



**S5** MIDDLE-CLASS  
SUBURBIA

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

474,315  
(1.24% of Canada)

**Households:**

187,165  
(1.25% of Canada)

**Average Household  
Income**

\$101,714

**Average Household Net  
Worth:**

\$411,729

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Parochialism*

## Who They Are

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (most adults have completed high school or college) and family types (including couples and families). But what many have in common are deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs in manufacturing, construction, mining and public administration. With incomes topping \$90,000, more than 80 percent own a home, typically an older, single-detached house built before 1980. In these suburban settings, nearly 90 percent of Happy Medium residents rely on their vehicles—typically domestic intermediate sedans or large pickup trucks—for commuting to work. On weekends, they'll hit the road to go snowboarding, canoeing or rowing. Many keep up with the latest trends in home and recreation by attending craft, boat, motorcycle and RV shows. As consumers on a budget, residents are keenly aware of the *Importance of Price* when making purchases.

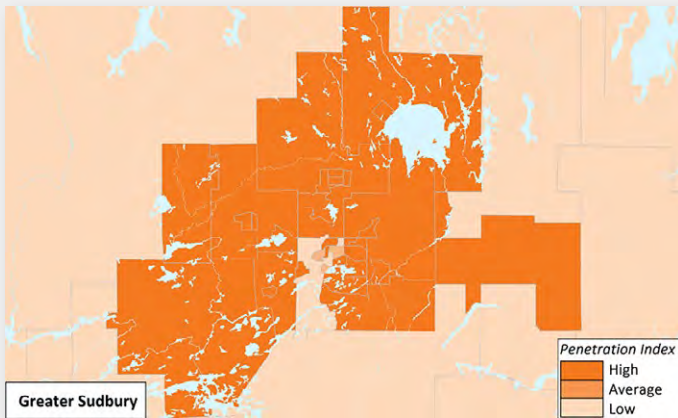
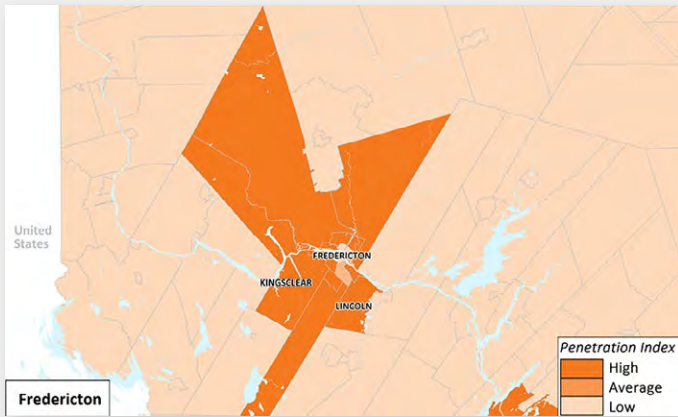
It's been said that while everyone wants to be normal, no one wants to be average. But Happy Medium residents, with their mainstream demographics and predilections, might disagree. These settled suburbanites enjoy home-based pursuits like sewing, bird watching, making crafts and woodworking; they may be more content than the average Canadian to continue these activities, as COVID-19 restrictions lift. Many prefer spectator rather than participatory sports, with high rates for attending baseball, basketball and auto events. Devoted to their local communities, they are politically engaged and typically travel to vacation destinations in Ontario and the Atlantic provinces. With their average incomes, Happy Medium households stretch their budgets by shopping at second-hand clothing and discount grocery stores; for a change from the usual, they go for take-out. Their media tastes are similarly low-key and unpretentious. Their TVs are tuned to CTV and CBC to keep up with the day's news, and they're big fans of music on the radio—everything from big band to classic rock. Few Happy Medium residents subscribe to the major dailies, but many read community papers. Somewhat shy about new technology, they're only modest Internet users, more likely to respond to flyers in community papers than email blasts.

## How They Think

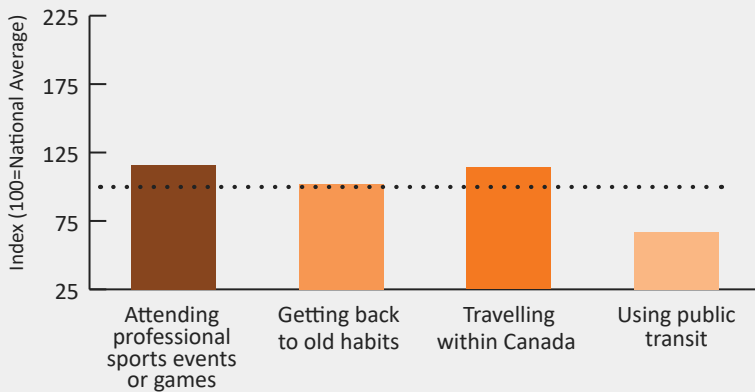
The members of Happy Medium feel more connected to their family and local community than the world at large (*Parochialism*). Their belief in the *Primacy of the Family* compels them to put others' concerns ahead of their own. They also firmly believe in the "golden rule" and that children should be taught the value of hard work to get ahead (*Work Ethic*). While they respect those in authority (*Obedience to Authority*), they also have a socially progressive streak, accepting diversity in relationships and enjoy involving themselves in causes they are concerned about within their community (*Community Involvement, Flexible Families*). Uneasy about the changes brought by modern technology and science, many express concern about their personal safety and feel the need to put aside personal pleasures to meet their perceived obligations (*Technological Anxiety, Fear of Violence, Duty*). However, they find comfort in the natural world (*Attraction to Nature*). In the marketplace, they do their research before shopping (*Discriminating Consumerism*) and trust advertisements as a reliable source of information (*Confidence in Advertising*). Nevertheless, they enjoy shopping excursions and purchasing items beyond the basic necessities (*Joy of Consumption*), especially those offered by companies that respect people and the planet (*Ethical Consumerism, Ecological Lifestyle*).

### 43. HAPPY MEDIUM

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

sewing/knitting  
ATV/snowmobiling  
community theatres  
craft shows



### SHOPPING

Mark's  
Giant Tiger  
Canadian Tire  
discount grocery stores



### TRADITIONAL MEDIA

baseball on TV  
CBC News Network  
oldies radio  
Food & Drink



### INTERNET

discount coupons on computer  
email on computer  
research pet products on  
retailer sites  
online purchase from Walmart



### FOOD/DRINK

processed cheese  
ginger ale  
casual family restaurants  
drive-through restaurants



### FINANCIAL

stocks/bonds  
online investing mutual funds  
credit unions  
donate to hospital foundations



### AUTOMOTIVE

compact SUVs  
large pickup trucks  
domestic brands  
Mr. Lube



### SOCIAL

read article comments daily  
read Facebook news feed daily  
listen to podcasts  
Pinterest



### MOBILE

fitness tracker  
music streaming on tablet  
auction sites on tablet  
access home décor content on  
mobile phone



### HEALTH

take vitamins for  
50+ men and women

### ATTITUDES

*"I have enough trouble taking care of myself without worrying about the needs of the poor"*

*"It is very likely that, if a product is widely advertised, it will be a good product"*

*"New technologies are causing more problems than they are solving"*

*"Advertising is an important source of information to me"*

