

## U7

## 44 - Rooms with a View

## Young, ethnic renters in urban high-rises

<b>Population</b>	<b>267,173 (0.76% of Canada)</b>
<b>Households</b>	<b>152,878 (1.08% of Canada)</b>
<b>Average Household Income</b>	<b>\$56,613</b>
<b>Housing Tenure</b>	<b>Renters</b>
<b>Education</b>	<b>University</b>
<b>Occupation</b>	<b>White Collar &amp; Service Sector</b>
<b>Ethnic Presence</b>	<b>High</b>
<b>Sample Social Value</b>	<b>Vitality</b>



Young, multi-ethnic immigrants are at the heart of Rooms with a View, a cluster of urban apartment-dwellers concentrated in Toronto and Montreal. Many households are found near university campuses and contain recent graduates and students still taking classes. With few children in its mix of new immigrants from Asia, South Asia, Latin America and the Middle East, Rooms with a View has the air of an immigrant launching pad. These unattached Canadians use dating services, frequent bars and pop/rock concerts, and stay fit doing Pilates and yoga. Many are well educated and have a cultured streak, going to film festivals, ballets, operas and symphonies all at high rates. And with few family financial obligations—not to mention investments—residents can buy lots of books, brand-name clothes and consumer electronics. As they tell researchers, “I am more of a spender than a saver.”

For the residents of Rooms with a View, life is not unlike dormitory living—but with a modest income. Many still take classes, have entry-level white-collar jobs, work out and have weekend date nights. With few car owners, residents of Rooms with a View find themselves taking public transit and renting cars, and they have high rates for traveling abroad—Central and South America, Italy and Asia are popular—and taking bus trips within Canada. Back in their apartments, they spend a lot of time online, reading and posting blogs, watching streaming video and downloading music. And, while some recent immigrants are the children of wealth who came to Canada to study, many of these transient residents are still saving to buy a house; typically they still rent a modest apartment in an older high-rise building.

## Where They Live

Westmount (QC), Toronto (ON), Montréal (QC), Vancouver (BC)



## How They Think

Members of Rooms with a View are living a fun, fashionable, youthful lifestyle on a budget. With low *Duty*, high *Sexual Permissiveness* and high *Rejection of Authority*, these young Canadians are looking for excitement—and a little hedonistic indulgence—without regard for anyone else. They delight in buying something special for themselves (*Joy of Consumption*), and they enjoy imagining the possibilities their purchases will unleash—both socially and in terms of their own *Personal Creativity*. Although they are often preoccupied by how others perceive them (*Need for Status Recognition*), these young Canadians have a thoughtful side. Members of Rooms with a View are likely to value relationships with friends above all; these young singles score average on *Primacy of the Family* yet high on *Community Involvement* and *Global Consciousness*. They're fine with this more complex relationship with the world (*Adaptability to Complexity*) and have the youthful *Vitality* to keep up with it.

## 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	4.28	78	<25	8.65	263
5-14	5.60	52	25-34	30.77	197
15-24	12.80	98	35-44	20.72	114
25-44	45.15	166	45-54	14.70	68
45-64	20.80	74	55-64	11.26	60
65-74	5.86	69	65-74	7.29	58
75-84	3.62	77	75+	6.61	66
85+	1.88	94	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	54.38	199
English	40.50	71	2 People	29.28	86
French	11.59	55	3 People	9.17	58
Non-Official	44.11	221	4+ People	7.16	31
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	51.40	238	Non-Family	65.18	197
Arrived <1961	5.09	40	Couples w/ kids	38.14	86
1961-1970	6.25	54	Couples, no kids	39.64	101
1971-1980	9.53	65	Lone parent	22.23	135
1981-1990	13.47	83	<b>Age of Children</b>		
1991-1995	13.90	104	<5	22.96	123
1996-2000	17.03	125	5-9	16.88	93
2001-2006	34.74	194	10-14	12.88	71
<b>Visible Minority</b>			15-19	13.04	69
Yes	49.64	249	20-24	12.57	97
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	21.68	163
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	47.06	167	<b>Tenure</b>		
Married or	37.99	66	Owned	17.26	25
Common-Law	14.95	104	Rented	82.74	273
Wid/Div/Sep			Band Housing	0.00	0
<b>Mode of Transport</b>			<b>Period of Construction</b>		
Car	28.47	35	<1946	8.70	81
Public Transit	43.21	401	1946-1960	13.55	108
<b>Class of Worker</b>			1961-1970	22.40	187
Employed	85.11	98	1971-1980	17.87	104
Self-Employed	10.69	92	1981-1990	11.39	77
Unpaid	0.17	57	1991-1995	3.05	48
<b>Occupation</b>			1996-2000	2.15	36
Primary	0.38	9	2001-2006	4.53	59
Blue Collar	12.49	53	2007-2011	11.31	121
Service Sector	39.62	101	>2011	5.07	150
White Collar	42.56	136	<b>Type</b>		
<b>Education</b>			Single	0.33	1
No cert/dipl/deg	10.84	49	Semi	0.24	5
High school cert	18.63	76	Row	0.95	16
Trade	4.69	46	Duplex	0.73	14
College	12.95	78	Low-rise	16.55	94
Some university	6.87	141	High-rise	81.00	847
University degree	46.02	213	Mobile	0.01	1
			<b>Dwelling Value</b>		
			<b>Index</b>		120

## How They Live

### Leisure

basketball games  
bars/nightclubs  
Pilates/yoga  
bus travel within Canada

### Shopping

paperback books  
vegetarian products  
convenience stores  
MEXX

### Traditional Media

*The Globe and Mail*  
*NOW*  
"Desperate Housewives"  
classical/fine arts radio

### New Media

look for food recipes online  
post photos on Facebook daily  
read tweets daily  
online banking

### Food/Drink

green tea  
organic products  
vegetarian products  
imported beer

### Financial

\$10,000-\$25,000 in securities and savings  
student banking services  
common stock  
ATM cards

### Automotive

1+ motorcycles  
sport coupe/sport sedan  
own no vehicles  
Honda

### Attitudes

"I want to get to the very top in my career"  
"I prefer to buy clothes that are classic and timeless in style"  
"People around me expect I give good advice about products and services"  
"I am prepared to pay more for good quality wine"