



Common Audience Segments

think^{tv}

Optimized Linear TV

COMMON AUDIENCE SEGMENTS

The Common Audience Segments have been built using data from Statistics Canada (Total Canada) and Environics Analytics' proprietary, privacy-compliant databases and segmentation systems, specifically:

PRIZM®

DemoStats

HouseholdSpend

SocialValues

WealthScapes

Opticks Automotive Powered by IHS – Markit™ (TVIO)

Opticks Powered by Numeris

Opticks Powered by Vividata

Optimized Linear TV

COMMON AUDIENCE SEGMENTS

1. APPetizing
2. Burgeoning Families
3. Deep Pockets
4. Empty Nesters
5. Family Sit Downs
6. Fashionistas
7. First in Line
8. Fledgling Families
9. Good Sports
10. Great Getaways
11. Grocery Big Spender
12. Health and Beauty Sampler
13. Home Improvers
14. I ♥ Planet Earth
15. Java Joints
16. Keeping it Clean
17. Looking Beautiful
18. Middle Age Achievers
19. My New Ride
20. Prosperous Parents
21. Quick Serve Restaurants
22. Small Cars
23. SUVers
24. Technophiles
25. Truckin'
26. Young Diverse Families

COMMON AUDIENCE SEGMENTS



Demographics

Age: 
Median HOH 42

Income: 
\$121k Average HH

Family: 
Kids under age 9

Work: 
White Collar

Location



Find them in **downtown** and **suburban areas** like Toronto, Markham, Vancouver, Calgary, and Edmonton.

APPetizing

are regular, frequent users of food delivery, takeout and meal kits. Often younger families with white collar backgrounds, they're big food lovers and enjoy new tastes and trends.

Media Highlights



Linear TV
Moderate Use:

Reality TV, Children's Programs, Sci-fi, and Comic Book Shows



Online
Heavy Use:

Career/Job Search, Investments, Restaurant Guides and Reviews



OTA Radio
Light Use:

Dance, Traffic, and Sports



Streaming
Heavy Use:

Podcasts, Sports Content, and Video on Demand

Mindset



They are **often willing to try something new** and when they find something great they are more than **happy to evangelize** it among their peer group.

Lifestyle



Order food from apps and online delivery services. They see food and experiences as a way to **sample different cultures**.

Spend On

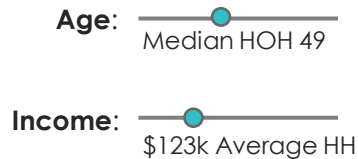


Food and alcohol – from stores, bars, and restaurants. **Enjoy live events**, entertainment, and cinema.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them out west in **newer detached homes** in Calgary, Edmonton, Vancouver, Burnaby and Grande Prairie, and in Ontario in Markham, Vaughan, Milton and Ajax.

Burgeoning Families

are younger, upper-middle income families living comfortable, active, child-centered lifestyles in newer suburbs. They participate in sports and frequent local arenas and parks.

Media Highlights



Linear TV
Moderate-Light Use:
DIY, Reality Shows, Basketball, Children's Programs, Sci-fi, and Comedies



Online
Heavy Use:
Social Media, Investments, E-books, Video /Photo Sharing, and Career Search



OTA Radio
Moderate Use:
Alt Rock, Sports, and Traffic



Streaming
Heavy Use:
Podcasts, Subscription Video, and Music Services

Mindset



Optimistic, they believe hard work pays off. Care for appearance, quick adopters of tech, and often inspired by ads.

Lifestyle



Drive imported cars, buy bulk food, and never want to miss favourite live events.
Active online shoppers for event tickets, travel, sports equipment, grocery, and furniture.

Spend On

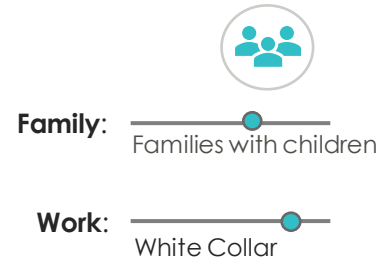
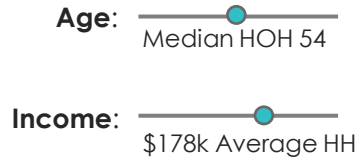


Gardening, home furnishings, home entertainment devices, live sports and performing events, toys, apparel, and outdoor and sports equipment.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **houses and high-rises** in and around King, Oakville, Richmond Hill, Toronto, Vancouver, North Saanich, Canmore, and Mont-Royal.

Deep Pockets

have net worth of more than \$1 million, living in stylish homes in and around Canada's largest markets. Well-educated, they earn upscale incomes from white-collar positions in business, finance, and science.

