Younger, single urban renters

Who They Are

One of the youngest segments, Latte Life is often the first stop for university graduates fresh out of school. Typically located in Vancouver, Calgary, Edmonton and Ottawa, the lifestyle has remained relatively stable for the last 15 years. Half the residents are between 25 and 44; nearly 60 percent live alone. Over half have earned a university degree—more than twice the Canadian average—but since they likely hold entry-level jobs in education, the arts, business and science, most earn only average incomes. And the steep cost of housing in their neighbourhoods means three-quarters of residents rent apartments, typically in older low-rise buildings. Like many Millennials, they try to reduce their carbon footprint by walking, biking or taking public transit to work. Latte Life residents aren’t interested in putting down roots right now: two-thirds of residents have moved in the last five years. These young adults are nightowls who frequent bars, dance clubs and music festivals. Fitness and status conscious, they spring for memberships in health clubs. With their Concern for Appearance, they’re a strong market for products and services that make them look good.

Their incomes may not be high but Latte Life members have the luxury of spending their paycheques solely on themselves. They have high rates for going to the ballet, opera symphony and art galleries. Many are foodies who enjoy gourmet cooking at home and meeting friends at Thai, Japanese and other Asian restaurants, as well as Starbucks and other coffee shops. These young singles balance their alcohol- and cannabis-fueled partying with health-conscious foods, especially organic fruit and veggies. Many like to travel—often to the western provinces and U.S. states—and typically hold down costs by couch surfing with friends and using loyalty program rewards. At home, their media inclinations are overwhelmingly digital, and they’ll forego traditional cable TV for streaming services like Netflix and Amazon Prime. But if they want to listen to a radio station or read a newspaper or magazine, it’s typically accessed using their mobile device or computer. And out-of-home advertising might be the best way to reach these out-and-about city dwellers; they notice messages in buses, taxis, subway stations, convenience stores and cinema lobbies.

How They Think

The members of Latte Life are progressive, independent and engaged. Committed to Community Involvement, they have high rates for being active on social issues, doing volunteer work and getting involved in political campaigns. Supportive of nontraditional and commitment-free relationships, this segment is strong for Flexible Families and Sexual Permissiveness. Being young, they often question rules and make decisions without deferring to a boss, parent or other authority figure (Rejection of Authority). And in their diverse neighbourhoods, they embrace multi-ethnic groups and enjoy experiencing what other cultures have to offer (Multiculturalism, Culture Sampling). In the marketplace, they admit that the very act of shopping excites them (Joy of Consumption), and they enjoy acquiring products in their areas of particular interest, especially those that highlight their individuality and convey affluence (Consumptivity, Pursuit of Originality, Ostentatious Consumption). They also prefer brands that have an authentic story (Brand Genuineness) and appreciate products that promote health and well-being (Effort Toward Health). With their strong Confidence in Advertising, they view advertising as a reliable source of information.
Where They Live

How They Live

LEISURE
basketball
gourmet cooking
pubs/sports bars
active in social issues

SHOPPING
The Gap
Hudson’s Bay
purchase footwear online
grocery store rewards program

TRADITIONAL MEDIA
MTV Canada
modern rock radio
Elle Canada
newspaper arts and entertainment section

INTERNET
read magazines on computer
stream music on computer
use ad blocking software
purchase cosmetics/skin care online

FOOD/DRINK
organic fruits and vegetables
craft beer
Starbucks
food courts

FINANCIAL
mobile wallet
mutual funds in RRSPs
online trading
donate to cultural groups

AUTOMOTIVE
compact premium vehicles
European brands
one car
Mr. Lube

SOCIAL
WhatsApp
Instagram
LinkedIn
dating platforms

MOBILE
watch YouTube on phone
surf the Internet on phone
health content on tablet
read e-books/listen to audio books on tablet

HEALTH
Take liquid cold remedy

ATTITUDES
“It’s very important to try new products, new places for vacation or new foods, just for the pleasure of the novelty”

“I believe that young people should be taught to question authority”

“The Internet helps me connect with other like-minded people”

“I would be willing to pay more for environmentally friendly products”