

Rejuvenators

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

Market: RDOS - Fruitvale 2019

Overview

- Rejuvenators make up 7,928 households, or 78% of the custom RDOS Fruitvale/Rosland Target area (10,204 households)
- The Average Household Maintainer Age is 59, 46% of couples have children living at home
- Top Social Value: Attraction to Nature** - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Average interest in Gardening, Camping and visiting Parks/City Gardens
- Average interest in travelling within Canada. Rejuvenators from the custom RDOS Fruitvale/Rosland Target area spent an average of \$1,700 on their last vacation
- On average Rejuvenators from the custom RDOS Fruitvale/Rosland Target area spend 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/week on the Internet. Weekly Magazine usage is minimal
- 83% currently use Facebook, 27% use Instagram and 21% use Twitter

Top Geographic Markets

Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Central Kootenay, BC (RD)	32.8	52.4	122	27,268	27.0
Kootenay Boundary, BC (RD)	26.2	79.6	185	14,332	14.2
Columbia-Shuswap, BC (RD)	22.3	42.1	98	23,048	22.8
North Okanagan, BC (RD)	18.6	22.3	52	36,255	35.9

Market Sizing



Total Population

Target Group: 17,816 | 78.3%
Market: 22,757

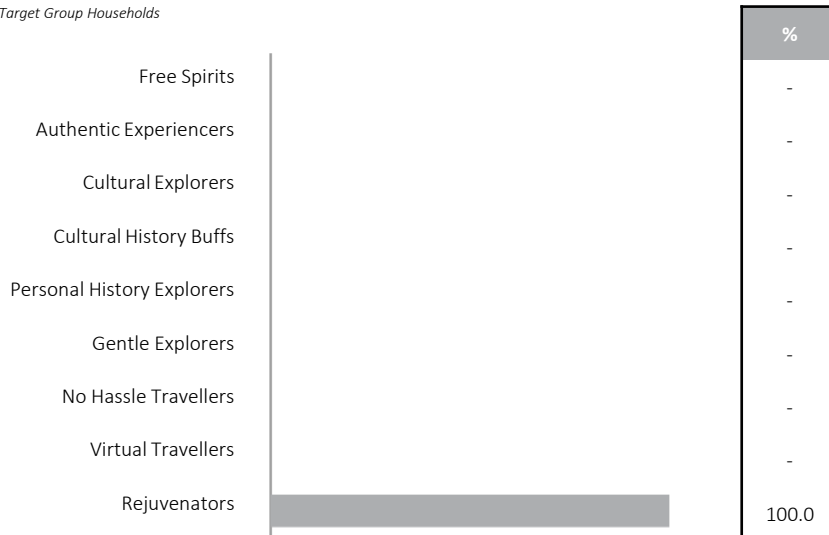


Total Households

Target Group: 7,928 | 77.7%
Market: 10,204

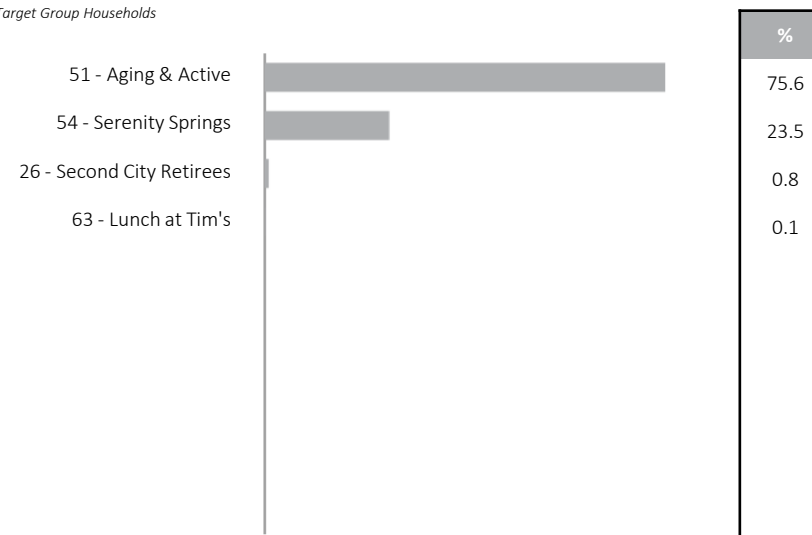
EQ Segments

% of Target Group Households

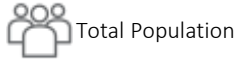


Top PRIZM Segments

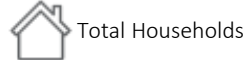
% of Target Group Households



Demographic Profile



Total Population
Target Group: 17,816 | 78.3%
Market: 22,757

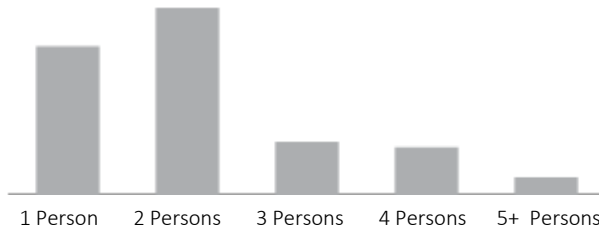


Total Households
Target Group: 7,928 | 77.7%
Market: 10,204

Average Household Income

\$85,647
(101)

Household Size*



Median Household Maintainer Age

59
(101)

Marital Status**

60.7%
(99)

Married/Common-Law

Family Composition***

54.1%
(101)

Couples Without Kids at Home

Education**

26.8%
(100)

High School Certificate Or Equivalent

Visible Minority Presence*

2.9%
(102)

Belong to a visible minority group

Non-Official Language*

0.1%
(102)

No knowledge of English or French

Immigrant Population*

11.5%
