Free Spirits

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

Overview

- Free Spirits make up 57,837 households, or 34% of the custom RDOS Surrey Target area (170,420 households)

- The Average Household Maintainer Age is 48, 52% 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 Art Galleries/Museums, Music Festivals and RV Shows

- Average interest in travelling within Canada. Free Spirits from the custom RDOS Surrey Target area spent an average of $1,500 on their last vacation

- On average Free Spirits from the custom RDOS Surrey Target area spend 11hrs/week listening to the Radio, 16hrs/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

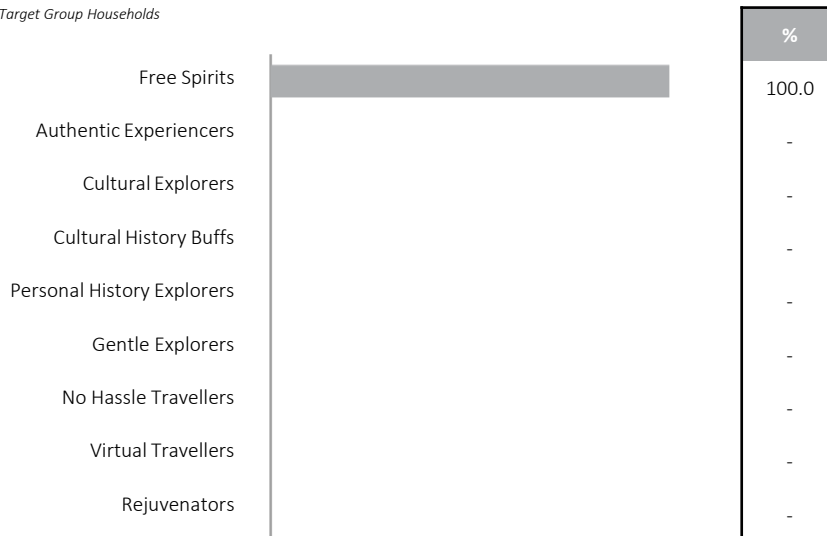| Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Greater Vancouver, BC (RD)	100.0	38.8	100	1,015,221	100.0

Market Sizing

Total Population
Target Group: 166,969 | 30.9%
Market: 539,644

Total Households
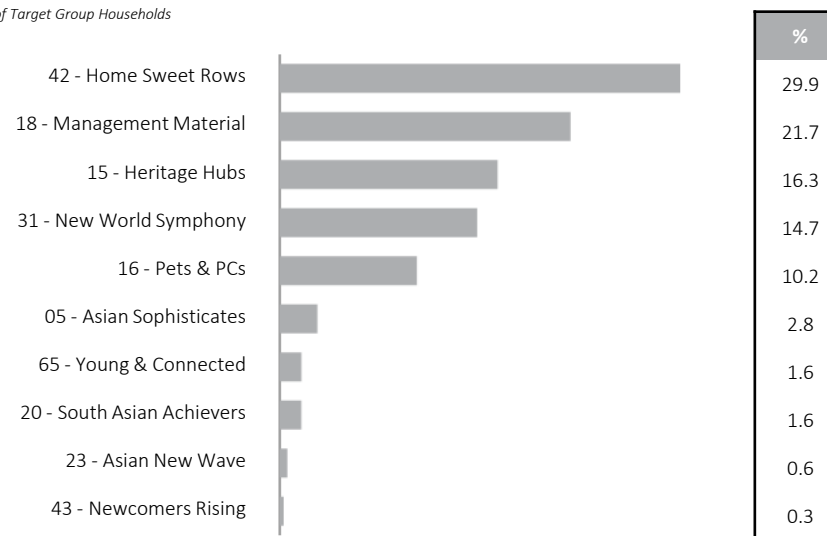Target Group: 57,837 | 33.9%
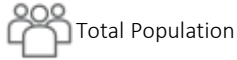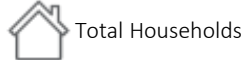Market: 170,420

EQ Segments

% of Target Group Households

	%
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

	%
42 - Home Sweet Rows	29.9
18 - Management Material	21.7
15 - Heritage Hubs	16.3
31 - New World Symphony	14.7
16 - Pets & PCs	10.2
05 - Asian Sophisticates	2.8
65 - Young & Connected	1.6
20 - South Asian Achievers	1.6
23 - Asian New Wave	0.6
43 - Newcomers Rising	0.3

