



Consumer Segments

Vividata's **Personal Values**, **Attitudes Towards Media**, and **Media and Technology** segments are available for analysis within your preferred software.

Personal Values

Outgoing & Active

Career focused and open to seizing opportunities as they arise, they live an active lifestyle and prefer time well spent with family and friends over material success and comfort.

Population (% of Canadians)	5,838,000 (19%)
Gender	F: 47% M: 53%
Average Age	44
Average HHI	\$87,002
Bachelor's Degree +	35%
MOPEs	30%
Presence of Children in Household	47%

Free & Easy

Open to change, pursuing challenges and learning new things. Family life is important to them, while also maintaining their career.

Population (% of Canadians)	8,345,000 (27%)
Gender	F: 46% M: 54%
Average Age	47
Average HHI	\$87,697
Bachelor's Degree +	35%
MOPEs	28%
Presence of Children in Household	43%

Family and Friends

Unwilling to sacrifice time and enjoyment with their family and friends to get ahead in their career.

Population (% of Canadians)	8,321,000 (27%)
Gender	F: 58% M: 42%
Average Age	48
Average HHI	\$78,409
Bachelor's Degree +	32%
MOPEs	24%
Presence of Children in Household	39%

Introverts

Not particularly outgoing or career oriented, they are risk averse but do not shun their responsibilities.

Population (% of Canadians)	8,332,000 (27%)
Gender	F: 51% M: 49%
Average Age	45
Average HHI	\$77,573
Bachelor's Degree +	27%
MOPEs	21%
Presence of Children in Household	42%

Attitudes Towards Media

Media Indifferent

While more likely to consume traditional media, they do not rely on any media to stay informed.

Population (% of Canadians)	6,826,000 (22%)
Gender	F: 49% M: 51%
Average Age	42
Average HHI	\$77,287
Bachelor's Degree +	26%
MOPEs	22%
Presence of Children in Household	48%

Social Media Focused

Prefer social media and other digital sources for news and information. Find social media is the most efficient means to stay informed.

Population (% of Canadians)	3,296,000 (11%)
Gender	F: 53% M: 47%
Average Age	39
Average HHI	\$76,202
Bachelor's Degree +	30%
MOPEs	23%
Presence of Children in Household	49%

Always On

TV is their most preferred and trusted source for news and information.

Population (% of Canadians)	7,509,000 (24%)
Gender	F: 56% M: 44%
Average Age	49
Average HHI	\$79,473
Bachelor's Degree +	28%
MOPEs	22%
Presence of Children in Household	39%

Traditionalists

More likely to receive their news and information from TV, printed newspapers, and radio. Find newspapers to be the most trusted and efficient way to receive news.

Population (% of Canadians)	5,421,000 (17%)
Gender	F: 52% M: 48%
Average Age	52
Average HHI	\$80,349
Bachelor's Degree +	34%
MOPEs	23%
Presence of Children in Household	34%

Media Obsessive

Rely on all media to stay informed, though they question the accuracy of news presented through social media and other online platforms.

Population (% of Canadians)	3,439,000 (11%)
Gender	F: 42% M: 58%
Average Age	47
Average HHI	\$93,395
Bachelor's Degree +	44%
MOPEs	34%
Presence of Children in Household	41%

Digital Content Conscious

Find newspaper websites and apps provide the most in-depth perspective on the news.

Population (% of Canadians)	4,346,000 (14%)
Gender	F: 49% M: 51%
Average Age	45
Average HHI	\$93,528
Bachelor's Degree +	40%
MOPEs	34%
Presence of Children in Household	48%

Media and Technology

Mobile Dependent

Constantly plugged in on their mobile phone. On social media every day and prefer to consume their media online.

Population (% of Canadians)	6,757,000 (22%)
Gender	F: 58% M: 42%
Average Age	42
Average HHI	\$87,958
Bachelor's Degree +	35%
MOPEs	31%
Presence of Children in Household	49%

Early Adopters

Confident with new technology, and want their house to be equipped with the latest gadgets. Prefer to consume media on demand.

Population (% of Canadians)	3,053,000 (10%)
Gender	F: 41% M: 59%
Average Age	41
Average HHI	\$88,599
Bachelor's Degree +	36%
MOPEs	29%
Presence of Children in Household	52%

Late Adopters

Consume media online while still using traditional media. Not attached to their mobile device.

