

U3

33 - New Italy

Established, multi-ethnic metro couples and families

Population	288,575 (0.82% of Canada)
Households	112,337 (0.8% of Canada)
Average Household Income	\$73,546
Housing Tenure	Homeowners & Renters
Education	Mixed
Occupation	Mixed
Ethnic Presence	High
Sample Social Value	Religiosity

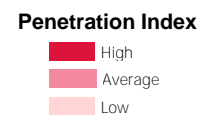
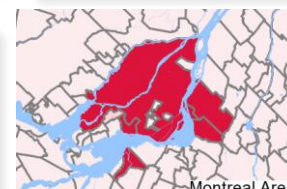
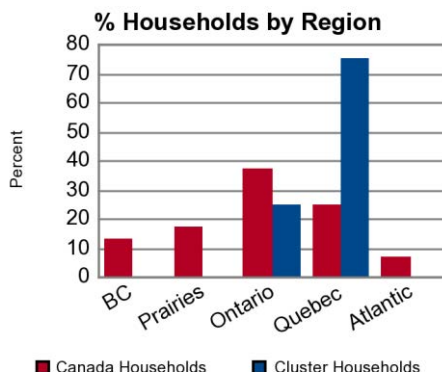


A collection of multi-ethnic neighbourhoods in Montreal and Toronto, New Italy is dominated by long-time Italian immigrants and their families. But in recent years, the cluster has changed. The number of residents whose mother tongue is Italian has declined to 15 percent as more Persian and Arabic immigrants have moved in and more third-generation Italians now speak English. Today, the cluster's diverse households enjoy middle-class status from moderate educations and a mix of jobs in service and other industries. In their neighbourhoods lined with older homes, apartments and small shops, they enjoy comfortable, Old World lifestyles. Residents shop at boutiques and gourmet food stores, attend soccer and tennis matches, and drink European wine and specialty coffee. Though they've lived in Canada for decades, they visit their native countries often to maintain their family and cultural ties.

Although half of all its maintainers are first-generation immigrants over 55 years old, New Italy is also home to the second and third generations, sometimes living together as traditional extended families. And these young adults influence consuming patterns, especially the popularity of playing soccer, going to theme parks and doing in-line skating. Because it's customary in this cluster for young people to remain at home until they marry, many have discretionary cash to spend on jewellery, cosmetics and the latest HDTVs. But there's also a generational debate over values in New Italy, and while the young people think their career should be their first priority, their parents believe there's virtue in placing your family and cultural traditions above all else.

Where They Live

Montréal (QC), Laval (QC), Vaughan (ON), Brossard (QC), Châteauguay (QC), Toronto (ON)



How They Think

As the name suggests, New Italy is a highly ethnic cluster with an attachment to the values and customs of their country of origin. Living in urban centres, members may feel vulnerable, scoring higher on *Fear of Violence*. As multicultural families, they are also less likely to define themselves solely by the cities they live in or with Canada in general (low on *Parochialism* and *National Pride*). But they feel a connection with their countries of origin as well. They tend to feel that immigrants who have settled in Canada should also make an effort to adopt Canadian customs (*Xenophobia*). With high scores on *Religiosity*, this group is inclined to closely affiliate with their organized religious faith and considers religion as a set of essential values that should be passed on to their children. Their *Ecological Concern* leads them to believe that environmental protection should be prioritized over economic development, and they tend to desire higher government involvement in resolving these social issues (*Active Government*).

Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
Age			Maintainer Age		
<5	5.53	100	<25	1.93	59
5-14	9.92	92	25-34	12.60	81
15-24	12.24	94	35-44	17.73	98
25-44	26.62	98	45-54	20.04	93
45-64	26.43	94	55-64	17.33	92
65-74	9.64	114	65-74	14.92	118
75-84	7.08	150	75+	15.45	154
85+	2.53	126	Size		
Mother Tongue			1 Person	25.94	95
English	20.13	35	2 People	31.54	93
French	27.59	130	3 People	17.09	109
Non-Official	47.60	238	4+ People	25.44	111
Immigration			Family Status		
Immigrant	47.20	219	Non-Family	30.80	93
Arrived <1961	20.34	159	Couples w/ kids	44.87	101
1961-1970	20.91	182	Couples, no kids	37.80	96
1971-1980	14.01	96	Lone parent	17.33	105
1981-1990	14.82	91	Age of Children		
1991-1995	10.31	77	<5	18.47	99
1996-2000	8.04	59	5-9	16.91	93
2001-2006	11.58	65	10-14	16.23	90
Visible Minority			15-19	17.57	93
Yes	30.48	153	20-24	14.48	112
Adult Population	Cluster %	Index Canada	25+	16.34	123
Marital Status			Dwellings	Cluster %	Index Canada
Single	28.71	102	Tenure		
Married or	55.79	97	Owned	61.18	88
Common-Law	15.49	108	Rented	38.82	128
Wid/Div/Sep			Band Housing	0.00	0
Mode of Transport			Period of Construction		
Car	72.68	90	<1946	3.39	32
Public Transit	22.66	210	1946-1960	18.55	147
Class of Worker			1961-1970	26.18	218
Employed	87.34	101	1971-1980	18.34	106
Self-Employed	9.75	84	1981-1990	13.89	94
Unpaid	0.25	83	1991-1995	3.22	50
Occupation			1996-2000	2.59	44
Primary	0.38	8	2001-2006	4.06	53
Blue Collar	25.79	110	2007-2011	7.75	83
Service Sector	39.35	100	>2011	2.03	60
White Collar	29.76	95	Type		
Education			Single	32.12	58
No cert/dipl/deg	28.34	128	Semi	7.92	163
High school cert	22.23	90	Row	2.79	47
Trade	10.46	102	Duplex	13.85	265
College	14.93	90	Low-rise	39.01	221
Some university	5.49	112	High-rise	4.11	43
University degree	18.55	86	Mobile	0.04	3
			Dwelling Value		
			Index		120

How They Live

Leisure

theme parks
soccer
in-line skating
travel to Italy
Shopping
capuccino maker
fine jewellery
fruit and vegetable stores
Zara

Traditional Media

business and financial section
MIRROR
MuchMusic
multicultural radio

New Media

purchase movies online
LinkedIn
share videos on YouTube
participate in online forums

Food/Drink

soft cheese
cold cuts
specialty coffees
European wine

Financial

term deposits
\$2,500-\$5,000 on home improvement
long-term care insurance
donations to hospital foundations

Automotive

station wagons
compact premium cars
own 1-2 vehicles
Mazda

Attitudes

"Ads help me keep up-to-date with new and different product/services"
"An important part of my life and activities is dressing smartly"
"I find exposure to different cultures rewarding"
"It's important to look good"