Media Highlights



Linear TV

Moderate Use:
Sports, Late Night Talk Shows, Business News, Travel, Home Reno, Basketball, and Figure Skating



Online

Heavy Use:
Investment, Real Estate, Photo/Video Sharing, Reviews, Coupons, Magazines, Research Products, and Fashion/Beauty



OTA Radio

Moderate Use:
Traffic, Jazz, News/Talk, and Classical



Streaming

Moderate Use:
Podcasts

Mindset



Affluent but not insular, they have strong connections to their local communities. Put effort toward health, and spend for style and homes.

Lifestyle



They attend opera, ballet, and symphony concerts frequently. They will **pay more for environmentally-friendly products** and are likely to have loyalty cards for airlines.

Spend On

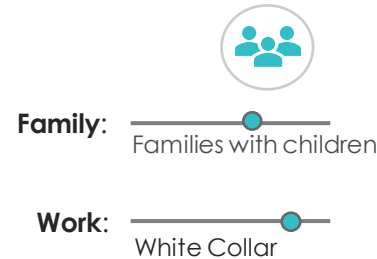
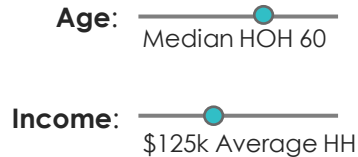


Home improvement, gardening, home furnishings, computers and home theatre, going for drinks, sporting and live performing arts events, apparel, and travel.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **detached homes** in Ottawa, Hamilton, London, Brighton, Niagara-on-the-Lake, St. Catharines, White Rock, Delta, Nanaimo and North Vancouver

Empty Nesters

are older, upscale families who are retired or approaching retirement from long-tenured positions in management and public service. They are often seen vacationing at cottages and on cruises, or fine dining in local restaurants.

Media Highlights



Linear TV

Moderate Use:
News, Home Improvement, DIY, Curling, CFL, and Figure Skating



Online

Light Use:
Investment, Travel, Real Estate, Photo/Video Sharing, and Coupons



OTA Radio

Moderate Use:
Classical, Oldies, News/Talk



Streaming

Light Use:
Podcasts and Video Subscription

Mindset



Proud of their country and their accomplishments. Confident in their way of living. Take care of their health. Open to different cultures.

Lifestyle



Active, they go for golfing, bird watching, boating or driving recreational vehicles for trips. Gardening, baking, crafting, or studying the family tree.

Spend On



Garden, home reno, home furnishings, home audio/video, computers, lottery and casinos, live performing arts events, recreational vehicles, and over-the-counter pharmaceuticals.

COMMON AUDIENCE SEGMENTS



Demographics

Age: Median HOH 51

Income: \$103k Average HH

Family: Families with children

Work: Mix of White and Blue Collars

Location



Find them in **detached or row houses** in midsize and small markets like Saskatoon, Regina, Squamish, Whistler, Prince George, Severn, Whitby, Kitchener, Lethbridge, and Red Deer.

Family Sit

Down are Canada's most frequent visitors to casual dining restaurants. Living a traditional way of life, their idea of a weekend splurge is going to a sporting event, craft show, or simply the closest ice cream shop.

Media Highlights



Linear TV
Moderate Use:
Reality TV, DIY, Talk Shows, News, Comedies, CFL, Curling, and Entertainment News



Online
Moderate Use:
Place or respond to Classified Ads, Real Estate Listings, Coupons, and News Sites



OTA Radio
Moderate Use:
Modern Rock, Classic Rock, and New Country



Streaming
Moderate Use:
Podcasts, Streaming Radio, and Video Subscription

Mindset



Budget conscious, they would not pay more for brand name products. Prefer country over city, happy where they are, would make personal sacrifices to meet the needs of family.

Lifestyle



Likely driving a domestic truck, they are patrons of local theatre, arenas and fairs. Sewing, crafting, and DIY at home. Likely to have a coffee shop loyalty card.

Spend On

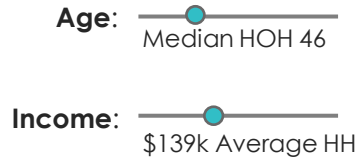


Lotteries, casinos, live sporting events, craft and art materials, baby care, recreational vehicles, and trailers.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **houses or high-rises in big and small markets** like Toronto, Vancouver, Mississauga, Markham, Vaughan, Richmond Hill, Laval, Levis, and Gatineau.

Fashionistas

are top spenders on clothing, spending close to \$5k on average annually. With fashion in mind, they choose clothes with great care and try to keep abreast of the latest in style and fashions.

Media Highlights



Linear TV
Moderate – Light Use:
Children's Programs, Business News, Entertainment, Basketball, and Animated Series



Online
Heavy Use:
Video/Photo Sharing, Social Media, Sports, Celebrity Gossip, Investment, Career, Price Comparisons, Store Offers, and Coupons



OTA Radio
Moderate Use:
Sports, Traffic, News, and Top40



Streaming
Heavy Use:
Podcasts, Video Subscription, and Music Services

Mindset



Trend influencers, they lead in brand and product adoption. Optimistic with a desire to impress through appearance. With an attraction to crowds, they like to pursue novelty.

