

Rejuvenators

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

Market: RDOS - Nelson - 2019

Overview

- Rejuvenators make up 2,955 households, or 35% of the custom RDOS Nelson Target area (8,418 households)
- The Average Household Maintainer Age is 55, 54% of couples have children living at home
- Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Average interest in Gardening, Camping and Home Exercise
- Average interest in travelling within Canada. Rejuvenators from the custom RDOS Nelson Target area spent an average of \$1,700 on their last vacation
- On average Rejuvenators from the custom RDOS Nelson Target area spend 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal
- 81% currently use Facebook, 29% use Instagram and 23% use Twitter

Top Geographic Markets

Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Central Kootenay, BC (RD)	100.0	52.4	100	27,268	100.0

Market Sizing



Total Population

Target Group: 6,455 | 35.6%
Market: 18,144

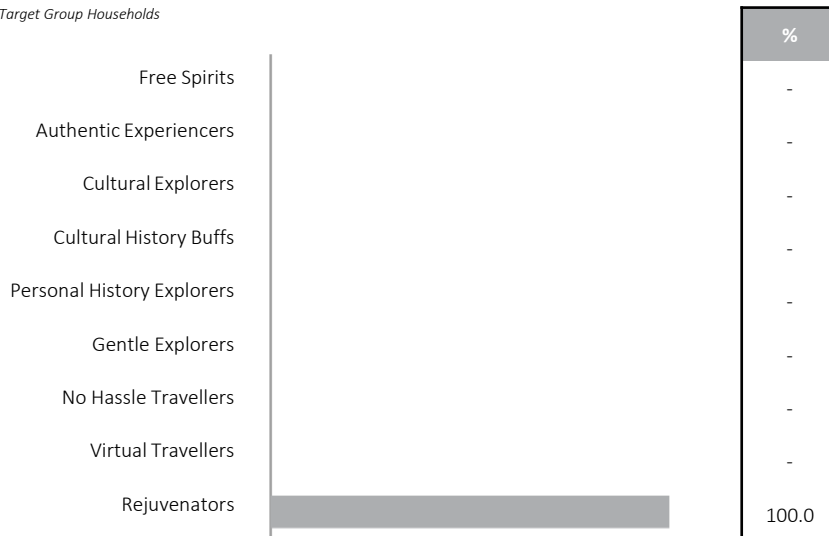


Total Households

Target Group: 2,955 | 35.1%
Market: 8,418

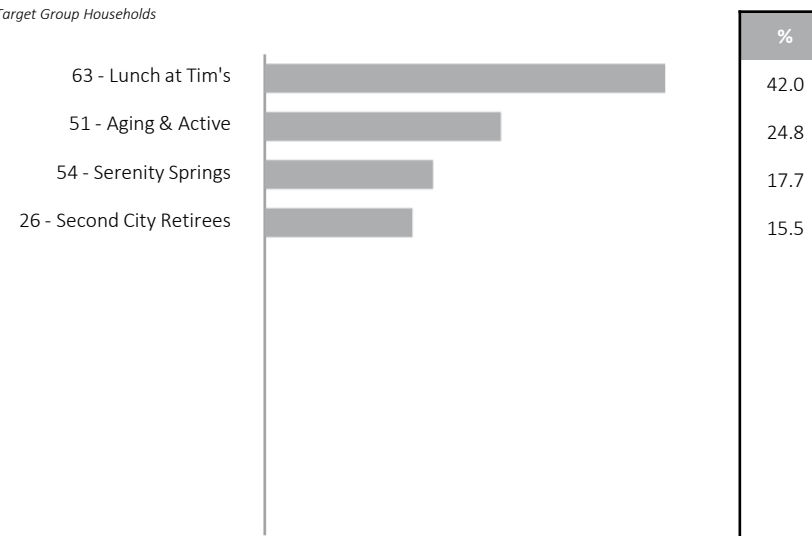
EQ Segments

% of Target Group Households

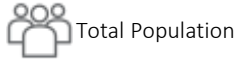


Top PRIZM Segments

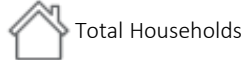
% of Target Group Households



Demographic Profile



Total Population
Target Group: 6,455 | 35.6%
Market: 18,144

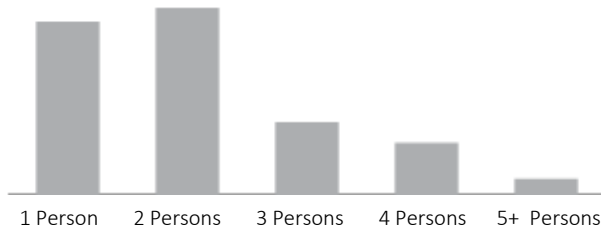


Total Households
Target Group: 2,955 | 35.1%
Market: 8,418

Average Household Income

\$81,849
(99)

Household Size*



Median Household Maintainer Age

