

## Free Spirits

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

Market: RDOS - EDMONTON - 2019

### Overview

- Free Spirits make up 135,030 households, or 34% of the custom RDOS Edmonton Target area (393,740 households)
- The Average Household Maintainer Age is 43, 53% of couples have children living at home
- Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Above average interest in Downhill Skiing, Snowboarding and Health/Living Shows
- Above average interest in travelling within Alberta. Free Spirits from the custom RDOS Edmonton Target area spent an average of \$1,600 on their last vacation
- On average Free Spirits from the custom RDOS Edmonton 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
- 79% currently use Facebook, 42% use Instagram and 33% use Twitter

### Top Geographic Markets

| Census Division           | Target Group |             |       | Market   |             |
|---------------------------|--------------|-------------|-------|----------|-------------|
|                           | % of Group   | % of Market | Index | HH Count | % of Market |
| Division No. 11, AB (CDR) | 100.0        | 28.5        | 100   | 566,008  | 100.0       |

### Market Sizing



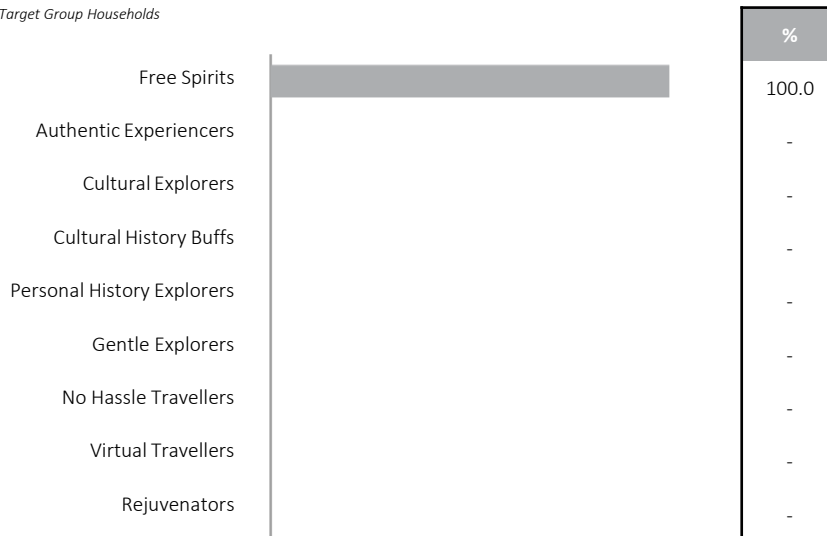
Total Population  
Target Group: 383,556 | 37.5%  
Market: 1,022,752



