Middle-income, younger and middle-aged suburban families

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. 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 post to 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, North 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 Risk). And though they strive to organize and control the direction of their lives, they can feel disconnected from society (Personal Control, Anomie-Aimlessness). As consumers, they tend to be thoughtful about the ethical and environmental impact of their product choices (Ethical Consumerism, Ecological Lifestyle). However, when the stresses of life are too much and they need to let loose, they purchase impulsively and uncritically (Buying on Impulse).
Where They Live

How They Live

LEISURE
- local arenas/rec centres
- crafts
- country music concerts
- pets

SHOPPING
- Joe Fresh
- Old Navy
- Sport Chek
- 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 phone
- discount coupons on phone

HEALTH
- Use gelcaps 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’m interested in receiving mobile coupons that likely appeal to me based on my demographics”

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