

bcrts

British Columbia
Regional Tourism
Secretariat

PRIZM Segment Highlights by Top Household Count British Columbia



August 2020

CONFIDENTIAL



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION



RESEARCH OVERVIEW

- Environics Analytics classifies Canada's neighbourhoods into 67 unique lifestyle types by integrating geographic, demographic and psychographic data to form the PRIZM database
- These segments can be used to better understand and communicate with your ideal customer
- This report summarizes **53** Key PRIZM Segments within the BC Market by **Household Volume** to assist in determining your targets

ENVIRONICS
ANALYTICS

All research queries are supported by detailed reports that summarize the following information:

- Top Geographic Markets
- Demographic Profiles
- Psychographic Profiles
- Key Social Values
- Key Tourism Activities
- Travel Profile (Vacation Spending, Booking, Travel Type and Frequency)
- Accommodation, Airline and Car Rental preferences
- Media Usage (Traditional and Social Media)
- Product Preferences (Food and Beverage)

Refer to the Sample of the **Suburban Sports** segment for BC in the Appendix



2020 PRIZM SEGMENT SUMMARY

SUBURBAN SPORTS

General Canadian Summary:

- Middle-aged couples and families (with children of all ages at home)
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (natural resources, Trades)
- Value community involvement and companies that treat their employees fairly
- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie
- EQ Type: Gentle Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	47% of couples have children living at home
Household Income	Above Average Household Income of \$120,592 compared to BC at \$106,681
Top Social Value	Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal • 79% currently use Facebook, 36% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

SCENIC RETIREMENT

General Canadian Summary:

- Older and more mature, middle-income suburbanites
- Mixed Education - College/High School
- Blue-collar and service sector jobs as well as pensions and government transfers
- Value traditional media and home-based hobby crafts
- Top Geography: Vernon, Nanaimo, Kelowna
- EQ Type: Rejuvenator



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada Scenic Retirement rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 64
Children at Home	39% of couples have children living at home
Household Income	Average Household Income of \$100,586 compared to BC at \$106,681
Top Social Value	Top Social Value: Ethical Consumerism: The willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns
Media Habits	<ul style="list-style-type: none"> • 15hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.2hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 79% currently use Facebook, 30% use Instagram and 21% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

COUNTRY AND WESTERN

General Canadian Summary:

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta
- EQ Type: Rejuvenator



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	48% of couples have children living at home
Household Income	Below Average Household Income of \$91,291 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • On average, Country & Western from British Columbia spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 84% currently use Facebook, 33% use Instagram and 22% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

DIVERSE AND DETERMINED

General Canadian Summary:

- Midscale, younger and middle-aged city dwellers. Over one third of residents identify as a visible minority
- Mixed Education (High School/University)
- Mixed employment in Sales, Services, Business and Trades
- Value active activities such as Tennis, Pilates, Snowboarding/Skiing compared to more sedate pastimes
- Top Geography: Victoria, Abbotsford-Mission, Kelowna, Guelph
- EQ Type: Cultural History Buff

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Diverse & Determined rank 4th, making up 86,517 households, or 4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 51
Children at Home	59% of couples have children living at home
Household Income	Below Average Household Income of \$87,023 compared to BC at \$106,681
Top Social Value	Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
Media Habits	<ul style="list-style-type: none"> • On average, Diverse & Determined from British Columbia spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 79% currently use Facebook, 41% use Instagram and 27% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

ASIAN ACHEIVEMENT

General Canadian Summary:

- Middle-aged and older families with 60% of citizens born outside of Canada. Children ages 5-25 at home
- Moderate Education (high school/University degree)
- White-collar and Service Sector Positions
- Value connections to similar communities and products/services from large companies with a compelling story
- Top Geography: Vancouver, Toronto, Edmonton, Calgary and Montréal
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Asian Achievement rank 5th, making up 86,462 households, or 4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	55% of couples have children living at home
Household Income	Above Average Household Income of \$120,295 compared to BC at \$106,681
Top Social Value	Top Social Value: Brand Genuineness - A tendency to value authenticity and to look for a deeper level of brand experience
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 16hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal • 75% currently use Facebook, 41% use Instagram and 26% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

SAVVY SENIORS

General Canadian Summary:

- Upper-Middle-income Seniors in Urban Apartments. Nearly 40% of maintainers are over 65
- Mixed Education (High School/College/University degree)
- Upper level positions in Science, Education, Arts and Public Administration
- Value cultural activities, art galleries, the theatre and classical music concerts
- Top Geography: Victoria, Abbotsford, Saskatoon, London, Guelph
- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Savvy Seniors rank 6th, making up 85,564 households, or 4.3% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 60
Children at Home	48% of couples have children living at home
Household Income	Average Household Income of \$104,131 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 79% currently use Facebook, 36% use Instagram and 25% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

ASIAN AVENUES

General Canadian Summary:

- Urban, middle-income Asian families and singles with children over the age of 25
- Mixed Education (high school/college degree)
- White-collar and service jobs
- Value the maintenance of their cultural traditions, community involvement and sharing their opinions on products/services with family and friends
- Top Geography: Vancouver, Burnaby, Toronto, Ottawa, Montréal
- EQ Type: Personal History Explorer

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Asian Avenues rank 7th, making up 81,208 households, or 4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 53
Children at Home	53% of couples have children living at home
Household Income	Average Household Income of \$102,300 compared to BC at \$106,681
Top Social Value	Top Social Value: Confidence in Advertising: A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day) • 75% currently use Facebook, 42% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

EAT, PLAY, LOVE

General Canadian Summary:

- Younger urban singles. Over half of households contain single or divorced individuals
- University Education (Most educated of all 67 segments)
- White-collar positions in Business, Science, Education and Management
- Value experience-intensive lifestyles, adventure sports, concerts, gourmet cooking
- Top Geography: Toronto, Ottawa, Victoria, Edmonton, Calgary
- EQ Type: Cultural Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Eat Play, Love rank 8th, making up 72,231 households, or 4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 42
Children at Home	34% of couples have children living at home
Household Income	Average Household Income of \$111,888 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (14 min/day) • 77% currently use Facebook, 53% use Instagram and 37% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



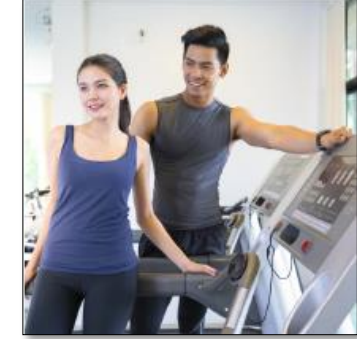


2020 PRIZM SEGMENT SUMMARY

NEW ASIAN HEIGHTS

General Canadian Summary:

- Younger, Educated Asian Singles and Couples
- University Education
- Positions in Science, Arts and Culture, Information and Technology
- Value city life and a fast-paced urban environment, shopping, going out to pubs and sports bars
- Top Geography: Vancouver, Calgary, Kitchener, Toronto, Montréal
- EQ Type: Cultural History Buff



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, New Asian Heights rank 9th, making up 71,787 households, or 3.6% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	57% of couples have children living at home
Household Income	Below Average Household Income of \$80,065 compared to BC at \$106,681
Top Social Value	Top Social Value: Brand Genuineness - A tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture.
Media Habits	<ul style="list-style-type: none"> • 9hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.5hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 76% currently use Facebook, 45% use Instagram and 30% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

FRIENDS AND ROOMIES

General Canadian Summary:

- Younger, diverse lower-middle-income city dwellers
- Mixed Education (High School/University)
- Service Sector and White-Collar positions
- Value in-person and online entertainment, music, podcasts and video games
- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton
- EQ Type: Cultural Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Friends & Roomies rank 10th, making up 71,682 households, or 4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	56% of couples have children living at home
Household Income	Below Average Household Income of \$73,285 compared to BC at \$106,681
Top Social Value	Top Social Value: Multiculturalism - The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them
Media Habits	<ul style="list-style-type: none"> • On average, Friends & Roomies from British Columbia spend 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 80% currently use Facebook, 43% use Instagram and 42% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

SOUTH ASIAN SOCIETY

General Canadian Summary:

- Middle- aged, middle income South Asian Families with children of mixed ages
- Grade 9/High School Education
- Positions in Manufacturing, Trades and Services
- Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising
- Top Geography: Abbotsford-Mission, Vancouver, Kelowna, Calgary, Toronto
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, South Asian Society rank 11th, making up 68,984 households, or 3% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 49
Children at Home	65% of couples have children living at home
Household Income	Average Household Income of \$104,255 compared to BC at \$106,681
Top Social Value	Top Social Value: Traditional Family - The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of "family," such as common law and same-sex marriages
Media Habits	<ul style="list-style-type: none"> • 10hrs/week listening to the Radio, 14hrs/week watching TV, 0hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 77% currently use Facebook, 44% use Instagram and 30% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

JUST GETTING BY

General Canadian Summary:

- Younger, low-income city singles and families
- Mixed Education (Grade 9/High School/College)
- Low-level positions in the Services, Trades and Manufacturing
- Value leisure activities, visiting chain restaurants and keeping up to date on entertainment and celebrity gossip
- Top Geography: Saint John, Sault Ste. Marie, North Bay, Belleville
- EQ Type: Gentle Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Just Getting By rank 12th, making up 65,327 households, or 3.2% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 51
Children at Home	56% of couples have children living at home
Household Income	Below Average Household Income of \$62,460 compared to BC at \$106,681
Top Social Value	Top Social Value: Primacy of Environmental Protection: People strong on this construct prioritize the protection of the environment over economic advancement and job creation that could threaten the environment
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 81% currently use Facebook, 35% use Instagram and 24% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

BOOMER BLISS

General Canadian Summary:

- Couples and Families with older children (ages 10+) at home
- Highly Educated (University/College Degree)
- White-collar positions in Management, Education, Health and Government Services
- Value environmental protection and eco-friendly products
- Top Geography: London, Hamilton, St. Catharines, Victoria, Nanaimo, Sault Ste. Marie, Chatham-Kent, Peterborough and Kingston
- EQ Type: Authentic Experienter



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Boomer Bliss rank 13th, making up 59,001 households, or 2.9% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 62
Children at Home	46% of couples have children living at home
Household Income	Above Average Household Income of \$141,716 compared to BC at \$106,681
Top Social Value	Top Social Value: Effort Towards Health - The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Weekly Magazine usage is minimal • 75% currently use Facebook, 32% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

SUBURBAN RECLINERS

General Canadian Summary:

- Suburban downscale singles and couples
- Mixed Education – Grade 9/High School/College
- Accommodation and Food Service Employment
- Value visiting Provincial Parks, Casinos, Horse-Races and Lottery Kiosks
- Top Geography: Cape Breton, Nanaimo, Chilliwack
- EQ Type: Gentle Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Suburban Recliners rank 14th, making up 56,046 households, or 2.8% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 60
Children at Home	46% of couples have children living at home
Household Income	Below Average Household Income of \$75,008 compared to BC at \$106,681
Top Social Value	Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 82% currently use Facebook, 32% use Instagram and 21% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

BACKCOUNTRY BOOMERS

General Canadian Summary:

- Rural, lower-middle-income older couples and singles
- Mixed Education
- Blue-collar and Service Sector Positions in farming, natural resources, construction, transportation and trades
- Value their outdoor surroundings, hiking, cross-country skiing and snowmobiling
- Top Geography: Prince Edward Island, Ontario, Nova Scotia, Newfoundland, New Brunswick
- EQ Type: Virtual Traveller

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Backcountry Boomers rank 15th, making up 54,847 households, or 2.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 63
Children at Home	37% of couples have children living at home
Household Income	Below Average Household Income of \$85,977 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 15hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.3hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 83% currently use Facebook, 30% use Instagram and 20% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

LATTE LIFE

General Canadian Summary:

- Younger, single urban renters, between the ages of 25-44. Latte Life are one of the youngest PRIZM Segments
- University Education
- Entry-level positions in Education, Arts, Business and Science
- Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media
- Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo, Halifax
- EQ Type: Cultural History Buff

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Latte Life rank 16th, making up 53,685 households, or 3% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 41
Children at Home	34% of couples have children living at home
Household Income	Below Average Household Income of \$89,425 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (13 min/day) • 78% currently use Facebook, 53% use Instagram and 34% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

FAMILY MODE

General Canadian Summary:

- Middle-aged couples and families with children (ages 10+) at home
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (Retail, Public Administration)
- Value outdoor adventure and interacting with people from different cultures
- Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's
- EQ Type: No Hassle Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Family Mode rank 17th, making up 51,487 households, or 2.6% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 51
Children at Home	50% of couples have children living at home
Household Income	Above Average Household Income of \$134,916 compared to BC at \$106,681
Top Social Value	Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal • 78% currently use Facebook, 35% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

MATURE AND SECURE

General Canadian Summary:

