

Free Spirits

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

Market: RDOS - NORTH VANCOUVER - 2019

Overview

- Free Spirits make up 16,495 households, or 27% of the custom RDOS North Vancouver Target area (60,996 households)
- The Average Household Maintainer Age is 51, 58% 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 Art Galleries/Museums and Adventure Sports
- Average interest in travelling within British Columbia. Free Spirits from the custom RDOS North Vancouver Target area spent an average of \$1,800 on their last vacation
- On average Free Spirits from the custom RDOS North Vancouver Target area spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal
- 80% currently use Facebook, 38% use Instagram and 32% use Twitter

Top Geographic Markets

Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Greater Vancouver, BC (RD)	100.0	38.8	100	1,015,221	100.0

Market Sizing



Total Population

Target Group: 33,255 | 21.9%
Market: 151,660



Total Households

Target Group: 16,495 | 27.0%
Market: 60,996

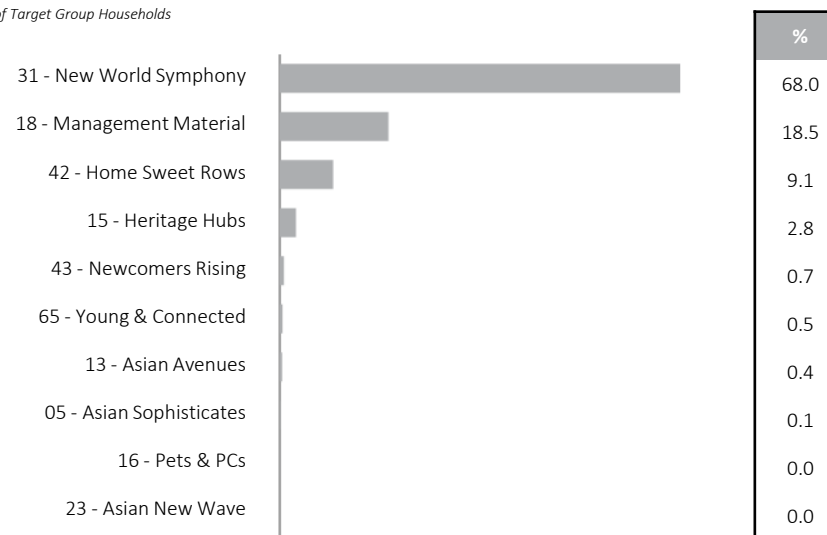
EQ Segments

% of Target Group Households

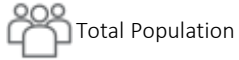


Top PRIZM Segments

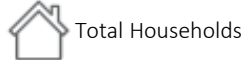
% of Target Group Households



Demographic Profile



Total Population
Target Group: 33,255 | 21.9%
Market: 151,660

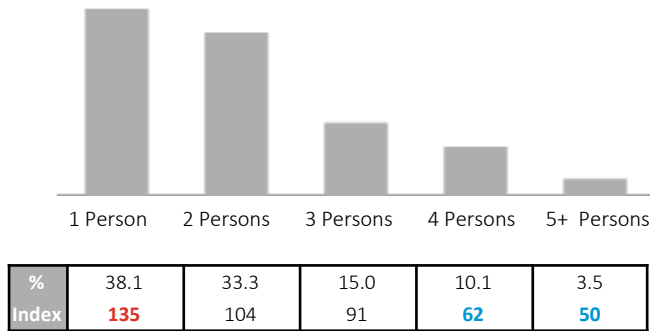


Total Households
Target Group: 16,495 | 27.0%
Market: 60,996

Average Household Income

\$97,908
(71)

Household Size*



Median Household Maintainer Age

51
(94)

Marital Status**

51.9%
(90)

Married/Common-Law

Family Composition***

41.8%
(112)

Couples Without Kids at Home

Education**

38.5%
(97)

University Degree

Visible Minority Presence*

37.5%
(119)

Belong to a visible minority group

Non-Official Language*

1.8%
(123)

No knowledge of English or French

Immigrant Population*

41.0%
(117)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Flexible Families	123	72	Attraction to Nature
Culture Sampling	122	80	Traditional Family
Equal Relationship with Youth	117	81	Brand Apathy
Need for Escape	117	81	Cultural Assimilation
Importance of Brand	117	82	Duty

