Who They Are

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, half the householders are renters, typically living in semis, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they’re always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards and martial arts, camping and snowboarding. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (Brand Apathy).

Juggling Acts neighbourhoods offer residents a cornucopia of dining and entertainment options. Residents enjoy eating at casual and fast-food restaurants like Swiss Chalet, East Side Mario’s, Burger King and Dairy Queen. And with many singles and divorced individuals on the lookout for new partners, this a strong market for bars and nightclubs. The presence of many families in this segment also makes kid-friendly venues like carnivals, fairs and movie theatres popular. With money tight—residents have few investments and little savings—many households turn to coupons and shop at discount supermarkets for quick-and-easy meals: frozen peas and corn, canned meat, condensed soup and frozen pizza snacks are all big sellers. Their media tastes also run the gamut. They’re solid fans of daytime talk shows, DIY and reality TV programs. On their drive to work, they’ll tune the radio to modern rock and new country music. And though few read daily newspapers, they’ll pick up magazines that cover celebrities and hobbies. Many prefer to go online for their media and mingling, frequenting websites for gaming, dating, streaming videos and connecting with others through Instagram, Twitter and Snapchat.

How They Think

The members of Juggling Acts may be under financial stress, but they’re generally optimistic about the future and the many opportunities the country offers (Financial Concern Regarding the Future, Personal Optimism, North American Dream). These hard-working Canadians are eager to take on difficult challenges, believing that success requires hard work and that ultimately people get what they deserve (Personal Challenge, Work Ethic, Just Deserts). They’re even willing to take risks to get what they want (Pendant for Risk). Proud of their community and country, they think immigrants should give up their cultural identities and blend into the dominant culture (Parochialism, National Pride, Cultural Assimilation). Balancing tight budgets with their desire to be held in high esteem (Need for Status Recognition) can cause them to express a Need for Escape from their daily stresses, and many look to nature to recharge their batteries. As a result they believe protecting the environment is more important than pursuing economic growth (Attraction to Nature, Primacy of Environmental Protection). In the marketplace, they prefer brands with a long history and believe small businesses are best positioned to serve the public’s interest (Brand Genuineness, Confidence in Small Business).
Where They Live

How They Live

**SHOPPING**
- Mark's
- Walmart
- Real Canadian Superstore
- The Source

**INTERNET**
- play online games
- food/recipe sites
- online auctions
- purchase movies online

**TRADITIONAL MEDIA**
- Space
- Sportsnet
- modern rock radio
- People

**FINANCIAL**
- credit unions
- mutual funds
- partial credit card payments
- donate to religious charities

**AUTOMOTIVE**
- domestic small vans
- domestic large pickups
- vehicles bought used
- under $15,000 spent on vehicle

**FOOD/DRINK**
- frozen pizza
- snacks
- fruit drinks
- fast-food restaurants
- Mexican/burrito restaurants

**MOBILE**
- radio apps
- watch TV on phone
- listen to radio on phone
- discount coupons on tablet

**SOCIAL**
- Snapchat
- YouTube
- Reddit
- Instagram

**HEALTH**
- Use insoles/orthotics

**LEISURE**
- dancing
- comedy movies
- nightclubs/bars
- local arenas/rec centres

**ATTITUDES**
- “It’s important that the country holds a strong position in the world”
- “From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation”
- “I have enough trouble taking care of myself without worrying about the needs of the poor”
- “I need to feel that I have achieved a level of social success and that this is recognized by others”

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