



U4 URBAN DIVERSITY

F3 MIDDLE-AGE FAMILIES

Population:

256,143
(0.67% of Canada)

Households:

85,085
(0.57% of Canada)

Average Household Income

\$104,925

Average Household Net Worth:

\$1,015,204

House Tenure:

Own & Rent

Education:

Grade 9/High School/
University

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Ecological Fatalism

Who They Are

With almost 60 percent its residents foreign-born, Asian Avenues has changed little over the last few years. It remains a haven for middle-income Asian singles and families with teenage and older children who've been arriving from China, Hong Kong and the Philippines since the 1990s. Nearly 9 percent are Filipino immigrants, the highest concentration among all segments. Virtually all Asian Avenues households are located in Vancouver and Burnaby, typically living in singles, duplexes and low-rise apartments. Despite average incomes, they own homes valued at more than \$1.3 million, a result of their pricey local real estate market, which also contributes to the significant presence of renters. Reflecting the widespread living-at-home phenomenon, almost 30 percent of households include children over the age of 25—70 percent higher than national average. The adults have mixed educations, which translates to a range of white-collar and service sector jobs. With over 40 percent speaking a non-official language at home, these first- and second-generation Canadians inhabit a bi-cultural world, travelling often to their native country and other destinations throughout the world.

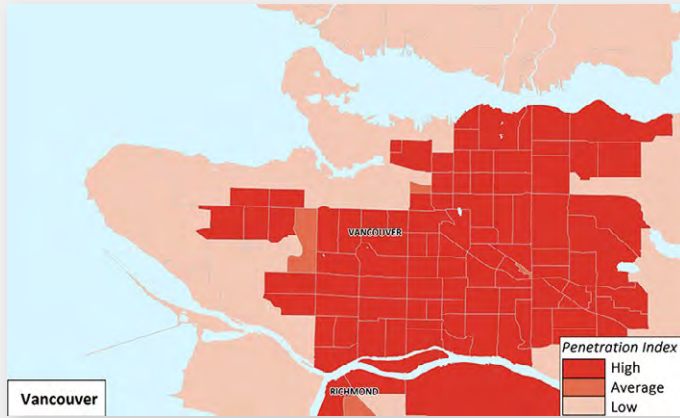
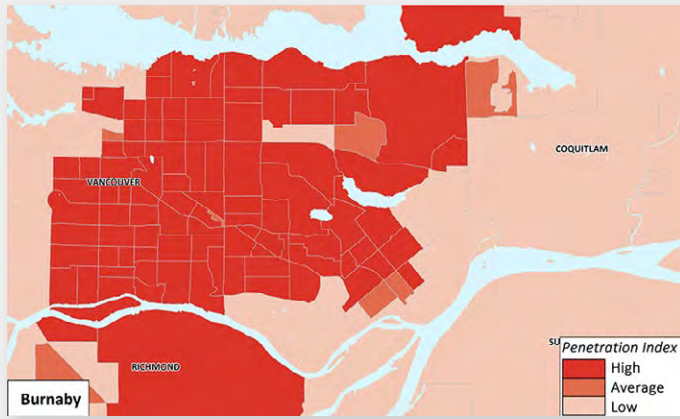
In Asian Avenues, residents never seem to slow down. They participate in the full range of sports—from tennis and basketball, to yoga and snowboarding. They enjoy nightlife with high rates for going to ballets and operas as well as nightclubs and casinos. These households are health conscious and enjoy jogging, taking Pilates classes, eating organic fruits and vegetables, and drinking herbal tea. But the focus for most families is their kids; they spend their weekends going to zoos, fairs and amusement parks, and visiting friends and relatives. Meanwhile, the segment's older children go to rock concerts and sports bars, and sometimes even stay home to blog, play games and check out dating sites using their mobile phones. Excited by advances in technology, Asian Avenues residents like to be the first to check out the latest apps, websites and smart devices—voice-activated speakers, watches and kitchen appliances. Light consumers of traditional media, they rely on their phones for their media fix, streaming music, watching videos, accessing restaurant reviews, reading e-books and downloading digital coupons. Always out and about, they notice advertising in airports, subways stations, malls and elevators. These ethnic families are looking forward to going to the gym post-COVID.

How They Think

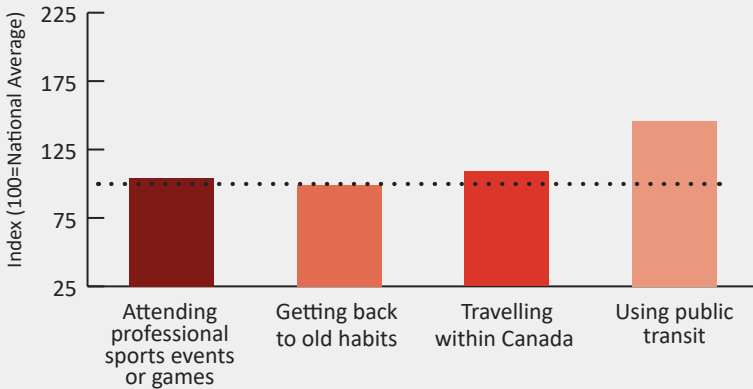
With many of its members new to this country, Asian Avenues feel disconnected with Canadian society and culture (*Anomie/Aimlessness*). They believe the father should be the head of the house and preserve the traditional definition of the nuclear family (*Patriarchy, Traditional Families*). With the daily challenges of work and family, some households are beginning to feel *Time Stress*, and one means of coping is to join large gatherings so they can connect with others (*Attraction for Crowds*). They experience considerable *Joy of Consumption* when shopping for something new, especially if it's the latest technology device or an item in their area of particular interest (*Pursuit of Novelty, Enthusiasm for Technology, Consumptivity*). Seeing themselves as influencers, these consumers enjoy sharing their opinions about their purchases with friends and family (*Consumption Evangelism*). Self-described green consumers, they typically consider the environmental impact of their purchases (*Ecological Lifestyle*) and trust brands offered by large companies (*Confidence in Big Business*), especially if they come with an authentic story (*Brand Genuineness*).

17. ASIAN AVENUES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

yoga/Pilates
 gourmet cooking
 ballet/opera/symphony
 casinos



SHOPPING

Gap
 H&M
 Real Canadian Superstore
 smart home appliances



TRADITIONAL MEDIA

TV European major league soccer
 Much
 multicultural radio
 ELLE Canada



INTERNET

fashion magazines online
 investment sites
 click on Internet advertisements
 watch long-form videos online



FOOD/DRINK

organic fruits and vegetables
 sparkling fruit drink/juice
 tea stores
 steakhouses



FINANCIAL

term deposits
 RRSPs
 long-term care insurance
 mobile wallet



AUTOMOTIVE

luxury SUVs
 European brands
 \$50,000+ spent on vehicle
 2018 model year



SOCIAL

WeChat
 Reddit
 WhatsApp
 dating platforms



MOBILE

shopping on mobile phone
 music streaming on mobile phone
 read e-books on tablet
 watch free streaming videos on tablet



HEALTH

last visited health professional at walk-in clinic

ATTITUDES

"Getting married and having children is the only real definition of a family"

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

"It is very likely that, if a product is widely advertised, it will be a good product"

"I have difficulty trying to balance my work and family life"