



S3 UPPER-MIDDLE
SUBURBIA

F3 MIDDLE-AGE
FAMILIES

Population:

969,065

(2.54% of Canada)

Households:

345,953

(2.30% of Canada)

Average Household Income

\$127,534

Average Household Net Worth:

\$551,442

House Tenure:

Own

Education:

Mixed

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Rejection of Order

Who They Are

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for *Need for Escape*, making a conscious effort to escape the stress and responsibilities of every day life once in a while.

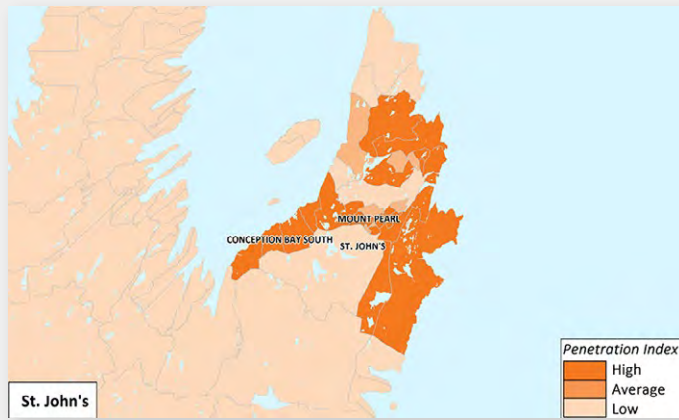
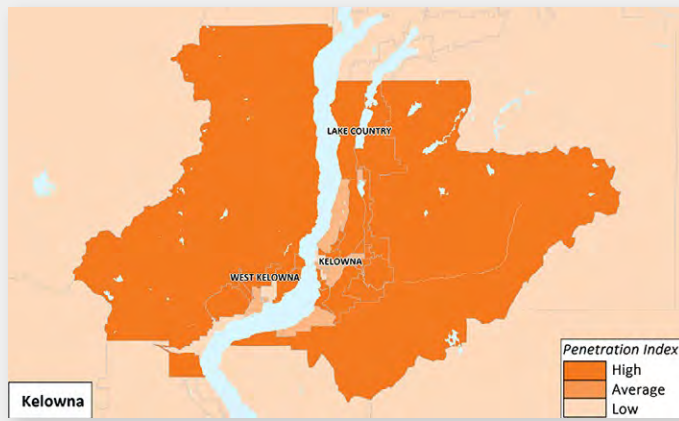
With their solid incomes, Suburban Sports members have the means to enroll their kids in soccer camp while they take a cruise or a sightseeing trip to Mexico. This cohort also enjoys travelling within Canada, especially British Columbia, and this is one of the things they are most looking forward to post-COVID. These households frequent a wide range of cultural activities, from theatre performances to rock and country music concerts. Regular exercise is important in this segment—and not just for kids. The adults like to bowl, golf and take Pilates classes. They're proud of their suburban homes and spend weekends doing landscaping, electrical and plumbing DIY projects before inviting friends over for a glass of wine or Canadian rye whisky around their living room fireplace. They also like to dine out, packing their families into a large domestic pickup or compact SUV and heading to casual family restaurants like Earls, Milestones and Montana's. While not the earliest tech adopters, they have embraced mobile phones and smart devices—TVs, watches and speakers—for entertainment as well as text messaging, responding to classified ads and downloading coupons. Traditional media is still popular however; Suburban Sports residents watch curling and football on TV, listen to classic rock and country music on the radio and read outdoor magazines.

How They Think

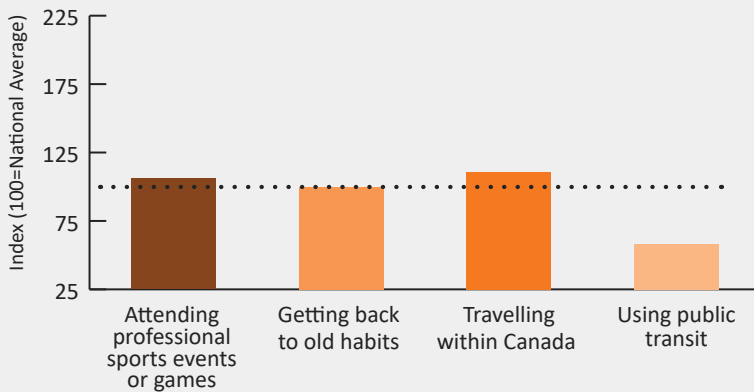
The members of Suburban Sports have relied on their strong *Work Ethic* to achieve upper-middle-class status and now want to instill in their children the principle of deferring pleasure and working hard to realize greater gains in the future. Despite their solid incomes, they still have *Financial Concern Regarding the Future*, especially since they want to leave a *Legacy* for future generations. These households also have a socially progressive streak, believing that other cultural groups should be allowed to preserve their traditions (*Racial Fusion*) and supporting diversity within families (*Flexible Families*). Many define their identity through their *National Pride* and believe that Canada should hold a strong position in the world. But they also care deeply about their local communities and believe that getting involved in the political process can make a difference (*Civic Engagement, Rejection of Authority*). This altruism extends to the marketplace: They tend to make purchase decisions based on the ethics of a company—whether it treats employees fairly, tests its products on animals or participates in corrupt trade practices (*Ethical Consumerism*).

25. SUBURBAN SPORTS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

yoga/Pilates
golf
rock concerts
pubs/sports bars



SHOPPING

Mark's
Moore's
craft supply stores
Wayfair.ca



TRADITIONAL MEDIA

TV NFL football
Discovery Channel
new country music radio
People



INTERNET

classifieds sites
discount coupons on computer
banking/finance apps
travel purchase online



FOOD/DRINK

Greek yogurt
cider
casual family restaurants
Milestones



FINANCIAL

mutual funds
RESPs
guaranteed life insurance
donate to educational groups



AUTOMOTIVE

large pickup trucks
compact SUVs
Buick/Cadillac/Chevrolet/GMC
\$30,000-\$49,999 spent on vehicle



SOCIAL

Snapchat
YouTube
Pinterest
audio podcasts



MOBILE

fitness trackers
place/respond to classified ad on mobile phone
access health content on mobile phone
watch subscription video service on tablet



HEALTH

use cough syrup
6+ times/month

ATTITUDES

"I believe that young people should be taught to question authority"

"Teenagers should have the same freedom as adults"

"The country should hold a strong position in the world"

"Life in the country is much more satisfying than life in the city"