

Overview

- Free Spirits make up 2,230 households, or 2% of the Okanagan Corridor Target area (115,180 households)
- The Average Household Maintainer Age is 50, 49% of couples have children living at home
- Top Social Value: Social Learning:** An attraction to, and interest in, diversity. The feeling that there is a great deal to learn through contact and conversation with people different from oneself, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This construct is also associated with a respect for other people and cultures, as well as a heightened social conscience
- Above average interest in Concerts, Theatre-Festivals and Snowboarding
- Average interest in travelling within British Columbia and Alberta. Free Spirits from the Okanagan Corridor Target area spent an average of \$1,700 on their last vacation
- On average Free Spirits from the Okanagan Corridor Target area spend 13hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal
- 81% currently use Facebook, 33% use Instagram and 26% use Twitter

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	94.6	3.7	189	57,780	50.2
Vernon, BC (CY)	2.6	0.3	16	18,784	16.3
West Kelowna, BC (DM)	1.9	0.3	17	13,032	11.3
Penticton, BC (CY)	0.9	0.1	7	16,084	14.0
Summerland, BC (DM)	0.0	0.0	0	4,877	4.2
Osoyoos, BC (T)	0.0	0.0	0	2,389	2.1
Oliver, BC (T)	0.0	0.0	0	2,234	1.9

Market Sizing

Total Population
Target Group: 4,517 | 1.7%
Market: 264,588

Total Households
Target Group: 2,230 | 1.9%
Market: 115,180

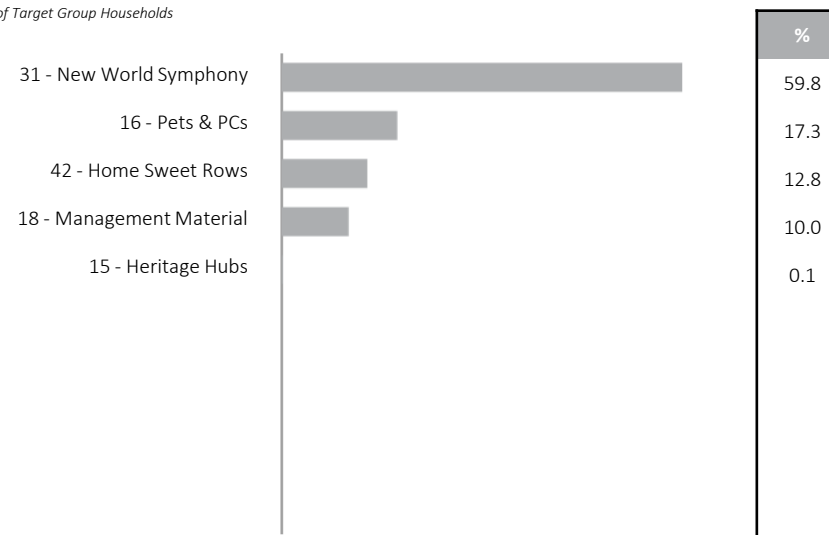
EQ Segments

% of Target Group Households

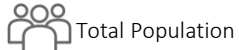


Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population
Target Group: 4,517 | 1.7%
Market: 264,588

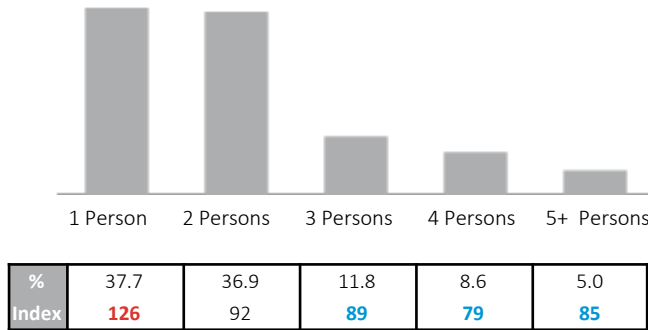


Total Households
Target Group: 2,230 | 1.9%
Market: 115,180

Average Household Income

\$88,088
(87)

Household Size*



Median Household Maintainer Age

50
(88)

