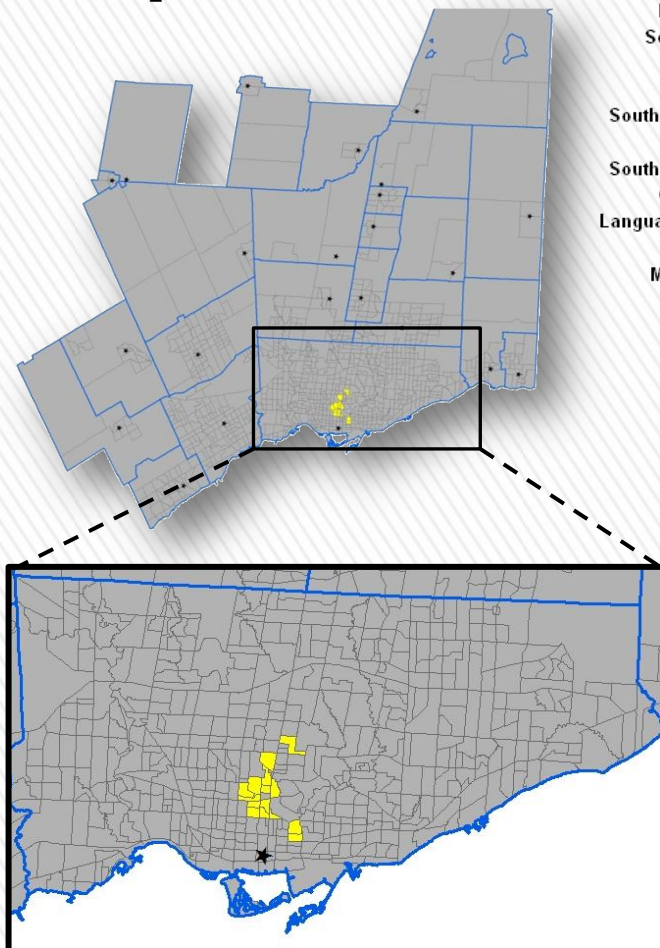# 2. Urban Rich n' Smart

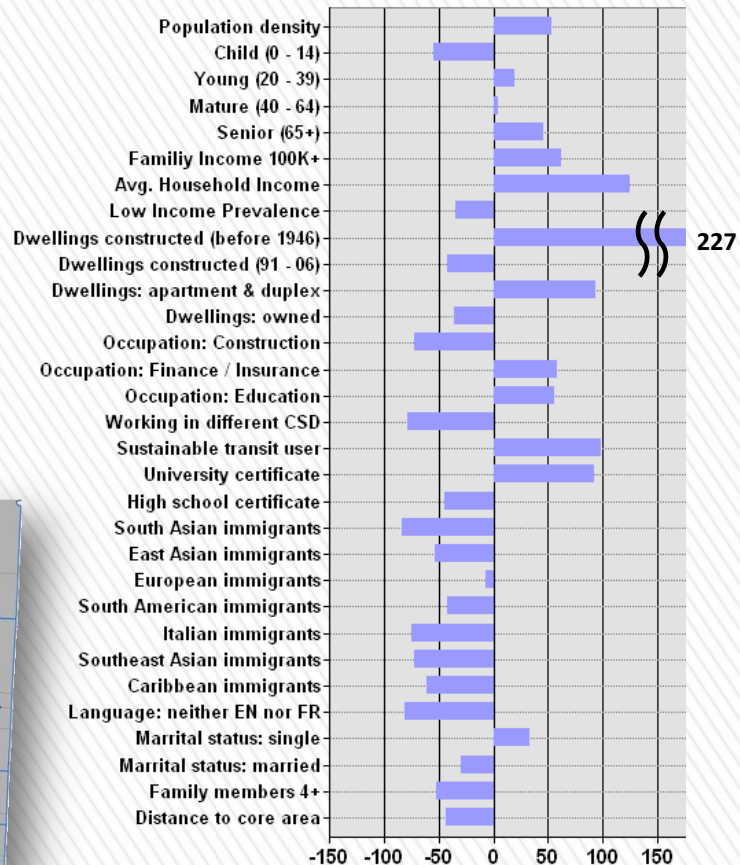## Basic Profile

Avg. HHI: **$$$$**
Education:
Population Density:
Ethnic Presence: **30%**
Num. of Households **30,785**
Cluster Proportion: **1.7%**

