathy*), basing their consumer decisions on whether the company behind a product is a good corporate citizen (*Ethical Consumerism*).

## 46. PATRIMOINE RUSTIQUE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

ATV/snowmobiling  
power boating/jet skiing  
dinner theatres  
bingo



#### SHOPPING

Reitman's  
Rona  
IGA  
gas station convenience stores



#### TRADITIONAL MEDIA

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



#### INTERNET

classified sites  
enter online contests  
food/recipes content  
streaming music



#### FOOD/DRINK

mild cheddar cheese  
baguettes  
French wine  
tomato/vegetable juice



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

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



#### 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"*
- "I am prepared to pay more for brands, products and services that are truly authentic and based on traditional knowledge and skills"*







**U3** YOUNG  
URBAN  
CORE

**Y1** VERY YOUNG  
SINGLES  
& COUPLES

#### Population:

340,140  
(0.89% of Canada)

#### Households:

193,252  
(1.29% of Canada)

#### Average Household Income

\$59,120

#### Average Household Net Worth:

\$228,072

#### House Tenure:

Rent

#### Education:

University/High School

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

Consumptivity

## Who They Are

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older or recently built 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*.

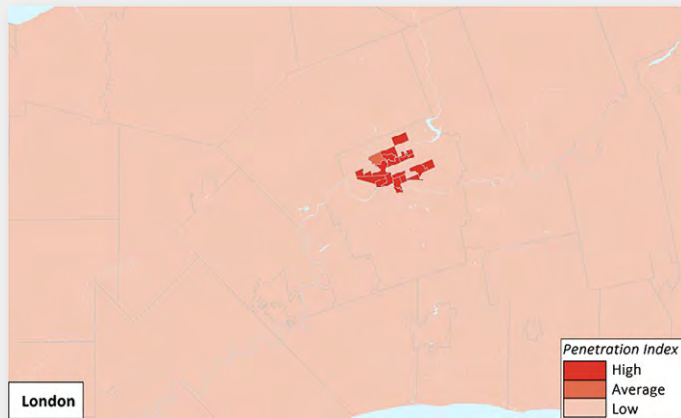
A kind of urban bohemia, Social Networkers is known for its buzzy energy. Residents take advantage of the lively cultural scene, frequenting art galleries, cinemas, operas and music festivals. For these image-conscious twenty-somethings, exercise is a religion, and they work out faithfully at fitness clubs or join pick-up soccer, baseball and hockey matches. As COVID-19 restrictions lift, these singles are looking forward to getting back to their active lives, especially going to the gym, partying and dating. 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

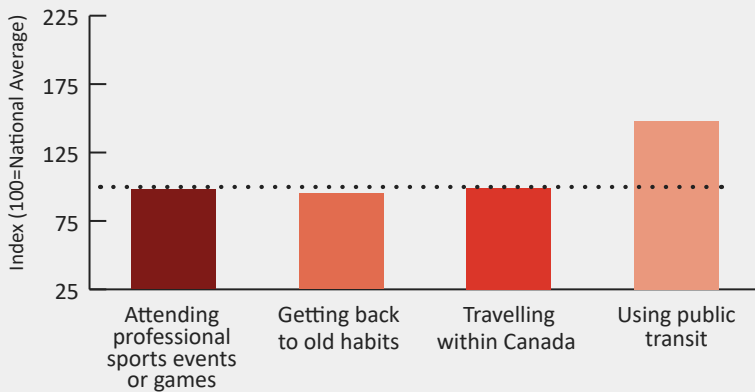
The young, urban denizens of Social Networkers are socially progressive, anti-establishment and willing to take risks to get what they want (*Rejection of Authority, Penchant for Risk*). They believe that young people should be treated like adults (*Equal Relationship with Youth*), and they support *Sexual 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 brands that symbolize affluence or those with a compelling and authentic story (*Ostentatious Consumption, Brand Genuineness*). They don't hesitate to take to social media to share their purchase experience with their friends (*Consumption Evangelism*).

## 47. SOCIAL NETWORKERS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

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



#### SHOPPING

Zara  
Loblaws  
Shoppers Drug Mart  
candy/chocolate stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

energy drinks  
soy-based products  
Mexican restaurants  
online food delivery



#### FINANCIAL

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



#### AUTOMOTIVE

imported subcompacts  
Mazda  
2018 model year  
one car



#### SOCIAL

Instagram  
SnapChat  
WhatsApp  
200-299 friends on social media networks



#### MOBILE

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



#### 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"*





**R2** LOWER-MIDDLE  
RURAL

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

382,695  
(1.00% of Canada)

**Households:**

136,698  
(0.91% of Canada)

**Average Household  
Income**

\$92,796

**Average Household Net  
Worth:**

\$507,028

**House Tenure:**

Own

**Education:**

Grade 9/High School/  
Trade School

**Occupation:**

Primary/Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Skepticism Towards  
Advertising*

## 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 and when COVID-19 restrictions ease, they are looking forward to returning busy leisure calendars, especially attending sporting events and seeing friends and family. 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 light 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.

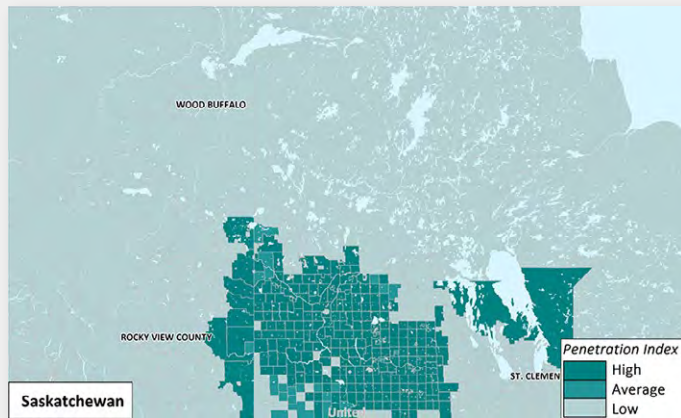
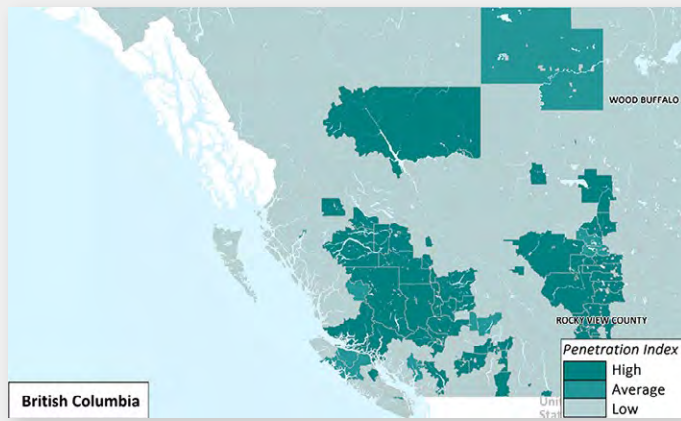
## How They Think

Agri-Biz is an old-fashioned segment that celebrates traditional notions of family, particularly conforming to traditional gender roles, and the imperative to make personal sacrifices for the family's well being (*Traditional Families, Sexism, 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*).

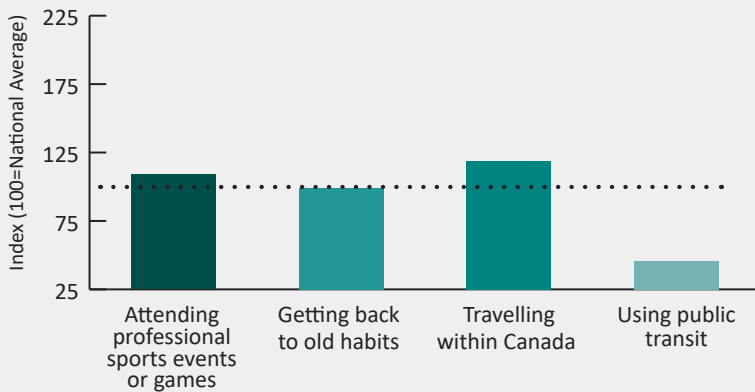


## 48. AGRI-BIZ

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

fishing/hunting  
sewing/knitting  
craft shows  
rock concerts



#### SHOPPING

Canadian Tire  
Home Hardware  
Giant Tiger  
dollar stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

processed cheese  
regular canned beer  
burger restaurants  
in-store bakeries



#### FINANCIAL

home office  
mutual funds  
credit unions  
gas station credit cards



#### AUTOMOTIVE

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



#### SOCIAL

Snapchat  
Pinterest  
follow Twitter users  
play games with others online



#### MOBILE

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



#### HEALTH

bought prescription  
sunglasses in past year



#### ATTITUDES

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

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

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

*"Brands are not important to me at all"*



**R2** LOWER-MIDDLE  
RURAL

**M2** MATURE  
SINGLES  
& COUPLES

**Population:**

789,460  
(2.07% of Canada)

**Households:**

347,138  
(2.31% of Canada)

**Average Household  
Income**  
\$82,900

**Average Household Net  
Worth:**  
\$366,422

**House Tenure:**  
Own

**Education:**  
Mixed

**Occupation:**  
Blue Collar/  
Primary

**Cultural Diversity Index:**  
Low

**Sample Social Value:**  
*Primacy of  
Environmental  
Protection*

## 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.

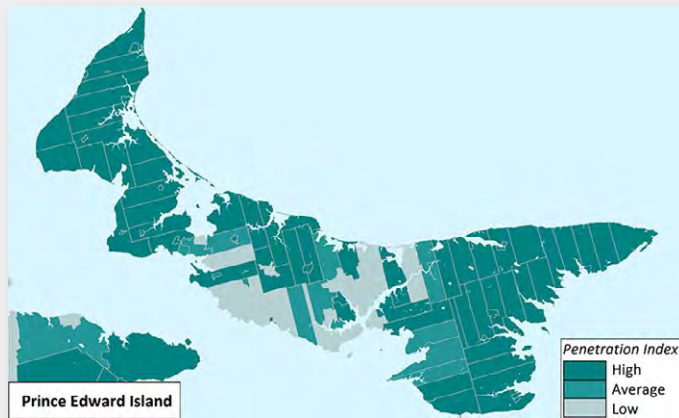
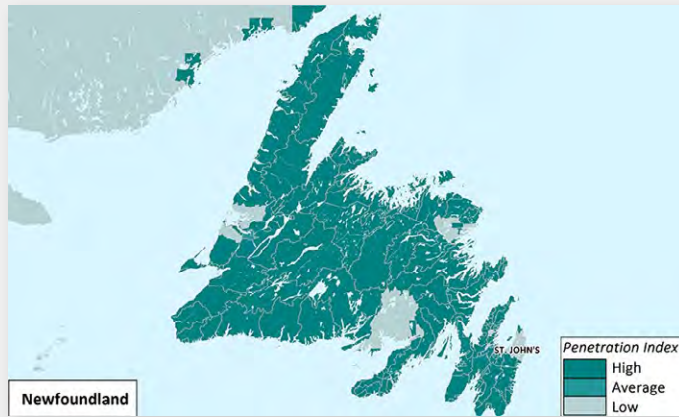
“Life in the country is much more satisfying than in the city,” Backcountry Boomers members tell researchers of their rural lifestyles. These residents enjoy their natural surroundings with outdoor pursuits like hiking, cross-country skiing and snowmobiling. They'll spend an evening out at a local community 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. As COVID-19 restrictions lift, they're looking forward to getting back on the road and travelling within Canada. 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

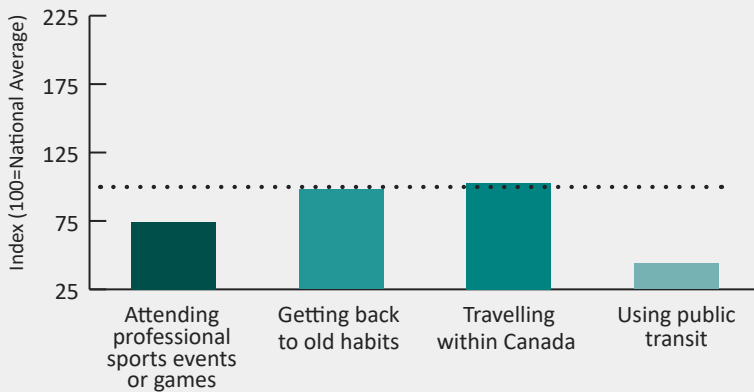
The members of Backcountry Boomers are proud, selfless Canadians who believe in caring for others before themselves (*Duty*), even though they're worried that their finances will worsen in the coming years (*Financial Concern Regarding the Future*). Protective of their slice of heaven, they tend to prioritize protection of the environment over economic advancement and try to trust and support the small businesses in their community (*Primacy of Environmental Protection, Confidence in Small Business*). 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*).

