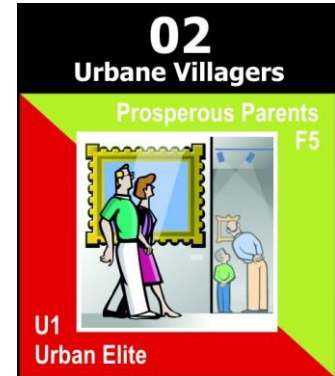


## U1

## 02 - Urbane Villagers

## Wealthy, middle-aged urban sophisticates

<b>Population</b>	<b>386,343 (1.09% of Canada)</b>
<b>Households</b>	<b>137,920 (0.98% of Canada)</b>
<b>Average Household Income</b>	<b>\$242,685</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>University</b>
<b>Occupation</b>	<b>White Collar</b>
<b>Ethnic Presence</b>	<b>Medium</b>
<b>Sample Social Value</b>	<b>Adaptability to Complexity</b>

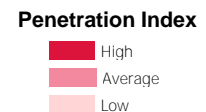
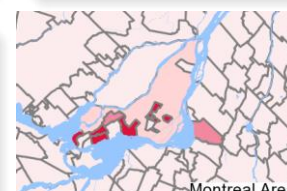
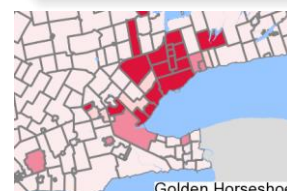
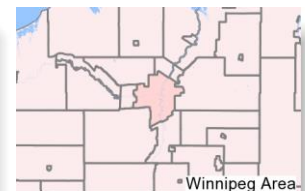
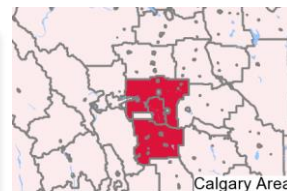
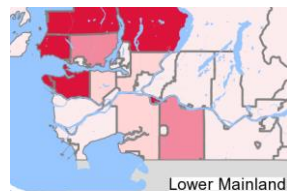
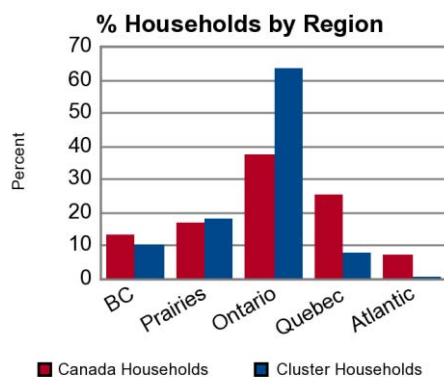


Located in Canada's largest metros, Urbane Villagers is a prosperous world of stately homes and high-end cars, charity auctions and health club memberships. The nation's second wealthiest cluster, it's characterized by married couples with university degrees and university-aged children, and includes a significant percentage of European, Asian and Middle Eastern immigrants. With their hefty salaries, Urbane Villagers members enjoy the trappings of wealth: vacation cottages and boats, trips abroad and tickets to professional sporting events. But these Canadians also tend to be involved in their communities as progressive and philanthropic members of cultural, political and environmental groups; one of their highest-rated values is an interest in diversity.

Slightly younger and less affluent than Canada's top-ranked citizens, Urbane Villagers residents are among the leading contributors to registered education and retirement plans. They like to spend their leisure time skiing, playing racquet sports and doing yoga or Pilates. These sophisticates are also a bit more style-conscious and less formal in their consumption patterns. Inclined to shop at stores like Banana Republic and Club Monaco, the men are likely to have bought expensive jewellery, watches and clothing. Although they're able to afford flying business and first class, members of this group are not above flying economy as part of a vacation package to Disney World, the Caribbean, Europe or the United Kingdom. They score near the top for buying books and newspapers, cameras and Australian wine, and they're also heavily involved in the arts, as both benefactors and patrons of museums, art galleries, orchestras and the theatre.

## Where They Live

Mont-Royal (QC), West Vancouver (BC), Oakville (ON), Westmount (QC), Beaconsfield (QC), Toronto (ON), Calgary (AB), Aurora (ON), Wood Buffalo (AB)



## How They Think

Members of Urbane Villagers are at ease in the world. Scoring high on *Adaptability to Complexity*, these Canadians are not afraid of change: they relish it. They rely on the values *Personal Challenge* and *Personal Creativity* to help them meet life's daily challenges. Consistent with their openness to change, Urbane Villagers residents do not feel bound by their past nor by any great sense of family obligation (scoring low on both *Search for Roots* and *Primacy of Family*). They place a high priority on their physical well being, making a conscientious *Effort Toward Health* and tapping their *Vitality* to maintain a high energy level. With their *Need for Status Recognition*, Urbane Villagers express their *Joy of Consumption* through frequent shopping excursions and a *Confidence in Advertising* that guides their purchases. But these households are also prudent with their money, scoring high on *Saving on Principle*. For well-off Urbane Villagers residents, the ability to embrace change rests on a strong foundation of *Financial Security*.

## 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	4.41	80	<25	1.23	37
5-14	11.19	104	25-34	9.81	63
15-24	14.86	114	35-44	15.87	88
25-44	22.28	82	45-54	24.31	113
45-64	31.39	111	55-64	23.28	124
65-74	9.32	110	65-74	14.88	118
75-84	4.72	100	75+	10.61	106
85+	1.83	91	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	18.00	66
English	69.52	122	2 People	32.64	96
French	4.58	22	3 People	16.57	105
Non-Official	24.07	121	4+ People	32.79	143
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	27.07	125	Non-Family	22.45	68
Arrived <1961	17.78	139	Couples w/ kids	50.86	115
1961-1970	18.35	160	Couples, no kids	39.99	102
1971-1980	19.46	133	Lone parent	9.15	55
1981-1990	14.57	90	<b>Age of Children</b>		
1991-1995	9.82	74	<5	14.04	75
1996-2000	10.00	73	5-9	16.60	91
2001-2006	10.02	56	10-14	19.01	105
<b>Visible Minority</b>			15-19	21.47	114
Yes	19.76	99	20-24	16.28	126
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	12.60	95
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	27.19	97	<b>Tenure</b>		
Married or Common-Law	63.33	110	Owned	85.37	123
Wid/Div/Sep	9.48	66	Rented	14.63	48
<b>Mode of Transport</b>			Band Housing	0.00	1
Car	79.49	98	<b>Period of Construction</b>		
Public Transit	12.89	120	<1946	17.74	165
<b>Class of Worker</b>			1946-1960	14.12	112
Employed	77.04	89	1961-1970	9.28	77
Self-Employed	21.61	186	1971-1980	10.04	58
Unpaid	0.34	114	1981-1990	15.31	104
<b>Occupation</b>			1991-1995	5.82	91
Primary	2.30	52	1996-2000	7.66	130
Blue Collar	13.53	58	2001-2006	6.08	80
Service Sector	32.44	83	2007-2011	9.47	101
White Collar	48.89	157	>2011	4.49	133
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	10.85	49	Single	71.39	129
High school cert	18.78	76	Semi	4.59	94
Trade	3.82	37	Row	5.01	84
College	12.00	73	Duplex	3.02	58
Some university	5.63	115	Low-rise	7.54	43
University degree	48.91	226	High-rise	8.25	86
			Mobile	0.16	11
			<b>Dwelling Value</b>		
			<b>Index</b>		269

## How They Live

### Leisure

theatres  
baseball  
health clubs  
travel to France

### Shopping

personal video recorders  
iPads  
specialty clothing stores  
Harry Rosen

### Traditional Media

sports newspaper sections  
news and current affairs magazines  
Bravo!  
news/talk radio

### New Media

group buying online  
LinkedIn  
podcasts  
mobile apps

### Food/Drink

organic meat  
fresh vegetables  
soft cheese  
Australian wine

### Financial

\$500,000+ in securities and savings  
RESPs  
online stock trading  
mutual funds

### Automotive

sedans  
compact premium cars  
\$30,000-\$50,000 on latest vehicle  
BMW

### Attitudes

"I am willing to pay more for enviro-friendly products"  
"Big businesses generally try to strike a fair balance between profits and the public interest"  
"I consider myself to be sophisticated"  
"I am careful of what I eat in order to keep my weight under control"