



Very wealthy, middle-aged and older families and couples

### POPULATION:

209,714  
(0.58% of Canada)

### HOUSEHOLDS:

72,430  
(0.50% of Canada)

### AVERAGE HOUSEHOLD INCOME:

\$469,882

### HOUSE TENURE:

Own

### EDUCATION:

University

### OCCUPATION:

White Collar

### CULTURAL DIVERSITY INDEX:

Medium

### SAMPLE SOCIAL VALUE:

*Emotional Control*

## VERY WEALTHY, MIDDLE-AGED AND OLDER FAMILIES AND COUPLES

### WHO THEY ARE

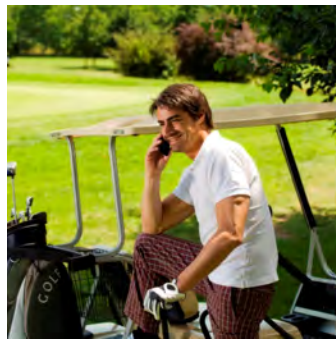
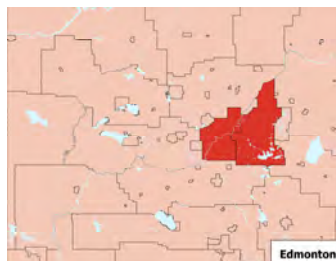
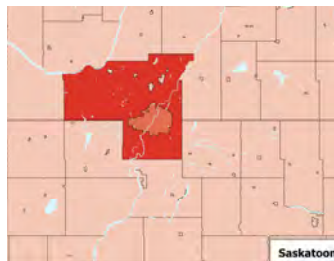
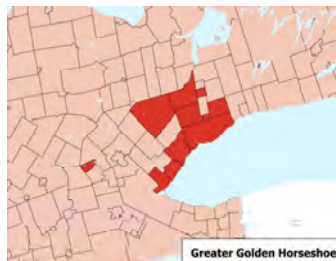
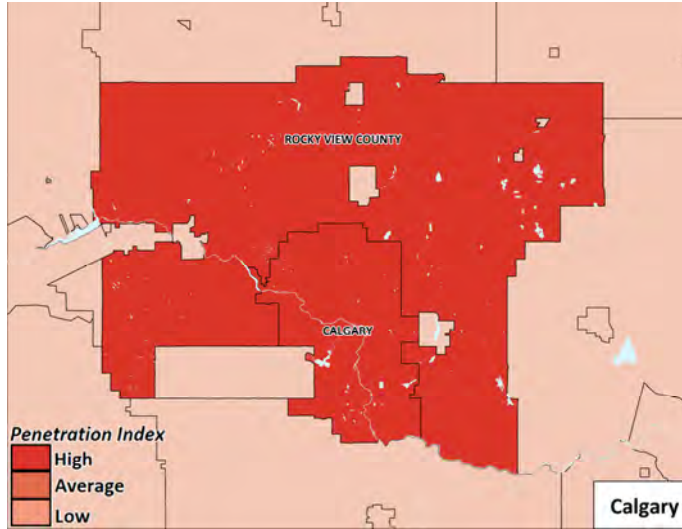
Canada's wealthiest lifestyle has changed little over the years. Cosmopolitan Elite remains a haven for both new-money entrepreneurs and heirs to old-money fortunes. With household incomes more than five times the national average, this segment is concentrated in a handful of exclusive neighbourhoods—like Toronto's Bridle Path, Montreal's Westmount, Calgary's Elbow Park and Vancouver's Granville. Here, affluent, middle-aged families and older couples live in million-dollar homes, drive luxury imports and send their kids to private schools. Most live within an easy commute to their executive jobs in management, finance and the sciences, as well as to downtown arts and entertainment venues; they're big supporters of the opera, ballet, symphony and theatre. As the most educated of lifestyle types—more than half the populace hold university degrees—members of Cosmopolitan Elite broaden their horizons by travelling internationally, especially to Asia, the United Kingdom and Europe. But they also express Time Stress among their strongest Social Values, and many enjoy luxury cruises, spa resorts and vacation cottages.

Though it has grown in population over the last decade, Cosmopolitan Elite is still the smallest lifestyle type, representing less than one-half of 1 percent of Canada's households. But what it lacks in size it more than makes up for in affluence. With their fitness club memberships, average household incomes around \$470,000 funding hefty stock portfolios, and university educations, they are the epitome of "healthy, wealthy and wise." And while they have high rates for buying technology, they have only recently begun moving towards a more digital world, using LinkedIn and frequenting magazine websites to supplement their preference for traditional media. Residents subscribe to print newspapers, read science and financial magazines, and watch BNN and The Movie Network. Rich and cultured, they respond to messages that appeal to their sense of aesthetics—whether the product is practical or not.

### HOW THEY THINK

Residents of Cosmopolitan Elite are strongest on two seemingly contradictory values: their Personal Control no doubt contributes to their perseverance in achieving wealth and status; however, they also express Rejection of Orderliness, which indicates that their success also stems from an ability to disregard traditional standards and accept randomness in life—perhaps even profit from it. They like to exercise their Personal Creativity and make an Effort Toward Health. They see themselves as citizens of their local communities—they are strong on Community Involvement—though not necessarily of the world. Many believe in a personal Spiritual Quest as well as Religiosity, and the segment's older population may account for their interest in Legacy. But these members are hardly old fashioned: they score high for Equal Relationship with Youth and Flexible Families. On the whole, members of this segment embrace the lives they have chosen and their rewards. They appreciate marketing efforts that appeal to their Concern for Appearance and Status via Home, viewing a beautiful home as an extension of themselves.

## WHERE THEY LIVE



## HOW THEY LIVE



**LEISURE**  
 golf  
 racquetball  
 theatre  
 garden shows



**TRADITIONAL MEDIA**  
 technology magazines  
 TV tennis  
 radio talk shows  
 The Globe and Mail



**FOOD/DRINK**  
 lamb  
 organic dairy food  
 white wine  
 diet colas



**AUTOMOTIVE**  
 Mercedes  
 BMW  
 midsize premium vehicles  
 hybrid vehicles



**SHOPPING**  
 \$1,000+ on online travel books  
 Apple stores  
 Holt Renfrew



**DIGITAL MEDIA**  
 read online newspapers  
 frequent online purchases  
 LinkedIn  
 Instagram



**FINANCIAL**  
 stocks  
 online trading  
 vacation property  
 private banking services



**ATTITUDES**  
 "The fact that society is dividing into 'the haves' and the 'have nots' does not really bother me; it's just the way things are naturally evolving"  
 "It is important to me to regularly get away from all responsibilities and burdens"  
 "I am prepared to pay more for products that are a bit different from those one sees all over"  
 "Newspaper and magazine articles on travel influence my holiday choices"