Free Spirits
PRIZM Segments Included (by SESI): 05, 13, 15, 16, 18, 20, 23, 31, 42, 43, 65
Market: RDOS - CALGARY 2019

Overview

- Free Spirits make up 183,201 households, or 35% of the custom RDOS Calgary Target area (217,600 households)

- The Average Household Maintainer Age is 45, 54% of couples have children living at home

- **Top Social Value: Multiculturalism** - The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them

- Above average interest in Snowboarding, Marathons and Health and Living Shows

- Above average interest in travelling within Alberta. Free Spirits from the custom RDOS Calgary Target area spent an average of $1,700 on their last vacation

- On average Free Spirits from the custom RDOS Calgary Target area spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal

- 78% currently use Facebook, 42% use Instagram and 32% use Twitter

Top Geographic Markets

Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Division No. 6, AB (CDR)	99.7	34.7	102	612,103	97.7
Division No. 15, AB (CDR)	0.3	4.4	13	14,381	2.3

Market Sizing

Total Population
Target Group: 528,402 | 38.1%
Market: 1,387,748

Total Households
Target Group: 183,201 | 35.4%
Market: 517,600

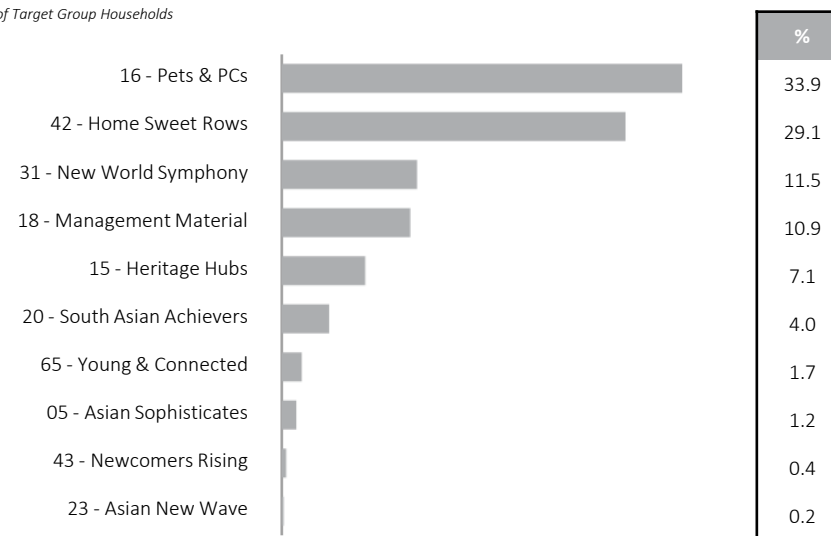## EQ Segments

% of Target Group Households

Segment	%
Free Spirits	100.0
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

Segment	%
16 - Pets & PCs	33.9
42 - Home Sweet Rows	29.1
31 - New World Symphony	11.5
18 - Management Material	10.9
15 - Heritage Hubs	7.1
20 - South Asian Achievers	4.0
65 - Young & Connected	1.7
05 - Asian Sophisticates	1.2
43 - Newcomers Rising	0.4
23 - Asian New Wave	0.2

ENVIRONICS ANALYTICS

Demographic Profile

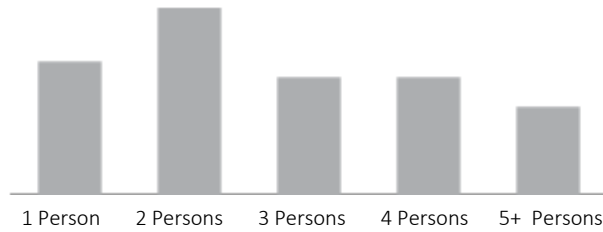**Total Population**
Target Group: 528,402 | 38.1%
Market: 1,387,748

Total Households
Target Group: 183,201 | 35.4%
Market: 517,600

Average Household Income

$115,139
(83)

Median Household Maintainer Age

45
(93)

