



S5 MIDDLE-CLASS
SUBURBIA

F3 MIDDLE-AGE
FAMILIES

Population:

697,726

(1.83% of Canada)

Households:

254,633

(1.69% of Canada)

Average Household Income

\$105,873

Average Household Net Worth:

\$319,195

House Tenure:

Own

Education:

College/High School

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Racial Fusion

Who They Are

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, semis and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for *Introspection & Empathy*, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.

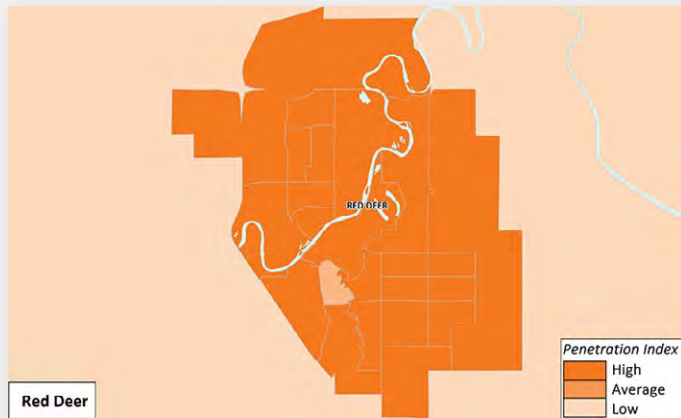
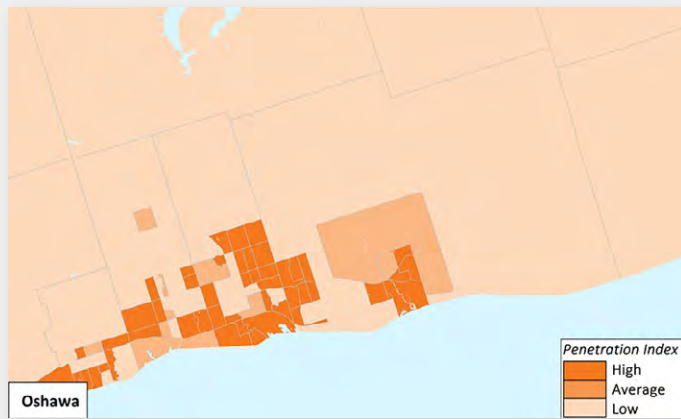
The midscale incomes of Stressed in Suburbia residents afford them casual suburban lifestyles. This is no place for imported luxury cars, white tablecloth restaurants or European vacations. These middle-brow households are more likely to drive domestic pickups, eat at buffets and drive-throughs, and vacation in the Canadian Rockies, preferably using their camper and are looking forward to these kinds of trips once COVID-19 restrictions lift. Mindful of saving money, they stretch their budget by doing their own home improvements and landscaping. And they're unapologetic about their older homes and the usual clutter engulfing active families: multiple dogs, musical instruments, video game consoles and that ultimate gadget, a wearable smart device. Stressed in Suburbia residents look to media for information and entertainment. They're solid fans of TV sitcoms, DIY shows and sports programs typically geared for young males: martial arts, pro wrestling and poker. Their radios play any kind of music as long as it's rock—classic, mainstream or modern. Many families are too busy to sit down and read a newspaper or magazine. But they will go online to play games, clip coupons or browse social media sites like Facebook, Instagram, Snapchat and Twitter.

How They Think

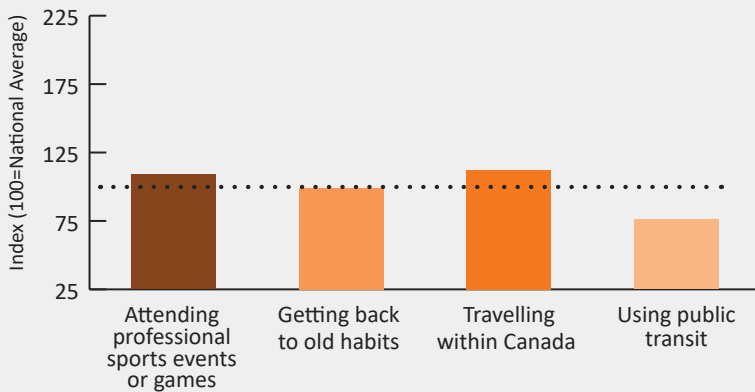
Stressed in Suburbia residents are all about not playing by the rules (*Rejection of Authority*). When it comes to family, they believe in unconventional family structures and diversity in relationships (*Flexible Families, Racial Fusion*). They are proud Canadians for whom Canada represents the land of opportunity where anyone can achieve success, if they only try hard enough (*National Pride, American Dream*). In trying to achieve their goals, they feel pressure to juggle the demands of work and home, and many express a desire to take a break from their daily responsibilities (*Time Stress, Need for Escape*). One way they do this is by seeking an emotional high, which they may achieve by undertaking dangerous activities (*Penchant for Risks*). And though they strive to organize and control the direction of their lives, they are generally optimistic about their futures (*Personal Control, Personal Optimism*). As consumers, they tend to be thoughtful about the ethical and environmental impact of their product choices (*Ethical Consumerism, Ecological Lifestyle*). They make decisions based on emotions rather than rational thought, and change their opinions easily (*Intuition & Impulse*).

38. STRESSED IN SUBURBIA

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

local arenas/rec centres
 crafts
 country music concerts
 pets



SHOPPING

Joe Fresh
 Old Navy
 Sport Check
 single-serve coffeemakers



TRADITIONAL MEDIA

DIY
 Nat Geo Wild
 album rock/classic rock radio
 Today's Parent



INTERNET

auction sites
 stream music on computer
 purchase groceries online
 purchase tickets to sporting events online



FOOD/DRINK

canned fish/seafood
 cheese crackers
 flavoured coffee
 fast casual restaurants



FINANCIAL

mortgages
 personal overdraft protection
 online trading RESPs
 term life insurance



AUTOMOTIVE

domestic brands
 pickup trucks
 SUVs
 vehicles bought used



SOCIAL

Snapchat
 Pinterest
 Twitter
 read news feed daily on Facebook



MOBILE

e-book readers
 recipe apps
 shop online on mobile phone
 discount coupons on mobile phone



HEALTH

use gel caps for headache pain relief

ATTITUDES

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

"It is important to me to regularly get away from all responsibilities and burdens"

"Generally speaking, I feel that I don't really have any goals in life"

"I would never buy products from a company if I knew that they tested their products on animals"