- Older couples and families with children (ages 10+) at home
- Highly Educated (University/College Degree)
- White-collar positions in Business, Finance, Science and Education
- Value their health and local (Canadian) made products/services
- Top Geography: Calgary, Vancouver, Edmonton, Montréal, Toronto, Ottawa, Gatineau, Winnipeg, London and Hamilton
- EQ Type: Authentic Experienter



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Mature and Secure rank 18th, making up 45,753 households, or 2% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	53% of couples have children living at home
Household Income	Above Average Household Income of \$155,295 compared to BC at \$106,681
Top Social Value	Top Social Value: Legacy - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal • 76% currently use Facebook, 35% use Instagram and 27% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

JUGGLING ACTS

General Canadian Summary:

- Younger, lower-middle-income urban singles and families
- Moderate Education (Grade 9/High School/College Degree)
- Blue-collar and Service Sector Positions
- Value dining and entertainment, family friendly activities and daytime/reality television
- Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Juggling Acts rank 19th, making up 43,120 households, or 2.1% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 47
Children at Home	60% of couples have children living at home
Household Income	Below Average Household Income of \$87,742 compared to BC at \$106,681
Top Social Value	Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 82% currently use Facebook, 37% use Instagram and 25% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

DOWN TO EARTH

General Canadian Summary:

- Older, middle-income, rural couples and families
- Mixed Education
- Blue-collar and Service Sector Positions in agriculture, construction and the trades
- Enjoy outdoorsy activities such as hunting, fishing and gardening as well as crafting and home improvement
- Top Geography: Prince Edward Island, Newfoundland, Nova Scotia, British Columbia and Alberta
- EQ Type: Rejuvenator



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Down to Earth rank 20th, making up 41,978 households, or 2.1% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	46% of couples have children living at home
Household Income	Above Average Household Income of \$97,322 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 15hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 81% currently use Facebook, 32% use Instagram and 21% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

STRESSED IN SUBURBIA

General Canadian Summary:

- Middle-Income, younger and middle-aged suburban families
- Mixed Education - College/High School
- Blue-collar and service sector jobs
- Value leisure activities (cross-country skiing, golf, country music concerts and dinner theatres)
- Top Geography: Red Deer, Barrie, Kitchener, Oshawa, Kingston
- EQ Type: Gentle Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Stressed in Suburbia rank 21st, making up 34,732 households, or 1.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	The Median Household Maintainer Age is 50
Children at Home	42% of couples have children living at home
Household Income	Average Household Income of \$102,25 compared to BC at \$106,681
Top Social Value	Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 80% currently use Facebook, 36% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

ASIAN SOPHISTICATES

General Canadian Summary:

- Middle-aged Boomer Parents with Teenaged and Older Children and Grandparents living at home
- Highly Educated (University/College Degree)
- White-collar positions in Business, Finance, Arts and Science
- Value brand authenticity and community involvement
- Top Geography: Toronto, Vancouver, Waterloo, Montréal and Edmonton
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Asian Sophisticates rank 22nd, making up 33,866 households, or 1.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	59% of couples have children living at home
Household Income	Above Average Household Income of \$154,233 compared to BC at \$106,681
Top Social Value	Top Social Value: Legacy - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
Media Habits	<ul style="list-style-type: none"> • 10hrs/week listening to the Radio, 14hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal • 75% currently use Facebook, 40% use Instagram and 29% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

SOCIAL NETWORKERS

General Canadian Summary:

- Young, Diverse singles in city apartments. Over 50% identify as a visible minority
- Moderate Education (high school/University degree)
- White-collar and Service Sector Positions in the arts, sciences and sales
- Enjoy the lively cultural scene of city living, frequenting art galleries, cinemas, operas and music festivals
- Top Geography: Halifax, Kingston, Windsor, London, Kitchener
- EQ Type: Cultural History Buff



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Social Networkers rank 23rd, making up 31,995 households, or 1.6% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 44
Children at Home	53% of couples have children living at home
Household Income	Below Average Household Income of \$69,217 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 79% currently use Facebook, 48% use Instagram and 32% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

METRO MELTING POT

General Canadian Summary:

- Diverse, middle-income city dwellers
- Moderate Education (high school/University degree)
- Mixed occupations, business, services and manufacturing
- Enjoy splurging on home electronics and video gaming systems. Value multiculturalism and the preservation of cultural identity
- Top Geography: Toronto, Vancouver, Hamilton, Ottawa, Montréal
- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Metro Melting Pot rank 24th, making up 30,922 households, or 1.5% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	52% of couples have children living at home
Household Income	Average Household Income of \$99,925 compared to BC at \$106,681
Top Social Value	Top Social Value: Confidence in Advertising: A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 17hrs/week watching TV, 1hr/week reading the Newspaper and 4.1rs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 77% currently use Facebook, 44% use Instagram and 28% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

KICK-BACK COUNTRY

General Canadian Summary:

- Middle-aged families and older couples with children ages 5-24 at home
- Mixed Education (high school/college degree/University Degree)
- Entry level positions in service sector (Mining, Construction, Trades and Transportation)
- Value outdoor adventure/healthy lifestyle and purchasing from small businesses
- Top Geography: spread across British Columbia, Alberta, Southern Ontario, Prince Edward Island and New Brunswick
- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Kick-Back Country rank 25th, making up 29,418 households, or 2% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	52% of couples have children living at home
Household Income	Above Average Household Income of \$135,443 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Weekly Magazine usage is minimal • 78% currently use Facebook, 34% use Instagram and 22% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

INDIEVILLE

General Canadian Summary:

- Younger and middle-aged urban singles and couples
- Highly Educated (University Degree). Twice as likely as the average Canadian to hold a Master's Degree
- White-collar and Service Sector Positions in the arts, education and sciences
- Enjoy an active social life, nightclubs, sports bars as well as a healthy lifestyle through swimming, yoga and Pilates classes
- Top Geography: Victoria, London, Kitchener, Toronto, Halifax
- EQ Type: Cultural Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Indieville rank 26th, making up 29,294 households, or 1.5% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 47
Children at Home	55% of couples have children living at home
Household Income	Average Household Income of \$102,813 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 79% currently use Facebook, 42% use Instagram and 28% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

DOWNTOWN VERVE

General Canadian Summary:

- Younger and Middle-Aged singles, couples and families with children ranging from ages 5-24
- Highly Educated (University/College Degree)
- White-collar Management Positions
- Value the environment and purchasing eco-friendly products/services
- Top Geography: Calgary, Vancouver, Montréal, Halifax, Ottawa and Gatineau
- EQ Type: Cultural Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Downtown Verve rank 27th, making up 28,872 households, or 1.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 48
Children at Home	54% of couples have children living at home
Household Income	Above Average Household Income of \$136,917 compared to BC at \$106,681
Top Social Value	Top Social Value: Flexible Families: The willingness to accept non-traditional definitions of "family," such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family."
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day) • 78% currently use Facebook, 43% use Instagram and 31% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

SLOW-LANE SUBURBS

General Canadian Summary:

- Older and mature suburban singles and couples
- Mixed Education - College/High School
- Service sector and white-collar jobs in health, food services, sales or retail
- Value leisure-intensive lifestyles, casinos, community theatre, beer/food/wine festivals
- Top Geography: Sault Ste. Marie, Thunder Bay, North Bay, Sarnia
- EQ Type: Rejuvenator



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Slow-Lane Suburbs rank 28th, making up 28,299 households, or 1.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	52% of couples have children living at home
Household Income	Below Average Household Income of \$87,080 compared to BC at \$106,681
Top Social Value	Top Social Value: National Pride: The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 81% currently use Facebook, 34% use Instagram and 22% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

VALUE VILLAGERS

General Canadian Summary:

- Lower-middle-income city dwellers
- Mixed Education (Grade 9/High School/College)
- Blue-collar and Service Sector Positions in manufacturing, sales, trades
- Enjoy crafting, swimming, hunting and snowboarding and value learning from different cultures
- Top Geography: Windsor, Prince George, Sarnia, Brantford, Cape Breton
- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Value Villagers rank 29th, making up 28,280 households, or 1.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 53
Children at Home	57% of couples have children living at home
Household Income	Below Average Household Income of \$87859 compared to BC at \$106,681
Top Social Value	Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 82% currently use Facebook, 35% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

MODERN SUBURBIA

General Canadian Summary:

- Younger and Middle-Aged, diverse families with younger children
- Highly Educated (University/College Degree)
- Mixed levels of employment
- Value trying new and exciting products and aesthetics over functionality
- Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau
- EQ Type: Virtual Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Modern Suburbia rank 30th, making up 24,351 households, or 1.2% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 45
Children at Home	55% of couples have children living at home
Household Income	Above Average Household Income of \$126,736 compared to BC at \$106,681
Top Social Value	Top Social Value: Confidence in Advertising: A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 16hrs/week watching TV, 0hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (5 min/day) • 76% currently use Facebook, 45% use Instagram and 30% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

ON THEIR OWN AGAIN

General Canadian Summary:

- City seniors in apartment rentals
- Mixed Education. Over 45% have attended College or University
- White-collar and Service Sector Positions in sales, administration support and health care
- Value being active in their communities as volunteers on local issues as well as reading, watching tv and listening to music
- Top Geography: Ottawa, Oshawa, Hamilton, Guelph, Winnipeg
- EQ Type: Personal History Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, <i>On Their Own Again</i> rank 31st, making up 23,671 households, or 0.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	The Median Household Maintainer Age is 56
Children at Home	45% of couples have children living at home
Household Income	Below Average Household Income of \$71,875 compared to BC at \$106,681
Top Social Value	Top Social Value: Flexible Families: The willingness to accept non-traditional definitions of "family," such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions.
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day) • 78% currently use Facebook, 44% use Instagram and 31% use Twitter

Source:
Enviro-nics
Analytics-
Envision 2020

Source: Enviro-nics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

INDIGENOUS FAMILIES

General Canadian Summary:

- Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin
- Mixed Education (Grade 9/High School)
- Positions in health care, education and the trades
- Value volunteering within their communities and outdoor activities such as hiking, skiing and boating
- Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Indigenous Families rank 32nd, making up 23,088 households, or 1.1% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	37% of couples have children living at home
Household Income	Below Average Household Income of \$79,525 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 15hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 85% currently use Facebook, 35% use Instagram and 26% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

TURBO BURBS

General Canadian Summary:

- Middle-aged couples and families (with children ages 10-24 at home)
- Mixed Education (high school/college degree/University Degree)
- White-collar/Service Sector Positions in Management, Finance, Education and Government
- Value products offered by companies that are good corporate citizens as well as small, local businesses
- Top Geography: Kelowna, Prince George, Barrie, Saint John and St. John's
- EQ Type: Personal History Explorer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Turbo Burbs rank 33rd, making up 21,842 households, or 1.1% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	48% of couples have children living at home
Household Income	Above Average Household Income of \$184,949 compared to BC at \$106,681
Top Social Value	Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 76% currently use Facebook, 33% use Instagram and 25% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

OLD TOWN ROADS

General Canadian Summary:

- Older, lower-middle-income town couples and singles
- Mixed Education
- Lower-Income jobs in manufacturing, farming, services and trades
- Value investing in Canadian made goods/services
- Top Geography: Prince Edward Island, Southern Ontario, Nova Scotia, New Brunswick, British Columbia
- EQ Type: No Hassle Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Old Town Roads rank 34th, making up 21,676 households, or 1.1% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	47% of couples have children living at home
Household Income	Below Average Household Income of \$82,275 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 15hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day) • 83% currently use Facebook, 32% use Instagram and 21% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

FIRST CLASS FAMILIES

General Canadian Summary:

- Middle-aged families with four or more people living at home (Children aged 10+)
- Mixed Education (high school/college degree/University Degree)
- White Collar/Service Sector Positions in Management, Education and Government
- Value environmental protection and living a healthy/wholesome lifestyle
- Top Geography: Calgary, Vancouver, Toronto, Ottawa, Oshawa, Windsor, Guelph, Hamilton and Gatineau
- EQ Type: Authentic Experiencer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, First-Class Families rank 35th, making up 20,320 households, or 1.0% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	56% of couples have children living at home
Household Income	Above Average Household Income of \$169,288 compared to BC at \$106,681
Top Social Value	Top Social Value: Legacy - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 17hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 76% currently use Facebook, 35% use Instagram and 27% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

WEALTHY AND WISE

General Canadian Summary:

- Older, more mature families with older children (Ages 10-25)
- Highly Educated – University/Advanced Degree
- White-collar positions in high-level Management
- Value learning from different cultures and incorporating diverse influences into their lives
- Top Geography: Calgary, Ottawa, Gatineau, Regina, London and Victoria
- EQ Type: Authentic Experienter



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Wealthy & Wise rank 36th, making up 19,702 households, or 1.0% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	52% of couples have children living at home
Household Income	Above Average Household Income of \$221,789 compared to BC at \$106,681
Top Social Value	Top Social Value: Legacy - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 73% currently use Facebook, 35% use Instagram and 28% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

