

U3

13 - Continental Culture

Upper-middle-class, multi-ethnic urban households

Population	151,582 (0.43% of Canada)
Households	62,579 (0.44% of Canada)
Average Household Income	\$115,757
Housing Tenure	Homeowners
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Medium
Sample Social Value	Flexible Families

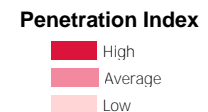
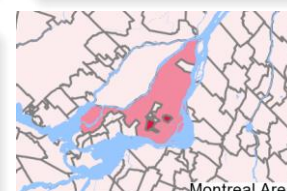
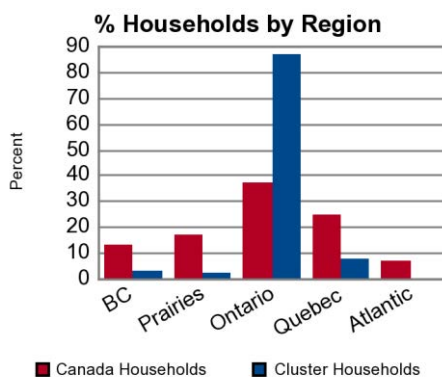


Continental Culture presents a portrait of old-fashioned diversity with its many first- and second-generation European immigrants, especially from Italy, Portugal, Greece and Poland. Centred in Toronto, its households contain a mix of married and common law couples and, increasingly, young families. Living in older urban singles, semis and low-rise apartments, these relatively young residents tend to have university degrees, white-collar jobs and upscale lifestyles. They have high rates for going to the theatre, art galleries and film festivals. On weekends, they pile their young children into station wagons and visit historical sites, zoos and amusement parks. Despite their Old World roots, they hold relatively progressive views, describing themselves as early adopters, supporters of equality of the sexes and fans of novelty and originality.

Continental Culture is noteworthy for its wide-ranging tastes. In the marketplace, the group scores high for both theme parks and operas, doughnut shops and gourmet markets. Their upscale incomes allow these city dwellers to travel frequently, shop at upscale stores like Eddie Bauer and Club Monaco, and sock away more than \$250,000 in investments and savings. Their urban setting means Continental Culture residents score high for taking public transportation to work and patronizing public markets. And this traditional segment is anything but when it comes to new media, exhibiting high rates for reading blogs, watching YouTube videos and spending a lot of time on Facebook. These eclectic Canadians also subscribe to a range of newspapers and magazines, including publications that cover news, nature and food.

Where They Live

Toronto (parts), Montréal (parts)



How They Think

Continental Culture is a cool, open-minded cluster whose members are strongly focused on the richness of their urban lifestyle. These Canadians have a progressive outlook as seen in their liberal views toward family structure (*Flexible Families*) and sex (*Sexual Permissiveness*), as well as their *Rejection of Authority*. They have an independent streak, seeking to communicate with others in an authentic way (*Personal Expression*) and use their creative talents in their daily life (*Personal Creativity*). Members of Continental Culture are also self-disciplined individuals who want to control the direction of their future and make decisions based on logic and reason (*Personal Control* and *Emotional Control*). This cluster expresses confidence in government to help solve social ills (*Active Government*), but members also tend to be activists who consider themselves citizens of both their communities (*Community Involvement*) and of the world at large (*Global Consciousness*). And they pursue a sustainable lifestyle, making an *Effort Toward Health* through diet and exercise and expressing an *Ecological Concern* that today's industrial society is adversely affecting the environment. Recognizing their sense of *Financial Security*, marketers would do well develop messages that play to this group's self-confidence and idealism.

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	6.20	112	<25	2.25	68
5-14	10.00	93	25-34	15.99	103
15-24	10.68	82	35-44	23.30	129
25-44	32.61	120	45-54	22.63	105
45-64	27.81	98	55-64	17.44	93
65-74	6.87	81	65-74	9.89	78
75-84	3.97	84	75+	8.50	85
85+	1.85	92	Size		
Mother Tongue			1 Person	28.34	104
English	67.99	119	2 People	32.07	94
French	4.24	20	3 People	17.74	113
Non-Official	25.55	128	4+ People	21.84	95
Immigration			Family Status		
Immigrant	31.38	145	Non-Family	35.95	109
Arrived <1961	15.79	123	Couples w/ kids	48.04	109
1961-1970	20.71	180	Couples, no kids	35.35	90
1971-1980	19.98	137	Lone parent	16.61	101
1981-1990	15.72	97	Age of Children		
1991-1995	10.25	77	<5	21.40	115
1996-2000	7.98	58	5-9	18.63	102
2001-2006	9.58	53	10-14	15.87	88
Visible Minority			15-19	15.18	81
Yes	24.82	124	20-24	12.04	93
Adult Population	Cluster %	Index Canada	25+	16.87	127
Marital Status			Dwellings	Cluster %	Index Canada
Single	30.86	110	Tenure		
Married or	56.02	98	Owned	69.72	101
Common-Law	13.11	91	Rented	30.28	100
Wid/Div/Sep			Band Housing	0.00	0
Mode of Transport			Period of Construction		
Car	49.69	61	<1946	60.25	560
Public Transit	36.87	342	1946-1960	15.76	125
Class of Worker			1961-1970	5.26	44
Employed	83.83	97	1971-1980	3.08	18
Self-Employed	14.70	126	1981-1990	3.19	22
Unpaid	0.17	57	1991-1995	0.98	15
Occupation			1996-2000	2.33	39
Primary	0.45	10	2001-2006	2.51	33
Blue Collar	12.60	54	2007-2011	4.75	51
Service Sector	37.34	95	>2011	1.88	56
White Collar	46.73	150	Type		
Education			Single	28.34	51
No cert/dipl/deg	15.98	72	Semi	24.17	496
High school cert	18.64	76	Row	4.80	81
Trade	4.17	41	Duplex	8.37	160
College	12.57	76	Low-rise	30.15	171
Some university	4.88	100	High-rise	3.84	40
University degree	43.75	202	Mobile	0.05	4
			Dwelling Value		
			Index		164

How They Live

Leisure

film festivals
basketball
ballets/operas/symphonies
soccer

Shopping

cameras
comic books
Eddie Bauer
Club Monaco

Traditional Media

The Globe and Mail
NOW
"The Daily Show"
modern/alternative rock radio

New Media

online journals
Twitter
video sharing
own tablets

Food/Drink

pasta sauce
salsa
cheese snacks
imported beer

Financial

\$250,000-\$500,000 in securities and savings
stocks
online banking
donations to hospital foundations

Automotive

SUVs
compact premium cars
\$30,000-\$40,000 on latest vehicle
Volvo

Attitudes

"I consider myself an entrepreneur"
"My confidence is greatly enhanced when I know I look my best"
"I look for low calorie/light snacks"
"I like to consider homeopathic and herbal remedies"