

## U2

### 31 - Grads & Pads

#### Young, lower-middle-class urban singles and couples

<b>Population</b>	<b>253,555 (0.72% of Canada)</b>
<b>Households</b>	<b>156,787 (1.11% of Canada)</b>
<b>Average Household Income</b>	<b>\$62,712</b>
<b>Housing Tenure</b>	<b>Renters</b>
<b>Education</b>	<b>University</b>
<b>Occupation</b>	<b>White Collar &amp; Service Sector</b>
<b>Ethnic Presence</b>	<b>Medium</b>
<b>Sample Social Value</b>	<b>Equal Relationship with Youth</b>

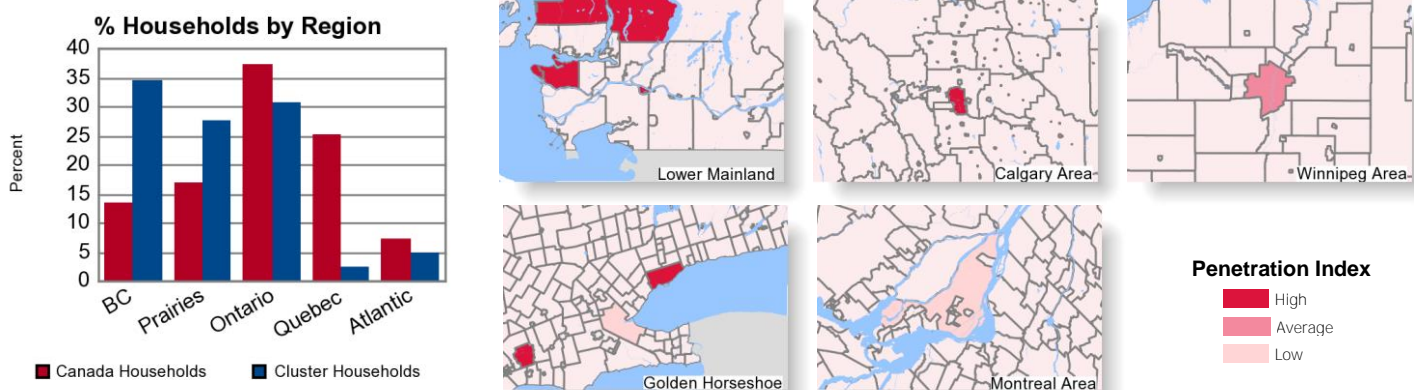


The nation's most liberal lifestyle, Grads & Pads is a collection of young, ethnically diverse city dwellers living near universities. Its residents are a progressive mix of well-educated singles and couples, students and recent grads, white-collar professionals and service workers—all living in apartments a short commute to work by public transit or walking. Their incomes aren't high, but these young adults just entering the workforce enjoy the freedom of spending their first paycheques solely on themselves. With half of the adults unattached, Grads & Pads residents are nightowls who frequent bars, nightclubs, restaurants, rock concerts, art galleries and ballet performances. They like to stay active by skiing, scuba diving, doing aerobics and working out at health clubs. They're also political activists who work for social causes, write to public officials and volunteer for political parties and politicians who support their liberal views.

Grads & Pads is a magnet for young and footloose men and women: more than a third have moved into their current apartments within the past year. They're also frequent travellers who are sometimes willing to spend a lot of money on adventurous trips to Europe, Latin America and Asia. Back in their increasingly expensive apartments, they enjoy news and entertainment magazines, watch current affairs and cultural programs on TV and listen to music, especially jazz and alternative rock, on the radio. Few segments exhibit higher Internet use, with residents visiting news, sports, travel and employment sites as well as social networking forums in search of a date or a mate. With a strong desire for original experiences, Grads & Pads residents score high for buying gourmet foods, vegetarian products and virtually every kind of alcoholic beverage sold in Canada.