Marital Status**

51.4%
(90)

Married/Common-Law

Family Composition***

51.0%
(100)

Couples Without Kids at Home

Education**

32.0%
(103)

High School Certificate Or Equivalent

Visible Minority Presence*

12.0%
(137)

Belong to a visible minority group

Non-Official Language*

0.9%
(162)

No knowledge of English or French

Immigrant Population*

13.6%
(97)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Need for Escape	119	83	Sexism
Racial Fusion	118	88	Patriarchy
National Pride	116	89	Active Government
Flexible Families	115	90	Parochialism
Confidence in Small Business	113	90	Pursuit of Intensity

Key Social Values

Social Learning Index = 108	Ethical Consumerism Index = 108	Primacy of Environmental Protection Index = 107
Multiculturalism Index = 105	Effort Toward Health Index = 103	Ecological Concern Index = 102
Global Consciousness Index = 101	Search for Roots Index = 101	Ecological Lifestyle Index = 99
Community Involvement Index = 97	Social Responsibility Index = 95	Attraction to Nature Index = 91

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	89.2	101
Swimming	57.6	100
Camping	57.1	100
Gardening	55.6	91
Home exercise & home workout	54.8	98

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	51.3	96
Exhibitions, carnivals, fairs & markets	49.9	101
National or provincial park	39.8	97
Bars & restaurant bars	39.0	102
Art galleries, museums & science centres	36.4	104

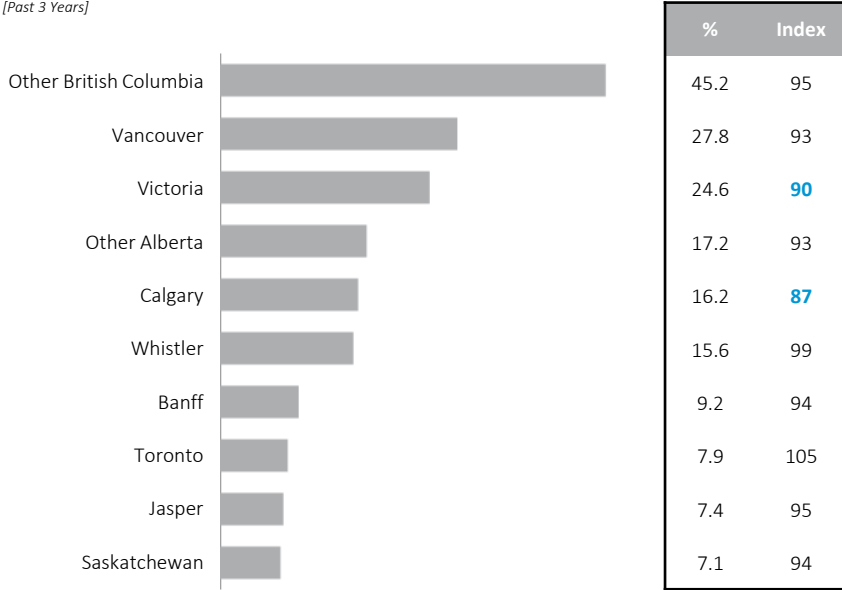
Key Tourism Activities**

Camping  57.1% (100)	Hiking & backpacking  52.0% (101)	Parks & city gardens  51.3% (96)	Exhibitions, carnivals, fairs & markets  49.9% (101)	Cycling  48.5% (105)	Photography  41.5% (107)	National or provincial park  39.8% (97)	Bars & restaurant bars  39.0% (102)
Canoeing & kayaking  35.6% (99)	Fishing & hunting  28.6% (109)	Historical sites  27.0% (99)	Cross country skiing & snowshoeing  25.7% (99)	Sporting events  22.0% (86)	Theatre - Community theatres  19.3% (93)	Downhill skiing  18.8% (108)	Concerts - Night clubs & bars  18.5% (120)
Theatre - Festivals  18.2% (111)	Concerts - Casinos (any)  15.5% (103)	ATV & snowmobiling  14.5% (103)	Beer, food & wine festivals  13.9% (109)	Snowboarding  13.8% (119)	Craft shows  13.0% (88)	Adventure sports  12.2% (92)	Music festivals  12.0% (111)
RV shows  5.0% (96)	Sportsman & outdoor shows  4.2% (123)	Food & wine shows  4.1% (89)	Boat shows  2.8% (103)	Health and living shows  2.6% (89)	Job fairs  1.9% (77)	Fitness, golf & ski shows (!)  1.7% (104)	Travel shows  1.2% (90)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