(105)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Attraction to Nature	147	63	Importance of Aesthetics
Skepticism Towards Advertising	139	65	Sexual Permissiveness
Community Involvement	133	66	Sexism
Utilitarian Consumerism	132	67	Pursuit of Novelty
Confidence in Small Business	130	67	Importance of Brand

Key Social Values

































Attraction to Nature Index = 147	Community Involvement Index = 133	Utilitarian Consumerism Index = 132
Primacy of the Family Index = 128	Primacy of Environmental Protection Index = 120	Multiculturalism Index = 117
Need for Escape Index = 116	Ethical Consumerism Index = 104	Traditional Family Index = 95
Global Consciousness Index = 79	Social Responsibility Index = 78	Ecological Lifestyle Index = 77

Sports & Leisure
Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	87.1	100
Gardening	62.7	100
Camping	59.2	100
Volunteer work	54.4	100
Swimming	52.7	100

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	50.8	100
Exhibitions, carnivals, fairs & markets	46.3	101
Bars & restaurant bars	42.7	101
National or provincial park	40.0	101
Art galleries, museums & science centres	33.3	100

Key Tourism Activities**

Gardening  62.7% (100)	Camping  59.2% (100)	Parks & city gardens  50.8% (100)	Home exercise & home workout  48.4% (101)	Exhibitions, carnivals, fairs & markets  46.3% (101)	Hiking & backpacking  42.2% (99)	National or provincial park  40.0% (101)	Canoeing & kayaking  35.4% (100)
Photography  34.3% (100)	Art galleries, museums & science centres  33.3% (100)	Historical sites  27.5% (100)	Fishing & hunting  27.3% (100)	Golfing  25.2% (101)	Sporting events  23.3% (100)	Theatre - Community theatres  22.1% (100)	Health club activity  20.7% (98)
Cross country skiing & snowshoeing  19.8% (100)	Theatre - Festivals  18.6% (102)	ATV & snowmobiling  17.5% (101)	Concerts - Outdoor stages & parks  16.3% (101)	Downhill skiing  13.9% (100)	Adventure sports  13.4% (101)	Soccer  12.7% (99)	Hockey  11.4% (99)
Snowboarding  11.2% (102)	Music festivals  7.4% (98)	Marathon or similar event  7.0% (98)	Film festivals  6.2% (101)	RV shows  5.6% (101)	Health and living shows  3.1% (101)	Travel shows  3.0% (101)	Fitness, golf & ski shows (!)  1.9% (101)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

