11 - Modern Suburbia

Multi-ethnic younger and middle-aged suburbanites
This PRIZM® segment represents 3.1% of Canada's population and 2.5% of households.

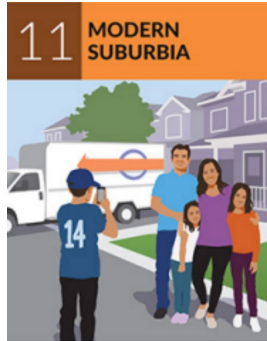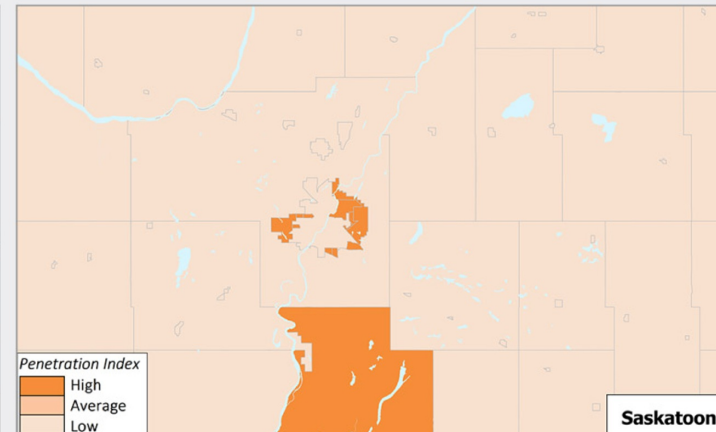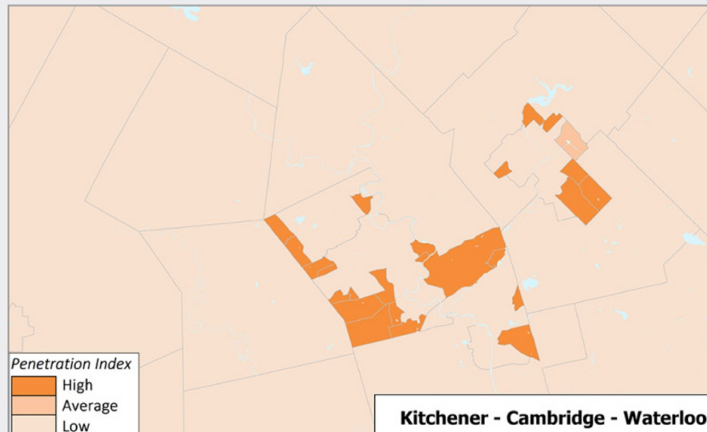| Home	Putting PRIZM® to Work	Segment/Group Overview	Who They Are	How They Think	What They Do	How to Reach Them	By the Numbers	Methodology to Create PRIZM®	Glossary

11 MODERN SUBURBIA

S2 High-Income Suburban Diversity

Y3 Young Families

Multi-ethnic younger and middle-aged suburbanites

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, culturally-diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia. With their university and college educations, they earn upper-middle incomes that allow them to own new single-detached, semi-detached or row houses. Modern Suburbia members have crafted active lifestyles for their relatively large families. They participate in team sports, including basketball and hockey, often followed by a trip to a pizza or taco restaurant. For a splurge, they head to kid-friendly venues like amusement parks, zoos and aquariums. Many rely on their mobile phones for everything from streaming videos to entering contests.

