



F1 UPSCALE
URBAN
FRINGE

F2 LARGE
DIVERSE
FAMILIES

Population:

854,193

(2.24% of Canada)

Households:

277,197

(1.84% of Canada)

Average Household Income

\$132,833

Average Household Net Worth:

\$756,315

House Tenure:

Own

Education:

University/College/
High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Financial Security

Who They Are

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is *Financial Security*, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

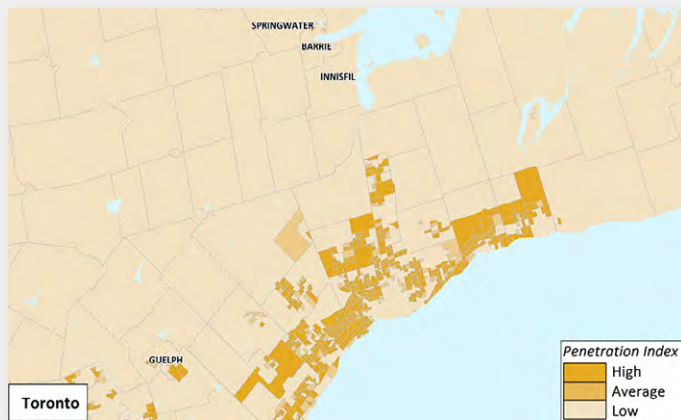
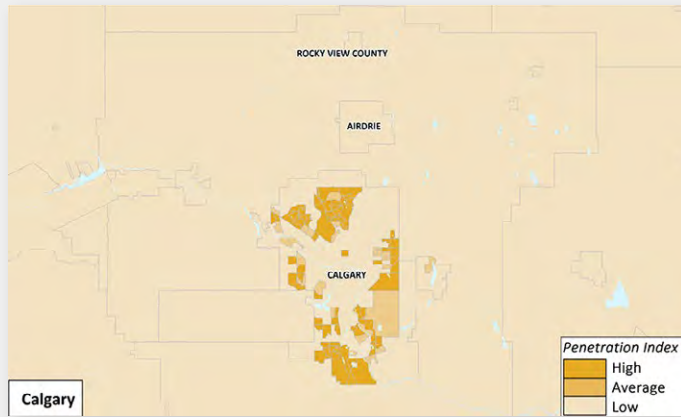
The multi-generational households of Multicultural Corners do many activities as a family. They engage in a lot of aerobic sports—swimming, skiing and tennis—as well as team sports like baseball, basketball and soccer. Finding much enjoyment in maintaining an active lifestyle, this cohort is particularly looking forward to hitting the gym and spending time outdoors post-COVID. Many residents value *Rejection of Authority*—telling researchers, “young people should be taught to question authority”. With their six-figure incomes, Multicultural Corners households have already achieved a level of upper-middle-class comfort. They're big purchasers of youth-oriented goods like toys, games, books and fast fashion from stores such as H&M, Old Navy, the Disney Store and Mastermind. These families like to go out and are a prime market for casual restaurants like Jack Astor's, Montana's and The Keg. As media consumers, Multicultural Corners residents increasingly look to the Internet, often downloading music, streaming TV, accessing news sites and reading restaurant reviews. Mobile phones are their digital platform of choice, and they're receptive to texted marketing messages. They also respond to out-of-home advertising placed in movie theatres, commuter trains, public washrooms and elevators.

How They Think

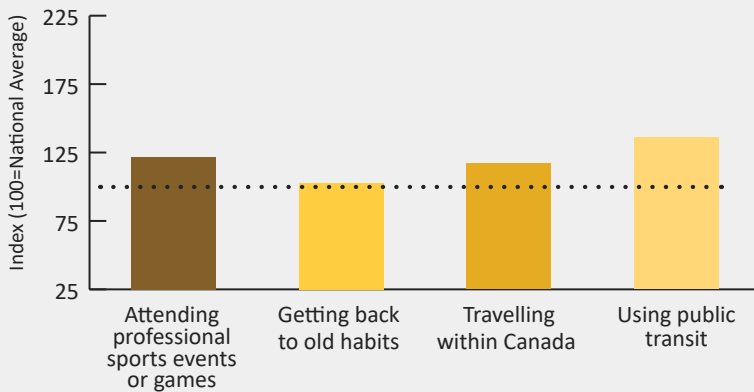
Having moved to Canada for a better life, the immigrant families of Multicultural Corners are striving to improve their lives and willing to defer pleasure to realize that goal (*Work Ethic*). These hard-working households put family first and are conservative in their views towards family structure (*American Dream, Traditional Families*). But they're also willing to set aside traditional moral codes in favour of more informal conventions; they accept that it's not always necessary to play by the rules or obey authority figures (*Rejection of Orderliness, Rejection of Authority*). As active members of their local religious community (*Religiosity*), they like to connect with smaller, close-knit groups in an authentic and sincere manner (*Personal Expression*). But many feel overwhelmed from juggling work and the needs of their large families, causing their *Need for Escape* from everyday responsibilities. As consumers, Multicultural Corners residents enjoy advertising for its aesthetics and look for brands that offer stimulating experiences (*Advertising as a Stimulus*). As a whole, these households have embraced the lives they have chosen and feel they deserve the rewards they enjoy (*Just Deserts*).

18. MULTICULTURAL CORNERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

aerobics
baseball
amusement parks
pro basketball games



SHOPPING

Mark's
Winners
Shoppers Drug Mart
Mastermind



TRADITIONAL MEDIA

NBA regular season on TV
Food Network
modern rock radio
health/fitness magazines



INTERNET

travel sites
purchase concert tickets online
career/job search online
watch a subscription-based video service



FOOD/DRINK

tortilla wraps
ginger ale
Mexican/burrito-style restaurants
Pizza Pizza



FINANCIAL

gas station quick pay card
mutual funds
term life insurance
donate to hospital foundations



AUTOMOTIVE

imported compact SUVs
three vehicles
Costco automotive products
2019 model year



SOCIAL

LinkedIn
Snapchat
Twitter
Instagram



MOBILE

watch movies on mobile phone
read e-books on mobile phone
listen to radio/podcast on tablet
compare products/prices on mobile phone



HEALTH

use massage therapy services

ATTITUDES

"An extramarital affair from time to time is not that serious"

"Protecting the environment is something that is important to me"

"Financial security is very important to me"

"I believe that young people should be taught to question authority"