Household Size*

%	20.7	29.0	18.3	18.3	13.7
Index	85	90	109	113	132

(1 Person, 2 Persons, 3 Persons, 4 Persons, 5+ Persons)

Marital Status**
61.7%
(103)
Married/Common-Law

Family Composition***
54.1%
(110)
Couples With Kids at Home

Education**
31.2%
(89)
University Degree

Visible Minority Presence*
54.4%
(132)
Belong to a visible minority group

Non-Official Language*
3.2%
(137)
No knowledge of English or French

Immigrant Population*
39.3%
(123)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Importance of Aesthetics	127	72	Fulfilment Through Work
Religiosity	123	78	Ecological Concern
Anomie-Aimlessness	122	80	Primacy of Environmental Protection
Ostentatious Consumption	119	80	Brand Apathy
Confidence in Advertising	119	80	Attraction to Nature

Key Social Values

Multiculturalism Index = 117	Need for Escape Index = 115	Global Consciousness Index = 110
Traditional Family Index = 107	Ethical Consumerism Index = 103	Primacy of the Family Index = 101
Social Responsibility Index = 97	Ecological Lifestyle Index = 94	Community Involvement Index = 94
Utilitarian Consumerism Index = 80	Attraction to Nature Index = 80	Primacy of Environmental Protection Index = 80

Sources: DemoStats 2019, SocialValues 2019
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average   Target Group   Source: Environics Analytics 2020
*Based on Households **Based on Household Population 15+ *** Based on Census Family Households
Psychographics benchmarked to Canada, and Strong/Weak values ranked by index
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ENVIRONICS
ANALYTICS

Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	81.8	99
Gardening	59.9	98
Home exercise & home workout	59.2	101
Camping	54.8	101
Volunteer work	53.2	100

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	49.1	100
National or provincial park	46.7	99
Sporting events	45.5	103
Auditoriums, arenas & stadiums (any)	44.4	98
Movies at a theatre & drive-in	42.2	107

Key Tourism Activities**

Gardening	Home exercise & home workout	Camping	National or provincial park	Sporting events	Hiking & backpacking	Art galleries, museums & science centres	Photography
59.9%	59.2%	54.8%	46.7%	45.5%	42.6%	35.8%	34.4%
(98)	(101)	(101)	(99)	(103)	(101)	(101)	(99)

Health club activity	Parks & city gardens	Exhibitions, carnivals, fairs & markets	Golfing	Fishing & hunting	Canoeing & kayaking	Historical sites	Downhill skiing
33.6%	33.5%	30.4%	30.1%	26.5%	24.6%	23.0%	20.6%
(103)	(94)	(102)	(97)	(96)	(95)	(98)	(103)

Soccer	Cross country skiing & snowshoeing	Hockey	ATV & snowmobiling	Snowboarding	Adventure sports	Theatre - Festivals	Theatre - Community theatres
19.1%	17.2%	16.8%	16.8%	11.1%	10.7%	9.8%	7.4%
(109)	(89)	(101)	(108)	(115)	(97)	(104)	(88)

Music festivals	Marathon or similar event	Concerts - Outdoor stages & parks	RV shows	Film festivals	Health and living shows	Fitness, golf & ski shows (!)	Travel shows
7.1%	7.1%	7.1%	4.2%	3.2%	3.1%	1.7%	1.2%
(98)	(112)	(79)	(109)	(85)	(122)	(117)	(114)

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2020
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
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ENVIRONICS ANALYTICS