Key Social Values

Need for Escape Index = 117	Multiculturalism Index = 114	Global Consciousness Index = 112
Ethical Consumerism Index = 107	Ecological Lifestyle Index = 105	Community Involvement Index = 103
Primacy of Environmental Protection Index = 101	Social Responsibility Index = 100	Utilitarian Consumerism Index = 90
Primacy of the Family Index = 87	Traditional Family Index = 80	Attraction to Nature Index = 72

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.7	100
Home exercise & home workout	55.5	105
Swimming	51.5	93
Gardening	50.8	89
Fitness walking	50.3	93

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	51.6	101
Art galleries, museums & science centres	39.9	112
Parks & city gardens	38.2	103
Theatre - Major theatres, halls & auditoriums	35.3	100
Movies at a theatre & drive-in	31.9	90

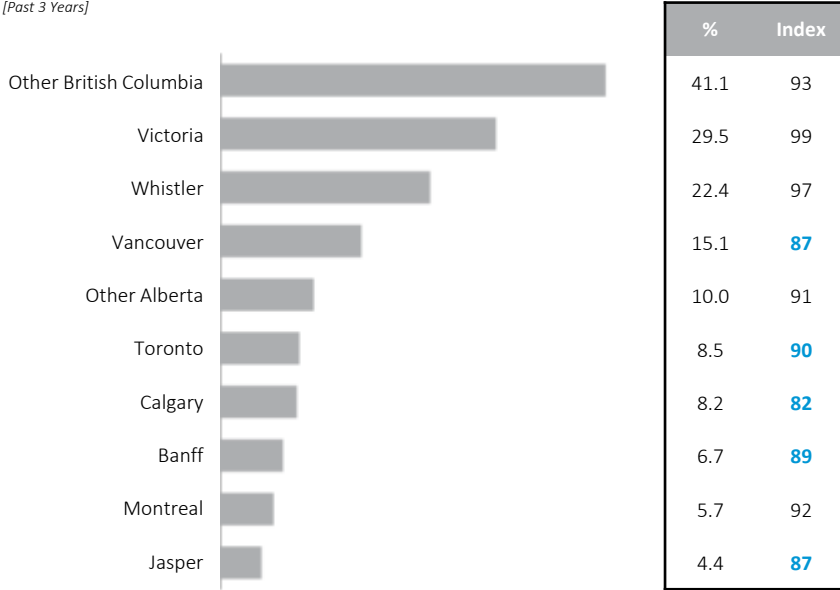
Key Tourism Activities**

Home exercise & home workout  55.5% (105)	Exhibitions, carnivals, fairs & markets  51.6% (101)	Gardening  50.8% (89)	Camping  46.6% (95)	Hiking & backpacking  43.9% (98)	Photography  41.4% (102)	Art galleries, museums & science centres  39.9% (112)	Parks & city gardens  38.2% (103)
National or provincial park  31.2% (101)	Health club activity  29.5% (101)	Canoeing & kayaking  28.5% (88)	Golfing  24.8% (103)	Cross country skiing & snowshoeing  20.0% (103)	Theatre - Community theatres  19.8% (93)	Theatre - Festivals  18.3% (105)	Fishing & hunting  17.8% (87)
Downhill skiing  17.3% (97)	Sporting events  17.1% (86)	Historical sites  16.4% (95)	Concerts - Outdoor stages & parks  16.3% (105)	Soccer  14.5% (100)	Hockey  10.1% (86)	Adventure sports  10.0% (112)	Music festivals  8.3% (98)
Snowboarding  7.0% (75)	Marathon or similar event  6.9% (82)	ATV & snowmobiling  6.4% (83)	Film festivals  5.4% (105)	Health and living shows  2.6% (68)	RV shows  2.5% (68)	Travel shows  1.5% (104)	Fitness, golf & ski shows (!)  0.6% (105)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

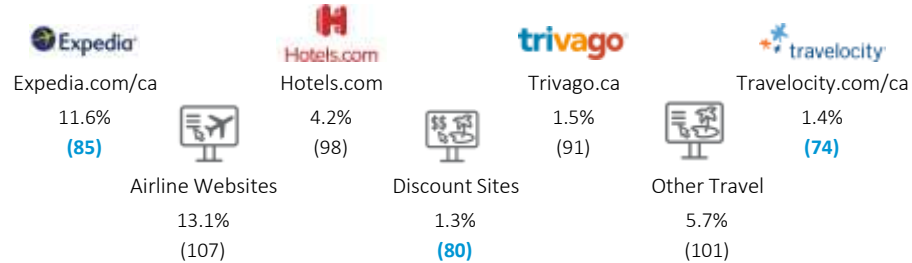


Vacation Booking**

Used [Past 3 Years]

