



Consumer Segments

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

Personal Values

Outgoing & Active:

Audience: 8,452,000 | **Reach:** 26%

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.

Free & Easy:

Audience: 12,177,000 | **Reach:** 38%

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

Family & Friends:

Audience: 6,689,000 | **Reach:** 21%

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

Introverts:

Audience: 5,100,000 | **Reach:** 16%

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

Media and Technology

Tech Savvy Streamers:

Audience: 3,900,000 | **Reach:** 12%

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.

Early Adopters:

Audience: 7,603,000 | **Reach:** 23%

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.

Traditionalists:

Audience: 8,676,000 | **Reach:** 27%

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.

Conformists:

Audience: 7,993,000 | **Reach:** 25%

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.

Laggards:

Audience: 4,245,000 | **Reach:** 13%

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.

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:

Audience: 8,225,000 | **Reach:** 25%

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

Work in Progress:

Audience: 5,628,000 | **Reach:** 17%

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.

Just Be Me:

Audience: 6,909,000 | **Reach:** 21%

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.

Fashionista:

Audience: 11,656,000 | **Reach:** 36%

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

Shopping

Functional Shoppers:

Audience: 5,394,000 | **Reach:** 17%

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.

Aspirational:

Audience: 3,710,000 | **Reach:** 11%

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.

Price Sensitive:

Audience: 12,790,000 | **Reach:** 39%

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.

Involved Shoppers:

Audience: 10,525,000 | **Reach:** 32%

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.

Finance

Getting By:

Audience: 10,524,000 | **Reach:** 32%

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

Road to Retirement:

Audience: 10,739,000 | **Reach:** 33%

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

Earners & Savers:

Audience: 11,155,000 | **Reach:** 34%

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

Automotive

Gearheads:

Audience: 5,709,000 | **Reach:** 18%

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

Indifferent:

Audience: 9,769,000 | **Reach:** 30%

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

Auto Enthusiasts:

Audience: 6,370,000 | **Reach:** 20%

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

Road Happy:

Audience: 6,470,000 | **Reach:** 20%

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

A Car is a Car:

Audience: 4,101,000 | **Reach:** 13%

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