



**U5** YOUNGER  
URBAN MIX

**Y2** YOUNGER  
SINGLES  
& COUPLES

#### Population:

692,628  
(1.82% of Canada)

#### Households:

349,766  
(2.33% of Canada)

**Average Household  
Income**  
\$70,319

**Average Household Net  
Worth:**  
\$204,072

**House Tenure:**  
Rent

**Education:**  
University/High School

**Occupation:**  
Service Sector/  
White Collar

**Cultural Diversity Index:**  
High

**Sample Social Value:**  
*Introspection  
& Empathy*

## Who They Are

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy *Culture Sampling*, incorporating the cultural influences of other groups into their lives.

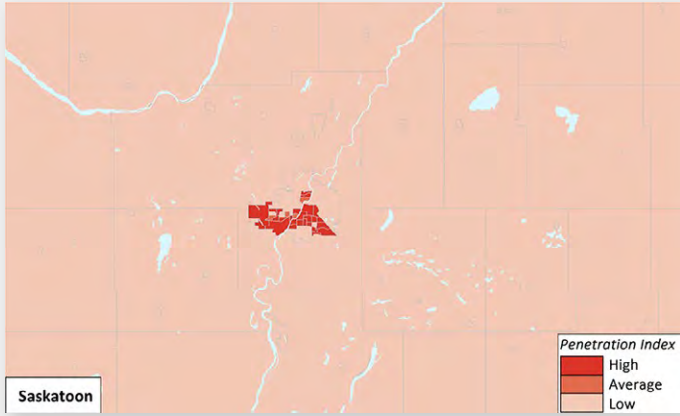
The residents of Friends & Roomies find their entertainment on their streets and social media networks. Young and looking for romance, they frequent dance clubs, health clubs, art galleries and sporting events and play team sports, such as soccer, hockey and curling. In weekly grocery runs, they shop less for traditional meals than after-work grazing, picking up meat snacks, pretzels and chocolate granola bars. They prefer to grab meals on the run instead, patronizing Starbucks and Second Cup, as well as Burger King and Wendy's. In the marketplace, they have their favourite brands—clothes from Joe Fresh and the Gap, books from Chapters/Indigo—and they shop both in-store and online using their mobile phones and computers. They also turn to their phones to access news, listen to music and podcasts, play games and stream movies and TV shows. Fluent in social media, they have high rates for using Instagram, Snapchat, Reddit and dating platforms. They've long ago cut the cord on cable TV and landline phones, but out-of-home digital screens in convenience stores, transit shelters and pubs can still catch their eye. Since the COVID-19 pandemic reduced social gathering and interactions, this segment has shown a significant increase in social media consumption.

## How They Think

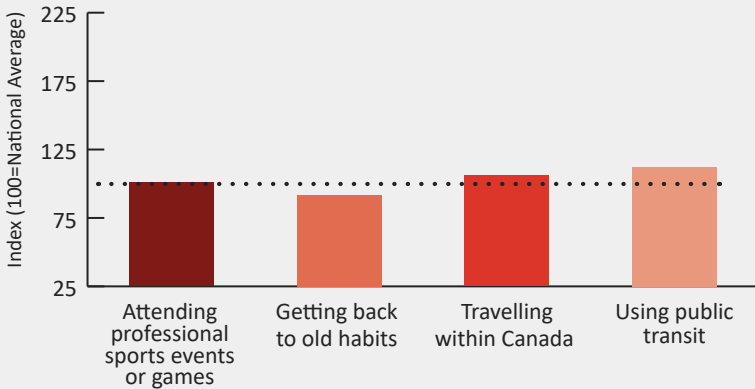
The members of Friends & Roomies are liberal, tech-savvy and comfortable in their urban scene. They tend to be tolerant of non-traditional families (*Flexible Families*), think young people should have the same freedom as adults (*Equal Relationship with Youth*) and are open-minded about romantic relationships (*Sexual Permissiveness*). Living in diverse communities, they believe ethnic groups should retain their traditions rather than assimilate into the dominant culture (*Multiculturalism*), and they accept diversity within families (*Racial Fusion*). These independent young adults question authority and the need to play by the rules, indulge in risk-taking to get ahead and consider violence as simply a fact of life (*Rejection of Authority, Penchant for Risk, Acceptance of Violence*). With many feeling like they never have enough time to get everything done each day (*Time Stress*), they express a *Need for Escape* from their daily routines. But overall they're confident in their ability to handle the complexities of modern life (*Adaptability to Complexity*). They do their research to make sure the products they're considering are worthwhile, especially those in their areas of particular interest (*Discriminating Consumerism, Consumptivity*).

52. FRIENDS & ROOMIES

**Where They Live**



**Post-Pandemic, Looking Forward To:**



**How They Live**



**LEISURE**

nightclubs/bars  
 art galleries/IMAX  
 movies/science centres  
 adventure sports  
 pro basketball



**SHOPPING**

Joe Fresh  
 London Drugs  
 Chapters/Indigo  
 second-hand stores



**TRADITIONAL MEDIA**

TV sci-fi/fantasy dramas  
 Comedy Network  
 classic hits radio  
 newspaper arts and entertainment sections



**INTERNET**

use food delivery services  
 streaming videos online  
 play online games on computer  
 purchase music online



**FOOD/DRINK**

chocolate granola bars  
 fruit drinks  
 Starbucks  
 Chinese restaurants



**FINANCIAL**

mobile/e-payment for purchases  
 condo insurance  
 spend less than \$100 on credit cards/month  
 donate to cultural groups



**AUTOMOTIVE**

one car  
 under \$15,000 spent on vehicle  
 Toyota  
 2017-2019 model years



**SOCIAL**

Reddit  
 Instagram  
 Snapchat  
 Twitter



**MOBILE**

listen to radio/podcasts on mobile phone  
 watch TV on mobile phone  
 banking/finance apps  
 research products and services on mobile phone



**HEALTH**

use herbal garlic supplements

**ATTITUDES**

*"Young people should be taught to question authority"*

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

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

*"Teenagers should have the same freedoms as adults"*