## 49. BACKCOUNTRY BOOMERS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

snowmobiling  
 walking/hiking  
 community theatre  
 volunteer work



#### SHOPPING

Walmart  
 Eddie Bauer  
 Canadian Tire  
 eBay.ca



#### TRADITIONAL MEDIA

TV figure skating  
 CBC News  
 classic hits radio  
 Our Canada



#### INTERNET

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



#### FOOD/DRINK

Coors Light  
 almond milk  
 dry soup  
 coffee/donut shops



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

read newspapers on mobile phone  
 send/receive messages on tablet  
 bank/pay bills on tablet  
 take pictures/video on tablet



#### 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 not as good as nationally advertised brands"*

*"I make an effort to buy local produce/products"*







**R2** LOWER-MIDDLE  
RURAL

**M2** MATURE  
SINGLES  
& COUPLES

**Population:**

693,941

(1.82% of Canada)

**Households:**

264,169

(1.76% of Canada)

**Average Household  
Income**

\$95,438

**Average Household Net  
Worth:**

\$367,948

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Primary/  
Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Skepticism Towards  
Advertising*

## 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 9 percent own a mobile home. With their mixed educations, those still in the labour force work in farming and blue-collar industries, earning 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*).

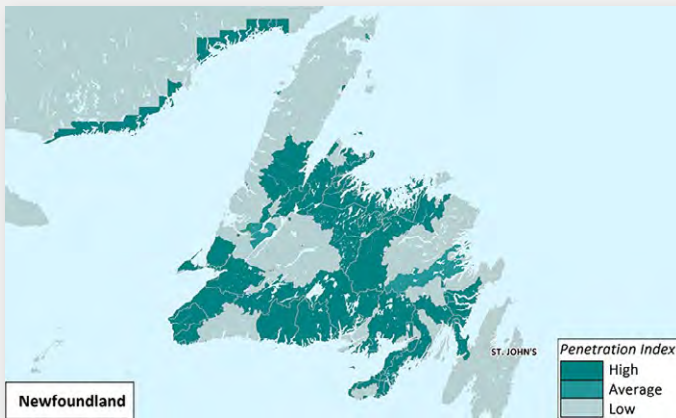
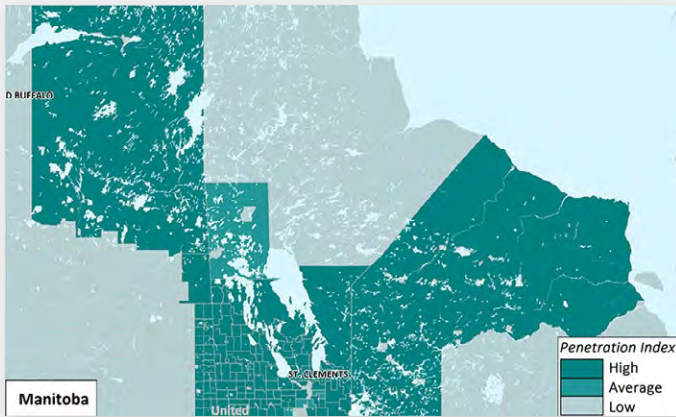
The older members of Country & Western have found plenty to entertain themselves. Self-described fitness fans, they like to swim, hike, golf and work in the garden. Many are music buffs who enjoy pop and rock performances, and they lead most segments in attending country music concerts; Country & Western is also one of the top segments for attending pro hockey games. As COVID-19 restrictions lift, they're looking forward to returning to these venues. 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

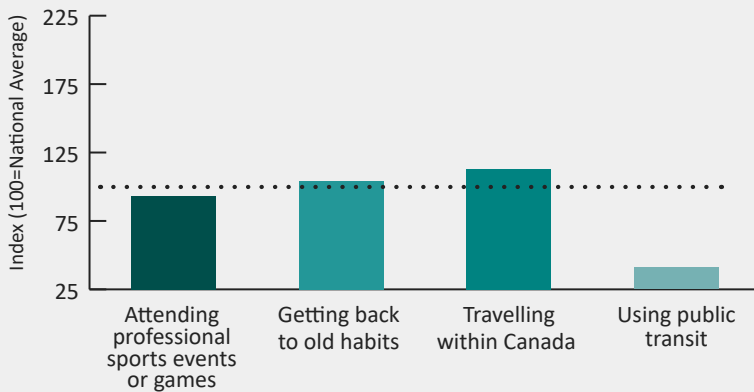
The members of Country & Western prefer the old ways of doing things. They aren't interested in modern definitions of family, insisting that the father must always be head of the household (*Traditional Families, Patriarchy*). They believe it is important to play by the rules (*Obedience to Authority*) 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 Order*), 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.

## 50. COUNTRY & WESTERN

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

- camping
- hiking
- pro hockey games
- dancing



#### SHOPPING

- Eddie Bauer
- Mark's
- Lee Valley Tools
- Home Hardware



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

- mixed nuts
- coolers
- taco restaurants
- buffet restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

- domestic vehicles
- large pickups
- medium/heavy trucks
- three vehicles



#### SOCIAL

- Snapchat
- Pinterest
- donate to a Facebook fundraiser
- 4-6 hours/day on social media



#### MOBILE

- access health content on mobile phone
- respond to classified ads on mobile phone
- watch subscription-based video service on tablet
- news sites on tablet



#### 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 am willing to pay more for brand-name products"*

*"Young people should be taught to obey authority"*





**U2** URBAN OLDER

**M2** MATURE SINGLES & COUPLES

#### Population:

458,696  
(1.20% of Canada)

#### Households:

276,631  
(1.84% of Canada)

**Average Household Income**  
\$64,201

**Average Household Net Worth:**  
\$336,156

**House Tenure:**  
Rent

**Education:**  
Mixed

**Occupation:**  
Service Sector/  
White Collar

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*Fear of Violence*

## Who They Are

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 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 real estate. 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. Due to residing primarily in cities, this segment is looking forward to using public transit again once the COVID-19 pandemic is over.

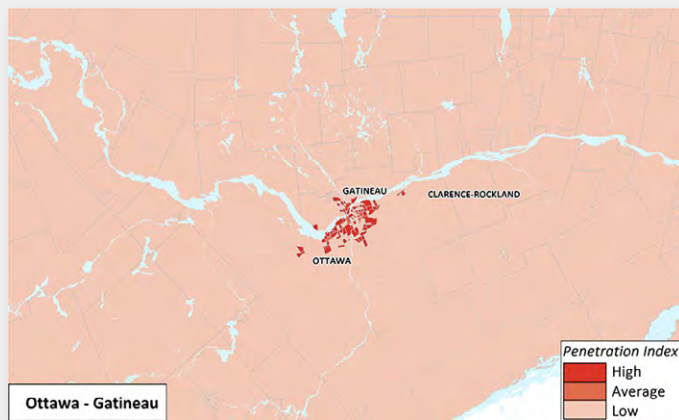
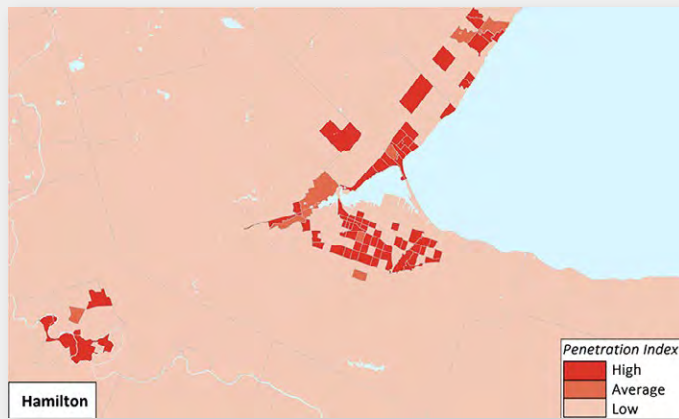
## How They Think

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 society, as well as open marriages (*Flexible Families*, *Global Consciousness*, *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 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*). While they may appreciate artisans, they don't believe small companies can deliver high-quality products (*Skepticism Toward Small Business*).

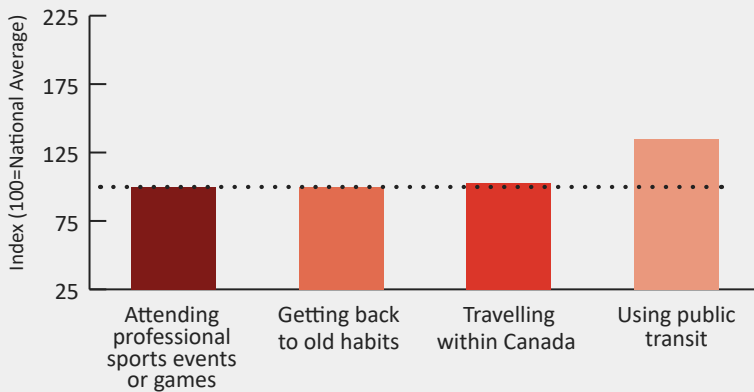


## 51. ON THEIR OWN AGAIN

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

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



#### SHOPPING

Shoppers Drug Mart  
 Loblaws  
 Giant Tiger  
 home health care stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

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



#### AUTOMOTIVE

domestic compacts  
 domestic intermediates  
 Petro Canada  
 one car



#### SOCIAL

Instagram  
 Twitter  
 subscribe to brand  
 channel on YouTube  
 dating platforms



#### MOBILE

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



#### 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 improve"*

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

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





**U5** YOUNGER  
URBAN MIX

**Y2** YOUNGER  
SINGLES  
& COUPLES

#### Population:

692,628  
(1.82% of Canada)

#### Households:

349,766  
(2.33% of Canada)

**Average Household  
Income**  
\$70,319

**Average Household Net  
Worth:**  
\$204,072

**House Tenure:**  
Rent

**Education:**  
University/High School

**Occupation:**  
Service Sector/  
White Collar

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*Introspection  
& Empathy*

## 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, nearly 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.

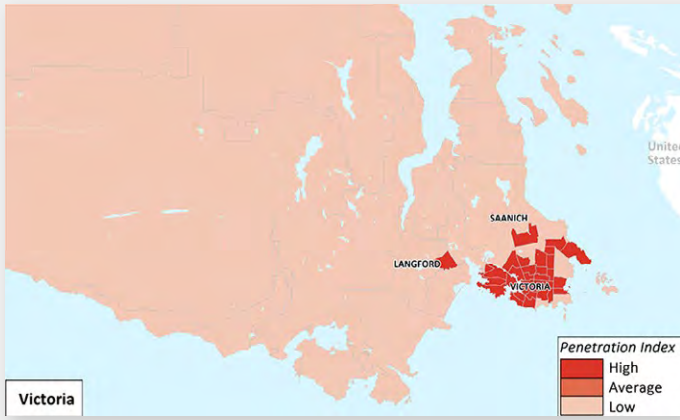
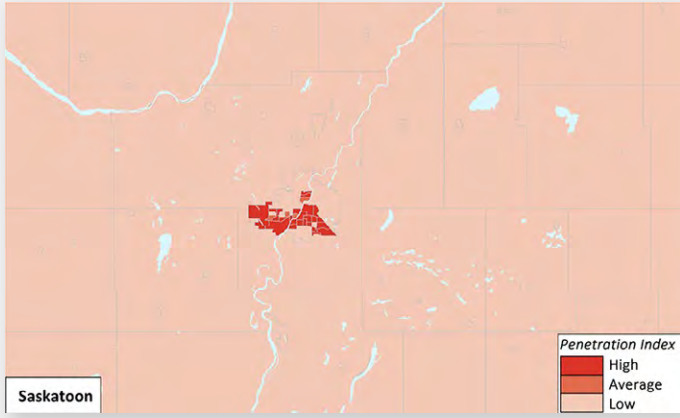
The residents of Friends & Roomies find their entertainment on their streets and social media networks. Young and looking for romance, they frequent dance clubs, health clubs, art galleries and sporting events and play team sports, such as soccer, hockey and curling. In weekly grocery runs, they shop 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. Since the COVID-19 pandemic reduced social gathering and interactions, this segment has shown a significant increase in social media consumption.

