

VOICE OVER	TEXT AND CHARTS	
<p>Narrator: Welcome to the life of [REDACTED]! Let's dive into their world!</p>		
<p>[REDACTED] makes up about 41% of the Canadian population, evenly split between males and females, comprising an age range of 25-44.</p>		
	<p>Statement: 52% live in urban settings. 68% are employed. Statement: <u>They are</u> more likely to be educated than their parents, and live in a more racially and ethnically diverse society.</p> <p>[REDACTED] interests include: health, wellness, food, cooking, sustainability, technology, etc.</p>	<p>The interest words can just appear one after another relatively quickly</p>
<p>Living a <u>healthier and active</u> lifestyle is important to [REDACTED], and unsurprisingly, they are always looking into new diets and solutions.</p>	<p>Healthier = food, environment, and well-being</p>	<p>Emphasis on the words "unsurprisingly" and "always"</p>
<p>The [REDACTED] has a unique relationship with technology. Phones are a built-in best friend that offer digital convenience in any realm.</p>	<p>(Grocery shopping, exercise/health statistics, food photography, social media, emails, etc.)</p> <p>The [REDACTED] is likely to spend more than 3 hours on a mobile <u>phone</u>, or more than 4 hours on a laptop...per day</p>	<p>words in bracket can appear one after another</p> <p>emphasis on words "unique" and "any realm"</p> <p>little pause before per day to emphasize how much that is</p>

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Comment [SF1]: I would either say « healthy and active » or « healthier and more active » for consistency

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<p>██████ is not a homogenous beast like everyone else...they have many contradictions.</p>		<p>pause before the second sentence</p>
<p>██████ is a food enthusiast. They love the discovery and exploration of it, and often strive to reach the "foodie level." They see and feel the trends, don't always understand them, yet never get trapped by them because they always go at their own pace. They are constantly willing and ready to try.</p>		<p>Emphasis on "love," "never" and second "always"</p>
	<p>36% like to try regional variations of global cuisines so they can discover new foods and flavours.</p>	
<p>However, they are time-pressed <u>for</u> <u>time</u>. Convenience and ease are their main drivers, especially at the grocery store, so they are often found choosing ready-to-eat meals or take out options, more so than the rest of the population.</p>		<p>Emphasis on "main," "especially"</p>
	<p>Statement: Hhalf of consumers in Canada say they snack as a lunch replacement. Statement: 57% think planning meals takes more time than they <u>d like</u> would prefer <u>—</u> they tend to eat out more</p> <p>5 key <u>d</u>Drivers for purchasing:</p> <ol style="list-style-type: none"> 1. Taste and affordability 2. Health and safety 3. <u>Personalization</u> <u>Customization</u> and customer experience 4. Ease, convenience, and 	

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Comment [SF2]: Appropriate? Maybe
just "homogenous group?"

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	usability 5. The ingredients (product origin) 6. Trust and reputation	
Nonetheless, [REDACTED] has perfectly mastered their compromised version of gourmet; all it takes is a dash of time and effort, a tablespoon of convenience, a teaspoon of indulgence and a ready stomach!		

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Comment [SF3]: Not sure this is the right word...makes it seem like it was a sacrifice.

 Maybe their "personalized" or "customized" version of gourmet? What do you think?