Group Index

Population density	
Child (0 - 14)	
Young (20 - 39)	
Mature (40 - 64)	
Senior (65+)	
Familiy Income 100K+	
Avg. Household Income	
Low Income Prevalence	
Dwellings constructed (before 1946)	227
Dwellings constructed (91 - 06)	
Dwellings: apartment & duplex	
Dwellings: owned	
Occupation: Construction	
Occupation: Finance / Insurance	
Occupation: Education	
Working in different CSD	
Sustainable transit user	
University certificate	
High school certificate	
South Asian immigrants	
East Asian immigrants	
European immigrants	
South American immigrants	
Italian immigrants	
Southeast Asian immigrants	
Caribbean immigrants	
Language: neither EN nor FR	
Marrital status: single	
Marrital status: married	
Family members 4+	
Distance to core area	

-150 -100 -50 0 50 100 150

Group Location

Located in urban central areas, Urban Rich n' Smart members enjoy its elegant lifestyles. Majority of the members are either young or old couples and living in high-end, yet convenient neighbourhoods. With their hefty salaries, they often enjoy driving luxurious cars and travelling around the world.
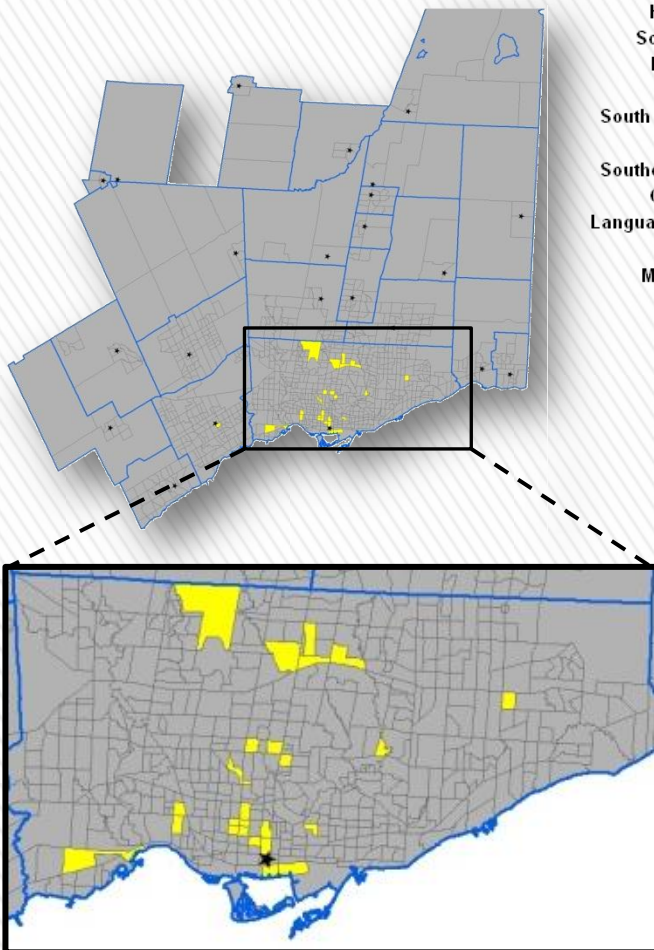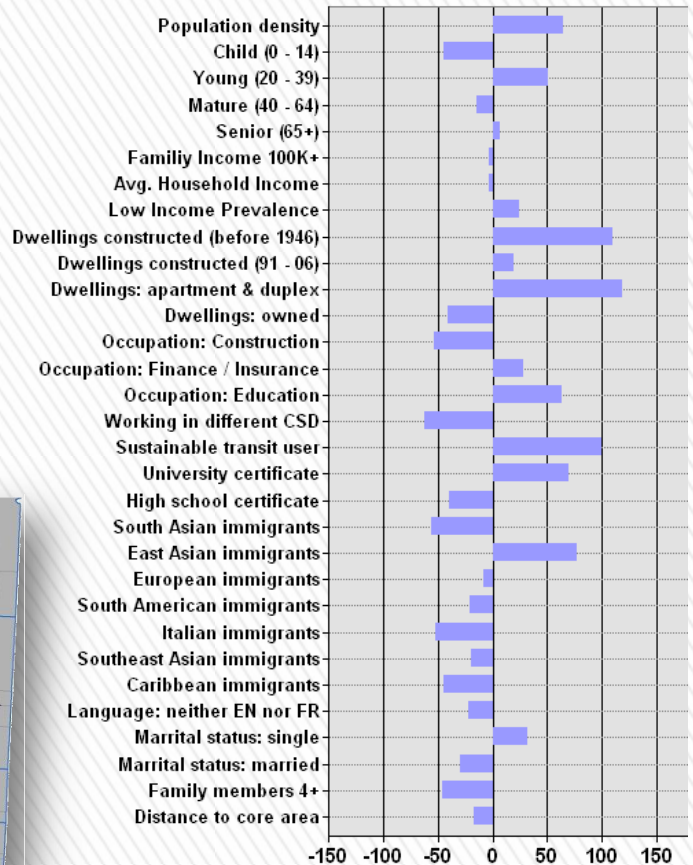
8. Oriental Rising