## How They Think

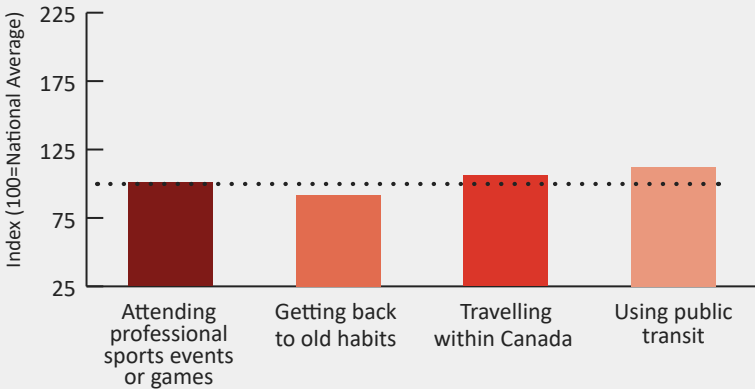
The members of Friends & Roomies are liberal, tech-savvy and comfortable in their urban scene. They tend to be tolerant of non-traditional families (*Flexible Families*), think young people should have the same freedom as adults (*Equal Relationship with Youth*) and are open-minded about romantic relationships (*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*). 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*).

52. FRIENDS & ROOMIES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

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



SHOPPING

Joe Fresh  
London Drugs  
Chapters/Indigo  
second-hand stores



TRADITIONAL MEDIA

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



INTERNET

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



FOOD/DRINK

chocolate granola bars  
fruit drinks  
Starbucks  
Chinese restaurants



FINANCIAL

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



AUTOMOTIVE

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



SOCIAL

Reddit  
Instagram  
Snapchat  
Twitter



MOBILE

listen to radio/podcasts on mobile phone  
watch TV on mobile phone  
banking/finance apps  
research products and services on mobile phone



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"*

*"Teenagers should have the same freedoms as adults"*







**S6** OLDER  
SUBURBAN

**M2** MATURE  
SINGLES  
& COUPLES

**Population:**

205,720

(0.54% of Canada)

**Households:**

122,188

(0.81% of Canada)

**Average Household  
Income**

\$61,400

**Average Household Net  
Worth:**

\$255,418

**House Tenure:**

Rent & Own

**Education:**

Mixed

**Occupation:**

Service Sector/  
White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Utilitarian Consumerism*

## 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, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 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.

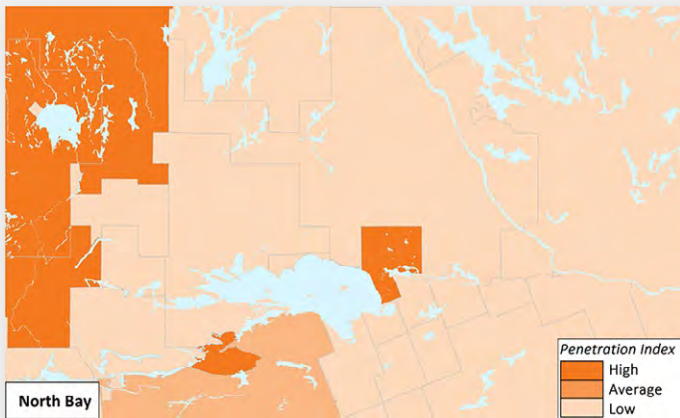
Despite its older adults and aging neighbourhoods, Silver Flats boasts wide-ranging and sometimes contrary behaviours and preferences. Residents buy clothes at both Joe Fresh and Value Village. Popular leisure pursuits include visiting city gardens and playing bingo as well as motorcycling, hunting and 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. Since the COVID-19 pandemic reduced social gathering and interactions, this segment has shown a significant increase in magazine consumption.

## How They Think

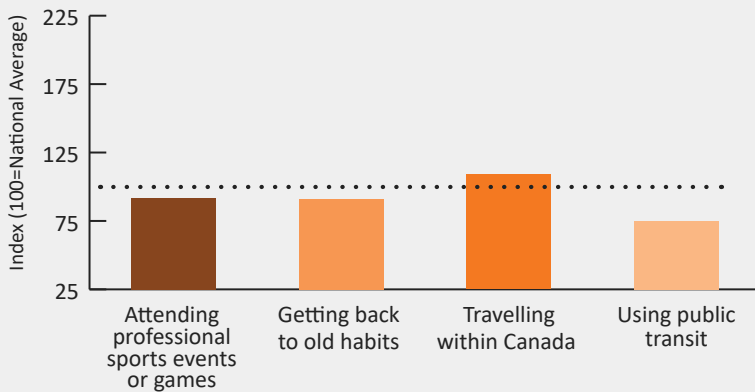
The residents of Silver Flats are a determined group, setting difficult goals and drawing on their reason and logic to achieve them (*Personal Challenge, Emotional Control*). Traditional in their outlook, they're strong on *Religiosity* and weak on *Sexual Permissiveness*. They believe in putting the 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 (*Multiculturalism*). 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 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*).

### 53. SILVER FLATS

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

fitness walking  
 rowing  
 community theatres  
 casinos



### SHOPPING

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



### TRADITIONAL MEDIA

CTV News Channel  
 TV figure skating  
 country radio  
 newspaper editorials



### INTERNET

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



### FOOD/DRINK

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



### FINANCIAL

savings accounts  
 personal property insurance  
 GICs  
 donate to Canadian charities



### AUTOMOTIVE

domestic intermediate cars  
 Dodge  
 one car  
 auto clubs



### SOCIAL

play games with others online  
 almost daily  
 Facebook  
 share a blog post or article  
 on Twitter  
 dating platforms



### MOBILE

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



### HEALTH

received seasonal flu shot in  
 last year

### ATTITUDES

*"Young people should be taught to obey authority"*

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

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

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





**R3** RURAL  
FRANCOPHONE

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

724,635

(1.90% of Canada)

**Households:**

301,884

(2.01% of Canada)

**Average Household  
Income**

\$81,781

**Average Household Net  
Worth:**

\$270,594

**House Tenure:**

Own

**Education:**

Trade School/Grade 9

**Occupation:**

Mixed

**Cultural Diversity Index:**

Low

**Sample Social Value:***Cultural Assimilation***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.

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. Even with the COVID-19 pandemic, usage of subscription services such as Netflix and Crave somewhat decreased showing this segment's preference for more traditional styles of media consumption.

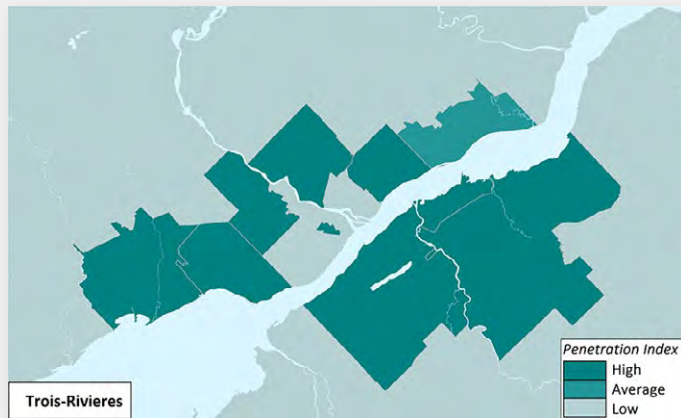
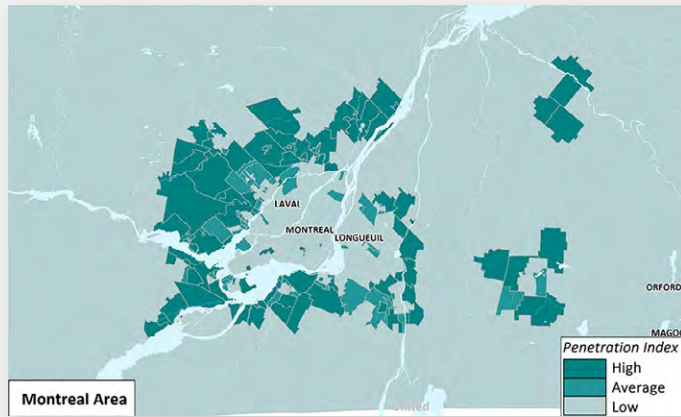
**How They Think**

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*). They also have a traditional view of gender roles, insisting that men are naturally superior to women (*Sexism*). 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, Brand Apathy*).

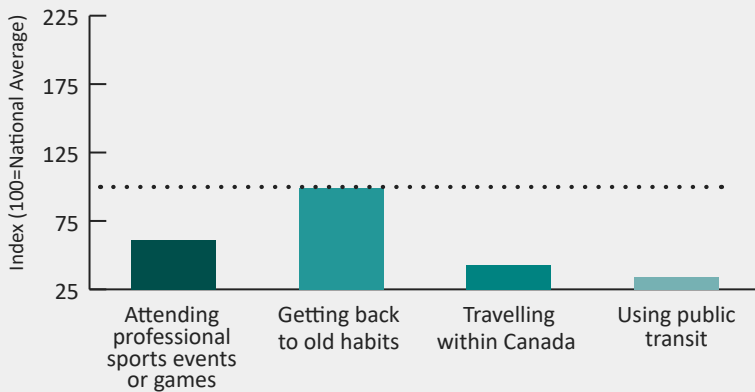


## 54. VIE AU VILLAGE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

dinner theatres  
snowmobiling  
cycling  
beach/resort package tours



#### SHOPPING

Jean Coutu  
Simons  
Rona  
department stores



#### TRADITIONAL MEDIA

TV family dramas  
variety specials  
comedy radio  
newspaper automotive section



#### INTERNET

health sites  
enter contests  
online games  
purchase home electronics online



#### FOOD/DRINK

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



#### FINANCIAL

term deposits  
labour funds  
personal line of credit  
whole life insurance



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

picture/video messaging on tablet  
discount coupons on mobile phone  
participate in social media on tablet  
compare products on tablet



#### 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"*





**U3** YOUNG  
URBAN  
CORE

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

437,563

(1.15% of Canada)

#### Households:

181,326

(1.21% of Canada)

#### Average Household Income

\$61,348

#### Average Household Net Worth:

\$197,460

#### House Tenure:

Rent

#### Education:

Grade 9/Trade School

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Patriarchy*

## 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 40 percent speak French at home while another 36 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.

