

**POPULATION:**

387,720
(1.08% of Canada)

HOUSEHOLDS:

131,086
(0.90% of Canada)

**AVERAGE
HOUSEHOLD INCOME:**

\$227,566

HOUSE TENURE:

Own

EDUCATION:

University

OCCUPATION:

White Collar

**CULTURAL DIVERSITY
INDEX:**

Low

**SAMPLE SOCIAL
VALUE:**

Social Learning

WEALTHY, MIDDLE-AGED AND OLDER CITY SOPHISTICATES**WHO THEY ARE**

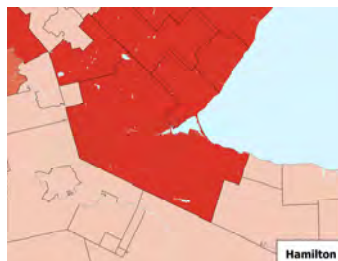
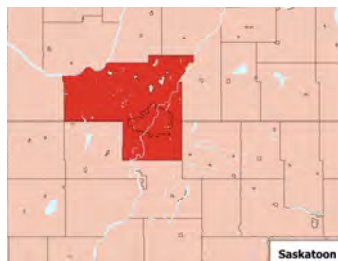
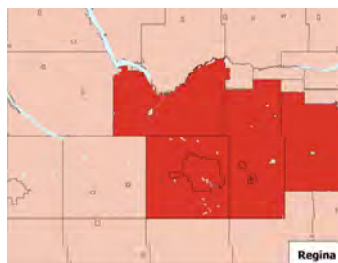
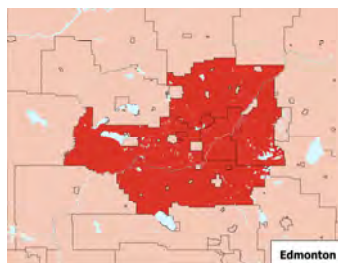
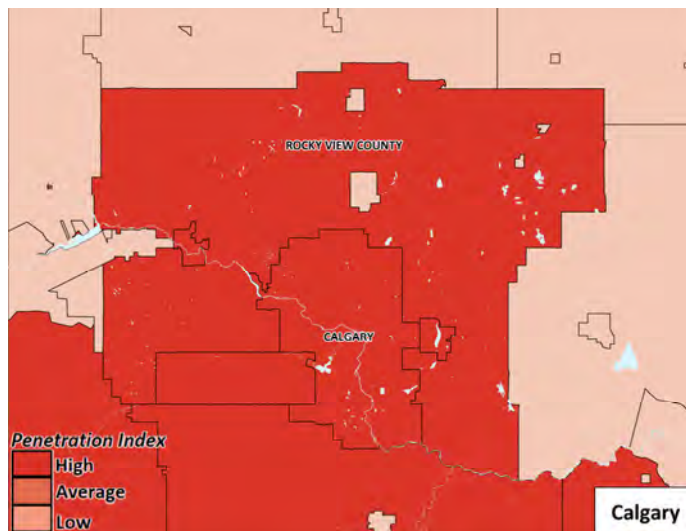
The nation's second wealthiest lifestyle, Urbane Villagers is a prosperous world of white-collar executives and stately homes, high-end cars and globetrotting vacations. Located in and around Canada's largest cities, the segment's neighbourhoods are characterized by married couples with university degrees and university-bound children now in their pre-teens to early twenties. Many hold well-paying jobs in business, management, social sciences and the arts. And with the average household income above \$227,000, members of Urbane Villagers enjoy the trappings of success: golf club memberships, tickets to sporting events, gourmet cooking at home and impressive stock portfolios. Few lifestyle types score higher for international travel—residents go everywhere from Australia and China to Italy and France—but they're not above flying economy class as part of a vacation package or booking all-inclusive resort holidays to accommodate their families. Back at home, these executive families pursue active lifestyles in their established neighbourhoods. One rung down from Canada's cultural elite, they tend to frequent dinner theatres, popular music performances and rock concerts.

With household maintainers ranging in age from 45 to 74 years old, Urbane Villagers members are among the top contributors to mutual funds, RESPs and retirement income funds. These consumers are also more style-conscious than many Canadians, with a higher than average propensity to shop at stores like Harry Rosen and Holt Renfrew. They're also more tech-savvy, as many own e-book readers, exhibit a high comfort level with downloading applications and trading stocks, and frequently turn to e-commerce websites to buy books, DVDs and entertainment tickets. When they're not winding down watching Bravo! or the Golf Channel, they can be found with their mobile phones or iPads, using Twitter and LinkedIn to connect with colleagues and friends.

HOW THEY THINK

Urbane Villagers is an affluent segment that avoids trappings of an insular lifestyle. Residents believe that diversity gives life richness and support Social Learning, Multiculturalism and a Global Consciousness. Many have a real zest for life, enjoying emotional and physical highs through Vitality, Pursuit of Intensity and Sexual Permissiveness. But they also seek Fulfillment Through Work and are committed to living a healthy lifestyle (Effort Toward Health). With their lofty incomes—this group believes in Saving on Principle and leaving a financial Legacy—they like to impress other members of their communities. Among their strongest values are Need for Status Recognition, Ostentatious Consumption and Concern for Appearance. And as consumers, Urbane Villagers like to acquire new products with a chic look and feel, scoring high for Enthusiasm for New Technology, Pursuit of Novelty and Importance of Aesthetics. This group takes great pleasure in shopping, researching and selecting products and services that align with their interests and hobbies (Discriminating Consumerism, Consumptivity).

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

golf
dinner theatre
basketball games
boat shows



SHOPPING

iPads
gardening tools
Harry Rosen
Eddie Bauer



DIGITAL MEDIA

Twitter
real estate sites
e-book readers
watched movie online



TRADITIONAL MEDIA

Bravo!
sports talk radio
Style at Home
home improvement magazines



FINANCIAL

Internet banks
mutual funds
stocks
RESPs



FOOD/DRINK

light beer
lattes
fresh fish and seafood
low-fat ice cream



ATTITUDES

"It is important to have a home as well equipped and furnished as that of other people I know"

"I cannot imagine life without the Internet"

"I consider myself to be a creative person"

"It is important to me to try new products, new places for vacation, or new foods, just for the pleasure of the novelty"



AUTOMOTIVE

Porsche
Land Rover
large premium vehicles
European brands