Lifestyle



Sports fans, they also frequent night clubs and theme parks. Likely have loyalty cards for airlines, coffee shops, or department stores. **Active online shoppers** for cosmetics and sports equipment.

Spend On




Clothing, makeup, skin care, home furnishings, drinks, sports and live performing arts events, children's toys, and outdoor and sports equipment.

COMMON AUDIENCE SEGMENTS



Demographics

Age: 
Median HOH 43

Income: 
\$118k Average HH

Family: 
Kids under age 9

Work: 
White Collar



Location



Find them in **dense urban areas** like Toronto, Montreal, Calgary, Edmonton, Vancouver, and Ottawa.

***First in Line** are driven to be the first to have, experience, or see the latest. Likely to be seen lining up for what's hot and new – whether a smartphone or a restaurant – they're often young, diverse professionals living in the coolest sections of big cities.*

Media Highlights



Linear TV

Moderate Use:
Animated Series,
Sci-fi, and Comic
book Shows



Online

Heavy Use:
Social Media,
Career/Job Search,
and Real Estate



OTA Radio

Moderate Use:
Dance, Top40,
and Sports



Streaming

Heavy Use:
Audiobooks,
Streaming Video,
and Video on
Demand

Mindset



This group is really interested in novelty and are **willing to pay for unique experiences** they can tell their friends about. They're optimistic about the future.

Lifestyle



Constantly seeking new interesting experiences. Subscribe to the adage **"work hard, play hard"**. Extremely active on social media.

Spend On



Living downtown, including the **necessities of young, urban lifestyles**: clothing, restaurants, tech, and recreation.

COMMON AUDIENCE SEGMENTS



Demographics

Age: Median HOH 53

Income: \$96k Average HH

Family: Kids under age 14

Work: Blue Collar and Skilled Trades

Location



Find them in **older homes in/near** midsize markets like Winnipeg, Hamilton, Windsor, Barrie, Halifax, and Lethbridge.

Fledging Families

are suburban and heartland families with blue-collar jobs, younger kids, and salt-of-the-earth values.

Media Highlights



Linear TV
Moderate Use:
Adult Animated Series, Sitcoms, Curling, CFL, and Competition Shows



Online
Moderate Use:
Games and Contests, Coupons, and Social Media



OTA Radio
Heavy Use:
Country, Rock, and Religious



Streaming
Moderate to Heavy Use:
Above average for radio stations and at/just below average for free streaming video

Mindset



They **enjoy the great outdoors** and the comfort of their local communities. Value work ethic and practicality; not looking to show off.

Lifestyle



Drive domestic autos, especially pickups and compact SUVs.
Buy deli meats, frozen foods, desserts, and hot drinks to go.
Support local teams; hometown spirit.

Spend On

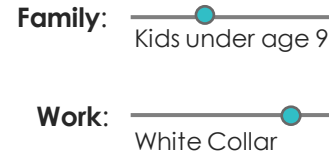
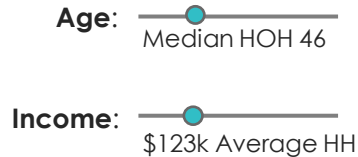


Hardware/tools, lawn and garden, automotive accessories, recreational vehicles, gaming, and **home improvements**.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **high rises or houses in culturally diverse suburbs** like Mississauga, Hamilton, Langley and Surrey.

Good Sports

are the biggest consumers of hockey, baseball, and basketball content. Dynamic up-and-comers who enjoy all kinds of sports content, sitcoms, news, and competition shows.

Media Highlights



Linear TV

Moderate Use:
Major League Sports, Soccer and Wrestling, Reality TV, Sitcoms, and News



Online

Heavy Use:
Pro Sports News and Updates, Investments, Beauty/Fashion, and Career/Job Search



OTA Radio

Moderate Use:
Dance, Sports, Hip Hop/Rap, and News



Streaming

Heavy Use:
Podcasts, Digital Audio, and Sports Highlights

Mindset



Image and status conscious, expressed via their homes and appearance, as well as a pursuit of originality, and a variety of cultural experiences.

Lifestyle



Out-and-about at sports events, concerts, and cultural events.
Active in fitness and playing sports.
Big spenders – especially lifestyle buys and status indicators.

Spend On



Interior renovations, home furnishings, and home tech, clothing, food, and recreation.

COMMON AUDIENCE SEGMENTS



Demographics

Age: 
Median HOH 49

Income: 
\$111k Average HH

Family: 
Mix of Family Types

Work: 
White Collar



Location



Find them in newer high rises and row houses in **big cities and regional centres** like Toronto, Vancouver, Ottawa, and Halifax.

Great Getaways

are Canada's top travel spenders. They are middle-aged couples and families with an interest in exploring destinations near and far.