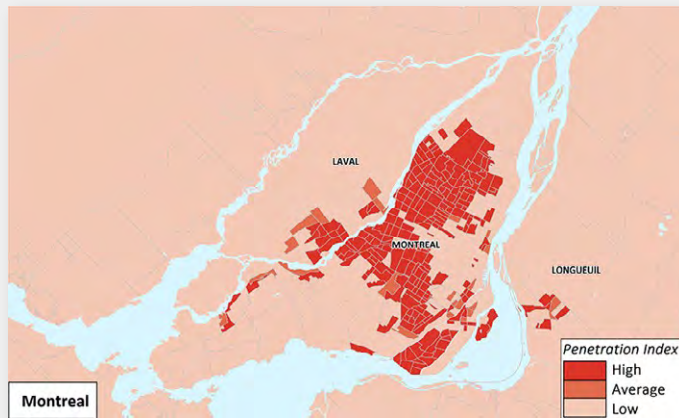
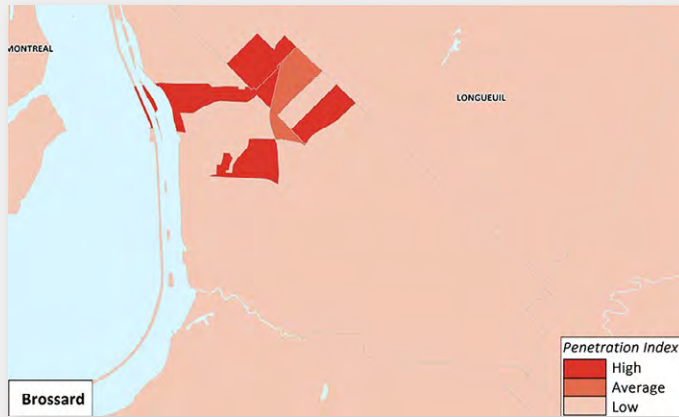
Budgets are tight in Enclaves Multiethniques, where residents get around using public transit or an older Korean compact bought for under \$20,000. A splurge may mean dining out at a buffet, visiting a spa or booking a cheap flight to Cuba or their homeland for the holidays. With their varied backgrounds, 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. Once the COVID-19 pandemic is over, this segment is most looking forward to connecting with others, specifically in the form of dating.

## How They Think

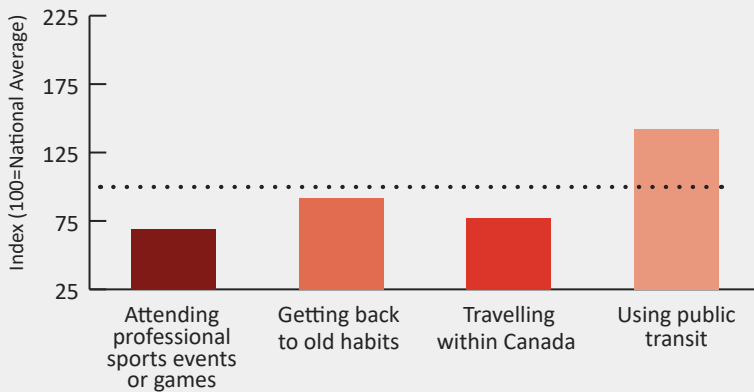
Members of Enclaves Multiethniques enjoy large, communal experiences, especially those that allow them to encounter new sensations (*Attraction for Crowds, Pursuit of Intensity*). Few segments score higher for supporting an *Active Government* to help resolve social issues. A conservative thread runs 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*).

## 55. ENCLAVES MULTIETHNIQUES

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

jogging  
soccer  
spas  
pop music concerts



#### SHOPPING

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



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

frozen meals  
European wines  
Thai restaurants  
St-Hubert



#### FINANCIAL

online stock trading  
term deposits  
whole life insurance  
Desjardins



#### AUTOMOTIVE

imported compacts  
imported subcompacts  
Japanese brands  
2000-2009 model years



#### SOCIAL

WhatsApp  
Reddit  
Snapchat  
dating platforms



#### MOBILE

watch TV on mobile phone  
research products on mobile phone  
read magazines or newspaper on tablet  
clip mobile coupon on tablet



#### 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"*

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







**U6** OLDER  
URBAN  
FRANCOPHONE

**Y2** YOUNGER  
SINGLES  
& COUPLES

**Population:**

413,955  
(1.09% of Canada)

**Households:**

205,287  
(1.37% of Canada)

**Average Household  
Income**  
\$63,082

**Average Household Net  
Worth:**  
\$145,017

**House Tenure:**  
Rent

**Education:**  
Mixed

**Occupation:**  
Service Sector/  
White Collar

**Cultural Diversity Index:**  
Medium

**Sample Social Value:**  
*Sexism*

**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. More than two-thirds of the populace speak French at home, and the remainder speak English or a non-official language equally. Over one-third 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, over 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. Over 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*).

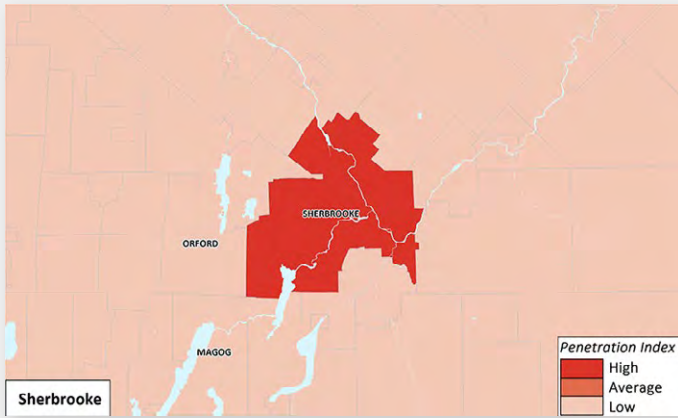
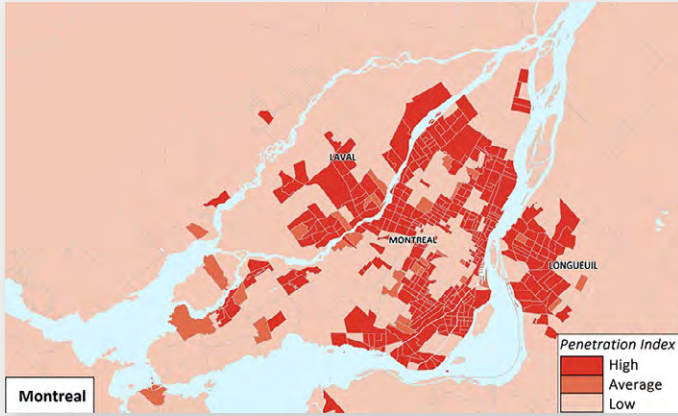
With their modest budgets, the members of Jeunes Biculturels typically entertain at home. They spend less than \$150 a week on groceries, filling their carts with plenty of breakfast items—eggs, oatmeal, baguettes and toaster products—and dinner fare such as fresh pasta, cheese and dry soup. They have 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. The COVID-19 pandemic has reduced the ability to connect with others and this segment is definitely interested in getting back to the party scene.

**How They Think**

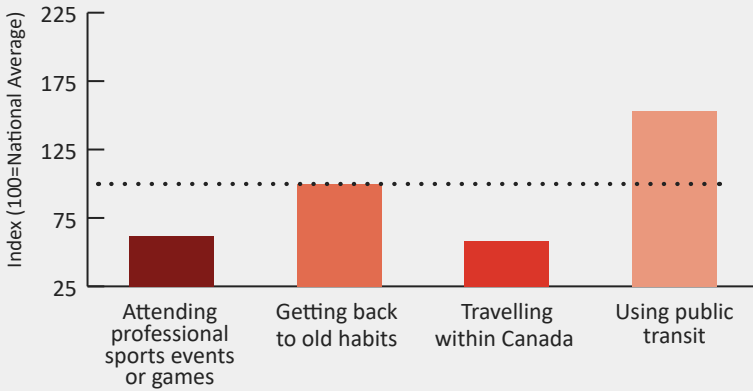
The members of Jeunes Biculturels approach life with gusto and a desire to experience new sensations (*Pursuit of Intensity*, *Importance of Spontaneity*). This culturally diverse group is open-minded about some social norms, embracing non-traditional definitions of family (*Flexible Families*), expressing 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 others should try to fit in more (*Cultural Assimilation*). Wanting to enhance their attractiveness, they try to lead a healthy and wholesome lifestyle while having an adventurous spirit (*Effort Toward Health*, *Need for Escape*). 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*).

56. JEUNES BICULTURELS

**Where They Live**



**Post-Pandemic, Looking Forward To:**



**How They Live**



**LEISURE**

- aerobics
- book shows
- comedy clubs/shows
- pro soccer games



**SHOPPING**

- Simons
- Laura
- Globo
- fashion accessories stores



**TRADITIONAL MEDIA**

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



**INTERNET**

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



**FOOD/DRINK**

- toaster products
- Stella Artois
- restaurant delivery
- ethnic restaurants



**FINANCIAL**

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



**AUTOMOTIVE**

- imported compacts
- Hyundai
- 2000-2009 model years
- one vehicle



**SOCIAL**

- WhatsApp
- blogs
- dating platforms
- refer friends to a website or article



**MOBILE**

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



**HEALTH**

- use disposable contact lenses

**ATTITUDES**

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

*"It is important to look good"*

*"To try new products, new places for vacation, or new foods, just for the pleasure of the novelty"*

*"As soon as I see an opportunity to try something new, I do it"*





**U5** YOUNGER  
URBAN MIX

**Y2** YOUNGER  
SINGLES  
& COUPLES

#### Population:

509,436

(1.34% of Canada)

#### Households:

215,667

(1.43% of Canada)

#### Average Household Income

\$84,051

#### Average Household Net Worth:

\$218,347

#### House Tenure:

Own & Rent

#### Education:

High School/Grade 9/  
College

#### Occupation:

Service Sector/  
Blue Collar

#### Cultural Diversity Index:

Low

#### Sample Social Value:

Civic Engagement

## 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, nearly 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, martial arts, camping and fishing and hunting. 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. This has also translated to the COVID-19 era, where this segment's main source of information on the pandemic comes from trusting social media sources.

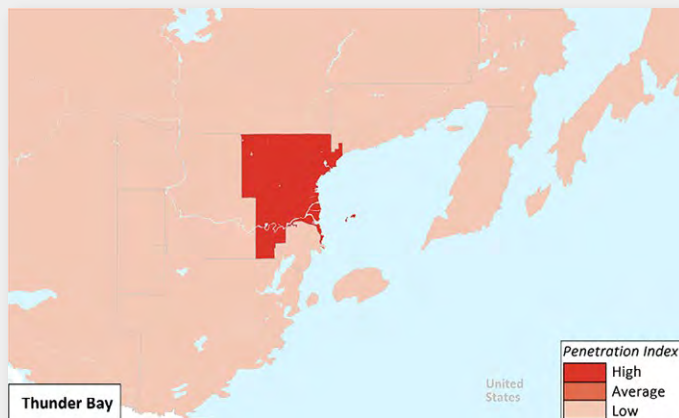
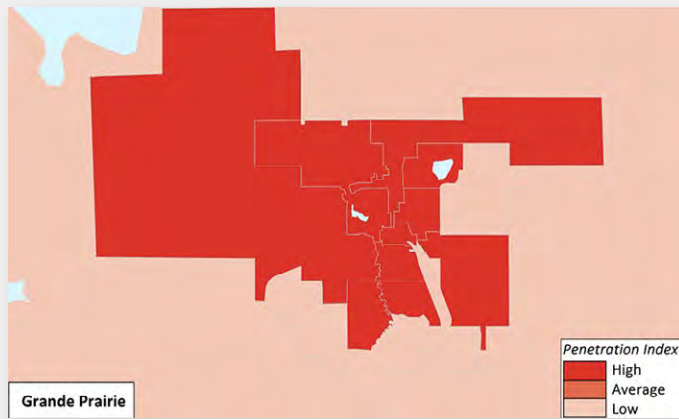
## How They Think

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 (*Work Ethic, Just Deserts*). 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, Ecological Concern, Primacy of Environmental Protection*). In the marketplace, they do not prefer big name brands and believe small businesses are best positioned to serve the public's interest (*Brand Apathy, Confidence in Small Business*).