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

Top Geographic Markets ranked by percent of group
PRIZM segments ranked on percent composition chosen from highest percent composition

ENVIRONICS ANALYTICS

Demographic Profile

Total Population
Target Group: 166,969 | 30.9%
Market: 539,644

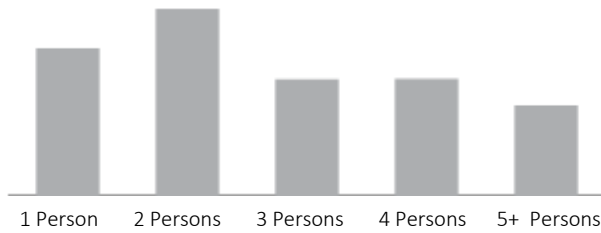**Total Households**
Target Group: 57,837 | 33.9%
Market: 170,420

Average Household Income

$101,900
(94)

Median Household Maintainer Age

48
(96)

Household Size*

%	22.4	28.4	17.7	17.8	13.8
Index	114	105	106	96	76

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

Marital Status
57.9%
(97)
Married/Common-Law

Family Composition*
52.4%
(93)
Couples With Kids at Home

Education**
31.3%
(95)
High School Certificate Or Equivalent

Visible Minority Presence*
58.9%
(93)
Belong to a visible minority group

Non-Official Language*
4.7%
(72)
No knowledge of English or French

Immigrant Population*
42.2%
(96)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Importance of Aesthetics	121	78	Attraction to Nature
Ostentatious Consumption	120	80	Fulfilment Through Work
Religiosity	119	83	Cultural Assimilation
Culture Sampling	116	84	Brand Apathy
Status via Home	116	84	Utilitarian Consumerism

Key Social Values

Multiculturalism Index = 115	Need for Escape Index = 112	Global Consciousness Index = 110
Traditional Family Index = 105	Ethical Consumerism Index = 103	Social Responsibility Index = 98
Community Involvement Index = 94	Primacy of the Family Index = 93	Ecological Lifestyle Index = 92
Primacy of Environmental Protection Index = 90	Utilitarian Consumerism Index = 84	Attraction to Nature Index = 78

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
2

ENVIRONICS ANALYTICS

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.9	99
Home exercise & home workout	57.9	100
Swimming	53.8	100
Gardening	50.9	101
Camping	50.7	99

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	47.2	99
Movies at a theatre & drive-in	35.9	104
Parks & city gardens	35.7	97
Auditoriums, arenas & stadiums (any)	32.2	101
National or provincial park	31.6	99

Key Tourism Activities**

Home exercise & home workout	Gardening	Camping	Hiking & backpacking	Exhibitions, carnivals, fairs & markets	Photography	Parks & city gardens	Canoeing & kayaking
57.9% (100)	50.9% (101)	50.7% (99)	47.6% (108)	47.2% (99)	39.2% (99)	35.7% (97)	32.9% (99)
Health club activity	National or provincial park	Art galleries, museums & science centres	Golfing	Cross country skiing & snowshoeing	Downhill skiing	Fishing & hunting	Theatre - Community theatres
32.8% (98)	31.6% (99)	31.2% (112)	26.1% (109)	19.3% (103)	19.1% (91)	19.0% (101)	17.2% (106)
Soccer	Sporting events	Historical sites	Theatre - Festivals	Concerts - Outdoor stages & parks	Snowboarding	Hockey	Adventure sports
16.9% (94)	16.6% (96)	14.6% (95)	14.4% (89)	12.7% (102)	10.8% (84)	10.5% (96)	8.2% (94)
Marathon or similar event	Music festivals	ATV & snowmobiling	Film festivals	RV shows	Health and living shows	Fitness, golf & ski shows (!)	Travel shows
7.8% (76)	7.1% (111)	6.2% (103)	5.1% (94)	3.8% (112)	1.6% (83)	0.5% (123)	0.4% (67)

