



**U3** YOUNG  
URBAN  
CORE

**Y1** VERY YOUNG  
SINGLES  
& COUPLES

#### Population:

668,629

(1.75% of Canada)

#### Households:

401,632

(2.67% of Canada)

#### Average Household Income

\$133,022

#### Average Household Net Worth:

\$951,546

#### House Tenure:

Rent & Own

#### Education:

University

#### Occupation:

White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Sexual Permissiveness*

## Who They Are

Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value *Sexual Permissiveness*. Concentrated in the urban core of Toronto, Montreal and Vancouver, this diverse segment reflects two important demographic trends—increasing urbanization and the growth of high-rise housing. Eat, Play, Love is a vertical world where almost 90 percent of residents live in apartment and condo buildings taller than five stories. It is also the most educated of all the segments: more than 60 percent have a university degree, and almost one in four hold an advanced degree— three times of the national average. With their upper-middle incomes, they're earning good money for their age, typically from white-collar jobs in business, science, education and management. Over 60 percent commute to work by public transit, biking or walking. Young and unencumbered—half of households contain single or divorced individuals—they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting jazz concerts and attending food and wine shows. They're also into health and fitness, scoring high for aerobics, yoga and Pilates, as well as buying organic fruit and vegetables.

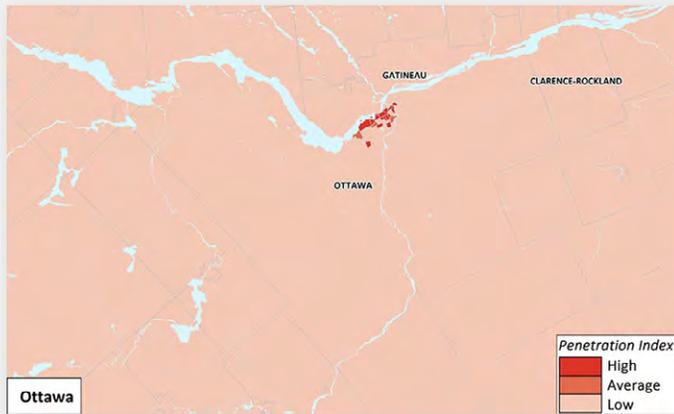
The young adults of Eat, Play, Love pursue experience-intensive lifestyles. They have high rates for enjoying adventure sports and movies, and their idea of boating is windsurfing. They exhibit wide-ranging cultural tastes, going to classical music concerts, nightclubs and comedy movies. And many qualify as foodies given their fondness for gourmet cooking, fine food stores and restaurants that offer Asian and Mexican cuisine. Whether it's cabernet, cognac, tequila or Scotch, this group enjoys having a drink with friends at home or out on the town. When it comes to media, Eat, Play, Love residents tend to be grazers, dipping in and out of TV news during the day and often ending their nights watching late-night talk shows. Internet obsessed, they go online for a wide range of uses: dating, streaming music and TV, playing games and making travel plans. As veterans of social media—particularly Twitter, LinkedIn, Instagram, Reddit and Tinder—they're comfortable sharing personal information online. With their hyperactive nightlife, they also make a prime audience for advertising on buses, taxis, subway platforms and convenience stores. These young Canadians are most looking forward to going to the gym post-COVID.

## How They Think

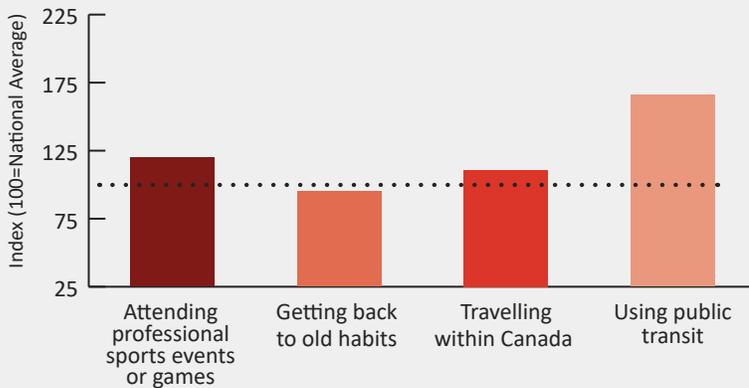
As might be expected of a younger, educated segment, Eat, Play, Love members are broadminded, passionate and footloose, with a progressive view of what constitutes family (*Flexible Families*). They focus on diet, exercise and healthy living (*Effort Toward Health*) and seek out new and exciting experiences to express their individuality (*Pursuit of Novelty, Pursuit of Originality*). Embracing uncertainty and change (*Adaptability to Complexity*), they question rules and authority figures as they forge their own path into the future (*Rejection of Authority, Personal Control*). But they belie the self-centered Millennial stereotype: many are active in social issues and political campaigns (*Community Involvement*), believe that learning from other cultures gives life richness (*Culture Sampling*) and enjoy connecting with large groups (*Attraction for Crowds*). Seeing themselves as citizens of the world (*Global Consciousness*), these diverse singles support the *Primacy of Environmental Protection* over economic growth. As consumers, members of Eat, Play, Love are willing to pay premium prices for environmentally friendly products (*Ecological Lifestyle*) and appreciate established brands (*Importance of Brand*) as well as items that convey affluence and status (*Ostentatious Consumption*). Eager to be thought of as influencers, they often tout their purchases with their peers (*Consumption Evangelism*).

## 12. EAT, PLAY, LOVE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

dancing  
jazz concerts  
bars/pubs  
active in social issues



#### TRADITIONAL MEDIA

CP24  
TV music awards shows  
dance music radio  
*Elle Canada*



#### FOOD/DRINK

organic fruits and vegetables  
energy drinks  
coffee/donut shops  
online food delivery services



#### AUTOMOTIVE

imported luxury vehicles  
subcompacts  
one vehicle  
European brands



#### MOBILE

play video games on mobile phone  
own smart watch  
read magazines on tablet  
career/job search on tablet



#### SHOPPING

natural/health food stores  
Hudson's Bay  
La Senza  
purchase cosmetics/skin care online



#### INTERNET

listen to podcasts  
access consumer reviews  
watch TV programs online  
purchase cosmetics/skin care products online



#### FINANCIAL

stocks  
TFSA's  
condo home insurance  
donate to educational groups



#### SOCIAL

blogs  
Twitter  
Instagram  
dating platforms



#### HEALTH

use mouthwash  
10+ times per week

#### ATTITUDES

*"I try to keep abreast of changes in style and fashion"*

*"I like sharing events with the largest number of people"*

*"It is important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"*

*"From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"*