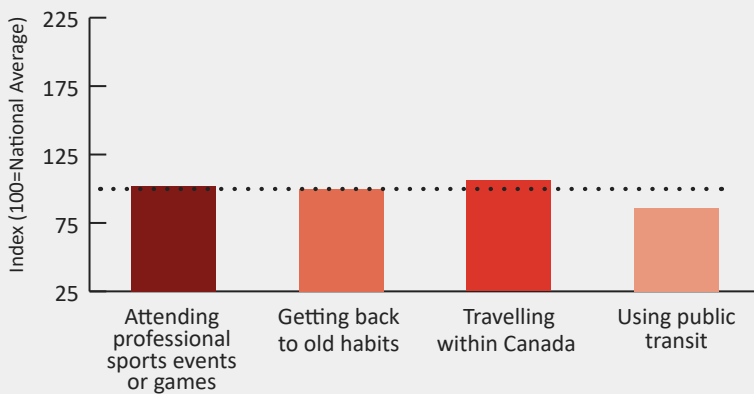


## 57. JUGGLING ACTS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

dancing  
 comedy movies  
 nightclubs/bars  
 local arenas/rec centres



#### SHOPPING

Mark's  
 Walmart  
 Real Canadian Superstore  
 The Source



#### TRADITIONAL MEDIA

Space  
 Sportsnet  
 modern rock radio  
 People



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

Snapchat  
 YouTube  
 Reddit  
 Instagram



#### MOBILE

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



#### HEALTH

use insoles/orthotics

#### ATTITUDES

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

*"I love to buy consumer goods (excluding those basic ones essential to run a household)"*

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

*"I would prefer to do work that is not particularly interesting, but that pays well"*





**T1** TOWN MIX

**M1** OLDER FAMILIES & EMPTY NESTS

**Population:**

349,562  
(0.92% of Canada)

**Households:**

147,911  
(0.98% of Canada)

**Average Household Income**

\$75,631

**Average Household Net Worth:**

\$262,663

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

Legacy

## 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 townsfolk keep close tabs on their wallet (*Importance of Price*).

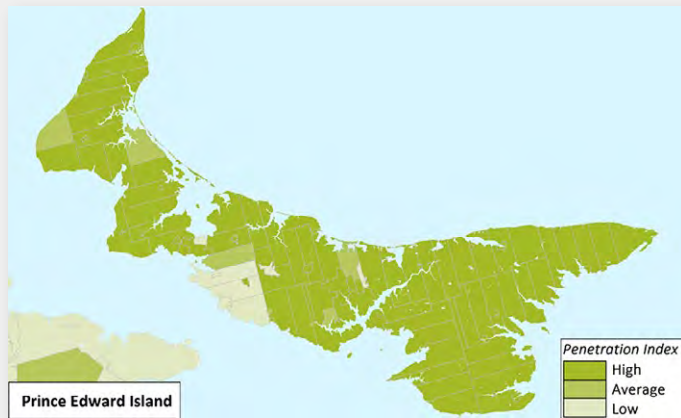
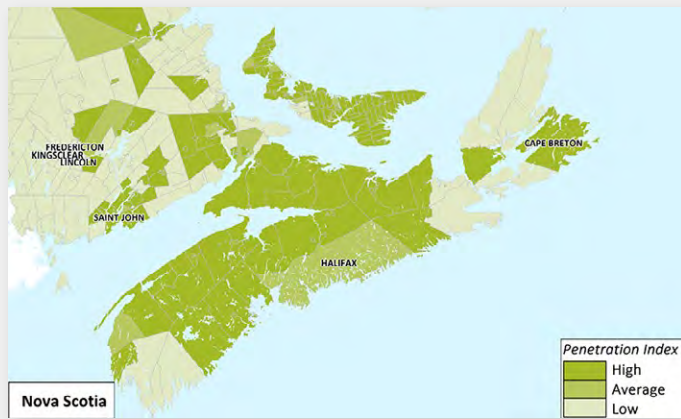
Their far-flung communities may lack cultural amenities, but Old Town Roads residents are willing to drive to the city to see a comedy movie, community theatre show or nightclub act. With few shops or restaurants along their Main Streets, they'll stock up at major stores like Giant Tiger, Shoppers Drug 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 *Canada Geographic*, *Live Better* and *Our Canada*. Light Internet users, they'll go online to play games, clip coupons and read e-books and they're happy to abandon online shopping after COVID-19.

## How They Think

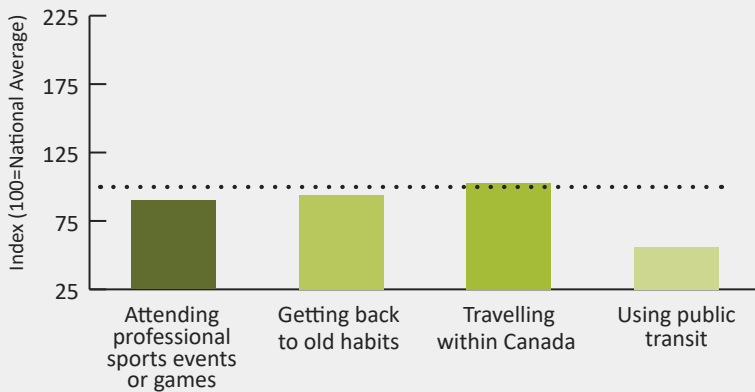
In their small-town communities with bucolic surroundings, the members of Old Town Roads seek a more authentic way of life that shields them from the vagaries of the modern world (*Attraction to Nature, Aversion to Complexity*). They enjoy the disorder of rural living and have little use for formality or hifalutin manners (*Rejection of Orderliness*). These households tend to be conservative in their social views, but have a growing acceptance for others (*Multiculturalism, Flexible Families*). They also feel the need to make an impact on society as a whole (*Civic Engagement, Social Responsibility*). 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 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, Primacy of Environmental Protection*).

## 58. OLD TOWN ROADS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

fishing/hunting  
country music concerts  
ATV/snowmobiling  
community theatres



#### SHOPPING

Giant Tiger  
Walmart  
Canadian Tire  
Real Canadian/  
Atlantic Superstore



#### TRADITIONAL MEDIA

TV curling  
Investigation Discovery  
oldies radio  
community newspapers



#### INTERNET

read magazine or newspaper  
on computer  
weather sites  
auction sites  
eBay



#### FOOD/DRINK

cheddar cheese  
frozen vegetables  
light beer  
casual family restaurants



#### FINANCIAL

GICs  
RRIFs  
private disability/health  
insurance  
financial planners



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

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



#### 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"*

*"Brands are not important to me at all"*

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

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





**S7** LOWER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

448,157  
(1.18% of Canada)

#### Households:

215,310  
(1.43% of Canada)

#### Average Household Income

\$73,685

#### Average Household Net Worth:

\$200,324

#### House Tenure:

Rent & Own

#### Education:

High School/Grade 9/  
Trade School

#### Occupation:

Service Sector/  
Blue Collar

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Fatalism*

## 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*.

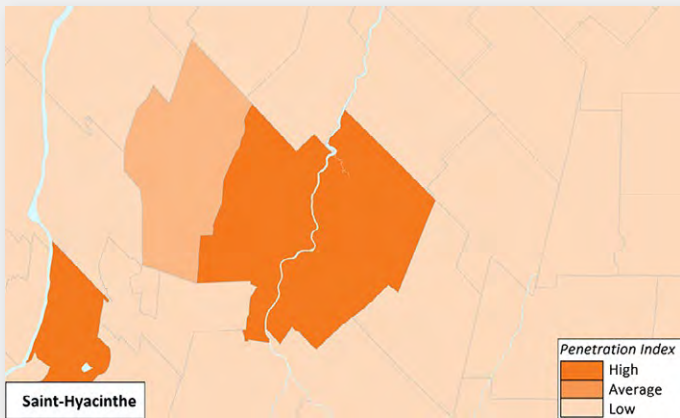
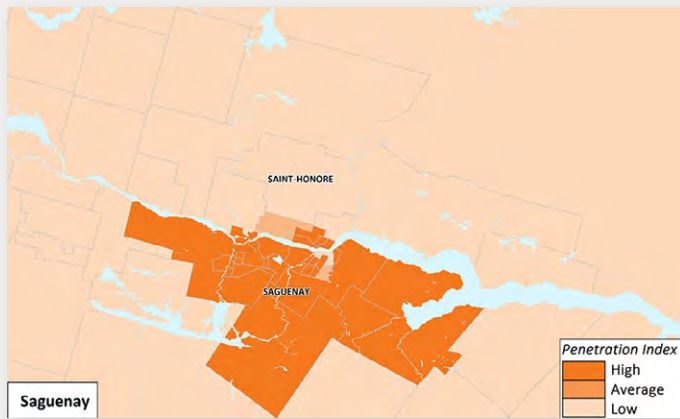
The older members of La Vie Simple have busy social lives. They like going out—even if it's just to a local bowling alley, bingo hall or chicken restaurant—as well as entertaining at home. Their shelves are usually stocked with regular and discount beer, wine from France and Italy, and snacks like walnuts, 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. During the COVID-19 pandemic, this segment saw an uptick in printed magazine consumption which keeps true to their values.

## How They Think

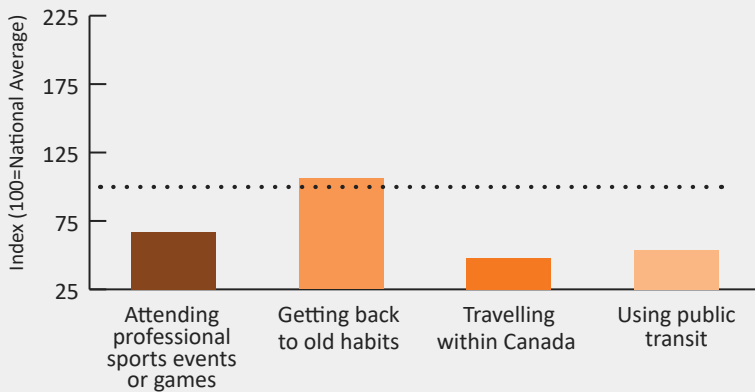
For members of La Vie Simple, life can be a paradox. They sometimes feel they're at the mercy of forces beyond their control and are threatened by the modern world's changes and uncertainties (*Fatalism, Aversion to Complexity*). In the context of a world that seems to be changing around them, they feel 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 paycheque 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 (*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 (*Confidence in Big Business*).

