Middle-aged upscale suburbanites

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 high school, 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 believe they have a Social Responsibility to help those less fortunate.

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 high net worth.

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 questioning authority figures (Personal Challenge, Personal Control, Rejection of Authority). 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). Despite all these decision criteria, price is still important to them, reflecting their tendency to be guided by reason and logic (Importance of Price, Emotional Control).
**Where They Live**

- Kelowna
- Prince George
- Barrie
- Saint John

**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

**MOBILE**
- e-book readers
- map directions on phone
- home improvement/décor sites on tablet
- video games on tablet

**SOCIAL**
- Twitter
- Pinterest
- LinkedIn
- podcasts

**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”

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