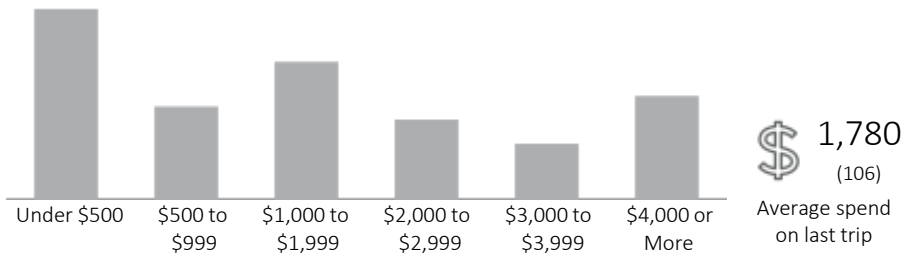


Booked With [Past Year]



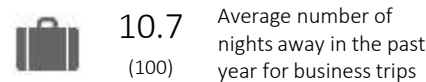
Vacation Spending

Spent Last Vacation

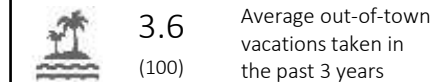


Travel Type & Frequency

Business Trips



Personal Trips

















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



Travel Profile

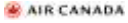












Accommodation Preferences*

Used [Past 3 Years]

 Hotel 58.5% (94)	 Friends/relatives 37.2% (103)	 All-inclusive resort 17.5% (105)	 Camping 21.1% (89)	 Motel 18.2% (107)	 Cottage 9.6% (105)	 Vacation rental by owner 17.1% (89)
 Condo/apartment 13.7% (94)	 B&B 17.4% (107)	 Cruise ship 14.6% (91)	 RV/camper 9.7% (87)	 Spa resort 5.4% (100)	 Package tours 5.5% (115)	 Boat 2.5% (80)









Airline Preferences**

Flown [Past Year]

 Air Canada 36.9% (98)	 West Jet 31.0% (105)	 Air Transat 5.7% (100)	 Porter Airlines 0.1% (62)	 Other Canadian 3.1% (106)
 United Airlines 7.2% (79)	 Delta Airlines 4.0% (95)	 American Airlines 4.7% (88)	 Other American 7.6% (91)	
 European Airlines 7.9% (96)	 Asian Airlines 4.1% (93)	 Other Charter 3.2% (117)	 Other 7.2% (106)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.0% (107)	 Budget 3.0% (89)	 Avis 1.9% (75)	 Hertz 2.6% (98)
 U-Haul 1.9% (90)	 National 2.0% (82)	 Discount 0.5% (111)	 Other Rentals 3.2% (115)

Media

Overall Level of Use

Radio



13 hours/week
(115)

Television



1,214 minutes/week
(108)

Newspaper



1 hours/week
(100)

Magazine



8 minutes/day
(90)

Internet



212 minutes/day
(102)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	38.2	97
Mainstream Top 40/CHR	18.5	99
Adult Contemporary	16.3	95
Classic Hits	15.2	93
Multi/Variety/Specialty	12.3	96
Hot Adult Contemporary	12.2	93
Modern/Alternative Rock	10.7	83
Today's Country	9.6	89
Not Classified	8.4	106
Classic Rock	8.2	87

Top Television Programs*

Programs [Average Week]

	%	Index
Evening local news	46.0	102
Movies	43.4	101
News/current affairs	35.0	99
Documentaries	31.8	100
Primetime serial dramas	31.2	101
Home renovation/decoration shows	27.5	106
Suspense/crime dramas	27.4	95
Cooking programs	26.9	103
Hockey (when in season)	25.5	95
Situation comedies	25.2	108

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.9	103
International News & World	56.1	103
National News	54.9	99
Movie & Entertainment	41.1	102
Health	38.0	98
Editorials	37.7	101
Food	36.7	100
Travel	34.8	94
Sports	30.8	101
Business & Financial	28.0	89

