

Free Spirits

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

Market: RDOS - VANCOUVER 2019

Overview

- Free Spirits make up 112,629 households, or 37% of the custom RDOS Vancouver Target area (306,906 households)
- The Average Household Maintainer Age is 53, 51% of couples have children living at home
- Top Social Value: Global Consciousness** - The inclination to consider oneself a "citizen of the world" first and foremost, over a "citizen of one's community and country." Non-ethnocentricity, feeling an affinity to peoples in all countries
- Above average interest in Cross Country Skiing/Snowshoeing, Hockey and Marathons
- Average interest in travelling within Canada. Free Spirits from the custom RDOS Vancouver Target area spent an average of \$1,800 on their last vacation
- On average Free Spirits from the custom RDOS Vancouver Target area spend 11hrs/week listening to the Radio, 17hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 41% use Instagram and 30% 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: 314,862 | 46.3%
Market: 679,602



Total Households
Target Group: 112,629 | 36.7%
Market: 306,906

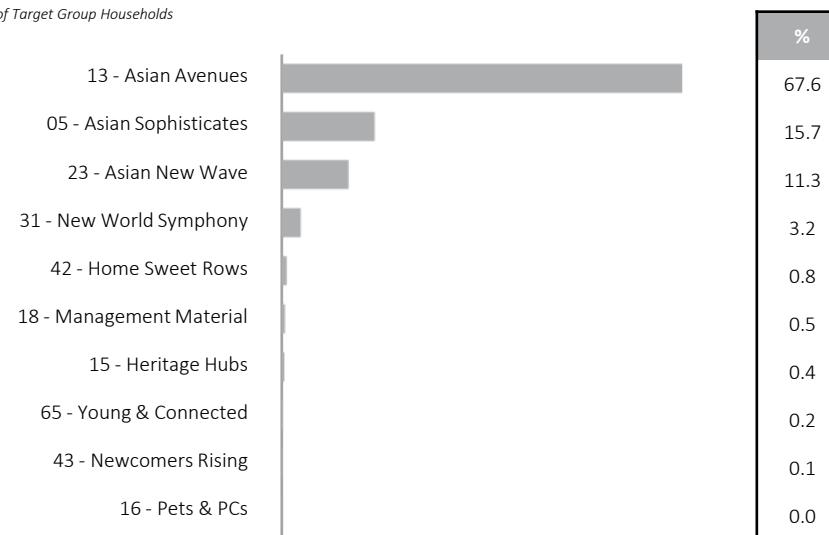
EQ Segments

% of Target Group Households

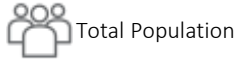


Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population
Target Group: 314,862 | 46.3%
Market: 679,602

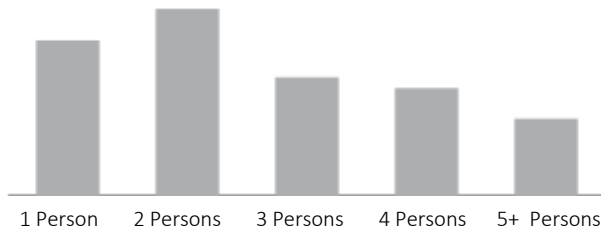


Total Households
Target Group: 112,629 | 36.7%
Market: 306,906

Average Household Income

\$112,143
(102)

Household Size*



Median Household Maintainer Age

53
(111)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	24.1	28.9	18.4	16.7	11.9
Index	62	91	140	165	192

Marital Status**

52.7%
(106)

Married/Common-Law

Family Composition***

51.2%
(125)

Couples With Kids at Home

Education**

34.2%
(80)

University Degree

Visible Minority Presence*

72.7%
(132)

Belong to a visible minority group

Non-Official Language*

10.8%
(160)

No knowledge of English or French

Immigrant Population*

53.5%
(122)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Status via Home	156	51	Attraction to Nature
Ostentatious Consumption	154	55	Cultural Assimilation
Traditional Family	153	62	Fulfillment Through Work
Need for Status Recognition	144	67	Parochialism
Brand Genuineness	141	69	Utilitarian Consumerism