55
(99)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	34.5	37.3	14.5	10.4	3.3
Index	99	100	100	102	107

Marital Status**

54.2%
(101)

Married/Common-Law

Family Composition***

46.2%
(99)

Couples Without Kids at Home

Education**

28.3%
(103)

High School Certificate Or Equivalent

Visible Minority Presence*

4.5%
(101)

Belong to a visible minority group

Non-Official Language*

0.1%
(80)

No knowledge of English or French

Immigrant Population*

12.7%
(100)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Confidence in Small Business	121	78	Sexism
National Pride	119	83	Sexual Permissiveness
Racial Fusion	118	83	Pursuit of Intensity
Rejection of Inequality	118	84	Active Government
Need for Escape	116	84	Advertising as Stimulus

Key Social Values

Need for Escape Index = 116	Primacy of the Family Index = 114	Ethical Consumerism Index = 114
Primacy of Environmental Protection Index = 113	Multiculturalism Index = 110	Attraction to Nature Index = 109
Utilitarian Consumerism Index = 108	Community Involvement Index = 108	Ecological Lifestyle Index = 99
Social Responsibility Index = 99	Traditional Family Index = 96	Global Consciousness Index = 92

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	90.4	100
Gardening	61.9	99
Camping	60.0	101
Swimming	58.9	101
Home exercise & home workout	55.5	100

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	54.0	99
Exhibitions, carnivals, fairs & markets	48.1	101
Bars & restaurant bars	41.2	102
National or provincial park	40.0	99
Art galleries, museums & science centres	35.0	99