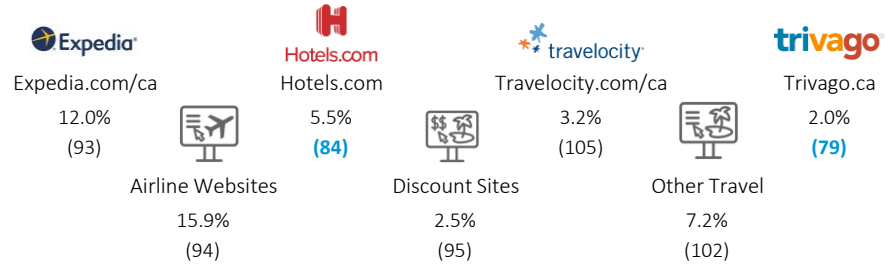


Vacation Booking**

Used [Past 3 Years]

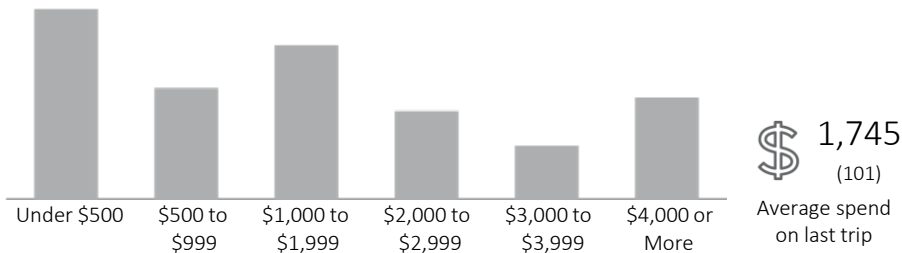


Booked With [Past Year]



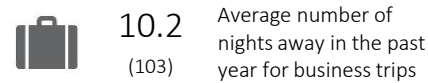
Vacation Spending

Spent Last Vacation

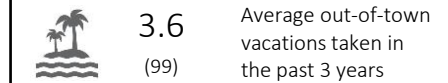


Travel Type & Frequency

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 58.6% (96)	 Friends/relatives 37.7% (97)	 All-inclusive resort 18.5% (92)	 Camping 28.0% (91)	 Motel 21.6% (90)	 Cottage 12.0% (99)	 Vacation rental by owner 19.1% (104)
 Condo/apartment 13.0% (96)	 B&B 13.5% (109)	 Cruise ship 11.5% (100)	 RV/camper 15.3% (98)	 Spa resort 5.9% (80)	 Package tours 6.0% (95)	 Boat 5.7% (114)









Airline Preferences**

Flown [Past Year]

 Air Canada 37.1% (97)	 West Jet 39.6% (109)	 Air Transat 6.0% (111)	 Porter Airlines 0.0% (30)	 Other Canadian 4.6% (85)
 United Airlines 7.8% (95)	 Delta Airlines 6.0% (101)	 American Airlines 3.9% (73)	 Other American 9.9% (99)	
 European Airlines 6.6% (90)	 Asian Airlines 5.4% (69)	 Other Charter 3.3% (98)	 Other 6.7% (88)	

Car Rental*

Rented From [Past Year]

 Enterprise 10.1% (113)	 Budget 3.6% (81)	 Avis 2.8% (98)	 Hertz 3.8% (120)
 U-Haul 2.9% (102)	 National 2.0% (72)	 Discount 0.7% (76)	 Other Rentals 4.6% (105)

Media

Overall Level of Use

Radio



13 hours/week
(102)

Television



1,365 minutes/week
(105)