Key Social Values

Traditional Family Index = 153	Global Consciousness Index = 140	Community Involvement Index = 137
Multiculturalism Index = 120	Ecological Lifestyle Index = 117	Social Responsibility Index = 105
Primacy of the Family Index = 88	Ethical Consumerism Index = 86	Need for Escape Index = 80
Primacy of Environmental Protection Index = 78	Utilitarian Consumerism Index = 69	Attraction to Nature Index = 51

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.8	98
Home exercise & home workout	58.6	103
Fitness walking	57.5	100
Swimming	55.0	98
Volunteer work	52.9	103

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	55.8	95
Parks & city gardens	37.3	97
Art galleries, museums & science centres	36.4	98
Auditoriums, arenas & stadiums (any)	36.2	108
Theatre - Major theatres, halls & auditoriums	34.3	91

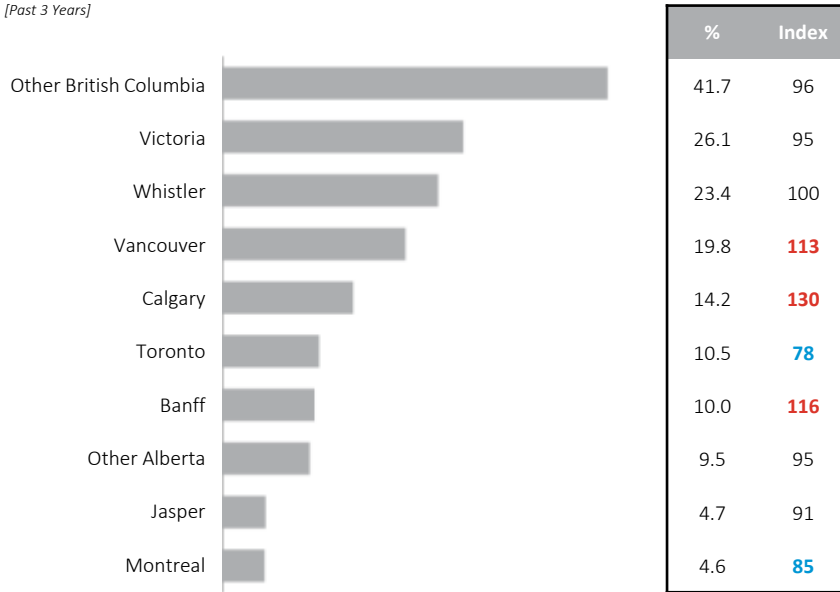
Key Tourism Activities**

Home exercise & home workout  58.6% (103)	Exhibitions, carnivals, fairs & markets  55.8% (95)	Hiking & backpacking  52.6% (107)	Gardening  52.4% (99)	Camping  44.5% (99)	Photography  43.1% (99)	Parks & city gardens  37.3% (97)	Health club activity  36.7% (105)
Art galleries, museums & science centres  36.4% (98)	National or provincial park  31.2% (100)	Canoeing & kayaking  28.1% (94)	Golfing  24.3% (98)	Cross country skiing & snowshoeing  20.8% (113)	Theatre - Community theatres  17.9% (89)	Downhill skiing  17.6% (94)	Theatre - Festivals  16.6% (91)
Sporting events  15.4% (96)	Soccer  14.8% (101)	Fishing & hunting  14.6% (102)	Hockey  14.5% (110)	Historical sites  12.3% (95)	Concerts - Outdoor stages & parks  12.1% (92)	Marathon or similar event  11.9% (114)	Snowboarding  9.0% (115)
Adventure sports  8.4% (96)	Film festivals  8.2% (87)	ATV & snowmobiling  7.8% (119)	Music festivals  7.7% (79)	RV shows  2.8% (107)	Health and living shows  2.6% (133)	Travel shows  0.7% (66)	Fitness, golf & ski shows (!)  0.1% (34)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

