Urban, middle-income Asian families and singles

Who They Are

With more than half 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 children of all ages 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, more than a quarter of households include children over the age of 25—twice the 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. Asian Avenues is strongest among all segments for the social value Global Consciousness.

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.

How They Think

With many of its members new to the country, Asian Avenues is a segment that seeks to preserve and maintain its traditions (Search for Roots) and incorporate influences from other cultures in their lives (Culture Sampling). But they also score high for Community Involvement reflecting their interest in what’s happening in their neighbourhood and city. 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).

Population: 263,473
(0.69% of Canada)

Households: 86,021
(0.58% of Canada)

Average Household Income: $99,905

Average Household Net Worth: $1,021,093

House Tenure: Own & Rent

Education: High School/Grade 9/University

Occupation: Service Sector/White Collar

Cultural Diversity Index: High

Sample Social Value: Global Consciousness

©2020 Environics