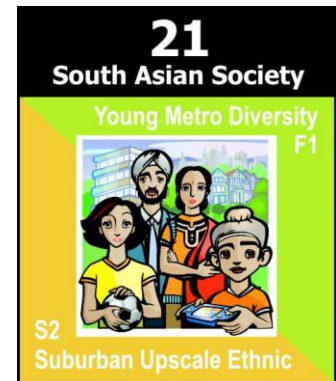


## S2

### 21 - South Asian Society

#### Younger, upper-middle-class South Asian families

<b>Population</b>	<b>922,779 (2.61% of Canada)</b>
<b>Households</b>	<b>252,287 (1.79% of Canada)</b>
<b>Average Household Income</b>	<b>\$90,599</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>Mixed</b>
<b>Occupation</b>	<b>Service Sector &amp; Blue Collar</b>
<b>Ethnic Presence</b>	<b>High</b>
<b>Sample Social Value</b>	<b><i>Penchant for Risk</i></b>

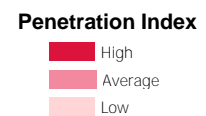
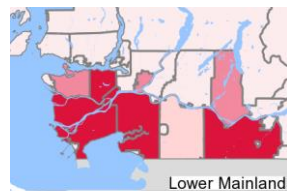
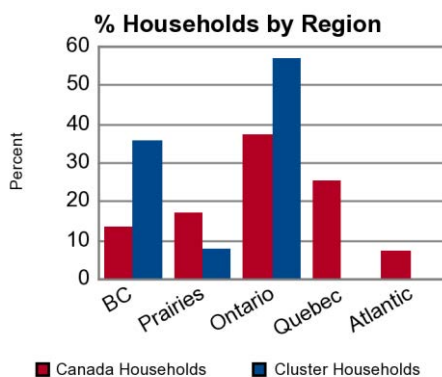


Canada's original wave of immigrants from Europe has given way to new populations arriving from Asia, Latin America and the Middle East. South Asian Society reflects this trend, consisting of younger, recent immigrants—about half are from South Asia—seeking economic prosperity in suburban Canada. Cluster households are characterized by mixed educations, skilled blue-collar and service jobs, upper-middle-class incomes and child-centred lifestyles. In neighbourhoods filled with mixed housing, families pursue outdoor sports like basketball, baseball and soccer, as well as going to theme parks, and auto shows. Still making their way in Canadian popular culture—the vast majority report a non-official mother tongue—these residents are much more likely than average to go to a university with the hope of bettering their lives.

More than three-quarters of South Asian Society residents are classified visible minorities, including a significant proportion of blacks, Filipinos and Latin Americans. As consumers, they have high rates for travelling to the U.K., U.S. and their native countries, buying cosmetics and owning lots of consumer electronics. Yet for all this ethnic diversity, their taste in media looks surprisingly like that of native-born English-speaking Canadians: they read *The Globe and Mail*, watch TV sports, listen to top-40 radio and subscribe to magazines that cover computers, entertainment, fashion and bridal showcases. While South Asian Society residents still maintain ties to their ethnic roots through multicultural radio and community newspapers, they turn to mainstream media to stay abreast of what it means to be Canadian.

### Where They Live

Surrey (BC), Brampton (ON), Mississauga (ON), Abbotsford (BC), Delta (BC), Markham (ON), New Westminster (BC), Richmond(BC), Toronto (ON)



### How They Think

With a *Penchant for Risk* and a desire for *Personal Challenge*, it is not surprising that the hard-working go-getters of South Asian Society are doing well for themselves. South Asian Society residents are confident in their abilities and are willing to make the sacrifices necessary for their family's success but they're also motivated by their strong *Need for Status Recognition*. In these close-knit communities, gaining the respect and esteem of peers is a widely held goal, and in their ongoing attempts to elevate their social status, they do so, in part, by purchasing consumer goods from well-known brands and companies. South Asian Society members hold dear the values and customs of their past; retaining these traditions is likely made easier due to the many multigenerational households in this cluster. Strong on *Patriarchy* and *Religiosity*, these residents are more conservative than most, believing that the father must be the head and breadwinner of the household and that it's important to take an active role in religious organizations.

## Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
<b>Age</b>			<b>Maintainer Age</b>		
<5	6.21	113	<25	2.02	61
5-14	12.90	120	25-34	15.34	98
15-24	14.92	115	35-44	23.99	132
25-44	30.39	112	45-54	25.42	118
45-64	25.11	89	55-64	18.16	97
65-74	6.57	78	65-74	9.54	76
75-84	2.98	63	75+	5.53	55
85+	0.92	46	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	10.31	38
English	39.65	70	2 People	19.62	58
French	0.63	3	3 People	18.16	116
Non-Official	55.15	276	4+ People	51.91	226
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	57.71	267	Non-Family	15.07	46
Arrived <1961	2.75	21	Couples w/ kids	56.40	127
1961-1970	5.59	49	Couples, no kids	28.87	74
1971-1980	14.92	102	Lone parent	14.73	89
1981-1990	19.90	123	<b>Age of Children</b>		
1991-1995	18.83	141	<5	17.06	92
1996-2000	18.19	133	5-9	17.52	96
2001-2006	19.83	111	10-14	17.94	99
<b>Visible Minority</b>			15-19	18.32	97
Yes	78.61	394	20-24	14.62	113
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	14.53	109
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	28.88	103	<b>Tenure</b>		
Married or Common-Law	60.43	105	Owned	80.23	116
Wid/Div/Sep	10.69	74	Rented	19.77	65
<b>Mode of Transport</b>			Band Housing	0.00	0
Car	83.41	103	<b>Period of Construction</b>		
Public Transit	13.64	127	<1946	1.08	10
<b>Class of Worker</b>			1946-1960	3.48	28
Employed	88.33	102	1961-1970	6.35	53
Self-Employed	9.36	80	1971-1980	14.16	82
Unpaid	0.30	102	1981-1990	23.43	159
<b>Occupation</b>			1991-1995	9.85	154
Primary	2.15	48	1996-2000	10.02	170
Blue Collar	32.95	140	2001-2006	13.02	170
Service Sector	37.97	97	2007-2011	14.51	155
White Collar	23.33	75	>2011	4.09	121
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	25.09	113	Single	49.52	90
High school cert	28.48	116	Semi	7.29	150
Trade	7.40	72	Row	8.93	150
College	13.23	80	Duplex	20.72	396
Some university	6.77	139	Low-rise	10.22	58
University degree	19.04	88	High-rise	2.93	31
			Mobile	0.30	22
			<b>Dwelling Value</b>		
			<b>Index</b>		146

## How They Live

### Leisure

zoos/aquariums/farms  
gourmet cooking  
Pilates/yoga  
aerobics

### Shopping

HDTVs  
bulk food stores  
Jacob  
Tip Top Tailors

### Traditional Media

*National Post*  
"Entertainment Tonight: Canada"  
Classical/Fine Arts  
download podcasts

### New Media

trade stocks/bonds/mutual funds  
YouTube  
online reviews  
movies on mobile devices

### Food/Drink

lamb  
fruit drinks  
toaster products  
imported beer

### Financial

under \$1,000 in home improvements  
credit unions  
online banking  
donations to religious groups

### Automotive

sport coupes  
compact premium cars  
own 2 vehicles  
Nissan

### Attitudes

"If I see something interesting in a store, I will usually buy it on impulse"  
"I really enjoy shopping for clothes"  
"I do not manage my time very well"  
"I cannot imagine life without the Internet"