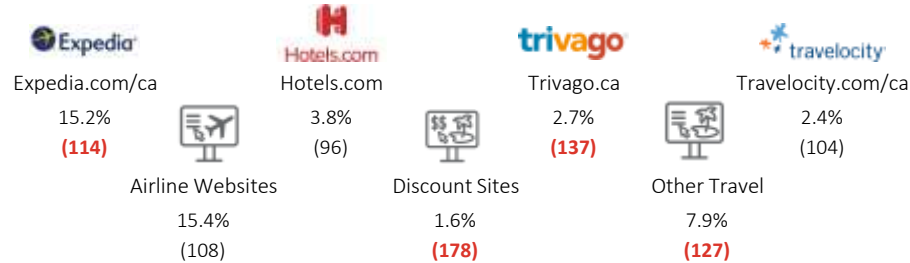


Vacation Booking**

Used [Past 3 Years]

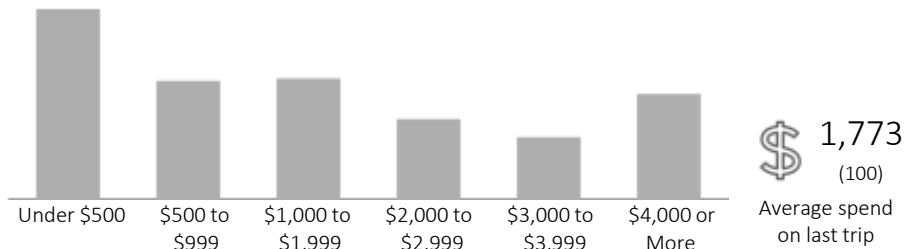


Booked With [Past Year]



Vacation Spending

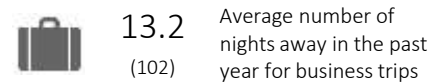
Spent Last Vacation



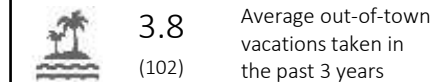
\$1,773
(100)
Average spend on last trip

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 56.0% (97)	 Friends/relatives 42.4% (97)	 All-inclusive resort 12.8% (84)	 Camping 19.5% (104)	 Motel 18.2% (91)	 Cottage 8.5% (88)	 Vacation rental by owner 13.9% (87)
 Condo/apartment 16.3% (102)	 B&B 15.0% (97)	 Cruise ship 14.1% (102)	 RV/camper 7.3% (93)	 Spa resort 4.0% (105)	 Package tours 6.8% (130)	 Boat 1.9% (88)









Airline Preferences**

Flown [Past Year]

 Air Canada 40.0% (99)	 West Jet 28.7% (93)	 Air Transat 7.4% (130)	 Porter Airlines 0.0% (6)	 Other Canadian 4.9% (129)
 United Airlines 5.7% (83)	 Delta Airlines 6.6% (129)	 American Airlines 3.9% (81)	 Other American 14.5% (130)	
 European Airlines 6.2% (77)	 Asian Airlines 7.4% (141)	 Other Charter 1.2% (92)	 Other 5.6% (99)	

Car Rental*

Rented From [Past Year]

 Enterprise 4.9% (72)	 Budget 1.8% (95)	 Avis 2.5% (105)	 Hertz 1.4% (86)
 U-Haul 0.9% (89)	 National 0.8% (61)	 Discount 0.0% (95)	 Other Rentals 1.3% (79)

Media

Overall Level of Use

Radio



11 hours/week
(97)

Television



1,121 minutes/week
(94)

Newspaper



1 hours/week
(92)

Magazine



7 minutes/day
(79)

Internet



256 minutes/day
(111)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	36.8	90
Mainstream Top 40/CHR	29.2	142
Classic Hits	18.4	109
Adult Contemporary	13.9	114
Hot Adult Contemporary	11.9	112
Not Classified	9.5	110
Classic Rock	8.7	122
Multi/Variety/Specialty	8.4	55
Ethnic/Multi-cultural	7.9	179
Sports	7.8	111

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.3	103
Evening local news	37.1	88
Primetime serial dramas	30.1	103
Suspense/crime dramas	29.7	104
News/current affairs	29.6	84
Situation comedies	29.4	108
Documentaries	27.7	88
Hockey (when in season)	24.2	97
Cooking programs	23.1	98
Home renovation/decoration shows	23.0	101

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.9	89
National News	50.1	93
International News & World	44.9	85
Movie & Entertainment	38.0	91
Health	37.1	100
Food	36.6	94
Editorials	30.8	85
Travel	30.0	87
Sports	29.2	97
Fashion & Lifestyle	25.8	100

