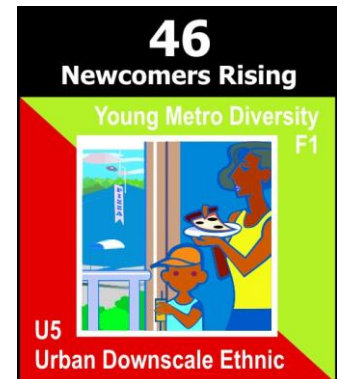


U5

46 - Newcomers Rising

Young, downscale city immigrants

Population	934,288 (2.64% of Canada)
Households	376,156 (2.66% of Canada)
Average Household Income	\$56,517
Housing Tenure	Renters
Education	University/High School
Occupation	Mixed
Ethnic Presence	High
Sample Social Value	Fatalism

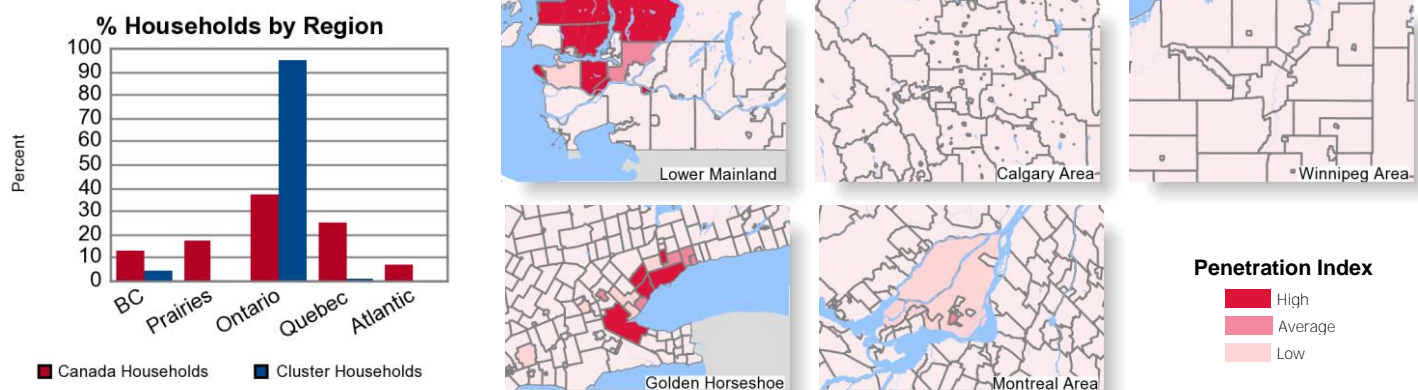


Concentrated in Ontario's older city neighbourhoods, Newcomers Rising is a gateway cluster for young and recent immigrants. About three-quarters of the residents are foreign-born, hailing from an array of nations in South Asia, Latin America and the Middle East. Most of these immigrants—a mix of singles, families and lone-parent households—arrived after 1990 and now live in high-rise apartments, though nearly a quarter moved within the past year. And despite the high rate of university educations, these young workers earn only downscale incomes from entry-level jobs. Still they will spend money on trips to the movies, taco restaurants and consumer electronics, and they place a great deal of importance on their appearance. Like many recent immigrants, Newcomers Rising residents are facing economic hard times, and the cluster's socioeconomic ranking has fallen sharply since 2001.

Newcomers Rising is a diverse world of singles and families, whites and blacks, kids of all ages and immigrants from the Middle East, India and the Philippines. Although a majority speak a non-official language at home, they share many mainstream media habits typical of all young Canadians. They turn on the TV to watch CBC Newsworld, Food TV and MuchMusic, listen to jazz and adult standards on the radio and read parenting and health magazines. Increasingly, they're turning to new media to read blogs, send tweets and connect with people through social media and conduct job searches. While they may not be able to afford costly products, they still describe themselves as early adopters who are always on the lookout for new—and affordable—fashion and electronics.

Where They Live

Toronto (ON), Mississauga (ON), Brampton (ON), Burnaby (BC), Richmond Hill (ON), New Westminster (BC), Hamilton (ON), Ottawa (ON). Largely Toronto.



