Rejuvenators

PRIZM Segments Included (by SESI): 26, 51, 54, 63
Market: Okanagan Corridor

ENVIRONICS ANALYTICS

Overview

- Rejuvenators make up 19,614 households, or 17% of the Okanagan Corridor Target area (115,180 households)

- The Average Household Maintainer Age is 57, 49% of couples have children living at home

- **Top Social Value: Ethical Consumerism:** The willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns

- Above average interest in Food/Wine, Heath and Boat Shows

- Average interest in travelling within British Columbia and Alberta. Rejuvenators from the Okanagan Corridor Target area spent an average of $1,700 on their last vacation

- On average Rejuvenators from the Okanagan Corridor Target area spend 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal

- 80% currently use Facebook, 29% use Instagram and 22% use Twitter

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	32.8	11.1	65	57,780	50.2
Penticton, BC (CY)	16.7	20.4	120	16,084	14.0
Vernon, BC (CY)	16.5	17.2	101	18,784	16.3
Summerland, BC (DM)	11.4	46.0	270	4,877	4.2
Oliver, BC (T)	10.0	87.8	515	2,234	1.9
West Kelowna, BC (DM)	6.8	10.2	60	13,032	11.3
Osoyoos, BC (T)	5.8	47.3	278	2,389	2.1

Market Sizing

Total Population
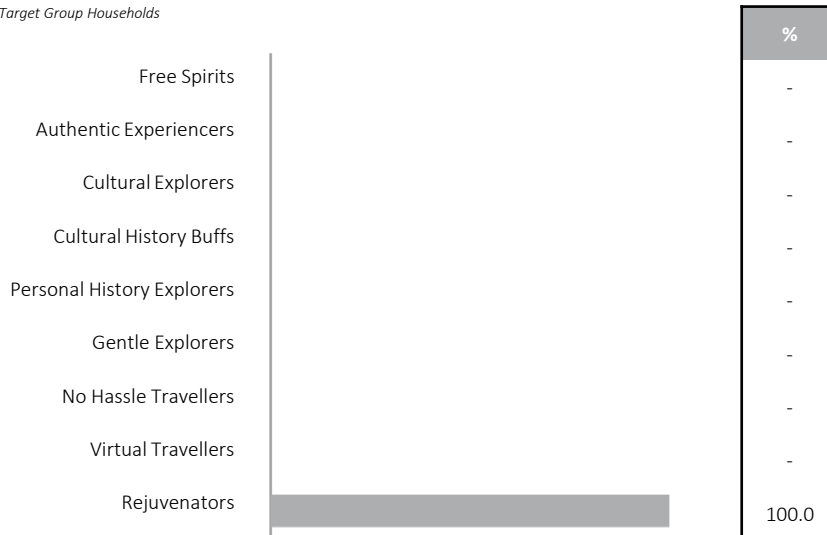Target Group: 48,469 | 18.3%
Market: 264,588

Total Households
Target Group: 19,614 | 17.0%
Market: 115,180

EQ Segments
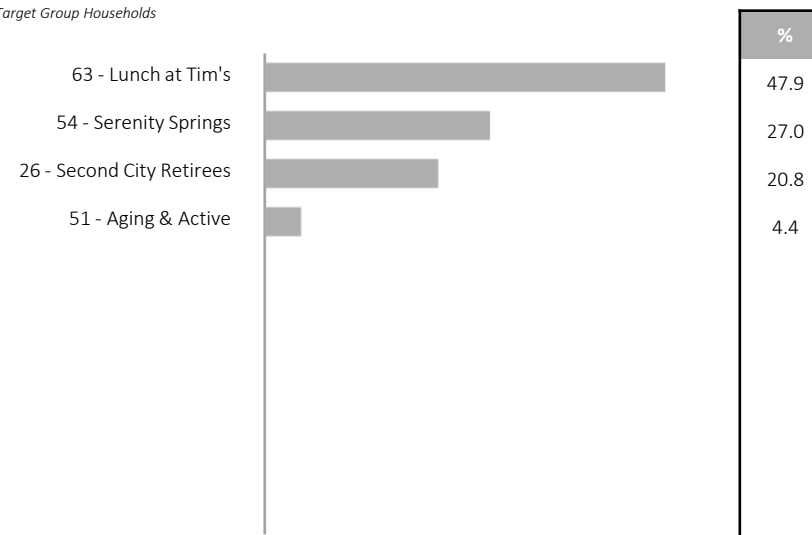
% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	100.0