Population (% of Canadians)	8,133,000 (26%)
Gender	F: 48% M: 52%
Average Age	48
Average HHI	\$84,765
Bachelor's Degree +	33%
MOPEs	26%
Presence of Children in Household	41%

Technophobes

Low interest in new technology. They prefer legacy media and have low reliance on their mobile devices and the internet.

Population (% of Canadians)	6,617,000 (21%)
Gender	F: 50% M: 50%
Average Age	47
Average HHI	\$75,599
Bachelor's Degree +	28%
MOPEs	20%
Presence of Children in Household	41%

Laggards

Wait until new technology becomes cheaper before they consider purchasing it. Still predominantly use legacy media, but are making the move to digital.

Population (% of Canadians)	6,277,000 (20%)
Gender	F: 52% M: 48%
Average Age	50
Average HHI	\$77,149
Bachelor's Degree +	31%
MOPEs	22%
Presence of Children in Household	34%

Vividata's product related segments (**Personal Appearance**, **Shopping**, **Finance**, **Food and Diet**, and **Automotive**) are available for purchase. For information on how to access, please contact Tosha Kirk (tosha@Vividata.ca).

Personal Appearance

Simply Natural

Prefer the natural look and feel that beauty comes from within. Not inclined to follow trends. Try to exercise at least once a week.

Population (% of Canadians)	8,683,000 (28%)
Gender	F: 48% M: 52%
Average Age	48
Average HHI	\$83,032
Bachelor's Degree +	33%
MOPEs	26%
Presence of Children in Household	40%

Work in Progress

Aspiring for a higher standard of appearance, including trying to lose weight most of the time. Maintain a conservative style and stick with what works for them.

Population (% of Canadians)	5,760,000 (19%)
Gender	F: 63% M: 37%
Average Age	47
Average HHI	\$80,731
Bachelor's Degree +	33%
MOPEs	26%
Presence of Children in Household	42%

Just Be Me

Not interested in other people's perception of their appearance and prefer to dress and look as they feel. An active lifestyle is not a priority.

Population (% of Canadians)	8,985,000 (29%)
Gender	F: 39% M: 61%
Average Age	44
Average HHI	\$80,191
Bachelor's Degree +	29%
MOPEs	24%
Presence of Children in Household	45%

Fashionista

Very concerned with their image and appearance, tend to follow fashion trends and maintain an active lifestyle to improve their appearance.

Population (% of Canadians)	7,409,000 (24%)
Gender	F: 60% M: 40%
Average Age	45
Average HHI	\$85,333
Bachelor's Degree +	34%
MOPEs	25%
Presence of Children in Household	43%

Shopping

Functional Shoppers Do not enjoy shopping. They have low brand loyalty, are not price conscious, and do not check multiple sources before purchase. They're unwilling to pay extra for quality.

Population (% of Canadians)	8,615,000 (28%)
Gender	F: 46% M: 54%
Average Age	44
Average HHI	\$83,260
Bachelor's Degree +	32%
MOPEs	26%
Presence of Children in Household	45%

Aspirational

Heavily influenced by advertising and use it as a means of staying up to date on new products. They're willing to try new brands and pay extra for quality.

Population (% of Canadians)	4,780,000 (15%)
Gender	F: 50% M: 50%
Average Age	48
Average HHI	\$82,828
Bachelor's Degree +	31%
MOPEs	25%
Presence of Children in Household	38%

Price Sensitive

Cost and special offers are important determinates in their purchase behaviour. They are willing to check multiple sources before purchasing. Once they find a brand they like, they stick to it, but won't pay more for it.

Population (% of Canadians)	11,151,000 (36%)
Gender	F: 55% M: 45%
Average Age	47
Average HHI	\$80,969
Bachelor's Degree +	33%
MOPEs	24%
Presence of Children in Household	43%

Involved Shoppers

Enjoy shopping and are always on the lookout for special offers. They are brand loyal, but are willing to switch for a better deal. They are confident in their purchase decisions.

Population (% of Canadians)	6,291,000 (20%)
Gender	F: 51% M: 49%
Average Age	46
Average HHI	\$83,078
Bachelor's Degree +	33%
MOPEs	26%
Presence of Children in Household	42%

Finance

Getting By

Not good at managing money, but also not overly concerned about their finances.