Media Highlights



Linear TV

Moderate Use:

Business Programs, Documentaries, Music Programs, Basketball, and Soccer



Online

Moderate Use:

E-books, Restaurant Reviews, Podcasts, Career/Job Search, and Travel Content



OTA Radio

Moderate Use:

Dance, Jazz, and Classical



Streaming

Heavy Use:

Podcasts, Video on Demand, and Music Services

Mindset



Love exploring new cultures.

Seek status and recognition through brands and experiences; like feeling unique.

Lifestyle



Willing to spend on airfare, vehicle rentals, and accommodations. Appetite for self-arranged and packaged travel. Destinations in Canada and around the globe.

Spend On



Home electronics, indoor furniture, personal care, cosmetics, clothing, memberships, entertainment, travel, and performing arts.

COMMON AUDIENCE SEGMENTS



Grocery Big Spenders

are top spenders on food, spending \$19k on average annually. They are often sprawling families with teenage children living in well-attended homes in and around large major cities.

Demographics

Age:  Median HOH 47

Income:  \$166k Average HH

Family:  Families with Children

Work:  White Collar

Location



Find them in large houses in markets like Oakville, Halton Hills, Milton, North or West Vancouver, Calgary, Ottawa, and Toronto.

Media Highlights



Linear TV
Light - Moderate Use:
Children's Programs, Basketball, Cartoons, Sci-fi, and Soccer



Online
Heavy Use:
Video/Photo Sharing, Social Media, Coupons, Sports, and Price Comparisons



OTA Radio
Moderate Use:
Sports, Alt. Rock, All-News, and Top 40



Streaming
Heavy Use:
Podcasts, Subscription Video and Music Services

Mindset



Committed to living a **healthy and wholesome lifestyle**. Give back to community through volunteering and donations. Make great efforts to care for their home.

Lifestyle



Participate in lots of outdoor sports and travel extensively. Buy bulk food. Likely to have loyalty cards for airlines and coffee shops. Drive imported SUVs. Active online shoppers for travel, games, and beauty products.

Spend On



Garden and home improvement, home furnishings, computers and home theatre, food and drink, sports equipment, live events, and travel.

COMMON AUDIENCE SEGMENTS



Health & Beauty Samplers

are impulse shoppers with strong spend in the personal care category. Image conscious and curious, they want the best and don't mind shopping around.

Demographics

Age:  Median HOH 46

Income:  \$118k Average HH

Family:  Kids under age 14

Work:  White Collar

Location



Find them in **multicultural urban and suburban areas** like Toronto, Ottawa, Brampton, Mississauga, Surrey, and Victoria.

Media Highlights



Linear TV

Light Use:

Children's Programs, Sports, Reality, Entertainment News, and Late Night Talk Shows



Online

Moderate Use:

Beauty/Fashion, Investments, Career/Job Search, and Sports



OTA Radio

Light Use:

News/Traffic, Top40, and Sports



Streaming

Heavy Use:

Podcasts, Sports Content, and Subscription Video on Demand

Mindset



They always want to be putting their best foot forward by making themselves or their homes beautiful and **will evangelize products and brands they love.**

Lifestyle



They are **willing to try different products** to see which works the best.
They love to entertain family and friends at home.

Spend On

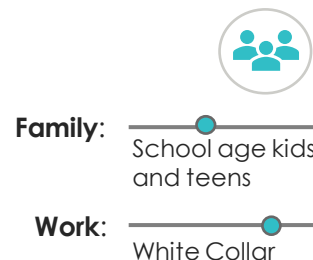
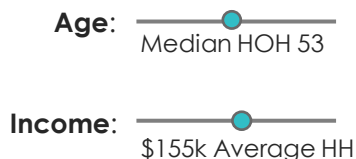


Over-the-counter pharmaceuticals, **makeup, skincare, cleaning products**, clothing, home furnishings, and children's toys.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **established areas** in Calgary, Vaughan, Oakville, North Vancouver, and Halifax.

Home Improvers

are big spenders on home renovations, décor, and appliances. They see their homes as a reflection of their achievements and their hopes for their families.

Media Highlights



Linear TV
Moderate Use:
Basketball, Baseball, DIY, Home Improvement, and Sitcoms



Online
Moderate Use:
E-books, Coupons, Sports, Magazines, Real Estate, and Investments



OTA Radio
Moderate Use:
Traffic and Top40



Streaming
Heavy Use:
Podcasts, Video Content (ad-supported and subscription), and Music Services

Mindset



Image and status conscious, especially about their homes. Value a strong family identity. Open to new ideas.

Lifestyle



SUV Crowd: compact, intermediate, and luxury. Fresh produce and baked goods; outdoor family activities. Read consumer reviews online and attend home shows.