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

Destination	%	Index
Banff	40.4	**110**
Other British Columbia	32.0	102
Other Alberta	30.9	109
Calgary	25.1	108
Vancouver	20.2	99
Jasper	15.8	105
Toronto	13.2	106
Victoria	12.9	98
Montreal	9.2	**115**
Saskatchewan	8.5	95
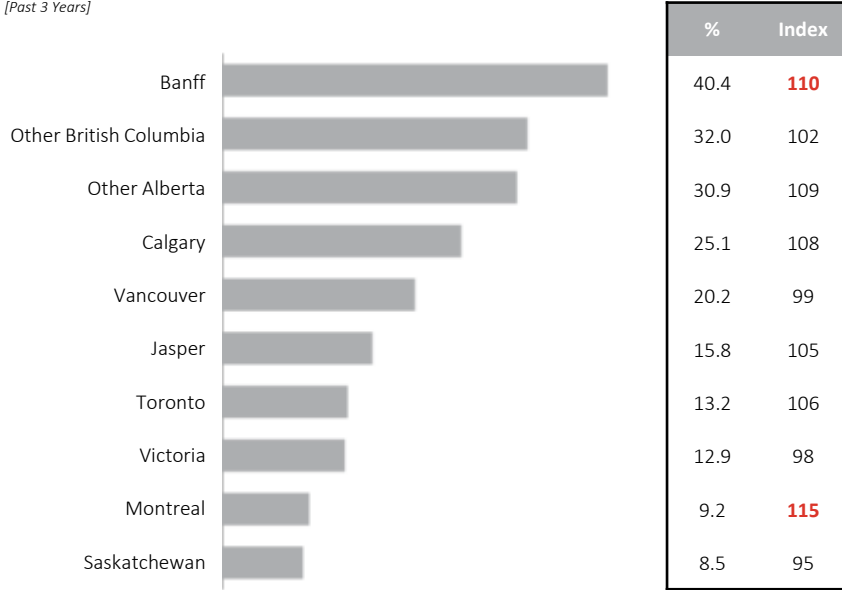
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	44.9	95
Book through an on-line travel agency	40.6	104
Book through a hotel directly	38.0	97
Book through airline/hotel website	26.6	96
Book through a full service travel agent	18.3	92
Other services	16.8	101
Book through a discount/last minute agency	11.6	**113**
Book a package tour	10.6	94

Booked With [Past Year]

Expedia
Expedia.com/ca
14.5%
(96)

Hotels.com
Hotels.com
3.5%
(83)

travelocity
Travelocity.com/ca
2.3%
(109)

trivago
Trivago.ca
2.1%
(105)

Airline Websites
11.2%
(94)

Discount Sites
2.3%
(108)

Other Travel
5.0%
(99)

Vacation Spending

Spent Last Vacation

$ **1,684**
(98)
Average spend on last trip

%	28.8	16.6	20.9	12.9	6.7	14.0
Index	102	101	103	97	92	97

(Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More)
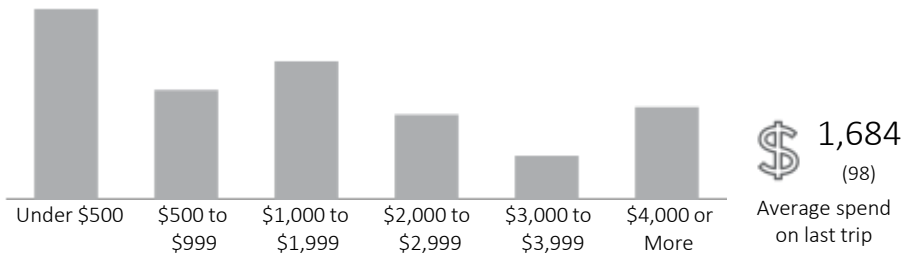
Travel Type & Frequency

Business Trips

9.6
(97)
Average number of nights away in the past year for business trips

Personal Trips

3.7
(99)
Average out-of-town vacations taken in the past 3 years
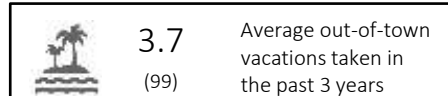
Average number of business trips by mode of transportation in the past year:

3.3
(102)

3.9
(103)

4.1
(114)

2.6
(95)

ENVIRONICS
ANALYTICS

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Cottage	Vacation rental by owner
62.9%	40.4%	21.5%	25.2%	19.5%	9.8%	16.0%
(103)	(100)	(99)	(105)	(100)	(97)	(98)