Basic Profile

Avg. HHI: **$**
Education: 🎓🎓🎓
Population Density: 🧍🧍🧍
Ethnic Presence: **45%**
Num. of Households **78,590**
Cluster Proportion: **4.4%**

Cluster Location

Cluster Index

The name "Oriental Rising" indicates the high proportion of East Asian immigrants living in the city's high-rise condominium areas. Many of the members in this group are enjoying their young and single lives. The occupation varies in this cluster from white-collar jobs to service industries. Ethnic grocery stores often can be found in the near areas.
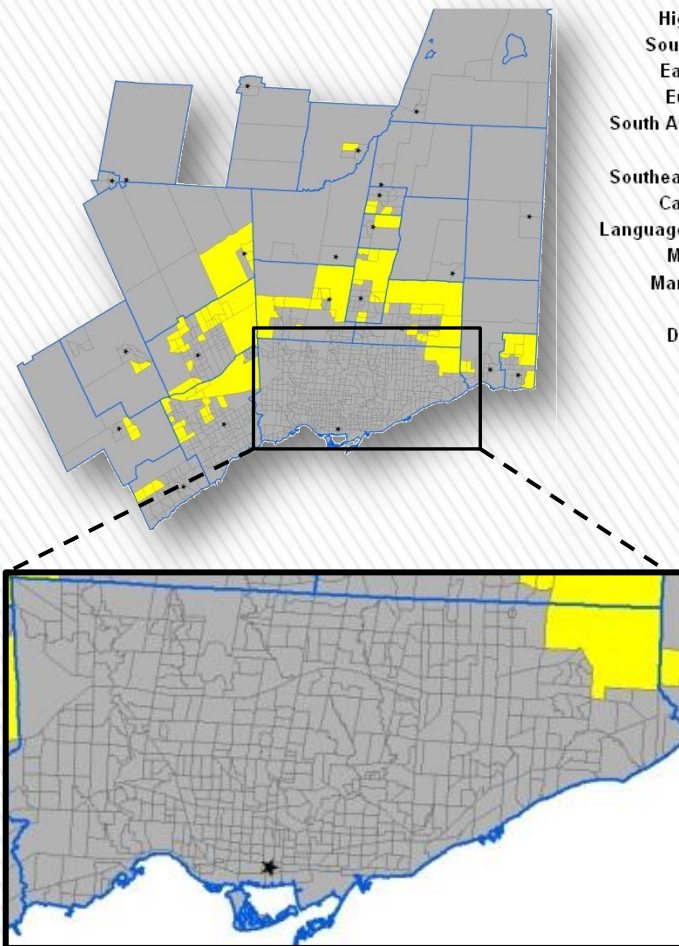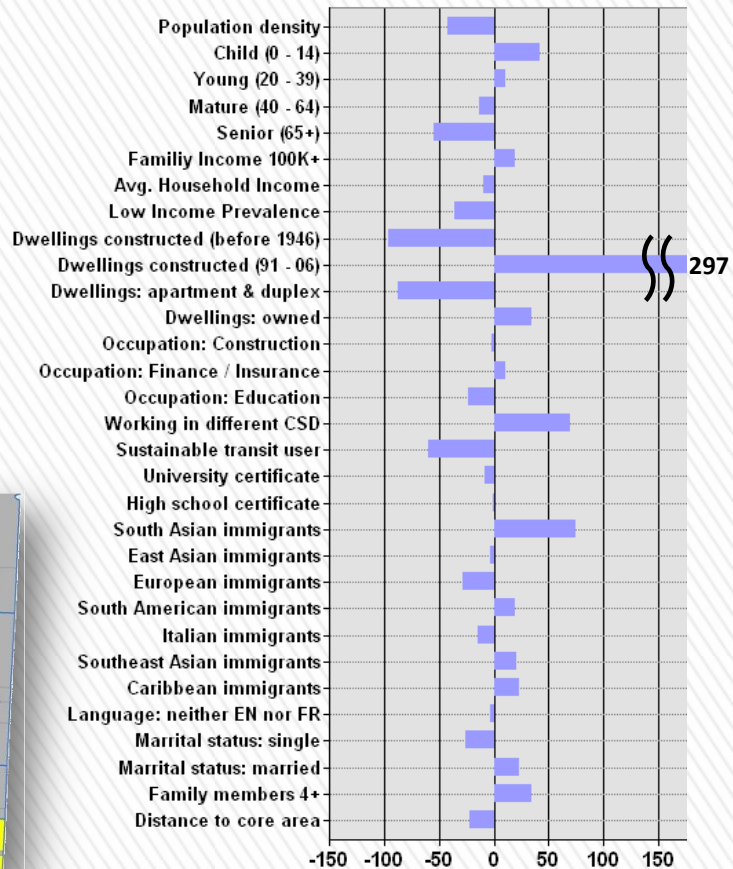
9. New Owners

Basic Profile

Avg. HHI: **$**
Education: 🎓
Population Density: 🧍
Ethnic Presence: **48%**
Num. of Households **210,275**
Cluster Proportion: **11.7%**

Cluster Index

Index	
Population density	
Child (0 - 14)	
Young (20 - 39)	
Mature (40 - 64)	
Senior (65+)	
Familiy Income 100K+	
Avg. Household Income	
Low Income Prevalence	
Dwellings constructed (before 1946)	
Dwellings constructed (91 - 06)	297
Dwellings: apartment & duplex	
Dwellings: owned	
Occupation: Construction	
Occupation: Finance / Insurance	
Occupation: Education	
Working in different CSD	
Sustainable transit user	
University certificate	
High school certificate	
South Asian immigrants	
East Asian immigrants	
European immigrants	
South American immigrants	
Italian immigrants	
Southeast Asian immigrants	
Caribbean immigrants	
Language: neither EN nor FR	
Marrital status: single	
Marrital status: married	
Family members 4+	
Distance to core area	

