# Middle-aged, middle-income South Asian families

## 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 manufacturing, the trades and services. But 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. 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 controller hub.

## 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 and sense of *Financial Security* 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 (*Joy of 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*).

---

**Population:** 311,734  
(0.82% of Canada)

**Households:** 79,941  
(0.53% of Canada)

**Average Household Income:** $99,045

**Average Household Net Worth:** $528,523

**House Tenure:** Own & Rent

**Education:**  
Grade 9/High School

**Occupation:**  
Blue Collar/Service Sector

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*North American Dream*
Where They Live

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 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 phone
- video phone calls on phone
- career/job search on tablet
- listen to radio on tablet

HEALTH
- Very likely to consider laser eye surgery

ATTITUDES
- “It is important to have a more intense and more spiritual inner life”
- “The father must be the master in his house”
- “Advertising is useful in helping me make a choice when buying”
- “I often offer advice to people who consult me before they shop for certain items”