Newspaper



1 hours/week
(99)

Magazine



8 minutes/day
(85)

Internet



240 minutes/day
(105)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	28.3	93
Adult Contemporary	19.4	99
Mainstream Top 40/CHR	15.4	99
Today's Country	13.7	91
Multi/Variety/Specialty	11.6	103
AOR/Mainstream Rock	11.4	109
Classic Hits	10.7	89
Not Classified	10.5	107
Hot Adult Contemporary	9.7	101
Classic Rock	9.7	126

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	49.8	108
Evening local news	40.9	98
News/current affairs	35.5	98
Primetime serial dramas	30.9	99
Documentaries	30.5	102
Hockey (when in season)	29.0	106
Suspense/crime dramas	27.2	98
Home renovation/decoration shows	26.1	98
Cooking programs	25.1	97
Morning local news	23.0	91

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.8	100
International News & World	51.2	102
National News	48.6	96
Editorials	35.2	101
Movie & Entertainment	33.2	104
Food	32.0	102
Business & Financial	28.6	102
Sports	28.5	100
Travel	27.7	97
Health	27.5	91

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	12.4	97
National Geographic	10.7	103
Maclean's	9.3	90
Other English-Canadian	9.1	90
Other U.S. magazines	8.4	80
Reader's Digest	6.4	91
Cineplex Magazine	6.4	101
People	5.6	84
Chatelaine (English edition)	5.5	81
Good Housekeeping	4.6	106

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.1	103
Send/receive a text/instant message	57.5	100
Participate in an online social network	51.6	107
Use apps	50.5	107
Take pictures/video	47.2	107
Use maps/directions service	46.1	114
Do banking/pay bills online	43.7	99
Internet search - business, services, products	41.2	110
Access a news site	38.2	111
Listen to music via streaming video service	30.6	107

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	51.4	100
Send/receive email	49.3	107
Take pictures/video	44.4	107
Use apps	44.3	108
Use maps/directions service	39.4	117
Participate in an online social network	37.7	108
Access a news site	25.5	113
Internet search - business, services, products	22.0	116
Do banking/pay bills online	22.0	106
Listen to music via streaming video service	20.3	106

Media

Social Media Platforms

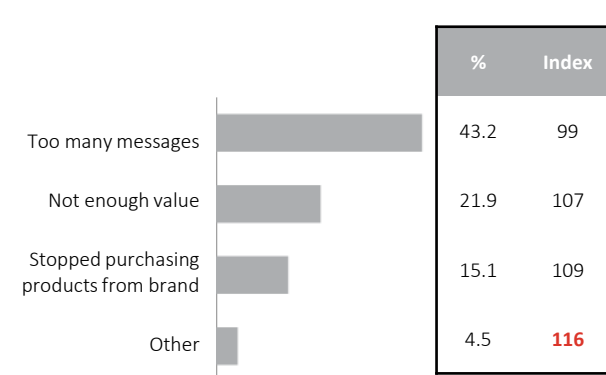
Usage [Currently Use]