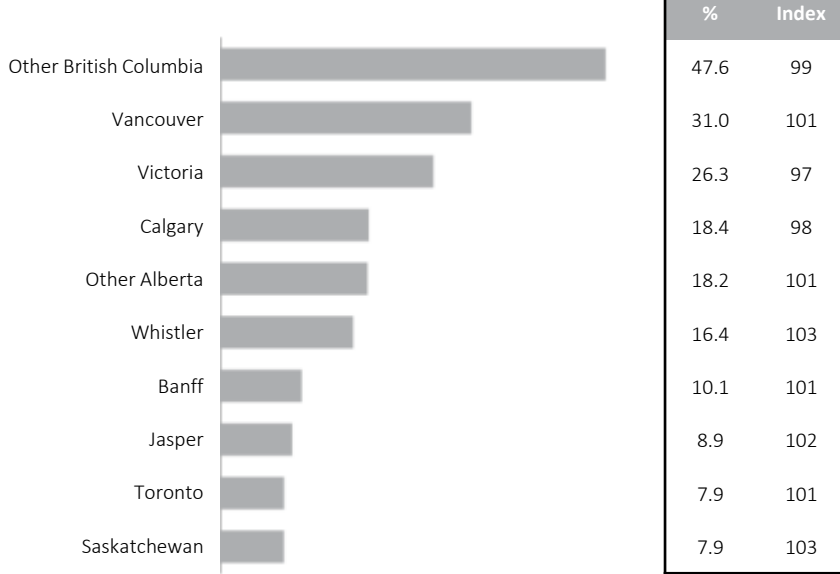
Key Tourism Activities**

Gardening  61.9% (99)	Camping  60.0% (101)	Home exercise & home workout  55.5% (100)	Parks & city gardens  54.0% (99)	Hiking & backpacking  50.5% (100)	Exhibitions, carnivals, fairs & markets  48.1% (101)	National or provincial park  40.0% (99)	Photography  39.5% (100)
Canoeing & kayaking  37.6% (101)	Art galleries, museums & science centres  35.0% (99)	Health club activity  30.4% (101)	Golfing  29.3% (100)	Fishing & hunting  29.1% (101)	Historical sites  28.0% (98)	Cross country skiing & snowshoeing  25.3% (100)	Sporting events  23.8% (99)
Theatre - Community theatres  20.6% (98)	Concerts - Outdoor stages & parks  17.6% (99)	Theatre - Festivals  16.7% (102)	ATV & snowmobiling  16.6% (101)	Soccer  15.9% (104)	Downhill skiing  15.7% (102)	Adventure sports  15.0% (101)	Hockey  14.0% (102)
Snowboarding  12.3% (106)	Music festivals  11.4% (102)	Marathon or similar event  7.9% (103)	Film festivals  7.5% (103)	RV shows  6.2% (104)	Health and living shows  3.9% (104)	Fitness, golf & ski shows (!)  2.3% (100)	Travel shows  1.9% (110)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

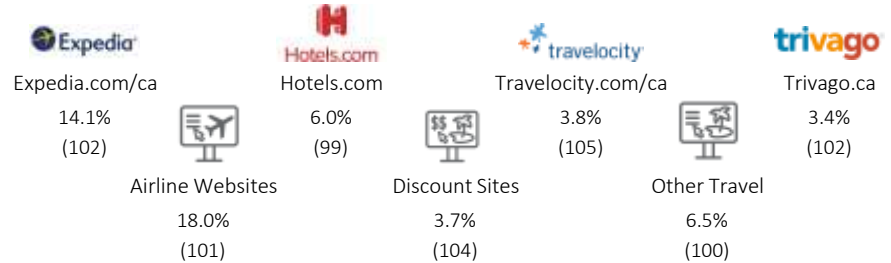


Vacation Booking**

Used [Past 3 Years]

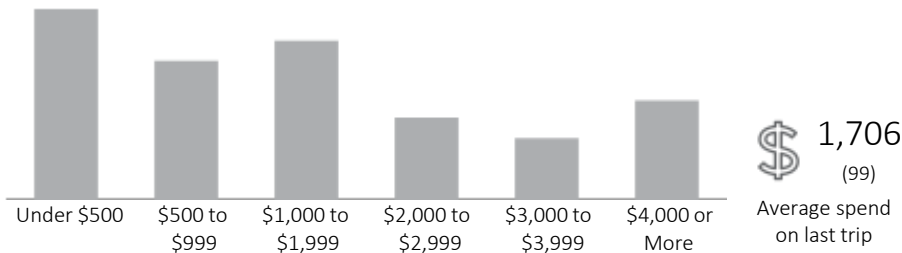


Booked With [Past Year]



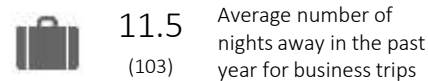
Vacation Spending

Spent Last Vacation

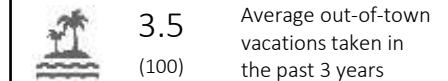


Travel Type & Frequency

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 59.3% (100)	 Friends/relatives 36.7% (99)	 All-inclusive resort 19.6% (99)	 Camping 32.2% (101)	 Motel 24.3% (98)	 Cottage 12.2% (101)	 Vacation rental by owner 19.7% (102)
 Condo/apartment 14.3% (100)	 B&B 11.8% (101)	 Cruise ship 12.3% (99)	 RV/camper 18.6% (100)	 Spa resort 8.6% (100)	 Package tours 7.9% (101)	 Boat 5.3% (101)









