

Younger and middle-aged upscale city dwellers

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Who They Are

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

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

How They Think

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

Population:

455,371
(1.20% of Canada)

Households:

180,330
(1.21% of Canada)

Average Household Income:

\$170,830

Average Household Net Worth:

\$1,229,110

House Tenure:

Own & Rent

Education:

University

Occupation:

White Collar

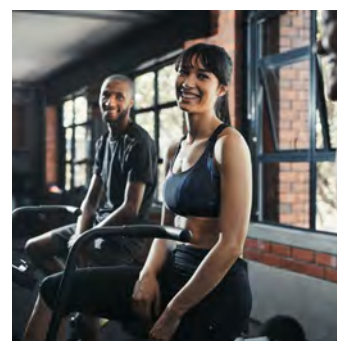
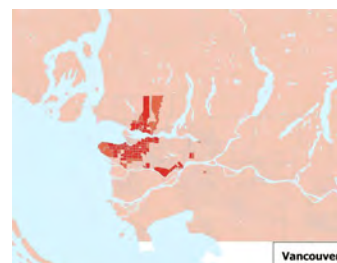
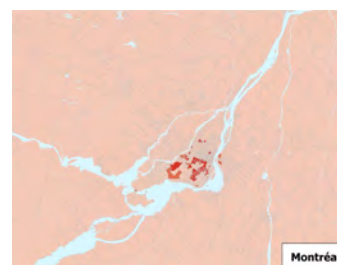
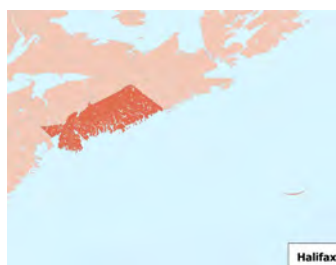
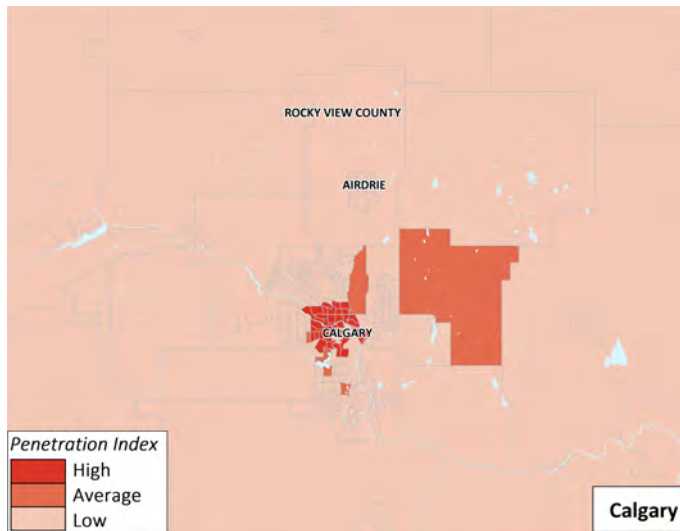
Cultural Diversity Index:

Low

Sample Social Value:

Ecological Concern

Where They Live



How They Live



LEISURE

fitness classes
music festivals
snowboarding
volunteer work



TRADITIONAL MEDIA

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



FOOD/DRINK

organic vegetables
craft beer
Japanese restaurants
online food delivery



AUTOMOTIVE

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



MOBILE

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



SHOPPING

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



INTERNET

Amazon.ca
newspaper sites
purchase home furnishings
online
use apps



FINANCIAL

mutual funds
mobile wallet
automatic payments online
donate to environmental groups



SOCIAL

WhatsApp
Twitter
Reddit
Flickr



HEALTH

Visit a homeopath/naturopath

ATTITUDES

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

"I like being in a large crowd"

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

"I always keep informed about the latest technological developments"

	Segment	Canada	Index*
Population	%	%	
Age			
Under 5	5.4	5.1	105
5 to 14	10.0	10.8	93
15 to 24	10.9	11.9	91
25 to 44	32.6	27.2	120
45 to 64	26.6	26.9	99
65 to 74	8.8	10.4	85
75 to 84	3.9	5.4	72
85+	1.7	2.3	72
Home Language			
English	85.1	67.4	126
French	5.7	20.1	28
Non-Official	9.2	12.4	74
Immigration			
Immigrant Population	24.7	23.0	107
Before 2001	59.4	47.6	125
2001 to 2005	7.7	10.5	73
2006 to 2010	8.5	12.0	71
2011 to 2016	10.4	13.8	75
2017 to present	14.0	16.0	88
Visible Minority			
Visible Minority Presence	23.9	25.8	93
Marital Status			
Single	30.8	29.0	106
Married or Common Law	56.7	56.9	100
Wid/Div/Sep	12.5	14.1	89
Mode of Transport			
Car	53.8	78.5	69
Public Transit	29.0	13.0	223
Class of Worker			
Employed	72.5	61.2	118
Occupation			
Agriculture	0.2	1.5	13
White Collar	38.5	22.3	172
Grey Collar	26.6	25.2	106
Blue Collar	9.6	16.2	59
Education			
No High School	8.4	16.5	51
High School	17.8	26.6	67
Trade School	3.0	9.2	33
College	14.3	20.0	71
Some University	1.8	2.3	80
University	54.7	25.4	215
Income			
Avg Hhd Income	\$170,830	\$104,603	163

	Segment	Canada	Index*
Households	%	%	
Maintainer Age			
Under 25	2.6	3.0	87
25 to 34	15.4	14.6	106
35 to 44	21.6	17.6	123
45 to 54	19.7	18.1	109
55 to 64	18.7	20.3	92
65 to 74	13.5	15.5	87
75+	8.3	11.0	76
Size			
1 person	27.4	28.3	97
2 people	33.6	34.3	98
3 people	17.0	15.2	112
4+ people	21.9	22.2	99
Family Status			
Non-Family	35.3	32.6	108
Couples with Kids	29.7	29.4	101
Couples, no Kids	26.1	27.2	96
Lone-Parent Family	8.9	10.8	83
Age of Children			
Kids under 5	19.6	16.8	116
5 to 9	19.1	17.9	107
10 to 14	17.1	17.6	97
15 to 19	15.5	17.5	89
20 to 24	12.4	13.4	92
25+	16.3	16.7	97
Dwellings			
Tenure			
Own	67.4	67.7	100
Rent	32.6	31.9	102
Band Housing	-	0.4	0
Period of Construction			
Before 1960	58.6	20.7	283
1961 to 1980	12.6	28.7	44
1981 to 1990	5.7	12.9	44
1991 to 2000	6.3	12.1	52
2001 to 2005	3.9	6.4	60
2006 to 2010	4.2	7.2	59
2011 to 2016	4.8	6.7	72
2017 to present	4.0	5.3	75
Type			
Single-detached	29.0	52.8	55
Semi-detached	17.9	5.0	356
Row	7.6	6.6	115
Duplex	11.5	5.7	201
Lowrise (<5 Stories)	29.2	18.1	161
Highrise (5+ Stories)	4.5	10.2	45
Mobile	0.0	1.3	2



*index of 100 is average