



**U5** YOUNGER  
URBAN  
MIX

**Y1** VERY YOUNG  
SINGLES  
& COUPLES

#### Population:

191,417  
(0.50% of Canada)

#### Households:

117,174  
(0.78% of Canada)

**Average Household  
Income**  
\$95,495

**Average Household Net  
Worth:**  
\$454,249

**House Tenure:**  
Rent

**Education:**  
University

**Occupation:**  
White Collar/  
Service Sector

**Cultural Diversity Index:**  
Low

**Sample Social Value:**  
*Social Learning*

## 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 urban areas like 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, cultural industries and science, most earn average incomes. The steep cost of housing in their neighbourhoods means three-quarters of residents rent newer condos or older low-rise apartments. 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.

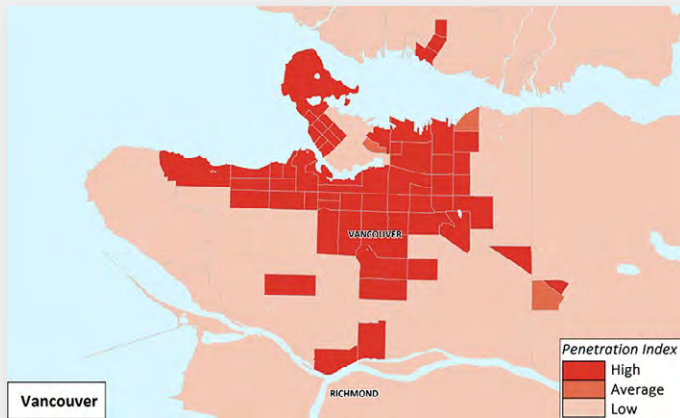
Their incomes may not be high but Latte Life members have the luxury of spending their paycheques solely on themselves. They have high rates for going to the ballet, opera, symphony and art galleries. Many are foodies who enjoy gourmet cooking at home and meeting friends at Thai, Japanese and other Asian 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. When travelling locally, they often utilize public transit—an aspect of daily life they look forward to post-COVID. At home, their media inclinations are overwhelmingly digital, and they'll forego traditional cable TV for streaming services like Netflix and Amazon Prime. 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. 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

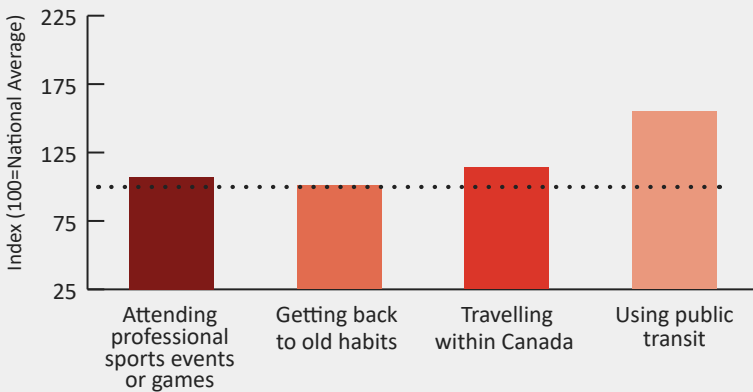
The members of Latte Life are progressive, independent and engaged. Committed to *Community Involvement*, they have high rates for being active on social issues, doing volunteer work and getting involved in political campaigns. Supportive of nontraditional and commitment-free relationships, this segment is strong for *Flexible Families* and *Social Learning*. Being young, they often question rules and make decisions without deferring to a boss, parent or other authority figure (*Rejection of Authority*). 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 (*Importance of Aesthetics*), 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.

## 28. LATTE LIFE

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

basketball  
 gourmet cooking  
 pubs/sports bars  
 active in social issues



#### SHOPPING

Gap  
 Hudson 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 mobile phone  
 surf the Internet on mobile phone  
 access health content on tablet  
 read e-books/listen to audio books on tablet



#### HEALTH

take liquid cold remedy

#### ATTITUDES

"I believe that young people should be taught to question authority"

"In order to get what I like, I'm prepared to take great risks in life"

"I like sharing major events"

"I often buy things just because they are beautiful, whether or not they are practical"