Authentic Experiencers

PRIZM Segments Included (by SESI): 01, 02, 03, 04, 09, 22, 39
Market: RDOS - LANGLEY 2019

ENVIRONICS ANALYTICS

Overview

- Authentic Experiencers make up 17,215 households, or 38% of the custom RDOS Langley Target area (45,374 households)

- The Average Household Maintainer Age is 55, 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

- Above Average interest in Hockey, ATV/Snowmobiling and Marathons

- Above average interest in travelling to Montreal. Authentic Experiencers from the custom RDOS Langley Target area spent an average of $1,600 on their last vacation

- On average Authentic Experiencers from the custom RDOS Langley Target area spend 12hrs/week listening to the Radio, 17hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal

- 77% currently use Facebook, 33% use Instagram and 25% use Twitter

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

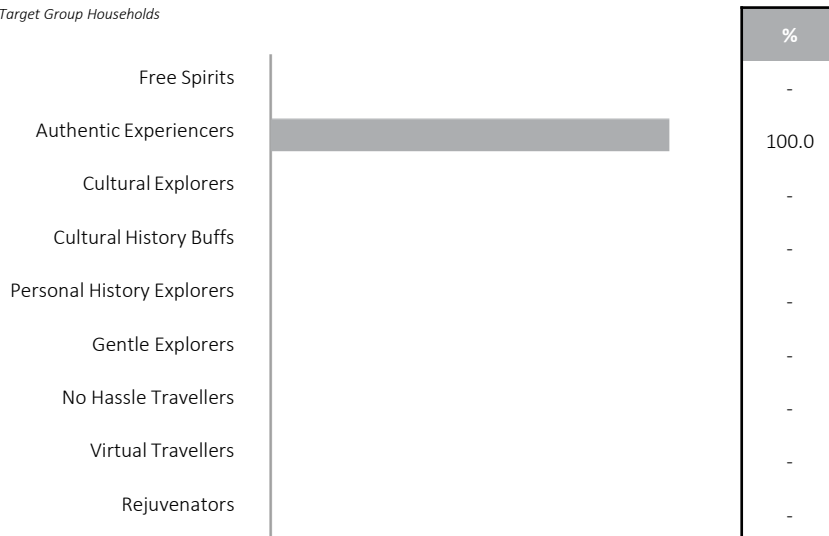### Market Sizing

Total Population
Target Group: 48,727 | 40.3%
Market: 120,852

Total Households
Target Group: 17,215 | 37.9%
Market: 45,374

EQ Segments
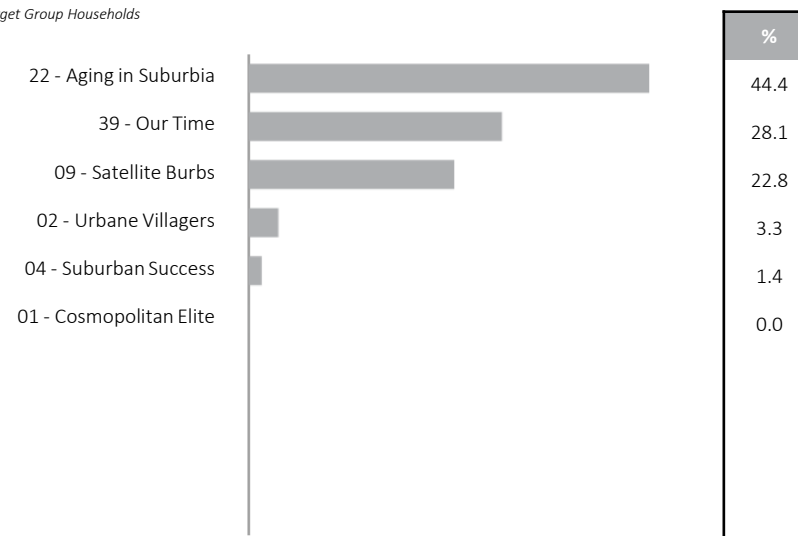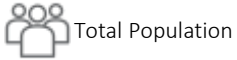
% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	100.0
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
22 - Aging in Suburbia	44.4
39 - Our Time	28.1
09 - Satellite Burbs	22.8
02 - Urbane Villagers	3.3
04 - Suburban Success	1.4
01 - Cosmopolitan Elite	0.0