MID-CITY MELLOW

General Canadian Summary:

- Older, more mature singles and middle-aged families with older children
- Moderate Education (high school/college degree)
- Blue-collar positions in the service sector
- Value community involvement and the preservation of cultural traditions as well as brand authenticity
- Top Geography: Edmonton, Winnipeg, Hamilton, Toronto, Oshawa, St. Catharines, Niagara and Regina
- EQ Type: Personal History Explorer

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Mid-City Mellow rank 37th, making up 18,015 households, or 0.9% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	48% of couples have children living at home
Household Income	Above Average Household Income of \$128,616 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 77% currently use Facebook, 34% use Instagram and 24% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

HAPPY MEDIUM

General Canadian Summary:

- Suburban, middle-income couples and families
- Mixed Education (High School/College)
- Blue-collar and Service Sector Positions in manufacturing, construction, mining and public administration
- Enjoy home based activities such as sewing and woodworking as well as spectator sports and shopping at second hand stores
- Top Geography: Greater Sudbury, Belleville, Fredericton, Saint John
- EQ Type: Virtual Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Happy Medium rank 38th, making up 16,727 households, or 0.8% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	51% of couples have children living at home
Household Income	Average Household Income of \$104,790 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 79% currently use Facebook, 33% use Instagram and 21% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

MULTICULTURAL CORNERS

General Canadian Summary:

- Larger, more diverse families with older children
- Mixed Education (high school/college degree/University Degree)
- White-collar and Service Sector Positions
- Value hard work, their families, community involvement and religious connections
- Top Geography: Edmonton, Toronto, Calgary, Ottawa, Guelph and Gatineau
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Multicultural Corners rank 39th, making up 16,200 households, or 0.8% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	57% of couples have children living at home
Household Income	Above Average Household Income of \$130,151 compared to BC at \$106,681
Top Social Value	Top Social Value: Legacy - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 16hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day) • 78% currently use Facebook, 41% use Instagram and 28% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

COUNTRY TRADITIONS

General Canadian Summary:

- Middle-aged couples and families (with children of all ages at home)
- Mixed Education (high school/college degree/University Degree)
- Blue-collar positions in service sector (Construction, Health Care, Social Services and Public Administration)
- Value the outdoors and the opportunity to escape into nature as well as purchasing from ethical companies
- Top Geography: Halifax, Southern Ontario, Nova Scotia, Newfoundland and New Brunswick
- EQ Type: No Hassle Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Country Traditions rank 40th, making up 14,714 households, or 0.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	51% of couples have children living at home
Household Income	Above Average Household Income of \$120,329 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 78% currently use Facebook, 33% use Instagram and 21% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



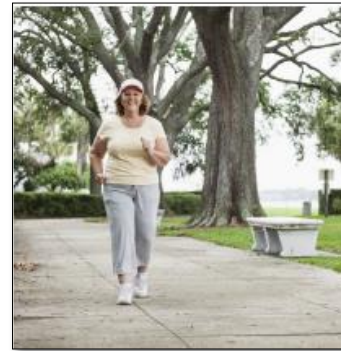
2020 PRIZM SEGMENT SUMMARY

SILVER FLATS

General Canadian Summary:

- Mature, suburban singles and couples. Silver Flats are the oldest segment in Canada
- Mixed Education
- Over two thirds of Silver Flats are retired
- Enjoy quiet hobbies such as reading and bird watching as well as staying active through fitness classes, rowing and walking
- Top Geography: North Bay, Sault Ste. Marie, Sarnia, Brantford, St. Catharines – Niagara
- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Silver Flats rank 41st, making up 14,544 households, or 0.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 63
Children at Home	41% of couples have children living at home
Household Income	Below Average Household Income of \$65,452 compared to BC at \$106,681
Top Social Value	Top Social Value: National Pride: The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.2hrs/day on the Internet. Daily Magazine usage is minimal (12 min/day) • 80% currently use Facebook, 33% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020



2020 PRIZM SEGMENT SUMMARY

MIDDLE-CLASS MOSAIC

General Canadian Summary:

- Middle-income urban homeowners. More than a third of the population are visible minorities
- Moderate Education (Grade 9/High School/College)
- Blue-collar and Service Sector Positions in manufacturing, transportation and trades
- Enjoy a mellow urban lifestyle doing yoga and reading entertainment and science magazines
- Top Geography: Winnipeg, Saskatoon, Regina, Windsor, London
- EQ Type: No Hassle Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Middle-Class Mosaic rank 42nd, making up 13,816 households, or 0.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	52% of couples have children living at home
Household Income	Average Household Income of \$101,136 compared to BC at \$106,681
Top Social Value	Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 17hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day) • 79% currently use Facebook, 41% use Instagram and 26% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

KEEP ON TRUCKING

General Canadian Summary:

- Younger and middle-aged couples and families with a high concentration of peoples with Aboriginal Origin
- Mixed Education (high school/college degree/University Degree)
- Blue-collar positions in service sector, mining, oil and gas
- Value small-town community involvement, living a healthy lifestyle and social equality
- Top Geography: Saskatchewan, Prince Edward Island, Ontario and Halifax
- EQ Type: No Hassle Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Keep on Trucking rank 43rd, making up 13,295 households, or 0.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	55% of couples have children living at home
Household Income	Average Household Income of \$109,506 compared to BC at \$106,681
Top Social Value	Top Social Value: Work Ethic - The propensity to follow the "golden rule" and guiding one's life according to the principles of deferring pleasure to realize greater gains in the future. Individuals who score high on this construct believe that children should be taught to work hard to get ahead
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 82% currently use Facebook, 34% use Instagram and 22% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

NEW COUNTRY

General Canadian Summary:

- One of the wealthiest rural segments with maintainers between the ages of 45-64 years old
- Mixed Education (high school/college degree/University Degree)
- Blue-collar employment in the fields of Agriculture, Mining and Manufacturing
- Value community involvement and purchasing from small businesses rather than larger corporations
- Top Geography: Manitoba, Ontario, Prince Edward Island, Saskatchewan
- EQ Type: Rejuvenator



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, New Country rank 44th, making up 13,155 households, or 0.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	53% of couples have children living at home
Household Income	Average Household Income of \$110,341 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 80% currently use Facebook, 34% use Instagram and 21% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020

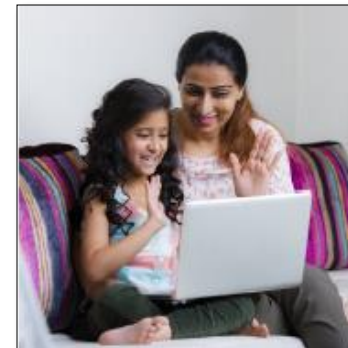


2020 PRIZM SEGMENT SUMMARY

SOUTH ASIAN ENTERPRISE

General Canadian Summary:

- Larger, upper-middle class families often living in multi-family households
- Mixed Education (high school/college degree/University Degree)
- Blue-collar and Service Sector Positions
- Value culturally diverse community involvement, large events and brands with authentic stories
- Top Geography: Toronto, Abbotsford-Mission, Edmonton, Calgary, Winnipeg
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, South Asian Enterprise rank 45th, making up 11,051 households, or 0.5% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	62% of couples have children living at home
Household Income	Above Average Household Income of \$124,096 compared to BC at \$106,681
Top Social Value	Top Social Value: Traditional Family - The belief that society should guard against new definitions of what constitutes a “family” and preserve the traditional, “one man, one woman” definition of the nuclear family.
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 15hrs/week watching TV, 0hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day) • 79% currently use Facebook, 44% use Instagram and 30% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer’s Guide 2020



2020 PRIZM SEGMENT SUMMARY

MULTICULTURE-ISH

General Canadian Summary:

- Ethnically diverse middle-aged Asian and South Asian households
- Highly Educated – University/Advanced Degree
- White-collar positions in Management, Business and Sciences
- Value ethnic diversity within their communities, work ethic and advertising
- Top Geography: Calgary, Edmonton, Winnipeg, Windsor, Guelph
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Multiculture-ish rank 46th, making up 10,690 households, or 0.5% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 51
Children at Home	63% of couples have children living at home
Household Income	Above Average Household Income of \$147,136 compared to BC at \$106,681
Top Social Value	Top Social Value: Legacy - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 15hrs/week watching TV, 0hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day) • 77% currently use Facebook, 43% use Instagram and 31% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

THE A-LIST

General Canadian Summary:

- Canada's most affluent segment. Middle-aged and older couples and families with older children (ages 10-25)
- Highly Educated – University/Advanced Degree
- Executive Positions in Management, Real Estate and the Arts
- Value community involvement, cultural diversity and having a healthy lifestyle
- Top Geography: Calgary, Vancouver, Edmonton, Montréal
- EQ Type: Authentic Experiencer



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, The A-List rank 47th, making up 8,677 households, or 0.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	49% of couples have children living at home
Household Income	Above Average Household Income of \$406,528 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 17hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day) • 71% currently use Facebook, 35% use Instagram and 29% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

ALL-TERRAIN FAMILIES

General Canadian Summary:

- Younger and Middle-Aged couples and families with children under the age of 15
- Moderate Education (high school/college degree/Trades)
- Blue-collar positions in Mining, Oil and Gas Industries
- Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them
- Top Geography: St. Johns, Fredericton, Lethbridge, Red Deer
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, All-Terrain Families rank 48th, making up 7,436 households, or 0.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 43
Children at Home	50% of couples have children living at home
Household Income	Above Average Household Income of \$130,991 compared to BC at \$106,681
Top Social Value	Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life Above average interest in Cycling, Pilates/Yoga, Cross Country Skiing and Snowshoeing
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day) • 79% currently use Facebook, 37% use Instagram and 23% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020

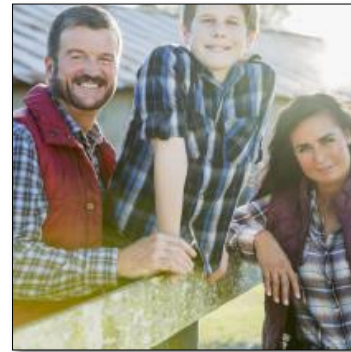


2020 PRIZM SEGMENT SUMMARY

AGRI-BIZ

General Canadian Summary:

- Middle-income farmers and blue-collar workers. Agri-Biz is one of Canada's most rustic lifestyles
- Mixed Education (Grade 9/High School/Trade School)
- Blue-collar and Farming employment. Agri-Biz has the highest proportion of Farmers in Canada
- Value outdoor activities, fishing, hunting and boating
- Top Geography: British Columbia, Southern Ontario, Saskatchewan, Newfoundland, Alberta
- EQ Type: No Hassle Traveller



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Agri-Biz rank 49th, making up 7,426 households, or 0.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	50% of couples have children living at home
Household Income	Average Household Income of \$100,843 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 83% currently use Facebook, 33% use Instagram and 22% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

MIDTOWN MOVERS

General Canadian Summary:

- Urban lower-middle-income families and singles. 45% identify as a visible minority
- Mixed Education (Grade 9/High School)
- Blue-collar positions in manufacturing, services and trades
- Value technology, entertainment and outdoor sporting activities
- Top Geography: Winnipeg, Edmonton, Calgary, Regina, London
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Midtown Movers rank 50th, making up 6,339 households, or 0.3% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 51
Children at Home	45% of couples have children living at home
Household Income	Below Average Household Income of \$82,513 compared to BC at \$106,681
Top Social Value	Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 80% currently use Facebook, 41% use Instagram and 27% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

CAME FROM AWAY

General Canadian Summary:

- Multi-ethnic, middle-aged urban renters. Nearly 60% of residents are foreign-born
- Mixed Education (Grade School through to University)
- Service Sector employment and jobs in manufacturing and trades
- Value furthering their education to advance their careers as well as outdoor sports and activities
- Top Geography: Toronto, Kitchener, Hamilton, Ottawa, Montréal
- EQ Type: Free Spirit



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Came From Away rank 51st, making up 4,667 households, or 0.2% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	56% of couples have children living at home
Household Income	Below Average Household Income of \$71,250 compared to BC at \$106,681
Top Social Value	Top Social Value: Attraction to Crowds: Enjoyment of being in large crowds as a means of deindividuation and connection-seeking
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (12 min/day) • 77% currently use Facebook, 45% use Instagram and 32% use Twitter

Source:
Environics
Analytics-
Envision 2020

Source: Environics PRIZM Marketer's Guide 2020



2020 PRIZM SEGMENT SUMMARY

ENCLAVES MULTIETHNIQUES

General Canadian Summary:

- Diverse, downscale city singles and families. More than 35% are French Speaking
- Moderate Education (Grade 9/Trade School)
- Service Sector Positions
- Enjoy large communal experiences and a range of media, often accessed through mobile devices
- Top Geography: Montréal
- EQ Type: Cultural History Buff



Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Segments identified in Canada, Enclaves Multiethniques rank 52nd, making up 2,861 households, or 0.1% of the total Households in British Columbia (2,010,897)
Maintainer Age	Median Household Maintainer Age is 45
Children at Home	45% of couples have children living at home
Household Income	Below Average Household Income of \$59,457 compared to BC at \$106,681
Top Social Value	Top Social Value: Ecological Fatalism: A tendency to believe that today's environmental problems are too big for any one person to affect. People strong on this construct feel that environmental destruction is somewhat acceptable and inevitable and accept the notion that job protection or economic advancement should be allowed at the expense of environmental protection.
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4.0hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day) • 78% currently use Facebook, 46% use Instagram and 28% use Twitter

Source: Environics Analytics-Envision 2020

Source: Environics PRIZM Marketer's Guide 2020

APPENDIX
SUBURBAN SPORTS

Overview

- Of the 67 PRIZM Segments identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 52, 47% of couples have children living at home
- Above Average Household Income of \$120,592 compared to BC at \$106,681
- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
- Above average interest in Camping, Fishing/Hunting, Cross Country Skiing/Snowshoeing
- Average interest in travelling within Canada (Above Average interest in travel to Jasper, AB); Suburban Sports from British Columbia spent an average of \$1,513 on their last vacation
- On average Suburban Sports from British Columbia spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter

Market Sizing



Total Population

Target Group: 370,528 | 7.3%
Market: 5,064,371



Total Households

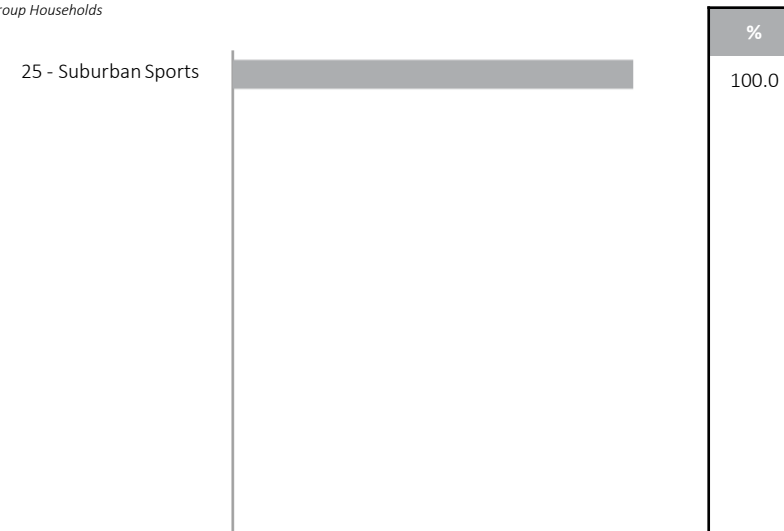
Target Group: 123,442 | 6.1%
Market: 2,010,897

Top Geographic Markets

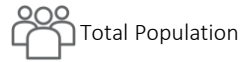
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	8.3	19.5	317	52,381	2.6
Surrey, BC (CY)	7.4	5.0	81	183,889	9.1
Langley, BC (DM)	7.0	19.2	312	45,344	2.3
Maple Ridge, BC (CY)	6.8	25.9	421	32,447	1.6
Prince George, BC (CY)	4.7	18.0	293	32,172	1.6
Mission, BC (DM)	4.5	38.2	623	14,485	0.7
Kelowna, BC (CY)	4.1	8.6	140	59,332	3.0
Nanaimo, BC (CY)	4.0	11.9	195	41,687	2.1
Kamloops, BC (CY)	3.6	11.3	184	39,430	2.0
Delta, BC (DM)	3.4	11.0	179	38,106	1.9

Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population
Target Group: 370,528 | 7.3%
Market: 5,064,371



Total Households
Target Group: 123,442 | 6.1%
Market: 2,010,897

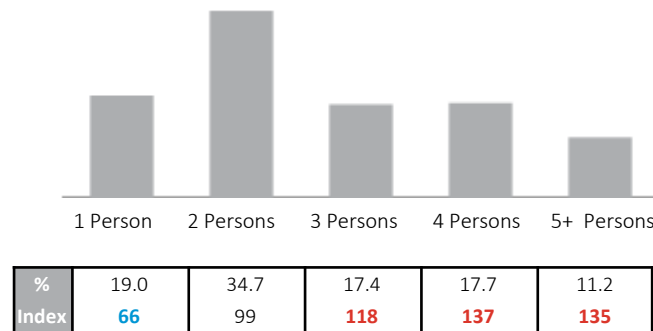
Average Household Income

\$120,592
(113)

Median Household
Maintainer Age

52
(97)

Household Size*



Marital Status**

61.1%
(107)

Married/Common-Law

Family Composition***

47.3%
(113)

Couples With Kids at Home

Education**

32.8%
(112)

High School Certificate Or
Equivalent

Visible Minority Presence*

17.2%
(52)

Belong to a visible minority
group

Non-Official Language*

1.2%
(36)

No knowledge of English or
French

Immigrant Population*

16.9%
(58)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Rejection of Orderliness	131	77	Sexism
Racial Fusion	128	80	Status via Home
Primacy of the Family	121	80	Active Government
Need for Escape	119	81	Ostentatious Consumption
National Pride	116	84	Joy of Consumption

Key Social Values

Racial Fusion Index = 128	Primacy of the Family Index = 121	Need for Escape Index = 119
National Pride Index = 116	Ethical Consumerism Index = 115	Work Ethic Index = 111
Legacy Index = 111	Flexible Families Index = 109	Community Involvement Index = 109
Social Learning Index = 104	Culture Sampling Index = 104	Pursuit of Originality Index = 104

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	83.6	99
Gardening	68.3	105
Swimming	62.9	109
Camping	59.6	113
Home exercise & home workout	53.1	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	51.4	93
Parks & city gardens	45.7	103
Movies at a theatre/drive-in	40.9	106
Bars & restaurant bars	38.7	99
National or provincial park	36.6	109

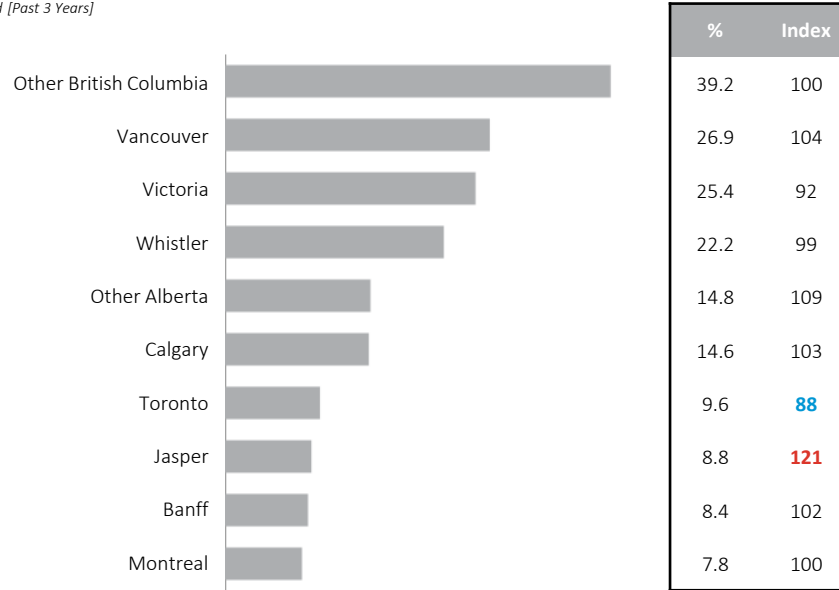
Key Tourism Activities**

Swimming  62.9% (109)	Camping  59.6% (113)	Hiking & backpacking  50.7% (102)	Cycling  47.6% (109)	Parks & city gardens  45.7% (103)	Photography  42.2% (105)	Bars & restaurant bars  38.7% (99)	Canoeing & kayaking  38.5% (109)
National or provincial park  36.6% (109)	Fishing & hunting  27.4% (119)	Golfing  27.2% (109)	Cross country skiing & snowshoeing  26.6% (110)	Pilates & yoga  26.4% (104)	Ice skating  24.5% (108)	Downhill skiing  22.8% (114)	Specialty movie theatres/IMAX  20.9% (102)
Sporting events  20.4% (108)	Historical sites  20.2% (109)	Zoos & aquariums  18.9% (103)	Video arcades & indoor amusement centres  17.2% (104)	Power boating & jet skiing  16.3% (124)	Adventure sports  15.3% (118)	Hockey  15.2% (128)	ATV & snowmobiling  12.3% (112)
Theme parks, waterparks & water slides  11.9% (117)	Snowboarding  11.3% (133)	Beer, food & wine festivals  10.5% (89)	Marathon or similar event  9.3% (120)	Curling  8.8% (126)	Music festivals  8.6% (90)	Inline skating  8.0% (135)	Film festivals  7.4% (99)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

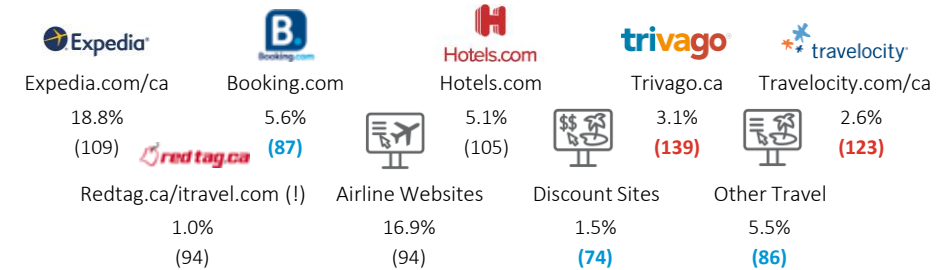


Vacation Booking**

Used [Past 3 Years]

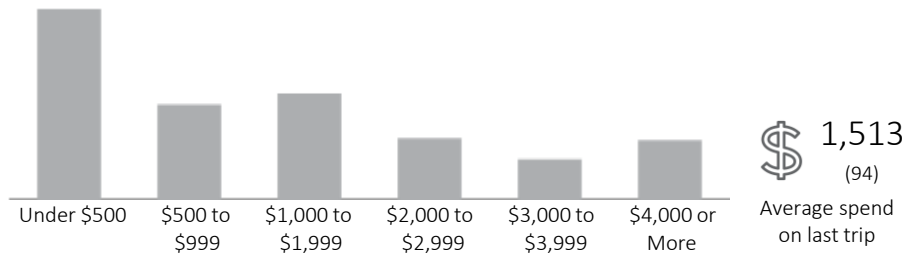


Booked With [Past Year]



Vacation Spending

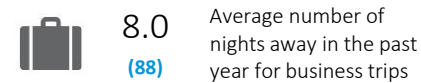
Spent Last Vacation



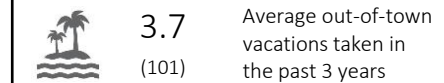
%	34.4	17.2	19.1	11.2	7.3	10.8
Index	108	99	100	97	112	79

Travel Type & Frequency

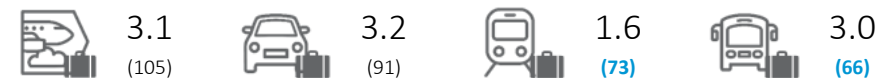
Business Trips



Personal Trips

















Average number of business trips by mode of transportation in the past year:



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 56.5% (96)	 Friends/relatives 39.7% (100)	 All-inclusive resort 16.8% (103)	 Camping 29.3% (118)	 Motel 22.4% (106)	 Vacation rental by owner 21.2% (101)	 Cottage 12.2% (130)
 B&B 14.6% (94)	 Condo/apartment 12.6% (93)	 Cruise ship 12.6% (97)	 RV/camper 16.0% (133)	 Package tours 4.9% (105)	 Spa resort 5.8% (93)	 Boat 2.7% (105)









Airline Preferences**

Flown [Past Year]

 Air Canada 36.6% (90)	 West Jet 33.6% (100)	 Air Transat 5.1% (74)	 Porter Airlines 0.9% (104)	 Other Canadian 5.6% (105)
 United Airlines 6.7% (97)	 Delta Airlines 5.4% (89)	 American Airlines 3.5% (101)	 Other American 7.7% (88)	
 European Airlines 6.9% (91)	 Asian Airlines 5.8% (85)	 Other Charter 1.9% (103)	 Other 8.4% (101)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.5% (100)	 Budget 4.7% (89)	 Avis 2.3% (107)	 National 4.4% (123)
 Hertz 2.3% (87)	 Discount 1.1% (71)	 U-Haul 1.7% (112)	 Other Rentals 3.0% (92)

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.0	92
Adult Contemporary	18.5	98
Mainstream Top 40/CHR	15.6	104
Classic Hits	14.1	113
Today's Country	12.2	141
Hot Adult Contemporary	11.7	110
AOR/Mainstream Rock	10.4	143
Modern/Alternative Rock	10.0	98
Classic Rock	10.0	123
Multi/Variety/Specialty	9.8	84