Cluster Location

Almost half of the members in New Owners are new comers mostly from South Asia, Southeast Asia and South America. With the newly built middle-class houses, those foreign-born / young-middle aged families are establishing their new family lives in Canada. Many of the residents are also driving to different municipality for work in various industries.
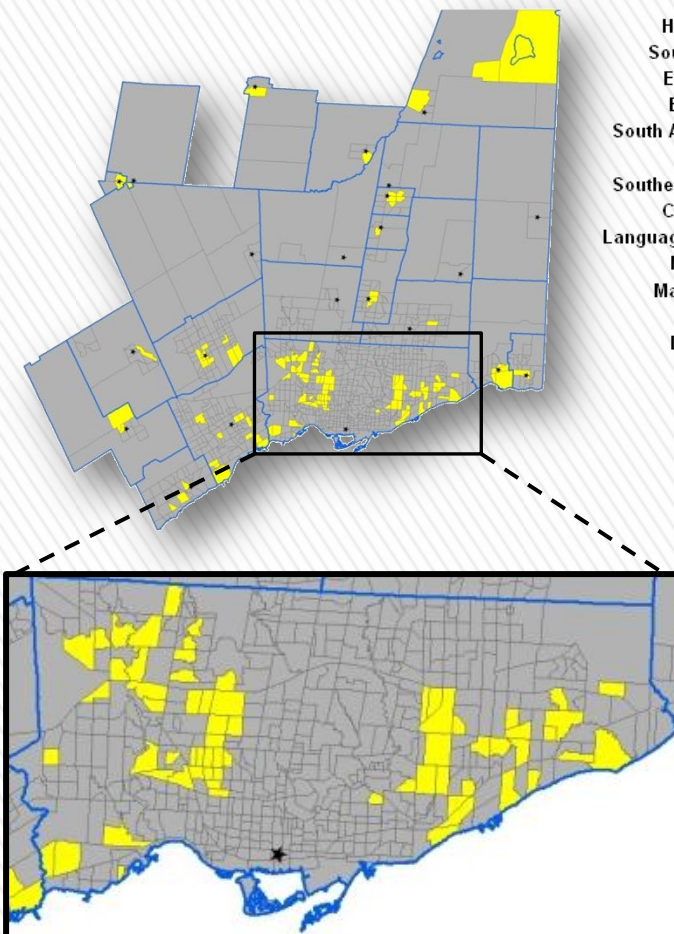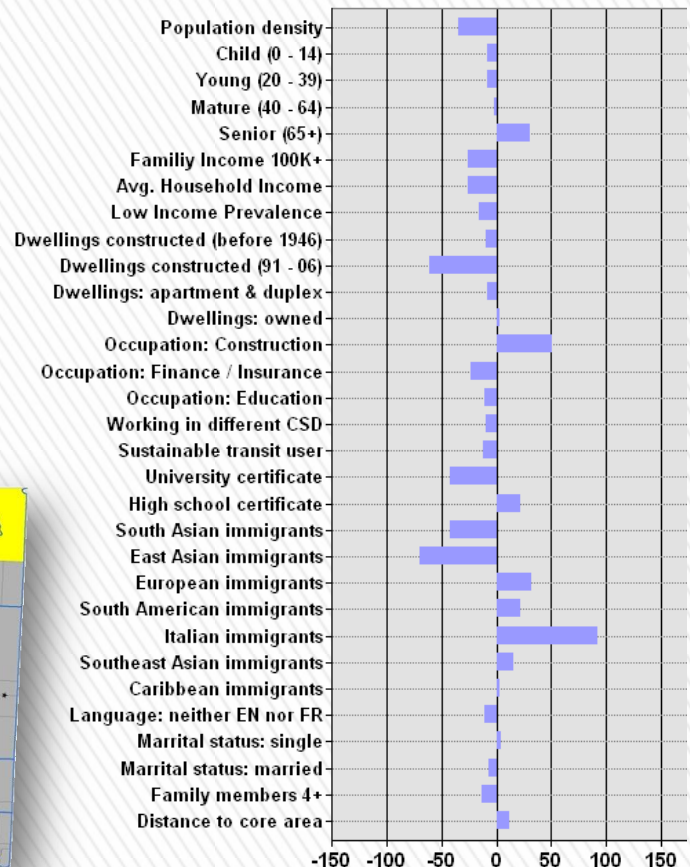
12. Blue Italy