Airline Preferences**

Flown [Past Year]

 Air Canada 37.1% (100)	 West Jet 33.2% (99)	 Air Transat 6.7% (102)	 Porter Airlines 0.0% (128)	 Other Canadian 6.7% (99)
 United Airlines 8.7% (99)	 Delta Airlines 7.0% (103)	 American Airlines 5.9% (98)	 Other American 10.0% (99)	
 European Airlines 7.8% (100)	 Asian Airlines 8.4% (103)	 Other Charter 4.6% (102)	 Other 8.6% (105)	

Car Rental*

Rented From [Past Year]

 Enterprise 9.0% (104)	 Budget 6.0% (106)	 Avis 3.6% (102)	 Hertz 3.3% (102)
 U-Haul 3.5% (103)	 National 3.5% (99)	 Discount 1.1% (106)	 Other Rentals 5.0% (102)

Media

Overall Level of Use

Radio



13 hours/week
(98)

Television



1,273 minutes/week
(100)

Newspaper



1 hours/week
(97)

Magazine



11 minutes/day
(101)

Internet



220 minutes/day
(102)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	31.3	98
Adult Contemporary	17.7	101
Today's Country	15.5	99
AOR/Mainstream Rock	13.4	102
Mainstream Top 40/CHR	13.2	96
Multi/Variety/Specialty	11.4	95
Hot Adult Contemporary	10.5	102
Not Classified	10.0	101
Classic Hits	8.9	93
Classic Rock	8.0	107

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	44.8	99
Evening local news	41.1	99
News/current affairs	35.1	99
Documentaries	32.8	98
Primetime serial dramas	29.3	100
Suspense/crime dramas	29.1	100
Home renovation/decoration shows	28.1	101
Hockey (when in season)	26.2	100
Cooking programs	25.7	100
Situation comedies	25.7	99

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.7	99
National News	50.7	100
International News & World	49.8	99
Editorials	35.5	99
Movie & Entertainment	32.2	99
Food	32.2	99
Health	29.8	99
Travel	28.4	101
Sports	27.3	99
Business & Financial	25.9	98

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	13.0	99
National Geographic	12.4	101
Other U.S. magazines	12.3	103
Other English-Canadian	11.9	99
Maclean's	11.1	100
People	7.8	101
Reader's Digest	7.5	99
Cineplex Magazine	6.7	102
Canadian Geographic	6.4	100
Chatelaine (English edition)	6.1	100

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.9	100
Send/receive a text/instant message	55.9	100
Participate in an online social network	48.7	101
Use apps	46.6	101
Take pictures/video	46.1	100
Do banking/pay bills online	41.9	101
Use maps/directions service	38.8	101
Internet search - business, services, products	37.2	100
Access a news site	32.1	97
Listen to music via streaming video service	29.8	102

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	50.6	99
Send/receive email	44.2	100
Take pictures/video	43.7	100
Use apps	39.3	101
Participate in an online social network	34.7	100
Use maps/directions service	31.9	102
Access a news site	21.9	98
Internet search - business, services, products	19.9	100
Do banking/pay bills online	19.1	102
Listen to music via streaming video service	18.3	101

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 80.8% (100)		YouTube 67.4% (100)		LinkedIn 34.3% (101)
	Wikis 33.9% (99)		Pinterest 33.4% (101)		Instagram 29.3% (102)
	Twitter 22.6% (102)		WhatsApp 22.6% (98)		Health/Fitness 15.5% (100)
	Podcasts 14.8% (99)		Blogs 13.8% (99)		Snapchat 9.6% (103)
	Dating App 6.1% (104)		Reddit 5.3% (98)		Flickr 4.2% (103)
	Tinder 2.2% (107)				