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.1	100
Evening local news	37.3	97
Hockey (when in season)	29.4	114
Primetime serial dramas	28.9	104
Suspense/crime dramas	27.8	100
News/current affairs	27.6	89
Documentaries	27.3	96
Situation comedies	26.9	108
Home renovation/decoration shows	24.8	99
Cooking programs	23.8	96

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.5	97
International News & World	53.7	101
National News	51.0	98
Health	37.2	103
Movie & Entertainment	33.2	98
Editorials	30.1	96
Food	29.9	92
Travel	29.5	99
Sports	29.4	103
Business & Financial	22.9	90

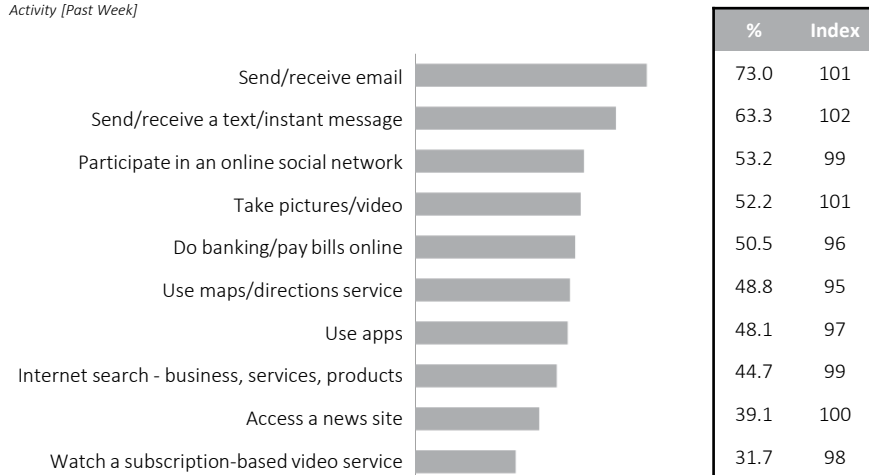
Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.3	108
Canadian Living	10.5	122
Other U.S. magazines	10.1	101
National Geographic	6.6	96
Maclean's	6.3	97
People	6.2	120
Reader's Digest	5.4	124
Canadian Geographic	4.9	109
Cineplex Magazine	4.6	109
Air Canada enRoute	3.7	91

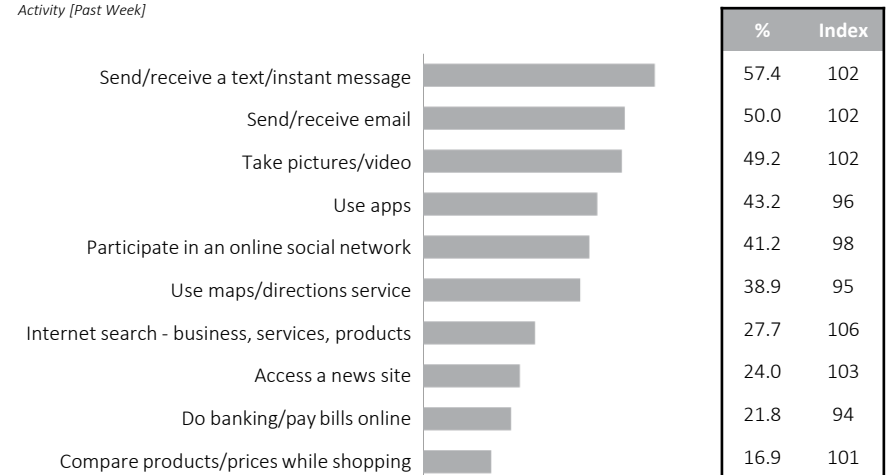
Top Internet Activities*

Activity [Past Week]



Top Mobile Activities*

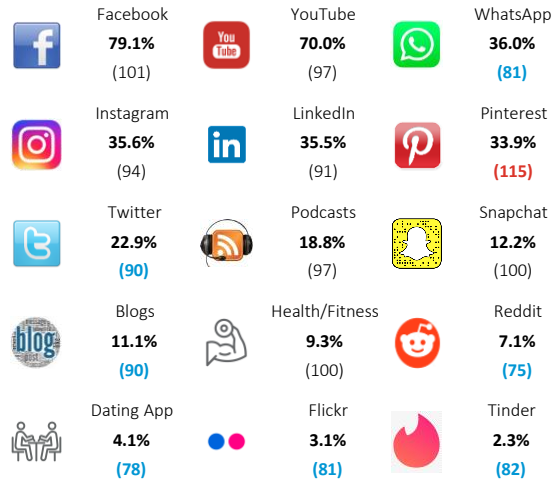
Activity [Past Week]



Media

Social Media Platforms

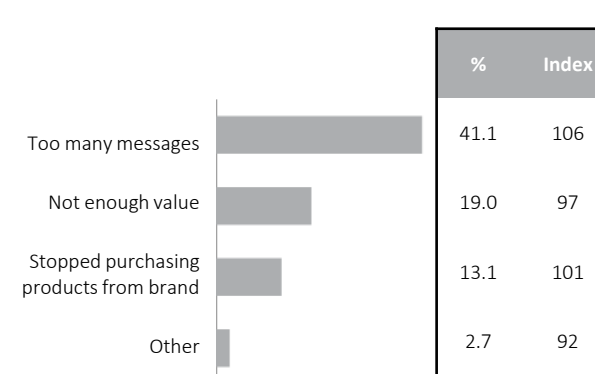
Usage [Currently Use]



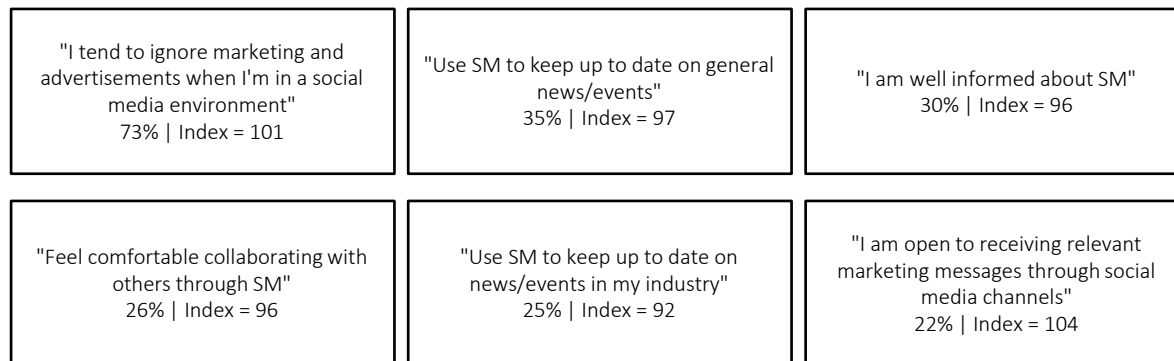
Reasons to Follow Brands



Reasons to Unfollow Brands

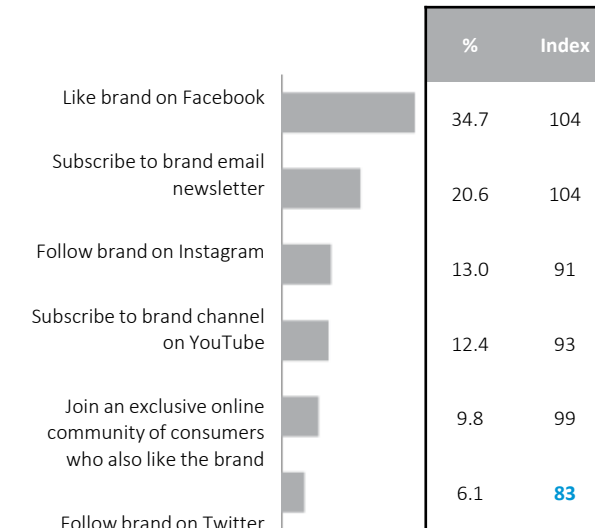


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

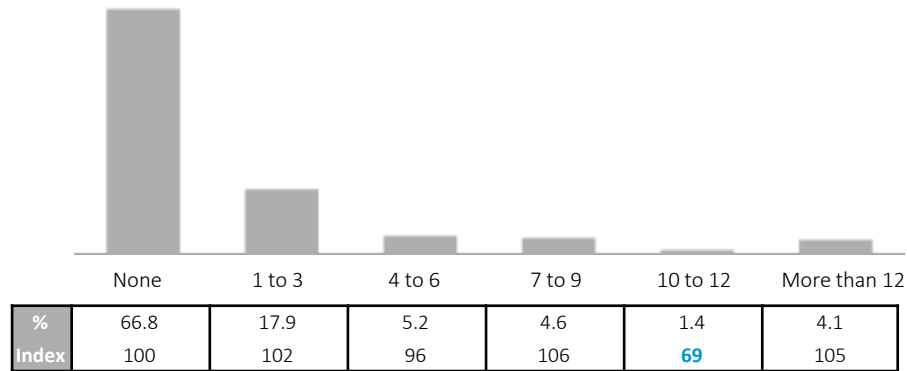
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 79% Index = 102	"I have tried a product/service based on a personal recommendation" 70% Index = 98	"I am very concerned about the nutritional content of food products I buy" 68% Index = 100	"I generally achieve what I set out to do" 68% Index = 99	"I value companies who give back to the community" 66% Index = 101
"Family life and having children are most important to me" 62% Index = 106	"I make an effort to buy local produce/products" 61% Index = 98	"I am interested in learning about different cultures" 61% Index = 99	"I consider myself to be informed on current events or issues" 60% Index = 98	"I like to cook" 57% Index = 101
"I offer recommendations of products/services to other people" 54% Index = 101	"I like to try new places to eat" 51% Index = 93	"It's important to buy products from socially-responsible/environmentally-friendly companies" 50% Index = 93	"When I shop online I prefer to support Canadian retailers" 50% Index = 100	"I like to try new and different products" 47% Index = 91
"Free-trial/product samples can influence my purchase decisions" 43% Index = 102	"I am adventurous/"outdoorsy"" 41% Index = 107	"I am willing to pay more for eco-friendly products" 32% Index = 92	"Vegetarianism is a healthy option" 27% Index = 86	"Staying connected via social media is very important to me" 27% Index = 105
"I prefer to shop online for convenience" 27% Index = 93	"Advertising is an important source of information to me" 26% Index = 102	"I consider myself to be sophisticated" 22% Index = 101	"I lead a fairly busy social life" 22% Index = 100	"I enjoy being extravagant/indulgent" 18% Index = 95

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

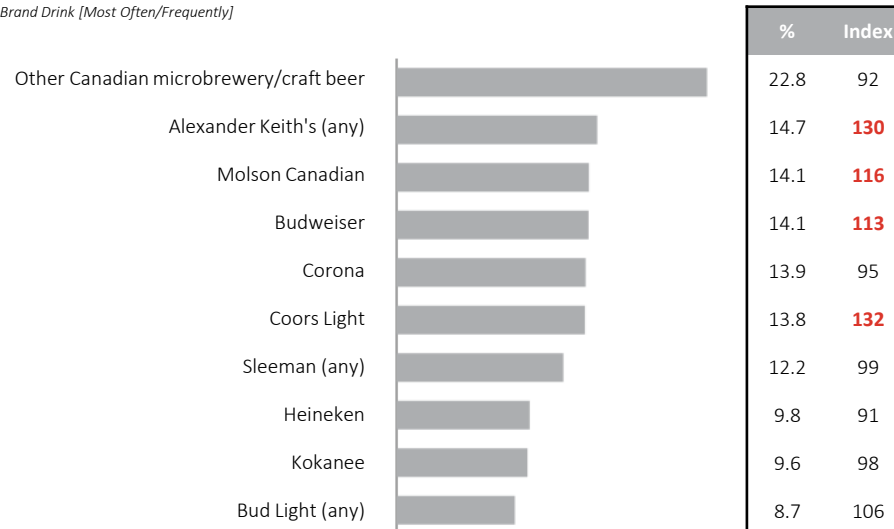
Drank [Past Month]	% Comp	Index
Canadian wine	21.4	96
Cider	10.3	89
Liqueurs (any)	10.0	103