### Where They Live

Vancouver (BC), Edmonton (AB), Ottawa (ON), Calgary (AB), Halifax (NS), Toronto (ON), London (ON)



### How They Think

The members of Grads & Pads have highly tolerant, progressive views of themselves and those around them. This group tends to have open-minded opinions of others in their community, accepting non-traditional definitions of family (*Flexible Families*), believing that adults should have a more *Equal Relationship with Youth*; and thinking that recent immigrants need not necessarily set their cultural backgrounds aside (low on *Xenophobia*). With low scores on *Sexism* and *Patriarchy*, they are also inclined to reject male-dominated viewpoints or gender roles at home or in the work environment. These young singles and couples tend to define their identity through a sense of *National Pride*, but place little importance on religion as a means of labelling themselves or their values (low on *Religiosity*). Scoring high on *Rejection of Authority* and *Skepticism Toward Advertising*, this cluster possesses a more critical view of authority figures and advertising messages. With regard to their *Financial Security*, Grads & Pads members are more likely to feel optimistic and in control over their futures.

## Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
<b>Age</b>			<b>Maintainer Age</b>		
<5	2.84	52	<25	10.08	306
5-14	3.26	30	25-34	36.19	232
15-24	13.28	102	35-44	20.40	113
25-44	51.68	190	45-54	13.53	63
45-64	20.15	71	55-64	10.21	54
65-74	4.89	58	65-74	5.37	43
75-84	2.56	54	75+	4.22	42
85+	1.34	67	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	57.15	209
English	64.97	114	2 People	32.30	95
French	5.22	25	3 People	6.84	44
Non-Official	27.50	138	4+ People	3.71	16
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	28.09	130	Non-Family	69.71	211
Arrived <1961	7.28	57	Couples w/ kids	33.70	76
1961-1970	7.95	69	Couples, no kids	44.94	114
1971-1980	11.96	82	Lone parent	21.37	130
1981-1990	15.47	95	<b>Age of Children</b>		
1991-1995	11.45	86	<5	19.47	105
1996-2000	15.87	116	5-9	12.85	71
2001-2006	30.01	167	10-14	8.83	49
<b>Visible Minority</b>			15-19	10.41	55
Yes	31.49	158	20-24	15.81	122
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	32.64	246
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	50.93	181	<b>Tenure</b>		
Married or	36.20	63	Owned	24.69	36
Common-Law	12.88	89	Rented	75.31	249
Wid/Div/Sep			Band Housing	0.00	0
<b>Mode of Transport</b>			<b>Period of Construction</b>		
Car	37.94	47	<1946	11.58	108
Public Transit	24.60	228	1946-1960	9.92	79
<b>Class of Worker</b>			1961-1970	15.99	133
Employed	88.46	102	1971-1980	19.21	111
Self-Employed	9.95	86	1981-1990	11.78	80
Unpaid	0.14	46	1991-1995	3.98	62
<b>Occupation</b>			1996-2000	4.74	80
Primary	1.84	41	2001-2006	7.59	99
Blue Collar	11.80	50	2007-2011	10.38	111
Service Sector	41.55	106	>2011	4.84	144
White Collar	42.28	136	<b>Type</b>		
<b>Education</b>			Single	2.32	4
No cert/dipl/deg	7.27	33	Semi	0.64	13
High school cert	19.92	81	Row	2.41	40
Trade	5.10	50	Duplex	1.43	27
College	14.64	89	Low-rise	34.22	194
Some university	5.16	106	High-rise	58.75	614
University degree	47.92	222	Mobile	0.02	1
			<b>Dwelling Value</b>		
			<b>Index</b>		123

## How They Live

### Leisure

movies  
dancing/nightclubs  
Pilates/yoga  
hiking/adventure tours

### Shopping

computer software  
audio equipment  
health food stores  
Jacob

### Traditional Media

*National Post*  
*Canadian Geographic*  
"W Five"  
alternative rock

### New Media

use online banking daily  
Twitter  
read posts/updates daily  
tablet screen preferred for video games

### Food/Drink

vegetarian products  
premium ice cream  
tortilla chips  
scotch whiskey

### Financial

online banking  
student loans  
stocks  
debit cards

### Automotive

under \$15,000 on latest vehicle  
own 1 vehicle  
Subaru  
Honda

### Attitudes

"I have a keen sense of adventure"  
"I look for bargains in second-hand clothing stores"  
"People say that I am decisive and make decisions easily"  
"I should really try to eat foods that are better for me"