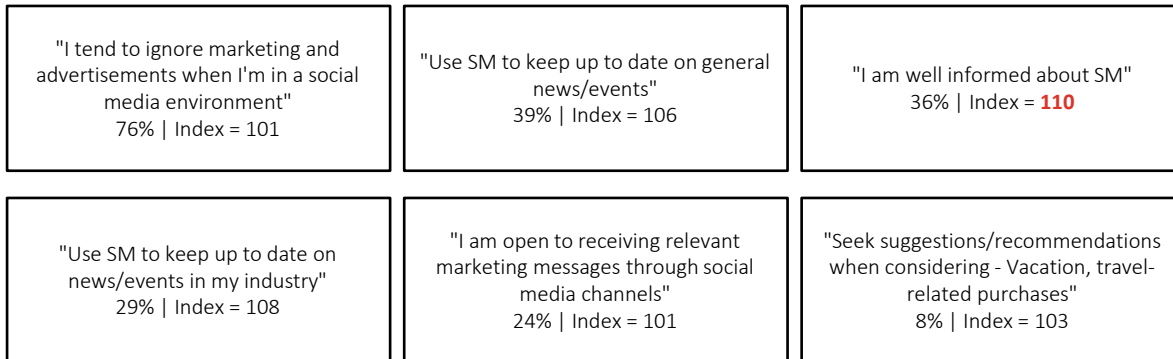
Reasons to Follow Brands



Reasons to Unfollow Brands

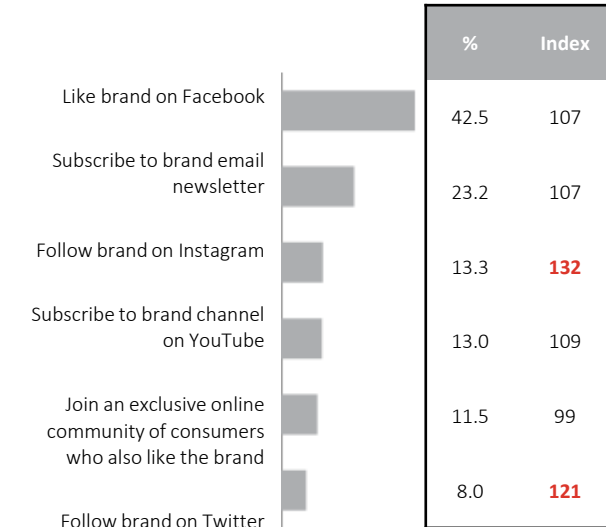


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
83% | Index = 103

"Once I find a brand I like, I stick with it"
71% | Index = 99

"I value companies who give back to the community"
70% | Index = 100

"I am interested in learning about different cultures"
67% | Index = 100

"I consider myself to be informed on current events or issues"
66% | Index = 96

"I would rather spend a quiet evening at home than go out to a party"
63% | Index = 93

"I offer recommendations of products/services to other people"
62% | Index = 102

"I make an effort to buy local produce/products"
61% | Index = 98

"It's important to buy products from socially-responsible/environmentally-friendly companies"
58% | Index = 104

"I like to cook"
58% | Index = 97

"I like to try new places to eat"
55% | Index = 96

"My friends' opinions are an important source of information for me"
44% | Index = 102

"Free-trial/product samples can influence my purchase decisions"
44% | Index = 94

"I am adventurous/"outdoorsy"
43% | Index = 103

"I like to try new and different products"
42% | Index = 96

"I tend to pass up my favourite brand if something else is on sale"
42% | Index = 108

"Online streaming services do not replace radio"
42% | Index = 95

"I am willing to pay more for eco-friendly products"
32% | Index = 96

"I am willing to pay a little extra to save time shopping"
31% | Index = 96

"I prefer to shop online for convenience"
30% | Index = 101

"Advertising is an important source of information to me"
28% | Index = 100

"I lead a fairly busy social life"
27% | Index = 91

"I consider myself to be sophisticated"
26% | Index = 103

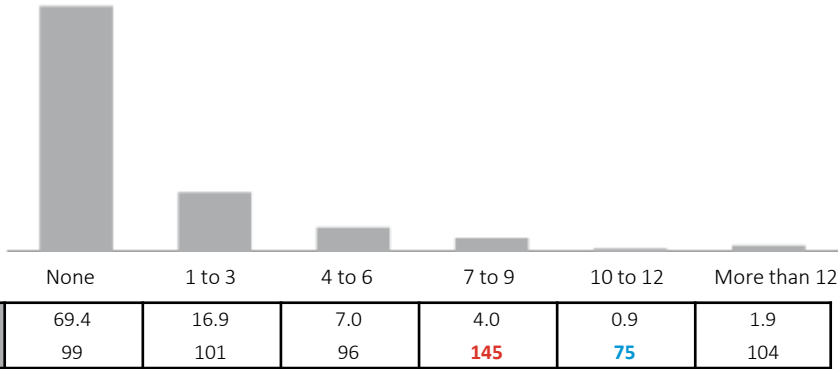
"I enjoy being extravagant/indulgent"
22% | Index = 102

