



F3 MIDSCALE
URBAN
FRINGE

F2 LARGE
DIVERSE
FAMILIES

Population:

344,606
(0.90% of Canada)

Households:

91,975
(0.61% of Canada)

Average Household Income

\$101,026

Average Household Net Worth:

\$517,275

House Tenure:

Own & Rent

Education:

Grade 9/High School

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

High

Sample Social Value:

Traditional Family

Who They Are

Home to the largest concentration of South Asian residents, South Asian Society has changed little over the last decade. It still consists of first and second generation Sikh, Hindu and Muslim families living in places like Surrey, Abbotsford and Brampton. More than 80 percent identify as visible minorities; two-thirds as South Asian. Nearly half speak a non-official language, mostly Punjabi. In their urban fringe neighbourhoods, households often contain large families with middle-aged parents and children of all ages. One in six contains a multi-generational family—highest among all segments. With modest educations, South Asian Society adults hold jobs in transportation, manufacturing, trades and services. Multiple breadwinners under the same roof help boost household incomes to average levels. Residents tend to own or rent a duplex, low-rise apartment or single-detached home. The segment's wide age span results in varied leisure pursuits, with high rates for enjoying zoos, carnivals, markets, football games and outdoor stages. Seeing their homes as extensions of their image, many decorate their residences in a manner intended to impress others (*Status via Home*).

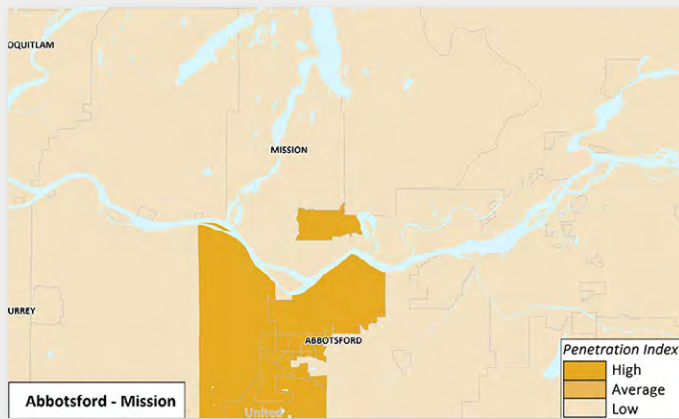
To reach the members of South Asian Society, businesses need to think outside the box—with out-of-home advertising. Eager to discover all their adopted country has to offer, they notice ads and digital screens on buses, subway platforms, retail stores and sports venues, especially baseball and football stadiums. This segment is especially looking forward to going to the gym post-COVID. They enjoy going to sports bars, pop music concerts and casinos, and with their eclectic tastes, dining out in South Asian Society may mean going to an Indian or Asian restaurant, a Greek diner or a Japanese sushi bar. At home, media tastes are also varied. Online, residents like to download music, listen to podcasts, check out job listings and connect with friends; they're addicted to Facebook, YouTube, Instagram, Pinterest and Snapchat. They also use their computers and mobile phones to buy cosmetics, video games and movie tickets. Offline, they watch a lot of TV, including reality shows, international news, cooking programs and sports, particularly their beloved cricket, European soccer and NHL hockey. Indeed, many segment households own three or more TVs, typically a smart TV to go with their smartphone, smart watch and smart home.

How They Think

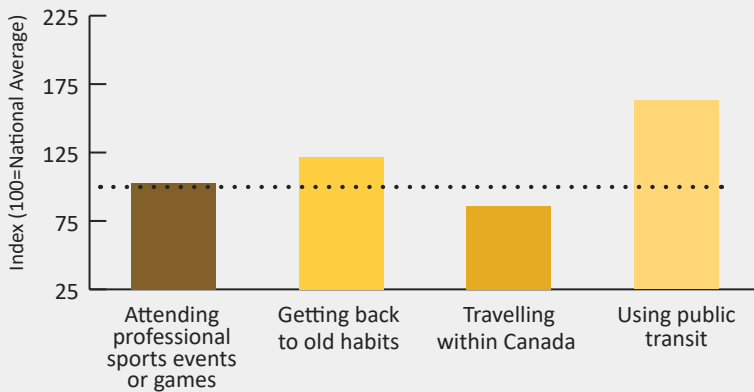
The members of South Asian Society get their core values from faith and tradition, believing firmly in the conventional definition of family and the father's position as the head (*Religiosity, Patriarchy, Traditional Families*). They believe in the *North American Dream* and the idea that, even in middle age, they can start anew and succeed if they work hard enough. They are also proud to be Canadian and grateful for the opportunities Canada has afforded them (*National Pride*). Their immigrant experience may contribute to their willingness to take risks in life and their conviction that they have the power to effect change (*Penchant for Risk, Personal Control*). They're comfortable questioning rules (*Rejection of Authority*) and believe everyone has a *Social Responsibility* to help the less fortunate. In the marketplace, they're enthusiastic consumers and enjoy their role as influencers among their peer group (*Ostentatious Consumption, Consumption Evangelism*). Early adopters, they gravitate to new and cutting-edge products—particularly from well-known brands—that set them apart from others (*Pursuit of Novelty, Pursuit of Originality, Importance of Brand*). To discover these offerings, they are drawn to advertisements that are aesthetically pleasing (*Advertising as Stimulus*).

30. SOUTH ASIAN SOCIETY

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness clubs
 outdoor stages
 carnivals, fairs and markets
 pro football games



SHOPPING

H&M
 Hudson's Bay
 factory outlet stores
 cosmetics/skin care stores



TRADITIONAL MEDIA

HGTV
 OOH ads on subway platforms
 top 40 radio
 newspaper arts and entertainment section



INTERNET

auction sites
 stream movies on Amazon Prime
 watch music videos
 purchase clothing/footwear online



FOOD/DRINK

\$250+ spent on groceries/week
 diet colas
 fruit and vegetable stores
 Indian restaurants



FINANCIAL

mutual funds
 online trading TFSAs
 condo home insurance
 mobile wallet



AUTOMOTIVE

small vans
 imported intermediate cars
 Toyota
 three vehicles



SOCIAL

Twitter
 LinkedIn
 WhatsApp
 Snapchat



MOBILE

surf the Internet on mobile phone
 video phone calls on mobile phone
 career/job search on tablet
 listen to radio/audio content on tablet



HEALTH

very likely to consider laser eye surgery

ATTITUDES

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

"The father of the family must be the master in his own house"

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

"From time to time, I'd like to do things that are dangerous and forbidden, just for the sake of the risk and the sensation"