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.2	93

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.8	92

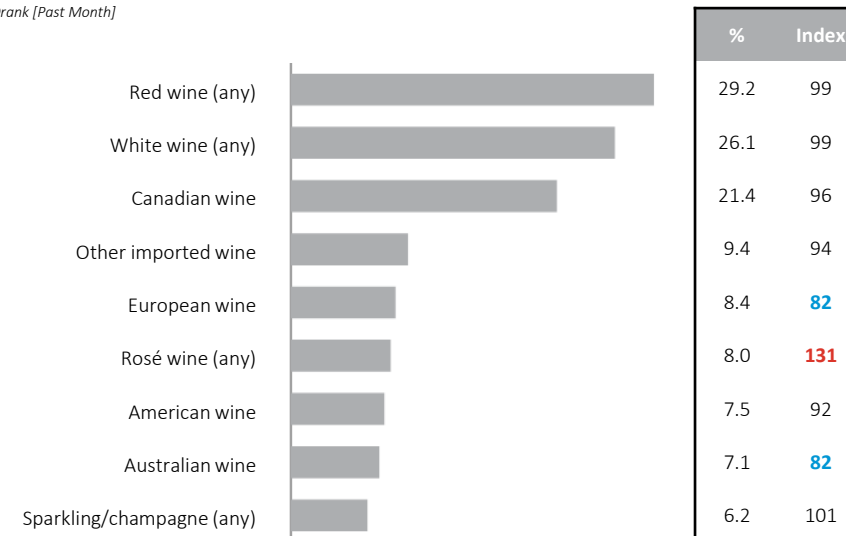
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

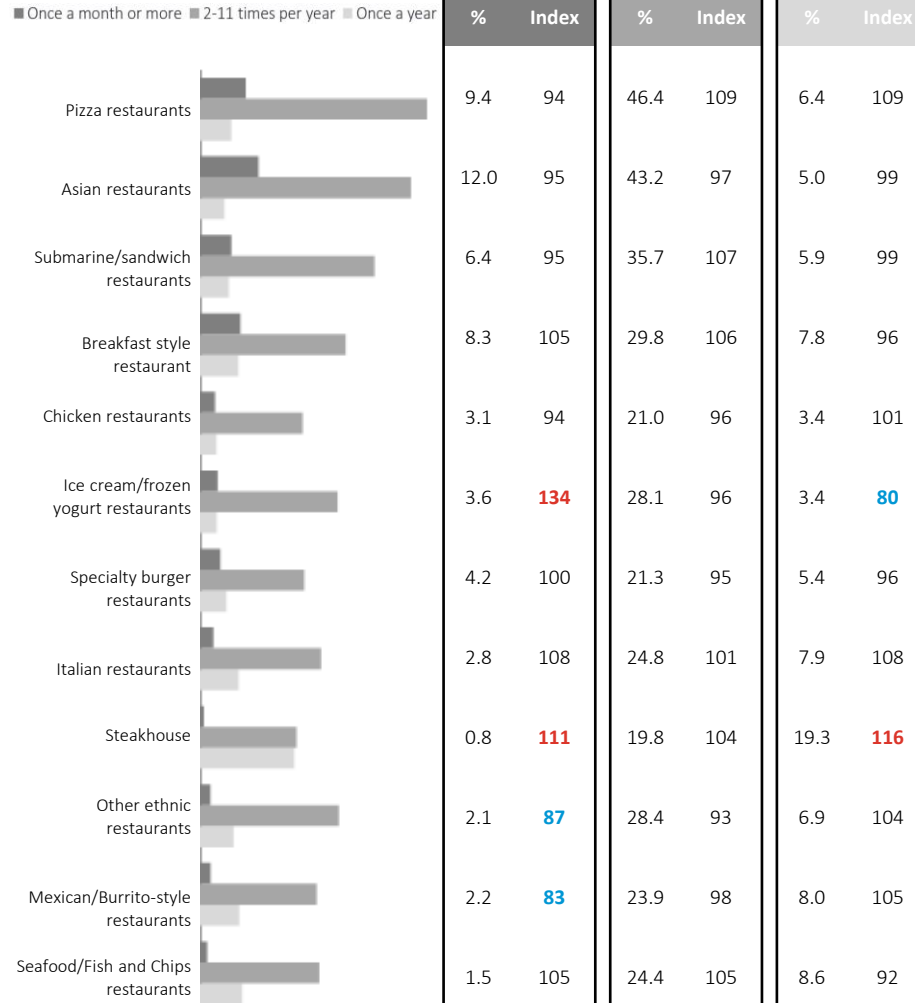
Drank [Past Month]



Product Preferences

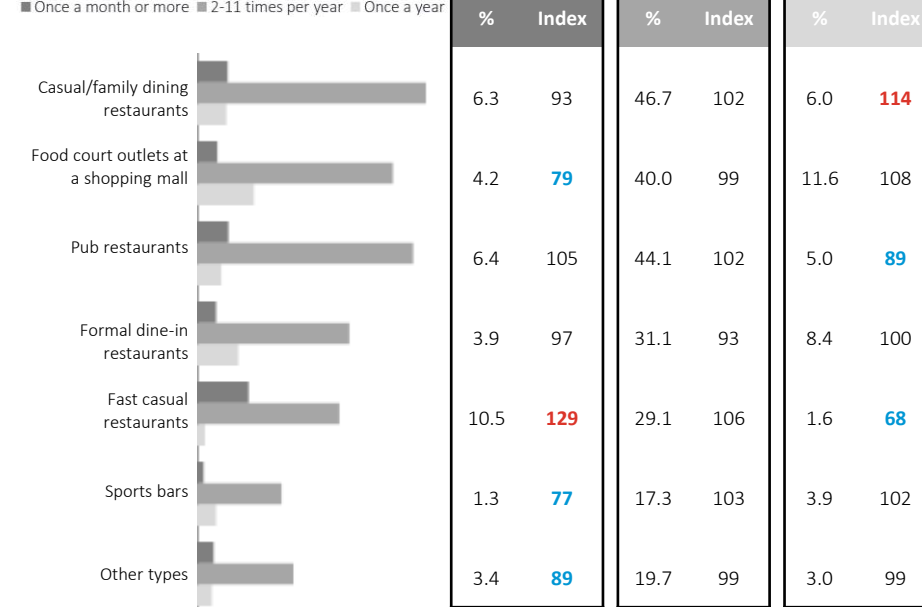
Restaurant Type Visited*

Frequency of Visiting [Past Year]



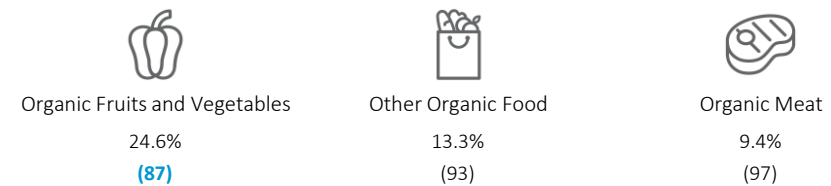
Restaurant Service Type*

Frequency of Visiting [Past Year]



Purchased Organic Food

Done [Past Week]



Product Preferences

Demographics



Rent
20.8%
(64)

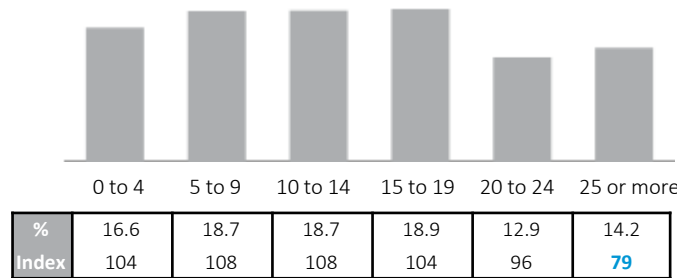


Own
79.2%
(117)



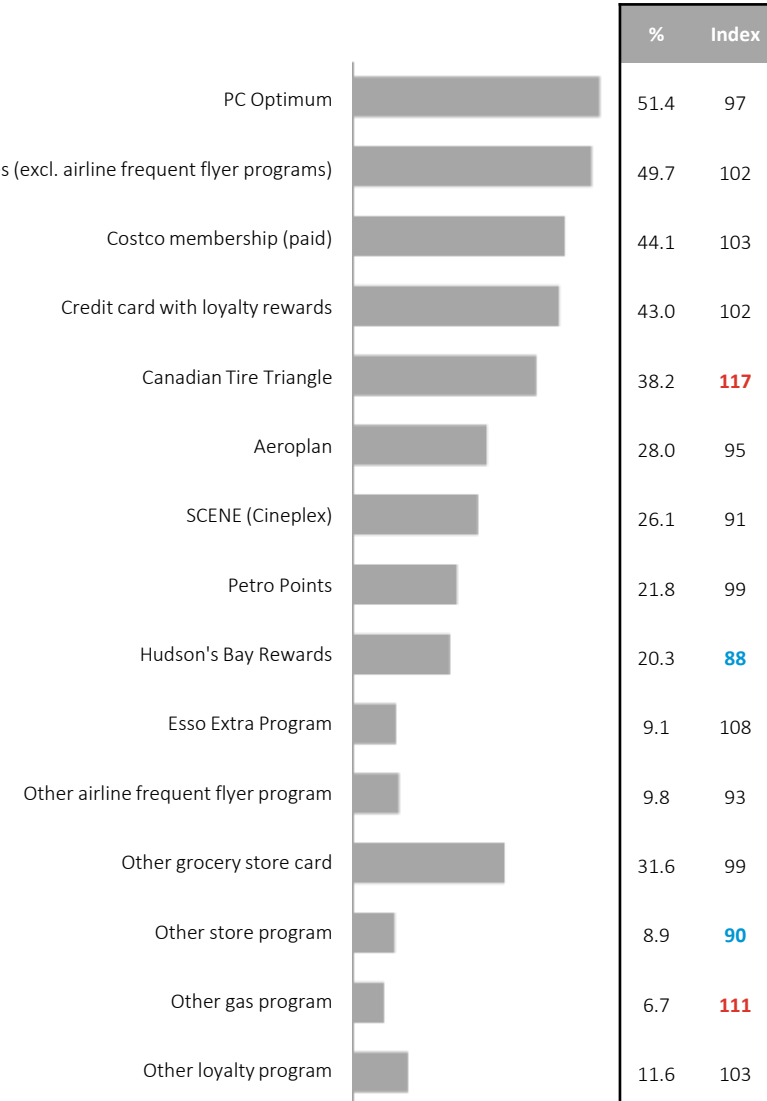
Households with
Children at Home
47.1%
(126)

