



F3 MIDSCALE
URBAN
FRINGE

F3 MIDDLE-AGE
FAMILIES

Population:

828,461

(2.17% of Canada)

Households:

275,619

(1.83% of Canada)

Average Household Income

\$100,322

Average Household Net Worth:

\$524,162

House Tenure:

Own & Rent

Education:

University/High School/
Grade 9

Occupation:

Mixed

Cultural Diversity Index:

High

Sample Social Value:

Pursuit of Originality

Who They Are

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese and Mandarin in recent years. These neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value of over \$525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts. Seeking to connect with others in their communities, they respond to messages that recognize their *Attraction for Crowds*.

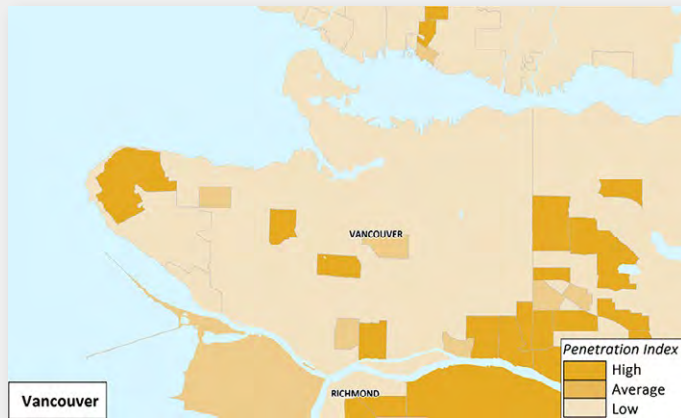
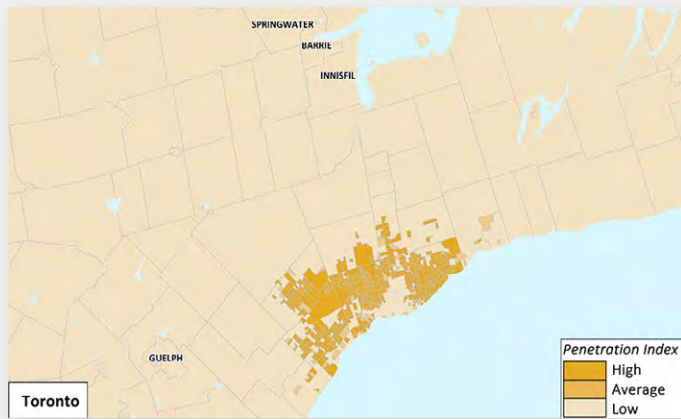
The mix of ages, families and ethnicities in Metro Melting Pot creates a varied lifestyle. The presence of older children results in high rates for athletic activities like basketball, yoga and racquet sports, and the whole family enjoys a trip to a wings-and-skins restaurant like Swiss Chalet, Milestones or Jack Astor's. Fans of designer labels for midscale budgets, they tend to shop at Joe Fresh, Hudson's Bay and H&M. These families also enjoy spending time outdoors, which is one of the activities they are most looking forward to post-COVID. They're more willing to splurge on home electronics like video gaming systems, voice-activated smart speakers, smart security systems and smart home appliances. For many, the Internet is a tool for communication and entertainment. They go online—typically using a computer or mobile phone—for posting in chatrooms, dating, accessing paid entertainment and sharing content with friends. They're otherwise average consumers of traditional media, though they watch a lot of music videos, talk shows and sports on TV, and listen to news and morning radio on their commute to work. In their city neighbourhoods, they pay attention to out-of-home ads on buses, taxis and subway platforms.

How They Think

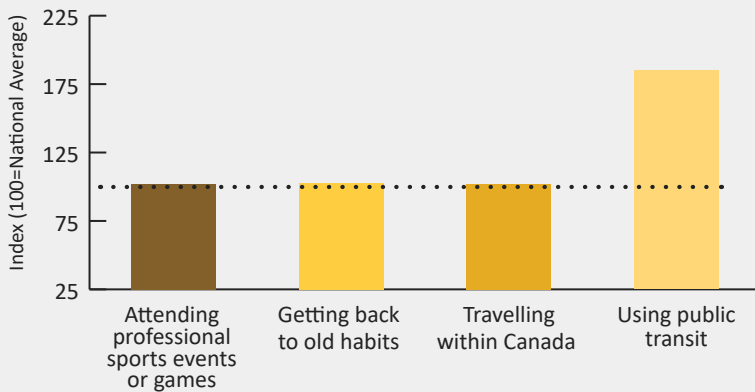
The families of Metro Melting Pot have embraced *Multiculturalism* and believe people from other cultures should retain their cultural identities. With many new to their adopted country, they strive to earn the respect of others (*Need for Status Recognition*) and demonstrate their social status through their acquisitions and stylish homes (*Ostentatious Consumption, Status via Home*). They admit the challenges of daily life lead to *Time Stress*, and they feel that forces beyond their control determine their future (*Fatalism*). To cope, they seek to live life to the fullest (*Pursuit of Intensity*), are willing to take risks to achieve their goals (*Penchant for Risk*) and use physical force to obtain what they really want. As consumers, members of Metro Melting Pot like to feel different from others with products that express their individuality (*Pursuit of Originality*). They appreciate new and well-designed products, particularly if they're from established brands (*Pursuit of Novelty, Importance of Aesthetics, Importance of Brand*). They're enthusiastic about purchases in their areas of interest (*Consumptivity*), sharing the products they prefer with their peer group (*Consumption Evangelism*). Aesthetically pleasing ads typically grab their attention (*Advertising as Stimulus*).

31. METRO MELTING POT

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

soccer
 basketball
 zoos/aquariums/farms/
 animal parks
 film festivals



SHOPPING

Winners
 Hudson's Bay
 Best Buy
 children's clothing stores



TRADITIONAL MEDIA

Sportsnet 360
 dance music radio
 entertainment/celebrity magazines
 newspaper fashion/lifestyle section



INTERNET

beauty/fashion sites
 discount coupons on computer
 career/job search online
 purchase movie tickets online



FOOD/DRINK

chunk/block cheese
 herbal tea
 bulk food stores
 fast casual restaurants



FINANCIAL

GICs
 gas station quick pay card
 online stock trading
 mobile banking



AUTOMOTIVE

imported compacts
 small vans
 Honda
 leased cars



SOCIAL

WhatsApp
 LinkedIn
 Reddit
 dating platforms



MOBILE

video apps
 picture/video messaging on
 mobile phone
 use camera on mobile phone
 watch YouTube videos on tablet



HEALTH

use back pain relievers 6+
 times/month

ATTITUDES

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

"Getting married and having children is the only real way of having a family"

"It is important to me that people admire the things I own"

"To spend, to buy myself something new, is one of my greatest pleasures in life"