Younger, educated Asian singles and couples

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. Despite modest incomes, they like to shop at Lululemon Athletica and spring for pricey tickets to professional sports events. Nor have tight budgets stopped them from travelling to Asia, Europe and the U.S.; on their last vacation, they spent at least $2,000. But 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 are less inclined to conform to society’s rules and regulations (Rejection of Authority). Socially progressive, they’re open-minded about romantic relationships (Sexual Permissiveness) and believe that young people should be given the same privileges and responsibilities as adults (Equal Relationship with Youth). Many consider themselves citizens of the world (Global Consciousness), and their Attraction for Crowds helps them make connections with others. 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 (Status via Home, Need for Status Recognition). And 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).
Where They Live

How They Live

LEISURE
- gourmet cooking
- jogging
- rock concerts
- film festivals

SHOPPING
- Banana Republic
- Hudson’s Bay
- Lululemon Athletica
- 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 phone
- watch TV on phone
- click on an Internet ad on phone
- compare products on tablet

HEALTH
- Use store-bought orthotic insoles

ATTITUDES
- “I am willing to sacrifice my time with my family in order to get ahead”
- “It is important to me that people admire the things I own”
- “From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation”
- “I am comfortable sharing my personal information with social media sites”

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