Penetration Index
High
Average
Low

Kitchener - Cambridge - Waterloo

Penetration Index
High
Average
Low

Saskatoon

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Household & Family

Maintainer age	35 - 44
Household size	4+
Children at home	55.3%
Age of children at home	5-24

Education & Occupation

Household income	$148K
Education	University/College
Occupation	Mixed
Commute method	Car
Avg. distance commuted	12Km
At workplace last year*	35.7%

Dwellings

Dwelling type	Single Detached/Row
Tenure	Own
Households moved into a new residence in the past year	3.6%

Diversity

Diversity	High
Official language	Non-Official
Newcomers to Canada last year*	57K

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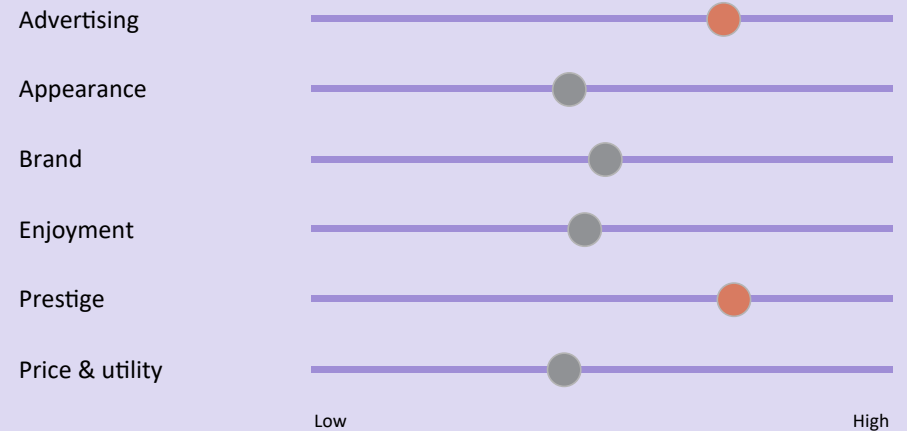| Home	Putting PRIZM® to Work	Segment/Group Overview	Who They Are	How They Think	What They Do	How to Reach Them	By the Numbers	Methodology to Create PRIZM®	Glossary

Key Mindsets

	Low	High
Environment		
Diversity & inclusion		
Technology adopter		
Early adopter		
Peer influencer		
Status seeker		

Purchase Influences

	Low	High
Advertising		
Appearance		
Brand		
Enjoyment		
Prestige		
Price & utility		

Green Living

Green Lifestyle

1. Pay more for "clean" products

2. Use alternative energy

3. Buy in bulk for less packaging

Healthy Lifestyle

1. Buy beverages with probiotics

2. Monitor cholesterol

3. Buy organic beverages

Psychographics

"I am likely to share shopping deals or product information through shopping websites."

"I participate in sports on a regular basis."

"My phone touches every part of my life - entertainment, organization, communication, work, banking, you name it."

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Leisure

Leisure Activities
1. Football game
2. Theme parks/waterparks
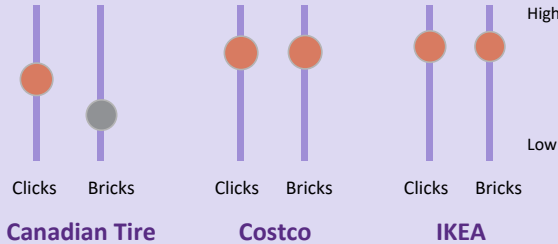
Online Gambling

Low ——————●——— High

Shopping

Products Purchased
1. Stereo or audio equipment
2. Bicycle/bicycle equipment

Websites Browsed*
1. Cricket
2. Cajun/Creole

Selected Banners*

Clicks / Bricks — Canadian Tire
Clicks / Bricks — Costco
Clicks / Bricks — IKEA

High / Low

Financial

Financial Products Held
1. Mortgage
2. RESP

Mobile Wallet
Low ——————●——— High

Online Banking
Low ——————●——— High

Food & Drink

Restaurants Visited
1. Other Asian (Vietnamese, Korean, etc.)
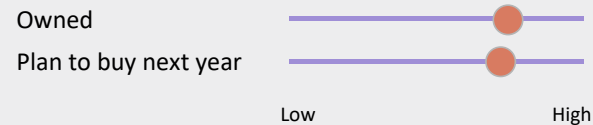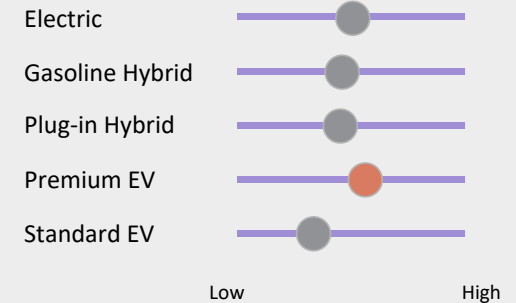2. Taco