"I buy the latest high-tech gadgets before most people I know"
10% | Index = **116**

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

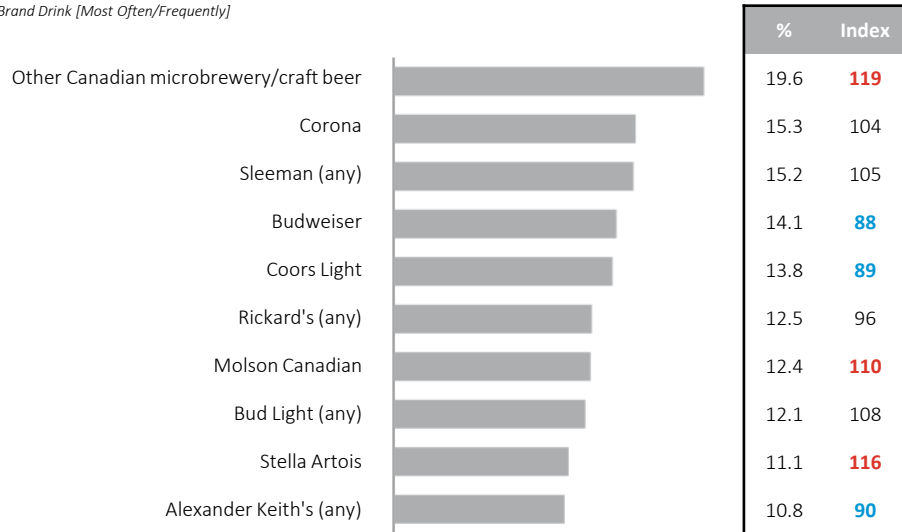
Drank [Past Month]	% Comp	Index
Canadian wine	23.0	101
Cider	14.4	113
Liqueurs (any)	10.3	88

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	20.3	115

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	19.6	119

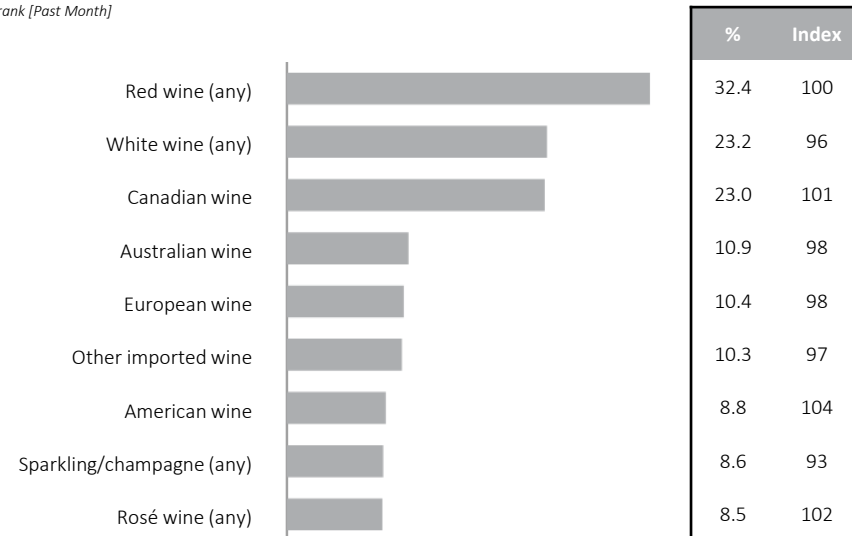
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