Top PRIZM Segments

% of Target Group Households

	%
63 - Lunch at Tim's	47.9
54 - Serenity Springs	27.0
26 - Second City Retirees	20.8
51 - Aging & Active	4.4

Rejuvenators

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Market: Okanagan Corridor

Demographic Profile

Total Population
Target Group: 48,469 | 18.3%
Market: 264,588

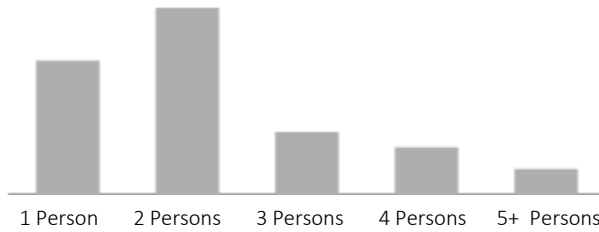### Total Households
Target Group: 19,614 | 17.0%
Market: 115,180

Average Household Income
$90,558
(89)

Median Household Maintainer Age
57
(102)

Household Size*

%	29.3	40.8	13.7	10.4	5.7
Index	98	102	104	95	98

| | 1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons |

Marital Status**
56.4%
(98)
Married/Common-Law

Family Composition***
51.5%
(101)
Couples Without Kids at Home

Education**
31.3%
(101)
High School Certificate Or Equivalent

Visible Minority Presence*
8.4%
(96)
Belong to a visible minority group

Non-Official Language*
0.7%
(124)
No knowledge of English or French

Immigrant Population*
13.7%
(98)
Born outside Canada

Psychographics**

Strong Values			Weak Values
National Pride	**119**	**82**	Pursuit of Intensity
Confidence in Small Business	**118**	**83**	Sexism
Need for Escape	**116**	**85**	Sexual Permissiveness
Emotional Control	**115**	**85**	Enthusiasm for Technology
Racial Fusion	**115**	**86**	Active Government

Key Social Values

Ethical Consumerism Index = 109	Ecological Concern Index = 108	Primacy of Environmental Protection Index = 108
Multiculturalism Index = 105	Attraction to Nature Index = 102	Social Responsibility Index = 102
Community Involvement Index = 102	Social Learning Index = 101	Effort Toward Health Index = 97
Ecological Lifestyle Index = 95	Search for Roots Index = 94	Global Consciousness Index = 92

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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	89.2	101
Gardening	61.8	101
Camping	58.2	102
Swimming	57.3	99
Home exercise & home workout	54.8	98

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	53.6	100
Exhibitions, carnivals, fairs & markets	48.0	97
National or provincial park	40.4	99
Bars & restaurant bars	39.2	103
Art galleries, museums & science centres	34.6	99

Key Tourism Activities**

Camping	Parks & city gardens	Hiking & backpacking	Exhibitions, carnivals, fairs & markets	Cycling	National or provincial park	Bars & restaurant bars	Photography
58.2% (102)	53.6% (100)	49.9% (97)	48.0% (97)	44.4% (96)	40.4% (99)	39.2% (103)	38.4% (99)

Canoeing & kayaking	Historical sites	Fishing & hunting	Sporting events	Cross country skiing & snowshoeing	Theatre - Community theatres	Theatre - Festivals	Downhill skiing
35.8% (100)	28.5% (104)	26.4% (100)	26.1% (102)	24.7% (95)	21.1% (101)	16.9% (103)	16.6% (95)

