



U3 YOUNG
URBAN
CORE

Y1 VERY YOUNG
SINGLES
& COUPLES

Population:

340,140
(0.89% of Canada)

Households:

193,252
(1.29% of Canada)

Average Household Income

\$59,120

Average Household Net Worth:

\$228,072

House Tenure:

Rent

Education:

University/High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Consumptivity

Who They Are

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older or recently built city apartments. With two-thirds of residents unattached, it is also the most single, contributing to the emergence of single-person households as the most common living arrangement in Canada. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. Social Networkers are ethnically diverse, with 50 percent of the population identifying as visible minorities, including Chinese, South Asians, blacks and Filipinos. With their mixed educations—ranging from high school to university—they hold jobs in education, the arts, science and sales. And though household incomes are low, these residents have time and promising careers on their side. For now, however, the above-average cost of downtown real estate keeps this group renting and mobile; two-thirds have moved in the last five years, but you'll usually find them at bars, dance clubs, film festivals and food and wine shows. The marketing messages they respond to reflect their non-stop *Pursuit of Intensity*.

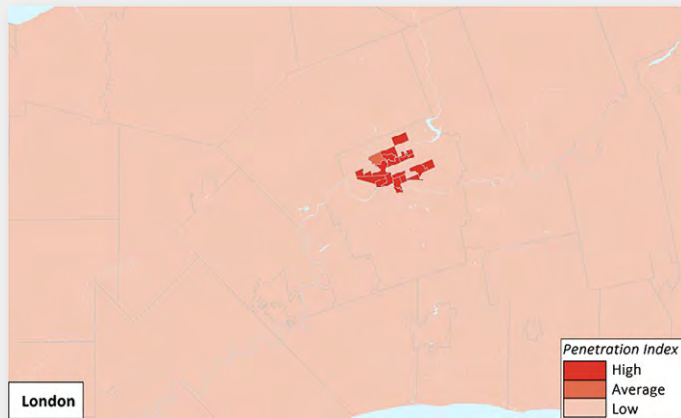
A kind of urban bohemia, Social Networkers is known for its buzzy energy. Residents take advantage of the lively cultural scene, frequenting art galleries, cinemas, operas and music festivals. For these image-conscious twenty-somethings, exercise is a religion, and they work out faithfully at fitness clubs or join pick-up soccer, baseball and hockey matches. As COVID-19 restrictions lift, these singles are looking forward to getting back to their active lives, especially going to the gym, partying and dating. With all this activity, Social Networkers residents don't spend much downtime in their apartments. They spend less than \$100 a week on groceries, and except for storing energy bars, a six-pack of Moosehead beer and leftovers from an online food delivery, their kitchens are rarely used. Indeed, many residents are on a first-name basis with servers at their local pizzeria, taco stand and Starbucks. That on-the-go lifestyle affects media patterns, with many relying on their mobile phones for Internet access to music, podcasts, news and search engines. These social media mavens bounce between YouTube, Instagram, Twitter, Snapchat and the latest blog sensation. Although they have ignored direct mail for years, they can't help noticing advertising they see on their streets and at public transit sites.

How They Think

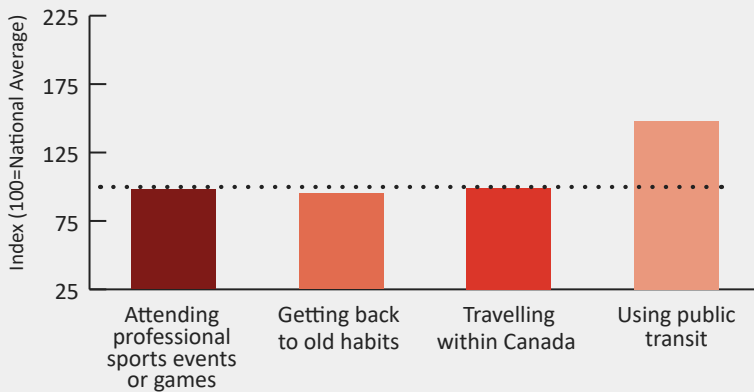
The young, urban denizens of Social Networkers are socially progressive, anti-establishment and willing to take risks to get what they want (*Rejection of Authority, Penchant for Risk*). They believe that young people should be treated like adults (*Equal Relationship with Youth*), and they support *Sexual Permissiveness*. Strong on *Multiculturalism*, they welcome immigrants and seek to learn from diverse cultures (*Culture Sampling*). And though they take pride in their ability to go with the flow (*Adaptability to Complexity*), they sometimes express feelings of alienation from society (*Anomie-Aimlessness*). Eager to be admired and stand out from the crowd, they demonstrate their individuality with their sense of style (*Need for Status Recognition, Pursuit of Originality*). And many express a *Joy of Consumption* as they track down the latest tech toy or coolest experience (*Pursuit of Novelty*). In the marketplace, Social Networkers consumers typically research products before making a purchase (*Discriminating Consumerism*), and they're willing to pay more for brands that symbolize affluence or those with a compelling and authentic story (*Ostentatious Consumption, Brand Genuineness*). They don't hesitate to take to social media to share their purchase experience with their friends (*Consumption Evangelism*).

47. SOCIAL NETWORKERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

nightclubs/bars
baseball
sci-fi movies
culinary/food and wine tours



SHOPPING

Zara
Loblaws
Shoppers Drug Mart
candy/chocolate stores



TRADITIONAL MEDIA

TV music videos
MTV Canada
jazz radio
newspaper arts and entertainment sections



INTERNET

read e-books
play games online
purchase movies online
online dating



FOOD/DRINK

energy drinks
soy-based products
Mexican restaurants
online food delivery



FINANCIAL

mobile wallet
pay minimum on credit cards each month
condo insurance
personal investments under \$20,000



AUTOMOTIVE

imported subcompacts
Mazda
2018 model year
one car



SOCIAL

Instagram
SnapChat
WhatsApp
200-299 friends on social media networks



MOBILE

read magazines on mobile phone
use mobile phone as method of payment
purchase products on mobile phone
career/job search on tablet



HEALTH

take liquid cold remedy

ATTITUDES

"I like to be immediately informed of new products and services so that I can use them"

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

"It is important to me that people admire the things I own"

"I always keep informed about the latest technological developments"