Age of Children at Home



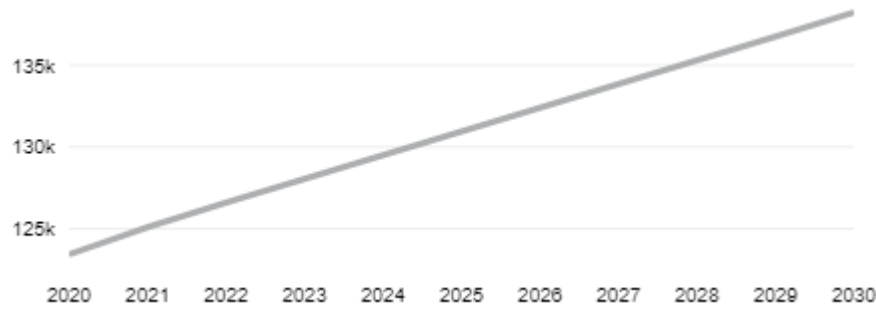
Loyalty Programs*

Member



Demographic Trends

Household Projections

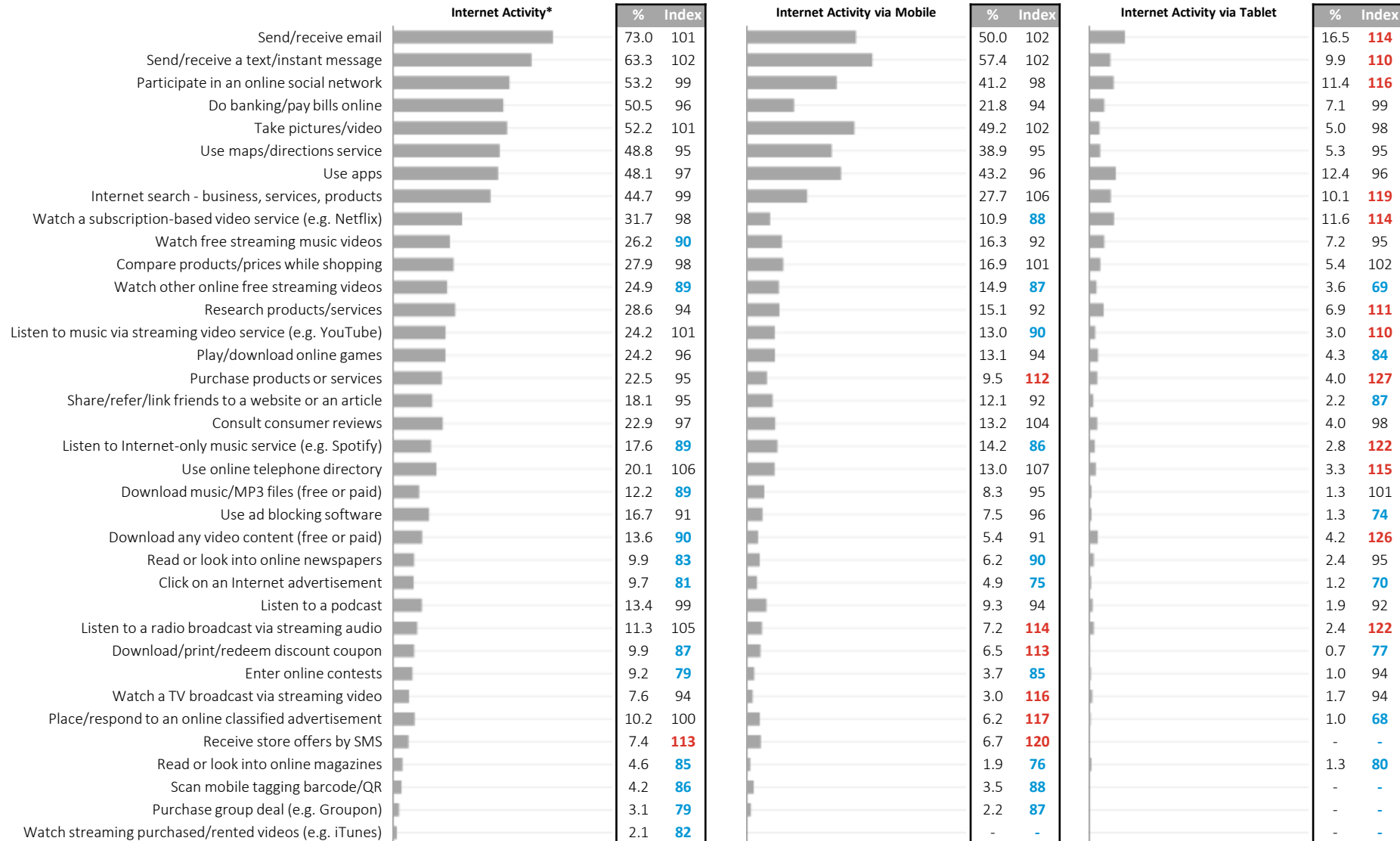


	2020	2023	2025	2030
Count	123,442	128,057	130,927	138,229
% Change	-	3.7	6.1	12.0
Index	-	107	107	107

Note: Index compares % change from 2020 target group households to % change from 2020 market households

Internet Activity

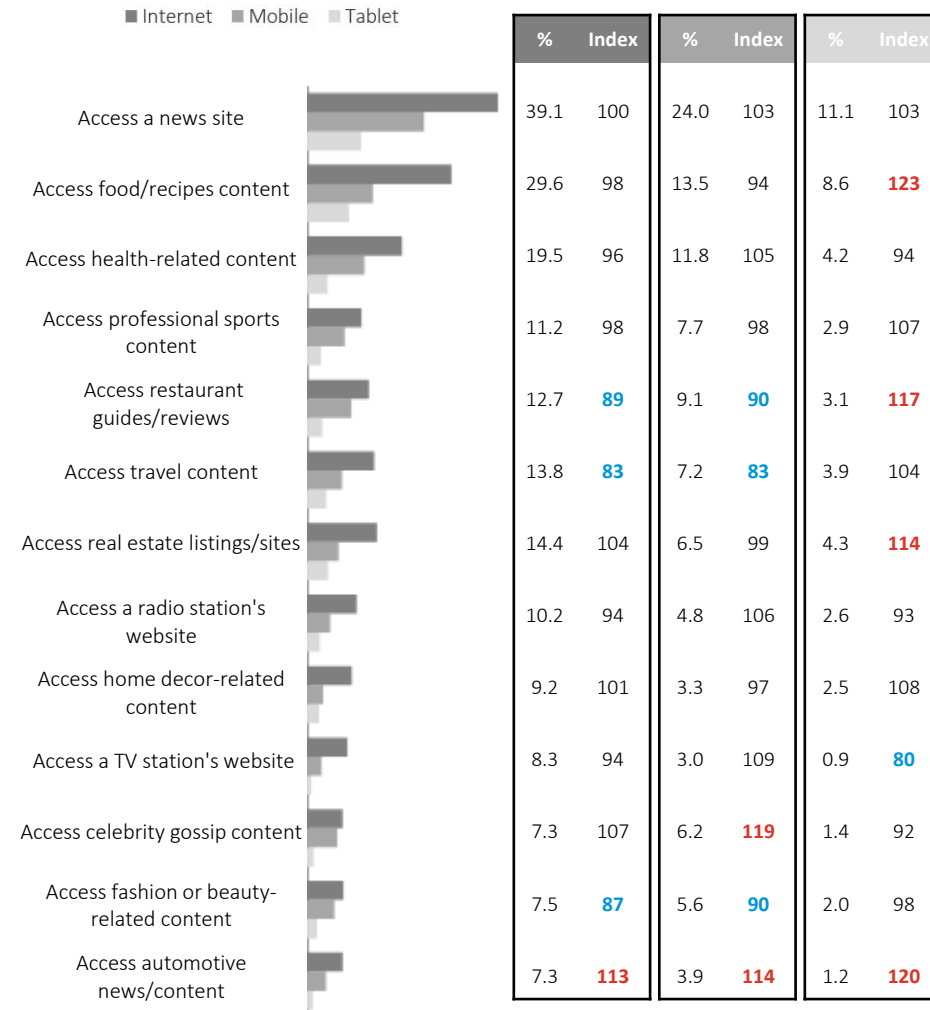
Activity [Past Week]



Internet Activity

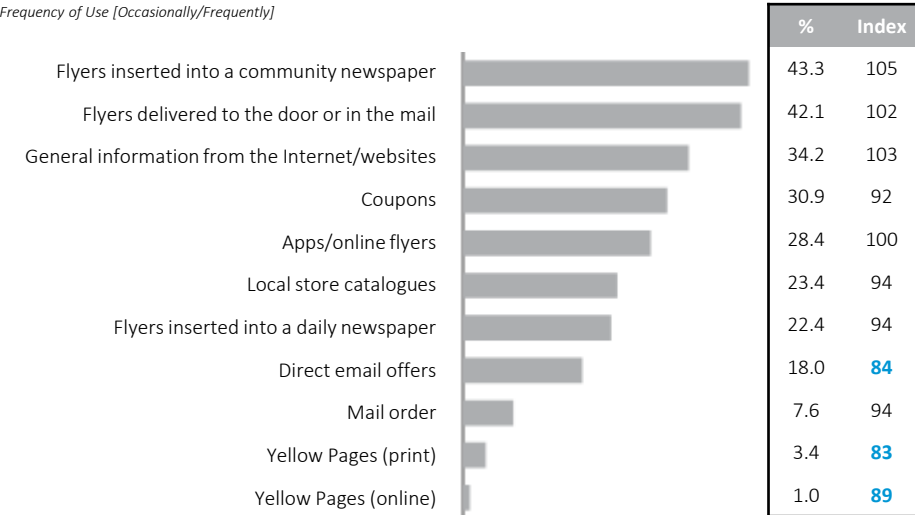
Top Website Types*

Activity [Past Week]



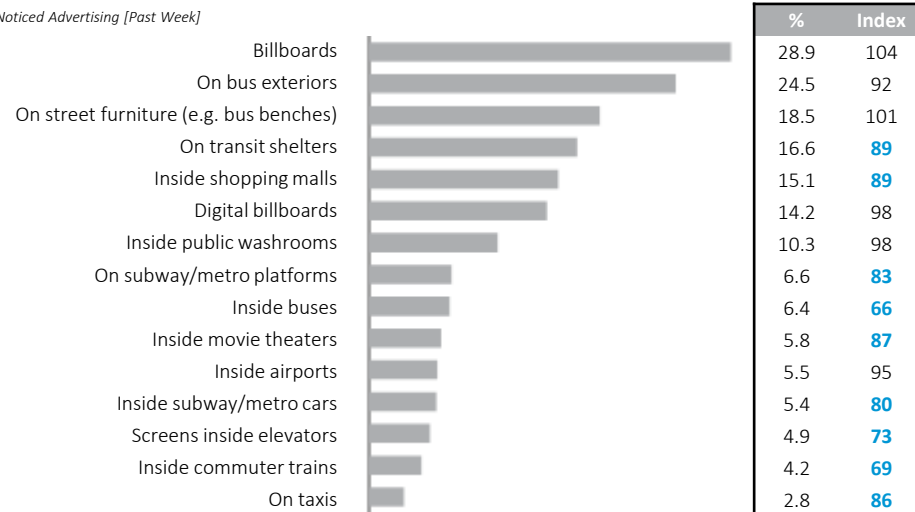
Direct Media Usage

Frequency of Use [Occasionally/Frequently]



Out of Home Advertising

Noticed Advertising [Past Week]



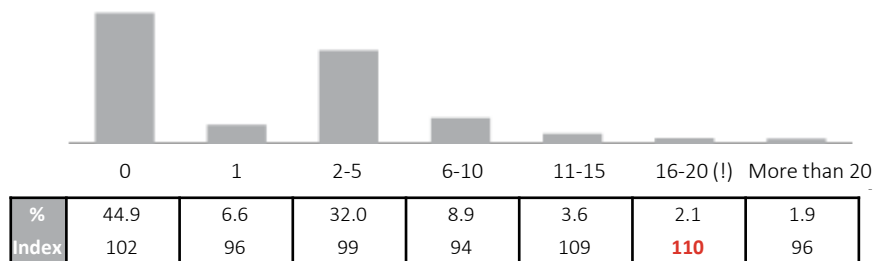
Social Media Usage

Social Media Overview

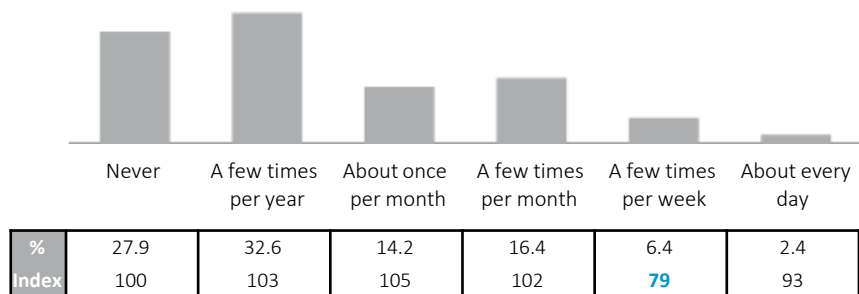
- 51% of Suburban Sports from British Columbia tend to access social media on their mobile phones during the morning hours, 58% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 87% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

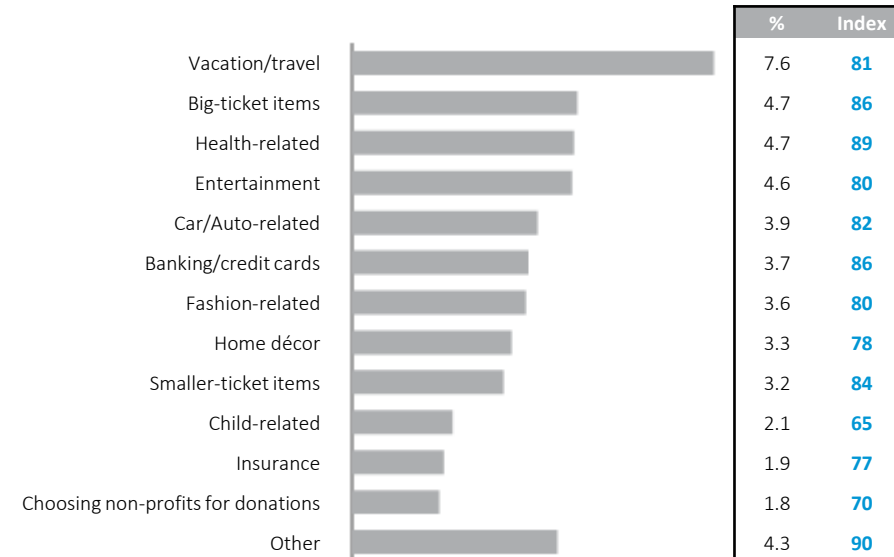
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Suburban Sports from British Columbia are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
87% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 101

"Use SM to stay connected with personal contacts"
45% | Index = 99

Social Media Usage

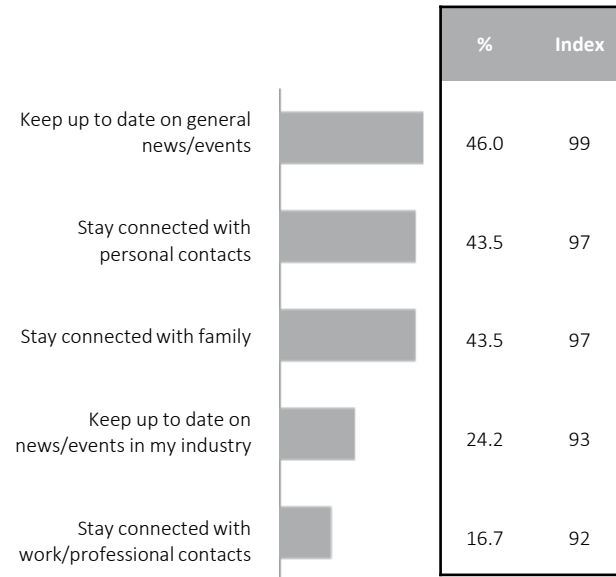
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	47.3	98
Watch video online	43.5	98
Read article comments	42.9	101
Read status updates/tweets	36.0	96
Chat in online chats	35.6	90
Listen to radio or stream music online	35.3	99
Share links with friends and colleagues	27.1	92
Click links in news feeds	24.0	96
Play games with others online	15.2	97
Read blogs	14.6	85
Post photos online	13.4	94
Check in with locations	10.1	87
Chat in online forums	9.6	92
Comment on articles or blogs	9.6	92
Update your status on a social network	9.3	88
Rate or review products online	8.8	82
Share your GPS location	8.4	81
Post videos online	4.4	77
Publish blog, Tumblr, online journal	2.2	62