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
3

Free Spirits

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

Market: RDOS- SURREY 2019

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	38.8	101
Whistler	23.4	91
Victoria	23.0	104
Vancouver	17.4	93
Other Alberta	12.2	108
Calgary	11.2	91
Banff	7.5	**110**
Toronto	6.9	**114**
Jasper	4.5	**114**
Other Ontario	3.0	92
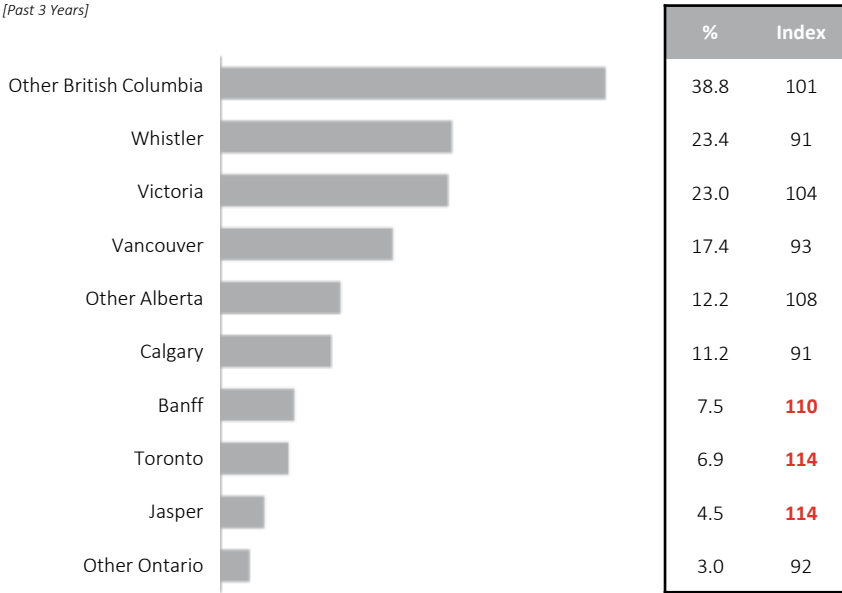
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through a hotel directly	40.5	104
Book through an airline directly	39.4	98
Book through an on-line travel agency	33.3	91
Book through airline/hotel website	28.6	105
Book through a full service travel agent	23.8	94
Other services	12.5	108
Book through a discount/last minute agency	10.8	103
Book a package tour	9.3	**81**

Booked With [Past Year]

Expedia.com/ca	Hotels.com	Travelocity.com/ca	Trivago.ca
11.6% **(89)**	4.0% **(88)**	1.6% **(84)**	1.4% **(70)**

Airline Websites	Discount Sites	Other Travel
10.8% (107)	1.1% **(135)**	5.3% **(118)**

Vacation Spending

Spent Last Vacation

$ **1,492** (98) Average spend on last trip

%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	34.2	15.8	21.7	12.4	5.3	10.6
Index	103	108	100	**82**	104	104
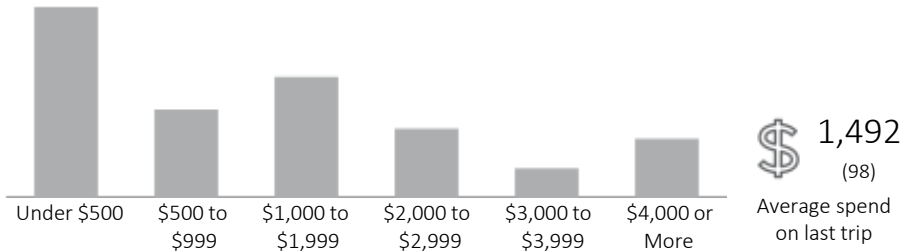
Travel Type & Frequency

Business Trips

8.5 (102) Average number of nights away in the past year for business trips

Personal Trips
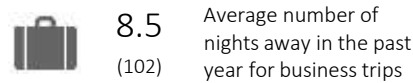
3.5 (101) Average out-of-town vacations taken in the past 3 years
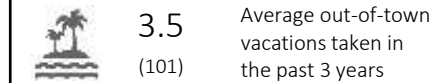
Average number of business trips by mode of transportation in the past year:

3.0 (104)	**3.5** (99)	**2.1** (103)	**3.2** (114)