Craft shows	Concerts - Casinos (any)	ATV & snowmobiling	Concerts - Night clubs & bars	Adventure sports	Beer, food & wine festivals	Snowboarding	Music festivals
16.1% (109)	16.0% (107)	15.3% (109)	15.3% (99)	13.9% (105)	12.3% (97)	11.1% (96)	10.0% (92)

Food & wine shows	RV shows	Health and living shows	Sportsman & outdoor shows	Boat shows	Job fairs	Fitness, golf & ski shows (!)	Travel shows
5.8% (124)	5.6% (107)	3.4% (115)	3.4% (99)	3.1% (115)	2.8% (116)	2.0% (120)	1.6% (126)

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

Rejuvenators

PRIZM Segments Included (by SESI): 26, 51, 54, 63
Market: Okanagan Corridor

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	48.4	102
Vancouver	30.9	103
Victoria	27.3	101
Other Alberta	19.3	105
Calgary	18.2	97
Whistler	16.2	102
Banff	9.9	101
Saskatchewan	8.0	107
Jasper	7.9	102
Toronto	7.0	94
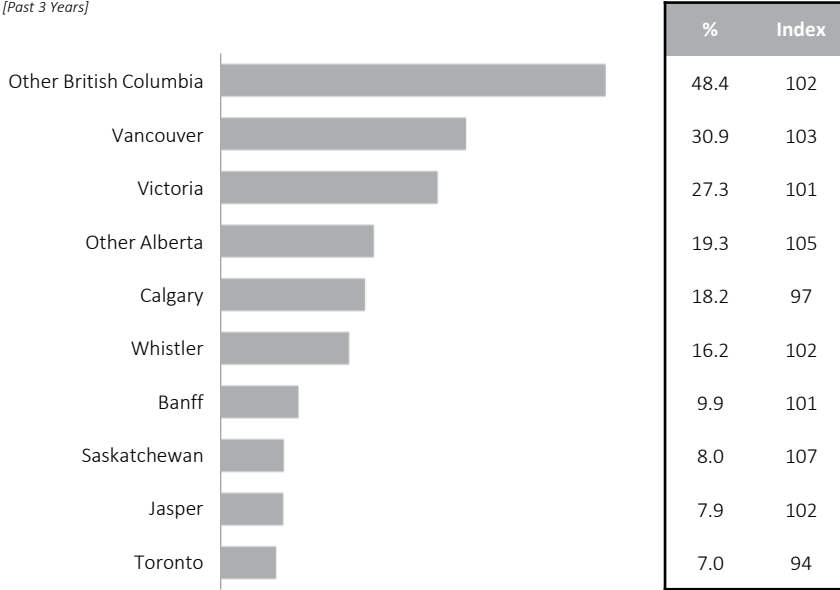
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through a hotel directly	45.4	103
Book through an airline directly	42.4	96
Book through an on-line travel agency	35.3	100
Book through airline/hotel website	30.6	98
Book through a full service travel agent	26.6	99
Other services	16.7	97
Book through a discount/last minute agency	15.6	99
Book a package tour	13.3	95

Booked With [Past Year]

Expedia.com/ca	Hotels.com	Travelocity.com/ca	Trivago.ca
13.1% (101)	6.4% (98)	3.2% (105)	3.0% **(117)**

Airline Websites	Discount Sites	Other Travel
17.7% (105)	3.2% **(120)**	6.9% (99)