## 59. LA VIE SIMPLE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

bowling  
pop music concerts  
RV shows  
casinos



#### SHOPPING

Jean Coutu  
Addition-Elle  
Rona  
Couche-Tard



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

hard cheese  
ice cream  
cabernet-sauvignon  
chicken restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

imported subcompacts  
imported compacts  
Japanese and Korean brands  
one vehicle



#### SOCIAL

Snapchat  
Instagram  
Facebook  
share videos on YouTube



#### MOBILE

newspaper apps  
discount coupons on mobile phone  
Internet search on mobile phone  
participate in social media on tablet



#### HEALTH

had laser eye surgery in past two years

#### ATTITUDES

*"I prefer people who act like everybody else, without 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"*

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





**U5** YOUNGER  
URBAN MIX

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

544,485

(1.43% of Canada)

#### Households:

233,657

(1.55% of Canada)

#### Average Household Income

\$74,040

#### Average Household Net Worth:

\$256,103

#### House Tenure:

Own

#### Education:

Mixed

#### Occupation:

Mixed

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Ethical Consumerism*

## 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. Over 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 belief in the Canadian government and those in positions of power (*Obedience to Authority*).

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. And post COVID-19, this segment is most looking forward to attending sports events.

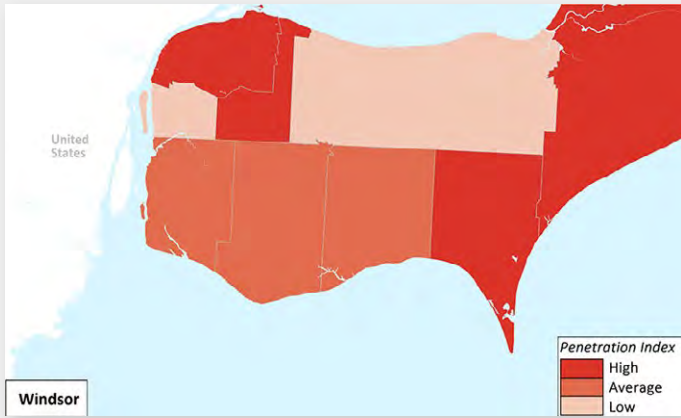
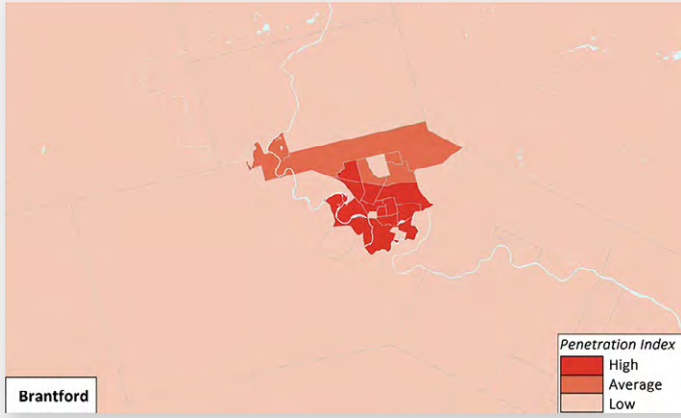
## How They Think

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 nonjudgmentally (*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 (*Ethical Consumerism, Primacy of Environmental Protection*). 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*).



60. VALUE VILLAGERS

Where They Live



How They Live



LEISURE

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



SHOPPING

- Value Village
- Mark's
- Home Depot
- craft supply stores



TRADITIONAL MEDIA

- FX
- DIY
- classic rock radio
- gardening magazines



INTERNET

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



FOOD/DRINK

- tortilla wraps
- condensed soup
- decaffeinated coffee
- Chinese restaurants



FINANCIAL

- mutual funds
- credit unions
- guaranteed life insurance
- donate to religious groups



AUTOMOTIVE

- domestic compacts
- domestic intermediate cars
- domestic compact SUVs
- buy used vehicles



SOCIAL

- Snapchat
- Pinterest
- Facebook
- YouTube



MOBILE

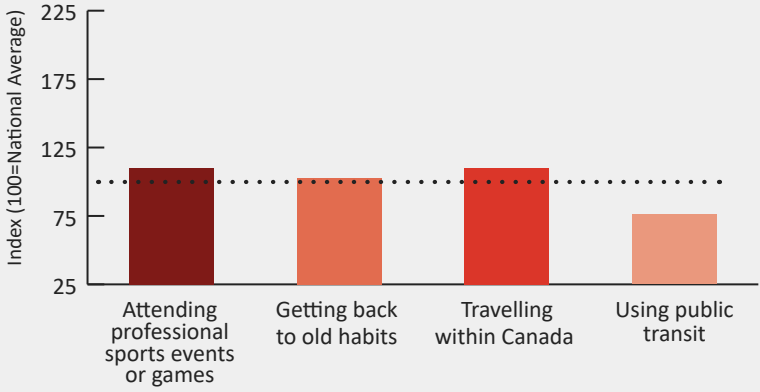
- discount mobile providers
- discount coupons on mobile phone
- watch TV on tablet
- career/job search on tablet



HEALTH

- visited an optometrist in past six months

Post-Pandemic, Looking Forward To:



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"*

*"I like being in a large crowd"*



**U4** URBAN DIVERSITY

**F3** MIDDLE-AGE FAMILIES

#### Population:

737,218

(1.93% of Canada)

#### Households:

307,639

(2.05% of Canada)

#### Average Household Income

\$65,982

#### Average Household Net Worth:

\$144,349

#### House Tenure:

Rent

#### Education:

Mixed

#### Occupation:

Service Sector

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Ostentatious Consumption*

## Who They Are

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

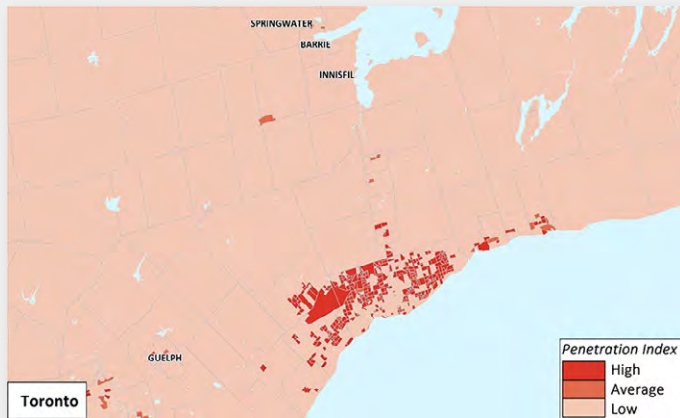
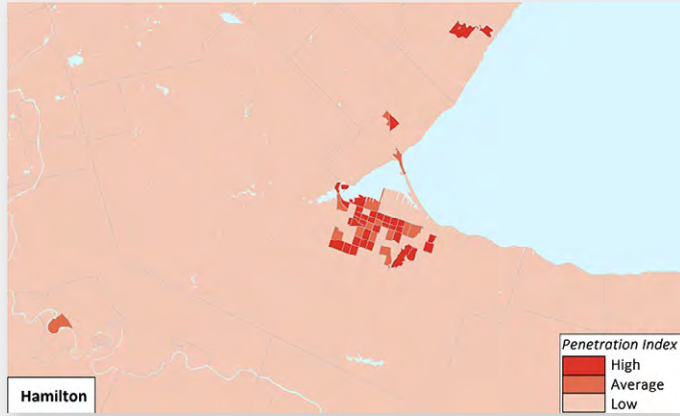
Telling researchers they're eager to get to the top of their careers, many members of Came From Away take classes at community colleges and universities to achieve that goal. They're still young enough to enjoy playing vigorous team sports such as soccer, basketball and hockey. In their small, older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

## How They Think

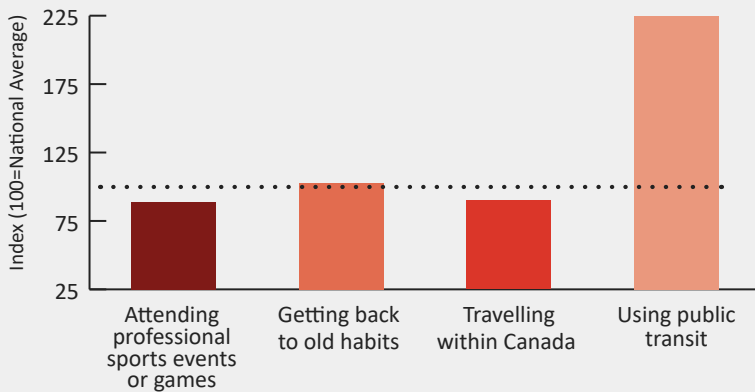
The members of Came From Away believe in the *North American Dream*, but still find it important to preserve their own cultural identities (*Search for Roots*). But as newcomers on tight budgets, they're concerned about their finances as well as their personal safety (*Financial Concern Regarding the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

## 61. CAME FROM AWAY

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

soccer  
 billiards  
 nightclubs/bars  
 jazz concerts



#### SHOPPING

Shoppers Drug Mart  
 No Frills  
 La Senza  
 convenience stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

mobile wallet  
 two credit cards  
 Canada Savings Bonds  
 critical illness insurance



#### AUTOMOTIVE

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



#### SOCIAL

LinkedIn  
 Reddit  
 Instagram  
 YouTube



#### MOBILE

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



#### HEALTH

use home teeth  
 whitening products

#### ATTITUDES

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

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

*"I like being in a large crowd"*

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







**S6** OLDER  
SUBURBAN

**M2** MATURE  
SINGLES  
& COUPLES

**Population:**

484,561

(1.27% of Canada)

**Households:**

243,998

(1.62% of Canada)

**Average Household  
Income**

\$67,311

**Average Household Net  
Worth:**

\$281,367

**House Tenure:**

Own & Rent

**Education:**

Grade 9/High School/  
College

**Occupation:**

Service Sector/  
Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Confidence in  
Small Business*

## 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*).

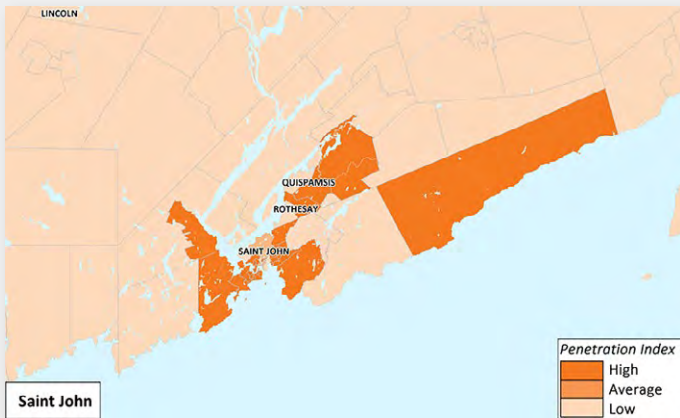
The members of Suburban Recliners are aging yet active suburbanites. They have the free time to visit provincial parks, travel throughout Canada and take part in civic activities. They like to gamble and have high rates for trying their luck at casinos, horse races and lottery ticket kiosks. While their 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. During the COVID-19 pandemic, this segment saw a decrease of time spent on social media.

## How They Think

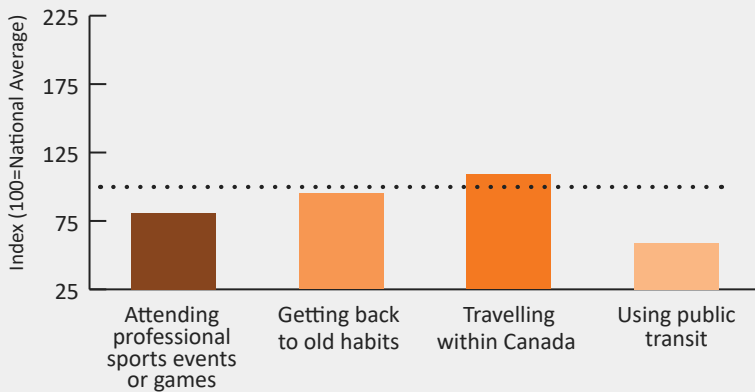
The members of Suburban Recliners are socially progressive and prefer a more casual approach to life. They consider diversity a source of personal enrichment, are open to interracial families and tend to disregard social norms governing manners (*Social Learning, Racial Fusion, Rejection of Orderliness*). Optimistic about their future, they believe in having a strong *Work Ethic*, and that work should be about more than getting paid (*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*). They often head outdoors and enjoy connecting with nature (*Primacy of Environmental Protection*). In the marketplace, they 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*).

