MODERN SUBURBIA
Multi-ethnic younger and middle-aged suburbanites

S2 UPSCALE SUBURBAN DIVERSITY

Y3 YOUNG FAMILIES

Population:
972,209
(2.55% of Canada)

Households:
309,690
(2.06% of Canada)

Average Household Income
$141,415

Average Household Net Worth:
$566,145

House Tenure:
Own

Education:
University/College

Occupation:
Mixed

Cultural Diversity Index:
High

Sample Social Value:
Attraction for Crowds

Who They Are

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that *Attraction for Crowds* is among their strongest values.
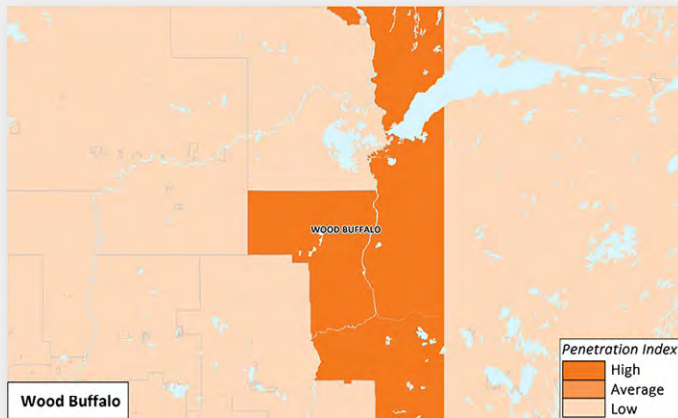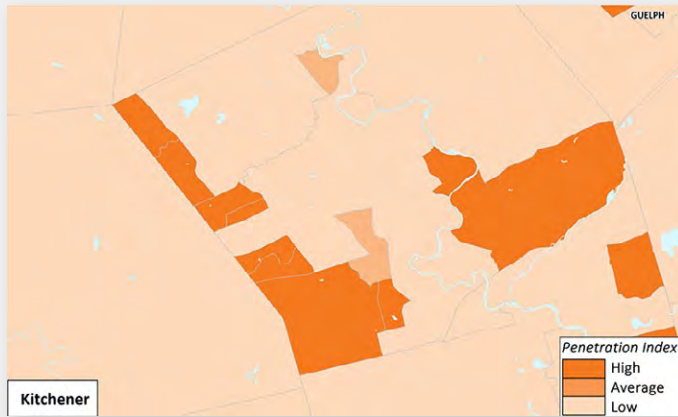
Children are the centre of the Modern Suburbia world. Parents enroll kids in a number of sports, and vacations typically involve package deals to beaches and other family-friendly destinations; more than half travelled outside of Canada last year. A big treat is a family outing to a pizza, burger or taco restaurant. In Modern Suburbia, homes are filled with child-friendly tech products—like tablets and video gaming systems—as well as smart watches, Internet-enabled appliances and fitness bands to help manage their daily routine. Eclectic in their media tastes, these immigrant families have high rates for watching nearly every sport on TV—including cricket and rugby—and reading varied magazines on parenting, technology, business and health. But mostly these connected families like to use their mobile phones to access media and perform various tasks, like banking, streaming music, posting to social networks and downloading coupons; they buy almost every retail category online at high rates. Stating they like to be the first to own new technology, they're receptive to many forms of mobile advertising, including coupons based on their demographics. Video streaming got much more popular for these families during COVID-19.
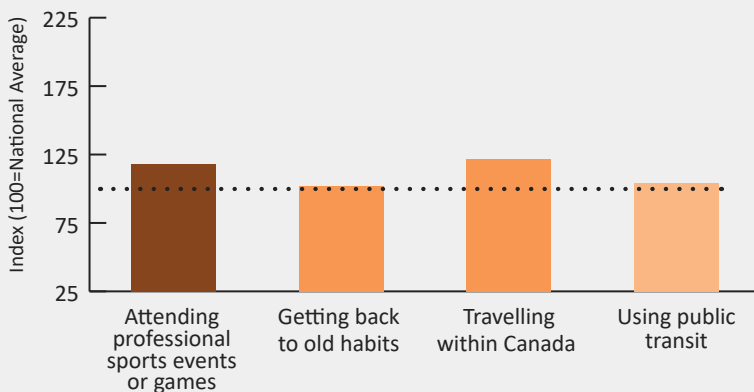
How They Think

The immigrant families of Modern Suburbia are comfortable in their adopted country and feel optimistic about their future (*Personal Optimism*). They've demonstrated their *Penchant for Risk* in their decision to uproot their family, and they fervently believe that anyone can make it if they work hard enough (*North American Dream*). While these younger families sometimes feel overwhelmed (*Time Stress*), they accept both the good and the bad outcomes of the decisions they've made (*Just Deserts*). They support diverse communities and their desire to preserve their distinctive cultures (*Multiculturalism*), and they seek to incorporate those cultural influences in their lives (*Culture Sampling*). In their neighbourhoods, they demonstrate their social status through their well-maintained homes decorated with objects that convey affluence (*Status via Home, Ostentatious Consumption*). They're eager to discover new products and integrate them into their daily life, but they're also drawn to items simply for their aesthetics rather than their functionality (*Pursuit of Novelty, Importance of Aesthetics*). These consumers especially like to make purchases in their areas of interest (*Consumptivity*), if only to exercise their role as influencer among their peer group (*Consumption Evangelism*).