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	10.9	88
Canadian Living	9.3	89
Maclean's	8.5	106
Other English-Canadian	7.5	88
National Geographic	6.2	92
Hello! Canada	6.1	111
Chatelaine (English edition)	5.8	105
People	5.6	104
Cineplex Magazine	5.2	96
Reader's Digest	5.2	94

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.6	99
Send/receive a text/instant message	56.8	97
Use apps	51.0	101
Use maps/directions service	50.8	96
Take pictures/video	49.1	98
Participate in an online social network	48.9	101
Do banking/pay bills online	45.6	96
Internet search - business, services, products	45.4	100
Access a news site	44.3	98
Watch a subscription-based video service	31.2	101

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	52.2	97
Take pictures/video	46.8	99
Use apps	44.4	100
Send/receive email	44.4	94
Use maps/directions service	40.6	95
Participate in an online social network	32.9	97
Access a news site	24.7	95
Internet search - business, services, products	23.4	104
Do banking/pay bills online	18.1	91
Listen to music via streaming video service	17.3	93

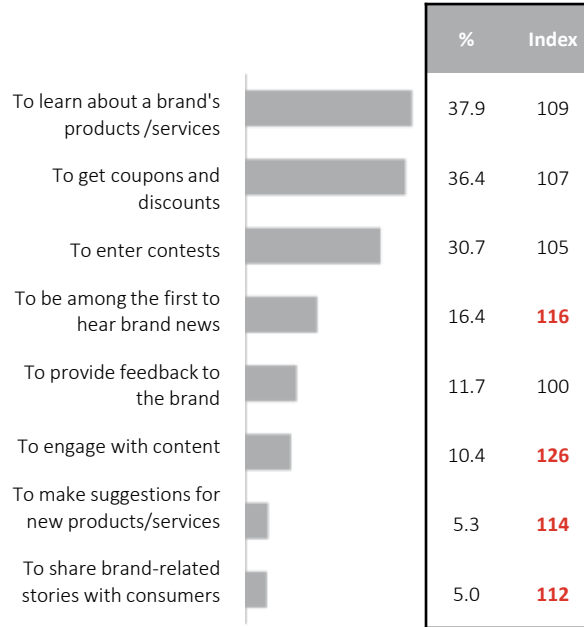
Media

Social Media Platforms

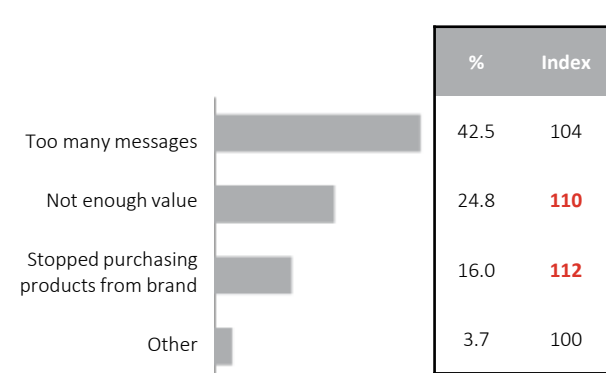
Usage [Currently Use]