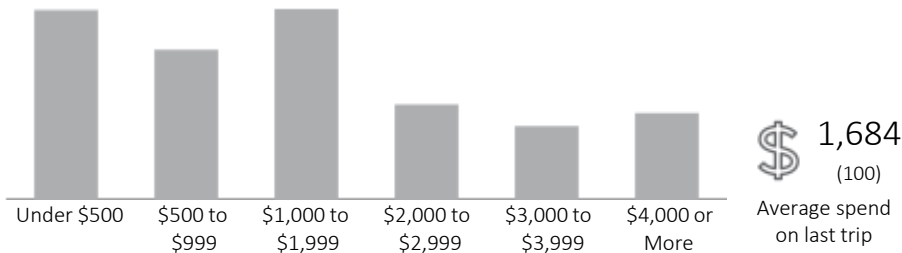


Booked With [Past Year]



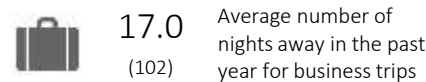
Vacation Spending

Spent Last Vacation

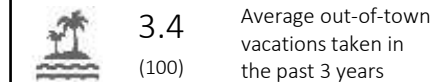


Travel Type & Frequency

Business Trips



Personal Trips



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

















%	24.1	19.1	24.2	12.1	9.4	11.0
Index	99	100	101	98	101	99

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 57.9% (100)	 Friends/relatives 31.9% (99)	 All-inclusive resort 16.3% (101)	 Camping 32.8% (99)	 Motel 21.6% (100)	 Cottage 10.6% (101)	 Vacation rental by owner 19.2% (100)
 Condo/apartment 9.3% (97)	 B&B 11.2% (99)	 Cruise ship 15.1% (101)	 RV/camper 19.8% (100)	 Spa resort 7.6% (102)	 Package tours 6.5% (101)	 Boat 4.0% (100)




Airline Preferences**

Flown [Past Year]

 Air Canada 31.5% (99)	 West Jet 26.6% (101)	 Air Transat 5.4% (103)	 Porter Airlines 0.0% (0)	 Other Canadian 5.2% (99)
 United Airlines 6.3% (101)	 Delta Airlines 4.5% (101)	 American Airlines 4.3% (100)	 Other American 7.7% (98)	
 European Airlines 6.8% (101)	 Asian Airlines 9.3% (103)	 Other Charter 4.1% (100)	 Other 11.7% (103)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.9% (101)	 Budget 5.3% (101)	 Avis 2.1% (97)	 Hertz 3.1% (101)
 U-Haul 5.0% (99)	 National 2.5% (100)	 Discount 1.4% (100)	 Other Rentals 3.0% (101)

Media

Overall Level of Use

Radio



14 hours/week
(100)

Television



1,295 minutes/week
(101)

Newspaper



1 hours/week
(103)

Magazine



17 minutes/day
(101)

Internet



185 minutes/day
(99)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.2	101
Adult Contemporary	23.6	101
Today's Country	17.0	100
Multi/Variety/Specialty	11.7	99
Not Classified	11.3	103
AOR/Mainstream Rock	9.7	97
Classic Rock	9.3	99
Mainstream Top 40/CHR	7.6	100
Hot Adult Contemporary	7.1	97
Classic Hits	6.9	99

Top Television Programs*

Programs [Average Week]

	%	Index
Evening local news	45.0	101
News/current affairs	37.5	100
Movies	36.3	98
Suspense/crime dramas	32.5	100
Documentaries	28.1	100
Home renovation/decoration shows	26.8	102
Morning local news	26.0	101
Primetime serial dramas	25.7	98
Cooking programs	25.0	101
Reality shows	23.6	99

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	55.0	100
National News	54.7	100
International News & World	45.9	101
Health	33.9	101
Travel	30.2	100
Movie & Entertainment	29.8	100
Editorials	27.9	101
Food	27.8	100
Classified Ads (excl. real estate)	23.9	101
Sports	23.6	100

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	15.0	99
Maclean's	14.1	103
Other U.S. magazines	12.7	100
Canadian Living	12.0	102
Reader's Digest	11.3	102
National Geographic	10.1	101
Canadian Geographic	8.6	101
People	8.4	100
Cineplex Magazine	8.1	103
Style at Home	7.7	104