ENVIRONICS ANALYTICS

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Cottage	Vacation rental by owner
58.8%	39.4%	13.7%	23.7%	16.3%	6.9%	14.1%
(100)	(95)	(93)	(96)	(101)	(106)	(97)
Condo/apartment	B&B	Cruise ship	RV/camper	Spa resort	Package tours	Boat
11.5%	12.0%	11.0%	10.8%	5.7%	3.5%	1.5%
(104)	(95)	(109)	(103)	(108)	**(128)**	**(110)**

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
35.2%	29.8%	4.1%	0.0%	3.0%
(99)	(93)	(96)	**(130)**	**(126)**
United Airlines	Delta Airlines	American Airlines	Other American	
5.2%	2.6%	3.9%	8.9%	
(108)	**(86)**	**(117)**	(102)	
European Airlines	Asian Airlines	Other Charter	Other	
7.2%	3.9%	1.4%	5.2%	
(113)	(97)	(107)	(98)	

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	Hertz
5.3%	2.8%	2.1%	2.2%
(105)	**(122)**	**(127)**	**(128)**
U-Haul	National	Discount	Other Rentals
2.0%	1.5%	0.5%	1.9%
(71)	**(111)**	**(131)**	(98)

Free Spirits

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

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	977 minutes/week	1 hours/week	6 minutes/day	261 minutes/day
(102)	(104)	(100)	(106)	(99)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	30.3	97
Mainstream Top 40/CHR	28.6	96
Adult Contemporary	19.6	107
Modern/Alternative Rock	14.2	130
Hot Adult Contemporary	13.5	100
Classic Hits	12.7	96
Today's Country	10.5	108
Classic Rock	9.2	99
Not Classified	8.6	90
Multi/Variety/Specialty	8.3	120

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	42.0	100
Evening local news	38.2	109
News/current affairs	27.8	110
Documentaries	26.1	110
Cooking programs	25.9	106
Hockey (when in season)	24.7	103
Situation comedies	24.3	114
Primetime serial dramas	24.2	106
Home renovation/decoration shows	24.1	101
Suspense/crime dramas	23.4	107

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.4	104
National News	45.1	103
International News & World	44.1	100
Movie & Entertainment	34.5	103
Health	30.7	107
Editorials	29.7	104
Food	28.0	101
Travel	26.6	94
Sports	25.5	102
Business & Financial	21.1	99

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	7.8	105
Other U.S. magazines	7.5	103
Maclean's	5.7	84
Other English-Canadian	5.7	97
National Geographic	4.9	107
People	4.9	97
Cineplex Magazine	4.8	112
Reader's Digest	4.4	94
Hello! Canada	3.4	103
Air Canada enRoute	3.1	98

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	73.5	101
Send/receive a text/instant message	64.9	102
Use apps	55.6	102
Take pictures/video	55.0	105
Participate in an online social network	54.1	93
Use maps/directions service	53.8	97
Do banking/pay bills online	48.8	105
Internet search - business, services, products	45.5	101
Access a news site	40.4	105
Watch other online free streaming videos	34.9	99

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	61.0	104
Take pictures/video	53.4	106
Send/receive email	51.2	99
Use apps	47.7	99
Use maps/directions service	45.2	95
Participate in an online social network	41.3	92
Internet search - business, services, products	26.7	95
Access a news site	26.6	99
Do banking/pay bills online	24.4	99
Watch other online free streaming videos	21.8	100

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- SURREY 2019

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	78.5%	(99)
YouTube	72.7%	(99)
LinkedIn	48.7%	(103)
WhatsApp	47.0%	(104)
Instagram	42.0%	(101)
Wikis	39.5%	(100)
Pinterest	33.6%	(100)
Twitter	33.0%	(100)
Health/Fitness	21.6%	(103)
Podcasts	19.0%	(103)
Snapchat	17.4%	(97)
Blogs	16.6%	(97)
Reddit	12.9%	(116)
Flickr	7.5%	(100)
Dating App	6.6%	(105)
Tinder	3.7%	(98)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	40.8	100
To learn about a brand's products /services	35.6	101
To enter contests	33.8	98
To be among the first to hear brand news	16.5	103
To provide feedback to the brand	13.3	96
To engage with content	10.6	101
To share brand-related stories with consumers	8.1	95
To make suggestions for new products/services	7.3	97

