S2
29 - Suburban Rows

Younger, thriving immigrant families

Population	**911,816 (2.58% of Canada)**
Households	**341,252 (2.42% of Canada)**
Average Household Income	**$80,781**
Housing Tenure	**Homeowners & Renters**
Education	**University/College/High School**
Occupation	**Service Sector & White Collar**
Ethnic Presence	**Medium**
Sample Social Value	***Community Involvement***

**29
Suburban Rows
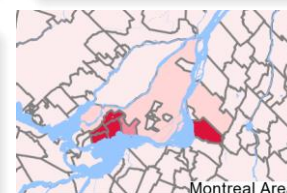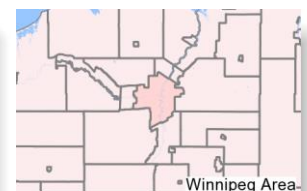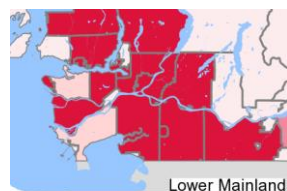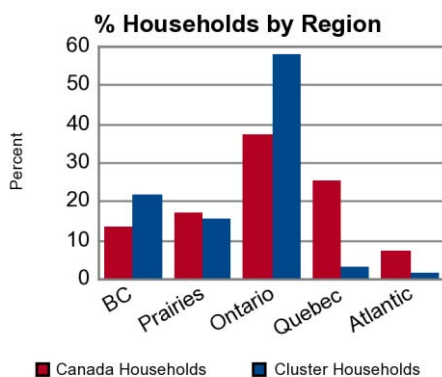Young Metro Diversity
F1
S2
Suburban Upscale Ethnic**
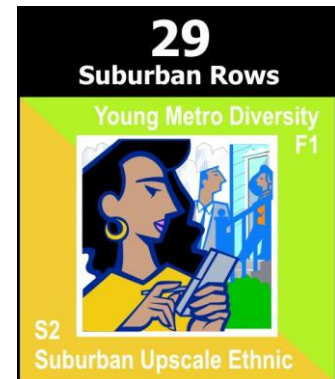
Scattered across the provinces, Suburban Rows is composed of younger, middle-class immigrant families living in suburban and urban row houses. Nearly a third of cluster residents are classified visible minorities: black, South Asian and a mix of Chinese and other nationalities. Despite many having university and college educations, these newcomers mostly work in service sector jobs, earn average incomes and have low-key lifestyles. They have high rates for playing basketball, soccer, jogging and swimming. And a big date is taking the kids to a zoo, aquarium, carnival or video arcade. They like to shop at mall outlets, where they can acquire the latest consumer electronics, including computers, MP3 players and smartphones. Admitting that they rarely go to gourmet supermarkets or fancy restaurants, the parents of these growing families say that they don't need a lot of money to enjoy life.

As consumers, Suburban Rows residents present a mixed portrait. They're regular travellers—to Asia, Central America and the Western U.S.—but these penny-pinchers usually book on discount websites, fly economy class and stay with friends or relatives. Their typical row and semi-detached houses are moderately priced, as are their vans and hatchbacks parked out front. At home, these Canadians have selective media tastes, watching relatively little TV and reading few newspapers and magazines, but listening to a variety of radio stations; jazz and ethnic multicultural programs are especially popular. Where they excel is their online and social media usage, going online to Tweet, blog, check Facebook, play games, search for jobs and download music. Clearly, the web satisfies one of their key Social Values: *Personal Expression* .

Where They Live

Port Moody (BC), Pitt Meadows (BC), Port Coquitlam (BC), Dollard-des-Ormeaux (QC), Richmond (BC), Ottawa (ON), Richmond Hill(ON), Mississauga (ON), Coquitlam (BC), Maple Ridge (BC), Burnaby (BC)

% Households by Region

Legend: ■ Canada Households ■ Cluster Households

Regions: BC, Prairies, Ontario, Quebec, Atlantic

Lower Mainland

Calgary Area

Winnipeg Area

Golden Horseshoe

Montreal Area

Penetration Index
- High
- Average
- Low
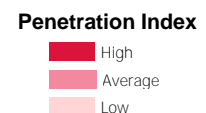
How They Think