Basic Profile

Avg. HHI: **$**
Education:
Population Density:
Ethnic Presence: **41%**
Num. of Households **189,305**
Cluster Proportion: **10.5%**

Cluster Index

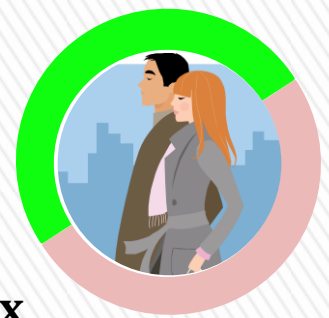| Cluster Index (horizontal bar chart, range -150 to 150) |
|---|
| Population density |
| Child (0 - 14) |
| Young (20 - 39) |
| Mature (40 - 64) |
| Senior (65+) |
| Familiy Income 100K+ |
| Avg. Household Income |
| Low Income Prevalence |
| Dwellings constructed (before 1946) |
| Dwellings constructed (91 - 06) |
| Dwellings: apartment & duplex |
| Dwellings: owned |
| Occupation: Construction |
| Occupation: Finance / Insurance |
| Occupation: Education |
| Working in different CSD |
| Sustainable transit user |
| University certificate |
| High school certificate |
| South Asian immigrants |
| East Asian immigrants |
| European immigrants |
| South American immigrants |
| Italian immigrants |
| Southeast Asian immigrants |
| Caribbean immigrants |
| Language: neither EN nor FR |
| Marrital status: single |
| Marrital status: married |
| Family members 4+ |
| Distance to core area |