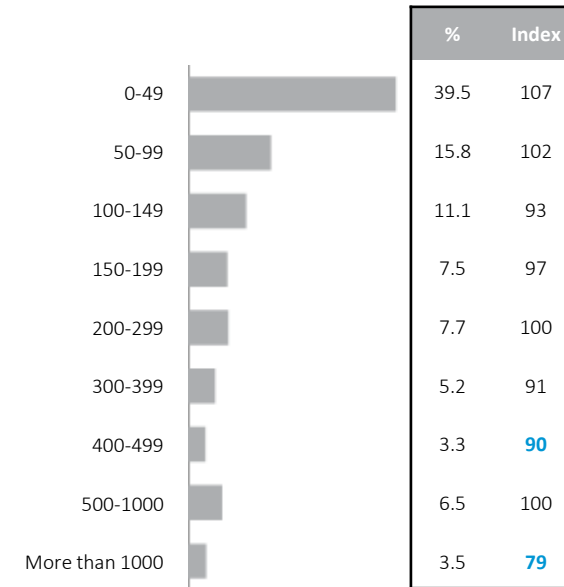
Social Media Uses*

A few times per week or more



Number of Connections

Across all social media

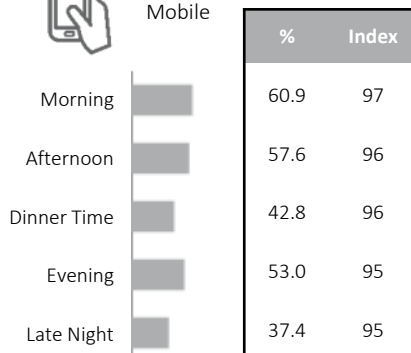


Social Media Access

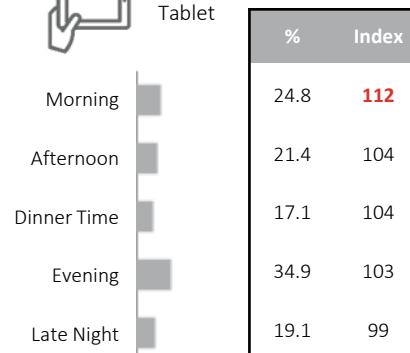
Typically use



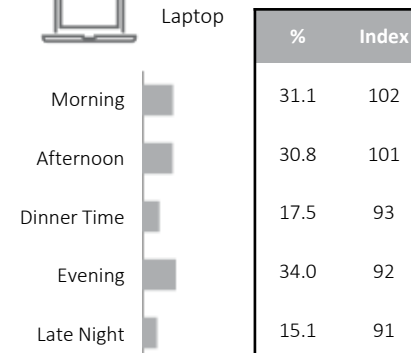
Mobile



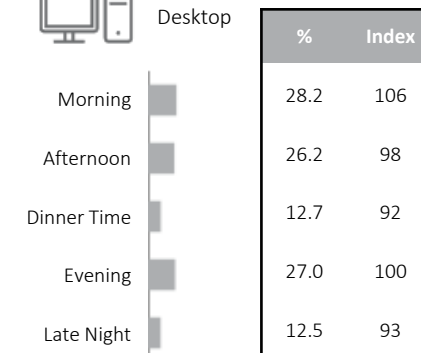
Tablet



Laptop

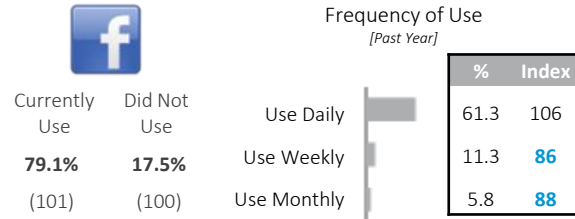


Desktop



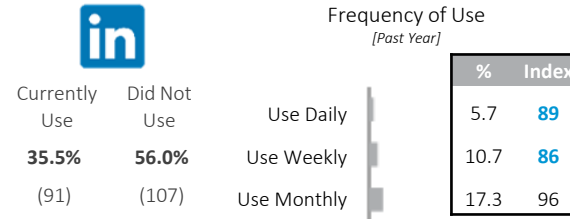
Social Media Usage

Facebook



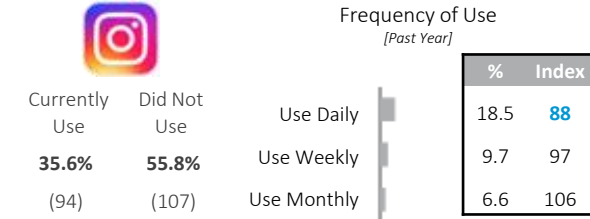
Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.2	100
Comment/Like other users' posts	47.8	106
Use Messenger	41.4	102
Watch videos	38.1	104
Watch live videos	13.6	94
Post photos	12.4	98
Update my status	11.1	95
Like or become a fan of a page	10.3	90
Click on an ad	9.8	98
Post videos	4.3	81
Create a Facebook group or fan page	2.4	64
Give to a Facebook fundraiser (!)	1.4	65
Create a Facebook fundraiser (!)	0.9	51

LinkedIn



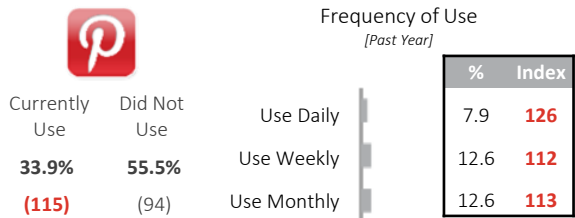
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	5.6	78
Watch videos	3.5	81
View a job posting	3.0	56
Search and review other profiles	3.0	73
Comment on content	2.7	82
Create a connection	2.1	60
Click on an ad (!)	2.1	87
Update your profile information	1.5	60
Post an article, video or picture (!)	1.4	60
Join a LinkedIn group (!)	1.1	66
Participate in LinkedIn forums (!)	0.8	49
Request a recommendation (!)	0.5	34

Instagram



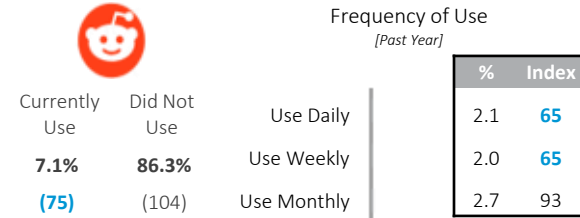
Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	24.6	92
Like photos/videos	20.5	93
Comment on photos/videos	11.6	90
Watch live videos	9.8	84
Send direct messages	8.4	77
Post photos/videos	6.4	78
View a brand's page	5.6	82
Click on ads	4.2	87
Watch IGTV videos	3.8	80

Pinterest



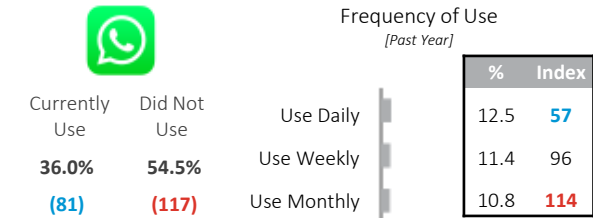
Participate In* (at least a few times per month)	% Comp	Index
View content	4.6	69
Follow specific Subreddits	2.8	73
Vote on content	2.7	74
Post content	1.4	65

Reddit



Participate In* (at least a few times per month)	% Comp	Index
View content	4.6	69
Follow specific Subreddits	2.8	73
Vote on content	2.7	74
Post content	1.4	65

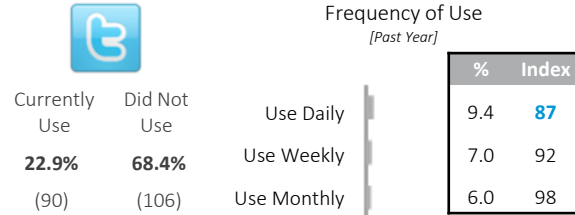
WhatsApp



Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	18.7	67
Send/receive images	15.9	63
Use group chats	9.8	55
Send/receive documents and files	5.9	50
Use voice calls	5.8	53

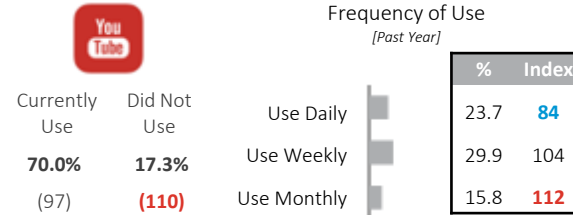
Social Media Usage

Twitter



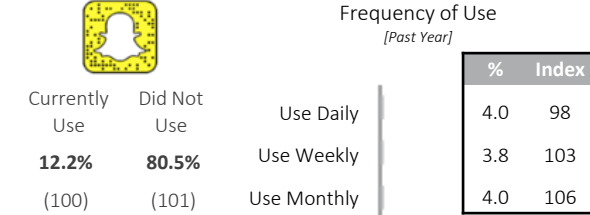
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.8	90
Watch videos	7.2	87
Tweet	5.3	90
Send or receive direct messages	4.8	88
Retweet	4.6	91
Respond to tweets	4.5	93
Share a link to a blog post or article of interest	4.2	89
Follow users who follow you	4.2	98
Watch live videos	3.8	81
Actively follow new users	3.5	86
Click on an ad	2.6	102

YouTube



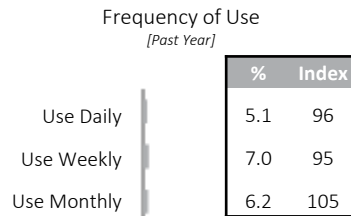
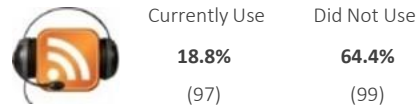
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	44.0	95
Like or dislike videos	10.6	79
Watch live videos	9.0	79
Share videos	5.3	69
Leave comment or post response on video	4.7	79
Click on an ad	4.4	74
Embed a video on a web page or blog	2.5	62
Create and post a video	1.7	56

Snapchat



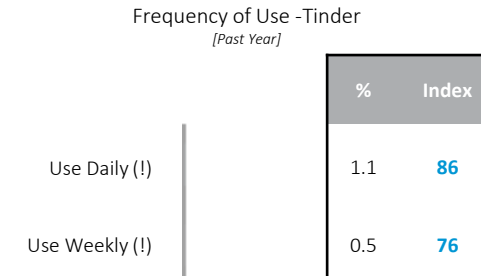
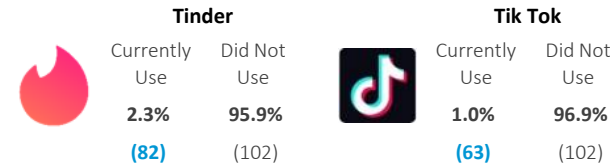
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.9	105
Send photos/videos	4.3	104
Send direct text messages	4.3	93
Use group chat	3.4	116
Read Snapchat discover/News	3.1	95
Use filters or effects	3.0	83
View a brand's snaps	1.7	86
View ads	1.4	82
Use video chat	1.3	76

Audio Podcasts



Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.8	101
Listen to a news podcast	4.0	83
Listen to an educational podcast	3.6	93
Listen to a business podcast	3.4	104
Listen to a comedy podcast	2.3	84
Subscribe to another genre of podcast	1.9	89
Subscribe to a educational podcast	1.9	97
Listen to a technology focused podcast	1.8	93
Subscribe to a news podcast	1.6	88
Listen to a sports podcast	1.3	67
Subscribe to a technology podcast (!)	1.3	104
Subscribe to a business podcast (!)	1.2	95
Subscribe to a sports podcast**	1.2	69
Subscribe to a comedy podcast (!)	1.0	71

Other Social Media Platforms





SYMPHONY
TOURISM
SERVICES

INSPIRED NAVIGATION

Contact: Simone Carlyse-Smith, Managing Director
Symphony Tourism Services, a subsidiary of the Thompson
Okanagan Tourism Association

778-721-5448

sts@totabc.com

<https://www.totabc.org/symphony-tourism-services>