Spend On

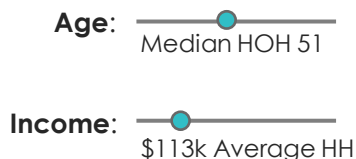


Practically all categories at strong rates: home goods/maintenance, clothing, education, personal care, groceries, and entertainment.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **newer apartments or condos** in **large markets** like Toronto, Montreal, Ottawa, Hamilton, and Vancouver.

I ♥ Planet Earth

are Canada's biggest fans of sustainability. They've invested in eco-friendly options for home comfort, transportation, personal care and cleaning, and are willing to spend more for a smaller footprint.

Media Highlights



Linear TV
Moderate Use:
Business News, Basketball, Tennis, and Soccer



Online
Moderate Use:
E-books, News, Online Shopping, Real Estate Listings, and Restaurant Guides/Reviews



OTA Radio
Moderate Use:
Jazz, Classical, Traffic, Multi/Specialty



Streaming
Moderate Use:
Podcasts, Video, and Music

Mindset



Progressive values: considering the environmental impact and footprint, seeking to learn from others, and actively managing their health.

Lifestyle



Try to choose **sustainable products** even if more costly. Choose to walk, bike, or transit. Buy green when available. They are **active online shoppers**, including grocery and cosmetics.

Spend On



Home décor and renovations, home tech equipment, cosmetics, personal care, apparel, jewellery, bars, restaurants, and live events.

COMMON AUDIENCE SEGMENTS



Demographics

Age:  Median HOH 47

Income:  \$113k Average HH

Family:  Kids under age 9

Work:  White Collar

Location



Find them in **smaller cities** in central and eastern Canada like Halifax, St. John's, Kitchener, and Ajax.

Java Joints

are high-frequency coffee shop guests who like their caffeine fix and daily escape to their local java joint. Often busy, young professionals with growing families.

Media Highlights



Linear TV

Light Use:

Sports, Entertainment News, and Sci-fi/Fantasy



Online

Heavy Use:

Social Media, Online Dating, Beauty, and Fashion



OTA Radio

Light Use:

News/Traffic, Top40, and Modern/Alt Rock



Streaming

Heavy Use:

Audio and Sports Content

Mindset



They like being marketed to by their favourite brands.

Seek recognition for their hard work and aren't afraid to treat themselves when the opportunity arises.

Lifestyle



They live busy lives trying to climb the corporate ladder while raising their young children.

They are more than **happy to pay for convenience.**

Spend On




Children's toys, live sporting events, technology for their homes, and breakfasts, lunches, dinners, and snacks outside the house.

COMMON AUDIENCE SEGMENTS



Demographics

Age:  Median HOH 47

Income:  \$147k Average HH

Family:  Kids under age 14

Work:  White Collar

Location



Find them in **suburban areas around big and midsize cities** like Calgary, Edmonton, Winnipeg, Oakville, Vaughan, and Saguenay.

Keeping it Clean

are Canada's top spenders on detergents, soaps, and other household cleaning supplies. Frequently younger, high-income families, they are willing to spend for spotless.

Media Highlights



Linear TV
Moderate Use:

Children's Programs, Sports, and Reality



Online
Moderate Use:

Home Improvement, Home Décor, Real Estate, and Investments



OTA Radio
Light Use:

Sports, Top40, and Modern/Alt Rock



Streaming
Heavy Use:

Audio and Subscription Video on Demand

Mindset



They're optimistic, outgoing, and proud to see their hard work pay off throughout **their well-appointed homes**.

Lifestyle



These suburbanites put a lot of **energy into keeping up with the Joneses**: from their kids' activities to their home furnishings, and from smart devices to their careers.

Spend On



Children's toys, **outdoor play equipment, sports equipment**, and live performing arts or sports events.

COMMON AUDIENCE SEGMENTS



Demographics

Age: Median HOH 46

Income: \$149k Average HH

Family: Families with children

Work: White Collar

Location



Find them in **newer houses** in markets like Oakville, Richmond Hill, Milton, Aurora, North and West Vancouver, Banff, and Canmore.

Looking Beautiful are Canada's top spenders on the cosmetics/skin care category, spending close to \$1k on average annually. They are usually younger professionals with children, living in well-cared for homes in affluent suburbs.

Media Highlights



Linear TV
Light - Moderate Use:
Children's Programs, Cartoons, Sports, Reality, Home Improvement, and Late Night Talk Shows



Online
Heavy Use:
Social Media, Video/Photo Sharing, Sports, Coupons, and Price Comparisons



OTA Radio
Moderate Use:
Top40, Sports, Traffic, and All-News



Streaming
Heavy Use:
Podcasts, Subscription Video, and Music Services

Mindset



They are comfortable expressing feelings and **social standing through material goods**. Often influencers among their peer group. Optimistic about the future.

Lifestyle



They are event goers, attending frequent sports games, live theatre, and movies. Active with snowboarding and basketball. Have **loyalty cards and are active online shoppers** for cosmetics, sports, and travel.

