



**U5** YOUNGER  
URBAN MIX

**Y2** YOUNGER  
SINGLES  
& COUPLES

#### Population:

509,436  
(1.34% of Canada)

#### Households:

215,667  
(1.43% of Canada)

#### Average Household Income

\$84,051

#### Average Household Net Worth:

\$218,347

#### House Tenure:

Own & Rent

#### Education:

High School/Grade 9/  
College

#### Occupation:

Service Sector/  
Blue Collar

#### Cultural Diversity Index:

Low

#### Sample Social Value:

Civic Engagement

## 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, nearly 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, martial arts, camping and fishing and hunting. 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*).

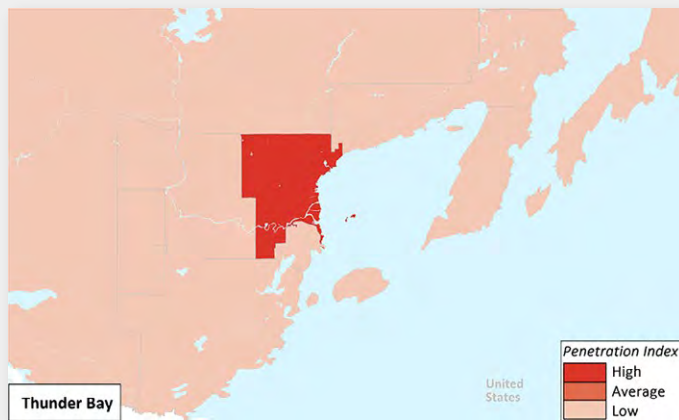
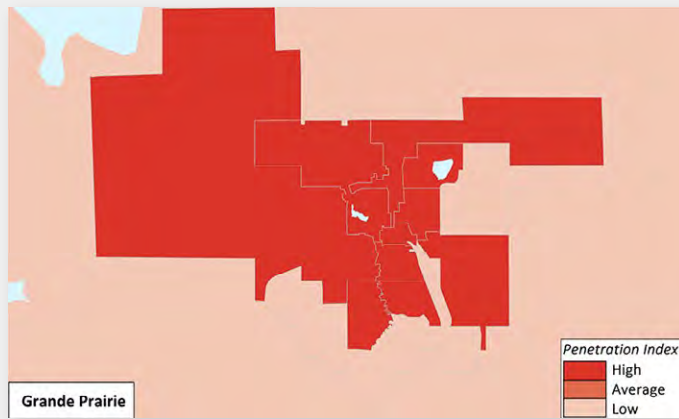
Juggling Acts neighbourhoods offer residents a cornucopia of dining and entertainment options. Residents enjoy eating at casual and fast-food restaurants like Swiss Chalet, East Side Mario's, Burger King and Dairy Queen. And with many singles and divorced individuals on the lookout for new partners, 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. This has also translated to the COVID-19 era, where this segment's main source of information on the pandemic comes from trusting social media sources.

## How They Think

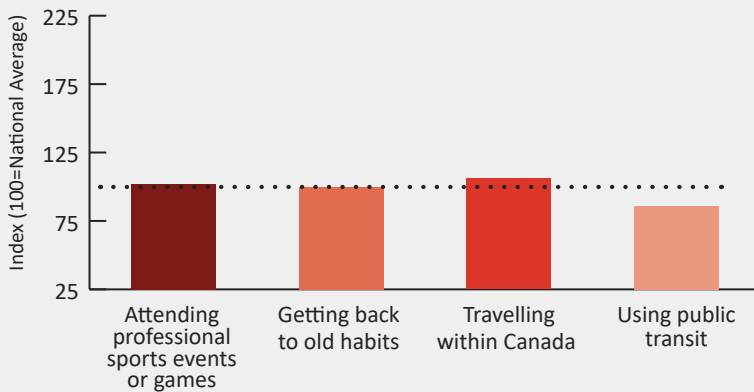
The members of Juggling Acts may be under financial stress, but they're generally optimistic about the future and the many opportunities the country offers (*Financial Concern Regarding the Future, Personal Optimism, North American Dream*). These hard-working Canadians are eager to take on difficult challenges, believing that success requires hard work and that ultimately people get what they deserve (*Work Ethic, Just Deserts*). 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, Ecological Concern, Primacy of Environmental Protection*). In the marketplace, they do not prefer big name brands and believe small businesses are best positioned to serve the public's interest (*Brand Apathy, Confidence in Small Business*).

## 57. JUGGLING ACTS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

dancing  
comedy movies  
nightclubs/bars  
local arenas/rec centres



#### SHOPPING

Mark's  
Walmart  
Real Canadian Superstore  
The Source



#### TRADITIONAL MEDIA

Space  
Sportsnet  
modern rock radio  
People



#### INTERNET

play online games  
food/recipe sites  
online auctions  
purchase movies online



#### FOOD/DRINK

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



#### 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



#### SOCIAL

Snapchat  
YouTube  
Reddit  
Instagram



#### MOBILE

radio apps  
watch TV on mobile phone  
listen to radio on mobile phone  
discount coupons on tablet



#### HEALTH

use insoles/orthotics

#### ATTITUDES

*"It is important to me to regularly get away from all responsibilities and burdens"*

*"I love to buy consumer goods (excluding those basic ones essential to run a household)"*

*"I have enough trouble taking care of myself without worrying about the needs of the poor"*

*"I would prefer to do work that is not particularly interesting, but that pays well"*