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)   Low ————●———— High

Delivery app (e.g. UberEats)   Low ————————●— High
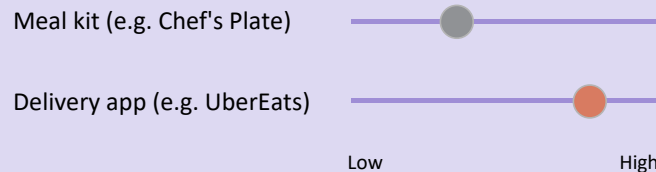
Automotive

Automobiles Purchased*
1. Tesla
2. Lexus
3. BMW

Electric/Hybrid Vehicle Ownership

Owned   Low ————————●———— High
Plan to buy next year   Low ————————●———— High

Projected EV Purchase Next Year

Electric   Low ————●—— High
Gasoline Hybrid   Low ————●—— High
Plug-in Hybrid   Low ————●—— High
Premium EV   Low —————————●— High
Standard EV   Low ————●—— High

PRIZM®

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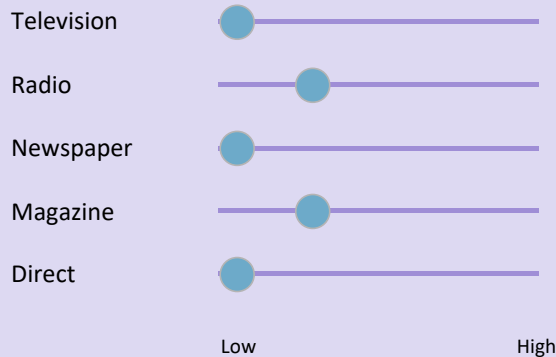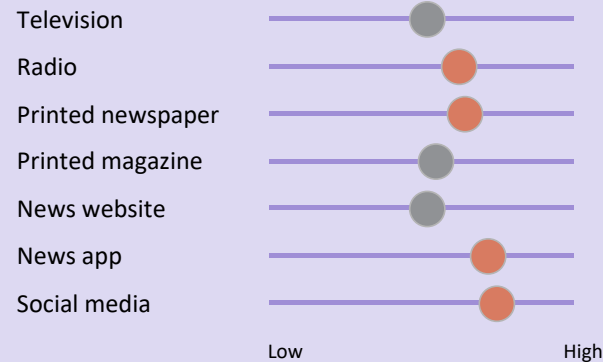| Home	Putting PRIZM® to Work	Segment/Group Overview	Who They Are	How They Think	What They Do	How to Reach Them	By the Numbers	Methodology to Create PRIZM®	Glossary

Traditional Channels

Television

Radio

Newspaper

Magazine

Direct

Low — High

Trusted Information Sources

Television

Radio

Printed newspaper

Printed magazine

News website

News app

Social media

Low — High

Preferred Streaming Services

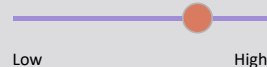Video-on-demand cable providers, Disney+, Amazon Prime

Preferred Social Media

WeChat, Reddit, WhatsApp

Internet Usage

Low — High

Online Activities

1. Streaming videos
2. Enter contests
3. Click on ad

Preferred Categories Browsed in 2022
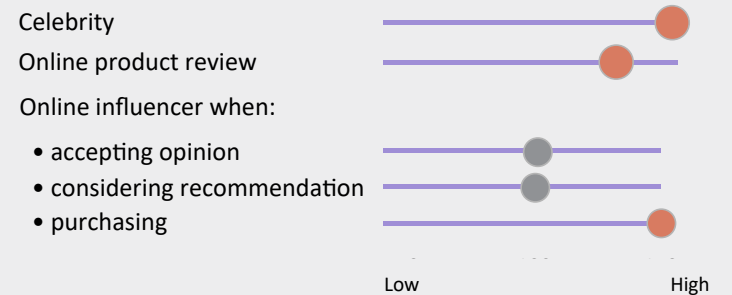
1. Family & parenting
2. Careers
3. Pets