Vacation Spending

Spent Last Vacation

$ **1,719** (99) Average spend on last trip

%	27.3	16.8	22.0	11.4	8.9	13.6
Index	99	101	104	91	**110**	96

(Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More)
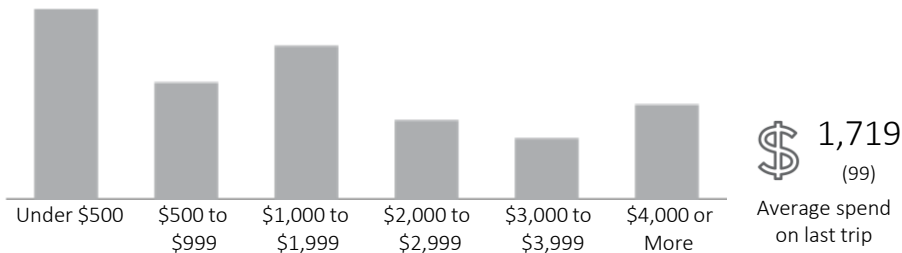
Travel Type & Frequency

Business Trips
10.7 (108) Average number of nights away in the past year for business trips

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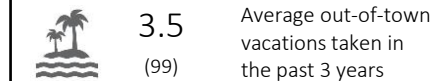
Average number of business trips by mode of transportation in the past year:

2.9 (98)   **3.3** (92)   **1.7** (101)   **1.8** (96)

ENVIRONICS
ANALYTICS

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 60.3% (99)	Friends/relatives 37.7% (97)	All-inclusive resort 20.7% (103)	Camping 31.7% (103)	Motel 24.6% (102)	Cottage 12.7% (105)	Vacation rental by owner 19.1% (103)
Condo/apartment 14.1% (104)	B&B 12.2% (98)	Cruise ship 12.7% (111)	RV/camper 16.9% (108)	Spa resort 8.5% (115)	Package tours 7.1% (112)	Boat 5.3% (104)

Airline Preferences**

Flown [Past Year]

Air Canada 37.5% (98)	West Jet 33.7% (93)	Air Transat 5.7% (105)	Porter Airlines 0.0% (54)	Other Canadian 5.5% (103)
United Airlines 7.8% (95)	Delta Airlines 5.8% (98)	American Airlines 5.6% (106)	Other American 9.2% (92)	
European Airlines 7.2% (98)	Asian Airlines 8.6% (109)	Other Charter 3.8% (115)	Other 9.0% (119)	

Car Rental*

Rented From [Past Year]

Enterprise 8.4% (95)	Budget 4.8% (109)	Avis 3.0% (105)	Hertz 3.2% (98)
U-Haul 3.3% (116)	National 3.0% (106)	Discount 1.1% (116)	Other Rentals 4.5% (104)

Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020

*Ranked by national values
**Ranked by national values within row
Based on Household Population 12+

ENVIRONICS ANALYTICS

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
13 hours/week	1,286 minutes/week	1 hours/week	11 minutes/day	219 minutes/day
(105)	(99)	(92)	**(115)**	(96)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	30.5	100
Adult Contemporary	20.0	102
Today's Country	17.0	**113**
Mainstream Top 40/CHR	13.7	**88**
Multi/Variety/Specialty	12.0	107
Classic Hits	11.9	99
AOR/Mainstream Rock	11.1	106
Not Classified	10.2	105
Hot Adult Contemporary	8.4	**88**
Classic Rock	8.0	104

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.1	97
Evening local news	42.3	102
News/current affairs	36.4	100
Documentaries	31.1	104
Primetime serial dramas	29.5	94
Suspense/crime dramas	28.9	104
Home renovation/decoration shows	27.7	104
Hockey (when in season)	26.0	95
Cooking programs	25.8	100
Morning local news	24.9	98

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.9	97
National News	50.9	101
International News & World	49.6	99
Editorials	33.4	96
Food	31.5	100
Movie & Entertainment	30.4	95
Health	30.2	100
Travel	27.9	98
Sports	27.0	94
Business & Financial	26.4	94