Condo/apartment	B&B	Cruise ship	RV/camper	Spa resort	Package tours	Boat
11.2%	10.9%	7.9%	11.7%	2.4%	3.5%	2.3%
(93)	(98)	**(87)**	(106)	(94)	**(83)**	**(84)**

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
38.7%	47.2%	3.9%	0.5%	1.6%
(102)	(97)	(100)	**(139)**	(103)

United Airlines	Delta Airlines	American Airlines	Other American
10.4%	5.5%	4.1%	1.0%
(109)	**(88)**	(106)	(95)

European Airlines	Asian Airlines	Other Charter	Other
5.9%	3.0%	2.4%	4.5%
(101)	**(124)**	**(82)**	(94)

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	Hertz
7.0%	4.0%	2.8%	3.0%
(95)	(108)	(90)	**(119)**

U-Haul	National	Discount	Other Rentals
0.7%	2.2%	0.9%	0.7%
(100)	(90)	**(133)**	**(60)**

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,095 minutes/week	1 hours/week	5 minutes/day	249 minutes/day
(100)	(94)	(66)	(79)	(103)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	26.2	85
Mainstream Top 40/CHR	25.4	116
Adult Contemporary	21.4	108
Classic Hits	18.9	99
Today's Country	14.0	98
Multi/Variety/Specialty	11.1	86
AOR/Mainstream Rock	10.3	104
Modern/Alternative Rock	8.8	110
Hot Adult Contemporary	8.1	133
Religious	7.9	130

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	46.1	100
Evening local news	37.0	96
Hockey (when in season)	31.7	96
Situation comedies	29.0	103
Home renovation/decoration shows	27.1	101
Primetime serial dramas	26.3	94
Suspense/crime dramas	25.3	98
Cooking programs	23.5	99
CFL football (when in season)	22.3	95
News/current affairs	21.8	86

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	50.7	94
National News	50.7	97
International News & World	43.4	91
Movie & Entertainment	35.3	97
Health	30.5	97
Sports	30.1	94
Food	26.2	91
Travel	24.2	88
Editorials	24.2	85
Fashion & Lifestyle	18.5	90

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	6.4	86
Canadian Living	5.7	81
CAA Magazine	5.4	85
Other English-Canadian	5.3	94
People	5.1	96
Cineplex Magazine	4.6	91
National Geographic	4.5	80
Reader's Digest	3.7	80
Maclean's	3.6	71
Air Canada enRoute	3.2	80

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.7	101
Send/receive a text/instant message	66.7	101
Participate in an online social network	60.6	106
Use apps	60.3	105
Take pictures/video	57.9	104
Use maps/directions service	55.9	102
Do banking/pay bills online	54.5	104
Internet search - business, services, products	49.3	100
Access a news site	41.7	99
Watch a subscription-based video service	34.7	107

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	61.3	101
Send/receive email	56.4	107
Take pictures/video	56.3	105
Use apps	54.4	107
Participate in an online social network	49.9	108
Use maps/directions service	48.1	106
Internet search - business, services, products	31.5	105
Do banking/pay bills online	31.4	107
Access a news site	28.3	102
Watch other online free streaming videos	22.8	107

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average
Target Group
Source: Environics Analytics 2020
*Selected and ranked by percent composition
Based on Household Population 12+
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Free Spirits

PRIZM Segments Included (by SESI): 05, 13, 15, 16, 18, 20, 23, 31, 42, 43, 65
Market: RDOS - CALGARY 2019

