

F2 DIVERSE
URBAN
FRINGE

F2 LARGE
DIVERSE
FAMILIES

Population:

524,668
(1.38% of Canada)

Households:

161,005
(1.07% of Canada)

Average Household Income

\$117,224

Average Household Net Worth:

\$1,343,524

House Tenure:

Own & Rent

Education:

University/High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Brand Genuineness

Who They Are

With over 60 percent of households foreign-born, Asian Achievement is a predominantly Asian segment consisting of middle-aged and older households typically from China, Taiwan and Hong Kong. Most arrived in Canada during the last 30 years and have settled in the urban fringe areas of two metros: Vancouver and Toronto. Over 45 percent speak a non-official language at home, typically Cantonese or Mandarin. Asian Achievement residents tend to be less acculturated compared to other predominantly Asian segments, patronizing Chinese stores, banks and clubs, and speaking their Chinese mother tongue at home. Households here often consist of multi-generational families; in nearly 30 percent of households, children over the age of 25 still live at home. The adults tend to be moderately educated and hold service sector or white-collar jobs. Despite their upper-middle incomes, Asian Achievement members own pricey single-detached homes, duplexes and row houses. Their average dwelling value is more than \$1 million, partly a function of the high cost of real estate in Vancouver. Further cementing their bi-cultural lifestyle, residents enjoy travelling to China and Hong Kong, excursions that may help alleviate their *Time Stress*.

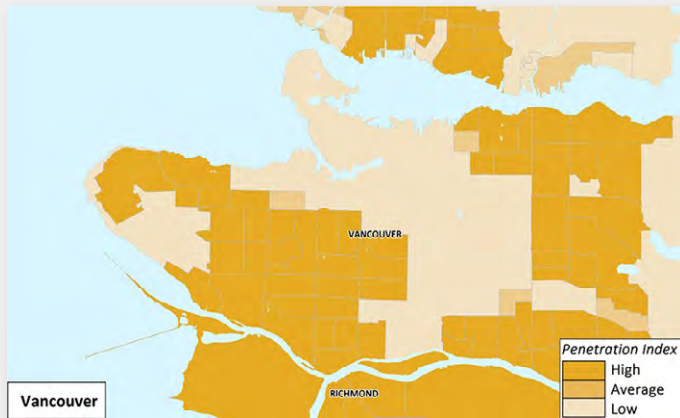
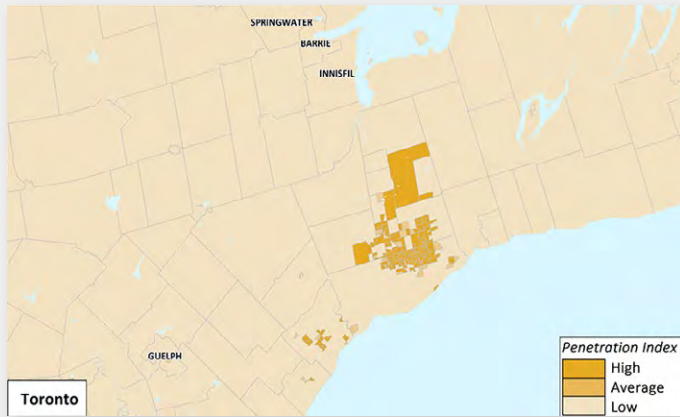
The residents of Asian Achievement are relatively established immigrants who are prospering in their adopted country. They have high rates for owning coin and stamp collections, carrying prestigious credit cards and having three cars, including at least one luxury import costing more than \$50,000. They enjoy a variety of entertainment—community theatre and ballet performances, jazz concerts and casino outings—and they dine at steak, seafood, bistro-style and ethnic restaurants. Enthusiastic about technology, they score high for owning a smart watch, voice-activated smart speaker and AR/VR headsets. They're selective in their traditional media choices—they like watching tennis, soccer and basketball on TV and listening to adult contemporary, Top 40 and multicultural radio stations—but they consume a wide variety of media over the Internet. Online they have high rates for downloading music, watching TV shows, reading e-books and magazines, and listening to podcasts. For many, their mobile phones are instruments of e-commerce used to order meals, bid at auction sites and make travel arrangements. And when they find a good deal, they're likely to share the news on social media. During COVID-19, these families are binge watching streaming videos and listening to streaming audio programs at higher rates.

How They Think

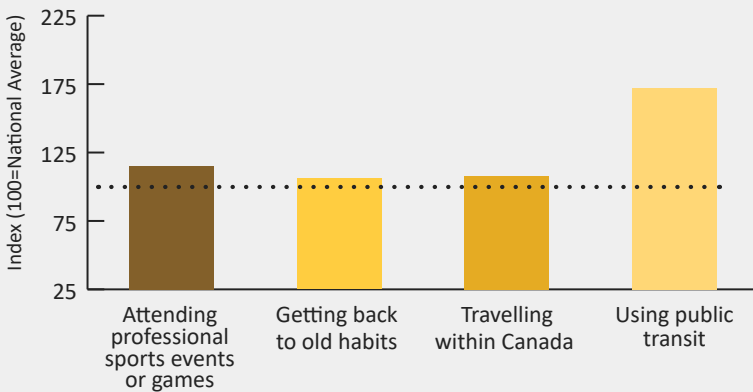
With many new to Canada, the residents of Asian Achievement can feel disconnected from society (*Anomie-Aimlessness*) even while they strive to convey their social standing through their well-appointed homes (*Status via Home*). Like the members of several other culturally diverse segments, their core values stem from their allegiance to conservative family values and conventional gender roles (*Sexism*). But the presence of twenty-something children at home has tempered their views, and they maintain that young people should have the same privileges and responsibilities as adults (*Equal Relationship with Youth*). Asian Achievement leads most segments in *Saving on Principle*, and its typically frugal residents belong to nearly every loyalty rewards program. With many speaking a non-official language, they seek out large gatherings within their communities to connect with similar families (*Attraction for Crowds*). As consumers, they're drawn to products and services from large companies, which they believe best serve the public interest as well as their own (*Confidence in Big Business*). And with their *Confidence in Advertising*, Asian Achievement members are receptive to marketing messages, especially from brands with a compelling story (*Brand Genuineness*).

10. ASIAN ACHIEVEMENT

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness classes
active in social issues
city/cultural tour vacation
classical music concerts



SHOPPING

Hudson's Bay
factory outlet stores
Chapters/Indigo
Amazon.ca



TRADITIONAL MEDIA

TV tennis
Food Network
multicultural radio
National Post



INTERNET

watch TV shows on computer
use maps/directions service online
investment sites
purchase movie tickets online



FOOD/DRINK

organic meat
walnuts
Canadian/BC wine
Asian restaurants



FINANCIAL

ETFs
credit unions
guaranteed life insurance
donate to international groups



AUTOMOTIVE

compact premium vehicles
streaming audio service in vehicle
European brands
2010 or earlier model years



SOCIAL

YouTube
Instagram
Flickr
contribute to chat
room/blog/bulletin board



MOBILE

video phone calls on
mobile phone
use camera on mobile phone
read e-books on tablet
Huawei phones



HEALTH

wore braces in past year

ATTITUDES

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

"Teenagers should have the same freedom as adults"

"I buy the latest high-tech gadgets before most people I know"

"I am likely to share shopping deals/product information through social media channels"