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	12.5	97
National Geographic	11.3	109
Other English-Canadian	11.3	**112**
Other U.S. magazines	11.2	107
Maclean's	11.2	108
Reader's Digest	7.7	**110**
People	7.4	**110**
Chatelaine (English edition)	6.8	100
Cineplex Magazine	6.5	102
Hello! Canada	5.8	**117**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.3	100
Send/receive a text/instant message	56.4	98
Participate in an online social network	47.9	99
Use apps	46.2	98
Do banking/pay bills online	44.4	101
Take pictures/video	44.2	100
Internet search - business, services, products	38.0	102
Use maps/directions service	38.0	94
Access a news site	33.4	97
Listen to music via streaming video service	28.7	101

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	50.6	98
Send/receive email	43.3	94
Take pictures/video	41.7	100
Use apps	40.2	98
Participate in an online social network	33.7	96
Use maps/directions service	31.3	93
Access a news site	22.2	98
Do banking/pay bills online	20.8	101
Internet search - business, services, products	19.4	102
Listen to music via streaming video service	18.7	98

ENVIRONICS ANALYTICS

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	Index
Facebook	80.1%	(102)
YouTube	65.8%	(97)
Pinterest	33.9%	(101)
Wikis	33.3%	(95)
LinkedIn	33.1%	(93)
Instagram	29.2%	(98)
WhatsApp	23.8%	(90)
Twitter	22.2%	(93)
Health/Fitness	16.1%	(96)
Podcasts	14.0%	(89)
Blogs	13.4%	(99)
Snapchat	9.6%	(90)
Reddit	5.1%	(80)
Dating App	4.8%	(103)
Flickr	3.2%	(103)
Tinder	1.7%	(102)
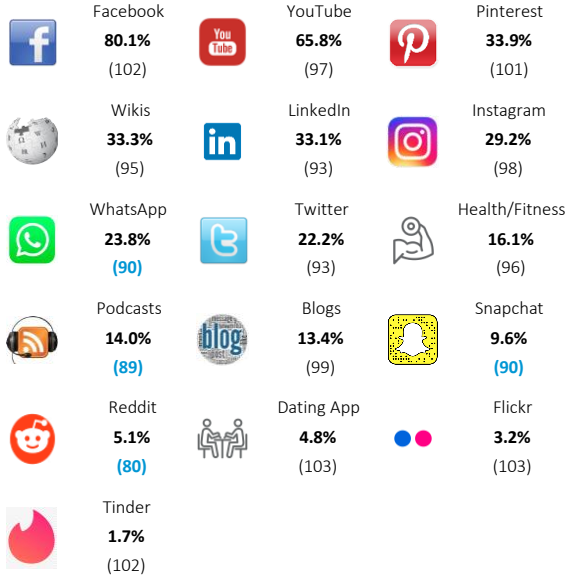
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	34.3	96
To get coupons and discounts	31.9	98
To enter contests	31.2	98
To provide feedback to the brand	11.9	99
To be among the first to hear brand news	9.3	85
To engage with content	9.2	104
To share brand-related stories with consumers	4.9	100
To make suggestions for new products/services	4.1	100