Total Households  
Target Group: 135,030 | 34.3%  
Market: 393,740

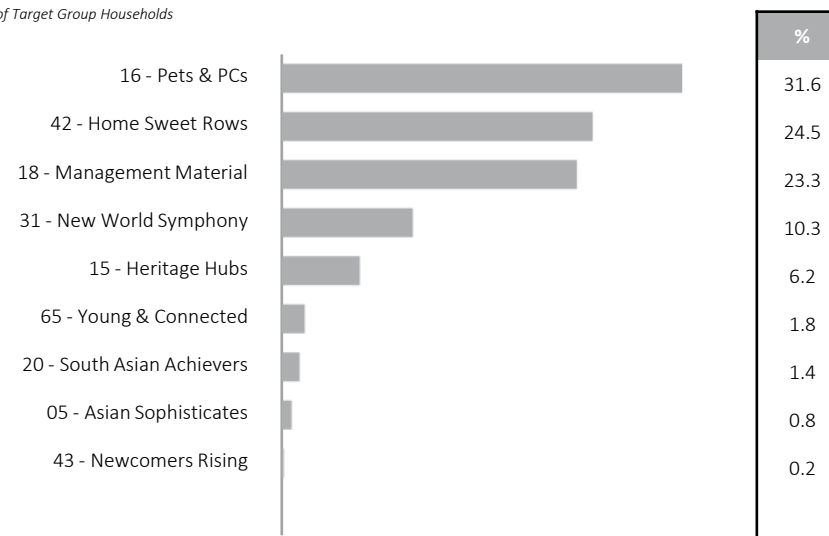
### EQ Segments

% of Target Group Households



### Top PRIZM Segments

% of Target Group Households



**Demographic Profile**



Total Population

Target Group: 383,556 | 37.5%  
Market: 1,022,752



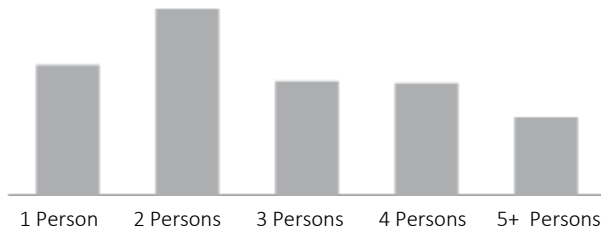
Total Households

Target Group: 135,030 | 34.3%  
Market: 393,740

Average Household Income

\$116,953  
(103)

Household Size\*



Median Household Maintainer Age

43  
(92)

Marital Status\*\*



61.4%  
(109)

Married/Common-Law

Family Composition\*\*\*



52.7%  
(114)

Couples With Kids at Home

Education\*\*



30.0%  
(102)

University Degree

Visible Minority Presence\*



54.1%  
(125)

Belong to a visible minority group

Non-Official Language\*



2.7%  
(123)

No knowledge of English or French

Immigrant Population\*



36.7%  
(119)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

|                           |     |    |                          |
|---------------------------|-----|----|--------------------------|
| Importance of Aesthetics  | 125 | 73 | Fulfillment Through Work |
| Anomie-Aimlessness        | 118 | 80 | Utilitarian Consumerism  |
| Religiosity               | 118 | 81 | Brand Apathy             |
| Confidence in Advertising | 117 | 81 | Ecological Concern       |
| Ostentatious Consumption  | 117 | 82 | Attraction to Nature     |

**Key Social Values**

|   |                                     |                                       |
|---|-------------------------------------|---------------------------------------|
| Need for Escape<br>Index = 114                    | Multiculturalism<br>Index = 112     | Global Consciousness<br>Index = 110   |
| Traditional Family<br>Index = 105                 | Ethical Consumerism<br>Index = 103  | Primacy of the Family<br>Index = 102  |
| Social Responsibility<br>Index = 98               | Community Involvement<br>Index = 97 | Ecological Lifestyle<br>Index = 94    |
| Primacy of Environmental Protection<br>Index = 85 | Attraction to Nature<br>Index = 82  | Utilitarian Consumerism<br>Index = 80 |

































**Sports & Leisure**

Occasionally/Regularly Participate or Attended/Visited (Past Year)

| Top 5 Activities Participated* | % Comp | Index |
|--------------------------------|--------|-------|
| Reading                        | 81.0   | 99    |
| Gardening                      | 59.8   | 101   |
| Home exercise & home workout   | 56.5   | 100   |
| Camping                        | 53.2   | 100   |
| Volunteer work                 | 52.5   | 101   |

| Top 5 Activities Attended*           | % Comp | Index |
|--------------------------------------|--------|-------|
| Other activities & attractions       | 53.2   | 108   |
| Auditoriums, arenas & stadiums (any) | 47.5   | 102   |
| National or provincial park          | 46.2   | 103   |
| Sporting events                      | 44.7   | 108   |
| Movies at a theatre & drive-in       | 42.1   | 109   |

