Urban, upper-middle-income South Asian families

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 half 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 a third 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.

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).
Where They Live

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 phone
- listen to radio on 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”