FAMILY MODE
Suburban, upscale middle-aged families

S3 UPPER-MIDDLE SUBURBIA

F3 MIDDLE-AGE FAMILIES

Population:
1,036,868
(2.72% of Canada)

Households:
338,631
(2.25% of Canada)

Average Household Income
$145,442

Average Household Net Worth:
$627,552

House Tenure:
Own

Education:
College/High School

Occupation:
Mixed

Cultural Diversity Index:
Low

Sample Social Value:
Need for Escape

Who They Are

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly $450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an *Effort Toward Health*, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.
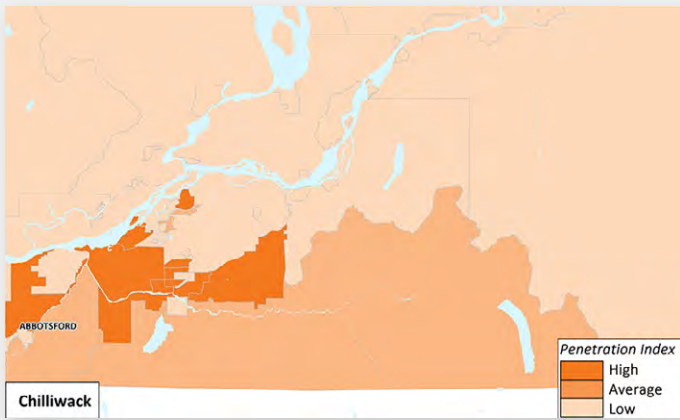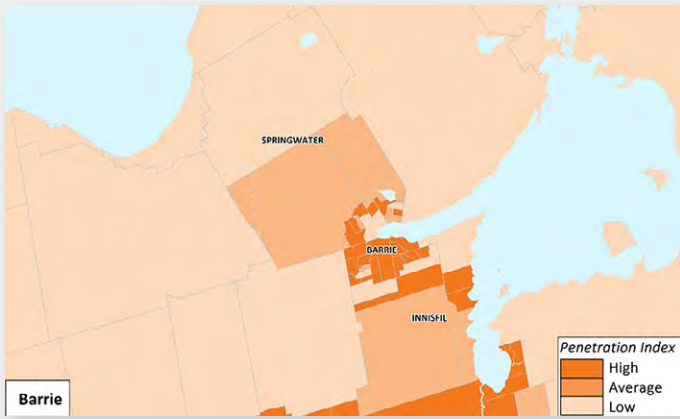
The members of Family Mode straddle two worlds: close enough to downtown for their work but far enough away to enjoy outdoorsy activities. These families like golfing, gardening, camping and power boating. Many residents belong to sports teams and spend their weekends playing basketball, baseball and volleyball. Their idea of a vacation is to pack up the RV or camper and hit the road to one of Canada's parks, relax at a beach or ski resort, or take a cruise. The adults are both financially savvy and philanthropic, supporting various charitable organizations. Many appear too busy for a lot of media. They're only average consumers of traditional media, enjoying the HGTV and E! channels on TV, new and traditional country music on the radio, and magazines like *Today's Parent* and *Style at Home*. Digital media for them is all about shopping, especially for books, groceries, travel deals and theatre tickets. A tough market for advertisers, Family Mode residents have modest rates for responding to direct mail, and they barely notice out-of-home messages or digital screens except on their commutes. These families are most looking forward to being able to attend professional sporting events post-COVID.
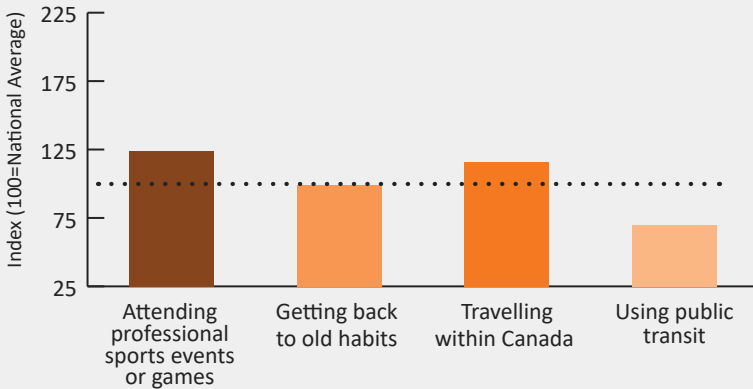
How They Think

Family Mode residents have worked hard to achieve their upscale status, and they're sticking with the straightforward principles that got them there. They're content to live with a certain amount of chaos in their lives, however, they believe that it is important to regularly get away from those responsibilities and burdens (*Rejection of Order*). These mostly third-generation Canadians are open to diversity, even within their own families, and think that interacting with people from different backgrounds enriches their lives (*Racial Fusion*). They're more likely to define families based on the emotional commitment between people rather than any legal formalities (*Flexible Families*). Many have a strong sense of *National Pride*, believing it to be important that Canada holds a strong position in the world, while putting their obligations to their country ahead of their personal interests. They are also striving to leave a Legacy behind for future generations. They often feel overwhelmed by the stresses of daily life (*Need for Escape*). Strong on *Technology Anxiety*, this segment believes that new technologies are causing more problems than they are solving.