Sources: DemoStats 2019, PRIZM 2019

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2020

Top Geographic Markets ranked by percent of group
PRIZM segments ranked on percent composition chosen from highest percent composition

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ENVIRONICS
ANALYTICS

Demographic Profile

Total Population

Target Group: 48,727 | 40.3%
Market: 120,852
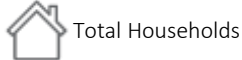
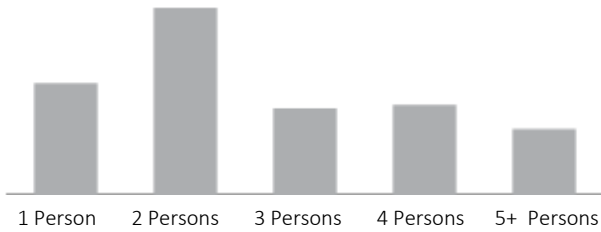**Total Households**

Target Group: 17,215 | 37.9%
Market: 45,374

Average Household Income

$124,575
(113)

Median Household Maintainer Age

55
(104)

Household Size*

%	20.6	34.5	16.0	16.6	12.2
Index	80	104	101	113	115

1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons

Marital Status**

62.5%
(104)

Married/Common-Law

Family Composition***

47.0%
(103)

Couples With Kids at Home

Education**

34.9%
(103)

High School Certificate Or Equivalent

Visible Minority Presence*

15.7%
(74)

Belong to a visible minority group

Non-Official Language*

1.2%
(79)

No knowledge of English or French

Immigrant Population*

16.8%
(84)

Born outside Canada

Psychographics**

Strong Values			Weak Values
Personal Control	122	77	Sexism
National Pride	122	79	Active Government
Emotional Control	118	81	Pursuit of Intensity
Effort Toward Health	114	82	Equal Relationship with Youth
Rejection of Orderliness	112	83	Fatalism

Key Social Values

Need for Escape Index = **111**	Primacy of Environmental Protection Index = 104	Social Responsibility Index = 101
Primacy of the Family Index = 101	Ethical Consumerism Index = 101	Traditional Family Index = 96
Utilitarian Consumerism Index = 96	Global Consciousness Index = 96	Community Involvement Index = 95
Attraction to Nature Index = **90**	Multiculturalism Index = **90**	Ecological Lifestyle Index = **86**

Sources: DemoStats 2019, SocialValues 2019
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average
Target Group
Source: Environics Analytics 2020
*Based on Households **Based on Household Population 15+
*** Based on Census Family Households
Psychographics benchmarked to Canada, and Strong/Weak values ranked by index
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ENVIRONICS ANALYTICS

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.8	100
Camping	58.4	101
Swimming	58.4	102
Gardening	58.0	103
Home exercise & home workout	53.7	96

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	50.3	103
Parks & city gardens	43.8	102
National or provincial park	39.0	105
Movies at a theatre & drive-in	36.4	101
Bars & restaurant bars	33.7	100

Key Tourism Activities**

Camping	Gardening	Home exercise & home workout	Hiking & backpacking	Exhibitions, carnivals, fairs & markets	Parks & city gardens	National or provincial park	Photography
58.4%	58.0%	53.7%	52.2%	50.3%	43.8%	39.0%	37.3%
(101)	(103)	(96)	(101)	(103)	(102)	(105)	(96)

Canoeing & kayaking	Art galleries, museums & science centres	Golfing	Health club activity	Fishing & hunting	Cross country skiing & snowshoeing	Sporting events	Theatre - Community theatres
34.6%	32.5%	28.6%	27.3%	23.7%	21.5%	21.2%	21.0%
(104)	(99)	(101)	(98)	(100)	(105)	(105)	(106)

Historical sites	Soccer	Downhill skiing	Hockey	Theatre - Festivals	Concerts - Outdoor stages & parks	ATV & snowmobiling	Snowboarding
18.0%	17.4%	17.4%	16.5%	14.6%	13.0%	12.4%	11.6%
(98)	(102)	(102)	**(112)**	(98)	(99)	**(110)**	(103)