Reasons to Unfollow Brands

	%	Index
Too many messages	41.0	103
Not enough value	21.5	103
Stopped purchasing products from brand	13.9	100
Other	4.2	**123**

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	41.7	98
Subscribe to brand email newsletter	22.2	96
Subscribe to brand channel on YouTube	17.9	96
Follow brand on Instagram	16.7	105
Follow brand on Twitter	12.3	96
Join an exclusive online community of consumers who also like the brand	11.9	94

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
71% | Index = 102

"Use SM to stay connected with personal contacts"
49% | Index = 101

"Use SM to keep up to date on general news/events"
41% | Index = 100

"I am well informed about SM"
38% | Index = 102

"Feel comfortable meeting and communicating with people through SM"
34% | Index = 100

"Use SM to keep up to date on news/events in my industry"
33% | Index = 101

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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ENVIRONICS
ANALYTICS

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 79% | Index = 102	"I generally achieve what I set out to do" 69% | Index = 102	"I consider myself to be informed on current events or issues" 62% | Index = 104	"I am very concerned about the nutritional content of food products I buy" 61% | Index = 103	"I prefer to shop at retail store location for the customer experience" 59% | Index = 102
"I make an effort to buy local produce/products" 58% | Index = 99	"Family life and having children are most important to me" 58% | Index = 103	"It's important to buy products from socially-responsible/environmentally-friendly companies" 57% | Index = 100	"I offer recommendations of products/services to other people" 55% | Index = 99	"I like to try new places to eat" 55% | Index = 103
"I like to cook" 53% | Index = 103	"My friends' opinions are an important source of information for me" 47% | Index = 101	"I like to try new and different products" 46% | Index = 102	"Free-trial/product samples can influence my purchase decisions" 45% | Index = 101	"I am adventurous/"outdoorsy"" 41% | Index = 106
"I compare grocery prices at different stores" 40% | Index = 99	"Staying connected via social media is very important to me" 34% | Index = 97	"I am willing to pay more for eco-friendly products" 32% | Index = 108	"I prefer to shop online for convenience" 29% | Index = 88	"I lead a fairly busy social life" 28% | Index = 100
"Advertising is an important source of information to me" 25% | Index = 107	"I consider myself to be sophisticated" 25% | Index = 95	"I have difficulty trying to balance my work and family/personal life" 23% | Index = 98	"I do more entertaining at home now than ever before" 20% | Index = 95	"I enjoy being extravagant/indulgent" 20% | Index = 92

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+

8

ENVIRONICS ANALYTICS

Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	72.6	13.5	6.6	3.1	1.3	2.9
Index	97	108	**117**	94	93	107
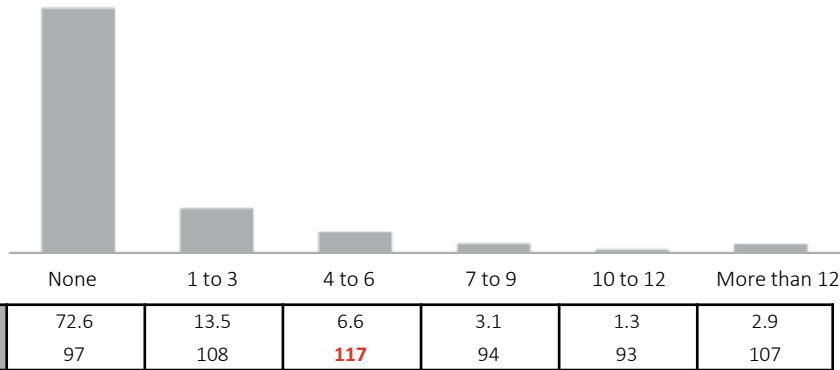
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	18.7	109
Cider	10.7	102
Liqueurs (any)	9.3	109

