Grads & Pads are a collection of young, ethnically diverse and well-educated single individuals who mainly live in apartments and travel to work by public transit or walking. They are just entering the workforce and frequent bars, restaurants and nightclubs. They are active and health-conscious, believe in a number of social causes and generally hold liberal views. In Calgary they are concentrated around the downtown core and near the UofC. The second map shows greater detail around 17th Avenue SW.
Source in APA: