

Authentic Experiencers

PRIZM Segments Included (by SESI): 01, 02, 03, 04, 09, 22, 39

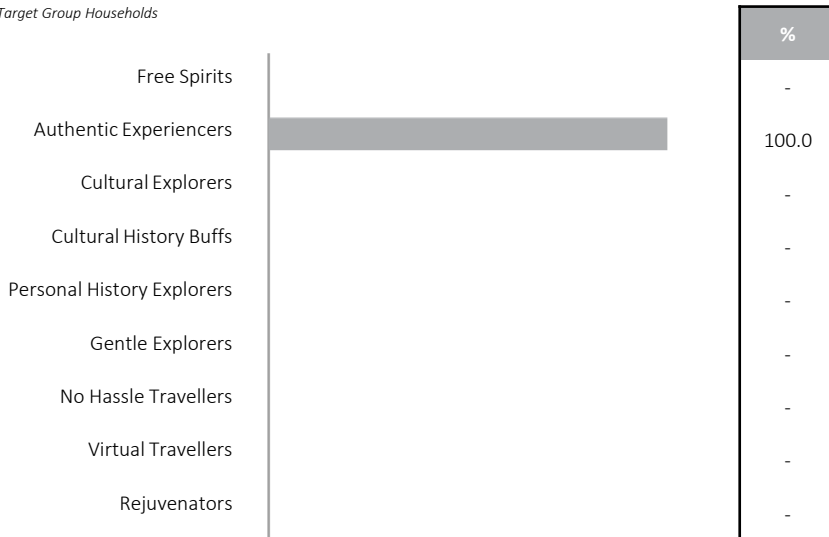
Market: RDOS - ABBOTSFORD 2019

Overview

- Authentic Experiencers make up 17,007 households, or 33% of the custom RDOS Abbotsford Target area (51,817 households)
- The Average Household Maintainer Age is 53, 48% of couples have children living at home
- Top Social Value: Need for Escape** - The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world
- Above average interest in Hiking/Backpacking, visiting Art Galleries/Museums and Golf
- Above average interest in travelling within Canada; Authentic Experiencers from the custom RDOS Abbotsford Target area spent an average of \$1,600 on their last vacation
- On average Authentic Experiencers from the custom RDOS Abbotsford Target area spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal
- 77% currently use Facebook, 34% use Instagram and 27% use Twitter

EQ Segments

% of Target Group Households



Top Geographic Markets

Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Greater Vancouver, BC (RD)	77.0	10.6	86	1,015,221	89.8
Fraser Valley, BC (RD)	23.0	28.0	226	114,763	10.2

Market Sizing



Total Population

Target Group: 49,306 | 32.7%
Market: 150,699

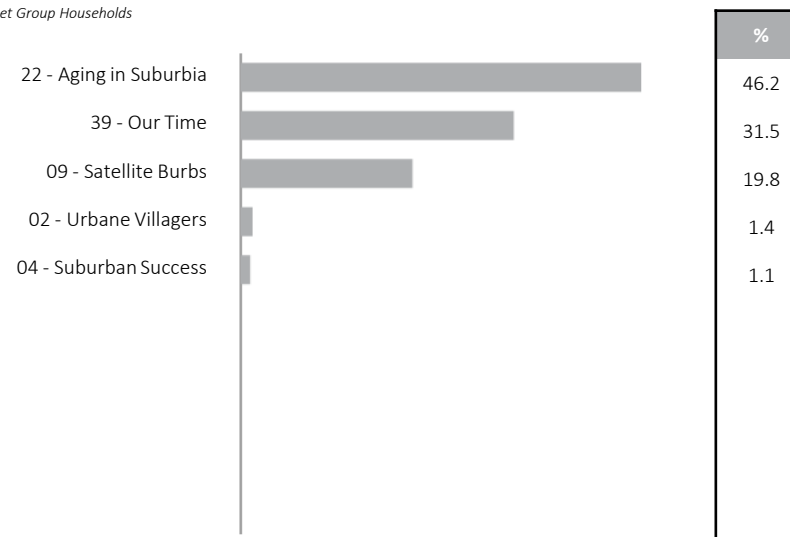


Total Households

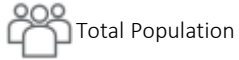
Target Group: 17,007 | 32.8%
Market: 51,817

Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population
Target Group: 49,306 | 32.7%
Market: 150,699

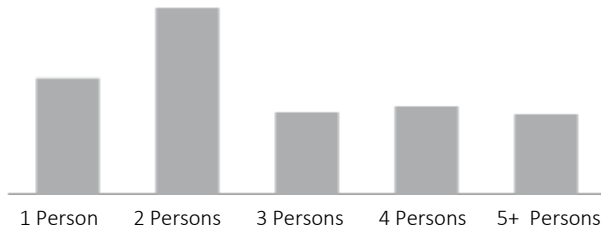


Total Households
Target Group: 17,007 | 32.8%
Market: 51,817

Average Household Income

\$118,768
(115)

Household Size*



Median Household Maintainer Age

53
(102)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	21.0	33.6	14.9	15.9	14.6
Index	87	106	106	111	92

Marital Status**

62.3%
(104)

Married/Common-Law

Family Composition***

48.2%
(100)

Couples With Kids at Home

Education**

33.1%
(97)

High School Certificate Or Equivalent

Visible Minority Presence*

25.5%
(67)

Belong to a visible minority group

Non-Official Language*

2.4%
(43)

No knowledge of English or French

Immigrant Population*

21.1%
(75)

Born outside Canada

Psychographics**

Strong Values

Weak Values

National Pride	121	77	Active Government
Personal Control	121	77	Sexism
Emotional Control	115	82	Equal Relationship with Youth
Buying on Impulse	113	82	Pursuit of Intensity
Effort Toward Health	111	83	Fatalism

Key Social Values

Need for Escape Index = 111	Primacy of Environmental Protection Index = 103	Ethical Consumerism Index = 102
Social Responsibility Index = 101	Traditional Family Index = 99	Primacy of the Family Index = 99
Global Consciousness Index = 96	Utilitarian Consumerism Index = 95	Multiculturalism Index = 92
Community Involvement Index = 91	Attraction to Nature Index = 87	Ecological Lifestyle Index = 85

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.5	101
Gardening	62.3	106
Camping	61.4	104
Swimming	61.4	105
Home exercise & home workout	59.6	99

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	55.2	108
Parks & city gardens	52.6	108
National or provincial park	45.1	109
Bars & restaurant bars	39.2	114
Art galleries, museums & science centres	33.6	113

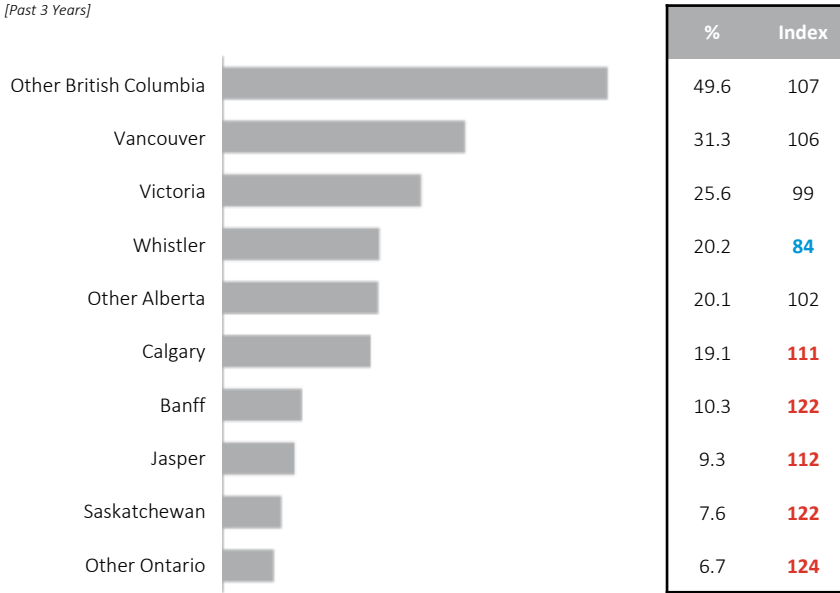
Key Tourism Activities**

Gardening  62.3% (106)	Camping  61.4% (104)	Home exercise & home workout  59.6% (99)	Hiking & backpacking  55.3% (111)	Exhibitions, carnivals, fairs & markets  55.2% (108)	Parks & city gardens  52.6% (108)	National or provincial park  45.1% (109)	Photography  39.2% (100)
Canoeing & kayaking  36.2% (106)	Art galleries, museums & science centres  33.6% (113)	Health club activity  30.4% (93)	Golfing  29.9% (114)	Historical sites  28.2% (106)	Sporting events  27.3% (108)	Fishing & hunting  24.9% (107)	Cross country skiing & snowshoeing  24.6% (116)
Theatre - Community theatres  20.8% (113)	Downhill skiing  18.4% (96)	Hockey  18.2% (109)	Soccer  17.7% (98)	Theatre - Festivals  16.3% (87)	Concerts - Outdoor stages & parks  14.0% (101)	Snowboarding  12.8% (101)	Adventure sports  11.8% (106)
ATV & snowmobiling  10.8% (124)	Music festivals  9.4% (116)	Marathon or similar event  7.9% (91)	RV shows  6.9% (127)	Film festivals  4.7% (100)	Health and living shows  1.7% (89)	Fitness, golf & ski shows (!)  0.8% (76)	Travel shows  0.6% (72)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

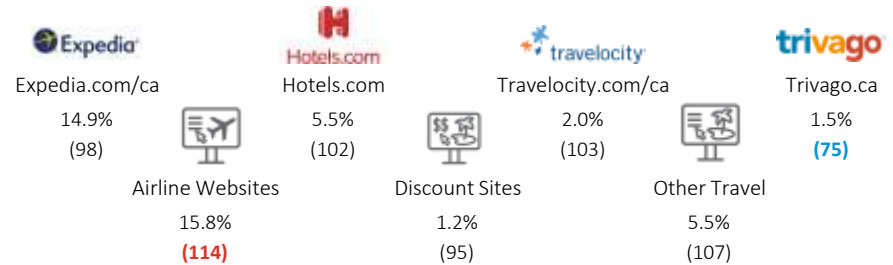


Vacation Booking**

Used [Past 3 Years]

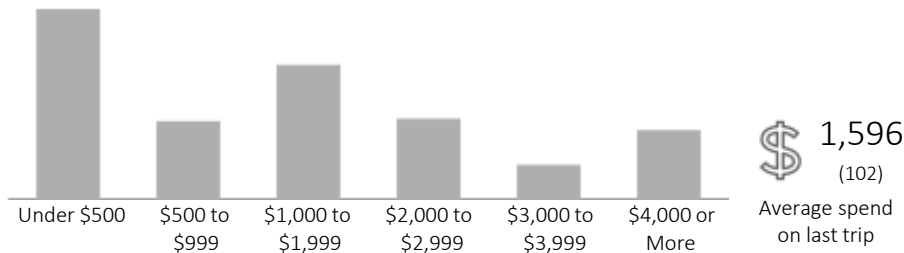


Booked With [Past Year]



Vacation Spending

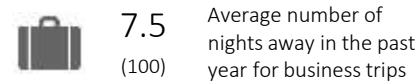
Spent Last Vacation



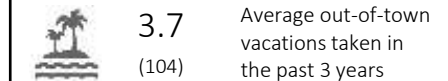
%	32.3	13.3	22.9	13.8	5.9	11.8
Index	95	102	102	102	104	102

Travel Type & Frequency

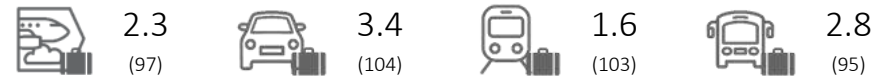
Business Trips



Personal Trips

















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



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 67.5% (108)	 Friends/relatives 43.9% (102)	 All-inclusive resort 20.3% (111)	 Camping 36.3% (117)	 Motel 22.0% (108)	 Cottage 12.3% (124)	 Vacation rental by owner 14.8% (108)
 Condo/apartment 11.6% (102)	 B&B 11.3% (103)	 Cruise ship 10.7% (101)	 RV/camper 16.5% (113)	 Spa resort 4.7% (107)	 Package tours 6.1% (123)	 Boat 6.0% (131)









Airline Preferences**

Flown [Past Year]

 Air Canada 37.3% (107)	 West Jet 37.1% (101)	 Air Transat 5.7% (105)	 Porter Airlines 0.0% (83)	 Other Canadian 4.8% (126)
 United Airlines 6.7% (124)	 Delta Airlines 5.9% (113)	 American Airlines 4.6% (130)	 Other American 11.8% (115)	
 European Airlines 6.5% (116)	 Asian Airlines 6.2% (124)	 Other Charter 3.2% (123)	 Other 5.3% (105)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.3% (115)	 Budget 2.8% (113)	 Avis 2.6% (122)	 Hertz 2.4% (121)
 U-Haul 2.9% (103)	 National 1.7% (123)	 Discount 0.6% (132)	 Other Rentals 5.7% (101)

Media

Overall Level of Use

Radio



12 hours/week
(100)

Television



1,099 minutes/week
(101)

Newspaper



1 hours/week
(106)

Magazine



7 minutes/day
(110)

Internet



236 minutes/day
(97)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.0	105
Adult Contemporary	22.1	105
Mainstream Top 40/CHR	20.2	90
Classic Hits	18.5	120
Today's Country	15.1	119
Hot Adult Contemporary	13.3	108
Sports	8.8	129
Classic Rock	7.7	103
Multi/Variety/Specialty	7.7	114
Not Classified	7.6	86

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	43.2	99
Evening local news	36.2	102
Hockey (when in season)	32.0	107
News/current affairs	31.1	108
Documentaries	27.4	99
Suspense/crime dramas	27.3	112
Cooking programs	26.9	109
Home renovation/decoration shows	25.8	104
Primetime serial dramas	25.7	109
Situation comedies	22.9	111

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	59.6	107
National News	51.0	107
International News & World	48.2	101
Editorials	32.6	108
Food	32.6	104
Health	30.8	109
Movie & Entertainment	30.7	94
Sports	29.7	103
Travel	28.9	105
Business & Financial	26.3	101

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	15.7	119
National Geographic	9.7	115
Other U.S. magazines	8.9	97
Other English-Canadian	8.3	103
Maclean's	7.2	91
Cineplex Magazine	6.4	111
People	6.3	93
Canadian Geographic	5.6	137
Reader's Digest	5.5	106
Chatelaine (English edition)	5.5	125

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.7	99
Send/receive a text/instant message	62.3	104
Participate in an online social network	55.2	98
Use apps	52.9	101
Take pictures/video	43.7	101
Do banking/pay bills online	43.2	98
Use maps/directions service	43.2	93
Internet search - business, services, products	38.4	93
Access a news site	32.8	100
Listen to music via streaming video service	32.2	102

Top Mobile Activities*

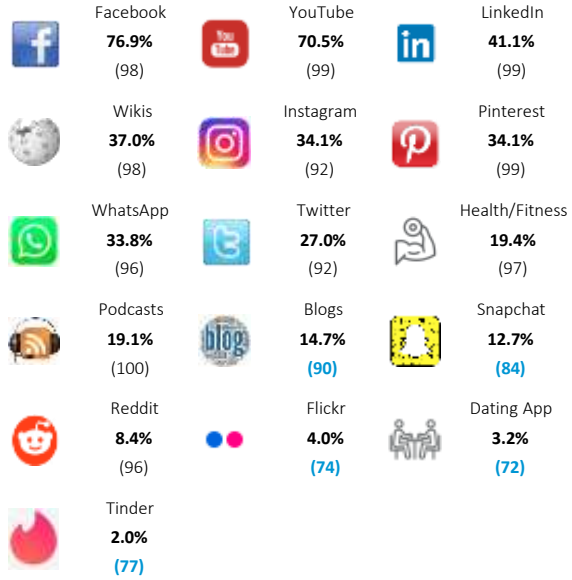
Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.2	104
Send/receive email	49.9	100
Use apps	45.2	102
Take pictures/video	41.9	102
Participate in an online social network	40.6	98
Use maps/directions service	36.8	95
Access a news site	22.9	95
Listen to music via streaming video service	21.9	109
Do banking/pay bills online	20.1	98
Internet search - business, services, products	18.2	82

Media

Social Media Platforms

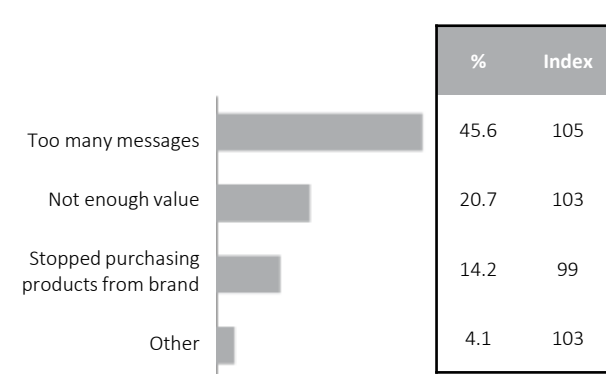
Usage [Currently Use]



Reasons to Follow Brands

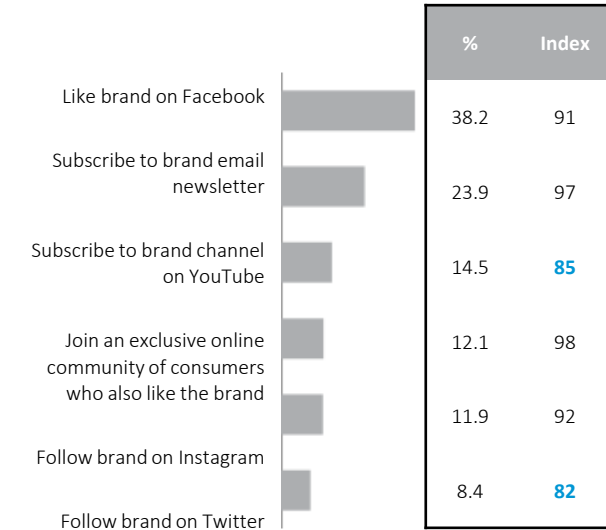


Reasons to Unfollow Brands

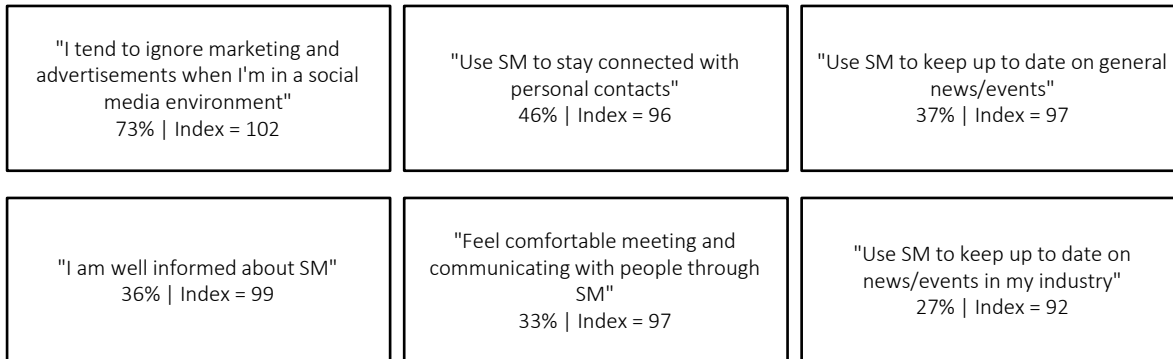


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
79% | Index = 101

"I generally achieve what I set out to do"
73% | Index = 105

"Family life and having children are most important to me"
65% | Index = 104

"I consider myself to be informed on current events or issues"
64% | Index = 102

"I am very concerned about the nutritional content of food products I buy"
62% | Index = 103

"I like to try new places to eat"
60% | Index = 109

"I prefer to shop at retail store location for the customer experience"
58% | Index = 101

"I make an effort to buy local produce/products"
57% | Index = 100

"I offer recommendations of products/services to other people"
57% | Index = 105

"I like to cook"
56% | Index = 102

"It's important to buy products from socially-responsible/environmentally-friendly companies"
52% | Index = 98

"I like to try new and different products"
46% | Index = 105

"Free-trial/product samples can influence my purchase decisions"
45% | Index = 99

"I compare grocery prices at different stores"
45% | Index = 102

"My friends' opinions are an important source of information for me"
44% | Index = 98

"I am adventurous/"outdoorsy""
42% | Index = 108

"Staying connected via social media is very important to me"
30% | Index = 93

"I lead a fairly busy social life"
30% | Index = 100

"I am willing to pay more for eco-friendly products"
29% | Index = **112**

"Advertising is an important source of information to me"
29% | Index = **110**

"I prefer to shop online for convenience"
29% | Index = 94

"I consider myself to be sophisticated"
26% | Index = 100

"I enjoy being extravagant/indulgent"
23% | Index = 108

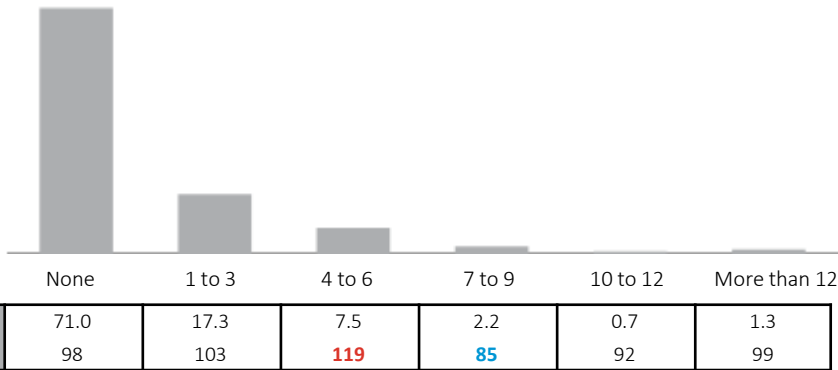
"If I see something interesting in a store, I will usually buy it on impulse"
20% | Index = 106

"I do more entertaining at home now than ever before"
19% | Index = 105

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

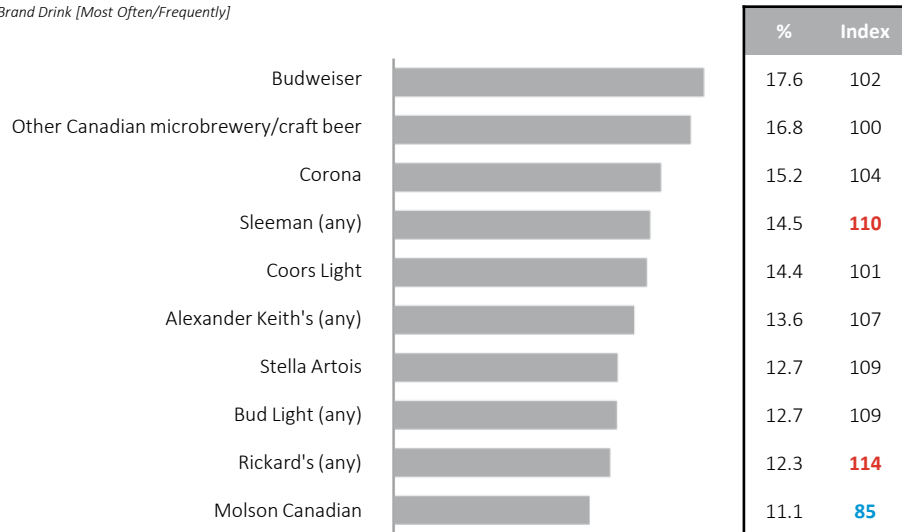
Drank [Past Month]	% Comp	Index
Canadian wine	20.0	115
Cider	13.1	109
Liqueurs (any)	11.5	104

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.9	103

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	16.8	100

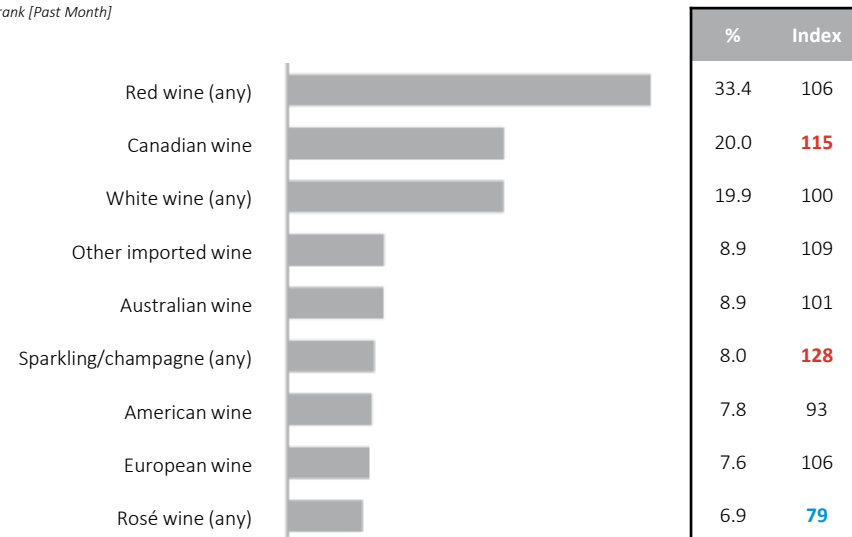
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

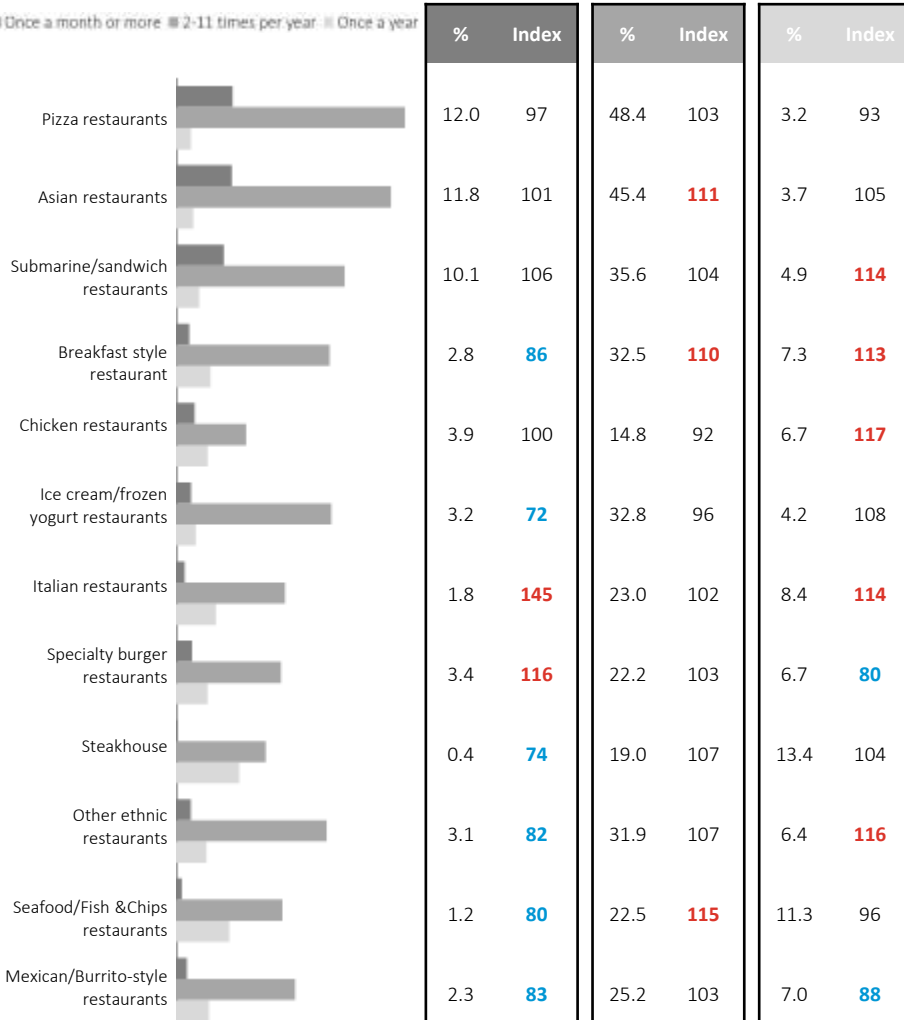


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

■ Once a month or more ■ 2-11 times per year ■ Once a year



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
31.9%
(104)



Other Organic Food
14.0%
(90)



Organic Meat
12.3%
(104)