



**F1** UPSCALE  
URBAN  
FRINGE

**F2** LARGE  
DIVERSE  
FAMILIES

**Population:**

387,710

(1.02% of Canada)

**Households:**

114,383

(0.76% of Canada)

**Average Household  
Income**

\$155,652

**Average Household Net  
Worth:**

\$1,880,704

**House Tenure:**

Own

**Education:**

University

**Occupation:**

White Collar

**Cultural Diversity Index:**

High

**Sample Social Value:**

*Traditional Family*

## Who They Are

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, more than one third of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case, Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at more than \$1.2 million, typically in satellite cities such as Toronto's Richmond Hill and Markham, and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (*Status Via Home*), they buy furnishings and decor items from both retail stores and e-commerce sites.

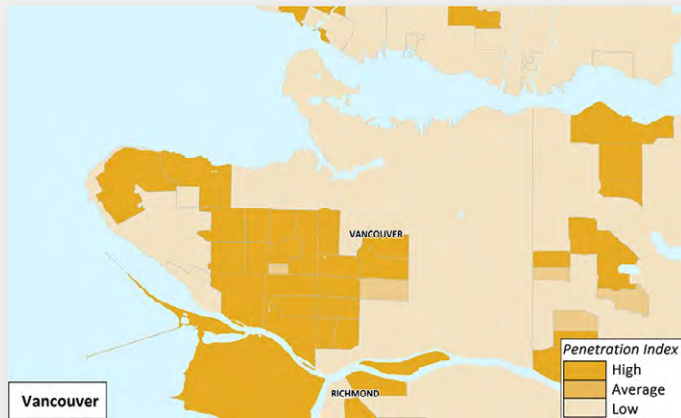
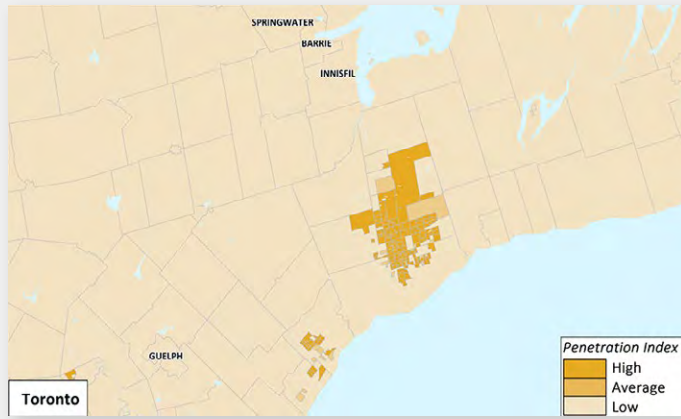
Few segments have exhibited more wanderlust than Asian Sophisticates. In surveys, members rank near the top in a dozen travel categories—from visiting Europe and the Caribbean to booking cruises, buying resort packages and staying at bed and breakfasts. They come home to showplaces outfitted with the latest kitchen appliances, stylish furniture and well-tended landscapes; they have one of the highest rates for using professional gardening services. They prefer high-brow entertainment, often going to a ballet, opera or symphony. With their expressed desire to impress others, they like to be first with wearable tech gadgets like smart watches and fitness trackers. They download virtually every free app—for banking, news, weather and games—at high rates. And though these middle-aged families and children frequent a number of fashion-forward clothing chains—including Holt Renfrew, H&M and Zara—they prefer the convenience of shopping online using their computer, mobile phone or tablet. And they'll use any platform within easy reach to watch movies, read e-books, make investments, access restaurant reviews and, of course, discover their next travel destination. They significantly increased their consumption of audio and video streaming during COVID-19.

## How They Think

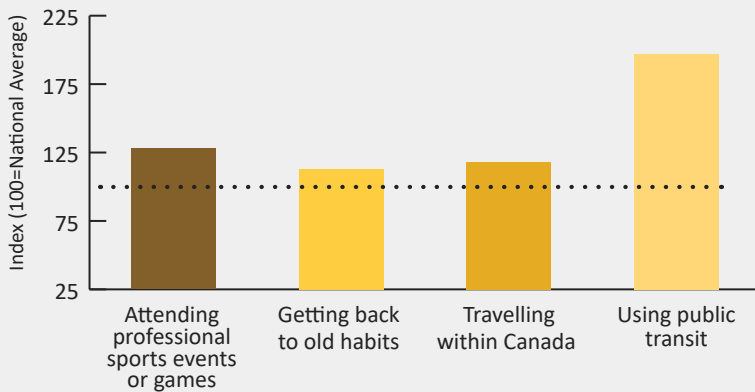
Members of Asian Sophisticates display values of confidence, engagement and materialism, and they rarely feel threatened by the pace of change (*Adaptability to Complexity*). Financially secure, they've achieved an average net worth of nearly two million dollars, which allows them to indulge in the *Ostentatious Consumption* of luxury goods. Many then share their finds with friends (*Consumption Evangelism*) as they strive to impress others with their good taste (*Need for Status Recognition*). These family-oriented members stick to the traditional form of family and have a strong desire to leave a legacy after death (*Traditional Family, Legacy*). They also enjoy mixing with large groups (*Attraction to Crowds*), though they have little interest in incorporating the influences of other cultures into their lives (*low on Culture Sampling*). Strong on *Advertising as Stimulus*, they appreciate well-designed ads and notice them in bus shelters, subway platforms, shopping malls, gas stations and elevators. These sophisticated shoppers value authenticity and are more likely to buy products that provide a deeper brand experience, especially if they're offered in the store or website of a large retailer (*Brand Genuineness, Confidence in Big Business*).

### 03. ASIAN SOPHISTICATES

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

yoga/Pilates  
 racquet sports  
 classical music concerts  
 casinos



### SHOPPING

H&M  
 Mountain Equipment Co-op  
 camera and finishing stores  
 purchase electronics online



### TRADITIONAL MEDIA

CP24  
 jazz radio  
 technology/science magazines  
*The Globe and Mail*



### INTERNET

investment sites  
 shopping online  
 purchase sports equipment  
 watch free streaming videos



### FOOD/DRINK

organic meat  
 nuts  
 herbal tea  
 Japanese restaurants



### FINANCIAL

American Express Gold/Platinum  
 stocks  
 group life insurance  
 full-service investment broker



### AUTOMOTIVE

compact premium cars  
 \$40,000+ spent on vehicles  
 Toyota/Lexus  
 2017-2019 model years



### SOCIAL

Reddit  
 WhatsApp  
 YouTube  
 Instagram



### MOBILE

watch videos on tablet  
 read magazines on mobile phone  
 access LinkedIn on mobile phone  
 free budgeting apps



### HEALTH

participate in vigorous  
 physical activities

### ATTITUDES

*"I buy the latest high-tech gadgets before most people I know"*

*"It is one of my goals in life that, when I die, I leave as much money as I can to others"*

*"It is important that people admire the things I own"*

*"I prefer to shop online for convenience"*