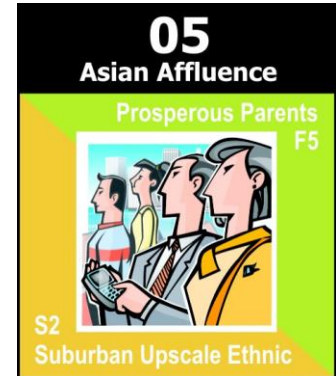


S2

05 - Asian Affluence

Wealthy, suburban Chinese families and couples

Population	245,677 (0.7% of Canada)
Households	74,655 (0.53% of Canada)
Average Household Income	\$133,429
Housing Tenure	Homeowners
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	High
Sample Social Value	Need for Status Recognition

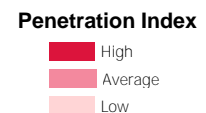
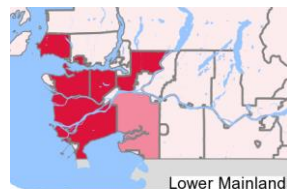
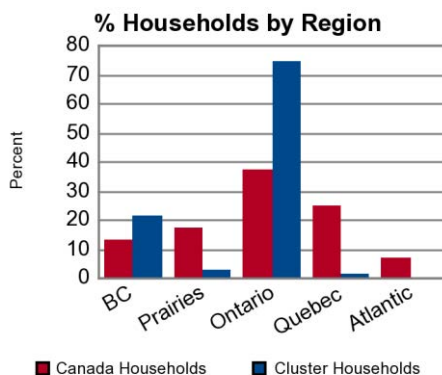


The most affluent of the Chinese-dominated lifestyles, Asian Affluence is home to educated, middle-aged families, one-quarter of whom speak Cantonese or Mandarin as their first language. Most residents came to Canada in the 1980s and 1990s, settling in a small number of prosperous neighbourhoods in Toronto and Vancouver. Characterized by large families—the group features a disproportionate number of multi-generational families—Asian Affluence is home to many teenage and twentysomething children. But thanks to high household incomes, Asian Affluence residents enjoy sophisticated lifestyles. They travel abroad often, frequent the ballet and opera, and enjoy going to theatres, film festivals and investment shows. In addition, these mostly university-educated consumers are savvy shoppers, whether the subject is the latest tech gadget or cutting-edge fashion.

Few clusters have more wanderlust than Asian Affluence. According to surveys, residents rank near the top in a dozen travel categories—from travelling to Hong Kong and America's western states to taking cruises and staying at all-inclusive resorts. Indeed, they are almost twice as likely as the general population to travel business class. They also have a taste for fine jewellery, books and designer clothes; they like shopping at Talbots, Holt Renfrew and The Bay. And despite their relatively large families and a changing economy, these well-off residents express little concern about saving for the future.

Where They Live

Markham (ON), Richmond Hill (ON), Toronto (ON), Richmond (BC), Burnaby (BC), Vancouver (BC), Brossard (QC), Coquitlam (BC)



How They Think

Money occupies a lot of space in the minds of Asian Affluence residents. Their high scores on *Saving on Principle* indicate that these successful Asian Canadians are focused in part on accumulating wealth as a moral rather than an economic impulse. However, their strong *Need for Status Recognition* and expensive tastes result in little *Joy of Consumption*. In fact, they score below average on *Financial Security*, ever mindful of their ability to afford their upscale lifestyle. Scoring high for *National Pride*, Asian Affluence residents exhibit a strong connection with the customs and heritage associated with being Canadian. And with their *Penchant for Risk* and *Adaptability to Complexity*, they feel they can handle the challenges of daily life in their adopted country. Their modest scores on *Religiosity* and *Spiritual Quest* indicate that faith and spirituality are not central to their lives. Expressing strong *Personal Control* and *Emotional Control*, they place their trust in logic and reasoning over faith and prayer to succeed in this world.

Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
Age			Maintainer Age		
<5	3.72	68	<25	0.89	27
5-14	9.46	88	25-34	8.22	53
15-24	15.09	116	35-44	16.06	89
25-44	24.84	91	45-54	26.22	122
45-64	31.54	112	55-64	25.45	136
65-74	9.02	107	65-74	14.42	114
75-84	4.67	99	75+	8.74	87
85+	1.65	82	Size		
Mother Tongue			1 Person	9.20	34
English	35.42	62	2 People	24.45	72
French	1.25	6	3 People	22.35	142
Non-Official	60.22	302	4+ People	44.01	191
Immigration			Family Status		
Immigrant	61.03	283	Non-Family	13.61	41
Arrived <1961	4.16	33	Couples w/ kids	51.61	117
1961-1970	7.53	66	Couples, no kids	37.86	96
1971-1980	16.17	111	Lone parent	10.53	64
1981-1990	21.34	132	Age of Children		
1991-1995	21.44	161	<5	12.06	65
1996-2000	17.71	130	5-9	14.00	77
2001-2006	11.65	65	10-14	16.64	92
Visible Minority			15-19	20.33	108
Yes	74.55	373	20-24	18.78	145
Adult Population	Cluster %	Index Canada	25+	18.19	137
Marital Status			Dwellings	Cluster %	Index Canada
Single	29.74	106	Tenure		
Married or Common-Law	61.06	106	Owned	92.36	133
Wid/Div/Sep	9.19	64	Rented	7.64	25
Mode of Transport			Band Housing	0.00	0
Car	80.26	99	Period of Construction		
Public Transit	16.46	153	<1946	2.76	26
Class of Worker			1946-1960	6.03	48
Employed	81.13	94	1961-1970	9.09	76
Self-Employed	16.29	140	1971-1980	14.65	85
Unpaid	0.42	139	1981-1990	27.88	189
Occupation			1991-1995	11.69	183
Primary	0.58	13	1996-2000	9.61	163
Blue Collar	16.39	70	2001-2006	9.02	118
Service Sector	37.49	96	2007-2011	6.53	70
White Collar	41.99	135	>2011	2.74	81
Education			Type		
No cert/dipl/deg	15.32	69	Single	78.44	142
High school cert	22.61	92	Semi	3.43	70
Trade	3.88	38	Row	5.43	91
College	11.21	68	Duplex	6.22	119
Some university	7.80	160	Low-rise	1.98	11
University degree	39.18	181	High-rise	4.45	47
			Mobile	0.01	1
			Dwelling Value		
			Index		210

How They Live

Leisure

ballets/operas/symphonies
theme parks
gourmet cooking
travel to Asia

Shopping

cellular phones
video game systems
footwear stores
Roots

Traditional Media

National Post
business magazines
late night TV news shows
ethnic/multicultural radio

New Media

seek online info for purchases
FourSquare
upload video
trade stocks, bonds or mutual funds online

Food/Drink

fish
premium ice cream
walnuts
soy beverages

Financial

\$500,000+ personal savings/investments
real estate
gas station quick-pay cards
donations to educational groups

Automotive

midsize premium cars
\$40-50,000 on latest vehicle
Toyota
Acura

Attitudes

"I like trying to take advantage of the unforeseen, of opportunities that present themselves"
"The father of the family must be master in his own house"
"When shopping for clothes, I generally look for designer labels"
"It is important to me that people admire the things I own"