

ACCULTURATES: SOUTH ASIAN

SA01: Traditionalists | 11.5% of South Asian population*

Born in India, immigrated more than 15 years ago
Tend to speak mostly Punjabi at home
Older maintainers living in single or multi-family households
Mixed education with average household incomes
Live in older mixed housing in South Asian neighbourhoods; renters
Identify with homeland

SA02: Transitions | 20.0%

Born in India, Pakistan or Sri Lanka, immigrated in the last 15 years
Tend to speak Punjabi, Tamil or Urdu at home
Middle-aged maintainers living in single or multi-family households
Mixed education with average household incomes
Live in newer mixed housing in South Asian neighbourhoods; owners and renters
Identify with homeland

SA03: Newcomers | 25.4%

Born in India or Pakistan, immigrated in the last 15 years
Tend to speak Punjabi or Urdu at home
Middle-aged maintainers living in single or multi-family households
University education with average household incomes
Live in newer apartments and condominiums in South Asian neighbourhoods; renters
Identify with homeland

SA04: Bi-Cultural | 10.3%

Born in India, immigrated in the last 15 years
Tend to speak English at home
Younger maintainers living in single-family households
University education with above average household incomes
Live in new mixed housing in South Asian neighbourhoods; owners and renters
Identify with both homeland and Canada

SA05: Fusion | 16.0%

Born in Canada or immigrated more than 15 years ago
Tend to speak English at home
Older maintainers living in single-family households
University education with higher household incomes
Live in newer mixed housing in mostly non-South Asian neighbourhoods; owners
Identify with both homeland and Canada

SA06: NextGen | 16.5%

Born in Canada
Tend to speak English at home
Younger maintainers living in single-family households
University education with average household incomes
Live in new apartments in mixed immigrant neighbourhoods; renters
Identify with both homeland and Canada

* Percentage of the total visible minority population found within neighbourhoods flagged in each AccultuRates system. This total does not include visible minority populations that account for less than 1% of their neighbourhood's total population.