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	34.7	100
To get coupons and discounts	32.5	101
To enter contests	30.5	100
To provide feedback to the brand	12.0	100
To be among the first to hear brand news	8.9	101
To engage with content	8.3	101
To share brand-related stories with consumers	5.2	102
To make suggestions for new products/services	4.2	106

Reasons to Unfollow Brands

	%	Index
Too many messages	43.7	101
Not enough value	19.4	102
Stopped purchasing products from brand	13.5	100
Other	3.3	101

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 75% Index = 100	"Use SM to stay connected with personal contacts" 47% Index = 100	"Use SM to keep up to date on general news/events" 35% Index = 101
"I am well informed about SM" 33% Index = 102	"Feel comfortable meeting and communicating with people through SM" 31% Index = 100	"Use SM to keep up to date on news/events in my industry" 27% Index = 102

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	41.2	102
Subscribe to brand email newsletter	20.8	99
Subscribe to brand channel on YouTube	11.4	100
Join an exclusive online community of consumers who also like the brand	11.1	99
Follow brand on Instagram	9.3	103
Follow brand on Twitter	6.6	101

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 = 100

"I am very concerned about the nutritional content of food products I buy"
69% | Index = 100

"I consider myself to be informed on current events or issues"
66% | Index = 99

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

"I make an effort to buy local produce/products"
63% | Index = 98

"I like to cook"
62% | Index = 100

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

"I prefer to shop at retail store location for the customer experience"
57% | Index = 100

"I like to try new places to eat"
55% | Index = 100

"It's important to buy products from socially-responsible/environmentally-friendly companies"
54% | Index = 99

"I am adventurous/"outdoorsy""
46% | Index = 101

"I like to try new and different products"
45% | Index = 99

"I compare grocery prices at different stores"
45% | Index = 99

"Free-trial/product samples can influence my purchase decisions"
45% | Index = 99

"My friends' opinions are an important source of information for me"
41% | Index = 101

"I am willing to pay more for eco-friendly products"
33% | Index = 101

"Staying connected via social media is very important to me"
32% | Index = 101

"I prefer to shop online for convenience"
32% | Index = 101

"I lead a fairly busy social life"
29% | Index = 99

"If I see something interesting in a store, I will usually buy it on impulse"
27% | Index = 103

"Advertising is an important source of information to me"
26% | Index = 100

"I consider myself to be sophisticated"
26% | Index = 102

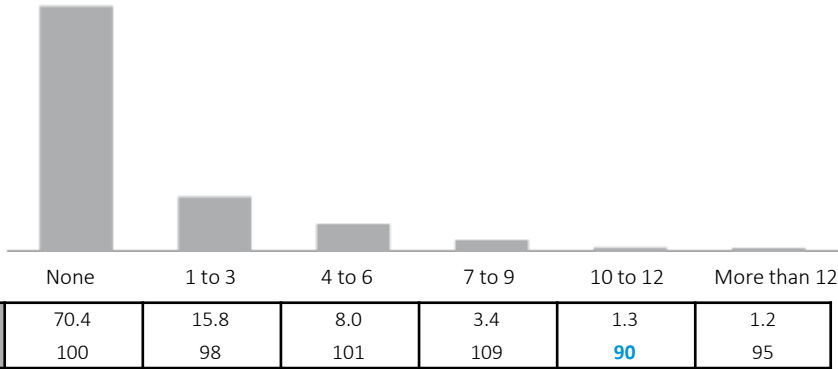
"I enjoy being extravagant/indulgent"
21% | Index = 100

"I have difficulty trying to balance my work and family/personal life"
21% | Index = 103