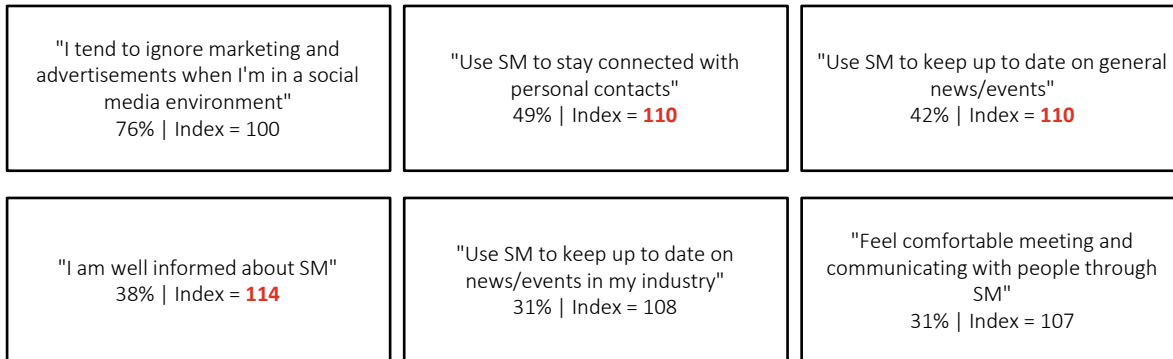
Reasons to Follow Brands



Reasons to Unfollow Brands

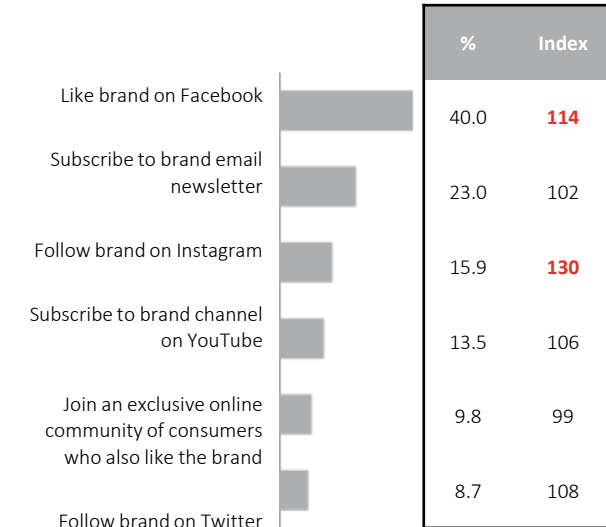


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
82% | Index = 104

"I generally achieve what I set out to do"
72% | Index = 100

"I am very concerned about the nutritional content of food products I buy"
68% | Index = 104

"I consider myself to be informed on current events or issues"
68% | Index = 104

"I make an effort to buy local produce/products"
64% | Index = 102

"I prefer to shop at retail store location for the customer experience"
61% | Index = 101

"It's important to buy products from socially-responsible/environmentally-friendly companies"
60% | Index = 104

"Family life and having children are most important to me"
58% | Index = 97

"I like to cook"
55% | Index = 103

"I offer recommendations of products/services to other people"
54% | Index = 101

"I like to try new places to eat"
54% | Index = 96

"I like to try new and different products"
46% | Index = 103

"My friends' opinions are an important source of information for me"
46% | Index = 107

"I compare grocery prices at different stores"
44% | Index = 96

"I am adventurous/"outdoorsy""
42% | Index = 104

"Free-trial/product samples can influence my purchase decisions"
40% | Index = 104

"I am willing to pay more for eco-friendly products"
36% | Index = 107

"Staying connected via social media is very important to me"
31% | Index = 107

"Advertising is an important source of information to me"
28% | Index = 105

"I consider myself to be sophisticated"
27% | Index = 101

"I prefer to shop online for convenience"
26% | Index = 91

"I lead a fairly busy social life"
26% | Index = 103

"If I see something interesting in a store, I will usually buy it on impulse"
21% | Index = 102

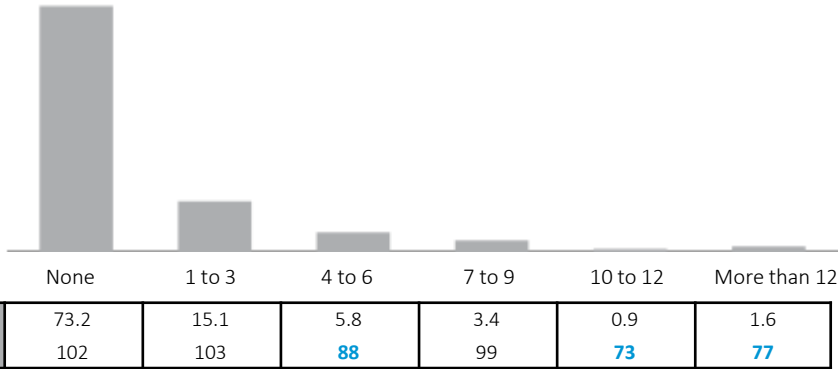
"I enjoy being extravagant/indulgent"
21% | Index = 100

"I have difficulty trying to balance my work and family/personal life"
20% | Index = 95

