

Common Television Broadcast Audience Segments for Advertisers

June 2020

Burgeoning Families

Environics Analytics Lifestage Group:

Younger, upper-middle income families living comfortable lifestyles in newer suburbs.

They live active, child-centered lifestyles, participating in team sports and frequenting theme parks and aquariums.



Avg. Household Income:

\$116,003

Percentage:

with University degree – 26.9%

Immigrant to Canada – 34.2%

Visible Minority – 40.3%

Deep Pockets

Environics Analytics HouseholdSpend™:

Average net worth of \$1 Million+



Empty Nesters

Environics Analytics Lifestage Group:

Older, upscale families who are retired, or approaching retirement from long-tenured jobs in management and public service.

They enjoy vacationing at cottages and on cruises, and while at home they frequent parks and yoga classes.



Avg. Household Income:

\$128,335

Percentage:

with University degree – 29.7%

Immigrant to Canada – 17.5%

Visible Minority – 11.1%

Family Sit Down

Environics Analytics Opticks Powered by Vividata:

3+ visits to a Family or Casual Dining
restaurant in the past month



Fashionistas

Environics Analytics HouseholdSpend™:

Average annual clothing expenditures
of \$7,000+



Fledgling Families

Environics Analytics Lifestage Group:

Younger and middle-aged mixed family types which fall into the lower-middle income scale. With their mixed educations, they work mainly in the blue-collar and service industry.

Having tighter budgets, they enjoy simple pleasures such as gardening, community theatres, and craft shows.



Avg. Household Income:

\$84,637

Percentage:

with University degree – 13.7%

Immigrant to Canada – 13.8%

Visible Minority – 12.2%

Great Getaways

Environics Analytics Opticks

Powered by Numeris:

Spent an average of \$2000⁺ on last vacation and 1⁺ personal trip(s) by air travel last year



Grocery Big Spender

Environics Analytics HouseholdSpend™:
Average annual food expenditures of \$17,000+



Home Improvers

Environics Analytics Opticks Powered by Numeris:

Top annual Home Renovation PRIZM Segments

Includes nine PRIZM segments comprised of affluent middle-aged families in executive and white-collar positions.



Avg. Household Income:

\$159,337

Percentage:

with University degree – 33.6%

Immigrant to Canada – 23.6%

Visible Minority – 21.6%

Java Joints

Environics Analytics Opticks Powered by Vividata:

At least 2 visits to a Coffee/Donut restaurant in the past month.



Keepin' It Clean

Environics Analytics HouseholdSpend™ :

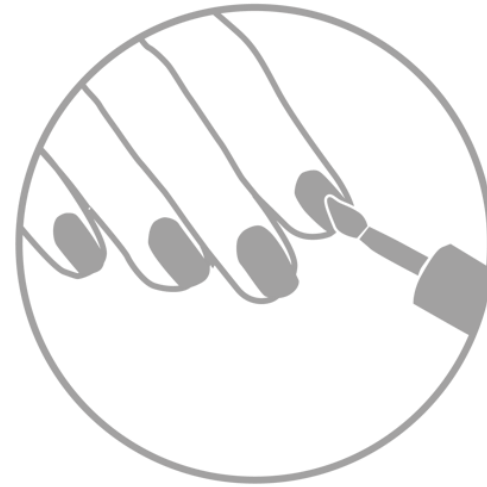
Average annual expenditures of \$100+ on Detergents/Soaps *combined with* average annual expenditures of \$150+ on Household Cleaning Products.



Looking Beautiful

Environics Analytics HouseholdSpend™ :

Average annual Makeup/Skincare expenditures of \$800+



Middle-Aged Achievers

Environics Analytics Lifestage Group:

Affluent couples in their forties and fifties with school- and college-aged children.

Own spacious homes worth about one-fifth more than the national average.

A majority has university or college educations, earning six-figure incomes from white collar and service sector positions.



Avg. Household Income:

\$131,042

Percentage:

with University degree – 34%

Immigrant to Canada – 28.7%

Visible Minority – 24.7%

Data Source: Environics Analytics' PRIZM

My New Ride

Environics Analytics Opticks Powered by Numeris and Opticks Automotive Power by IHS Markit™:

New Vehicle Intenders who intend to purchase or lease a new vehicle in the next year or postal code indexes above-average for vehicles registered pre-2012.



Prosperous Parents

Environics Analytics Lifestage Group:

Middle-aged parents who well-educated and wealthy from their executive careers. They own spacious homes filled with home theatres and electronics. They enjoy their manicured backyards.

When not travelling internationally to Asia and Europe, they partake in arts and culture, with a high propensity for attending the opera, ballet, and theatre.

Data Source: Environics Analytics' PRIZM



Avg. Household Income:

\$231,623

Percentage:

with University degree – 41.9%

Immigrant to Canada – 24%

Visible Minority – 18.5%

Quick Service Restaurant

Environics Analytics Opticks Powered by Vividata:

Frequented Quick Service Restaurants at
least 3 times in the past month.



Small Cars

Environics Analytics Opticks Automotive Power by IHS Markit™:

Over-indexed postal codes against compact and subcompact IHS registrations.



SUVers

Environics Analytics Opticks Automotive Power by IHS Markit™:

Over-indexed postal codes against
compact intermediate, large, and luxury
SUV IHS registrations.



Young Diverse Families

Environics Analytics Lifestage Group:

Younger and highly diverse families who own and rent in urban and suburban areas.

With their college and university degrees, they lead comfortable, leisure-intensive lifestyles which include snowboarding, art galleries, zoos, theme parks, and the movies.



Avg. Household Income:

\$92,814

Percentage:

with University degree – 31.2%

Immigrant to Canada – 46.9%

Visible Minority – 53.6%



GROCERY BIG SPENDER



FASHIONISTAS



DEEP POCKETS



SMALL CARS



SUVers



MY NEW RIDE



KEEPIN' IT CLEAN



LOOKING BEAUTIFUL



HOME IMPROVERS



GREAT GETAWAYS



JAVA JOINTS



QUICK SERVICE RESTAURANT



FAMILY SIT DOWN



FLEDGLING FAMILIES



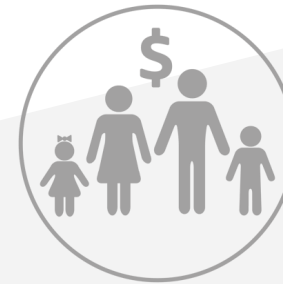
YOUNG DIVERSE FAMILIES



BURGEONING FAMILIES



MIDDLE-AGED ACHIEVERS



PROSPEROUS PARENTS



EMPTY NESTERS

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