



**S2** UPSCALE  
SUBURBAN  
DIVERSITY

**F2** LARGE  
DIVERSE  
FAMILIES

#### Population:

845,668  
(2.22% of Canada)

#### Households:

240,047  
(1.60% of Canada)

#### Average Household Income

\$162,311

#### Average Household Net Worth:

\$908,079

#### House Tenure:

Own

#### Education:

University/College

#### Occupation:

White Collar/Service  
Sector

#### Cultural Diversity Index:

High

#### Sample Social Value:

Legacy

## Who They Are

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise *Ostentatious Consumption* by purchasing items that symbolize affluence.

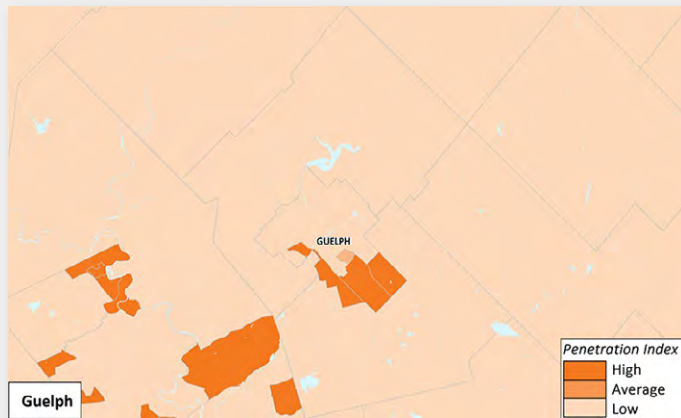
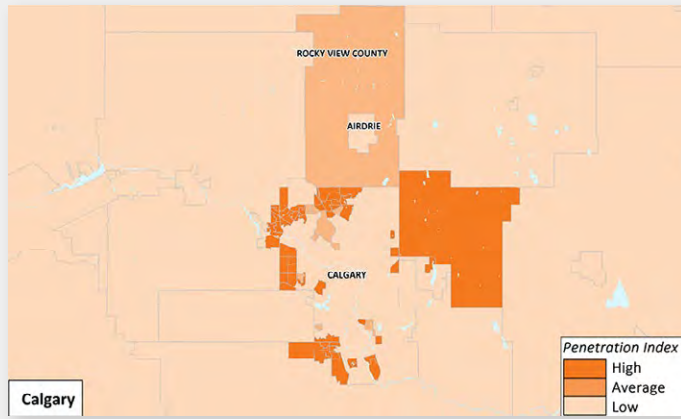
The on-the-go families in Multiculture-ish have too much restless energy to lounge around on their couches. The adults would rather be jogging, golfing or taking fitness classes, and their kids can be found participating in formal sports programs. But the whole family will gather to cheer on their favourite pro baseball, football and hockey teams. Now in their prime earning years, these consumers have high rates for shopping at both full-price retail stores and factory outlets. At home, they accumulate multiple pets and electronics, including cats, dogs, TVs and mobile phones. For Multiculture-ish families, traditional media is so last century; they practically live on their mobile phones and participate in virtually every online activity at a high rate, including gaming, banking, purchasing products, watching TV and posting to social networks such as Instagram, Snapchat and LinkedIn. They even download apps—paid and free—at rates far above average. Marketers should take note that they're also open to receiving promotional messages on their phone. As they observe, "My phone touches every part of my life." During COVID-19, these families binged on streaming videos and watching TV at significantly higher rates than before.

## How They Think

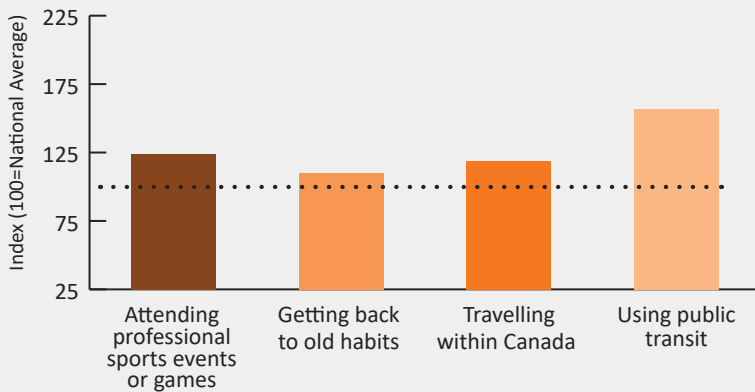
As their name suggests, the new Canadians who make up a sizable portion of Multiculture-ish are proponents of *Multiculturalism*. Coming from a more traditional culture, they tend to put family first, making personal sacrifices and providing for family over all else (*Primacy of the Family*). These immigrants recognize that getting what they want out of life often involves taking risks (*Penchant for Risk*), but they also try to analyze their actions in a dispassionate and analytical way (*Emotional Control*). Hoping to leave a *Legacy*, they believe in fulfilling their *Duty* and achieving greater gains in the future for themselves and their children. But they're also status conscious, making efforts to dress and decorate their homes to impress others (*Need for Status Recognition, Importance of Aesthetics, Status via Home*). In the marketplace, these enthusiastic consumers enjoy their role as influencers among their peer group (*Joy of Consumption, Consumption Evangelism*). They're even fond of advertising, trusting the information ads convey and appreciating their aesthetic qualities, whether in magazines, on TV or on billboards (*Confidence in Advertising, Advertising as Stimulus*).

## 08. MULTICULTURE-ISH

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

jogging  
action/adventure movies  
pubs/sports bars  
gourmet cooking



#### SHOPPING

Gap  
H&M  
gardening tools  
Amazon.ca



#### TRADITIONAL MEDIA

NBA regular season on TV  
Food Network  
Top 40 radio  
technology/science magazines



#### INTERNET

investment sites  
career/job search sites  
free streaming music videos  
purchase computers online



#### FOOD/DRINK

frozen pasta  
bagels  
instant breakfast shakes  
steakhouse restaurants



#### FINANCIAL

RESPs  
group life insurance  
\$500,000+ face value  
life insurance  
donate to educational groups



#### AUTOMOTIVE

intermediate SUVs  
European brands  
\$30,000-\$49,999 spent on vehicle  
2017-2019 model years



#### SOCIAL

Instagram  
Snapchat  
LinkedIn  
Reddit



#### MOBILE

read magazines on mobile phone  
pay bills on mobile phone  
stream music on tablet  
news sites on tablet



#### HEALTH

purchase contact lenses

#### ATTITUDES

*"It is important to me that people admire the things I own"*

*"Staying connected via social media is very important to me"*

*"In order to get what I like, I would be prepared to take great risks in life"*

*"I feel that I have a great deal of influence on the consumption choices of the people around me"*