



S1 SUBURBAN
ELITE

F2 LARGE
DIVERSE
FAMILIES

Population:

737,286

(1.93% of Canada)

Households:

229,346

(1.53% of Canada)

**Average Household
Income**

\$190,168

**Average Household Net
Worth:**

\$1,255,009

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Cultural Assimilation

Who They Are

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value *Effort Toward Health*.

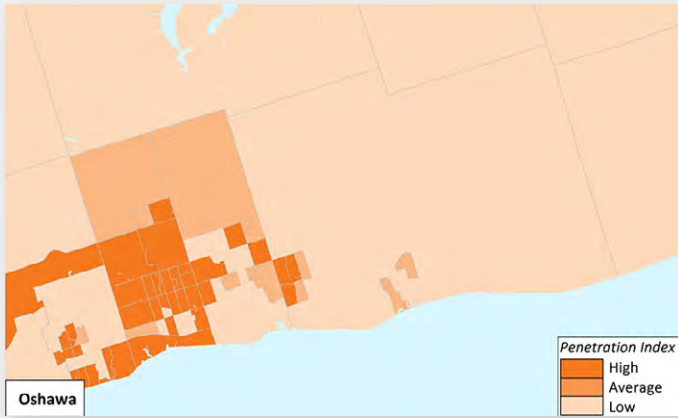
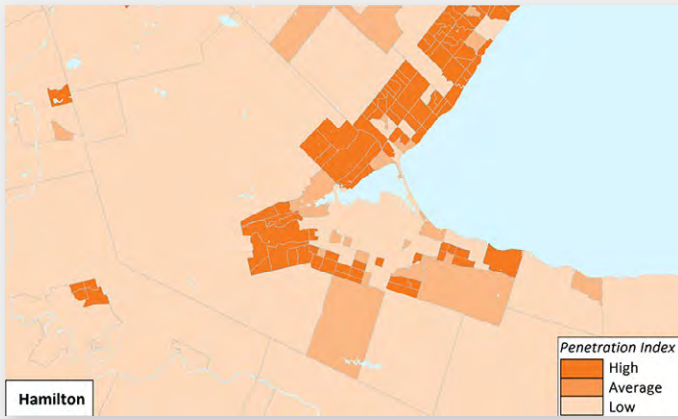
First-Class Families households enjoy the trappings of success. They have the nice house in the suburbs complete with hot tub, home theatre system, landscaped garden and garage filled with boating, golfing and snowboarding equipment. They drive high-end cars equipped with streaming audio and typically own three or more vehicles. The parents spend a lot of their free time chauffeuring their teenage children to athletic activities and stores like Sport Chek and Lululemon Athletica as well as the Gap, Eddie Bauer, Roots and Old Navy. A big splurge in First-Class Families involves a trip to a theme park, waterpark or indoor amusement centre. And everyone relies on tech devices to keep up with their busy schedules—from smartphones and smart watches to voice-activated smart speakers. These time-crunched families routinely skip home-cooked dinners to patronize fast casual restaurants and pizza chains. And as interest in traditional media declines, residents here go online using mobile phones and tablets for a range of activities—from accessing professional sports content and listening to a radio broadcast to researching products and visiting social media sites. Among their favorites: LinkedIn, Twitter, Instagram and Reddit. These family members are most looking forward to being able to attend professional sporting events post-COVID.

How They Think

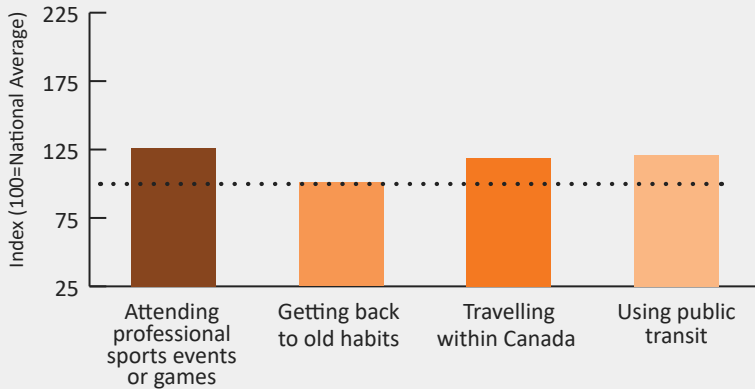
Members of First-Class Families expect new immigrants and ethnic groups to adopt and blend in with the mainstream culture in Canada (*Cultural Assimilation*). With a strong *Work Ethic*, they believe children should be taught to respect others and work hard to get ahead, but they also think young people should have the same freedoms as adults (*Equal Relationship with Youth*). With their *Emotional Control*, they make decisions based on reason and logic rather than feelings and intuition, which helps them accept the uncertainties of modern life (*Adaptability to Complexity*) and exert *Personal Control* over the direction of their future. They refrain from judging others, preferring not to take sides (*Introspection & Empathy*). But they're passionate about protecting the environment and think everyone has a role to play in the effort (*Ecological Concern*). And despite their affluence and creature comforts, it's still important for them to look good (*Concern for Appearance*). As consumers, they tend to be frugal and motivated by future security (*Saving on Principle*).

05. FIRST-CLASS FAMILIES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

swimming
 family movies
 theme parks/waterparks/
 water slides
 museums



SHOPPING

factory outlet stores
 The Children's Place
 Old Navy
 Home Depot



INTERNET

purchase products or
 services online
 listen to Internet-only
 music service
 watch subscription video service
 purchase sporting event
 tickets online



TRADITIONAL MEDIA

MLB baseball on TV
 CBC News
 modern rock radio
 Style at Home



FOOD/DRINK

\$250+ spent on groceries/week
 sparkling fruit juice
 Starbucks
 fast casual restaurants



FINANCIAL

Canada savings bonds
 RRRSPs
 spent \$5,001+/month
 on credit cards
 group life insurance



AUTOMOTIVE

intermediate SUVs
 European brands
 2010-2016 model years
 three vehicles



SOCIAL

LinkedIn
 Instagram
 WhatsApp
 Reddit



MOBILE

read magazines or newspapers
 on mobile phone
 fitness trackers
 watch movies on tablet
 free weather apps



HEALTH

use herbal supplements
 for joint health

ATTITUDES

"I can't imagine life without the Internet anymore"

"I have already taken steps to ensure that I have sufficient income for my retirement"

"I always keep informed about the latest technological developments"

"I am willing to pay more for brand-name products"