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	8.6	84
Canadian Living	8.1	92
Maclean's	7.4	83
Cineplex Magazine	6.2	95
People	6.1	104
Other English-Canadian	5.5	83
Hello! Canada	5.2	108
National Geographic	5.1	91
Chatelaine (English edition)	4.7	91
Reader's Digest	3.4	71

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.8	98
Send/receive a text/instant message	58.3	105
Use maps/directions service	53.2	100
Participate in an online social network	52.0	103
Do banking/pay bills online	50.5	104
Take pictures/video	49.6	99
Use apps	46.6	95
Internet search - business, services, products	42.7	94
Access a news site	33.6	85
Listen to music via streaming video service	32.7	113

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	54.5	106
Take pictures/video	48.6	100
Send/receive email	47.4	105
Use maps/directions service	43.8	107
Use apps	42.2	98
Participate in an online social network	35.3	107
Do banking/pay bills online	26.5	117
Internet search - business, services, products	23.7	98
Compare products/prices while shopping	20.7	111
Listen to music via streaming video service	19.8	120

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 78.7% (99)		YouTube 77.9% (102)		WhatsApp 65.1% (111)
	LinkedIn 47.4% (92)		Instagram 40.5% (97)		Wikis 40.2% (94)
	Twitter 29.7% (87)		Pinterest 27.2% (99)		Blogs 16.8% (90)
	Podcasts 16.5% (78)		Health/Fitness 16.4% (93)		Snapchat 16.0% (115)
	Reddit 14.3% (106)		Flickr 7.3% (96)		Dating App 7.3% (90)
	Tinder 5.4% (133)				

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	40.2	105
To get coupons and discounts	36.0	98
To enter contests	32.1	99
To be among the first to hear brand news	17.8	98
To provide feedback to the brand	15.9	118
To engage with content	12.5	112
To share brand-related stories with consumers	9.4	132
To make suggestions for new products/services	5.4	117

Reasons to Unfollow Brands

	%	Index
Too many messages	34.7	90
Not enough value	25.8	99
Stopped purchasing products from brand	13.7	89
Other	3.0	96

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 74% Index = 99	"Use SM to stay connected with personal contacts" 48% Index = 97	"Use SM to keep up to date on general news/events" 43% Index = 98
"I am well informed about SM" 41% Index = 99	"Feel comfortable meeting and communicating with people through SM" 36% Index = 98	"Use SM to keep up to date on news/events in my industry" 34% Index = 99

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	39.3	95
Subscribe to brand email newsletter	20.7	88
Subscribe to brand channel on YouTube	17.9	115
Follow brand on Instagram	16.7	93
Join an exclusive online community of consumers who also like the brand	11.5	114
Follow brand on Twitter	10.5	100

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
79% | Index = 100

"I generally achieve what I set out to do"
74% | Index = 100

"I consider myself to be informed on current events or issues"
65% | Index = 95

"I am very concerned about the nutritional content of food products I buy"
64% | Index = 94

"I make an effort to buy local produce/products"
63% | Index = 93

"I offer recommendations of products/services to other people"
59% | Index = 104

"I like to try new places to eat"
59% | Index = 101

"I prefer to shop at retail store location for the customer experience"
57% | Index = 97

"Family life and having children are most important to me"
55% | Index = 104

"It's important to buy products from socially-responsible/environmentally-friendly companies"
54% | Index = 92

"I like to cook"
53% | Index = 98

"My friends' opinions are an important source of information for me"
52% | Index = 108

"I like to try new and different products"
47% | Index = 98

"Free-trial/product samples can influence my purchase decisions"
44% | Index = 106