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

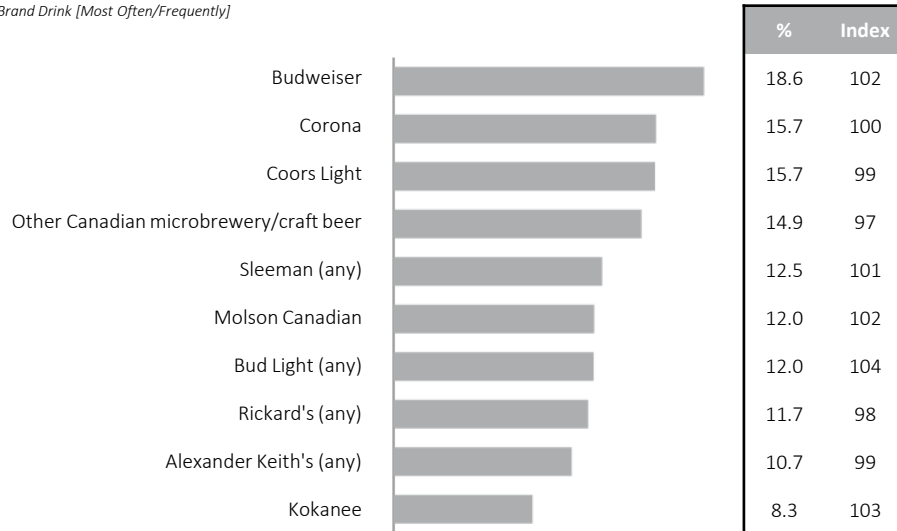
Drank [Past Month]	% Comp	Index
Canadian wine	21.7	99
Cider	13.3	101
Liqueurs (any)	13.2	100

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.6	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	14.9	97

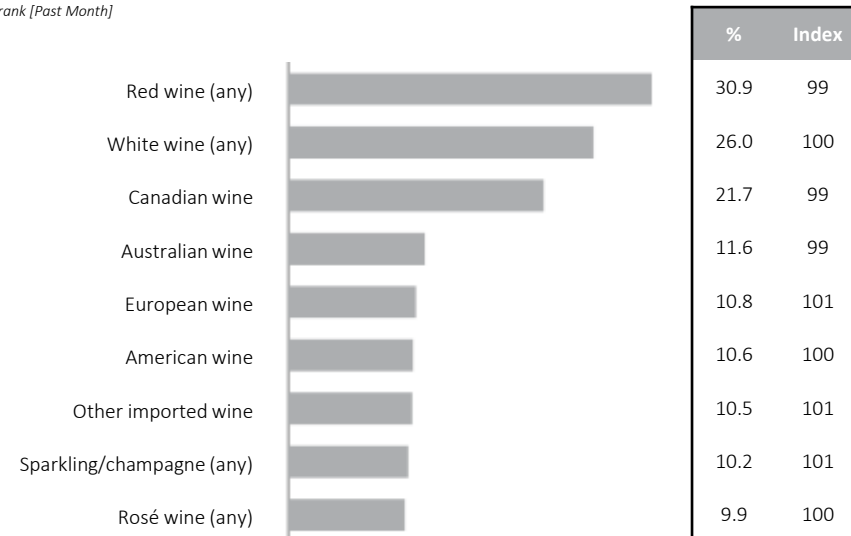
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

