



**U4** URBAN DIVERSITY

**F2** LARGE DIVERSE FAMILIES

#### Population:

881,261  
(2.31% of Canada)

#### Households:

221,110  
(1.47% of Canada)

**Average Household Income**  
\$121,550

**Average Household Net Worth:**  
\$665,063

**House Tenure:**  
Own

**Education:**  
University/High School

**Occupation:**  
Blue Collar/  
Service Sector

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*Consumption*  
*Evangelism*

## Who They Are

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support *Traditional Families* and reject alternative arrangements.

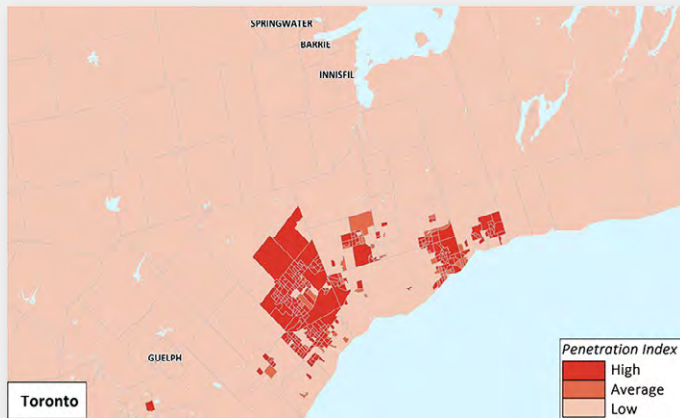
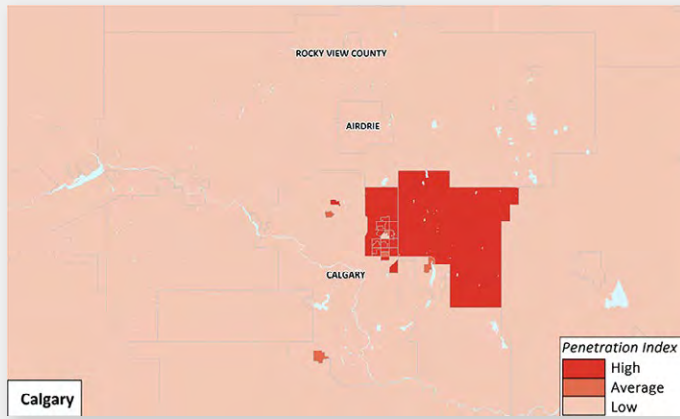
The members of South Asian Enterprise like to entertain at home and stock their kitchens with Ontario wine, regular tea and a wide variety of snacks. During summer vacations, they take their children to nearby attractions like the Royal Ontario Museum, Canada's Wonderland and Niagara Falls, but they also travel internationally to the U.S., U.K. and the Caribbean. With their teen and twenty-something children, they're a prime market for casual clothing chains such as the Gap, Zara and H&M. Still making their way in Canadian society, they have high rates for taking university and online courses to better their lives. The wide age range in these households produces a mixed media profile—high scores for reality shows and DIY programs on TV, and soft music and hip hop and rap on the radio. And in these energetic households, everyone seems to gather around the TV for sports: NBA basketball, European soccer and cricket. In South Asian Enterprise, the Internet is king among younger residents, and the mobile phone the preferred tech device. It's used for both entertainment and convenience—to search job listings, read magazines and pay bills. During COVID-19, these members watched streaming videos and live TV at significantly increased rates.

## How They Think

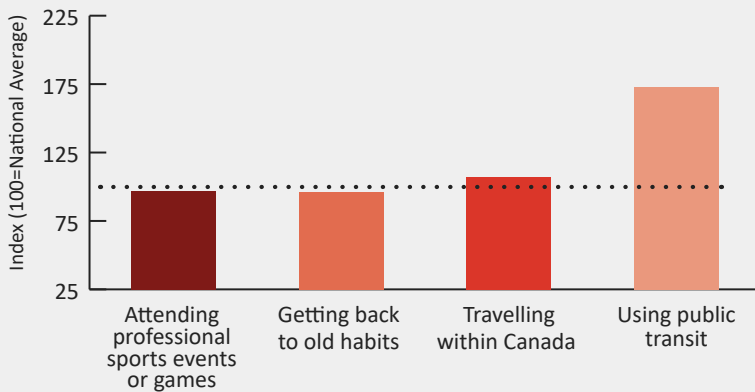
For the traditional members of South Asian Enterprise, making sacrifices for the family and belonging to an organized religion are the touchstones that guide their lives (*Primacy of the Family, Religiosity*). But they're also a passionate group who feel they have more energy and vigor than others (*Vitality*) and even nurture a *Penchant for Risk* to get what they want. Living in culturally diverse enclaves, they're drawn to large events where they can connect with others like themselves (*Attraction for Crowds*). They're eager to earn the respect of others and convey their social status through their good taste, refined manners and well-appointed home (*Need for Status Recognition, Status via Home*). With their tendency for *Ostentatious Consumption* and *Joy of Consumption*, they can be enthusiastic customers for the latest tech toy or luxury good, particularly if it reflects their individuality (*Pursuit of Originality*). But they also care about design when considering product purchases (*Importance of Aesthetics*), and they give weight to favourite brands with authentic stories (*Importance of Brand, Brand Genuineness*). Taking pride in being smart shoppers, they enjoy sharing their finds (*Consumption Evangelism*).

## 15. SOUTH ASIAN ENTERPRISE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

tennis  
museums  
theme parks/waterparks/  
water slides  
dancing/nightclubs



#### SHOPPING

Old Navy  
Zara  
wearable devices  
Groupon



#### TRADITIONAL MEDIA

E!  
Discover Channel  
Toronto Star  
multicultural radio



#### INTERNET

auction sites  
music streaming  
career/job search sites  
long-form videos on tablet



#### FOOD/DRINK

meat snacks  
regular iced tea  
grocery store take-out  
food courts



#### FINANCIAL

online trading  
stocks/bonds  
guaranteed life insurance  
donate to environmental groups



#### AUTOMOTIVE

Japanese brands  
imported compact SUVs  
2017-2019 model years  
\$15,000-\$29,999 spent on vehicle



#### SOCIAL

WhatsApp  
Twitter  
LinkedIn  
Instagram



#### MOBILE

play video games on  
mobile phone  
listen to radio on mobile phone  
read magazines on tablet  
shopping on tablet



#### HEALTH

use allergy eye drops

#### ATTITUDES

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

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

*"My faith is really important to me"*

*"I want to get to the very top of my career"*