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

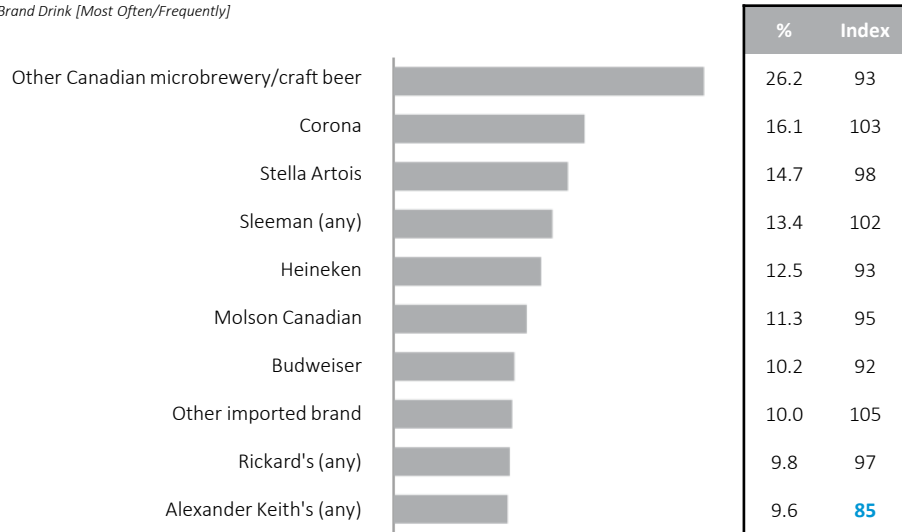
Drank [Past Month]	% Comp	Index
Canadian wine	23.6	95
Cider	13.3	101
Liqueurs (any)	9.7	102

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	17.6	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.2	93

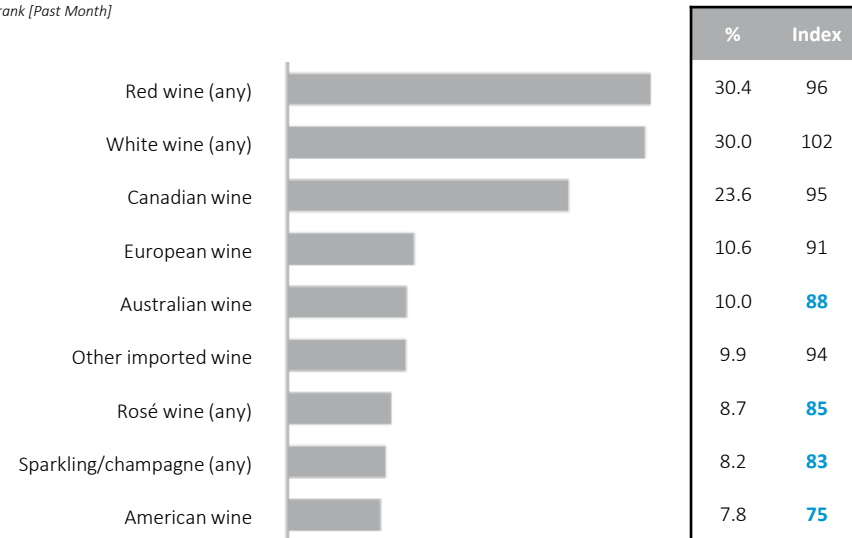
Top 10 Beers*

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	8.7	83	37.7	98	5.3	99
Asian restaurants	10.6	100	42.1	94	4.4	107
Submarine/sandwich restaurants	5.9	78	28.9	93	5.2	111
Breakfast style restaurant	3.4	82	27.2	101	9.2	102
Chicken restaurants	3.1	75	16.5	115	2.8	66
Ice cream/frozen yogurt restaurants	1.6	62	27.7	101	5.1	119
Italian restaurants	1.2	50	23.9	97	6.4	85
Specialty burger restaurants	2.5	71	15.1	96	4.1	97
Steakhouse	0.7	66	17.6	102	15.6	102
Other ethnic restaurants	2.8	73	34.9	103	6.1	105
Seafood/Fish & Chips restaurants	2.2	102	25.4	109	8.6	102
Mexican/Burrito-style restaurants	2.7	103	21.8	103	6.0	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	9.1	110	37.9	102	5.2	99
Food court outlets at a shopping mall	7.7	99	37.5	101	10.6	108
Formal dine-in restaurants	3.7	94	32.7	98	8.0	94
Pub restaurants	6.4	99	36.2	93	8.0	136
Fast casual restaurants	6.1	75	24.1	98	2.7	105
Sports bars	3.7	104	14.7	101	3.3	90
Other types	7.6	133	17.6	102	1.8	107

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
34.3%
(105)



Other Organic Food
15.5%
(106)



Organic Meat
10.3%
(84)