Large, well-off suburban families

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 over 10 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.

How They Think

Members of First-Class Families have a desire to preserve their traditions but they expect new immigrants to adopt the mainstream culture (Search for Roots, 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 have a tendency to shop impulsively, and they’re happy to pay a premium for their favourite brands (Buying on Impulse, Importance of Brand).

Population: 757,060
(1.99% of Canada)

Households: 232,200
(1.55% of Canada)

Average Household Income: $186,272

Average Household Net Worth: $1,227,636

House Tenure: Own

Education: University/College/High School

Occupation: White Collar/Service Sector

Cultural Diversity Index: Low

Sample Social Value: Concern for Appearance

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Where They Live

How They Live

**SHOPPING**
- factory outlet stores
- The Children’s Place
- Old Navy
- Home Depot

**INTERNET**
- purchase products/services online
- listen to Internet music service
- watch subscription video
- purchase sporting event tickets

**FOOD/DRINK**
- $250+ spent on groceries/week
- sparkling fruit juice
- Starbucks
- fast casual restaurants

**AUTOMOTIVE**
- intermediate SUVs
- European brands
- 2010-2016 model years
- three vehicles

**MOBILE**
- read magazines or newspapers on 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”