Suburban Rows is a cluster dominated by immigrants who have been fairly successful in integrating themselves into Canadian society. Members tend to be inclusive in their dealings with others and they embrace *Flexible Families*, believing marriage should extend beyond legal ties and involve emotional connections. With a strong interest in political engagement, they are involved in community events (*Community Involvement*) and enjoy participating in local activities to develop a better understanding of Canadian culture and share their love for thinking creatively (*Personal Creativity*). These Canadians don't mind taking risks to get the most out of life (*Penchant for Risk*). And with a tendency to reject the notion that all valid knowledge must be logical (*Interest in the Unexplained*), Suburban Rows members avoid taking a "one-size-fits-all" approach to decision-making. They prefer to evaluate situations individually and develop appropriate responses to challenging circumstances. This tendency toward critical thinking means Suburban Rows members are not easily swayed by advertising and do not rely on it as a source of information (*Skepticism Towards Advertising*).

Who They Are

Population	Cluster %	Index Canada	Households	Cluster %	Index Canada
Age			**Maintainer Age**		
<5	6.15	112	<25	3.18	97
5-14	12.04	112	25-34	18.10	116
15-24	14.70	113	35-44	22.03	122
25-44	30.24	111	45-54	23.72	110
45-64	25.93	92	55-64	17.21	92
65-74	6.28	74	65-74	9.36	74
75-84	3.23	68	75+	6.40	64
85+	1.43	71	**Size**		
Mother Tongue			1 Person	22.53	83
English	61.64	108	2 People	30.82	91
French	4.41	21	3 People	19.97	127
Non-Official	31.03	155	4+ People	26.68	116
Immigration			**Family Status**		
Immigrant	33.84	157	Non-Family	28.94	88
Arrived <1961	6.29	49	Couples w/ kids	44.87	101
1961-1970	8.13	71	Couples, no kids	30.56	78
1971-1980	12.66	87	Lone parent	24.57	149
1981-1990	18.06	111	**Age of Children**		
1991-1995	16.62	125	<5	18.28	98
1996-2000	18.16	133	5-9	17.90	98
2001-2006	20.08	112	10-14	17.88	99
Visible Minority			15-19	18.76	100
Yes	36.73	184	20-24	13.71	106
			25+	13.46	101

Adult Population	Cluster %	Index Canada	Dwellings	Cluster %	Index Canada
Marital Status			**Tenure**		
Single	31.51	112	Owned	66.27	96
Married or Common-Law	52.91	92	Rented	33.69	111
Wid/Div/Sep	15.58	108	Band Housing	0.04	10
Mode of Transport			**Period of Construction**		
Car	77.26	96	<1946	0.83	8
Public Transit	16.64	154	1946-1960	4.80	38
Class of Worker			1961-1970	9.20	77
Employed	89.46	104	1971-1980	26.02	151
Self-Employed	8.57	74	1981-1990	20.62	140
Unpaid	0.18	59	1991-1995	9.96	156
Occupation			1996-2000	9.22	156
Primary	1.17	26	2001-2006	8.05	105
Blue Collar	21.19	90	2007-2011	8.23	88
Service Sector	43.49	111	>2011	3.06	91
White Collar	30.74	99	**Type**		
Education			Single	20.13	36
No cert/dipl/deg	17.97	81	Semi	7.20	148
High school cert	26.69	109	Row	50.37	845
Trade	7.87	77	Duplex	2.01	38
College	17.40	105	Low-rise	11.81	67
Some university	5.43	111	High-rise	8.12	85
University degree	24.63	114	Mobile	0.29	22
			Dwelling Value		
			Index		101

How They Live

Leisure
theme parks
soccer
baseball
swimming

Shopping
cosmetic products
frozen food stores
The Bay
H&M

Traditional Media
Elle Canada
"Grammy Awards"
rap/hip hop radio
online job search

New Media
purchase insurance products online
follow brands on Twitter
read blog posts
visit entertainment/gossip sites

Food/Drink
canned fish/meat
vegetarian products
toaster products
tequila

Financial
$100,001-$250,000 in securities and savings
RESPs
term life insurance
environmental charity

Automotive
hatchbacks
compact cars
Korean manufacturers
Dodge

Attitudes
"I am excited by the development of new technologies"
"Very interested in unfamiliar destinations for vacation travel"
"I often reward myself by having a snack"
"I feel comfortable meeting and communicating with people through social media"