

### Authentic Experiencers

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

Market: RDOS - CHILLIWACK 2019

#### Overview

- Authentic Experiencers make up 9,341 households, or 24% of the custom RDOS Chilliwack Target area (38,271 households)
- The Average Household Maintainer Age is 57, 47% 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
- Average interest in Gardening, Camping, Hiking/Backpacking
- Average interest in travelling within British Columbia and Canada; Authentic Experiencers from the custom RDOS Chilliwack Target area spent an average of \$1,700 on their last vacation
- On average Authentic Experiencers from the custom RDOS Chilliwack Target area spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal
- 78% currently use Facebook, 30% use Instagram and 24% use Twitter

#### Top Geographic Markets

Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Fraser Valley, BC (RD)	100.0	28.0	100	114,763	100.0

#### Market Sizing



Total Population

Target Group: 23,655 | 24.3%  
Market: 97,328

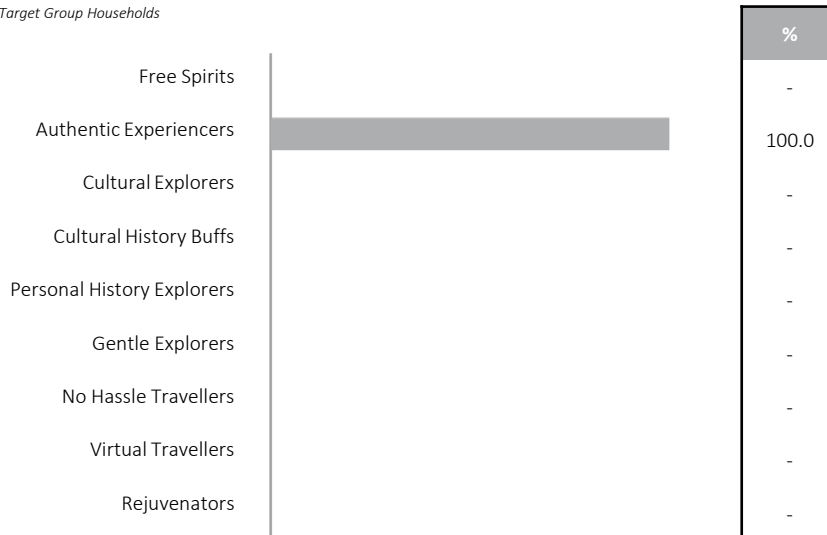


Total Households

Target Group: 9,341 | 24.4%  
Market: 38,271

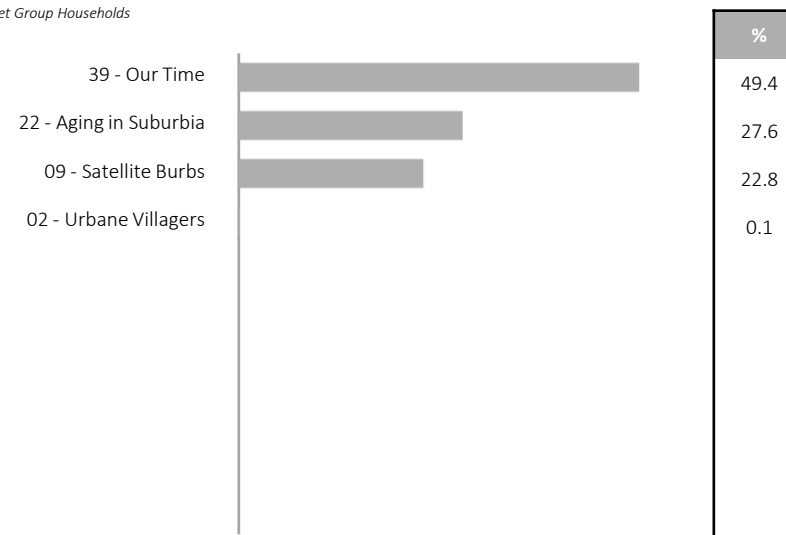
#### EQ Segments

% of Target Group Households

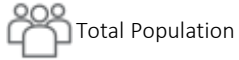


#### Top PRIZM Segments

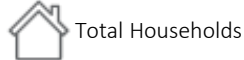
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 23,655 | 24.3%  
Market: 97,328

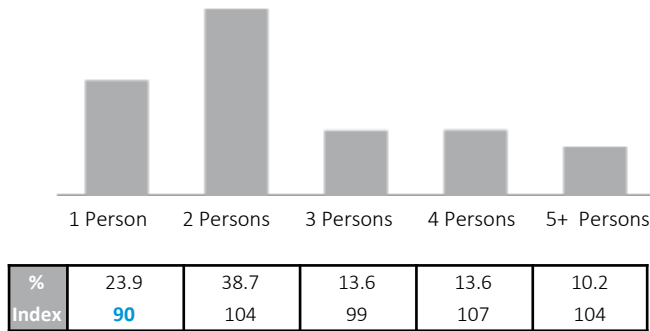


Total Households  
Target Group: 9,341 | 24.4%  
Market: 38,271

Average Household Income

\$104,943  
(111)

Household Size\*



Median Household Maintainer Age

57  
(104)

Marital Status\*\*



62.2%  
(105)

Family Composition\*\*\*



47.1%  
(105)

Education\*\*



34.5%  
(99)

Visible Minority Presence\*



7.7%  
(96)

Non-Official Language\*



0.5%  
(98)

Immigrant Population\*



14.9%  
(103)

**Psychographics\*\***

**Strong Values**

**Weak Values**

National Pride	123	79	Pursuit of Intensity
Need for Escape	117	79	Sexism
Personal Control	116	80	Equal Relationship with Youth
Rejection of Orderliness	115	82	Advertising as Stimulus
Emotional Control	115	82	Pursuit of Novelty

**Key Social Values**

































Need for Escape Index = 117	Primacy of the Family Index = 111	Primacy of Environmental Protection Index = 110
Ethical Consumerism Index = 107	Utilitarian Consumerism Index = 102	Attraction to Nature Index = 102
Social Responsibility Index = 101	Community Involvement Index = 98	Traditional Family Index = 97
Multiculturalism Index = 96	Ecological Lifestyle Index = 94	Global Consciousness Index = 93

**Sports & Leisure**
*Occasionally/Regularly Participate or Attended/Visited (Past Year)*

Top 5 Activities Participated*	% Comp	Index
Reading	87.9	100
Gardening	64.3	102
Swimming	60.6	102
Camping	58.4	101
Hiking & backpacking	54.4	101

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	53.5	103
Exhibitions, carnivals, fairs & markets	51.7	104
National or provincial park	40.9	103
Bars & restaurant bars	39.2	100
Art galleries, museums & science centres	34.3	103

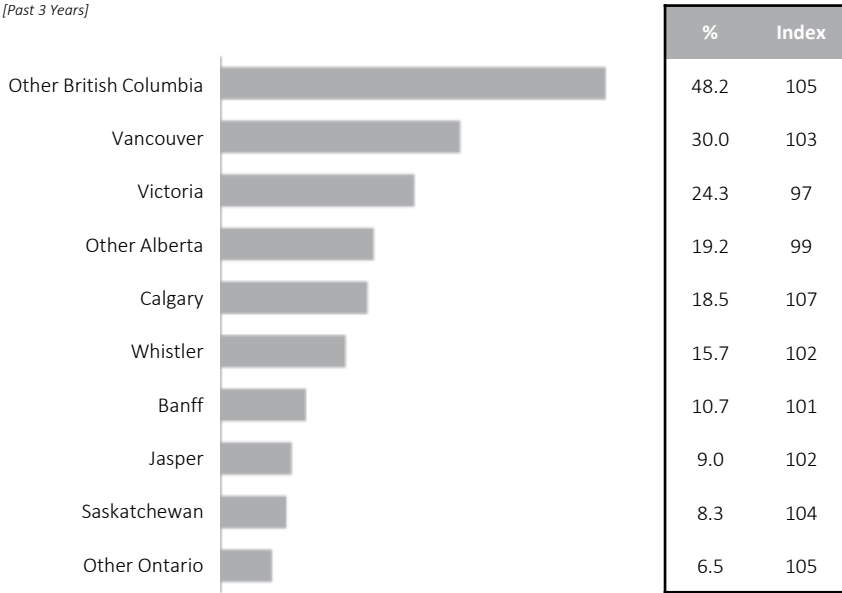
**Key Tourism Activities\*\***

Gardening  64.3% (102)	Camping  58.4% (101)	Hiking & backpacking  54.4% (101)	Home exercise & home workout  54.3% (103)	Parks & city gardens  53.5% (103)	Exhibitions, carnivals, fairs & markets  51.7% (104)	National or provincial park  40.9% (103)	Photography  38.1% (100)
Canoeing & kayaking  35.6% (100)	Art galleries, museums & science centres  34.3% (103)	Health club activity  30.1% (98)	Golfing  28.3% (100)	Fishing & hunting  27.7% (99)	Historical sites  26.9% (99)	Sporting events  26.2% (106)	Cross country skiing & snowshoeing  25.7% (103)
Theatre - Community theatres  19.9% (100)	Downhill skiing  17.3% (101)	Soccer  16.7% (99)	Theatre - Festivals  15.1% (97)	Hockey  14.6% (106)	Concerts - Outdoor stages & parks  14.0% (92)	ATV & snowmobiling  13.5% (98)	Snowboarding  13.2% (101)
Adventure sports  12.6% (96)	Music festivals  11.2% (100)	Marathon or similar event  8.9% (104)	RV shows  5.7% (97)	Film festivals  5.3% (97)	Health and living shows  2.3% <b>(81)</b>	Fitness, golf & ski shows (!)  1.3% <b>(77)</b>	Travel shows  1.0% <b>(86)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

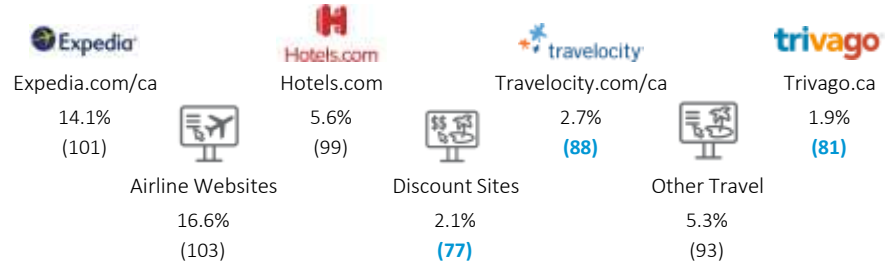


**Vacation Booking\*\***

Used [Past 3 Years]

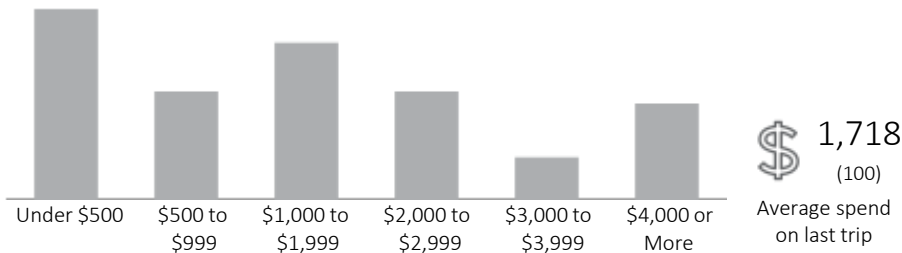


Booked With [Past Year]



**Vacation Spending**

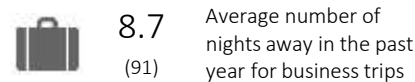
Spent Last Vacation



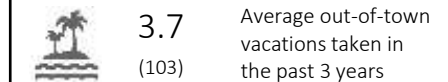
%	27.1	15.4	22.3	15.4	6.1	13.7
Index	101	93	103	111	93	95

**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 62.2% (104)	 Friends/relatives 41.2% (106)	 All-inclusive resort 20.6% (98)	 Camping 33.8% (106)	 Motel 23.6% (102)	 Cottage 12.8% (104)	 Vacation rental by owner 16.8% (99)
 Condo/apartment 13.0% (96)	 B&B 12.0% (102)	 Cruise ship 10.7% (93)	 RV/camper 16.2% (97)	 Spa resort 6.6% (92)	 Package tours 5.4% <b>(90)</b>	 Boat 5.5% (98)









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 38.9% (104)	 West Jet 35.0% (101)	 Air Transat 4.6% <b>(89)</b>	 Porter Airlines 0.1% <b>(130)</b>	 Other Canadian 4.5% (91)
 United Airlines 7.8% (108)	 Delta Airlines 5.3% (91)	 American Airlines 5.8% <b>(117)</b>	 Other American 11.2% (108)	
 European Airlines 7.6% (107)	 Asian Airlines 6.4% (99)	 Other Charter 3.2% (92)	 Other 6.4% (92)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 8.5% (98)	 Budget 3.7% (91)	 Avis 3.0% (101)	 Hertz 3.2% (102)
 U-Haul 3.4% (109)	 National 2.2% (94)	 Discount 0.7% (92)	 Other Rentals 4.5% (100)

**Media**

**Overall Level of Use**

Radio



13 hours/week  
(98)

Television



1,212 minutes/week  
(94)

Newspaper



1 hours/week  
(106)

Magazine



9 minutes/day  
(98)

Internet



232 minutes/day  
(99)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	31.4	109
Adult Contemporary	20.2	98
Mainstream Top 40/CHR	17.2	<b>112</b>
Today's Country	16.3	104
Classic Hits	15.2	109
Hot Adult Contemporary	10.7	108
Multi/Variety/Specialty	10.1	100
AOR/Mainstream Rock	9.5	<b>82</b>
Not Classified	9.0	92
Classic Rock	7.5	94

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	46.1	97
Evening local news	38.9	95
News/current affairs	35.8	100
Primetime serial dramas	31.0	97
Hockey (when in season)	29.4	99
Suspense/crime dramas	29.0	98
Documentaries	27.9	92
Cooking programs	27.1	99
Home renovation/decoration shows	26.8	98
Morning local news	24.4	100

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.1	101
National News	51.5	101
International News & World	48.4	98
Editorials	33.1	101
Movie & Entertainment	30.9	100
Health	29.9	103
Sports	29.8	98
Food	29.4	100
Business & Financial	27.3	99
Travel	27.0	100

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Canadian Living	13.5	102
Other U.S. magazines	11.3	102
Other English-Canadian	9.7	<b>89</b>
National Geographic	9.2	<b>89</b>
Maclean's	8.1	97
People	6.5	96
Reader's Digest	6.5	99
Chatelaine (English edition)	6.2	<b>111</b>
Cineplex Magazine	6.2	106
Canadian Geographic	5.9	<b>111</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	67.5	100
Send/receive a text/instant message	59.3	102
Participate in an online social network	51.2	102
Use apps	46.8	100
Use maps/directions service	43.5	101
Do banking/pay bills online	42.8	100
Take pictures/video	42.2	97
Internet search - business, services, products	34.9	98
Access a news site	31.7	96
Listen to music via streaming video service	29.7	101

**Top Mobile Activities\***

Activity [Past Week]

	%	Index
Send/receive a text/instant message	52.3	102
Send/receive email	44.7	100
Use apps	40.5	101
Take pictures/video	40.2	97
Use maps/directions service	37.4	103
Participate in an online social network	36.5	101
Access a news site	20.6	97
Listen to music via streaming video service	20.2	107
Do banking/pay bills online	19.9	98
Internet search - business, services, products	16.5	92

**Media**

**Social Media Platforms**

Usage [Currently Use]

	Facebook <b>78.1%</b> (98)		YouTube <b>68.2%</b> (100)		LinkedIn <b>36.3%</b> (103)
	Pinterest <b>35.1%</b> (99)		Wikis <b>34.6%</b> (103)		Instagram <b>30.3%</b> (100)
	WhatsApp <b>26.7%</b> (105)		Twitter <b>24.0%</b> (100)		Podcasts <b>16.1%</b> (104)
	Health/Fitness <b>16.1%</b> (101)		Blogs <b>12.7%</b> (102)		Snapchat <b>11.4%</b> (97)
	Reddit <b>6.5%</b> (102)		Dating App <b>3.5%</b> (81)		Flickr <b>3.2%</b> (101)
	Tinder <b>1.7%</b> (94)				

**Reasons to Follow Brands**

	%	Index
To learn about a brand's products /services	35.8	100
To get coupons and discounts	32.4	99
To enter contests	31.7	99
To be among the first to hear brand news	13.0	103
To provide feedback to the brand	12.2	98
To engage with content	9.4	106
To share brand-related stories with consumers	5.5	103
To make suggestions for new products/services	4.8	100

**Reasons to Unfollow Brands**

	%	Index
Too many messages	45.3	103
Not enough value	20.7	101
Stopped purchasing products from brand	14.2	100
Other	4.2	100

**Social Media Attitudes**

"I tend to ignore marketing and advertisements when I'm in a social media environment" 74%   Index = 100	"Use SM to stay connected with personal contacts" 46%   Index = 99	"Use SM to keep up to date on general news/events" 36%   Index = 100
"I am well informed about SM" 35%   Index = 103	"Feel comfortable meeting and communicating with people through SM" 31%   Index = 100	"Use SM to keep up to date on news/events in my industry" 27%   Index = 100

**Actions Taken using Social Media**

Variables with Response "Yes"

	%	Index
Like brand on Facebook	38.9	95
Subscribe to brand email newsletter	23.0	103
Subscribe to brand channel on YouTube	12.2	101
Join an exclusive online community of consumers who also like the brand	11.7	104
Follow brand on Instagram	10.3	100
Follow brand on Twitter	6.8	97

**Product Preferences**

Variables with "Agree" Statements

"I would like to eat healthy foods more often"  
80% | Index = 100

"I generally achieve what I set out to do"  
74% | Index = 102

"I consider myself to be informed on current events or issues"  
69% | Index = 102

"Family life and having children are most important to me"  
67% | Index = 101

"I am very concerned about the nutritional content of food products I buy"  
64% | Index = 99

"I offer recommendations of products/services to other people"  
62% | Index = 100

"I make an effort to buy local produce/products"  
60% | Index = 100

"I like to cook"  
60% | Index = 98

"I like to try new places to eat"  
60% | Index = 103

"I prefer to shop at retail store location for the customer experience"  
59% | Index = 101

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
53% | Index = 97

"Free-trial/product samples can influence my purchase decisions"  
49% | Index = 104

"I compare grocery prices at different stores"  
48% | Index = 99

"I like to try new and different products"  
44% | Index = 101

"I am adventurous/"outdoorsy"  
44% | Index = 100

"My friends' opinions are an important source of information for me"  
42% | Index = 100

"I am willing to pay more for eco-friendly products"  
31% | Index = 100

"Staying connected via social media is very important to me"  
31% | Index = 99

"I prefer to shop online for convenience"  
30% | Index = 104

"Advertising is an important source of information to me"  
29% | Index = 102

"I lead a fairly busy social life"  
27% | Index = 101

"I consider myself to be sophisticated"  
26% | Index = 103

"If I see something interesting in a store, I will usually buy it on impulse"  
23% | Index = 95

"I enjoy being extravagant/indulgent"  
22% | Index = 107

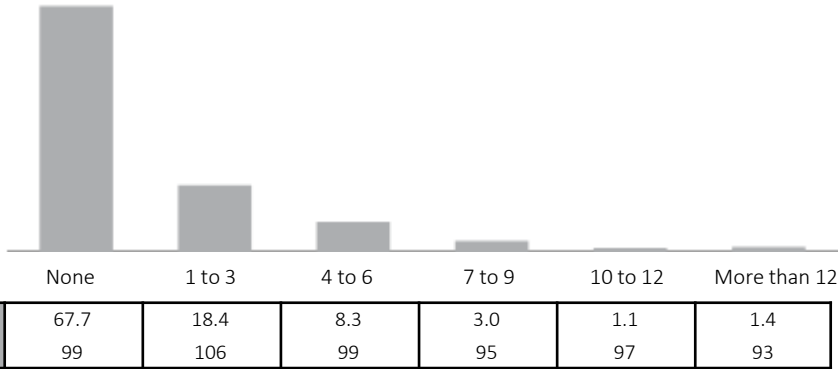
"I do more entertaining at home now than ever before"  
21% | Index = 103



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

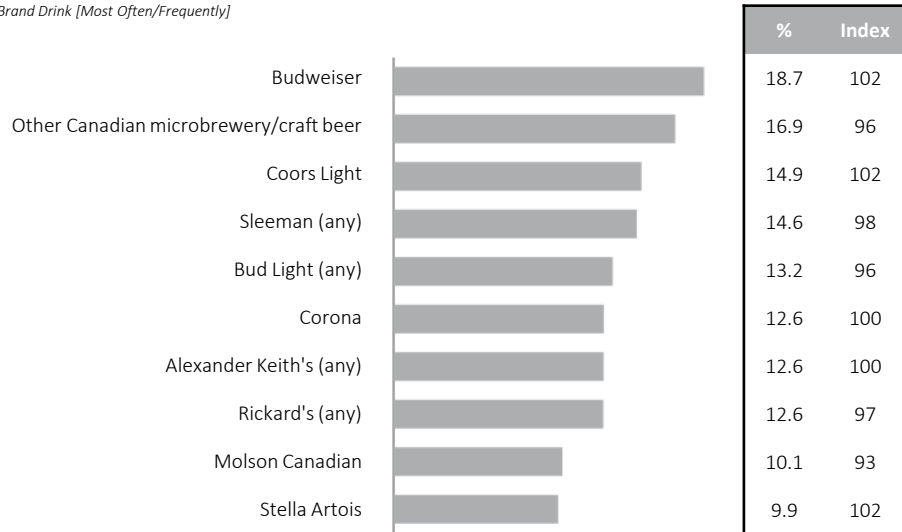
Drank [Past Month]	% Comp	Index
Canadian wine	21.7	100
Liqueurs (any)	12.3	97
Cider	11.6	101

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.1	97

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	16.9	96

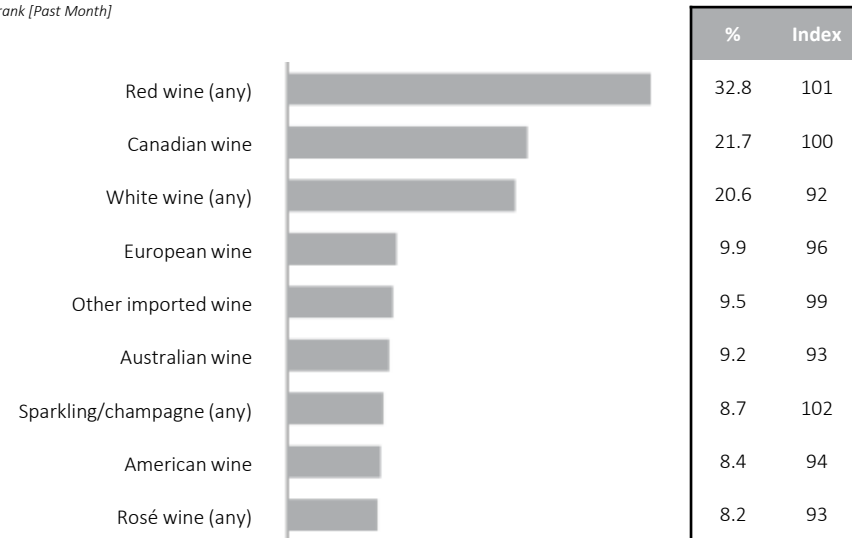
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

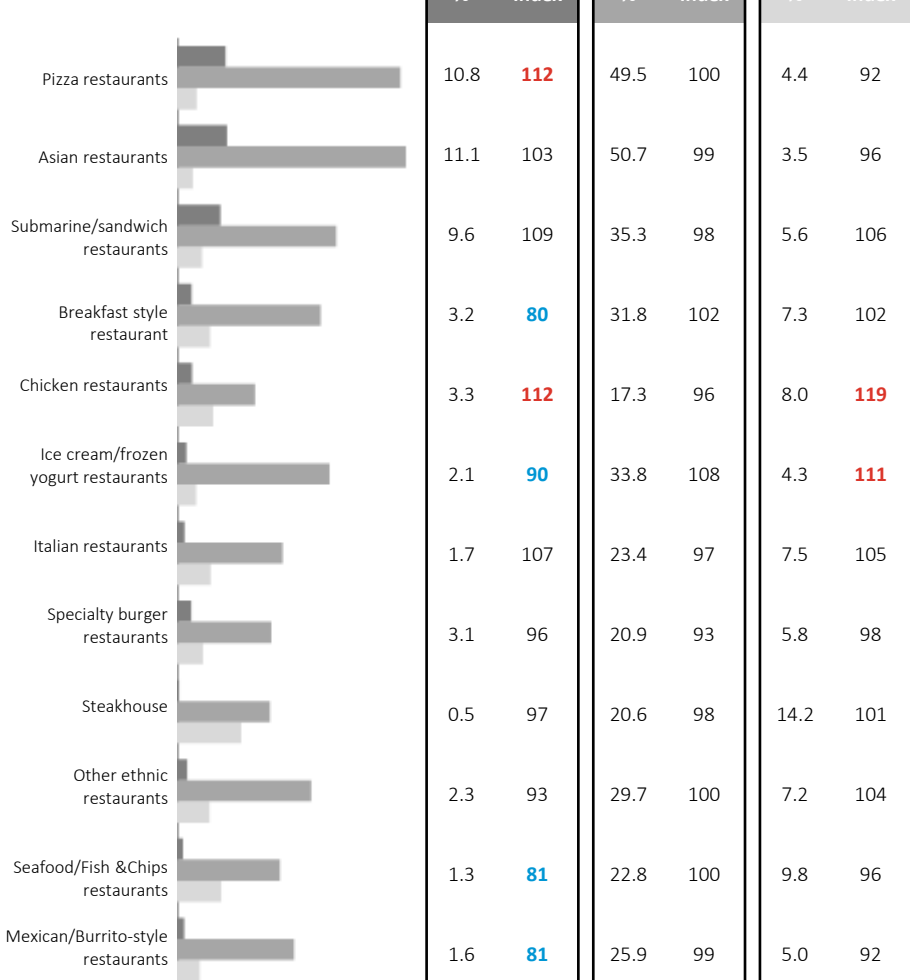


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

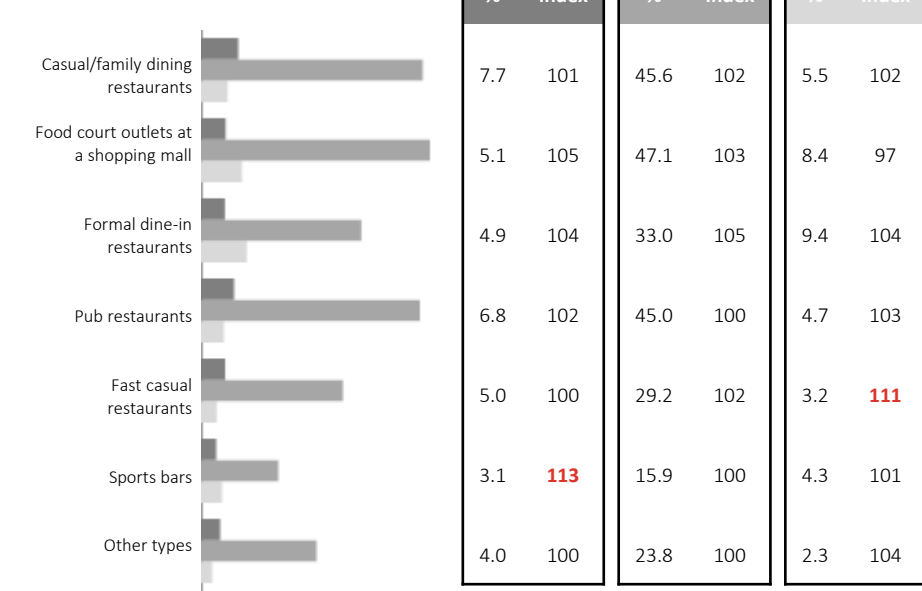
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
32.5%  
(103)



Organic Meat  
14.5%  
(109)



Other Organic Food  
13.6%  
(94)