

Campaign Target Audience

This written target audience analysis explores Millennial and Gen X individuals in Ontario who have the time and interest to involve themselves with arts and crafts. Their characteristics were identified according to Vividata's Study of the Canadian Consumer Spring 2023 data.

1. Demographic Segmentation

The majority of this audience is middle-aged, falling in the 35-49 range, representing the largest section of consumers that have flexibility in their career to take time off when needed. Research shows they typically make \$75,000-\$100,000 in annual household income. (Vividata, 2023)

2. Geographic Segmentation

They reside in Ontario, totaling 123,000* members of the target audience. *This number is found by totalling a population in Ontario that can take time off, is interested in the arts, 35-49, and has \$75,000-\$100,000 in annual household income.

3. Psychographic Segmentation

When work is intense or stressful, this population has the ability to take time off to recharge. In addition to maintaining this worklife balance, they are particularly interested in the arts. Additionally, 61% of them identify with having an active imagination. Closely aligned with this, 59% consider themselves to be a creative person.

4. Usage Rate Segmentation

This segmentation of consumer shops across both online and in-person retail channels. As for online, they actively shop a few times per week. Their most common purchases overall are cosmetics, electronics, and appliances. Around 36% will actually take action to visit a website after viewing an advertisement. Just over half the audience— 55% visits in-person shopping centres between 1-3 times per month.

5. Benefits Sought Segmentation

Rather than going out for a fun night on the town, the majority of this audience, specifically 78% seeks a quiet night inside. Additionally, 53% really enjoy the shopping experience.

6. Media Usage Rate

For the time spent online daily, over half spend 1-4 hours online. 4-6 daily hours are habits of 34% of this population. As for social media, 43% use it to search for inspiration and ideas. Watching entertaining or fun content is almost as popular amongst them. Their top print/digital media consumption is FOOD & DRINK, followed by CAA Magazine Ontario, and Toronto Star SUN. The majority watch between 0-2 hours of TV per day, as well as between 0-2 hours for radio/audio.

The top online categories they browse online are weather, maps, food, and entertainment.

Their top websites visited for entertainment, news, and weather are [CBC.ca](https://www.cbc.ca), IMDb, and Cineplex.

Their top online activities are browsing social media, online shopping, and text messaging.

Retrieved from Vividata. (2023, Spring). [SCC | Study of the Canadian Consumer Spring 2023 data set]. Vividata.