Reasons to Unfollow Brands

	%	Index
Too many messages	43.6	100
Not enough value	18.9	92
Stopped purchasing products from brand	12.9	93
Other	3.4	86
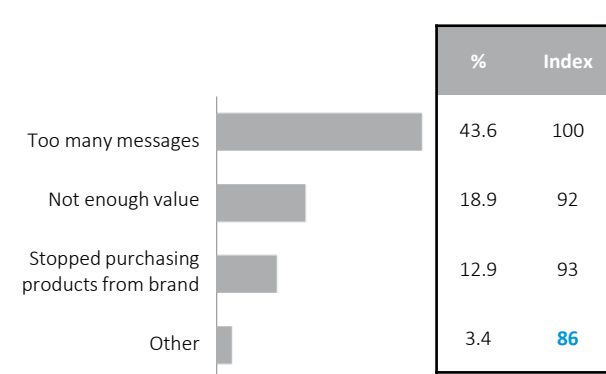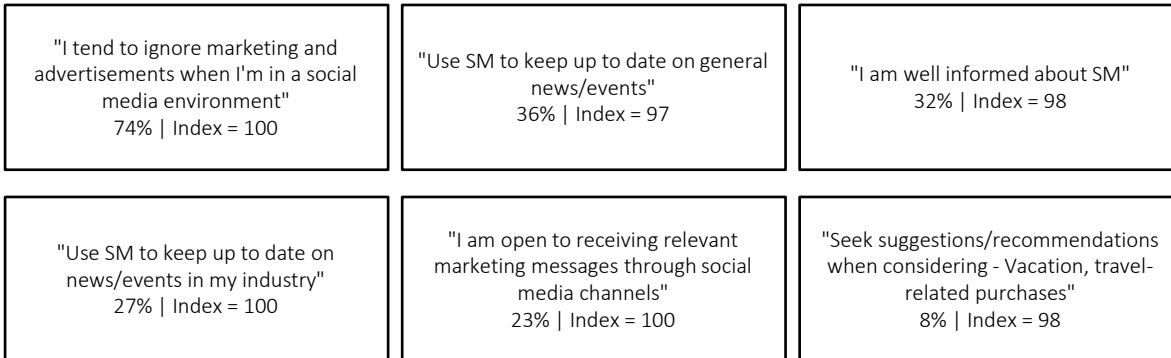
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	40.4	102
Subscribe to brand email newsletter	20.4	94
Join an exclusive online community of consumers who also like the brand	11.5	98
Subscribe to brand channel on YouTube	11.4	95
Follow brand on Instagram	9.0	89
Follow brand on Twitter	5.8	88

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 100

"Use SM to keep up to date on general news/events"
36% | Index = 97

"I am well informed about SM"
32% | Index = 98

"Use SM to keep up to date on news/events in my industry"
27% | Index = 100

"I am open to receiving relevant marketing messages through social media channels"
23% | Index = 100

"Seek suggestions/recommendations when considering - Vacation, travel-related purchases"
8% | Index = 98

ENVIRONICS
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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 81% | Index = 100	"Once I find a brand I like, I stick with it" 71% | Index = 100	"I value companies who give back to the community" 70% | Index = 100	"I consider myself to be informed on current events or issues" 68% | Index = 100	"I would rather spend a quiet evening at home than go out to a party" 68% | Index = 100
"I am interested in learning about different cultures" 65% | Index = 97	"I make an effort to buy local produce/products" 64% | Index = 102	"I offer recommendations of products/services to other people" 61% | Index = 100	"I like to cook" 60% | Index = 102	"It's important to buy products from socially-responsible/environmentally-friendly companies" 55% | Index = 98
"I like to try new places to eat" 55% | Index = 96	"Free-trial/product samples can influence my purchase decisions" 46% | Index = 99	"Online streaming services do not replace radio" 45% | Index = 102	"I like to try new and different products" 44% | Index = 98	"I am adventurous/"outdoorsy"" 43% | Index = 103
"My friends' opinions are an important source of information for me" 40% | Index = 93	"I tend to pass up my favourite brand if something else is on sale" 37% | Index = 95	"I am willing to pay more for eco-friendly products" 33% | Index = 102	"I am willing to pay a little extra to save time shopping" 32% | Index = 101	"I lead a fairly busy social life" 30% | Index = 99
"I prefer to shop online for convenience" 29% | Index = 97	"Advertising is an important source of information to me" 27% | Index = 96	"I consider myself to be sophisticated" 26% | Index = 102	"I enjoy being extravagant/indulgent" 20% | Index = 96	"I buy the latest high-tech gadgets before most people I know" 8% | Index = 98

