Upper-middle-income, younger and middle-aged suburbanites

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 single-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 Primacy of the Family, making personal sacrifices to meet the needs of their family.

With their solid incomes, Suburban Sports members have the means to enroll their kids in soccer camp while they take a cruise or sightseeing trip to Mexico. These households frequent a wide range of cultural activities, from art galleries and 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 coolers or Canadian rye whisky around their living room fireplace. But 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 country and gospel 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 (Multiculturalism) and supporting diversity within families (Racial Fusion). 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 (Community Involvement, Rejection of Inequality). 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).
Where They Live

How They Live

LEISURE
- yoga/Pilates
- golf
- rock concerts
- pubs/sports bars

SHOPPING
- Mark’s Moores
- 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
- $30,000-$49,999 spent on vehicle

SOCIAL
- Snapchat
- YouTube
- Pinterest
- audio podcasts

MOBILE
- fitness trackers
- access classified ads on phone
- health content on phone
- subscription video service on tablet

HEALTH
- Use cough syrup 6+ times/month

ATTITUDES
- “I’ve often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality”
- “My family is my number one priority over all else”
- “Looking at my finances in the coming years, I think it’s going to get worse”
- “Regular exercise is an important part of my life”