



S3 UPPER-MIDDLE
SUBURBIA

F3 MIDDLE-AGE
FAMILIES

Population:

1,036,868
(2.72% of Canada)

Households:

338,631
(2.25% of Canada)

**Average Household
Income**

\$145,442

**Average Household Net
Worth:**

\$627,552

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Need for Escape

Who They Are

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an *Effort Toward Health*, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

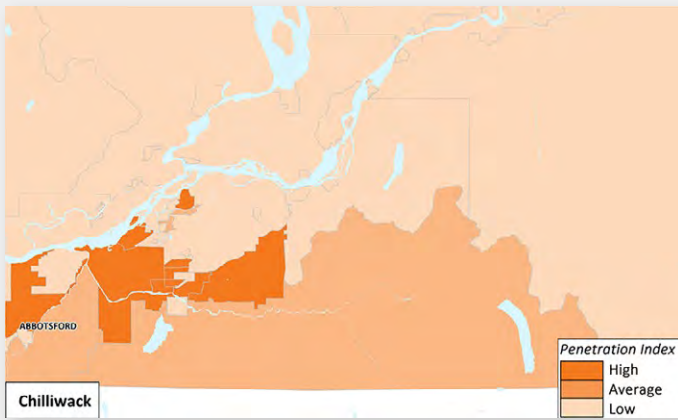
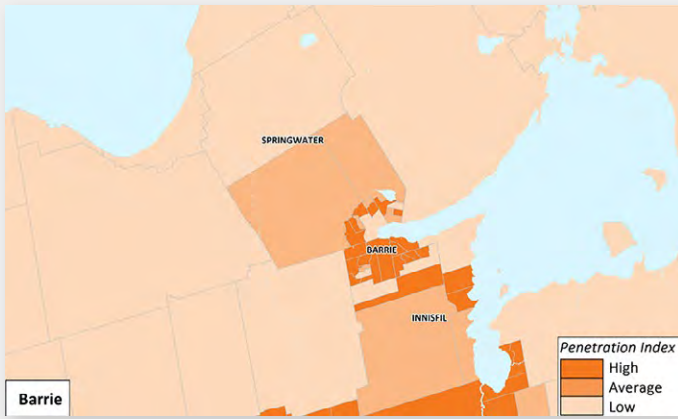
The members of Family Mode straddle two worlds: close enough to downtown for their work but far enough away to enjoy outdoorsy activities. These families like golfing, gardening, camping and power boating. Many residents belong to sports teams and spend their weekends playing basketball, baseball and volleyball. Their idea of a vacation is to pack up the RV or camper and hit the road to one of Canada's parks, relax at a beach or ski resort, or take a cruise. The adults are both financially savvy and philanthropic, supporting various charitable organizations. Many appear too busy for a lot of media. They're only average consumers of traditional media, enjoying the HGTV and E! channels on TV, new and traditional country music on the radio, and magazines like *Today's Parent* and *Style at Home*. Digital media for them is all about shopping, especially for books, groceries, travel deals and theatre tickets. A tough market for advertisers, Family Mode residents have modest rates for responding to direct mail, and they barely notice out-of-home messages or digital screens except on their commutes. These families are most looking forward to being able to attend professional sporting events post-COVID.

How They Think

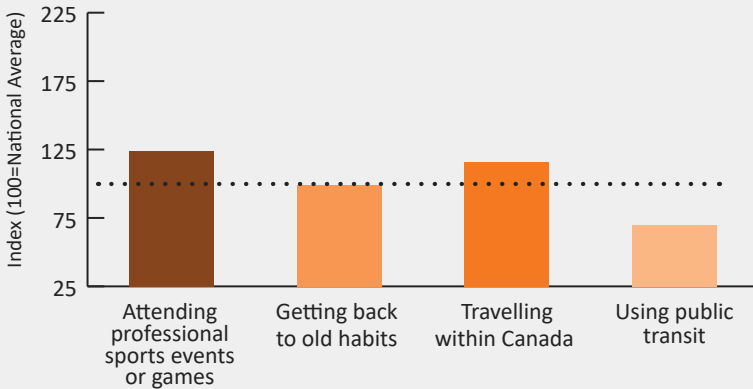
Family Mode residents have worked hard to achieve their upscale status, and they're sticking with the straightforward principles that got them there. They're content to live with a certain amount of chaos in their lives, however, they believe that it is important to regularly get away from those responsibilities and burdens (*Rejection of Order*). These mostly third-generation Canadians are open to diversity, even within their own families, and think that interacting with people from different backgrounds enriches their lives (*Racial Fusion*). They're more likely to define families based on the emotional commitment between people rather than any legal formalities (*Flexible Families*). Many have a strong sense of *National Pride*, believing it to be important that Canada holds a strong position in the world, while putting their obligations to their country ahead of their personal interests. They are also striving to leave a Legacy behind for future generations. They often feel overwhelmed by the stresses of daily life (*Need for Escape*). Strong on *Technology Anxiety*, this segment believes that new technologies are causing more problems than they are solving.

19. FAMILY MODE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

swimming
baseball
amusement parks
travel by RV/camper



SHOPPING

Winners
Old Navy
Mastermind
Home Depot



TRADITIONAL MEDIA

Family Channel
top 40 radio
The Hockey News
Today's Parent



INTERNET

listen to Internet-only music
service online
discount coupons on computer
research pets online
purchase theatre tickets online



FOOD/DRINK

tortilla wraps
granola bars
Pizza Hut
casual family restaurants



FINANCIAL

mutual funds
RESPs
group life insurance
spent \$5,000+/month
on credit cards



AUTOMOTIVE

intermediate SUVs
Ford/Lincoln
\$30,000-\$49,999 spent on vehicle
2013-2015 model years



SOCIAL

Pinterest
LinkedIn
Twitter
Reddit



MOBILE

research products or services on
mobile phone
access guides/reviews on tablet
watch subscription-based video
service on tablet
read magazines on mobile phone



HEALTH

used topical pain relief
3-5 times in past month

ATTITUDES

"Violence is a part of life. It's no big deal"

"How my personal information is stored by companies and the government is not very important to me"

"It is important that the country should hold a strong position in the world"

"I prefer people who act like everybody else, without trying to stand out"