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.9	109

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.4	**110**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	25.4	**110**
Corona	15.3	98
Stella Artois	14.5	**111**
Sleeman (any)	14.0	**116**
Budweiser	12.8	96
Heineken	12.6	**111**
Molson Canadian	12.4	91
Guinness	12.0	99
Other imported brand	10.9	103
Kokanee	9.0	**111**
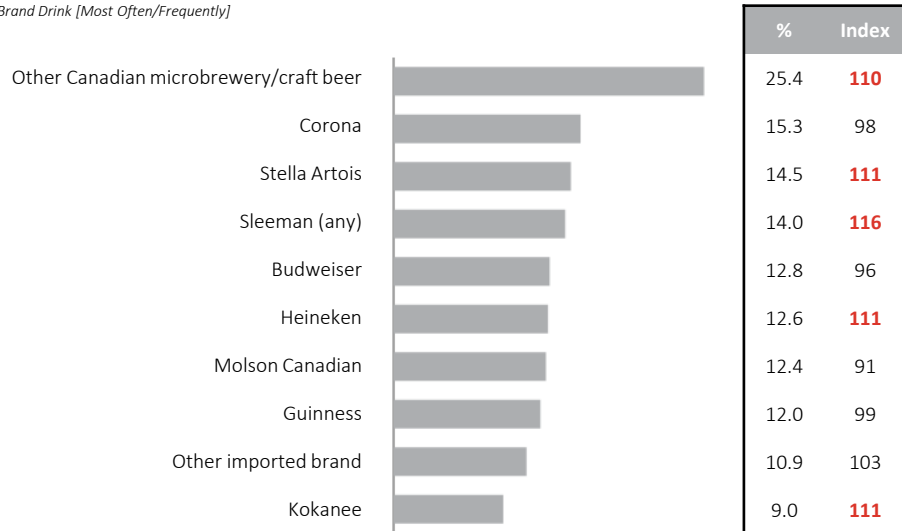
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	30.8	100
White wine (any)	24.8	**111**
Canadian wine	18.7	109
Rosé wine (any)	11.2	97
European wine	9.0	**110**
American wine	8.2	97
Australian wine	7.9	95
Sparkling/champagne (any)	7.2	**122**
Other imported wine	6.7	99

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

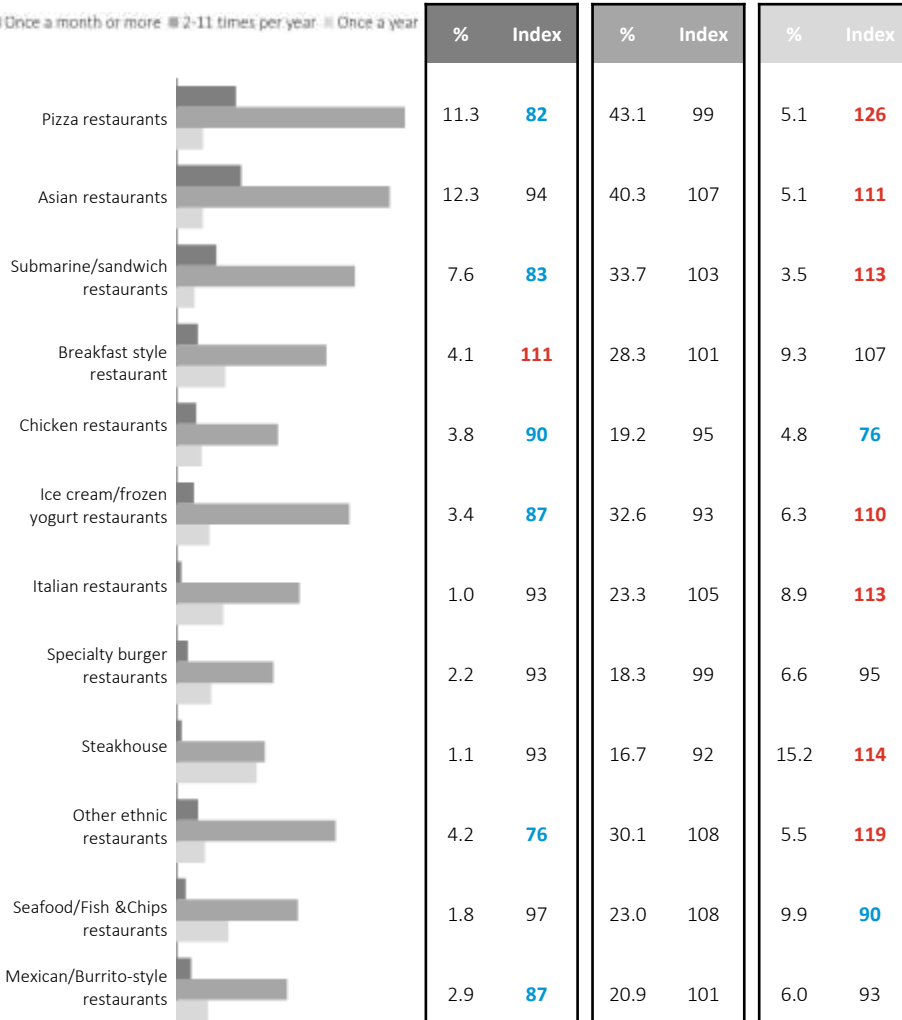|	%	Index	%	Index	%	Index
Pizza restaurants	11.3	82	43.1	99	5.1	126
Asian restaurants	12.3	94	40.3	107	5.1	111
Submarine/sandwich restaurants	7.6	83	33.7	103	3.5	113
Breakfast style restaurant	4.1	111	28.3	101	9.3	107
Chicken restaurants	3.8	90	19.2	95	4.8	76
Ice cream/frozen yogurt restaurants	3.4	87	32.6	93	6.3	110
Italian restaurants	1.0	93	23.3	105	8.9	113
Specialty burger restaurants	2.2	93	18.3	99	6.6	95
Steakhouse	1.1	93	16.7	92	15.2	114
Other ethnic restaurants	4.2	76	30.1	108	5.5	119
Seafood/Fish &Chips restaurants	1.8	97	23.0	108	9.9	90
Mexican/Burrito-style restaurants	2.9	87	20.9	101	6.0	93