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	77.8%	(101)
YouTube	73.1%	(103)
LinkedIn	49.6%	(99)
Instagram	42.0%	(109)
WhatsApp	40.0%	(107)
Wikis	33.9%	(95)
Twitter	31.9%	(103)
Pinterest	28.7%	(102)
Health/Fitness	17.7%	(106)
Podcasts	17.1%	(95)
Snapchat	15.7%	(109)
Blogs	12.4%	(97)
Reddit	10.5%	(113)
Dating App	4.8%	(101)
Tinder	3.7%	(111)
Flickr	3.6%	(99)
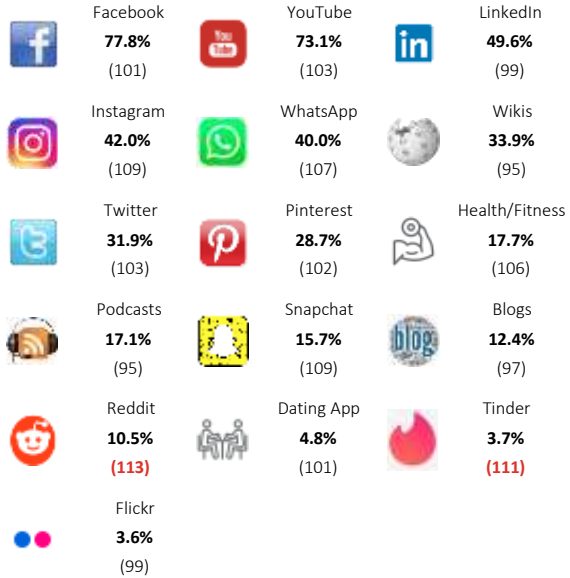
Reasons to Follow Brands

	%	Index
To get coupons and discounts	38.3	107
To learn about a brand's products /services	34.5	103
To enter contests	34.3	109
To be among the first to hear brand news	18.3	**114**
To provide feedback to the brand	13.5	102
To engage with content	12.0	**120**
To share brand-related stories with consumers	6.4	107
To make suggestions for new products/services	5.8	**111**

Reasons to Unfollow Brands

	%	Index
Too many messages	37.8	102
Not enough value	21.5	101
Stopped purchasing products from brand	16.9	106
Other	3.7	103
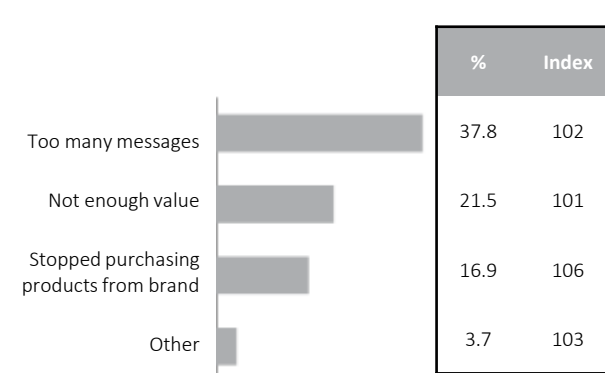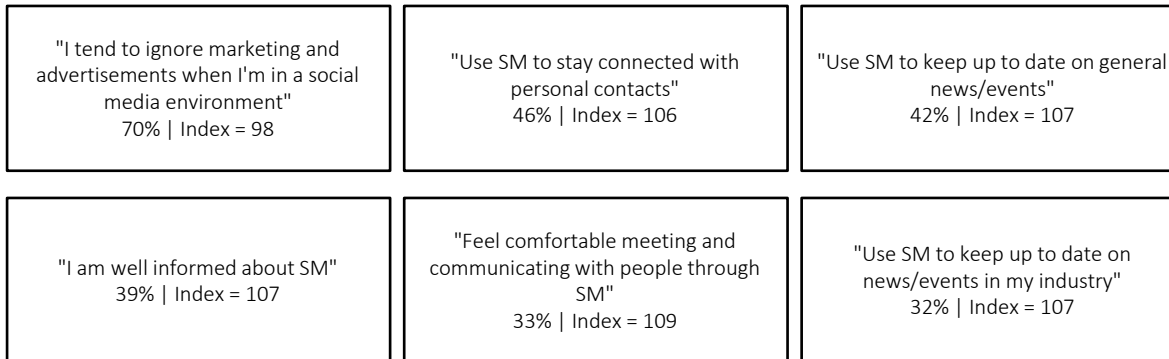
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	44.8	**112**
Subscribe to brand email newsletter	23.6	102
Follow brand on Instagram	17.7	**114**
Subscribe to brand channel on YouTube	17.5	**115**
Follow brand on Twitter	12.6	**114**
Join an exclusive online community of consumers who also like the brand	11.1	107

