

F2 DIVERSE
URBAN
FRINGE

Y2 YOUNGER
SINGLES
& COUPLES

Population:

404,136
(1.06% of Canada)

Households:

201,010
(1.34% of Canada)

**Average Household
Income**
\$84,831

**Average Household Net
Worth:**
\$514,388

House Tenure:
Own & Rent

Education:
University

Occupation:
White Collar/
Service Sector

Cultural Diversity Index:
High

Sample Social Value:
Status via Home

Who They Are

One of four predominantly Asian segments, New Asian Heights reflects the emergence of younger, educated singles and couples living in new high-rise buildings in the urban fringe of Toronto and Vancouver. Nearly three-quarters are foreign-born, most having immigrated since 1990. Almost 40 percent speak a non-official language, with high rates for Mandarin and Cantonese. Still early in their careers, these young adults earn relatively modest salaries from jobs in the sciences, arts and culture, and information and technology. But their parents may be helping with their steep housing costs; the average dwelling value is nearly \$500,000. The increasing popularity of condo living among younger Canadians is evident in New Asian Heights, where nearly 90 percent of households are condo owners or renters. And with relatively few raising children, residents here have enough disposable income to enjoy a lively lifestyle close to downtown amenities. These fitness-conscious households score high for practicing yoga, jogging and working out at a health club. Many also lead busy online lives, logging on to websites for dating, finding jobs and connecting with friends. With their openness to diverse cultures, they respond to marketing messages that support *Multiculturalism*.

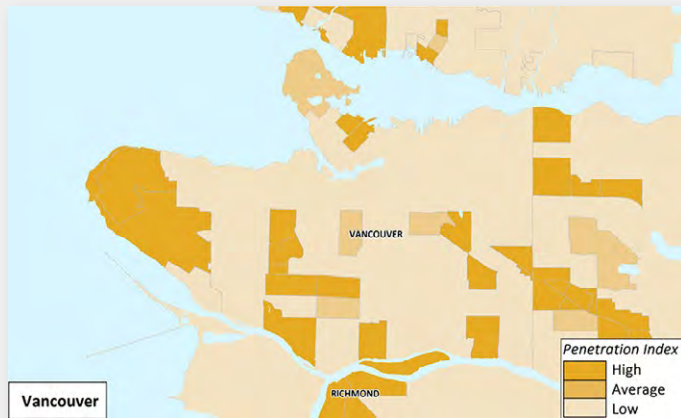
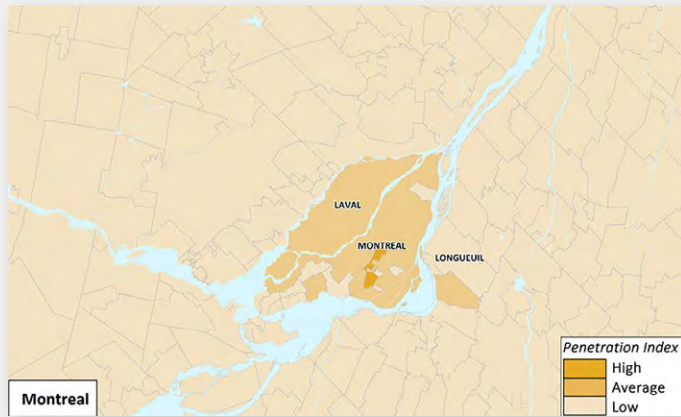
New Asian Heights members enjoy city life, going out to pubs and sports bars, meeting friends at Japanese and Indian restaurants, and attending live music performances—from opera and jazz to rock and country. They like to shop at Zara and splurge on pricey tickets to professional sporting events. Top activities this cohort is looking most forward to doing after the end of COVID-19 is shopping in-store and getting back to the gym. Their modest incomes have not stopped them from travelling to Asia, Europe and the U.S.; on their last vacation, they spent at least \$2,000. Their spendthrift ways leave relatively little for investments and building a nest egg. Typical of younger immigrant segments, New Asian Heights members turn to their mobile phones for most of their media. They access sites to stream music, read e-books, watch TV and read magazines. And few segments are as comfortable using their phones as instruments of e-commerce to acquire clothes, computer gear, books and tickets to plays and movies. With their active lifestyles, these Canadians are responsive to many out-of-home advertising channels—from posters in buses, transit shelters and subways to screens in malls, retail stores and elevators.

How They Think

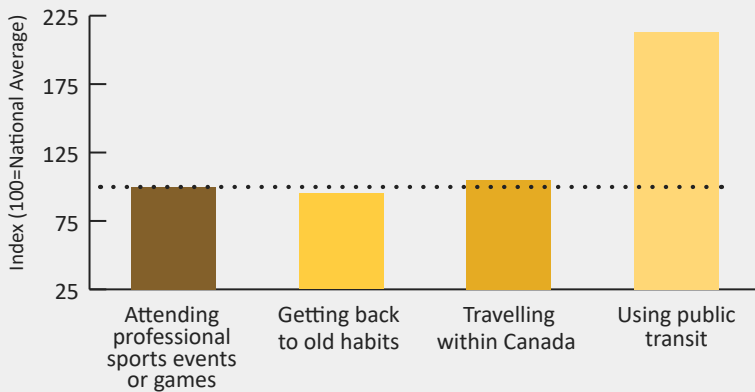
New Asian Heights residents thrive in their fast-paced urban environment (*Adaptability to Complexity*) and feel that one's home is an extension of their image, thus equip their homes in a way that will impress others (*Status via Home*). Socially progressive, they're open-minded about romantic relationships (*Sexual Permissiveness*) and believe that young people should be given the same freedom as adults. Many in this group believe it is important to try new products, vacation spots and foods just for the pleasure of the novelty, and their *Attraction for Crowds* helps them make connections with others while taking part in these new experiences. Having recently established themselves in Canada, the young adults of New Asian Heights like to show off their home and buy products that express their social standing (*Need for Status Recognition*). Their desire to impress others through their purchases can be encouraged with attractive marketing campaigns (*Ostentatious Consumption, Advertising as Stimulus*). These young and hip consumers are ever in *Pursuit of Novelty*, seeking out what's new and what's hot, and they like to apprise others of their favourite products and services (*Consumption Evangelism*). They prefer large, established companies that offer well-known brands (*Skepticism Toward Small Business, Importance of Brand*).

20. NEW ASIAN HEIGHTS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

gourmet cooking
 jogging
 rock concerts
 film festivals



SHOPPING

Banana Republic
 Hudson's Bay
 Lululemon
 Apple (retail store)



TRADITIONAL MEDIA

TV late night talk shows
 MTV Canada
 jazz radio
 tech/science magazines



INTERNET

career/job search sites
 beauty/fashion sites
 music streaming
 online dating



FOOD/DRINK

organic fruits and vegetables
 craft beer
 coffee/donut shops
 Asian restaurants



FINANCIAL

stocks
 investments through bank
 condo home insurance
 TD Canada Trust



AUTOMOTIVE

imported compact SUVs
 imported trucks
 Mazda
 listen to podcast in vehicle



SOCIAL

WhatsApp
 Instagram
 LinkedIn
 Reddit



MOBILE

read newspapers on mobile phone
 watch TV on mobile phone
 click on an Internet ad on mobile phone
 compare products on tablet



HEALTH

use store-bought orthotic insoles

ATTITUDES

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

"It is important to me that people admire the things I own"

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

"It is acceptable to use physical force to get something you really want"

