



S3 UPPER-MIDDLE
SUBURBIA

Y3 YOUNG
FAMILIES

Population:

427,334

(1.12% of Canada)

Households:

146,713

0.98% of Canada)

Average Household Income

\$137,843

Average Household Net Worth:

\$394,068

House Tenure:

Own

Education:

College/Trade School/
High School

Occupation:

Blue Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Flexible Families

Who They Are

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, an upper-middle class suburban lifestyle found mostly in Alberta's large and midsize cities like Airdrie, Grand Prairie, Edmonton and Calgary. These younger and middle-aged households are among the nation's most mobile, with 60 percent having moved in the last five years. Nearly two-thirds of the maintainers are under 45 years old, and most of the children in these households are between the ages of 5 and 24. Originally attracted to Alberta's oil boom during the early 2000s, residents have turned moderate educations into well-paying blue- and grey-collar jobs and upper-middle incomes. With three-quarters of the housing built since 2006, residents own a mix of single-detached, semi-detached and row houses valued around \$400,000. In their free time, these family households have high rates for participating in team sports like hockey, baseball and curling. Their idea of weekend entertainment is going to a sports bar, rock concert or food and wine show. Given their high-energy approach to life, it's not surprising they value a healthy diet and regular exercise (*Effort Toward Health*).

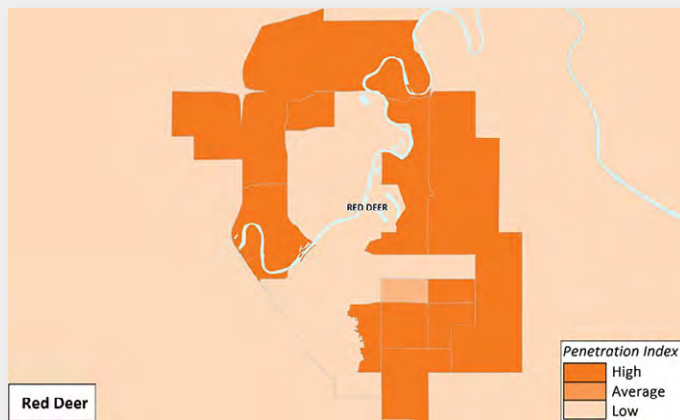
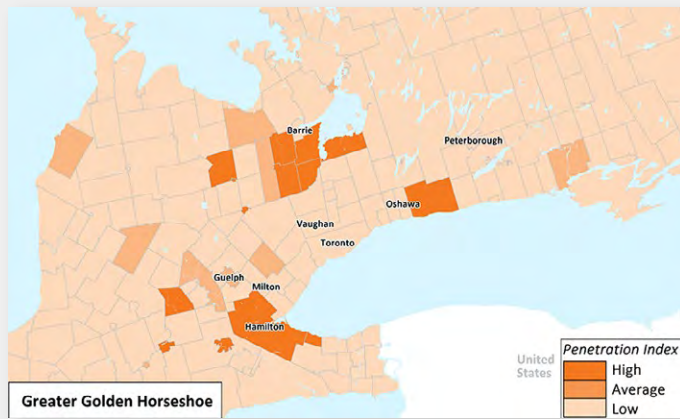
The suburban families of All-Terrain Families have created a child-centred lifestyle. They enroll their kids in lots of sports programs, typically shuttling them around in intermediate SUVs and large trucks. On weekends, they head to kid-friendly destinations like amusement parks, zoos and aquariums, making regular stops at burger joints and coffee shops. Parents in this cohort are looking forward to having their children back in school post-COVID, as it's a daily challenge to carve out me-time to do crafts, take a yoga class or enjoy a dinner date at a favourite steakhouse. Living close to rugged country, these households often own campers, boats and fishing and hunting equipment. As a result they have little interest in most media, too busy to read a newspaper or magazine other than *The Hockey News* or *Live Better* and mostly limiting their TV viewing to sports, reality shows and DIY programs. However, their mobile phones keep them connected to the digital world, where they often access news sites, personal banking applications, search maps and shop for essentials. On the road, these families pay attention to billboard ads.

How They Think

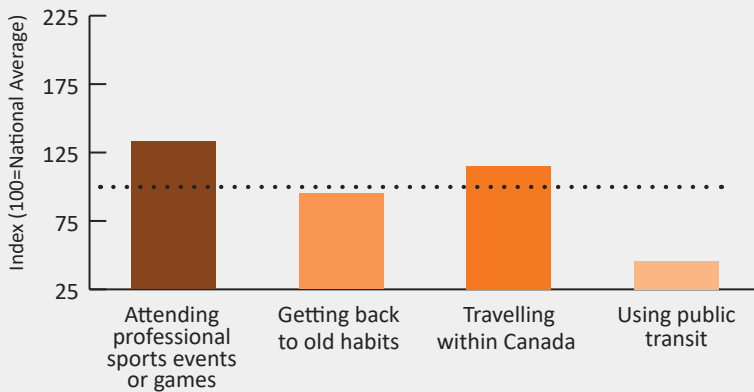
Members of All-Terrain Families are hard-working Canadians who believe people get what they deserve, for good or bad, based on the choices they make (*Just Deserts*). They highly value the idea of taking greater risks in life to get what they like (*Penchant for Risk*), and with many of their jobs in primary industries, they accept today's environmental problems as necessary for job creation and economic advancement (*Ecological Fatalism*). Financially secure and hopeful about the future, they use reason rather than emotion when making decisions (*Financial Security, Personal Optimism, Emotional Control*), but they also believe people need to take risks to succeed (*Penchant for Risk*). Occasionally, isolation and economic downturns lead this group to feelings of alienation as they strive to obtain the 'Canadian Dream', and the overwhelming stresses of their busy lives cause many to feel the *Need for Escape*. Status-conscious, they seek to gain the respect of others through their image and dress (*Concern for Appearance*). Indeed, they describe themselves as enthusiastic consumers who enjoy the thrill of the purchase (*Joy of Consumption*) and don't spend time researching products beforehand (*Buying on Impulse*).

24. ALL-TERRAIN FAMILIES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

power boating
hockey
dancing/nightclubs
travel by RV/camper



SHOPPING

Walmart
Sport Chek
big-box/warehouse stores
gas station rewards programs



TRADITIONAL MEDIA

TV reality shows
TSN
modern rock radio
Outdoor Canada



INTERNET

home improvement/décor sites
download music/MP3 files online
subscription-based
video streaming
purchase toys/games online



FOOD/DRINK

frozen peas, corn, cut green beans
sports energy drinks
burger restaurants
taco restaurants



FINANCIAL

stocks/bonds
mobile banking
term life insurance
overdraft protection



AUTOMOTIVE

large pickup trucks
compact SUVs
domestic vehicles
2010-2016 model years



SOCIAL

Twitter
Snapchat
LinkedIn
social media on mobile phone



MOBILE

access news on mobile phone
play games on mobile phone
listen to radio on tablet
sports apps



HEALTH

are physically active

ATTITUDES

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

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

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

"I prefer people who pursue their own happiness above all else"