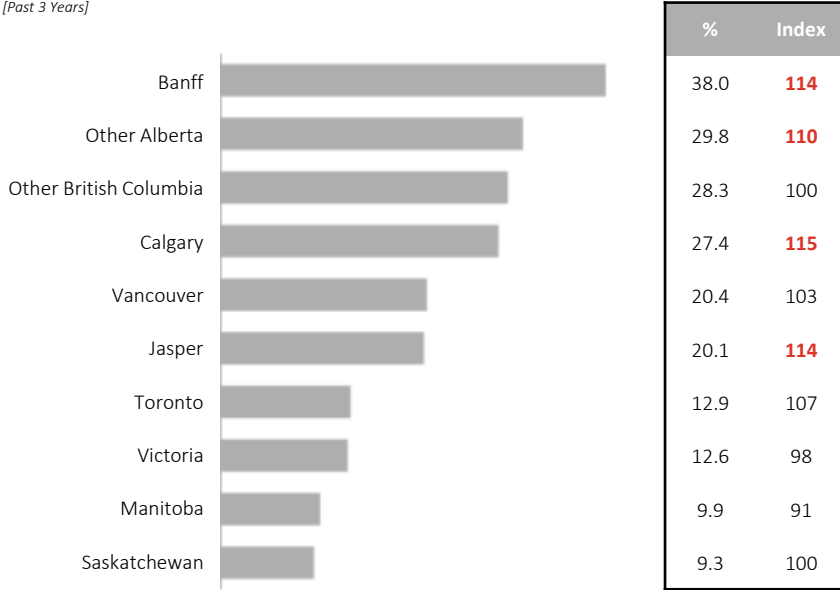
**Key Tourism Activities\*\***

|  |   |   |  |  |  |  |   |
|--|---|---|--|--|--|--|---|
| Gardening<br><br>59.8%<br>(101)                           | Home exercise & home workout<br><br>56.5%<br>(100)       | Camping<br><br>53.2%<br>(100)                    | National or provincial park<br><br>46.2%<br>(103) | Sporting events<br><br>44.7%<br>(108)                 | Hiking & backpacking<br><br>38.4%<br>(102)  | Exhibitions, carnivals, fairs & markets<br><br>34.3%<br>(109) | Art galleries, museums & science centres<br><br>34.0%<br>(100) |
| Photography<br><br>32.2%<br>(97)                          | Parks & city gardens<br><br>32.2%<br>(92)                | Health club activity<br><br>31.5%<br>(103)       | Golfing<br><br>27.8%<br>(95)                      | Fishing & hunting<br><br>24.8%<br>(92)                | Canoeing & kayaking<br><br>24.3%<br>(96)    | Historical sites<br><br>21.6%<br>(99)                         | Downhill skiing<br><br>20.6%<br><b>(113)</b>                   |
| Soccer<br><br>18.0%<br>(109)                             | Cross country skiing & snowshoeing<br><br>17.4%<br>(93) | Hockey<br><br>15.6%<br>(98)                     | ATV & snowmobiling<br><br>14.3%<br>(101)         | Adventure sports<br><br>11.6%<br>(106)               | Theatre - Festivals<br><br>10.1%<br>(101)  | Snowboarding<br><br>8.9%<br><b>(111)</b>                     | Concerts - Outdoor stages & parks<br><br>8.0%<br><b>(83)</b>  |
| Theatre - Community theatres<br><br>7.1%<br><b>(84)</b> | Music festivals<br><br>6.9%<br>(95)                    | Marathon or similar event<br><br>6.2%<br>(109) | RV shows<br><br>4.0%<br>(107)                   | Health and living shows<br><br>3.1%<br><b>(130)</b> | Film festivals<br><br>2.8%<br><b>(85)</b> | Fitness, golf & ski shows (!)<br><br>2.0%<br><b>(140)</b>   | Travel shows<br><br>1.0%<br>(102)                            |

