



U2 URBAN OLDER

F3 MIDDLE-AGE FAMILIES

Population:

604,836
(1.59% of Canada)

Households:

213,828
(1.42% of Canada)

Average Household Income
\$95,431

Average Household Net Worth:
\$334,169

House Tenure:
Own

Education:
High School/Grade 9/
College

Occupation:
Blue Collar/
Service Sector

Cultural Diversity Index:
High

Sample Social Value:
Technology Anxiety

Who They Are

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value *Technology Anxiety*.

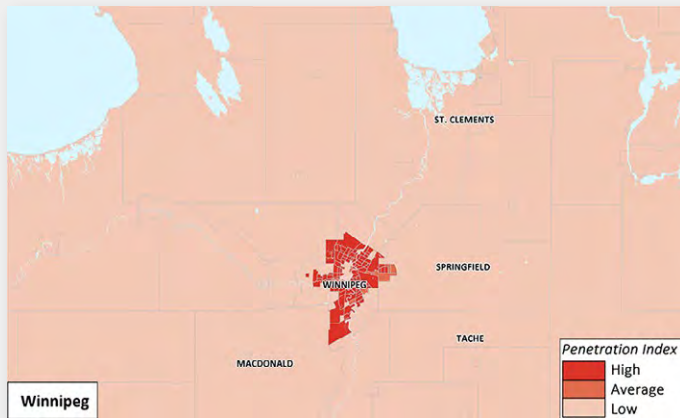
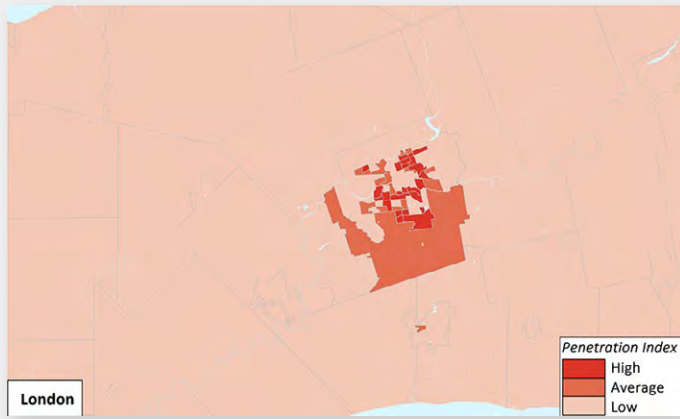
The members of Middle-Class Mosaic enjoy a mellow urban lifestyle. They stay centred doing yoga and aerobics, quietly sewing and completing craft projects, and reading entertainment and science magazines. A splurge with their children means taking them to an action movie, zoo or aquarium. And many of their older children participate in team sports, playing weekend hockey and baseball. Budget conscious, Middle-Class Mosaic consumers belong to a number of rewards programs and shop for casual clothing at stores like Mark's, Winners and Walmart. When they want to get away, they might hit the road to go camping or try their luck at a casino. When it comes to their media tastes, these households are somewhat old fashioned. They like reading print-based daily newspapers and while only average radio listeners, they tune in to everything from religious programs to hip-hop music. However, many are adopting digital media, going online to read e-books, listen to audiobooks, clip coupons and access beauty and fashion content. They remain receptive to all kinds of direct mail and out-of-home advertising placed everywhere from sports venues to office elevators. Once COVID-19 restrictions are lifted, they are looking forward to attending professional and non-professional sporting events.

How They Think

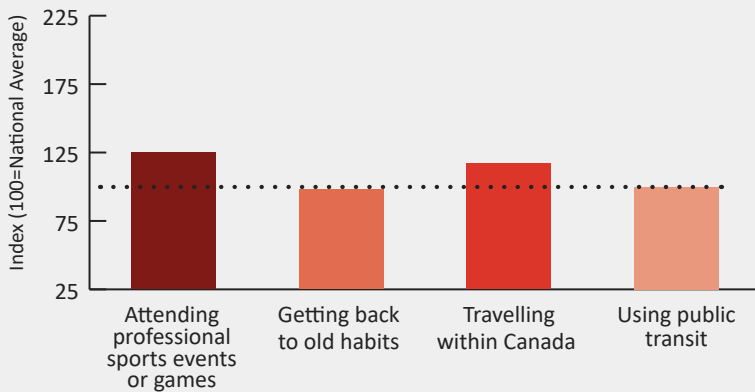
The residents of Middle-Class Mosaic exhibit strong *National Pride*, blending into Canadian culture wholeheartedly and expecting other immigrants to follow suit (*Xenophobia*). Many hold conservative notions of family, including the belief that one should build a strong legacy for their family (*Traditional Families, Legacy*). These traditional values carry over to their moral code: they believe children should be taught to obey authority figures and institutions without question (*Obedience to Authority*). When it comes to their views on organized religion, however, they are more open-minded, accepting a more flexible and personal approach (*Religion a la Carte*). Their sense of *Duty* compels them to put the needs of others before their own, and their *Work Ethic* is supported by their belief that to get ahead one must work hard. However, these responsibilities occasionally feel overwhelming, and they look forward to a camping trip or night at a casino for some relief (*Need for Escape*). This middle-class group tends not to think too much about what they are purchasing and might be reluctant to respond to advertisements (*Buying on Impulse, Skepticism Toward Advertising*).

36. MIDDLE-CLASS MOSAIC

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness clubs
 jogging
 action/adventure films
 casinos



SHOPPING

Mark's
 Pennington's
 Walmart
 craft supply stores



TRADITIONAL MEDIA

CFL football on TV
 Global News
 urban/hip hop/rap radio
 children/teen magazines



INTERNET

listen to podcasts
 access real estate listings on computer
 use maps/directions services online
 watch a subscription-based video service



FOOD/DRINK

tortilla chips
 energy/sports drinks
 KFC
 Dairy Queen



FINANCIAL

credit unions
 three or more credit cards
 stocks/bonds
 online trading GICs



AUTOMOTIVE

domestic brands
 intermediate SUVs
 small vans
 2000-2009 model years



SOCIAL

Twitter
 WhatsApp
 Snapchat
 YouTube



MOBILE

bank/pay bills on mobile phone
 download music on mobile phone
 food delivery mobile apps
 online shopping on tablet



HEALTH

visit a chiropractor

ATTITUDES

- "To preserve jobs in this country, we must accept higher degrees of pollution in the future"
- "Getting married and having children is the only definition of a family"
- "It is important to me to regularly get away from all responsibilities and burdens"
- "I am willing to pay more for brand-name products"