



S1 SUBURBAN
ELITE

F3 MIDDLE-AGE
FAMILIES

Population:

525,265
(1.38% of Canada)

Households:

173,507
(1.15% of Canada)

Average Household Income

\$220,765

Average Household Net Worth:

\$1,673,252

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Civic Apathy

Who They Are

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. More than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than \$700,000. The adults have parlayed mixed educations—with significant rates for college and university achievement—into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs care about the development of their community, and are willing to give back to help those less fortunate (*Community Involvement*).

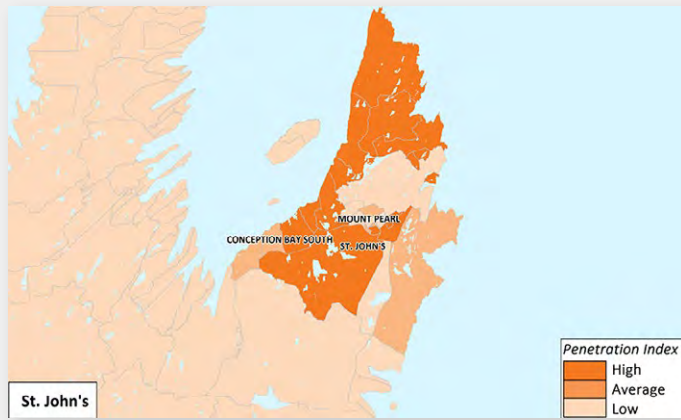
Turbo Burbs presents a portrait of suburban success. These home-centric families spend freely on technology, home décor, gardens and decks; they equip their properties with hot tubs, gas barbecues and patio furniture. But these adults work for it and travel for business at high rates. And while medium-size luxury cars and large SUVs dominate their garages, there's also room in there for boats, camping equipment and lots of exercise and golfing gear. The adults here enjoy going out to bars and restaurants: they're frequent patrons of sports bars, pubs and nearly every casual family restaurant chain in Canada. A weekend date may mean a trip to the theatre, a dramatic movie, country music concert or museum. For a longer vacation, Turbo Burbs families like to explore English Canada, cottage country or almost any state in the U.S. They're not fussy about accommodations and have high rates for staying at all-inclusive resorts, bed and breakfasts, RVs and campgrounds. They can enjoy their on-the-go lifestyle thanks to a financial cushion: a large, diversified portfolio with a net worth of nearly \$1.7 million. Attending sport events tops the to-do list for this segment when the pandemic is over.

How They Think

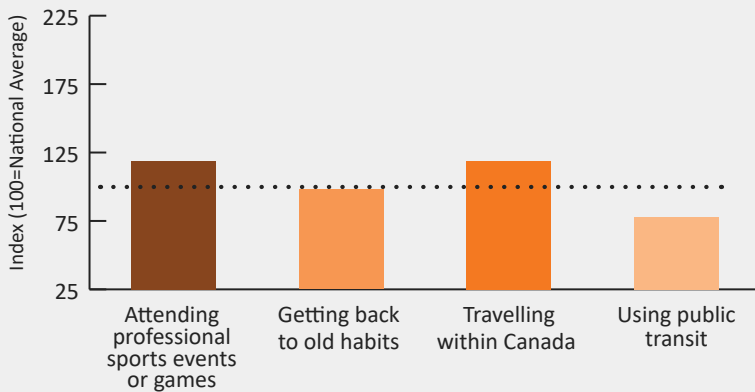
Turbo Burbs residents have been successful in establishing their place in society, as their affluence and lifestyle suggest. They're comfortable setting difficult goals for themselves, controlling the direction of their lives and feeling optimistic about their future (*Personal Challenge, Personal Control, Personal Optimism*). They see Canada as a land of opportunity where anyone who works hard enough can make it (*North American Dream*). Turbo Burbs members hold progressive values, accepting non-traditional definitions of family and giving their children the freedoms of adults (*Flexible Families, Equal Relationship with Youth*). As consumers, many think of themselves as leaders and influencers among their peers (*Consumption Evangelism*), and they prefer products offered by companies that are good corporate citizens (*Ethical Consumerism*). Indeed, they support small businesses because they believe they operate more ethically and produce goods at a better price compared to large companies (*Confidence in Small Business*). They have their favourite brands and are especially drawn to items that demonstrate their individuality (*Importance of Brand, Pursuit of Originality*). Price is not their priority when considering products and services, they tend to shop and buy on impulse (*Low on Importance of Price and Emotional Control*).

04. TURBO BURBS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

health clubs
 all-inclusive resorts
 national or provincial parks
 community theatres



SHOPPING

smart TVs
 hot tubs/spas
 Lululemon Athletica
 craft supply stores



TRADITIONAL MEDIA

Sportsnet
 CFL regular season on TV
 classic hits radio
 travel/tourism magazines



INTERNET

sports sites
 clip mobile coupons on computer
 smart speakers
 video streaming services



FOOD/DRINK

Greek yogurt
 organic fruit
 Real Canadian Superstore
 pubs/sports bars



FINANCIAL

stocks/bonds
 RESPs
 home equity line of credit
 donate to Canadian charities



AUTOMOTIVE

large pickup trucks
 domestic brands
 2010-2016 model years
 \$40,000+ spent on vehicle



SOCIAL

Twitter
 Pinterest
 LinkedIn
 podcasts



MOBILE

e-book readers
 maps/map directions on mobile phone
 home improvement/décor sites on tablet
 play video games on tablet



HEALTH

are satisfied with their job

ATTITUDES

"It is important that the country should hold a strong position in the world"

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

"It is important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"

"I have my favourite brand and I normally stick to it"