## 62. SUBURBAN RECLINERS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

craft shows  
community theatres  
horse racing  
cruise package tours



#### SHOPPING

Mark's  
Giant Tiger  
Home Hardware  
bulk food stores



#### TRADITIONAL MEDIA

Lifetime  
History Television  
oldies radio  
*Reader's Digest*



#### INTERNET

online dating  
purchase groceries online  
auction sites  
food/recipes sites



#### FOOD/DRINK

condensed soup  
in-store bakery  
diet colas  
seafood restaurants



#### FINANCIAL

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



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

access real estate listings on mobile phone  
redeem discount coupons on mobile phone  
bank/pay bills on tablet  
listen to radio on tablet



#### HEALTH

use allergy/sinus remedy  
6+ times/month

#### ATTITUDES

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

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

*"It is not really a problem for me that life is becoming more and more complex"*

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





**R3** RURAL  
FRANCOPHONE

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

487,947

(1.28% of Canada)

**Households:**

223,148

(1.48% of Canada)

**Average Household  
Income**

\$76,523

**Average Household Net  
Worth:**

\$209,118

**House Tenure:**

Own

**Education:**

Trade School/Grade 9

**Occupation:**

Primary/Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Personal Challenge*

## 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, 97 percent of residents are third-plus-generation Quebecois, nearly 40 percent of maintainers are over 65 and more than 60 percent 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. Even with the COVID-19 pandemic, this segment's consumption of TV subscription services remained low, with many decreasing their use.

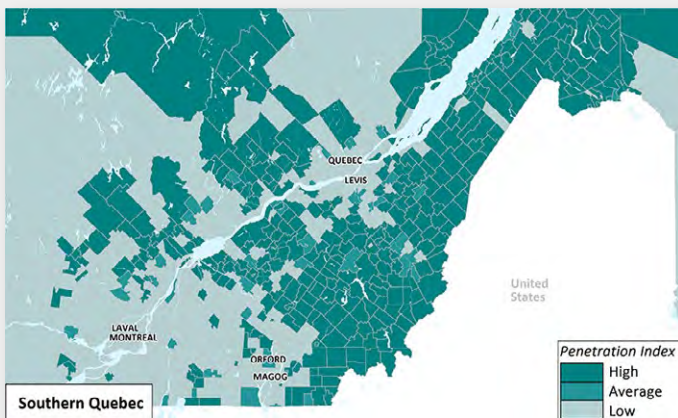
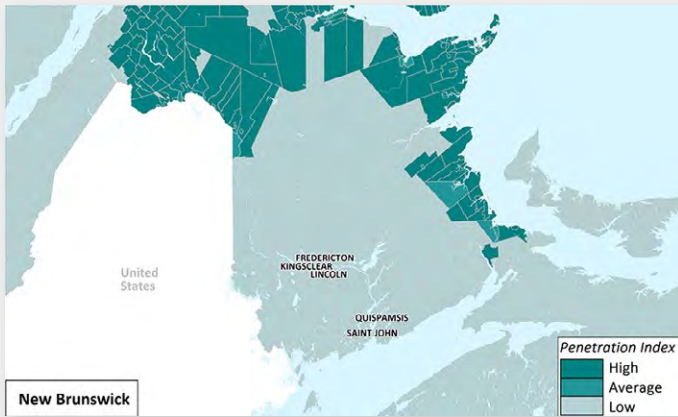
## How They Think

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*).

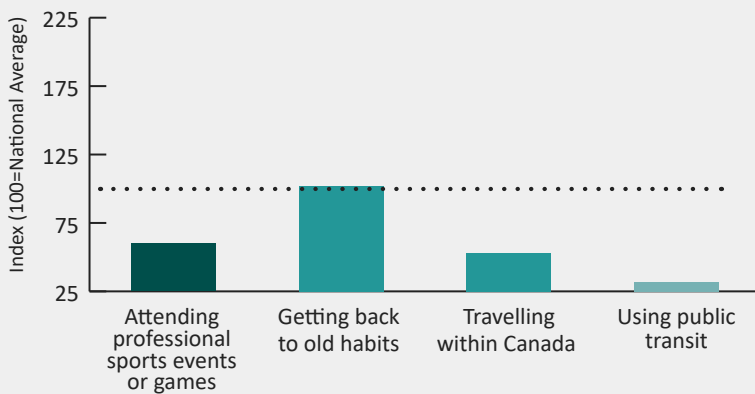


## 63. AMANTS DE LA NATURE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

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



#### SHOPPING

Simons  
Reitmans  
Giant Tiger  
Couche-Tard



#### TRADITIONAL MEDIA

TV evening local news  
TVA Sports  
nature magazines  
comedy radio



#### INTERNET

automotive sites  
online classifieds  
online games  
access home décor content online



#### FOOD/DRINK

baking ingredients  
dry-packaged pasta  
European wine  
chicken restaurants



#### FINANCIAL

RESPs  
RRIFs  
one credit card  
whole life insurance



#### AUTOMOTIVE

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



#### SOCIAL

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



#### MOBILE

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



#### 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"*

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





**U4** URBAN DIVERSITY

**F3** MIDDLE-AGE FAMILIES

#### Population:

447,610

(1.17% of Canada)

#### Households:

162,436

(1.08% of Canada)

#### Average Household Income

\$68,333

#### Average Household Net Worth:

\$171,460

#### House Tenure:

Rent & Own

#### Education:

Grade 9/High School

#### Occupation:

Service Sector/  
Blue Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Fear of Violence*

## Who They Are

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

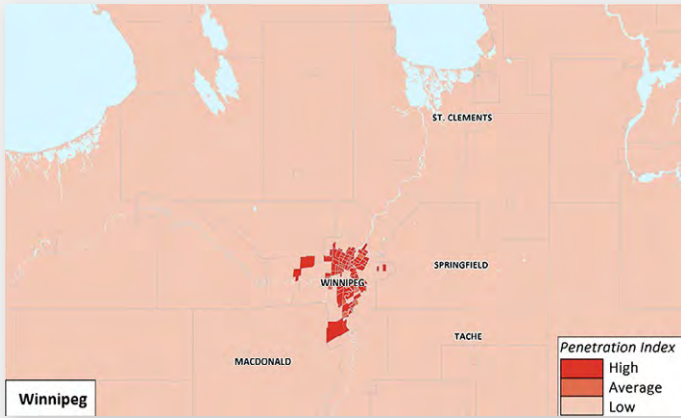
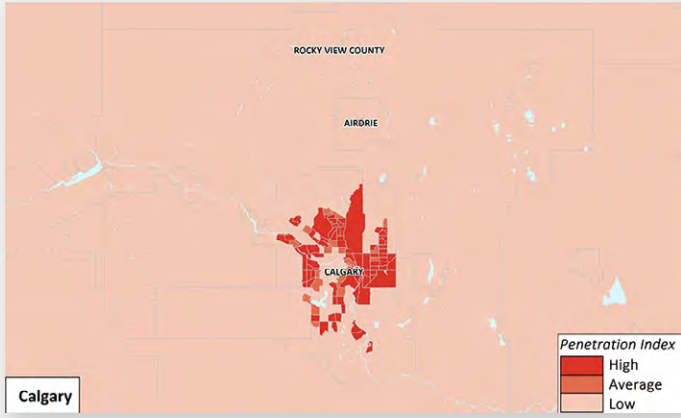
The young newcomers in Midtown Movers are on the move, and technology is helping them along. They use their mobile phones for practical purposes—banking, looking for jobs and clipping coupons—as well as entertainment—playing games, streaming music and finding dates. And many prefer their phones to their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

## How They Think

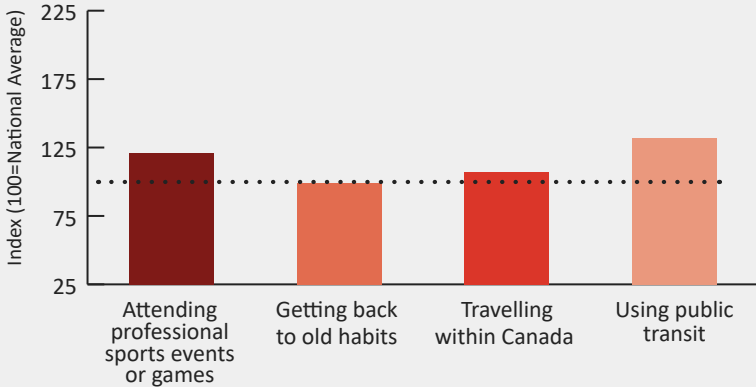
As recent immigrants, the members of Midtown Movers believe diverse groups should be encouraged to preserve their cultural identity (*Multiculturalism*). With many speaking a non-official language, they are drawn to large gatherings to connect with similar newcomers (*Attraction for Crowds*) and to participate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

64. MIDTOWN MOVERS

**Where They Live**



**Post-Pandemic, Looking Forward To:**



**How They Live**



**LEISURE**

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



**SHOPPING**

7-Eleven  
 Sport Chek  
 London Drugs  
 factory outlet stores



**TRADITIONAL MEDIA**

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



**INTERNET**

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



**FOOD/DRINK**

frozen pasta  
 craft beer  
 granola bars  
 taco restaurants



**FINANCIAL**

mobile wallet  
 telephone banking  
 credit unions  
 donate to religious groups



**AUTOMOTIVE**

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



**SOCIAL**

Instagram  
 Snapchat  
 Reddit  
 YouTube



**MOBILE**

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



**HEALTH**

use hair growth products

**ATTITUDES**

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

*"I like being in a large crowd"*

*"It is important to look good"*

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







**U6** OLDER  
URBAN  
FRANCOPHONE

**M2** MATURE  
SINGLES  
& COUPLES

**Population:**

613,042

(1.61% of Canada)

**Households:**

359,089

(2.39% of Canada)

**Average Household  
Income**

\$49,895

**Average Household Net  
Worth:**

\$150,892

**House Tenure:**

Rent

**Education:**Grade 9/High School/  
Trade School**Occupation:**Service Sector/  
Blue Collar**Cultural Diversity Index:**

Low

**Sample Social Value:**

Brand Apathy

**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 ten 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.

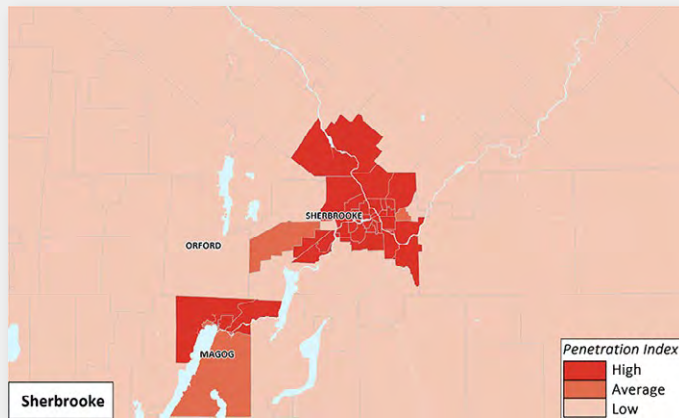
The members of Âgés & Traditionnels may lack hefty bank accounts and investments, but they manage to lead busy social lives. They like going to bingo halls, pop music concerts and professional tennis matches, and for exercise they enjoy bowling, hiking and cross-country skiing. If they have a car, it's 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. The COVID-19 pandemic has only heightened this segment's consumption of print media and radio, showing that traditional media is still very popular.

