Diverse, upper-middle-income city families

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. And in these busy neighbourhoods where one of the stronger values is Time Stress, residents like to wind down at kid-friendly venues: toy and game stores, amusement parks and casual family restaurants. They also 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. Many adults are ambitious—telling researchers, “You should seize opportunities in life when they arise”—so they sign up for university courses and enroll their children in programs offered through Learning Centres. But 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 (Primacy of the Family, 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). Active members of their local religious community (Religiosity), they like to connect with smaller, close-knit groups in an authentic and sincere manner (Social Intimacy, 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 sensual experiences and value (Advertising as a Stimulus, Sensualism, Importance of Price). On the whole, these households have embraced the lives they have chosen and feel they deserve the rewards they enjoy (Just Deserts).

Population: 860,964 (2.27% of Canada)
Households: 273,429 (1.83% of Canada)
Average Household Income: $127,639
Average Household Net Worth: $690,065
House Tenure: Own
Education: University/College/High School
Occupation: Service Sector/White Collar
Cultural Diversity Index: High
Sample Social Value: Religiosity

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Where They Live

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

HEALTH
- Use massage therapy services

ATTITUDES
- “I've often discussed the problems in my neighbourhood or municipality with people”
- “My religious beliefs are very important to me”
- “I tend to always buy the same beauty products”
- “It is very likely that, if a product is widely advertised, it will be a good product”

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