



Diverse, middle-income city dwellers

POPULATION:

521,231
(1.39% of Canada)

HOUSEHOLDS:

280,377
(1.88% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$86,957

HOUSE TENURE:

Own & Rent

EDUCATION:

University/College

OCCUPATION:

Service Sector/White Collar

CULTURAL DIVERSITY INDEX:

High

SAMPLE SOCIAL VALUE:

Advertising as Stimulus

DIVERSE, MIDDLE-INCOME CITY DWELLERS**WHO THEY ARE**

New World Symphony is one of the most culturally diverse lifestyles in Canada. In this segment, dozens of different languages are spoken at home at rates that are more than twice the national average for each language. Often the first neighbourhood for new immigrants, this segment reflects Canada's increasing diversity and urbanization in recent years. Almost half of the segment members are foreign-born, drawn to city neighbourhoods that are diverse beyond their diversity. New World Symphony consists of singles and families of varying ages, condo owners and apartment renters; nearly half live in high-rise buildings. No one's particularly wealthy, but residents eke out decent lifestyles by stretching their middle incomes. They have high rates for listening to classical and jazz music, attending basketball and baseball games, and frequenting live theatre and art galleries. Befitting the wide range in ages, this segment makes a strong market for health club memberships and aerobics classes, as well as collecting stamps and reading magazines about health and fitness, and senior citizen. But nearly everyone goes to the local movie theatres, enjoying everything from dramas to animated fare.

Even with the presence of so many languages, New World Symphony neighbourhoods have above-average rates for consuming daily newspapers, magazines and online channels. They have high rates for reading magazines covering news, health and fitness, listening to multicultural shows on the radio and watching soccer, basketball and infomercials on TV. They are also fluent in digital media, going online to search for jobs, buy groceries and cosmetics, and invest in stocks. These newcomers use their smartphones to access newspaper sites and download mobile coupons. They are average social media users who will follow brands they like on Twitter and, to a lesser extent, via Facebook. When shopping, they tell researchers that they respond to posters inside buses, subways and commuter trains, as well as posters and screens on subway platforms, transit shelters and outdoor public places.

HOW THEY THINK

Members of New World Symphony enjoy learning from people whose backgrounds are different from theirs (*Culture Sampling*). With many being recent immigrants, they tend to identify with the more traditional values of their countries of origin, like *Propriety*, so more progressive messages may not connect with them. Image-conscious, they view material goods as extensions of who they are, but they also try to curtail their spending to ensure a stable future (*Status via Home, Saving on Principle*). As a result, products or services that can improve their image, while helping them stay on budget, will likely appeal to them. Marketers can connect with them by developing messages that celebrate a brand's history and origins, and deliver a sensual and aspirational experience (*Brand Genuineness, Sensualism*). And they are receptive to aesthetically pleasing advertising (*Advertising as Stimulus*), especially for larger companies that have earned their trust (*Skepticism Toward Small Business*).