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

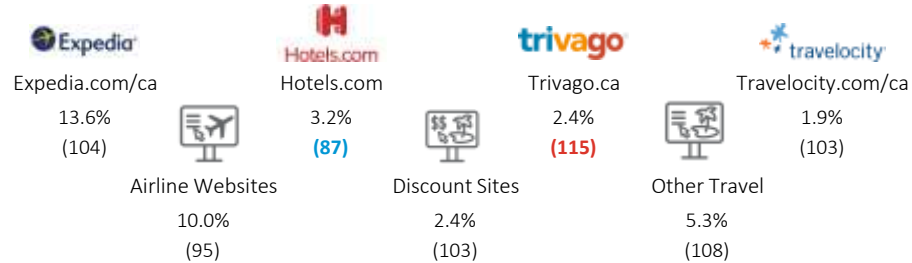


**Vacation Booking\*\***

Used [Past 3 Years]

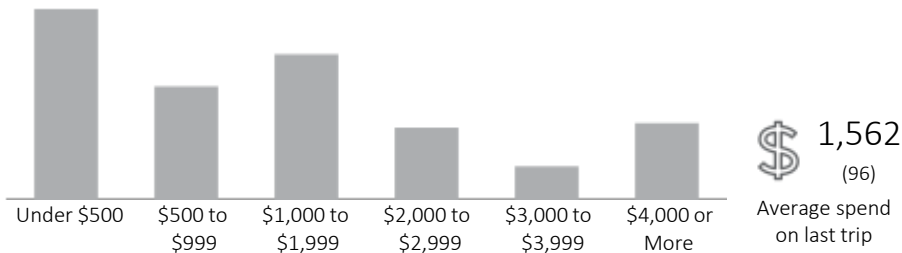


Booked With [Past Year]



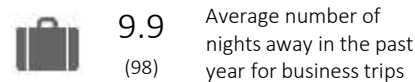
**Vacation Spending**

Spent Last Vacation

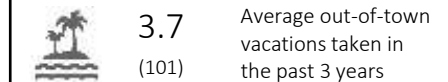


**Travel Type & Frequency**

Business Trips



Personal Trips

















Average number of business trips by mode of transportation in the past year:



**Travel Profile**

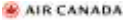












**Accommodation Preferences\***

Used [Past 3 Years]

|  |  |   |  |   |  |   |
|--|--|---|--|---|--|---|
| <br>Hotel<br>60.4%<br>(104)           | <br>Friends/relatives<br>40.2%<br>(101) | <br>All-inclusive resort<br>21.5%<br>(101) | <br>Camping<br>24.5%<br>(106)          | <br>Motel<br>15.5%<br>(93)     | <br>Cottage<br>10.1%<br>(98)      | <br>Vacation rental by owner<br>14.1%<br>(102) |
| <br>Condo/apartment<br>11.8%<br>(103) | <br>B&B<br>10.9%<br>(105)               | <br>Cruise ship<br>7.3%<br>(96)            | <br>RV/camper<br>13.6%<br><b>(116)</b> | <br>Spa resort<br>2.4%<br>(93) | <br>Package tours<br>3.9%<br>(99) | <br>Boat<br>2.2%<br><b>(86)</b>                |









**Airline Preferences\*\***

Flown [Past Year]

|   |   |  |  |   |
|---|---|--|--|---|
| <br>Air Canada<br>37.9%<br>(107)                | <br>West Jet<br>45.3%<br>(101)               | <br>Air Transat<br>3.7%<br>(106)                | <br>Porter Airlines<br>0.3%<br><b>(136)</b> | <br>Other Canadian<br>2.1%<br><b>(111)</b> |
| <br>United Airlines<br>10.3%<br><b>(121)</b>  | <br>Delta Airlines<br>6.0%<br>(99)         | <br>American Airlines<br>4.7%<br><b>(125)</b> | <br>Other American<br>1.0%<br>(92)         |   |
| <br>European Airlines<br>6.3%<br><b>(113)</b> | <br>Asian Airlines<br>3.3%<br><b>(136)</b> | <br>Other Charter<br>3.1%<br><b>(90)</b>      | <br>Other<br>5.0%<br>(99)                 |   |