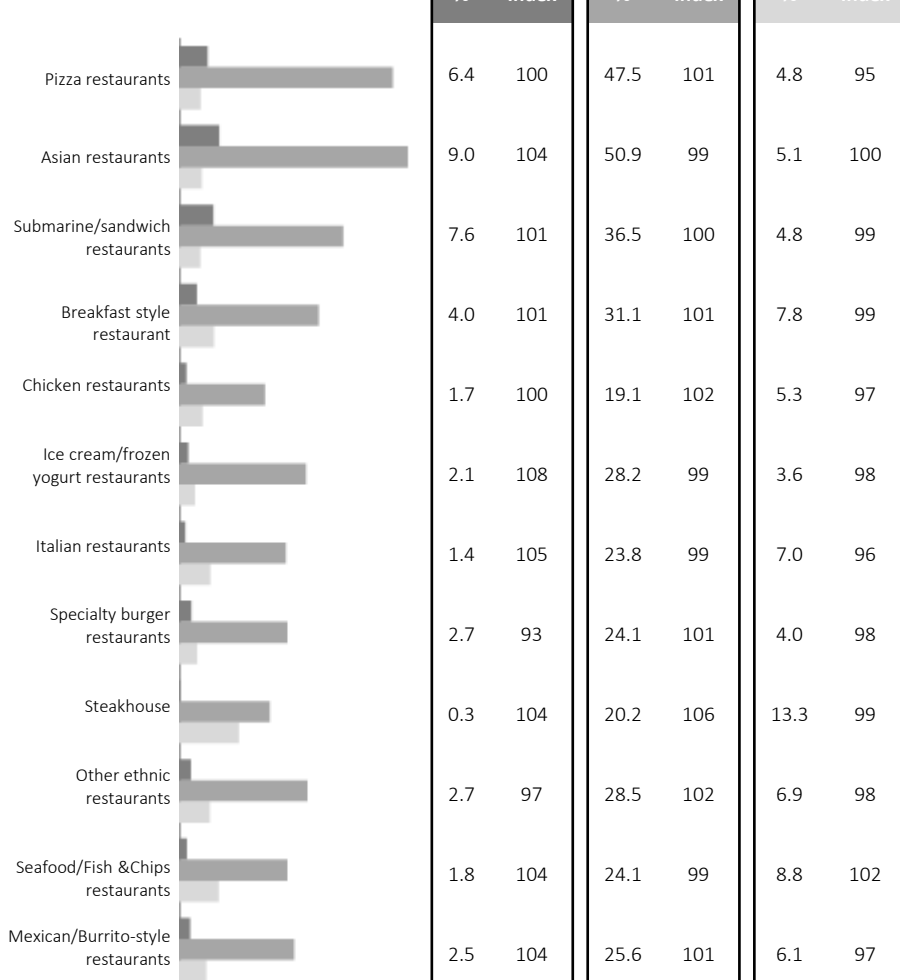


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

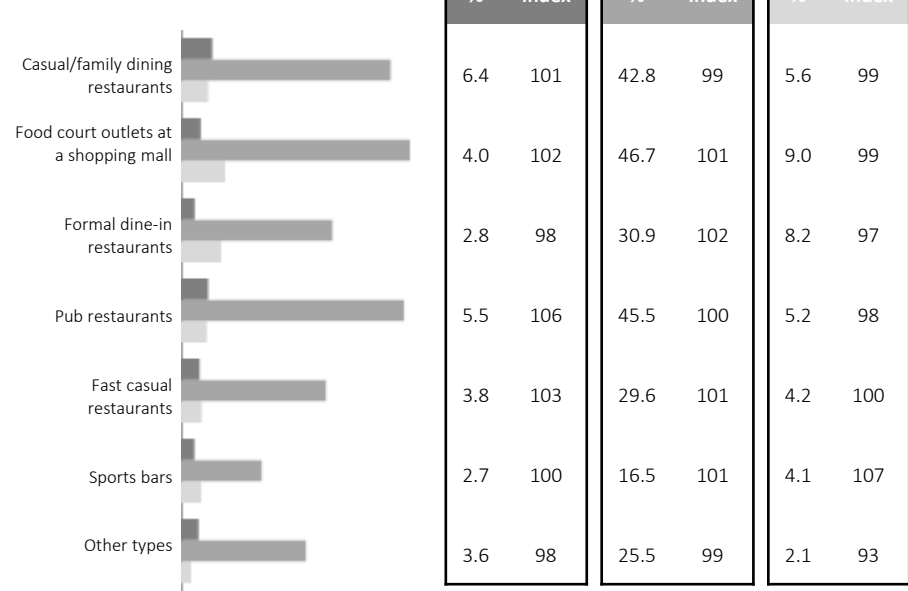
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
34.6%
(100)



Other Organic Food
15.8%
(100)



Organic Meat
13.7%
(98)