Population (% of Canadians)	13,510,000 (43%)
Gender	F: 52% M: 48%
Average Age	44
Average HHI	\$79,052
Bachelor's Degree +	30%
MOPEs	24%
Presence of Children in Household	45%

Road to Retirement

Very good at managing money, they have already taken steps to ensure they have sufficient income for retirement.

Population (% of Canadians)	10,904,000 (35%)
Gender	F: 50% M: 50%
Average Age	51
Average HHI	\$89,061
Bachelor's Degree +	36%
MOPEs	26%
Presence of Children in Household	36%

Earners & Savers

Make mindful financial decisions and look for ways to earn supplemental income and save.

Population (% of Canadians)	6,423,000 (21%)
Gender	F: 50% M: 50%
Average Age	41
Average HHI	\$77,785
Bachelor's Degree +	30%
MOPEs	26%
Presence of Children in Household	49%

Food and Diet**Foodies**

Adventurous with trying new foods and willing to spend more on quality foods. Will treat themselves to food that is not good for them, but are willing to pay more for organic and are trying to eat healthy.

Population (% of Canadians)	6,537,000 (21%)
Gender	F: 49% M: 51%
Average Age	44
Average HHI	\$84,756
Bachelor's Degree +	33%
MOPEs	26%
Presence of Children in Household	45%

Cravers

While they are concerned about health, their busy lifestyle leads to eating processed foods on the move and giving in to their sweet tooth.

Population (% of Canadians)	6,040,000 (19%)
Gender	F: 55% M: 45%
Average Age	45
Average HHI	\$84,025
Bachelor's Degree +	30%
MOPEs	27%
Presence of Children in Household	47%

Everyday Healthy

Aspiring for an everyday healthy lifestyle and eating habits, they check nutrition labels and avoid fast food.

Population (% of Canadians)	7,478,000 (24%)
Gender	F: 52% M: 48%
Average Age	49
Average HHI	\$80,864
Bachelor's Degree +	35%
MOPEs	24%
Presence of Children in Household	37%

Health Obsessed

Focused on health, they manage their caloric intake and are more likely to be vegetarian. But they are still willing to treat themselves to new foods.

Population (% of Canadians)	3,375,000 (11%)
Gender	F: 57% M: 43%
Average Age	45
Average HHI	\$88,515
Bachelor's Degree +	37%
MOPEs	28%
Presence of Children in Household	44%

I Eat What I Want

Not concerned about healthy eating habits, they're fine with eating processed and fast food.

Population (% of Canadians)	7,408,000 (24%)
Gender	F: 45% M: 55%
Average Age	45
Average HHI	\$77,459
Bachelor's Degree +	29%
MOPEs	23%
Presence of Children in Household	42%

Automotive

Gearheads

Interested in what goes on under the hood, they love driving and are focused on a car's performance.

Population (% of Canadians)	7,087,000 (23%)
Gender	F: 35% M: 65%
Average Age	47
Average HHI	\$80,959
Bachelor's Degree +	32%
MOPEs	26%
Presence of Children in Household	39%

Indifferent

Not concerned with performance or aesthetic, they feel a car is more of a tool than a personality statement.

Population (% of Canadians)	10,270,000 (33%)
Gender	F: 61% M: 39%
Average Age	45
Average HHI	\$82,666
Bachelor's Degree +	31%
MOPEs	24%
Presence of Children in Household	47%

Auto Enthusiasts

Feel their car says a lot about who they are. Prefer a combination of luxury, performance and fuel efficiency.

Population (% of Canadians)	3,951,000 (13%)
Gender	F: 33% M: 67%
Average Age	43
Average HHI	\$85,440
Bachelor's Degree +	31%
MOPEs	26%
Presence of Children in Household	44%

Road Happy

Like driving. Want a car that is fun to drive and fuel efficient. But not concerned about what's under the hood.

Population (% of Canadians)	5,897,000 (19%)
Gender	F: 59% M: 41%
Average Age	47
Average HHI	\$84,104
Bachelor's Degree +	33%
MOPEs	25%
Presence of Children in Household	41%

A Car is a Car

Fuel efficiency is their primary concern, as their car only serves a functional purpose.

Population (% of Canadians)	3,632,000 (12%)
Gender	F: 59% M: 41%
Average Age	48
Average HHI	\$77,769
Bachelor's Degree +	39%
MOPEs	25%
Presence of Children in Household	38%