

# U5

## 42 - Urban Spice

### Young, multi-ethnic downscale singles

<b>Population</b>	<b>332,691 (0.94% of Canada)</b>
<b>Households</b>	<b>148,668 (1.05% of Canada)</b>
<b>Average Household Income</b>	<b>\$65,502</b>
<b>Housing Tenure</b>	<b>Homeowners &amp; Renters</b>
<b>Education</b>	<b>University/High School/Grade 9</b>
<b>Occupation</b>	<b>Service Sector &amp; White Collar</b>
<b>Ethnic Presence</b>	<b>High</b>
<b>Sample Social Value</b>	<b>Ecological Concern</b>



A cluster of gateway communities, Urban Spice is the first stop for a number of blacks, Arabs and immigrants from Asia, Europe and Latin America. With nearly half of the singles and families foreign born, this cluster draws educated, first-generation Canadians seeking middle-class status in communities throughout Montreal, Toronto and Vancouver. Many of the newcomers live in older apartments—half of all dwellings were built before 1960—along streets lined with mom-and-pop shops, fast-food restaurants and fruit and vegetable stands. The residents gather at bars, billiards halls, ball fields and music clubs. They enjoy going out at night to film festivals, ballets, operas and art gallery openings. And they take an active interest in the community, ranking as one of the highest among all clusters for having worked on a social issue.

With a relatively high education profile—nearly a third hold university degrees—the residents of Urban Spice have varied media tastes. They watch a lot of TV shows featuring music videos, game shows and sports, and they read many magazines at above-average rates, including both entertainment and locally based titles like *FASHION* and *MIRROR*. Virtually every cuisine has an audience in this cultural stew, be it health foods, ethnic cuisine or junk food. Although their incomes are relatively modest, these young strivers still like to be early adopters of fashion, patronizing stores such as Club Monaco and Banana Republic. Nearly as many residents in Urban Spice take public transportation as drive a car to work, but owning a European luxury car is a coveted symbol of status.

## Where They Live

Toronto (ON), Montréal (QC), Vancouver (BC), Côte-Saint-Luc (QC), Mont Royal (QC)



## How They Think

Urban Spice is a diverse cluster home to many immigrants whose values are remarkably coherent in their global, emotive outlook. For decision-making, they're much more likely to follow their *Intuition and Impulse*, which can lead them into risky situations (*Penchant for Risk*). Canada was their choice of country, and they have *National Pride* in their choice. As globally mobile citizens, they have a *Global Consciousness* and are wary of global environmental threats (*Ecological Concern*). They want an *Active Government* to fix social problems, but reject authority when it interferes with their day-to-day life (*Rejection of Authority*). This rebellious nature has them rejecting established religion, instead pursuing their own *Spiritual Quest* to answer some of the questions coming from their *Interest in the Unexplained*. They are reluctant to share their consumer experiences with their neighbours, and they have low *Confidence in Advertising*. Nevertheless they express a *Joy of Consumption*, so creative marketing techniques may be necessary to connect with them.

## 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	5.58	101	<25	4.47	136
5-14	8.72	81	25-34	21.21	136
15-24	11.68	90	35-44	22.65	125
25-44	36.76	135	45-54	19.92	92
45-64	25.26	89	55-64	14.98	80
65-74	6.27	74	65-74	8.83	70
75-84	3.93	83	75+	7.94	79
85+	1.80	90	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	38.56	141
English	48.20	85	2 People	29.60	87
French	9.22	44	3 People	14.76	94
Non-Official	38.97	195	4+ People	17.08	74
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	46.13	214	Non-Family	48.38	146
Arrived <1961	7.08	55	Couples w/ kids	42.48	96
1961-1970	8.90	78	Couples, no kids	33.18	85
1971-1980	14.43	99	Lone parent	24.34	148
1981-1990	17.63	109	<b>Age of Children</b>		
1991-1995	14.72	111	<5	20.91	112
1996-2000	13.80	101	5-9	17.44	96
2001-2006	23.44	131	10-14	15.07	83
<b>Visible Minority</b>			15-19	15.67	83
Yes	48.30	242	20-24	12.72	98
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	18.20	137
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	38.67	137	<b>Tenure</b>		
Married or	45.05	78	Owned	36.71	53
Common-Law	16.27	113	Rented	63.29	209
Wid/Div/Sep			Band Housing	0.00	0
<b>Mode of Transport</b>			<b>Period of Construction</b>		
Car	43.25	53	<1946	29.03	270
Public Transit	42.07	390	1946-1960	20.62	164
<b>Class of Worker</b>			1961-1970	12.76	106
Employed	84.42	98	1971-1980	10.12	59
Self-Employed	12.26	105	1981-1990	8.89	60
Unpaid	0.24	79	1991-1995	3.81	59
<b>Occupation</b>			1996-2000	2.68	45
Primary	0.39	9	2001-2006	3.10	41
Blue Collar	17.71	75	2007-2011	6.41	69
Service Sector	42.28	108	>2011	2.59	77
White Collar	34.78	111	<b>Type</b>		
<b>Education</b>			Single	8.36	15
No cert/dipl/deg	21.05	95	Semi	7.29	150
High school cert	21.84	89	Row	4.67	78
Trade	6.33	62	Duplex	9.66	185
College	13.87	84	Low-rise	49.89	283
Some university	6.16	126	High-rise	19.78	207
University degree	30.75	142	Mobile	0.01	1
			<b>Dwelling Value</b>		
			<b>Index</b>		136

## How They Live

### Leisure

film festivals  
ballets/operas/symphonies  
soccer  
jogging

### Shopping

hardback books  
fruit and vegetable stores  
Banana Republic  
Roots

### Traditional Media

*National Post*  
*Food and Drink*  
"The Hour"  
all news radio

### New Media

online dating  
FLICKR  
download podcasts  
visited TV sites

### Food/Drink

lamb  
organic foods  
almonds  
microbrewery beer

### Financial

stocks  
ATM/banking machines  
pre-authorized bill payments  
donations to political groups

### Automotive

full-size vans  
local shop service  
Toyota  
Kia

### Attitudes

"I want to get to the very top in my career"  
"More immigration to Canada should be encouraged"  
"I like sharing major events"  
"I have more self-confidence than most people my age"