Spend On

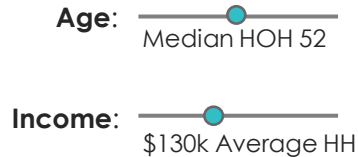


Makeup, skincare, home furnishings, computers and home theatre, travel, drinks, sports equipment, vehicles, and children's toys.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **detached houses in medium-sized markets** like Brampton, Markham, Richmond Hill, Clarington, Abbotsford, Maple Ridge, and Langley.

Middle Aged Achievers

are affluent couples with school and college aged children. They own spacious homes and earn decent incomes from skilled trades, manufacturing, and white collar positions.

Media Highlights



Linear TV
Moderate – Light Use:
DIY, Home Improvement, Basketball, Soccer, Reality, and Sci-fi



Online
Heavy Use:
Social Media, Investment, Home Improvement, Décor, Real Estate, and Coupons



OTA Radio
Moderate Use:
News, Traffic, Country, Alt. Rock, and Top40



Streaming
Heavy Use:
Podcasts and Video Subscription Services

Mindset



They defend traditional family values. They take pride in being **smart shoppers and enjoy sharing their finds**.
They care about their local communities.

Lifestyle



Family and home are at the centre of their lives. They participate in a wide range of sporting and family events.
They **love travel** – whether to a foreign destination or simply camping in a park.

Spend On

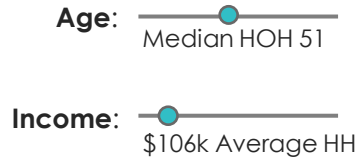


Everything around the home and children: home improvement, furnishings, gardening, home electronics, cable and satellite services, vehicles, and sports.

COMMON AUDIENCE SEGMENTS



Demographics



Location

Find them in **new subdivisions** in fast growing markets like Northeast/west Calgary, Brampton, Vaughan, Kitchener, and Richmond Hill.

My New Ride

are families in new-build subdivisions who have an older vehicle in the driveway and seek to buy a new one in the coming year.

Media Highlights



Linear TV

Moderate Use:
Adult Animated Series, Business News, Sci-fi, Basketball, and Late Night Talk Shows



Online

Moderate Use:
Career/Job Search, Automotive, Investments, Sports, Shopping, and Celebrity/Entertainment



OTA Radio

Light Use:
Sports, Traffic, Dance, and Top40



Streaming

Heavy Use:
Video Content (ad-supported and subscription), Music, and Online Games

Mindset



Image and status conscious.
Optimistic, they like to be the first to try something new and they **look to ads to inspire and affirm.**

Lifestyle



Compact SUVs and compact imports; luxury vehicles.
Active, on-the-go family lifestyles.
Movies, skiing, soccer, fitness, and soccer and baseball leagues.

Spend On

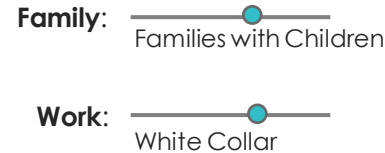
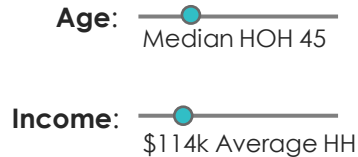


Home operation and furnishing, childcare, food from stores and restaurants, family recreation, and vehicle-related expenses.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in Toronto, Ottawa, Kitchener, Cambridge, Bancroft, Ajax, Milton, Winnipeg, and Saskatoon.

Quick Service Restaurants

are Canada's most frequent visitors to QSRs. A mix of young singles and couples with children, they live in newer houses or high-rises in markets big and small.

Media Highlights



Linear TV
Light Use:
Basketball, Children's Programs, Soccer, Sci-fi, and Cartoons



Online
Heavy Use:
Social Media, Video/Photo Sharing, Professional Sports, and receive Store Offers by SMS



OTA Radio
Moderate Use:
Modern Rock, News, and Sports



Streaming
Heavy Use:
Podcasts and Subscription Video or Music Services

Mindset



They value originality and aesthetics and like to express themselves through their appearance. They are willing to **share product and service information with friends.**

Lifestyle



Basketball, baseball, football or snowboarding. They buy bulk food and are likely to have loyalty cards. They are **active online shoppers for tickets for sports events, skincare, and sports equipment.**

Spend On



Computer and home theatre systems, home furnishings, drinks, movies, live sporting or performing arts events, children's toys, outdoor play equipment, and car rentals.

COMMON AUDIENCE SEGMENTS



Demographics

Age: Median HOH 55

Income: \$220k Average HH

Family: Families with children

Work: White Collar

Location



Find them in **luxury detached homes** in King, Oakville, Burlington, Halton Hills, Mono, Aurora, Caledon, Anmore, Belcarra, Montreal-Ouest, Senneville, and Mont-Royal.

