



S2 UPSCALE
SUBURBAN
DIVERSITY

Y3 YOUNG
FAMILIES

Population:

972,209

(2.55% of Canada)

Households:

309,690

(2.06% of Canada)

Average Household Income

\$141,415

Average Household Net Worth:

\$566,145

House Tenure:

Own

Education:

University/College

Occupation:

Mixed

Cultural Diversity Index:

High

Sample Social Value:

Attraction for Crowds

Who They Are

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that *Attraction for Crowds* is among their strongest values.

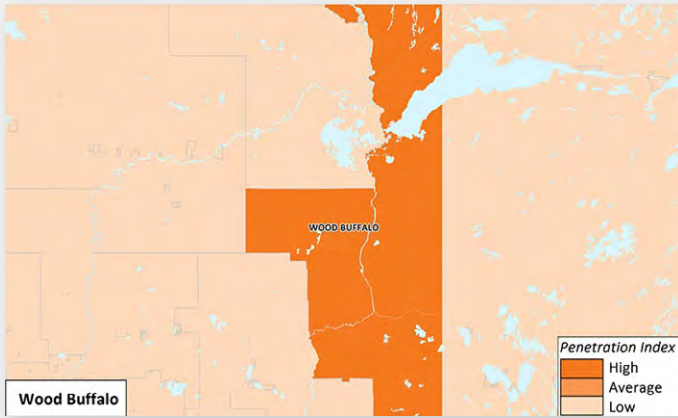
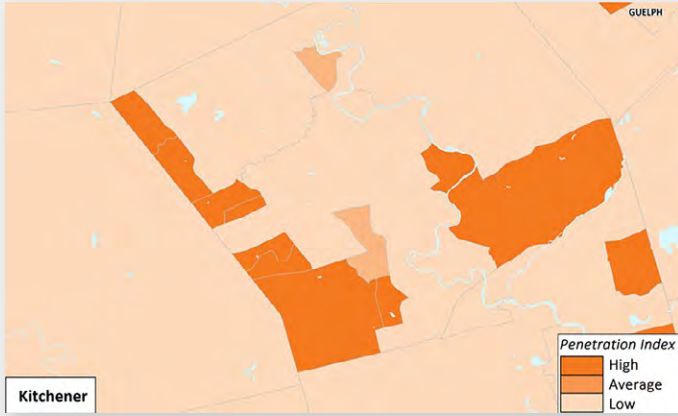
Children are the centre of the Modern Suburbia world. Parents enroll kids in a number of sports, and vacations typically involve package deals to beaches and other family-friendly destinations; more than half travelled outside of Canada last year. A big treat is a family outing to a pizza, burger or taco restaurant. In Modern Suburbia, homes are filled with child-friendly tech products—like tablets and video gaming systems—as well as smart watches, Internet-enabled appliances and fitness bands to help manage their daily routine. Eclectic in their media tastes, these immigrant families have high rates for watching nearly every sport on TV—including cricket and rugby—and reading varied magazines on parenting, technology, business and health. But mostly these connected families like to use their mobile phones to access media and perform various tasks, like banking, streaming music, posting to social networks and downloading coupons; they buy almost every retail category online at high rates. Stating they like to be the first to own new technology, they're receptive to many forms of mobile advertising, including coupons based on their demographics. Video streaming got much more popular for these families during COVID-19.

How They Think

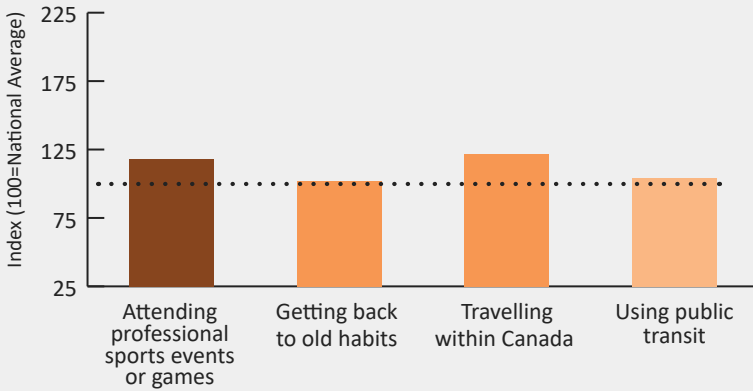
The immigrant families of Modern Suburbia are comfortable in their adopted country and feel optimistic about their future (*Personal Optimism*). They've demonstrated their *Penchant for Risk* in their decision to uproot their family, and they fervently believe that anyone can make it if they work hard enough (*North American Dream*). While these younger families sometimes feel overwhelmed (*Time Stress*), they accept both the good and the bad outcomes of the decisions they've made (*Just Deserts*). They support diverse communities and their desire to preserve their distinctive cultures (*Multiculturalism*), and they seek to incorporate those cultural influences in their lives (*Culture Sampling*). In their neighbourhoods, they demonstrate their social status through their well-maintained homes decorated with objects that convey affluence (*Status via Home, Ostentatious Consumption*). They're eager to discover new products and integrate them into their daily life, but they're also drawn to items simply for their aesthetics rather than their functionality (*Pursuit of Novelty, Importance of Aesthetics*). These consumers especially like to make purchases in their areas of interest (*Consumptivity*), if only to exercise their role as influencer among their peer group (*Consumption Evangelism*).

11. MODERN SUBURBIA

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- camping
- bowling
- amusement parks
- beach/resort package tours



TRADITIONAL MEDIA

- TV rugby
- top-40 radio
- parenting/babies magazines
- newspaper sports sections



FOOD/DRINK

- gluten-free products
- herbal tea
- Sobeys
- sub/sandwich restaurants



AUTOMOTIVE

- intermediate SUVs
- Honda
- \$30,000-\$49,999 spent on vehicle
- 2017-2019 model years



MOBILE

- mobile wallet
- four or more mobile phones
- beauty/fashion sites on tablet
- collect loyalty points on mobile phone



SHOPPING

- Joe Fresh
- Home Depot
- Sport Chek
- compare products/prices while shopping



INTERNET

- access food/recipes content
- download video content
- sports sites
- purchase clothing/footwear online



FINANCIAL

- online trading GICs
- RESPs
- universal life insurance
- spent \$5,000+/month on credit cards



SOCIAL

- Twitter
- Snapchat
- WhatsApp
- Reddit



HEALTH

- use home teeth-whitening products

ATTITUDES

"It is important to me that people admire the things I own"

"I like being in a large crowd"

"The Internet improves the relationships I have with other people"

"I often buy things just because they are beautiful, whether or not they are practical"