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+

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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
%	70.1	16.2	7.4	3.2	1.3	1.8
Index	100	97	102	**117**	108	98
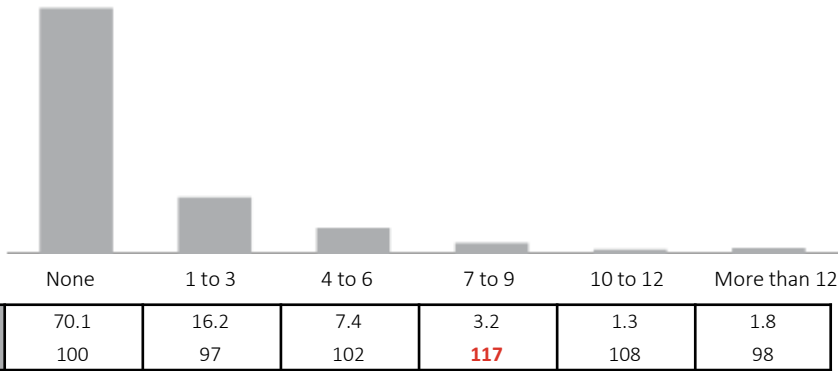
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	22.3	98
Liqueurs (any)	12.5	107
Cider	12.3	96

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.3	93

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	15.0	91

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Budweiser	16.6	103
Coors Light	15.3	99
Other Canadian microbrewery/craft beer	15.0	91
Corona	13.9	95
Sleeman (any)	13.3	92
Rickard's (any)	12.3	94
Alexander Keith's (any)	11.7	97
Bud Light (any)	11.3	101
Molson Canadian	11.1	98
Stella Artois	8.8	92
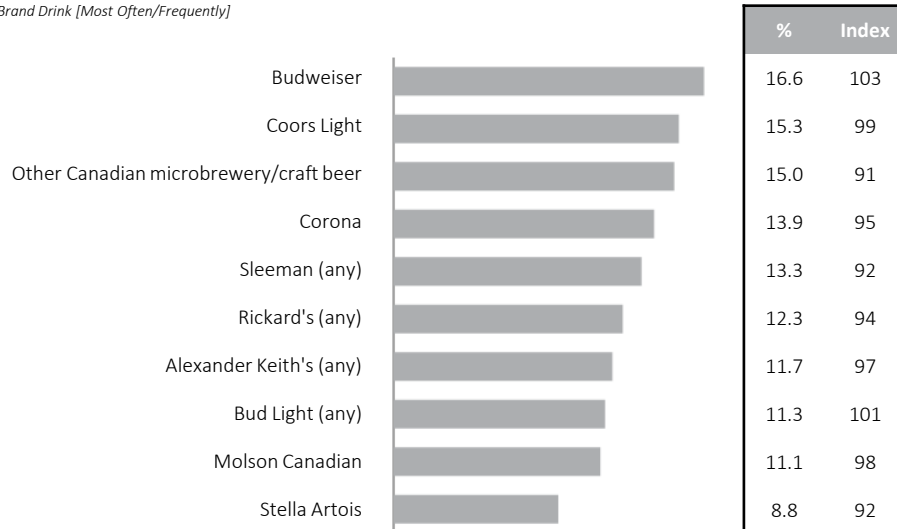
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	31.4	96
White wine (any)	25.0	104
Canadian wine	22.3	98
Australian wine	11.4	103
European wine	11.0	104
Other imported wine	10.7	102
Sparkling/champagne (any)	9.7	104
American wine	9.5	**112**
Rosé wine (any)	9.3	**111**

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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	6.6	**80**	47.9	99	5.1	108
Asian restaurants	9.5	94	49.7	102	5.3	104
Submarine/sandwich restaurants	7.9	101	36.1	101	5.2	107
Breakfast style restaurant	4.1	106	31.1	97	7.3	95
Chicken restaurants	2.0	**76**	17.5	102	6.3	109
Ice cream/frozen yogurt restaurants	1.6	**75**	29.6	100	3.3	94
Italian restaurants	1.3	**82**	23.8	96	7.4	103
Specialty burger restaurants	2.6	**86**	22.5	103	5.3	95
Steakhouse	0.2	**65**	19.1	97	14.0	103
Other ethnic restaurants	2.2	**81**	26.7	95	7.4	102
Seafood/Fish &Chips restaurants	1.4	91	23.8	98	9.7	104
Mexican/Burrito-style restaurants	2.0	97	25.5	100	6.4	102