Adventure sports	Marathon or similar event	Music festivals	RV shows	Film festivals	Health and living shows	Travel shows	Fitness, golf & ski shows (!)
11.2%	8.1%	6.3%	4.5%	3.0%	1.7%	0.6%	0.5%
(108)	**(115)**	(93)	(99)	**(87)**	(96)	(103)	**(66)**

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2020
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
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ENVIRONICS ANALYTICS

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	46.5	105
Victoria	25.3	102
Whistler	24.0	102
Vancouver	24.0	108
Calgary	14.0	107
Other Alberta	12.9	97
Banff	8.4	97
Toronto	6.7	105
Montreal	5.6	117
Saskatchewan	5.6	105
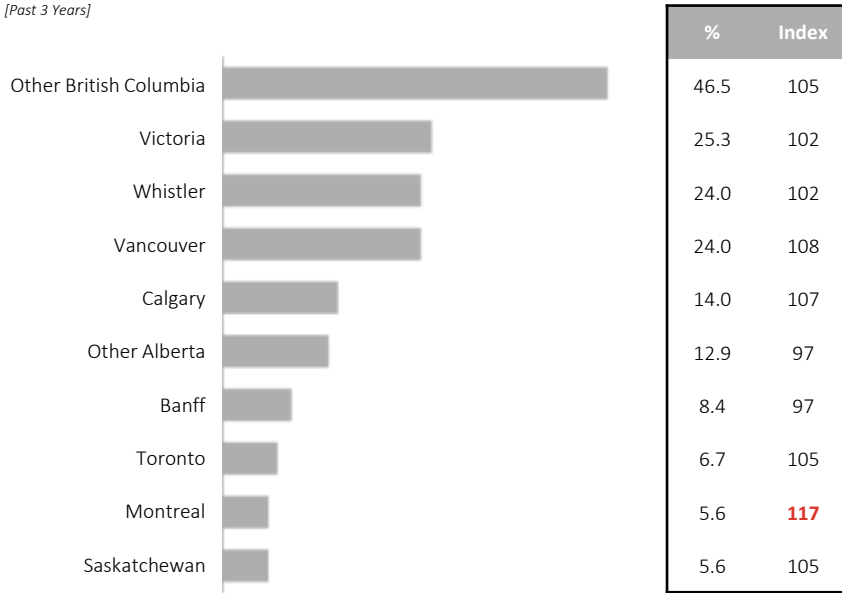
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through a hotel directly	41.3	97
Book through an airline directly	39.6	103
Book through an on-line travel agency	36.9	104
Book through airline/hotel website	27.9	100
Book through a full service travel agent	24.7	99
Book a package tour	14.9	114
Book through a discount/last minute agency	13.5	106
Other services	13.1	94

Booked With [Past Year]

Expedia.com/ca	Hotels.com	Travelocity.com/ca	Trivago.ca
13.0% (105)	3.5% (103)	2.0% (108)	1.8% (108)

Airline Websites	Discount Sites	Other Travel
12.9% (104)	1.5% (89)	6.1% (99)

Vacation Spending

Spent Last Vacation

%	32.9	13.5	20.9	12.2	7.6	13.0
Index	99	88	101	104	114	103

(Categories: Under $500, $500 to $999, $1,000 to $1,999, $2,000 to $2,999, $3,000 to $3,999, $4,000 or More)

$ 1,639 (103)
Average spend on last trip
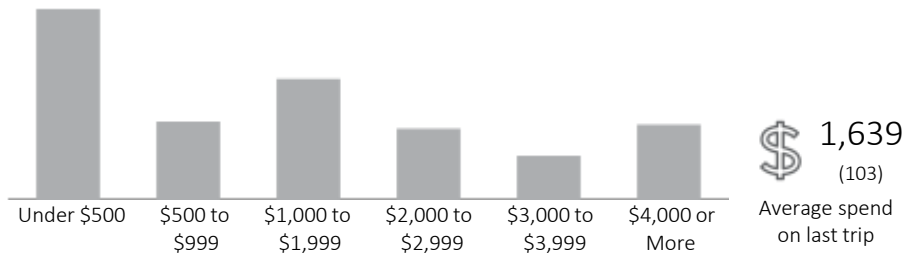
Travel Type & Frequency