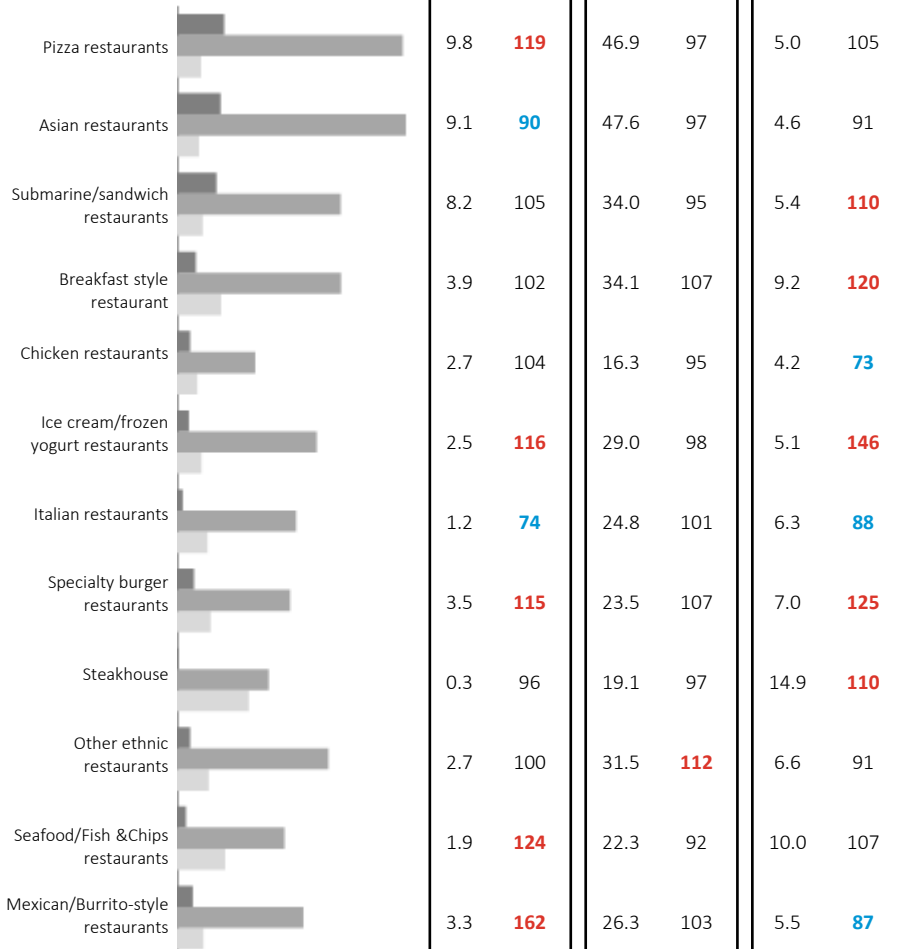


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

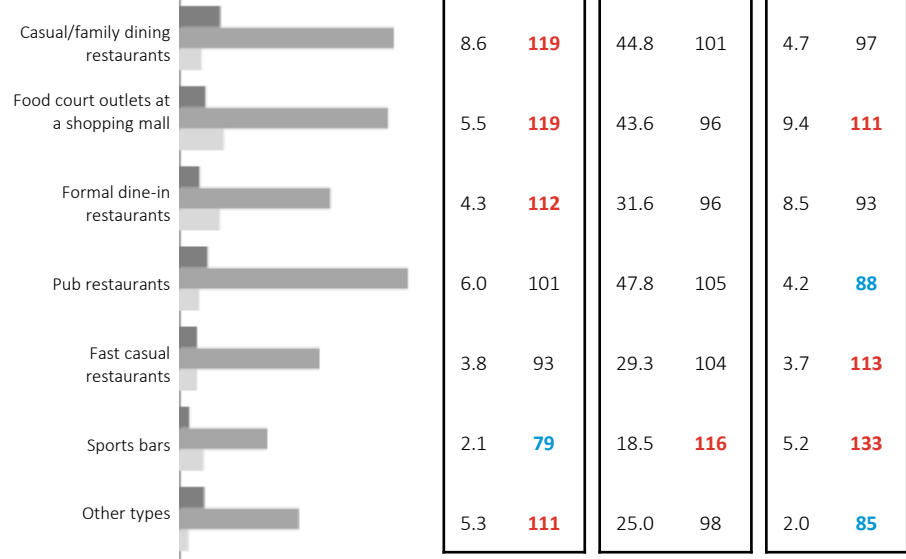
■ Once a month or more ■ 2-11 times per year ■ Once a year



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

33.3%
(99)



Other Organic Food

18.2%
(120)



Organic Meat

11.6%
(87)