

S2

20 - Asian Up-and-Comers

Successful, middle-aged Asian families

Population	621,713 (1.76% of Canada)
Households	205,341 (1.45% of Canada)
Average Household Income	\$84,327
Housing Tenure	Homeowners
Education	University/High School
Occupation	Service Sector & White Collar
Ethnic Presence	High
Sample Social Value	Fear of Violence

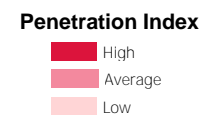
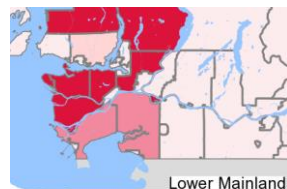
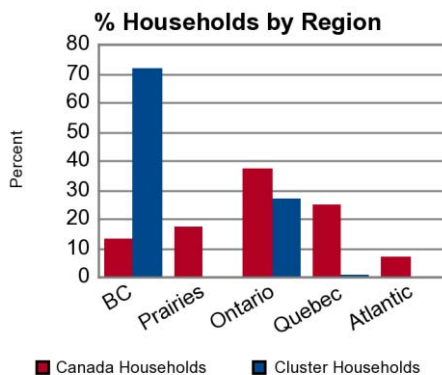


Divided between Vancouver and Toronto, Asian Up-and-Comers neighbourhoods are often the first stop for new immigrants from China and, to a lesser degree, the Philippines and other countries in South Asia. These middle-aged families typically are well-educated, middle-class and ethnically diverse. Nearly two-thirds are foreign-born and speak a non-official language. While their incomes are just average, they still pursue energetic lifestyles as reflected in their interest in community theatres, casinos and food and wine shows. Self-described early adopters, Asian Up-and-Comers residents are especially fond of the latest computers and personal electronics, often going online to shop, access news sites and use the full range of social media to stay connected to relatives back home.

The residents of Asian Up-and-Comers are relatively recent immigrants: more than half have come to Canada since 1990. But these large, often multigenerational families are beginning to prosper in their adopted country. Many have recently bought a single-family home, row house or duplex—with an average value over a half-million dollars, nearly double the national average. A high percentage of adults have university degrees and white-collar jobs in business, science or sales. And these households stay abreast of the latest trends through print media, scoring high for reading newspapers as well as subscribing to magazines that cover news, current affairs, finance and computers. Although fond of travel, especially to Hong Kong and the western U.S., they're also active in their new communities, not just in patronizing local shops and restaurants, but in writing to a newspaper editor and donating money to political, alumni and social groups.

Where They Live

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



How They Think

With a strong sense of *Anomie & Aimlessness*, Asian Up-and-Comers are searching for meaning in life in their new, adopted homeland. These immigrant newcomers express a *Fear of Violence* and worry that they are at the mercy of forces beyond their control (*Fatalism*), but they are finding new ways to achieve happiness. They are strong on *Joy of Consumption* and are likely to make a splash with purchases to demonstrate their upward mobility (*Need for Status Recognition*). In their search for sensory pleasure, they score high for *Pursuit of Intensity* and *Sexual Permissiveness*. They're open-minded about traditional family structures, as seen in their acceptance of *Flexible Families* and *Equal Relationship with Youth*. And though they feel a connection to their community (*Community Involvement*) and retain a *Global Consciousness*, they feel little responsibility to those less fortunate (low on *Social Responsibility*). Instead, these Canadians are more inwardly focused, pursuing their own *Spiritual Quest* and expressing an *Interest in the Unexplained*. Marketers looking to connect with Asian Up-and-Comers members can take some comfort in the knowledge that they have *Confidence in Advertising* and like being part of a crowd (*Attraction For Crowds*), which should make them receptive to products and services that have mass appeal.

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	4.36	79	<25	2.06	63
5-14	9.26	86	25-34	12.89	83
15-24	14.39	110	35-44	18.80	104
25-44	28.90	106	45-54	25.01	116
45-64	28.81	102	55-64	19.78	105
65-74	7.53	89	65-74	11.23	89
75-84	4.85	103	75+	10.22	102
85+	1.89	94	Size		
Mother Tongue			1 Person	17.06	62
English	32.81	58	2 People	26.18	77
French	0.94	4	3 People	20.72	132
Non-Official	62.78	314	4+ People	36.04	157
Immigration			Family Status		
Immigrant	61.88	287	Non-Family	23.26	70
Arrived <1961	4.43	35	Couples w/ kids	49.52	112
1961-1970	6.28	55	Couples, no kids	34.97	89
1971-1980	13.90	95	Lone parent	15.51	94
1981-1990	18.99	117	Age of Children		
1991-1995	21.10	158	<5	14.29	77
1996-2000	19.11	140	5-9	14.47	79
2001-2006	16.18	90	10-14	15.89	88
Visible Minority			15-19	18.47	98
Yes	78.20	392	20-24	17.78	137
Adult Population	Cluster %	Index Canada	25+	19.11	144
Marital Status			Dwellings	Cluster %	Index Canada
Single	31.04	110	Tenure		
Married or Common-Law	57.01	99	Owned	75.21	109
Wid/Div/Sep	11.94	83	Rented	24.79	82
Mode of Transport			Band Housing	0.00	0
Car	73.58	91	Period of Construction		
Public Transit	21.43	199	<1946	6.55	61
Class of Worker			1946-1960	10.55	84
Employed	85.54	99	1961-1970	8.94	74
Self-Employed	11.74	101	1971-1980	14.24	83
Unpaid	0.37	122	1981-1990	17.04	115
Occupation			1991-1995	9.93	155
Primary	0.71	16	1996-2000	9.50	161
Blue Collar	20.33	87	2001-2006	9.27	121
Service Sector	41.90	107	2007-2011	11.19	120
White Collar	32.91	106	>2011	2.79	83
Education			Type		
No cert/dipl/deg	19.62	89	Single	41.01	74
High school cert	25.41	103	Semi	4.63	95
Trade	5.79	56	Row	8.95	150
College	12.42	75	Duplex	22.65	433
Some university	7.54	155	Low-rise	14.15	80
University degree	29.21	135	High-rise	8.33	87
			Mobile	0.15	11
			Dwelling Value		
			Index		190

How They Live

Leisure

art galleries
food shows
jogging
travel to Asia

Shopping

personal computers
video cameras
fruit and vegetable stores
Zara

Traditional Media

National Post
Financial Post Magazine
"CBC Newsworld"
multicultural radio

New Media

buy clothing online
Tumblr
podcasts
watch video on mobile

Food/Drink

fish and seafood
vegetarian products
boxed chocolates
imported beer

Financial

credit unions
term deposits
mutual funds
donations to environmental groups

Automotive

sedans
compact premium cars
over \$50,000 on the latest vehicle
Toyota

Attitudes

"I am open to receiving relevant marketing messages on mobile device from trusted retailers"
"I consider myself to be sophisticated"
"I am interested in learning about different cultures"
"Regular exercise is an important part of my life"