

South Asian consumers in Toronto

Omni Television, owned by Rogers Broadcasting Ltd., breaks the South Asian market in Toronto into five lifestyle clusters:

WELL ESTABLISHED: Comprises 154,000 people and 28% of households. This segment has large families with multiple earners. Household income is around \$84,000. Professionals who own large homes, they like to travel and have interests that include sports, fashion, business and news.

FAMILY AND HOME: Comprises 113,000 people and around 21% of households. Headed up by 25- to 44-year-olds with children under six, this segment is preoccupied with home renovations, paying down mortgages and children's education. They have household incomes of between \$62,000 and \$74,000 and work in business, finance, middle management and technology.

NEW IMMIGRANTS: Comprises 112,000 people and around 21% of households. This segment is between 25 and 34 with young children and older relatives; most rent apartments, use transit and rent cars when needed. They are well educated and currently underemployed with annual household incomes in the \$40,000 range. This segment reads and spends more than average on education and training.

ROAD TRIPPERS: Comprises 21,000 people and 4% of households. This segment is largely blue-collar apartment dwellers with household incomes around \$30,000.

HIGH-TECH ORIENTED: Comprises 14,000 people and 3% of households. This segment has household incomes of more than \$95,000. They are extremely well-educated professionals who spend above average on education and child care and are passionate about technology and want the latest high-tech items.

SOURCE: MANIFOLD DATA MINING INC., JULY 2004

