

## U2

### 15 - Electric Avenues

#### Young, upper-middle-class urban singles and couples

<b>Population</b>	<b>246,175 (0.7% of Canada)</b>
<b>Households</b>	<b>128,955 (0.91% of Canada)</b>
<b>Average Household Income</b>	<b>\$91,832</b>
<b>Housing Tenure</b>	<b>Homeowners &amp; Renters</b>
<b>Education</b>	<b>University</b>
<b>Occupation</b>	<b>White Collar &amp; Service Sector</b>
<b>Ethnic Presence</b>	<b>Medium</b>
<b>Sample Social Value</b>	<b>Sexual Permissiveness</b>

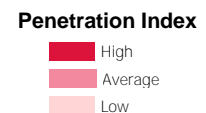
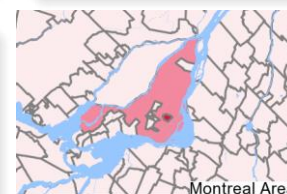
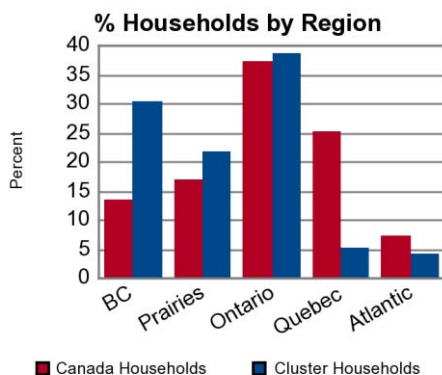


Electric Avenues presents a classic portrait of young singles and couples pursuing lively urban lifestyles. Concentrated in Vancouver, Toronto, Ottawa-Gatineau and Calgary, their older, crowded neighbourhoods are known as havens for university graduates who rent apartments, have mid-level jobs and enjoy active leisure lives. While residents here have above-average household incomes, their spending power appears greater because so many households are childless. They spend freely on music, books, natural foods and electronics. They have high rates for going to bars, nightclubs and music festivals. Many engage in athletic activities such as jogging, baseball, canoeing and racquet sports. Progressive in their outlook—they support *Sexual Permissiveness* and *Adaptability to Complexity*—they like to acquire the latest in fashion, food and wine, often making their purchases online.

Electric Avenues brings together a diverse mix of cultures, including many children of immigrants, in a vibrant city setting: apartment-dwelling singles and couples from Asian and European countries all united by a youthful, educated sensibility. Many prefer print media to television, reading alternative weeklies, daily newspapers and magazines that cover business, current affairs, photography and food. They like to spend their vacation time travelling abroad, whether it's to Europe, Asia or the U.S. But these young Canadians are most comfortable going online to visit magazine websites, download music, search for jobs or check out dating sites.

### Where They Live

Vancouver (BC), Ottawa (ON), Calgary (AB), Toronto (ON), Edmonton (AB), Halifax (NS), Saskatoon (SK), Victoria (BC)



### How They Think

Electric Avenues is a cluster of autonomous, flexible and engaged young Canadians. Their openness to change is evident particularly in their *Adaptability to Complexity* and their orientation to matters of sexuality and family: this cluster scores high on both *Sexual Permissiveness* and *Equal Relationship with Youth*. Electric Avenues residents question rules and received wisdom (*Rejection of Authority*). They want the freedom to make their own decisions (*Personal Control*) without deferring to the wishes of a boss, parent, religious leader or other authority figure. There is a dash of youthful thrill-seeking here, as shown in the cluster's high score on *Vitality* and *Penchant for Risk-Taking*. And these young Canadians find a secret thrill in showing off to others (*Need for Status Recognition*) and acquiring material goods (*Joy of Consumption*). Although many members are working at entry-level jobs, they have a sense of *Financial Security* about the future, making them an appealing target to marketers. But promotion efforts need to recognize their *Emotional Control* in their daily decisions, and focus on logic and reason in their arguments. These consumers score high for *Skepticism Towards Advertising*.

## Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
<b>Age</b>			<b>Maintainer Age</b>		
<5	3.97	72	<25	6.91	210
5-14	6.06	56	25-34	28.35	182
15-24	12.18	93	35-44	20.44	113
25-44	42.09	155	45-54	16.44	76
45-64	24.06	85	55-64	13.75	73
65-74	6.30	74	65-74	7.68	61
75-84	3.42	72	75+	6.43	64
85+	1.92	96	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	45.94	168
English	68.94	121	2 People	34.09	100
French	5.78	27	3 People	10.63	68
Non-Official	23.19	116	4+ People	9.34	41
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	25.99	120	Non-Family	57.51	174
Arrived <1961	11.54	90	Couples w/ kids	37.26	84
1961-1970	13.04	114	Couples, no kids	45.02	115
1971-1980	15.78	108	Lone parent	17.73	108
1981-1990	14.71	91	<b>Age of Children</b>		
1991-1995	11.43	86	<5	20.52	110
1996-2000	13.04	95	5-9	16.87	93
2001-2006	20.46	114	10-14	14.13	78
<b>Visible Minority</b>			15-19	14.13	75
Yes	23.67	119	20-24	12.23	94
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	22.13	167
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	41.26	147	<b>Tenure</b>		
Married or Common-Law	44.59	78	Owned	41.78	60
Wid/Div/Sep	14.15	98	Rented	58.22	192
<b>Mode of Transport</b>			Band Housing	0.00	0
Car	46.87	58	<b>Period of Construction</b>		
Public Transit	24.05	223	<1946	26.08	242
<b>Class of Worker</b>			1946-1960	13.56	108
Employed	84.96	98	1961-1970	10.10	84
Self-Employed	13.66	117	1971-1980	9.74	56
Unpaid	0.17	56	1981-1990	9.77	66
<b>Occupation</b>			1991-1995	4.58	72
Primary	1.96	44	1996-2000	6.74	114
Blue Collar	11.19	48	2001-2006	7.78	102
Service Sector	38.73	99	2007-2011	7.53	81
White Collar	45.56	146	>2011	4.12	122
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	7.80	35	Single	13.74	25
High school cert	18.00	73	Semi	3.94	81
Trade	4.31	42	Row	4.35	73
College	12.91	78	Duplex	7.59	145
Some university	5.23	107	Low-rise	38.73	220
University degree	51.76	240	High-rise	31.42	329
			Mobile	0.01	1
			<b>Dwelling Value Index</b>		166

## How They Live

### Leisure

movies  
music festivals  
art galleries/museums/science centres  
Pilates/yoga

### Shopping

computer software  
digital cameras  
Club Monaco  
RW & Co.

### Traditional Media

*The Globe and Mail*  
*Report On Business Magazine*  
"Law & Order"  
classical/fine arts radio

### New Media

online information gathering about products  
Flickr  
podcasts  
mobile social media apps

### Food/Drink

fish and seafood  
organic vegetables  
microbrewery beer  
tea

### Financial

\$100,000-\$250,000 in securities and savings  
stocks  
electronic banking services  
mutual funds

### Automotive

sport coupes  
\$40,000-\$50,000 on latest vehicle  
Honda  
Subaru

### Attitudes

"I don't need most features in top-of-the-line appliances"  
"My phone has made my life significantly easier or more efficient"  
"I enjoy entertaining at home"  
"Drinking is a part of my lifestyle"