How They Think

Newcomers Rising have a set world view, and you will be hard-pressed to convince them otherwise. They're believers in structure and power, holding ideas of *Obedience to Authority* and *Patriarchy* in high regard. A devout cluster, their attachment to *Fatalism* has its origins in their *Religiosity*, which results in their feeling that they have little *Personal Control* over their destiny and day-to-day life. Moving to Canada was a positive life-changing experience for this cluster of recent immigrants, and from this experience they have a strong *National Pride*. With low scores in *Personal Challenge* and *Adaptability to Complexity*, Newcomers Rising members want little to do with the world outside their personal experience. This manifests itself in their fear of the new, especially as it concerns technology (*Technology Anxiety*). They trust the government that welcomed them, wanting it to be an *Active Government* to make life easier for themselves and those around them.

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	6.81	123	<25	4.19	127
5-14	11.46	106	25-34	18.80	121
15-24	13.67	105	35-44	22.71	125
25-44	32.90	121	45-54	21.84	101
45-64	23.75	84	55-64	14.80	79
65-74	6.00	71	65-74	8.97	71
75-84	3.76	79	75+	8.69	86
85+	1.66	83	Size		
Mother Tongue			1 Person	29.78	109
English	41.09	72	2 People	28.74	85
French	1.49	7	3 People	18.20	116
Non-Official	53.06	266	4+ People	23.28	101
Immigration			Family Status		
Immigrant	64.01	296	Non-Family	37.18	112
Arrived <1961	3.62	28	Couples w/ kids	44.58	101
1961-1970	4.50	39	Couples, no kids	27.78	71
1971-1980	8.06	55	Lone parent	27.64	168
1981-1990	13.64	84	Age of Children		
1991-1995	15.33	115	<5	20.69	111
1996-2000	19.61	144	5-9	18.43	101
2001-2006	35.24	196	10-14	16.36	90
Visible Minority			15-19	16.48	88
Yes	70.73	354	20-24	13.24	102
Adult Population	Cluster %	Index Canada	25+	14.80	111
Marital Status			Dwellings	Cluster %	Index Canada
Single	33.48	119	Tenure		
Married or	49.25	86	Owned	32.60	47
Common-Law	17.26	120	Rented	67.40	223
Wid/Div/Sep			Band Housing	0.00	0
Mode of Transport			Period of Construction		
Car	58.79	73	<1946	2.12	20
Public Transit	34.50	320	1946-1960	8.93	71
Class of Worker			1961-1970	19.48	162
Employed	88.36	102	1971-1980	25.00	145
Self-Employed	8.00	69	1981-1990	16.42	111
Unpaid	0.18	61	1991-1995	6.11	96
Occupation			1996-2000	3.40	58
Primary	0.28	6	2001-2006	5.12	67
Blue Collar	25.97	111	2007-2011	8.29	89
Service Sector	40.48	103	>2011	5.12	152
White Collar	28.86	93	Type		
Education			Single	3.72	7
No cert/dipl/deg	19.64	89	Semi	1.28	26
High school cert	24.50	100	Row	5.01	84
Trade	6.31	61	Duplex	0.73	14
College	13.03	79	Low-rise	5.91	34
Some university	6.70	137	High-rise	83.19	870
University degree	29.83	138	Mobile	0.07	5
			Dwelling Value		
			Index		91

How They Live

Leisure

art galleries/museums/science centres
yoga/Pilates
basketball games
train travel within Canada

Shopping

watches
paperback books
bulk food stores
Fairweather

Traditional Media

The Globe and Mail

FASHION

cooking instructional shows
dance radio

New Media

career/job sites
share a link in a tweet daily
read blogs
follow brands on Google+

Food/Drink

vegetarian products
pizza shells
chocolate
dry soup

Financial

\$25,000-50,000 in securities and savings
group health/disability insurance
electronic banking services
donations to religious charities

Automotive

sedans
no cars owned
compact premium cars
Honda

Attitudes

"My main goal is to make a great deal of money as quickly as possible"
"When shopping for clothes, I generally look for designer labels"
"Low fat foods are an important part of my regular diet"
"More immigration to Canada should be encouraged"