Prosperous

Parents are middle aged people who are well-educated and wealthy from their executive careers. They own spacious homes with manicured backyards. They partake in arts and culture, with a high propensity for attending the opera, ballet, and theatre.

Media Highlights



Linear TV
Moderate Use:
News, Basketball, Golf, Comedies, Figure Skating, CFL, and Cooking



Online
Moderate-Heavy Use:
Investment, Travel, Real Estate, Video/ Photo Sharing, and Restaurant Reviews



OTA Radio
Moderate Use:
Classical, Traffic, Jazz, and News/Talk



Streaming
Moderate-Heavy Use:
Podcasts and Video Subscription

Mindset



Well-established and successful, they are willing to take risks and can adapt to complexities. Global citizens, they also look to contribute to their communities.

Lifestyle



Interested in basketball, downhill skiing, and golfing. They enjoy international travel and packaged trips. They are **active online shoppers** for event tickets, books, and travel.

Spend On



Home improvements and renovations, home hardware and furnishings, gardening, home electronics, food and drinks, live events, sports equipment, and travel.

Optimized Linear TV

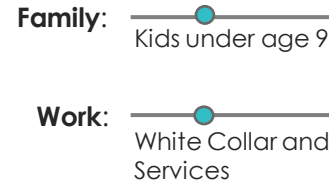
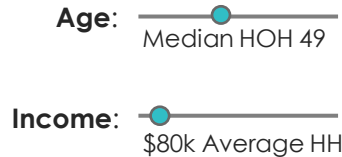
COMMON AUDIENCE SEGMENTS



Small Cars

are Canada's compact and subcompact car buyers. Often found in urban cores, these smaller households are finding ways to have it all on their modest incomes.

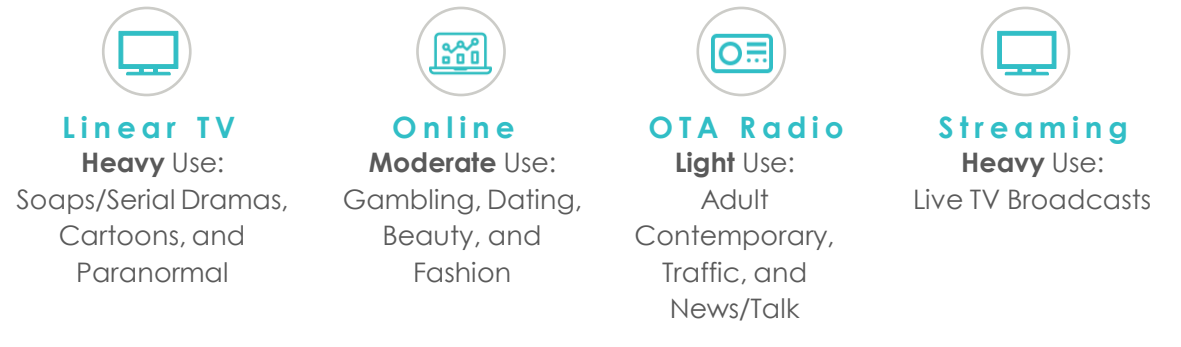
Demographics



Location

Find them in **less expensive urban cores** near universities in cities like Montreal, Quebec City, Halifax, Ottawa, Kitchener, and Longueil.

Media Highlights



Mindset

These free spirits find joy in having something new. Despite their practical wheels, they often **make decisions based on emotions.**

Lifestyle

A combo of university students, recent grads, and older empty nesters who have downsized. Drive older compact cars to **make it easier to navigate the city.**

Spend On

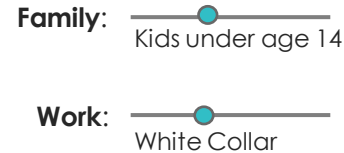
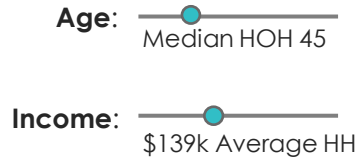
Food and drink at restaurants, movies and communications tech. They take full advantage of their urban settings.

Optimized Linear TV

COMMON AUDIENCE SEGMENTS



Demographics



Location

Find them in **suburbs and midsize markets** like Calgary, Edmonton, Winnipeg, Oakville, and London.

***SUVers** are busy families with one or two luxury, compact, or intermediate SUVs in the driveway – just like their friends in these newer, well-appointed neighbourhoods.*

Media Highlights



Linear TV
Moderate Use:
Reality, Children's Programs, Sci-fi, and Comic Book Shows



Online
Moderate Use:
Investments, Automotive, and Real Estate



OTA Radio
Moderate Use:
Alt Rock, Today's Country, and Top40



Streaming
Heavy Use:
Video content (ad-supported and subscription)

Mindset



Confident in the future, and **inspired by images they see in ads and media**, they're living the North American dream.

