

## U2

### 04 - Young Digerati

#### Younger, upscale urban trendsetters

<b>Population</b>	<b>260,681 (0.74% of Canada)</b>
<b>Households</b>	<b>134,073 (0.95% of Canada)</b>
<b>Average Household Income</b>	<b>\$133,396</b>
<b>Housing Tenure</b>	<b>Homeowners &amp; Renters</b>
<b>Education</b>	<b>University</b>
<b>Occupation</b>	<b>White Collar &amp; Service Sector</b>
<b>Ethnic Presence</b>	<b>Medium</b>
<b>Sample Social Value</b>	<b>Rejection of Authority</b>

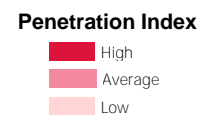
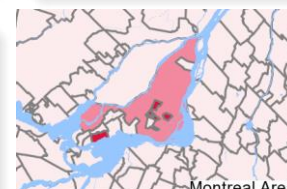
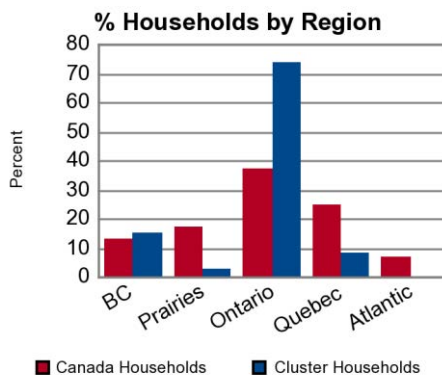


Young Digerati consists of the nation's tech-savvy singles and couples living in fashionable in-town neighbourhoods in a handful of big cities. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with tasteful, high-rise apartments and expensive condos located near fitness clubs, clothing boutiques and all types of bars—from wine to coffee to microbrew. Because many residents have yet to start families, they have the time and discretionary income to pursue active social lives, enjoying dancing, bar-hopping, listening to music and going to film festivals. And they like to look good while they're doing it, taking aerobics and Pilates classes as well as shopping for the latest fashions and electronics. But they're not simply acquisitive materialists; many are socially conscious consumers who donate to cultural, political and environmental groups.

In Young Digerati, residents have used their higher education—more than half hold university degrees—to pursue technology- and information-intensive lifestyles. With six-figure incomes, they're big purchasers of laptops and digital cameras, smartphones and stereo equipment. They go online daily to bank, shop, read newspapers, further their careers and check out dating services. These active residents typically have little interest in traditional television and radio, but they do stay on top of the latest trends in popular culture by subscribing to magazines that cover news, computers, fashion, food and art. And though they're frequently on the move—travelling for business and pleasure—they still find time to read books and browse through gourmet food stores at high rates.

### Where They Live

Westmount (QC), Toronto (ON), Vancouver (BC), Ottawa (ON), Montréal-Ouest (QC), Mont Royal (QC), Hampstead (QC)



### How They Think

The values of Young Digerati residents are as cutting-edge as their gadgets. Strong on *Social Responsibility*, these younger Canadians see themselves as citizens of the world (high on *Global Consciousness*). They care about protecting their communities and the natural environment, as seen in their high scores for *Ecological Concern* and *Community Involvement*. They also are eager to succeed, but they don't want to climb an outdated corporate ladder to do so (*Rejection of Authority*). Indeed, their *Adaptability to Complexity* and *Personal Control* suggest they feel confident in their ability to achieve success on their own terms and using their own strengths. They rely more on *Intuition and Impulse* to guide their decisions than the principles governed by God and country (low on *Religiosity* and *National Pride*). And they typically espouse progressive values, scoring high for *Sexual Permissiveness* and *Equal Relationship with Youth*. Although they've achieved a degree of *Financial Security*, Young Digerati residents are hardly avid shoppers (low on *Joy of Consumption*); they'd prefer to spend their time on a *Spiritual Quest*.

## 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	3.65	111
5-14	7.00	65	25-34	22.64	145
15-24	9.85	76	35-44	21.19	117
25-44	36.84	135	45-54	17.61	82
45-64	26.20	93	55-64	14.94	80
65-74	8.30	98	65-74	10.44	83
75-84	4.82	102	75+	9.53	95
85+	2.58	128	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	44.39	163
English	64.70	114	2 People	33.79	99
French	5.43	26	3 People	10.94	70
Non-Official	27.57	138	4+ People	10.88	47
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	34.32	159	Non-Family	51.90	157
Arrived <1961	14.56	114	Couples w/ kids	39.22	89
1961-1970	14.01	122	Couples, no kids	45.19	115
1971-1980	15.60	107	Lone parent	15.58	95
1981-1990	13.80	85	<b>Age of Children</b>		
1991-1995	11.56	87	<5	20.41	110
1996-2000	12.94	95	5-9	17.35	95
2001-2006	17.53	98	10-14	14.93	82
<b>Visible Minority</b>			15-19	15.11	80
Yes	27.91	140	20-24	12.77	98
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	19.44	146
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	34.54	123	<b>Tenure</b>		
Married or Common-Law	50.47	88	Owned	52.38	76
Wid/Div/Sep	14.99	104	Rented	47.62	157
<b>Mode of Transport</b>			Band Housing	0.00	0
Car	49.09	61	<b>Period of Construction</b>		
Public Transit	28.56	265	<1946	24.49	228
<b>Class of Worker</b>			1946-1960	10.27	82
Employed	80.79	93	1961-1970	7.53	63
Self-Employed	17.70	152	1971-1980	7.79	45
Unpaid	0.15	50	1981-1990	10.74	73
<b>Occupation</b>			1991-1995	4.30	67
Primary	0.75	17	1996-2000	6.65	113
Blue Collar	9.71	41	2001-2006	12.12	159
Service Sector	34.28	87	2007-2011	10.32	111
White Collar	52.76	169	>2011	5.79	172
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	7.03	32	Single	12.44	23
High school cert	15.44	63	Semi	5.23	107
Trade	3.11	30	Row	4.43	74
College	11.62	70	Duplex	3.45	66
Some university	5.83	119	Low-rise	21.59	123
University degree	56.98	264	High-rise	52.62	550
			Mobile	0.04	3
			<b>Dwelling Value</b>		
			<b>Index</b>		199

## How They Live

### Leisure

art galleries/museums/science centres  
theatres/halls  
Pilates/yoga  
spent \$4,000+ on last vacation

### Shopping

books  
pubs/sports bars  
Banana Republic  
research products online

### Traditional Media

business/financial newspaper sections  
computer, science and technology magazines  
sitcoms  
news/talk radio

### New Media

online purchasing  
LinkedIn  
blogs  
FourSquare

### Food/Drink

vegetarian products  
organic foods  
tea  
natural cheese

### Financial

\$500,000+ in securities and savings  
stocks  
mutual funds  
use financial planners

### Automotive

compact premium cars  
\$30,000-\$40,000 on latest vehicle  
Honda  
Volkswagen

### Attitudes

"Vegetarianism is a healthy option"  
"I feel that I am more a citizen of the world than a citizen of my country"  
"I consider myself to be sophisticated"  
"I am willing to pay more for eco-friendly products"