Young diverse singles in city apartments

Who They Are

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older 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. 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 their favourite brands, especially those with a compelling and authentic story (Importance of Brand, Brand Genuineness). They don’t hesitate to take to social media to share their purchase experience with their friends (Consumption Evangelism).

Population: 329,067 (0.87% of Canada)
Households: 190,663 (1.28% of Canada)
Average Household Income: $55,523
Average Household Net Worth: $179,682
House Tenure: Rent
Education: University/High School
Occupation: Service Sector/White Collar
Cultural Diversity Index: High
Sample Social Value: Importance of Brand
Where They Live

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
- 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 phone
- use phone as method of payment
- purchase products on 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”

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