PRIZM

Where They Live

Kitchener
GUELPH

Penetration Index
High
Average
Low

WOOD BUFFALO

Wood Buffalo

Penetration Index
High
Average
Low

Post-Pandemic, Looking Forward To:

Index (100=National Average)

225
175
125
75
25

Attending professional sports events or games | Getting back to old habits | Travelling within Canada | Using public transit

How They Live

LEISURE
camping
bowling
amusement parks
beach/resort package tours

TRADITIONAL MEDIA
TV rugby
top-40 radio
parenting/babies magazines
newspaper sports sections

FOOD/DRINK
gluten-free products
herbal tea
Sobeys
sub/sandwich restaurants

AUTOMOTIVE
intermediate SUVs
Honda
$30,000-$49.999 spent on vehicle
2017-2019 model years

MOBILE
mobile wallet
four or more mobile phones
beauty/fashion sites on tablet
collect loyalty points
on mobile phone

SHOPPING
Joe Fresh
Home Depot
Sport Chek
compare products/
prices while shopping

INTERNET
access food/recipes content
download video content
sports sites
purchase clothing/footwear online

FINANCIAL
online trading GICs
RESPs
universal life insurance
spent $5,000+/month
on credit cards

SOCIAL
Twitter
Snapchat
WhatsApp
Reddit

HEALTH
use home
teeth-whitening products

ATTITUDES

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

"I like being in a large crowd "

"The Internet improves the relationships I have with other people"

"I often buy things just because they are beautiful, whether or not they are practical"

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Population	Segment %	Canada %	Index*
Age			
Under 5	9.0	5.1	177
5 to 14	15.7	10.8	146
15 to 24	11.1	11.8	94
25 to 44	38.0	27.4	139
45 to 64	19.7	26.5	75
65 to 74	4.4	10.7	41
75 to 84	1.6	5.5	29
85+	0.4	2.3	19
Home Language			
English	73.8	67.5	109
French	2.3	20.2	11
Non-Official	24.0	12.4	194
Immigration			
Immigrant Population	38.1	22.4	170
Before 2001	24.2	47.4	51
2001 to 2005	11.9	10.4	114
2006 to 2010	13.9	11.9	117
2011 to 2016	14.2	13.7	104
2017 to present	35.8	16.6	215
Visible Minority			
Visible Minority Presence	56.1	25.4	220
Marital Status			
Single	23.4	28.9	81
Married or Common Law	67.9	56.9	119
Wid/Div/Sep	8.7	14.2	61
Mode of Transport			
Car	86.9	79.2	110
Public Transit	10.2	12.5	82
Class of Worker			
Employed	71.0	59.0	120
Occupation			
Agriculture	0.4	2.4	17
White Collar	37.7	35.0	108
Grey Collar	37.8	39.5	96
Blue Collar	24.5	25.5	96
Education			
No High School	9.7	15.9	61
High School	22.9	26.6	86
Trade School	5.4	9.1	60
College	19.9	20.2	98
Some University	2.5	2.2	116
University	39.6	26.02	152
Income			
Avg Hhd Income	$141 415	$109 506	129

*index of 100 is average

Households	Segment %	Canada %	Index*
Maintainer Age			
Under 25	2.8	3.0	93
25 to 34	24.2	14.7	165
35 to 44	33.0	17.7	186
45 to 54	21.1	17.8	119
55 to 64	11.3	20.0	57
65 to 74	5.5	15.7	35
75+	2.1	11.1	19
Size			
1 person	14.4	28.3	51
2 people	27.5	34.3	80
3 people	20.3	15.2	134
4+ people	37.8	22.2	170
Family Status			
Non-Family	18.6	32.6	57
Couples with Kids	48.7	29.4	166
Couples, no Kids	24.3	27.2	89
Lone-Parent Family	8.4	10.8	78
Age of Children			
Kids under 5	25.7	16.7	154
5 to 9	23.5	17.8	132
10 to 14	18.6	17.5	106
15 to 19	13.9	17.1	81
20 to 24	9.4	13.5	70
25+	9.0	17.5	52
Dwellings			
Tenure			
Own	84.6	67.6	125
Rent	15.4	31.9	48
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	0.5	21.1	3
1961 to 1980	0.9	27.8	3
1981 to 1990	0.5	13.3	4
1991 to 2000	2.1	11.9	18
2001 to 2005	7.9	6.7	118
2006 to 2010	26.4	7.5	350
2011 to 2016	50.2	6.9	733
2017 to present	11.5	4.9	235
Type			
Single-detached	54.4	52.7	103
Semi-detached	9.3	5.1	184
Row	23.1	6.6	350
Duplex	2.2	5.7	38
Lowrise (<5 Stories)	9.5	18.1	52
Highrise (5+ Stories)	1.4	10.2	14
Mobile	0.1	1.3	7

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