**How They Think**

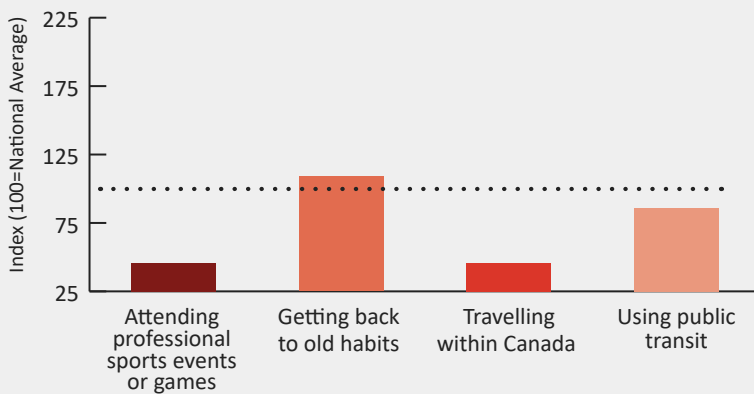
The members of Âgés & Traditionnels are conservative in their social views, supporting traditional, male-dominated gender roles (*Sexism*) and opposing too much immigration as a threat to the country's identity (*Xenophobia*). Disinterested in learning from other cultures, they're among the weakest of 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 paycheque (*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*).

## 65. ÂGÉS & TRADITIONNELS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

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



#### SHOPPING

Jean Coutu  
La Vie en Rose  
Réno-Dépôt  
jeans stores



#### TRADITIONAL MEDIA

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



#### INTERNET

health sites  
online gambling  
instant messaging on computer  
purchase home electronics online



#### FOOD/DRINK

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



#### FINANCIAL

labour funds  
one credit card  
whole life insurance  
RSP loans



#### AUTOMOTIVE

imported compacts  
imported subcompacts  
2000-2009 model years  
Korean brands



#### SOCIAL

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



#### MOBILE

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



#### 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"*

*"Young people should be taught to obey authority"*





**T1** TOWN MIX  
**F2** LARGE DIVERSE FAMILIES

**Population:**

519,362

(1.36% of Canada)

**Households:**

169,626

(1.13% of Canada)

**Average Household Income**

\$81,938

**Average Household Net Worth:**

\$146,254

**House Tenure:**

Band

**Education:**

Grade 9/High School

**Occupation:**

Mixed

**Cultural Diversity Index:**

Low

**Sample Social Value:***Multiculturalism***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. With the COVID-19 pandemic impacting all facets of life including education, this segment is looking forward to their children going back to school when it is over.

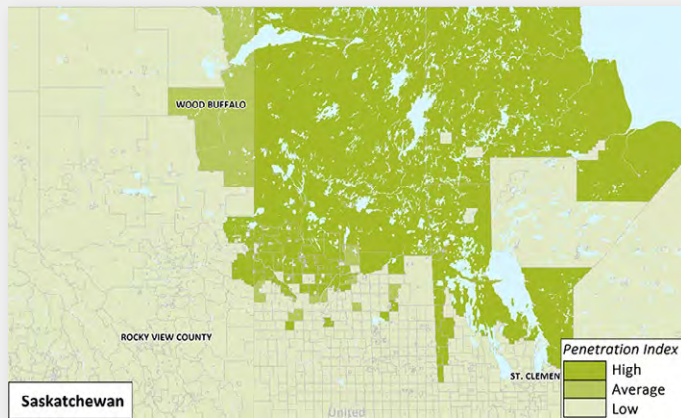
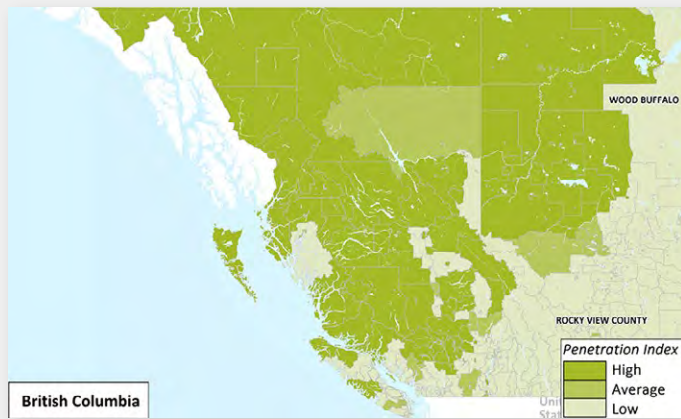
**How They Think**

The members of Indigenous Families tend to be very in tune with their spiritual side, often being religious (*Spiritual Quest, Religiosity*). An independent group, they're comfortable going their own way and accept the risks and challenges that go with it (*Personal Challenge, 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*).

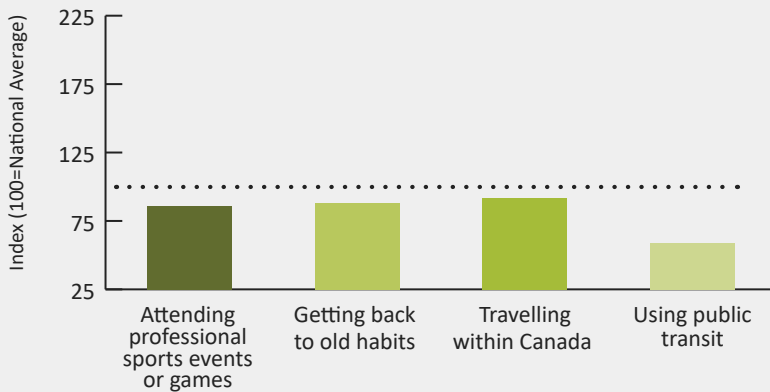


## 66. INDIGENOUS FAMILIES

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

fishing/hunting  
community theatres  
casinos  
horse racing



#### SHOPPING

Home Hardware  
Walmart  
Giant Tiger  
convenience stores



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

frozen pizza  
condensed soup  
herbal tea  
taco restaurants



#### FINANCIAL

credit unions  
dental insurance  
auto loans  
gas station quick pay cards



#### AUTOMOTIVE

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



#### SOCIAL

Facebook  
Pinterest  
Snapchat  
share links with friends and colleagues



#### MOBILE

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



#### 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"*
- "Often worked as a volunteer for a committee aimed at improving an aspect of life in your neighbourhood or municipality"*
- "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"*





**U5** YOUNGER  
URBAN MIX

**Y2** YOUNGER  
SINGLES  
& COUPLES

#### Population:

708,515  
(1.86% of Canada)

#### Households:

360,871  
(2.40% of Canada)

#### Average Household Income

\$47,731

#### Average Household Net Worth:

\$107,187

#### House Tenure:

Rent

#### Education:

Grade 9/High School/  
College

#### Occupation:

Service Sector/  
Blue Collar

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Financial Concern  
Regarding the Future*

## 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*.

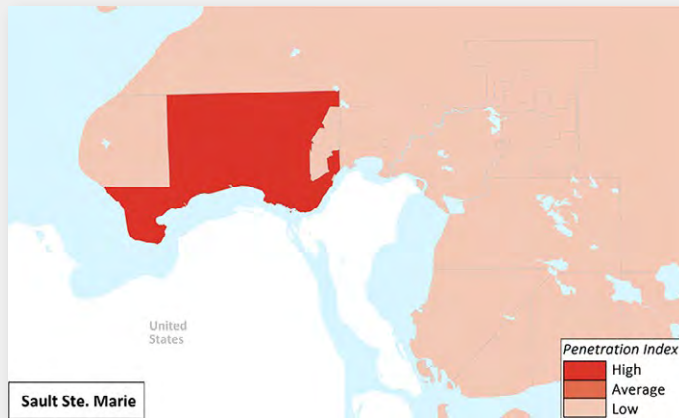
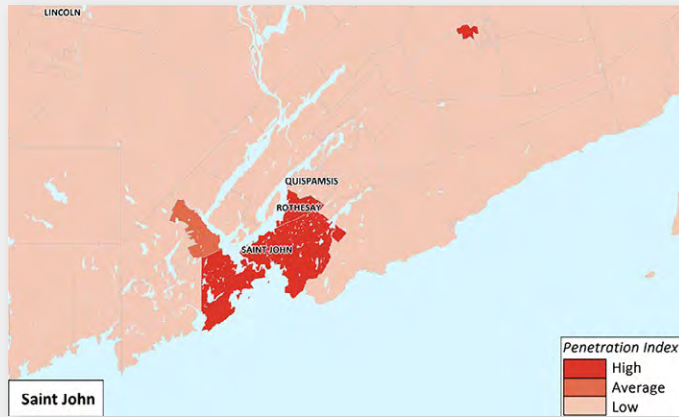
The young singles and families in Just Getting By pursue a youthful lifestyle on a budget. Their wide-ranging leisure activities include billiards and bowling, motorcycling and going to nightclubs. Nearly everyone in this segment shops at discount grocery, clothing and department stores; Walmart is a 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. Since the beginning of the COVID-19 pandemic, this segment has increased their consumption of digital magazines and newspapers.

## How They Think

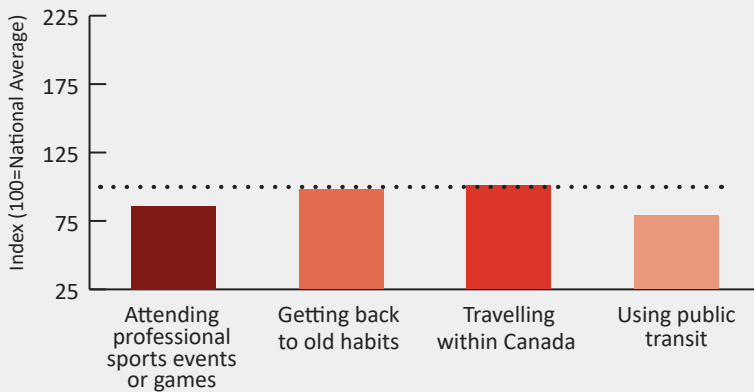
In their downscale neighbourhoods, the members of Just Getting By are accepting of *Multiculturalism* and diversity of the family (*Racial Fusion, Flexible Families*). Rather than being guided by reason and logic, they often make decisions based on feelings and emotions, and many are willing to take 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 and are interested in doing so (*Social Learning*). 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 practicality over status in their purchase decisions and believe small businesses are more committed to ethical practices than large companies (*Utilitarian Consumerism, Confidence in Small Business*).

## 67. JUST GETTING BY

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

billiards  
 nightclubs/bars  
 craft shows  
 parks/city gardens



#### SHOPPING

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



#### TRADITIONAL MEDIA

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



#### INTERNET

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



#### FOOD/DRINK

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



#### FINANCIAL

mobile e-payment for purchases  
 changed financial institution in last year  
 less than \$10,000 in investments/savings  
 use tax preparation services



#### AUTOMOTIVE

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



#### SOCIAL

Twitter  
 YouTube  
 Snapchat  
 dating apps



#### MOBILE

video apps  
 play games on mobile phone  
 research products and services on mobile  
 discount coupons on tablet



#### HEALTH

take back pain relievers  
 6+ times/month

#### ATTITUDES

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

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

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

*"Young people should be taught to question authority"*