**Car Rental\***

Rented From [Past Year]

|   |   |   |   |
|---|---|---|---|
| <br>Enterprise<br>6.4%<br>(93) | <br>Budget<br>4.1%<br><b>(116)</b> | <br>Avis<br>2.8%<br>(102)              | <br>Hertz<br>3.0%<br><b>(130)</b>          |
| <br>U-Haul<br>0.8%<br>(95)   | <br>National<br>2.1%<br>(104)    | <br>Discount<br>0.9%<br><b>(139)</b> | <br>Other Rentals<br>0.7%<br><b>(63)</b> |

**Media**

**Overall Level of Use**

Radio



12 hours/week  
(94)

Television



1,071 minutes/week  
(91)

Newspaper



1 hours/week  
**(60)**

Magazine



5 minutes/day  
**(77)**

Internet



249 minutes/day  
(103)

**Top Radio Programs\***

Programs [Weekly]

|                         | %    | Index      |
|-------------------------|------|------------|
| Mainstream Top 40/CHR   | 26.2 | <b>120</b> |
| News/Talk               | 24.5 | <b>85</b>  |
| Adult Contemporary      | 23.4 | <b>112</b> |
| Classic Hits            | 17.6 | 92         |
| Today's Country         | 13.7 | 96         |
| Multi/Variety/Specialty | 12.7 | 94         |
| AOR/Mainstream Rock     | 10.3 | 97         |
| Modern/Alternative Rock | 10.1 | <b>125</b> |
| Religious               | 7.3  | <b>127</b> |
| Hot Adult Contemporary  | 7.2  | <b>126</b> |

**Top Television Programs\***

Programs [Average Week]

|                                  | %    | Index     |
|----------------------------------|------|-----------|
| Movies                           | 45.5 | 100       |
| Evening local news               | 36.4 | 96        |
| Hockey (when in season)          | 32.5 | 96        |
| Home renovation/decoration shows | 27.1 | 103       |
| Primetime serial dramas          | 26.9 | 93        |
| Suspense/crime dramas            | 26.4 | 99        |
| Situation comedies               | 26.3 | 101       |
| CFL football (when in season)    | 22.4 | 93        |
| News/current affairs             | 21.7 | <b>86</b> |
| Documentaries                    | 21.4 | 91        |

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

|                            | %    | Index     |
|----------------------------|------|-----------|
| National News              | 49.6 | 96        |
| Local & Regional News      | 48.7 | 93        |
| International News & World | 40.9 | <b>89</b> |
| Movie & Entertainment      | 33.5 | 96        |
| Health                     | 30.0 | 99        |
| Sports                     | 29.2 | 93        |
| Editorials                 | 24.5 | <b>88</b> |
| Travel                     | 23.8 | <b>88</b> |
| Food                       | 23.8 | <b>89</b> |
| Fashion & Lifestyle        | 18.3 | 92        |

**Top Magazine Publications\***

Read [Past Month]

|                        | %   | Index     |
|------------------------|-----|-----------|
| Other U.S. magazines   | 7.3 | 94        |
| CAA Magazine           | 5.8 | 91        |
| Canadian Living        | 5.8 | <b>85</b> |
| Other English-Canadian | 5.6 | 101       |
| People                 | 5.2 | 96        |
| National Geographic    | 4.1 | <b>81</b> |
| Maclean's              | 3.9 | <b>79</b> |
| Cineplex Magazine      | 3.7 | <b>86</b> |
| Reader's Digest        | 3.5 | <b>75</b> |
| Air Canada enRoute     | 3.3 | 93        |