"I compare grocery prices at different stores"
44% | Index = 95

"I am adventurous/"outdoorsy"
38% | Index = 99

"I prefer to shop online for convenience"
35% | Index = **114**

"I am willing to pay more for eco-friendly products"
33% | Index = 93

"Advertising is an important source of information to me"
31% | Index = 103

"I lead a fairly busy social life"
30% | Index = 104

"Staying connected via social media is very important to me"
30% | Index = 107

"I consider myself to be sophisticated"
29% | Index = 101

"I enjoy being extravagant/indulgent"
25% | Index = **110**

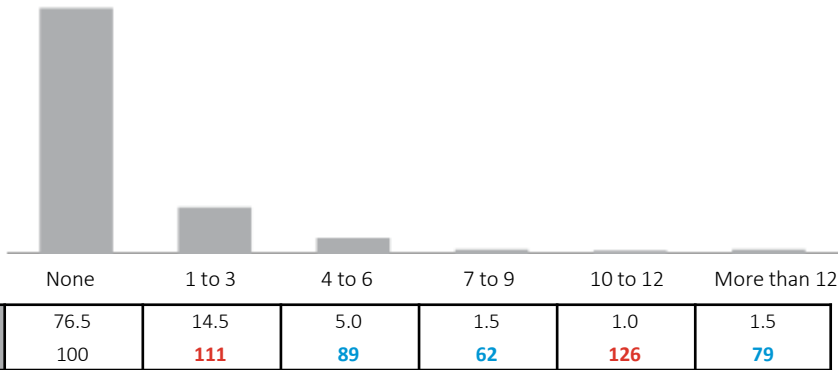
"I have difficulty trying to balance my work and family/personal life"
25% | Index = **116**

"I do more entertaining at home now than ever before"
20% | Index = **111**

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

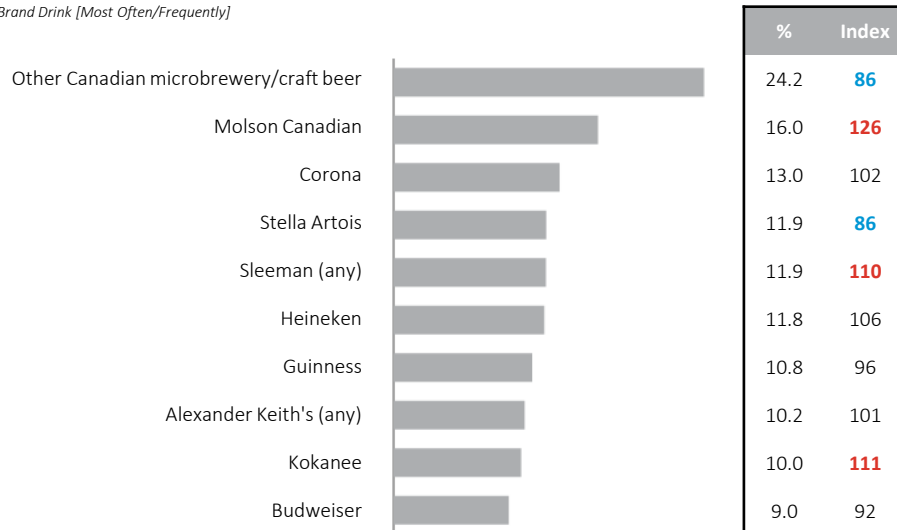
Drank [Past Month]	% Comp	Index
Canadian wine	17.9	86
Cider	11.0	90
Liqueurs (any)	9.6	96