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.9	100
Send/receive a text/instant message	46.4	100
Participate in an online social network	43.2	99
Do banking/pay bills online	41.6	100
Use apps	39.3	99
Internet search - business, services, products	37.4	101
Take pictures/video	36.3	99
Use maps/directions service	32.5	100
Listen to music via streaming video service	27.6	99
Access a news site	26.0	100

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	40.1	100
Take pictures/video	35.2	99
Use apps	33.0	99
Send/receive email	32.9	98
Use maps/directions service	26.4	99
Participate in an online social network	26.4	97
Listen to music via streaming video service	17.6	99
Do banking/pay bills online	16.6	100
Access a news site	16.4	100
Internet search - business, services, products	15.5	99

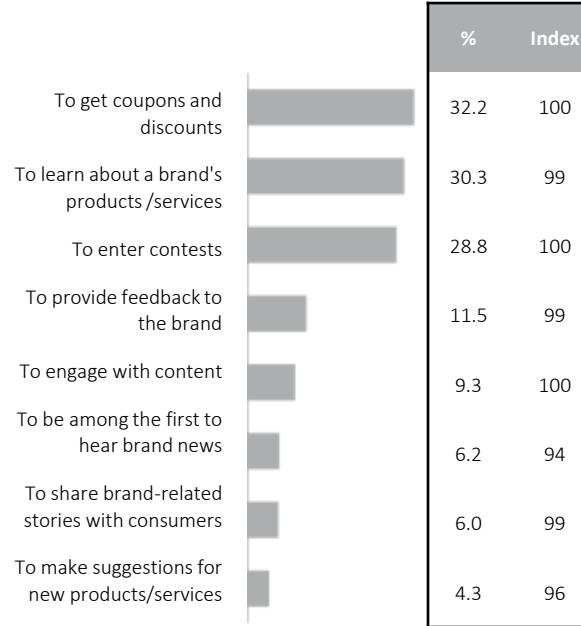
Media

Social Media Platforms

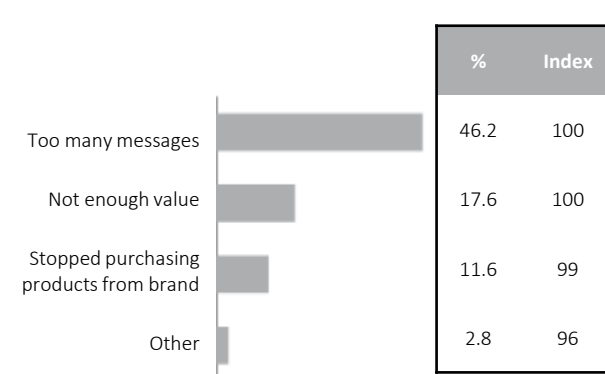
Usage [Currently Use]