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
70% | Index = 98

"Use SM to stay connected with personal contacts"
46% | Index = 106

"Use SM to keep up to date on general news/events"
42% | Index = 107

"I am well informed about SM"
39% | Index = 107

"Feel comfortable meeting and communicating with people through SM"
33% | Index = 109

"Use SM to keep up to date on news/events in my industry"
32% | Index = 107

Sources: AskingCanadians Social 2019
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average   Target Group

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 18+

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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 78% | Index = 101	"I generally achieve what I set out to do" 74% | Index = 100	"I consider myself to be informed on current events or issues" 64% | Index = 95	"I am very concerned about the nutritional content of food products I buy" 63% | Index = 99	"Family life and having children are most important to me" 62% | Index = 99
"I offer recommendations of products/services to other people" 60% | Index = 101	"I like to try new places to eat" 60% | Index = 101	"I like to try new and different products" 57% | Index = 104	"I prefer to shop at retail store location for the customer experience" 56% | Index = 100	"I like to cook" 56% | Index = 99
"I make an effort to buy local produce/products" 50% | Index = 98	"I compare grocery prices at different stores" 47% | Index = 103	"Free-trial/product samples can influence my purchase decisions" 47% | Index = 105	"It's important to buy products from socially-responsible/environmentally-friendly companies" 46% | Index = 97	"My friends' opinions are an important source of information for me" 45% | Index = 101
"I am adventurous/"outdoorsy"" 39% | Index = 97	"Staying connected via social media is very important to me" 37% | Index = 104	"I prefer to shop online for convenience" 37% | Index = 108	"Advertising is an important source of information to me" 29% | Index = 104	"I consider myself to be sophisticated" 28% | Index = 94
"If I see something interesting in a store, I will usually buy it on impulse" 26% | Index = 108	"I am willing to pay more for eco-friendly products" 24% | Index = 99	"I lead a fairly busy social life" 23% | Index = **87**	"I have difficulty trying to balance my work and family/personal life" 23% | Index = 102	"I do more entertaining at home now than ever before" 22% | Index = 104

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	70.3	16.3	6.3	3.3	1.3	2.7
Index	104	93	98	**90**	**69**	92
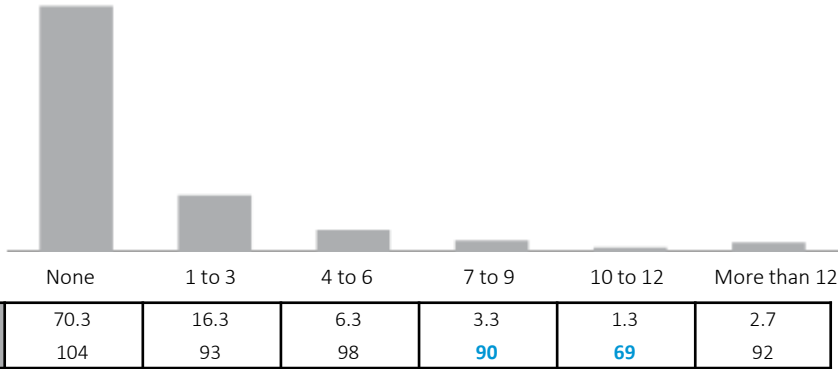
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	16.1	98
Liqueurs (any)	10.5	104
Cider	10.2	100