Where They Live

Barrie

Penetration Index
High
Average
Low

Chilliwack

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
swimming
baseball
amusement parks
travel by RV/camper

SHOPPING
Winners
Old Navy
Mastermind
Home Depot

TRADITIONAL MEDIA
Family Channel
top 40 radio
The Hockey News
Today's Parent

INTERNET
listen to Internet-only music
service online
discount coupons on computer
research pets online
purchase theatre tickets online

FOOD/DRINK
tortilla wraps
granola bars
Pizza Hut
casual family restaurants

FINANCIAL
mutual funds
RESPs
group life insurance
spent $5,000+/month
on credit cards

AUTOMOTIVE
intermediate SUVs
Ford/Lincoln
$30,000-$49,999 spent on vehicle
2013-2015 model years

SOCIAL
Pinterest
LinkedIn
Twitter
Reddit

MOBILE
research products or services on
mobile phone
access guides/reviews on tablet
watch subscription-based video
service on tablet
read magazines on mobile phone

HEALTH
used topical pain relief
3-5 times in past month

ATTITUDES

"Violence is a part of life. It's no big deal"

"How my personal information is stored by companies and the government is not very important to me"

"It is important that the country should hold a strong position in the world"

"I prefer people who act like everybody else, without trying to stand out"

FAMILY MODE
Suburban, upscale middle-aged families

S3 UPPER-MIDDLE SUBURBIA   MIDDLE-AGE FAMILIES F3

Population	Segment %	Canada %	Index*
Age			
Under 5	6.2	5.1	122
5 to 14	14.5	10.8	135
15 to 24	13.2	11.8	112
25 to 44	27.6	27.4	101
45 to 64	26.6	26.5	101
65 to 74	7.6	10.7	72
75 to 84	3.2	5.5	58
85+	1.0	2.3	42
Home Language			
English	93.6	67.5	139
French	1.2	20.2	6
Non-Official	5.2	12.4	42
Immigration			
Immigrant Population	13.7	22.4	61
Before 2001	53.4	47.4	113
2001 to 2005	9.6	10.4	92
2006 to 2010	10.2	11.9	86
2011 to 2016	8.3	13.7	61
2017 to present	18.5	16.6	111
Visible Minority			
Visible Minority Presence	13.6	25.4	53
Marital Status			
Single	24.2	28.9	84
Married or Common Law	65.6	56.9	115
Wid/Div/Sep	10.3	14.2	72
Mode of Transport			
Car	92.1	79.2	116
Public Transit	4.1	12.5	33
Class of Worker			
Employed	69.9	59.0	118
Occupation			
Agriculture	1.1	2.4	48
White Collar	34.6	35.0	99
Grey Collar	38.7	39.5	98
Blue Collar	26.7	25.5	105
Education			
No High School	12.5	15.9	79
High School	28.6	26.6	107
Trade School	7.5	9.1	83
College	25.4	20.2	126
Some University	1.8	2.2	84
University	24.1	26.02	93
Income			
Avg Hhd Income	$145 442	$109 506	133

Households	Segment %	Canada %	Index*
Maintainer Age			
Under 25	1.2	3.0	39
25 to 34	13.9	14.7	94
35 to 44	23.5	17.7	133
45 to 54	24.2	17.8	136
55 to 64	19.7	20.0	98
65 to 74	11.6	15.7	74
75+	6.0	11.1	54
Size			
1 person	13.2	28.3	46
2 people	31.2	34.3	91
3 people	19.2	15.2	126
4+ people	36.5	22.2	164
Family Status			
Non-Family	15.3	32.6	47
Couples with Kids	47.0	29.4	160
Couples, no Kids	27.8	27.2	102
Lone-Parent Family	10.0	10.8	93
Age of Children			
Kids under 5	17.1	16.7	102
5 to 9	19.4	17.8	109
10 to 14	20.3	17.5	116
15 to 19	17.8	17.1	104
20 to 24	12.6	13.5	93
25+	12.8	17.5	73
Dwellings			
Tenure			
Own	90.7	67.6	134
Rent	9.2	31.9	29
Band Housing	0.0	0.4	3
Period of Construction			
Before 1960	4.2	21.1	20
1961 to 1980	10.9	27.8	39
1981 to 1990	10.4	13.3	78
1991 to 2000	19.0	11.9	160
2001 to 2005	17.7	6.7	265
2006 to 2010	19.2	7.5	255
2011 to 2016	12.3	6.9	179
2017 to present	6.3	4.9	130
Type			
Single-detached	79.9	52.7	152
Semi-detached	5.4	5.1	106
Row	7.1	6.6	108
Duplex	4.2	5.7	74
Lowrise (<5 Stories)	2.3	18.1	13
Highrise (5+ Stories)	0.4	10.2	4
Mobile	0.7	1.3	50

*index of 100 is average