Reasons to Follow Brands

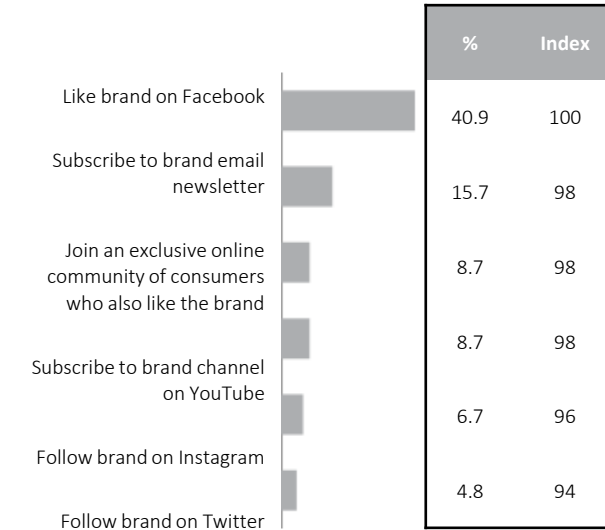


Reasons to Unfollow Brands

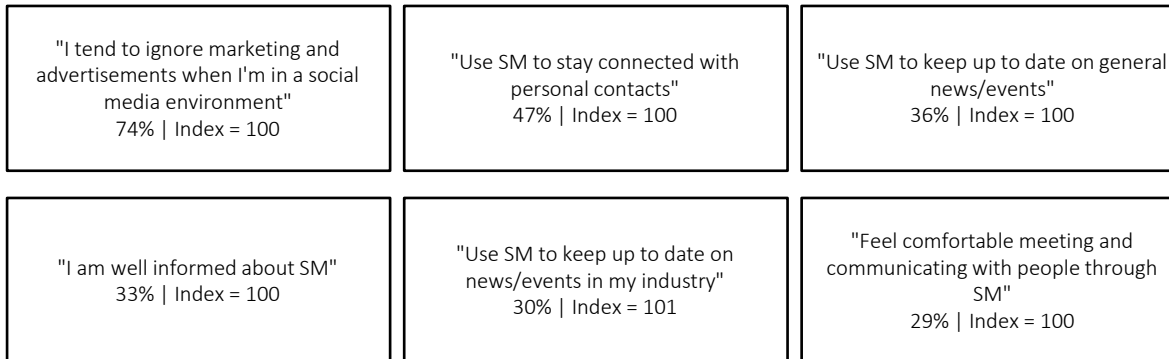


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



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"
73% | Index = 101

"I am very concerned about the nutritional content of food products I buy"
68% | Index = 100

"Family life and having children are most important to me"
66% | Index = 100

"I like to cook"
62% | Index = 99

"I make an effort to buy local produce/products"
62% | Index = 100

"I consider myself to be informed on current events or issues"
61% | Index = 100

"I offer recommendations of products/services to other people"
61% | Index = 100

"I like to try new places to eat"
54% | Index = 100

"I prefer to shop at retail store location for the customer experience"
51% | Index = 101

"It's important to buy products from socially-responsible/environmentally-friendly companies"
51% | Index = 100

"I am adventurous/"outdoorsy""
45% | Index = 100

"I compare grocery prices at different stores"
44% | Index = 99

"Free-trial/product samples can influence my purchase decisions"
44% | Index = 101

"I like to try new and different products"
41% | Index = 100

"I am willing to pay more for eco-friendly products"
35% | Index = 102

"My friends' opinions are an important source of information for me"
33% | Index = 99

"If I see something interesting in a store, I will usually buy it on impulse"
31% | Index = 102

"Staying connected via social media is very important to me"
30% | Index = 101

"I lead a fairly busy social life"
29% | Index = 100

"I prefer to shop online for convenience"
26% | Index = 100

"I do more entertaining at home now than ever before"
23% | Index = 99

"Advertising is an important source of information to me"
23% | Index = 99

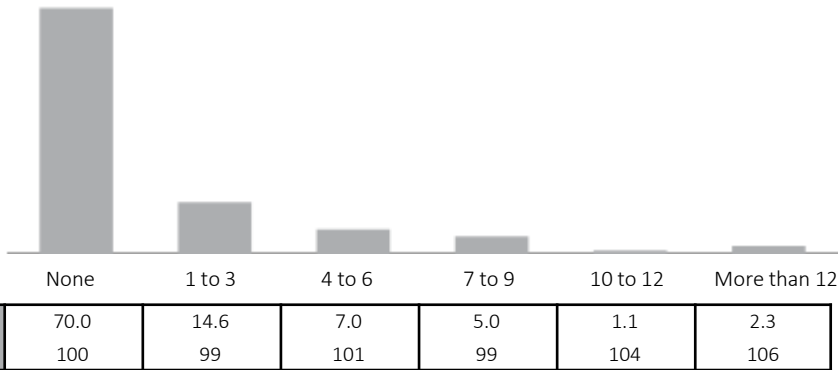
"I consider myself to be sophisticated"
21% | Index = 100

"I have difficulty trying to balance my work and family/personal life"
18% | Index = 99