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	5.7	100	42.8	112	4.2	112
Food court outlets at a shopping mall	8.3	99	40.1	98	11.6	107
Formal dine-in restaurants	3.6	88	30.3	104	10.1	113
Pub restaurants	7.1	115	35.8	104	6.5	113
Fast casual restaurants	9.2	98	28.6	106	2.6	96
Sports bars	3.0	107	16.0	113	3.5	121
Other types	5.0	99	16.8	93	1.9	119
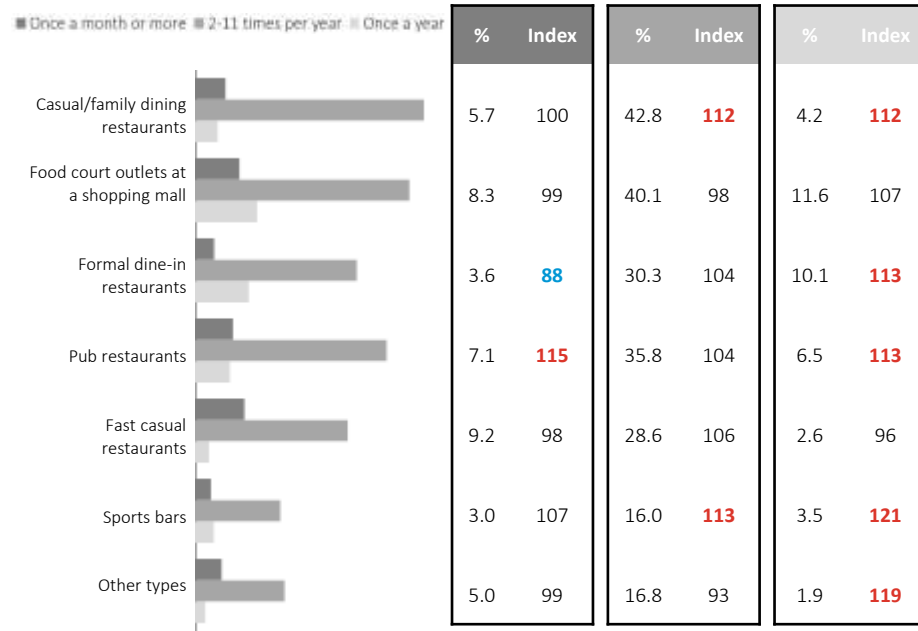
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
28.9%	15.9%	10.6%
(99)	(95)	(103)