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01 - Cosmopolitan Elite

Very wealthy middle-aged and older families and couples

Population	171,456 (0.49% of Canada)
Households	58,321 (0.41% of Canada)
Average Household Income	\$507,313
Housing Tenure	Homeowners
Education	University
Occupation	White Collar
Ethnic Presence	Medium
Sample Social Value	Personal Control

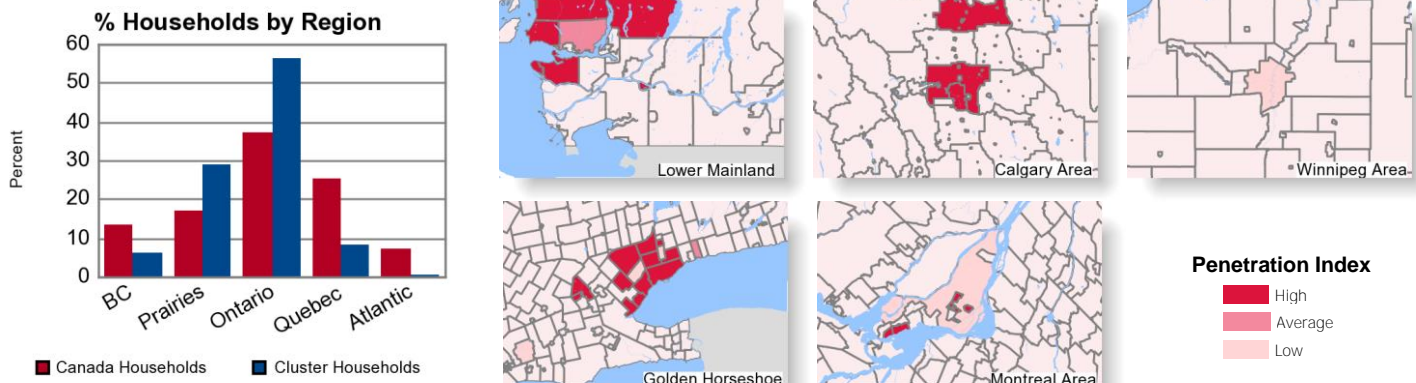


Canada's wealthiest lifestyle, Cosmopolitan Elite is an urban oasis for both new-money entrepreneurs and the heirs to old-money fortunes. With household incomes many times the national average, this segment remains concentrated in a handful of established neighbourhoods—like Montreal's Westmount, Toronto's Forest Hill, Calgary's Mount Royal and West Vancouver. Here, super-rich, middle-aged families and older couples live in multi-million-dollar homes, drive luxury imports and support the arts, frequenting the opera, ballet, symphony and theatre. They're fitness-minded Canadians who belong to health clubs, work out at home and enjoy Pilates, yoga and cross-country skiing. Active in the community, they like to attend sporting events and arts festivals in addition to volunteering on community projects and donating to a variety of causes—an impulse reflected in their belief in spending money wisely.

Despite increasing in size over the last decade, Cosmopolitan Elite is still one of the smallest Canadian clusters and represents less than one percent of the nation's households. But what it lacks in size it more than makes up for in the affluence of its residents. These university-educated professionals and executives are wise and wealthy, and they have high rates for buying stocks, acquiring the latest in computers and shopping for gourmet foods. The cluster features some diversity: a significant percentage of residents are older immigrants. But more than half the members of Cosmopolitan Elite are Canadian-born families who gain an international perspective by vacationing abroad—especially to cultured locales across Europe and winter getaways in Mexico and the Caribbean.