**Top Internet Activities\***

Activity [Past Week]

|  | %    | Index |
|--|------|-------|
| Send/receive email                             | 71.3 | 102   |
| Send/receive a text/instant message            | 67.8 | 103   |
| Use apps                                       | 59.9 | 107   |
| Participate in an online social network        | 59.5 | 105   |
| Use maps/directions service                    | 57.7 | 106   |
| Take pictures/video                            | 57.6 | 106   |
| Do banking/pay bills online                    | 53.8 | 104   |
| Internet search - business, services, products | 49.3 | 101   |
| Access a news site                             | 41.7 | 102   |
| Watch a subscription-based video service       | 34.7 | 106   |

**Top Mobile Activities\***

Activity [Past Week]

|  | %    | Index      |
|--|------|------------|
| Send/receive a text/instant message            | 63.3 | 103        |
| Send/receive email                             | 56.4 | 109        |
| Take pictures/video                            | 55.7 | 106        |
| Use apps                                       | 54.2 | 109        |
| Use maps/directions service                    | 50.4 | <b>111</b> |
| Participate in an online social network        | 49.0 | 108        |
| Internet search - business, services, products | 31.5 | 106        |
| Do banking/pay bills online                    | 30.2 | 103        |
| Access a news site                             | 28.2 | 105        |
| Compare products/prices while shopping         | 23.4 | <b>117</b> |

**Media**

**Social Media Platforms**

Usage [Currently Use]

|  |   |  |  |  |  |
|--|---|--|--|--|--|
|  | Facebook<br><b>78.7%</b><br>(101)         |  | YouTube<br><b>72.6%</b><br>(103)         |  | LinkedIn<br><b>48.8%</b><br>(104)              |
|  | Instagram<br><b>42.0%</b><br><b>(111)</b> |  | WhatsApp<br><b>40.4%</b><br><b>(112)</b> |  | Wikis<br><b>33.4%</b><br>(97)                  |
|  | Twitter<br><b>32.6%</b><br>(107)          |  | Pinterest<br><b>29.7%</b><br>(104)       |  | Health/Fitness<br><b>17.9%</b><br><b>(110)</b> |
|  | Snapchat<br><b>17.0%</b><br><b>(111)</b>  |  | Podcasts<br><b>16.8%</b><br>(95)         |  | Blogs<br><b>12.8%</b><br>(101)                 |
|  | Reddit<br><b>11.3%</b><br><b>(118)</b>    |  | Dating App<br><b>4.2%</b><br><b>(84)</b> |  | Flickr<br><b>3.5%</b><br>(104)                 |
|  | Tinder<br><b>3.1%</b><br>(103)            |  |  |  |  |

**Reasons to Follow Brands**

|   | %    | Index      |
|---|------|------------|
| To get coupons and discounts                  | 38.4 | 105        |
| To learn about a brand's products/services    | 34.6 | 104        |
| To enter contests                             | 34.0 | 105        |
| To be among the first to hear brand news      | 19.4 | <b>117</b> |
| To provide feedback to the brand              | 13.0 | 100        |
| To engage with content                        | 12.9 | <b>126</b> |
| To share brand-related stories with consumers | 6.1  | 105        |
| To make suggestions for new products/services | 5.5  | 108        |

**Reasons to Unfollow Brands**

|  | %    | Index |
|--|------|-------|
| Too many messages                      | 37.2 | 101   |
| Not enough value                       | 21.5 | 102   |
| Stopped purchasing products from brand | 17.5 | 107   |
| Other                                  | 3.5  | 98    |

**Social Media Attitudes**

|  |   |  |
|--|---|--|
| "I tend to ignore marketing and advertisements when I'm in a social media environment"<br>69%   Index = 98 | "Use SM to stay connected with personal contacts"<br>47%   Index = 106                | "Use SM to keep up to date on general news/events"<br>43%   Index = <b>110</b>           |
| "I am well informed about SM"<br>39%   Index = 109   | "Use SM to keep up to date on news/events in my industry"<br>34%   Index = <b>111</b> | "Feel comfortable meeting and communicating with people through SM"<br>33%   Index = 109 |