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.8	102

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	24.2	86

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

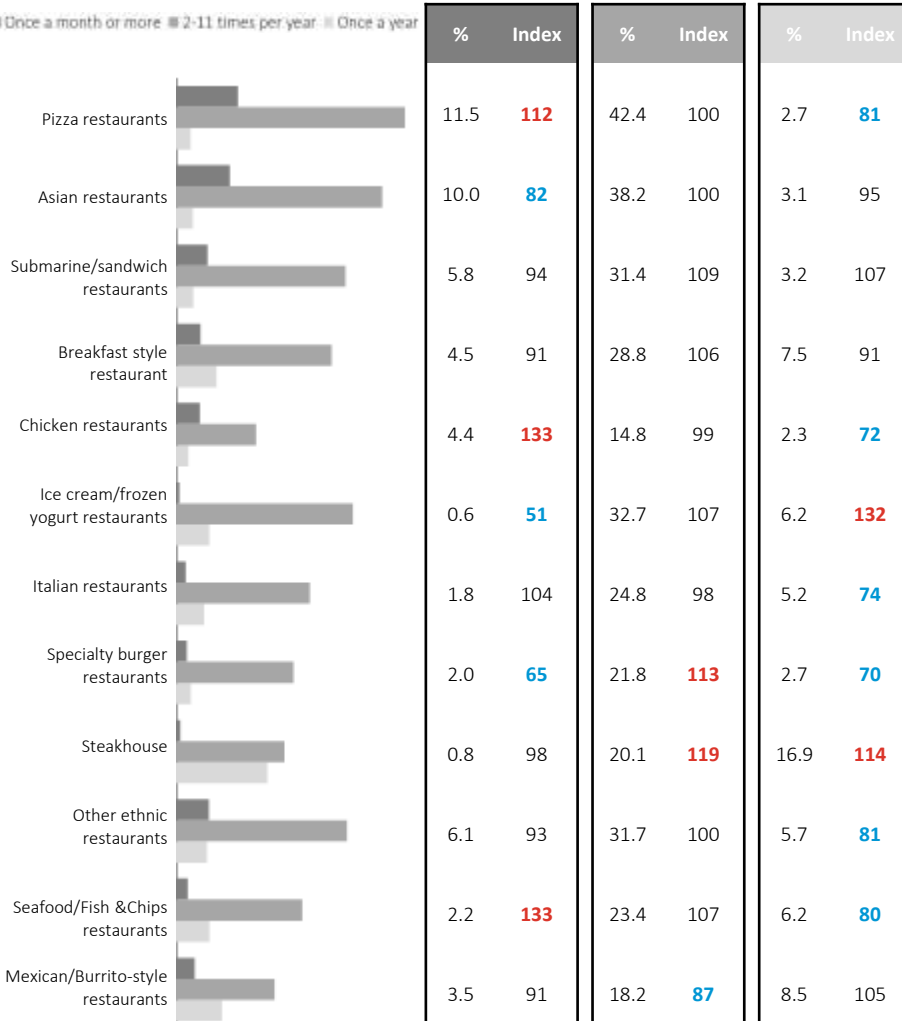


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

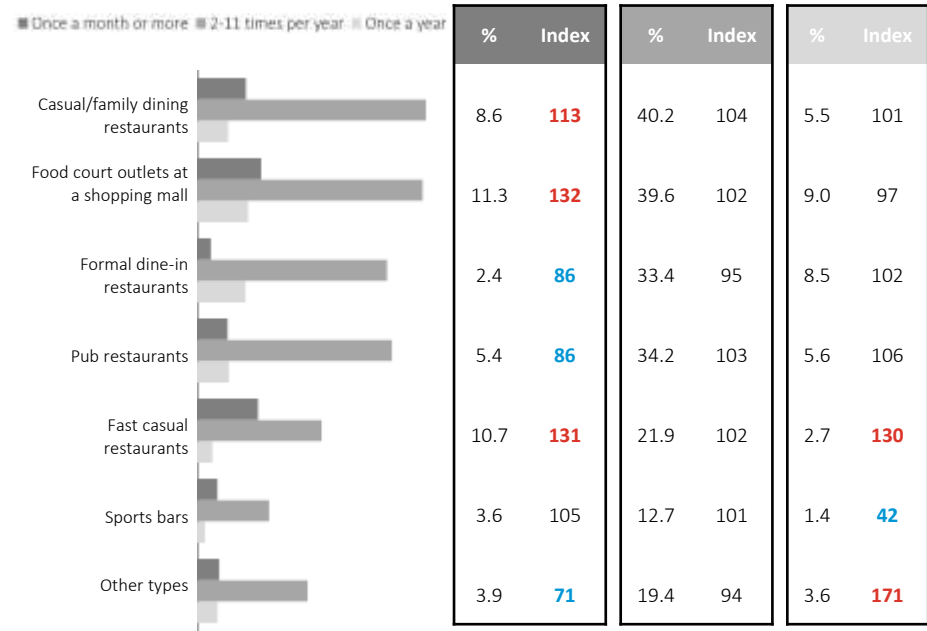
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables

32.4%
(86)



Other Organic Food

17.1%
(104)



Organic Meat

11.3%
(94)