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low — High

Influencer Impact

Likely to Be Influenced by:

Celebrity

Online product review

Online influencer when:

- accepting opinion
- considering recommendation
- purchasing

Low — High

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Population

		% Segment	% Canada	Index
Age	Under 5	7.6	4.8	158
	5 to 14	15.5	10.9	143
	15 to 24	11.8	11.7	101
	25 to 44	37.1	28.4	131
	45 to 64	20.9	26.2	80
	65 to 74	4.8	11.1	43
	75+	2.9	8.4	34
Immigration	Immigrant Pop.	39.6	23.6	168
	Before 2001	7.9	9.9	80
	2001 To 2005	3.4	2.1	162
	2006 To 2010	4.6	2.7	169
	2011 To 2016	5.0	3.2	156
	2017 To Present	18.7	5.7	330
Visible Minority	Presence	55.1	25.9	212
Occupation	Agriculture	0.6	2.2	25
	White Collar	37.0	34.4	107
	Grey Collar	36.9	38.6	96
	Blue Collar	23.5	22.5	104

Population

		% Segment	% Canada	Index
Home Language	English	66.9	64.1	104
	French	2.2	19.1	11
	Non-Official	21.4	11.9	180
Mode of Transport	Car	85.9	78.9	109
	Public Transit	11.0	12.7	86
Marital Status	Single	24.8	28.5	87
	Married/Common Law	66.0	57.1	116
	Wid/Div/Sep	9.2	14.4	64
Employment	Employed	70.5	59.8	118
Education	No High School	9.8	15.1	65
	High School	23.7	26.5	89
	Trade School	5.4	8.8	61
	College	19.7	20.4	96
	Some University	2.2	2.0	112
	University	39.2	27.2	144
Income	Avg Hhld Income	$148,129	$116,085	128

Households

		% Segment	% Canada	Index
Maintainer Age	Under 25	2.4	2.9	85
	25 To 44	52.3	32.4	162
	45 To 54	22.3	17.3	129
	55 To 64	12.8	19.2	67
	65 To 74	6.6	16.1	41
	75+	3.5	12.2	29
Size	1 Person	16.2	29.6	55
	2 Persons	25.9	34.2	76
	3 Persons	19.4	14.6	132
	4+ Persons	38.6	21.6	179
Family Status	Non-Family	19.5	32.8	59
	Couples with Kids	46.8	29.0	161
	Couples, no Kids	25.2	27.6	91
	Lone-Parent Family	8.5	10.6	80
Age of Children	Kids under 5	21.2	15.3	138
	5 To 9	21.2	16.5	129
	10 To 14	17.6	16.6	106
	15 To 19	14.3	16.3	88
	20+	25.7	35.4	73

Dwellings

		% Segment	% Canada	Index
Tenure	Own	77.0	65.8	117
	Rent	23.0	33.7	68
	Band Housing	0.0	0.5	0

		% Segment	% Canada	Index
Period of Construction	Before 1961	0.9	19.5	5
	1961 to 1980	1.6	27.2	6
	1981 to 2000	3.0	11.9	25
	2001 to 2016	51.7	19.1	271
	After 2016	41.5	9.3	445

		% Segment	% Canada	Index
Type	Single-Detached	53.5	52.1	103
	Semi-Detached/Row	29.7	11.7	255
	Highrise (5+ Stories)	2.6	10.9	24
	Lowrise (<5 Stories)	11.6	18.3	63
	Duplex/Mobile	2.7	6.7	40