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.2	96

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.2	98

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	26.2	98
Corona	21.6	105
Kokanee	17.0	102
Alexander Keith's (any)	16.1	105
Rickard's (any)	15.0	107
Molson Canadian	14.9	107
Budweiser	14.1	98
Heineken	12.7	**110**
Coors Light	11.7	**90**
Stella Artois	11.7	94
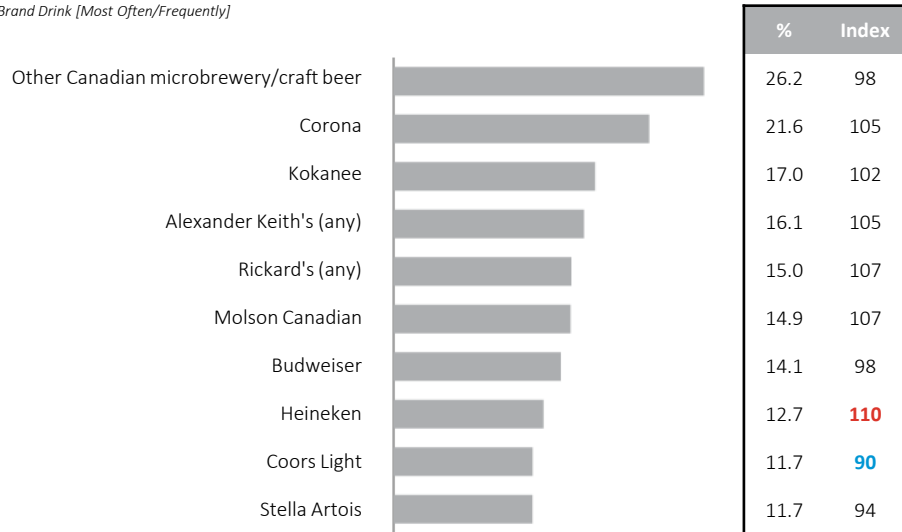
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	26.5	94
White wine (any)	20.9	91
Canadian wine	16.1	98
Australian wine	7.7	93
American wine	7.3	**87**
European wine	7.3	**89**
Rosé wine (any)	6.9	95
Other imported wine	5.9	**85**
Sparkling/champagne (any)	5.3	**83**

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average — Target Group
Source: Environics Analytics 2020
Based on Household Population 12+
*Selected and ranked by percent composition
Ranked by percent composition
9

ENVIRONICS ANALYTICS

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

■ Once a month or more ■ 2-11 times per year ■ Once a year

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	12.9	105	46.0	100	4.9	97
Asian restaurants	4.5	81	46.0	99	5.0	84
Submarine/sandwich restaurants	8.4	91	38.1	102	5.2	107
Breakfast style restaurant	4.0	88	29.7	98	10.0	102
Chicken restaurants	4.2	103	25.1	108	6.4	111
Ice cream/frozen yogurt restaurants	1.2	58	33.1	107	4.0	96
Italian restaurants	2.5	103	22.2	93	6.6	100
Specialty burger restaurants	4.1	88	30.8	108	6.7	104
Steakhouse	1.9	102	21.7	102	17.0	101
Other ethnic restaurants	1.9	97	20.3	104	5.0	89
Seafood/Fish &Chips restaurants	0.9	92	12.8	92	8.1	106
Mexican/Burrito-style restaurants	2.9	103	20.6	102	5.4	97

Restaurant Service Type*

Frequency of Visiting [Past Year]

■ Once a month or more ■ 2-11 times per year ■ Once a year

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	4.3	83	43.9	100	8.3	108
Food court outlets at a shopping mall	9.5	109	45.6	101	6.1	92
Formal dine-in restaurants	2.3	91	30.5	97	10.8	102
Pub restaurants	4.8	88	31.4	96	5.9	100
Fast casual restaurants	9.5	116	29.5	107	3.0	90
Sports bars	3.6	95	19.7	101	3.9	86
Other types	2.9	90	13.0	88	2.4	109

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
26.6%	10.6%	8.1%
(104)	(108)	(115)

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2020

*Ranked by national percent composition of "Once a month or more"
Ranked by percent composition
Based on Household Population 12+

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