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

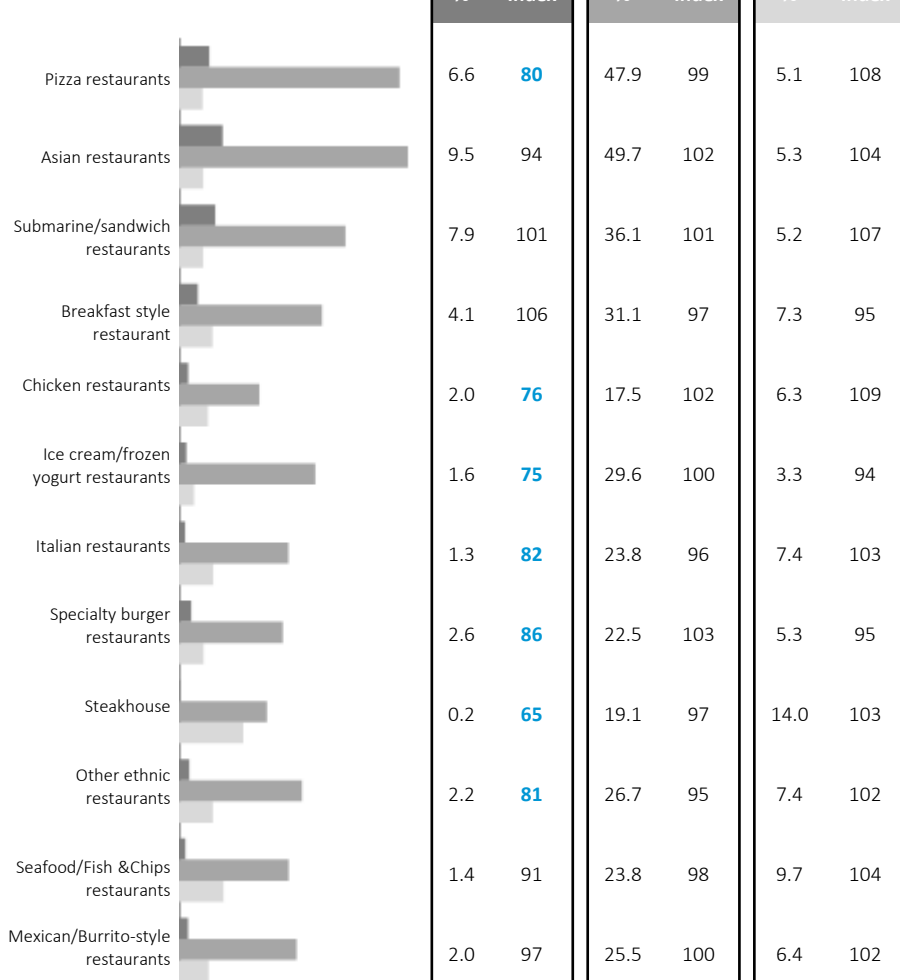| Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.9	95	43.9	98	4.5	93
Food court outlets at a shopping mall	4.3	92	47.0	103	8.4	100
Formal dine-in restaurants	3.6	94	31.8	96	9.2	101
Pub restaurants	5.1	**87**	46.9	103	5.3	**110**
Fast casual restaurants	3.9	97	28.2	100	3.3	99
Sports bars	2.6	97	16.9	107	3.7	96
Other types	4.4	93	25.4	100	2.4	105

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
34.3%	14.9%	13.6%
(102)	(99)	(102)

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

*Ranked by national percent composition of "Once a month or more"
Ranked by percent composition
Based on Household Population 12+

10