



Consumer Segments

Vividata's **Personal Values**, 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)	7,166,000 (22%)
Gender	F: 48% 52%
Average Age	42
Average HHI	\$90,737
Bachelor's Degree +	43%
MOPEs	33%
Presence of Children in Household	41%

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)	12,182,000 (38%)
Gender	F: 49% M: 51%
Average Age	47
Average HHI	\$88,672
Bachelor's Degree +	38%
MOPEs	30%
Presence of Children in Household	36%

Family and Friends

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

Population (% of Canadians)	7,312,000 (23%)
Gender	F: 57% M: 43%
Average Age	49
Average HHI	\$72,938
Bachelor's Degree +	34%
MOPEs	24%
Presence of Children in Household	32%

Introverts

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

Population (% of Canadians)	5,589,000 (17%)
Gender	F: 53% M: 47%
Average Age	49
Average HHI	\$65,981
Bachelor's Degree +	27%
MOPEs	21%
Presence of Children in Household	30%

Media and Technology

Tech Savvy Streamers

Tech Savvy Streamers are confident with new technology, and streaming is a large part of their media consumption. As consumers, they prefer to buy products produced domestically whenever they can. They care relatively little for a personalized style to their products, having the newest products or watching traditional TV. They are predominantly young and female. They are highly susceptible to fancy packaging, but still price sensitive.

Population (% of Canadians)	4,078,000 (13%)
Gender	F: 59% M: 41%
Average Age	34
Average HHI	\$89,964
Bachelor's Degree +	40%
MOPEs	31%
Presence of Children in Household	49%

Early Adopters

Early Adopters have a strong appetite for new technology/products and prefer quality over style. Streaming has had an impact on their TV viewing habits, but not to the extent of Tech Savvy Streamers. They are predominantly young and male and slightly less reliant on their mobile phone than Tech Savvy Streamers.

Population (% of Canadians)	4,020,000 (12%)
Gender	F: 39% M: 61%
Average Age	36
Average HHI	\$85,090
Bachelor's Degree +	42%
MOPEs	36%
Presence of Children in Household	50%

Tradionalists

Traditionalists are old-fashioned when it comes to their media and purchasing preferences. They prefer cheaper, older goods produced domestically and watching live TV. However, they are confident with new technology, having adopted streaming services to listen to music. They care little for new products, style, design, personalization, and fancy packaging. They tend to be older with a fairly even split between males and females.

Population (% of Canadians)	9,719,000 (30%)
Gender	F: 51% M: 49%
Average Age	46
Average HHI	\$82,313
Bachelor's Degree +	38%
MOPes	30%
Presence of Children in Household	33%

Conformists

While Conformists rely on TV to get news and information, they are attempting to adapt to new media and technology.

As consumers, they are quality conscious and prefer will more likely wait for new technology to become cheaper before making a purchase. They skew older than the general population, have fairly even gender distribution, and the strongest representation of Quebecers of any segment.

Population (% of Canadians)	8,138,000 (25%)
Gender	F: 50% M: 50%
Average Age	48
Average HHI	\$82,842
Bachelor's Degree +	34%
MOPes	27%
Presence of Children in Household	37%

Laggards

Streaming and new media has not affected Laggards to the extent as it has others, particularly their radio listening habits.

They are the oldest segment by far, and slightly female-dominated. They are highly price conscious, strongly prefer domestic products, strongly prefer live TV, and can't resist packaging.

Population (% of Canadians)	6,293,000 (20%)
Gender	F: 56% M: 44%
Average Age	60
Average HHI	\$71,403
Bachelor's Degree +	32%
MOPEs	19%
Presence of Children in Household	17%

Vividata's product related segments (**Personal Appearance**, **Shopping**, **Finance**, 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)	8,873,000 (28%)
Gender	F: 42% M: 58%
Average Age	49
Average HHI	\$81,508
Bachelor's Degree +	37%
MOPEs	28%
Presence of Children in Household	36%

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)	6,291,000 (20%)
Gender	F: 63% M: 37%
Average Age	46
Average HHI	\$80,075
Bachelor's Degree +	36%
MOPEs	29%
Presence of Children in Household	36%

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)	7,512,000 (23%)
Gender	F: 41% M: 59%
Average Age	47
Average HHI	\$79,992
Bachelor's Degree +	33%
MOPEs	26%
Presence of Children in Household	35%

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)	9,572,000 (30%)
Gender	F: 60% M: 40%
Average Age	45
Average HHI	\$84,055
Bachelor's Degree +	39%
MOPEs	29%
Presence of Children in Household	33%

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)	7,792,000 (24%)
Gender	F:45% M: 55%
Average Age	47
Average HHI	\$82,868
Bachelor's Degree +	35%
MOPEs	28%
Presence of Children in Household	35%

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)	3,925,000 (12%)
Gender	F: 51% M: 49%
Average Age	47
Average HHI	\$81,782
Bachelor's Degree +	35%
MOPEs	28%
Presence of Children in Household	32%

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)	13,428,000 (42%)
Gender	F: 53% M: 47%
Average Age	47
Average HHI	\$81,399
Bachelor's Degree +	37%
MOPEs	27%
Presence of Children in Household	34%

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)	7,104,000 (22%)
Gender	F: 56% M: 44%
Average Age	45
Average HHI	\$80,630
Bachelor's Degree +	37%
MOPEs	28%
Presence of Children in Household	37%

Finance

Getting By

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

Population (% of Canadians)	11,588,000 (36%)
Gender	F: 53% M: 47%
Average Age	45
Average HHI	\$73,875
Bachelor's Degree +	33%
MOPEs	25%
Presence of Children in Household	36%

Road to Retirement

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

Population (% of Canadians)	11,646,000 (36%)
Gender	F: 50% M: 50%
Average Age	53
Average HHI	\$93,016
Bachelor's Degree +	43%
MOPEs	29%
Presence of Children in Household	28%

Earners & Savers

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

Population (% of Canadians)	9,015,000 (28%)
Gender	F: 51% M: 49%
Average Age	40
Average HHI	\$76,893
Bachelor's Degree +	33%
MOPEs	30%
Presence of Children in Household	41%

Automotive**Gearheads**

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

Population (% of Canadians)	6,216,000 (19%)
Gender	F: 37% M: 63%
Average Age	48
Average HHI	\$83,109
Bachelor's Degree +	35%
MOPEs	28%
Presence of Children in Household	37%

Indifferent

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

Population (% of Canadians)	10,429,000 (32%)
Gender	F: 60% M: 40%
Average Age	47
Average HHI	\$78,791
Bachelor's Degree +	36%
MOPEs	26%
Presence of Children in Household	32%

Auto Enthusiasts

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

Population (% of Canadians)	4,080,000 (13%)
Gender	F: 37% M: 63%
Average Age	44
Average HHI	\$85,676
Bachelor's Degree +	36%
MOPEs	33%
Presence of Children in Household	40%

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)	6,922,000 (21%)
Gender	F: 55% M: 45%
Average Age	46
Average HHI	\$84,295
Bachelor's Degree +	37%
MOPEs	28%
Presence of Children in Household	36%

A Car is a Car

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

Population (% of Canadians)	4,602,000 (14%)
Gender	F: 57% M: 43%
Average Age	47
Average HHI	\$78,478
Bachelor's Degree +	39%
MOPEs	27%
Presence of Children in Household	31%