**Actions Taken using Social Media**

Variables with Response "Yes"

|   | %    | Index      |
|---|------|------------|
| Like brand on Facebook  | 46.4 | <b>111</b> |
| Subscribe to brand email newsletter                                     | 23.9 | 105        |
| Follow brand on Instagram   | 18.9 | <b>119</b> |
| Subscribe to brand channel on YouTube                                   | 17.4 | <b>111</b> |
| Follow brand on Twitter   | 13.4 | <b>120</b> |
| Join an exclusive online community of consumers who also like the brand | 11.1 | 108        |

**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 = 102

"I consider myself to be informed on current events or issues"  
65% | Index = 97

"I offer recommendations of products/services to other people"  
62% | Index = 103

"Family life and having children are most important to me"  
62% | Index = 99

"I am very concerned about the nutritional content of food products I buy"  
61% | Index = 97

"I like to try new places to eat"  
57% | Index = 99

"I like to cook"  
56% | Index = 99

"I like to try new and different products"  
56% | Index = 104

"I prefer to shop at retail store location for the customer experience"  
55% | Index = 99

"I make an effort to buy local produce/products"  
47% | Index = 94

"My friends' opinions are an important source of information for me"  
47% | Index = 105

"Free-trial/product samples can influence my purchase decisions"  
45% | Index = 104

"I compare grocery prices at different stores"  
45% | Index = 99

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
42% | Index = 92

"I am adventurous/"outdoorsy"  
39% | Index = 100

"Staying connected via social media is very important to me"  
38% | Index = 104

"I prefer to shop online for convenience"  
36% | Index = 108

"Advertising is an important source of information to me"  
32% | Index = 108

"I consider myself to be sophisticated"  
29% | Index = 100

"If I see something interesting in a store, I will usually buy it on impulse"  
26% | Index = 106

"I am willing to pay more for eco-friendly products"  
25% | Index = 97

"I do more entertaining at home now than ever before"  
23% | Index = 104

"I lead a fairly busy social life"  
23% | Index = **88**

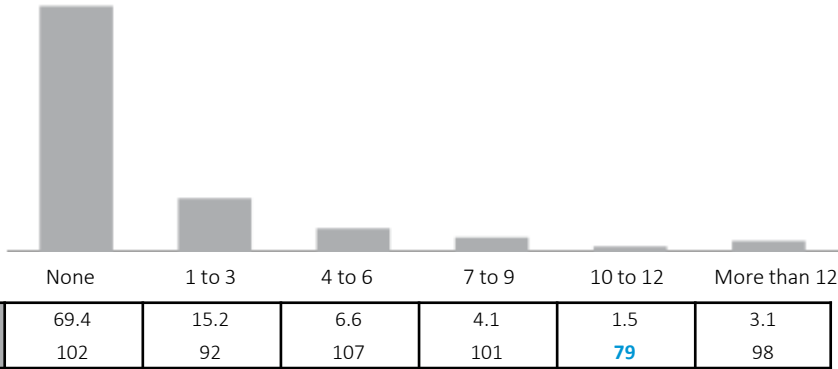
"I enjoy being extravagant/indulgent"  
22% | Index = 103