Cluster Location

Located in the suburban areas, majority of the residents in Blue Italy involves with Blue-collar and service sector jobs. Although many of them are high school-educated, residents in this group have well-pay jobs which can earn at the CMA average level. The group also has medium-high presence of immigrants, mostly Italian and European immigrants.
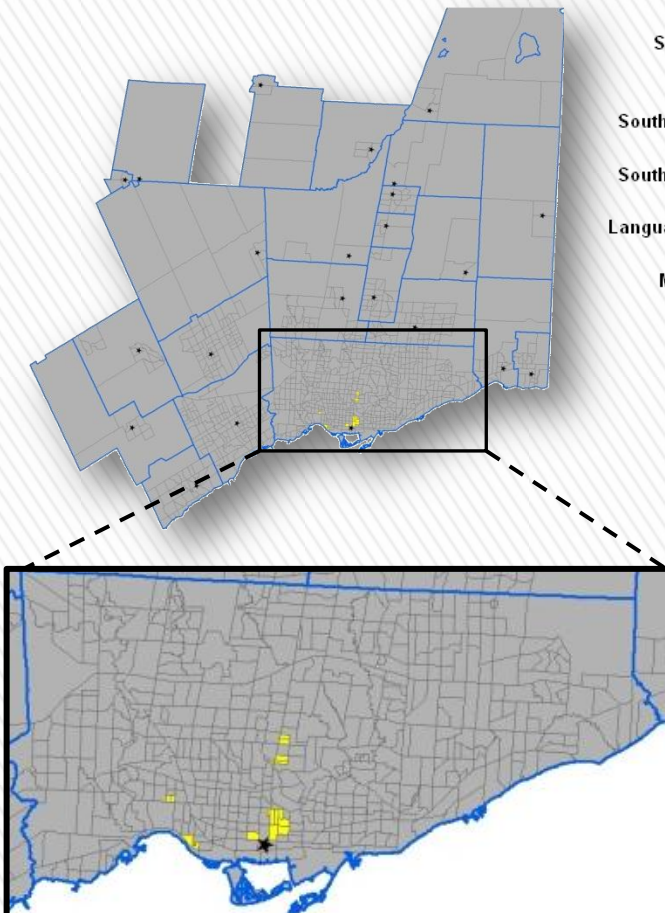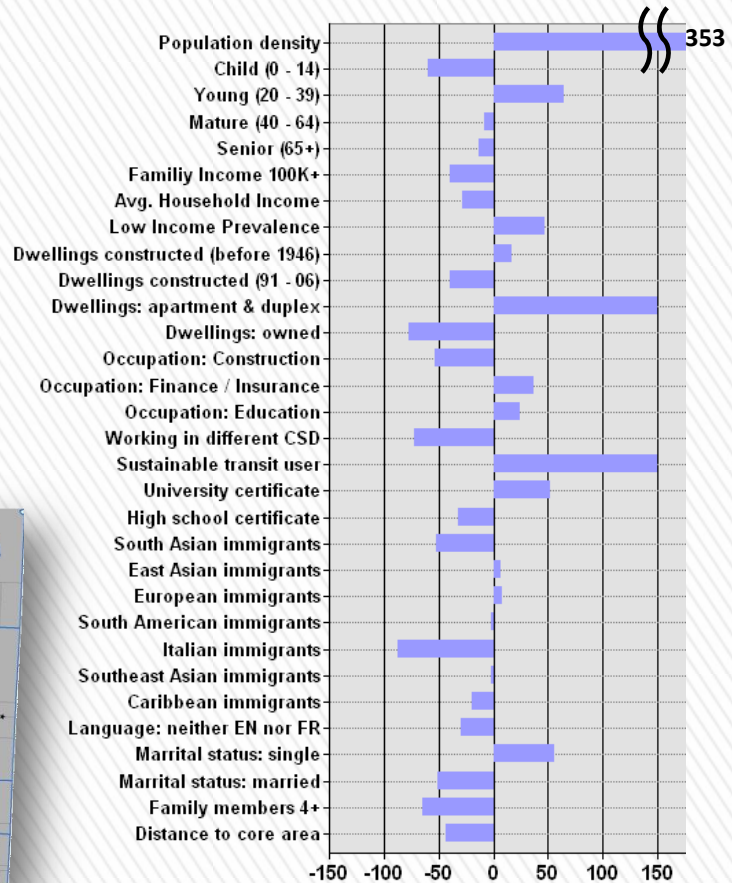
13. Urban Starters

Basic Profile

Avg. HHI: **$$**
Education: 🎓🎓
Population Density: 🧍🧍🧍🧍
Ethnic Presence: **45%**
Num. of Households **49,495**
Cluster Proportion: **2.8%**

Cluster Location

Cluster Index

Population density	353
Child (0 - 14)	
Young (20 - 39)	
Mature (40 - 64)	
Senior (65+)	
Familiy Income 100K+	
Avg. Household Income	
Low Income Prevalence	
Dwellings constructed (before 1946)	
Dwellings constructed (91 - 06)	
Dwellings: apartment & duplex	
Dwellings: owned	
Occupation: Construction	
Occupation: Finance / Insurance	
Occupation: Education	
Working in different CSD	
Sustainable transit user	
University certificate	
High school certificate	
South Asian immigrants	
East Asian immigrants	
European immigrants	
South American immigrants	
Italian immigrants	
Southeast Asian immigrants	
Caribbean immigrants	
Language: neither EN nor FR	
Marrital status: single	
Marrital status: married	
Family members 4+	
Distance to core area	

Urban Starters are mostly multi-ethnic urban apartment-dwellers concentrated in the heart of big cities. Just coming out of universities, those young-single-professionals are about to start their independent lives in convenient areas. Urban Starters often enjoy going out to bars and concerts in the downtown core areas.