Lifestyle



Luxury SUVs to make commutes and errands as **comfortable as possible for everyone** in the family.
Family oriented activities including sports, trips to the zoo, and movies.

Spend On

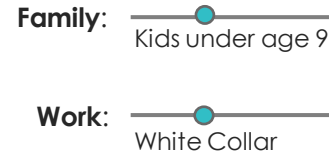
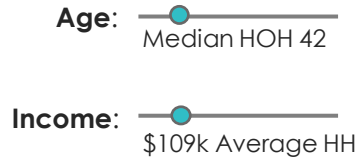


They **spend on the fundamentals**: a well-equipped home, communications tech, transportation, and enrichment for their children.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **suburban areas and big cities** like Mississauga, Richmond, Surrey, Calgary, Edmonton and Toronto.

Technophiles

are Canada's top spenders on home tech, data plans, and smartphones. These young families look to their new phones, TVs, and streaming devices for convenience and fun.

Media Highlights



Linear TV
Moderate Use:
Hockey, Children's programs, Sci-fi, and Comic Book Shows



Online
Heavy Use:
Investments, Finance, and Social Media



OTA Radio
Moderate Use:
Modern/Alt Rock, News, and Sports



Streaming
Heavy Use:
Audio and Video Content

Mindset



They **love to be marketed to** but aren't necessarily brand loyal. More than anything, they want to have the nicest home on the block.

Lifestyle



They live busy lives juggling work and family so when they kick back and relax **they want the best possible experience.** They live big when they go out: sports, concerts, and bars/dining.

Spend On



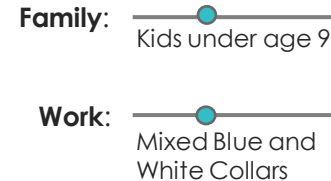
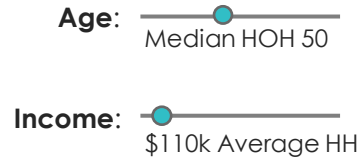
Audio equipment, home theatre, tablets, smart phones, and other **connected devices**, children's toys, out-of-home events, and entertainment for grown-ups and kids.

Optimized Linear TV

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **suburbs and towns** like Orangeville, Caledon, Langley, Laval, and Mirabel.

Truckin' are Canada's pickup truck drivers. Spanning a range of lifestyles, they're often found outside of the big cities, and take pride in working with their hands.

Media Highlights



Linear TV
Moderate Use:
Primetime Serial Dramas, Children's Programs, and Sports



Online
Moderate Use:
Contests, Automotive, and Food/Recipes



OTA Radio
Heavy Use:
Adult Contemporary, Country, and Classic Hits



Streaming
Light Use:
Audio and Video

Mindset



They are a **no nonsense group of individuals** who take pride in their work, hold traditional values, and like to get out and enjoy nature.

Lifestyle



Own and drive domestic pickup trucks. Keep busy doing home improvement, gardening, and other work around the house.

Spend On

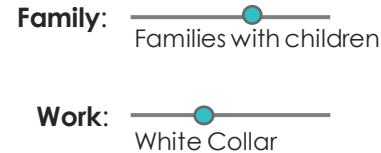
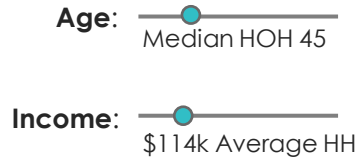


Hardware and power tools, lawn and garden equipment, aftermarket parts and accessories, all sorts of recreational vehicles, and the occasional packaged trip.

COMMON AUDIENCE SEGMENTS



Demographics



Location



Find them in **large and midsize markets** like Milton, Mississauga, Vaughan, Richmond Hill, Toronto, Surrey, Vancouver, New Westminster, and Burnaby.

Young, Diverse Families

are younger, university educated, highly diverse families with young children living in urban and suburban communities. Hard working, they are also enthusiastic consumers and enjoy their role as influencers among peers.

Media Highlights



Linear TV
Light-Moderate Use:
Talk Shows, Basketball, Soccer, and Children's Programs



Online
Heavy Use:
E-books, Social Media, Product Reviews, Careers, Mobile Coupons, Investment, and Fashion



OTA Radio
Light-Moderate Use:
News, Modern Rock, Sports, and Traffic



Streaming
Heavy Use:
Podcasts, and Subscription Video and Music Services

Mindset



Status conscious, they make an effort to dress well and decorate their homes to impress others. Proud to be Canadian. Gravitate to new and cutting edge products.

Lifestyle



Leisure intensive, they enjoy snowboarding, basketball, family events, art galleries, and spas. More spenders than savers. Likely to have loyalty cards. Buy bulk, fruit, and vegetarian food.

Spend On



Related to home and family: computers, home renovations, home theatre, gaming, children's toys, baby care, outdoor play equipment, and air fare.