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

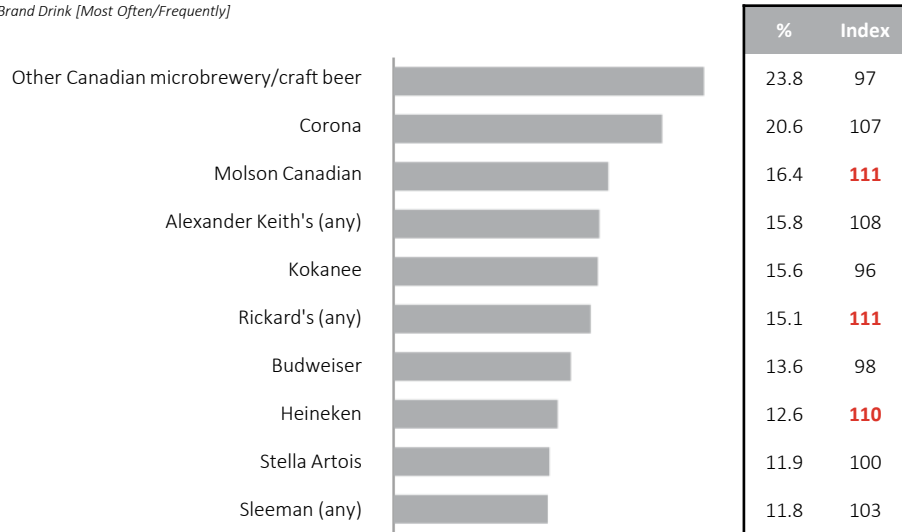
| Drank [Past Month] | % Comp | Index |
|--------------------|--------|-------|
| Canadian wine      | 15.1   | 100   |
| Liqueurs (any)     | 10.7   | 104   |
| Cider              | 9.2    | 99    |

| Type Drank [Past Month] | % Comp | Index |
|-------------------------|--------|-------|
| Microbrewery/craft beer | 15.1   | 101   |

| Brand of Drink [Most Often/Frequent]   | % Comp | Index |
|--|--------|-------|
| Other Canadian microbrewery/craft beer | 23.8   | 97    |

**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]



**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

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

|                                     | %    | Index | %    | Index | %    | Index |
|-------------------------------------|------|-------|------|-------|------|-------|
| Pizza restaurants                   | 13.7 | 105   | 48.1 | 102   | 4.7  | 91    |
| Asian restaurants                   | 4.9  | 79    | 44.7 | 100   | 5.5  | 89    |
| Submarine/sandwich restaurants      | 9.4  | 95    | 36.4 | 98    | 5.6  | 110   |
| Breakfast style restaurant          | 4.1  | 85    | 29.5 | 99    | 8.9  | 96    |
| Chicken restaurants                 | 4.2  | 109   | 24.6 | 105   | 7.1  | 123   |
| Ice cream/frozen yogurt restaurants | 1.3  | 59    | 33.8 | 110   | 3.5  | 93    |
| Italian restaurants                 | 2.2  | 95    | 22.0 | 97    | 6.2  | 95    |
| Specialty burger restaurants        | 4.2  | 93    | 30.5 | 110   | 6.4  | 98    |
| Steakhouse                          | 1.5  | 93    | 20.8 | 102   | 17.4 | 108   |
| Other ethnic restaurants            | 2.5  | 111   | 18.8 | 105   | 4.8  | 84    |
| Seafood/Fish & Chips restaurants    | 0.9  | 80    | 13.7 | 98    | 7.8  | 105   |
| Mexican/Burrito-style restaurants   | 3.1  | 112   | 20.7 | 105   | 5.4  | 100   |

**Restaurant Service Type\***

Frequency of Visiting [Past Year]

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

|                                       | %    | Index | %    | Index | %   | Index |
|---------------------------------------|------|-------|------|-------|-----|-------|
| Casual/family dining restaurants      | 4.9  | 93    | 44.6 | 101   | 7.9 | 103   |
| Food court outlets at a shopping mall | 9.0  | 105   | 45.4 | 103   | 5.0 | 83    |
| Formal dine-in restaurants            | 2.2  | 91    | 31.6 | 100   | 9.8 | 97    |
| Pub restaurants                       | 5.7  | 102   | 31.5 | 100   | 6.2 | 105   |
| Fast casual restaurants               | 11.8 | 130   | 28.7 | 106   | 2.6 | 83    |
| Sports bars                           | 4.5  | 112   | 21.0 | 107   | 4.0 | 96    |
| Other types                           | 2.9  | 89    | 12.3 | 87    | 2.0 | 95    |

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables  
24.8%  
(105)



Other Organic Food  
10.1%  
(106)



Organic Meat  
7.9%  
**(118)**