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

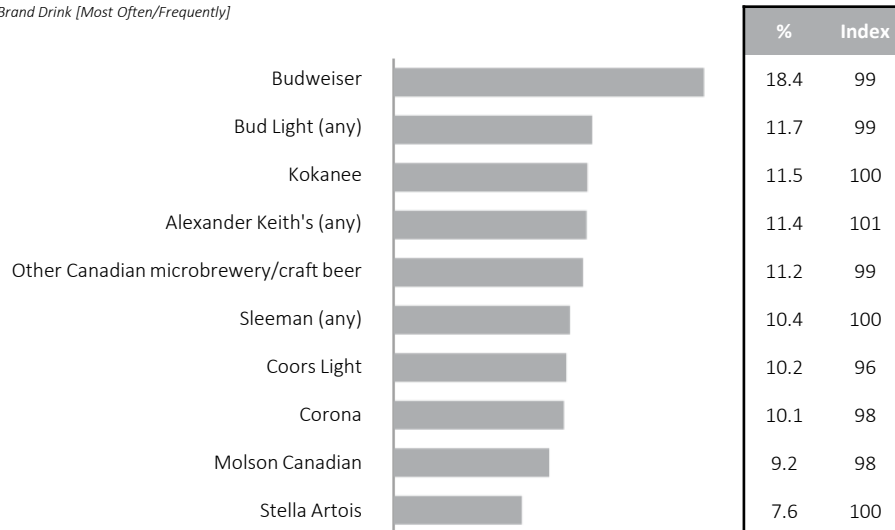
Drank [Past Month]	% Comp	Index
Canadian wine	24.2	101
Liqueurs (any)	11.1	99
Cider	10.7	101

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.6	101

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	11.2	99

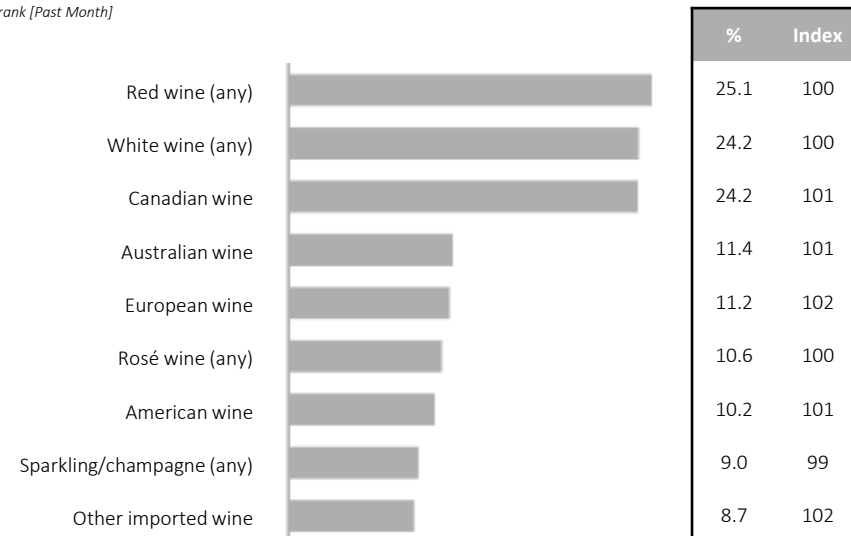
Top 10 Beers*

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	4.2	91	45.3	101	7.2	101
Asian restaurants	9.7	100	46.1	99	6.6	102
Submarine/sandwich restaurants	7.5	97	36.1	101	8.1	101
Breakfast style restaurant	3.2	96	21.3	99	8.7	103
Chicken restaurants	0.3	70	14.5	99	7.9	100
Ice cream/frozen yogurt restaurants	0.9	85	29.9	100	3.4	100
Italian restaurants	2.6	101	15.1	101	9.7	103
Specialty burger restaurants	2.2	94	21.9	101	4.5	101
Steakhouse	0.1	52	15.3	99	12.6	100
Other ethnic restaurants	1.4	100	25.1	100	7.7	101
Seafood/Fish & Chips restaurants	0.6	86	23.9	100	10.2	103
Mexican/Burrito-style restaurants	0.7	102	20.7	100	4.6	101

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	7.8	97	39.7	100	3.6	97
Food court outlets at a shopping mall	3.1	96	51.0	101	8.2	97
Formal dine-in restaurants	3.9	96	29.2	101	11.3	99
Pub restaurants	4.6	95	44.6	100	9.9	105
Fast casual restaurants	3.7	99	27.1	100	4.3	103
Sports bars	2.9	98	16.4	100	4.3	100
Other types	2.1	103	25.7	101	2.9	105

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
33.5%
(101)



Other Organic Food
12.4%
(101)



Organic Meat
11.3%
(101)