Suburban, upscale middle-aged families

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 health. Thanks to dual-income households, their upper-middle 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 motorcycles, boats and camping trailers. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating clubs.

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, canoeing 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 Food Network channels on TV, new and traditional country music on the radio, and magazines like Today’s Parent and Style at Home. And 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.

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 and have an optimistic view of the future (Rejection of Orderliness, Personal Optimism). 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 while satisfying their interest in exploration and discovery (Racial Fusion, Social Learning). 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 Duty, putting their obligations to others ahead of their personal interests and striving to leave a Legacy behind for future generations. Occasionally, those impulses leave them weary and yearning to find relief from the stresses of daily life (Need for Escape). Strong on Concern for Appearance, they are image driven and like to demonstrate their individuality with personal touches and unique flourishes (Pursuit of Originality).
Where They Live

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
- RESP's
- 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/services on phone
- access reviews on tablet
- subscription-based video on tablet

HEALTH
- Used topical pain relief 3-5 times in past month

ATTITUDES
- “It is important that the country should hold a strong position in the world”
- “I need to escape the stress and responsibilities of everyday life”
- “I have made plans for those I love after I die”
- “I am open to receiving relevant marketing messages on my mobile device”