Where They Live

Westmount (QC), Toronto (ON), Rocky View No. 44 (AB), West Vancouver (BC), Calgary (AB), Ottawa (ON), Oakville (ON)



How They Think

The residents of Cosmopolitan Elite are educated, upscale and comfortable in their skin. They feel that they're in control of their lives (*Personal Control*) and take pride in making decisions based on logic and reason (*Emotional Control*). Despite their enormous wealth, these Canadians do not want to be defined by the things they own and they strive to communicate in a sincere and authentic manner (*Personal Expression*). Members of Cosmopolitan Elite see themselves as boosters of their local communities (strong on *Community Involvement*), and they believe that an *Active Government* performs socially beneficial functions. Having succeeded in the working world, it's no surprise that they're pro-business (*Confidence in Big Business*) and view advertising as a source of reliable information (*Confidence in Advertising*), even though they encourage a healthy *Rejection of Authority*. But they're not without concerns, including the impact of too much immigration (*Xenophobia*) and unbridled pollution (*Ecological Fatalism*). Still, by keeping things simple (*Aversion to Complexity*) and maintaining a healthy lifestyle (*Effort Toward Health*), they remain optimistic about the future.

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	4.10	74	<25	0.92	28
5-14	11.83	110	25-34	8.44	54
15-24	16.43	126	35-44	13.79	76
25-44	19.65	72	45-54	25.27	117
45-64	32.00	113	55-64	24.45	130
65-74	9.30	110	65-74	15.65	124
75-84	4.69	99	75+	11.48	114
85+	2.01	100	Size		
Mother Tongue			1 Person	15.63	57
English	73.81	130	2 People	31.79	94
French	4.62	22	3 People	15.58	99
Non-Official	20.10	101	4+ People	37.00	161
Immigration			Family Status		
Immigrant	24.28	112	Non-Family	19.51	59
Arrived <1961	18.09	141	Couples w/ kids	53.41	121
1961-1970	17.23	150	Couples, no kids	38.79	99
1971-1980	20.81	142	Lone parent	7.80	47
1981-1990	16.18	100	Age of Children		
1991-1995	8.77	66	<5	12.42	67
1996-2000	8.77	64	5-9	15.78	87
2001-2006	10.16	57	10-14	20.04	111
Visible Minority			15-19	23.03	122
Yes	18.31	92	20-24	17.13	132
Adult Population	Cluster %	Index Canada	25+	11.60	87
Marital Status			Dwellings	Cluster %	Index Canada
Single	27.78	99	Tenure		
Married or Common-Law	63.69	111	Owned	89.55	129
Wid/Div/Sep	8.53	59	Rented	10.45	35
Mode of Transport			Band Housing	0.00	0
Car	82.35	102	Period of Construction		
Public Transit	10.73	100	<1946	22.17	206
Class of Worker			1946-1960	15.96	127
Employed	71.87	83	1961-1970	9.97	83
Self-Employed	26.72	230	1971-1980	9.20	53
Unpaid	0.41	136	1981-1990	12.90	87
Occupation			1991-1995	5.48	86
Primary	4.03	91	1996-2000	5.60	95
Blue Collar	11.94	51	2001-2006	7.45	97
Service Sector	27.91	71	2007-2011	8.03	86
White Collar	53.38	171	>2011	3.25	97
Education			Type		
No cert/dipl/deg	9.88	45	Single	79.84	145
High school cert	17.38	71	Semi	4.02	83
Trade	2.69	26	Row	2.16	36
College	9.63	58	Duplex	2.14	41
Some university	5.41	111	Low-rise	5.33	30
University degree	55.01	255	High-rise	6.38	67
			Mobile	0.04	3
			Dwelling Value		
			Index		386

How They Live

Leisure

art galleries/museums/science centres
ballets/operas/symphonies
basketball
health club members

Shopping

personal computers
golf equipment
gourmet food stores
Holt Renfrew

Traditional Media

The Globe and Mail
business and finance magazines
golf programs
classical/fine arts radio

New Media

instant messaging
Foursquare
blogs
frequent online purchases

Food/Drink

fish and seafood
organic vegetables
specialty coffees
European wine

Financial

\$500,000+ in securities and savings
stocks
will/estate planning
donations to alumni groups

Automotive

sedan
midsize premium cars
\$40,000+ on latest vehicle
Mercedes-Benz

Attitudes

"It is very likely that, if a product is widely advertised, it will be a good product"
"I enjoy being extravagant"
"Vegetarianism is a healthy option"
"I am excited by the development of new technologies"