Business Trips

10.1 (105) Average number of nights away in the past year for business trips

Personal Trips
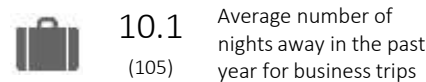
3.6 (101) Average out-of-town vacations taken in the past 3 years
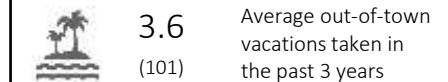
Average number of business trips by mode of transportation in the past year:

2.8 (104)   3.6 (100)   2.8 (105)   3.4 (98)

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2020

*Selected and ranked by percent composition
**Ranked by percent composition
Based on Household Population 12+

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ENVIRONICS ANALYTICS

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Cottage	Vacation rental by owner
63.5%	41.9%	17.8%	32.8%	20.5%	10.0%	17.7%
(102)	(106)	**(110)**	**(112)**	(103)	(109)	(103)

Condo/apartment	B&B	Cruise ship	RV/camper	Spa resort	Package tours	Boat
11.7%	11.4%	10.6%	13.2%	5.5%	3.5%	2.8%
(102)	(98)	(100)	(101)	(95)	(99)	(99)

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
35.6%	35.6%	5.4%	0.0%	3.7%
(102)	(102)	(102)	**(48)**	(95)

United Airlines	Delta Airlines	American Airlines	Other American
5.4%	6.1%	4.2%	9.9%
(96)	**(117)**	(101)	(100)

European Airlines	Asian Airlines	Other Charter	Other
6.8%	8.3%	2.5%	6.8%
(93)	**(118)**	(101)	(104)

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	Hertz
5.9%	3.5%	2.2%	2.2%
(105)	(106)	(93)	(91)

U-Haul	National	Discount	Other Rentals
2.1%	1.8%	0.5%	3.2%
(115)	**(112)**	(103)	(104)

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average   Target Group   Source: Environics Analytics 2020

*Ranked by national values
**Ranked by national values within row
Based on Household Population 12+

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ENVIRONICS ANALYTICS

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,012 minutes/week	1 hours/week	7 minutes/day	221 minutes/day
(98)	(95)	(110)	(100)	(96)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	30.5	103
Adult Contemporary	24.4	109
Mainstream Top 40/CHR	21.1	97
Classic Hits	17.2	115
Today's Country	16.3	104
Classic Rock	14.0	105
Modern/Alternative Rock	12.2	87
Hot Adult Contemporary	12.0	96
Multi/Variety/Specialty	8.8	97
Sports	8.4	100

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	42.0	98
Evening local news	37.5	97
News/current affairs	30.3	101
Hockey (when in season)	27.7	104
Cooking programs	26.5	97
Documentaries	26.5	98
Home renovation/decoration shows	25.7	104
Primetime serial dramas	25.0	98
Suspense/crime dramas	22.7	99
Morning local news	21.7	99

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	53.2	102
International News & World	45.7	103
National News	45.2	101
Movie & Entertainment	32.0	97
Editorials	30.1	103
Health	29.9	103
Food	27.4	100
Travel	27.4	104
Business & Financial	25.6	109
Sports	25.4	101

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	11.1	108
Other U.S. magazines	7.9	100
Other English-Canadian	7.2	102
Maclean's	6.8	106
National Geographic	6.7	104
Reader's Digest	5.6	102
Hello! Canada	5.2	108
Cineplex Magazine	5.1	107
People	4.6	89
Canadian House and Home	4.3	115

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	74.3	100
Send/receive a text/instant message	64.3	101
Use apps	54.7	100
Take pictures/video	53.7	98
Participate in an online social network	52.3	101
Use maps/directions service	48.9	98
Do banking/pay bills online	47.9	100
Internet search - business, services, products	42.3	96
Access a news site	35.1	94
Watch other online free streaming videos	33.5	97

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.7	100
Take pictures/video	52.2	98
Send/receive email	52.1	101
Use apps	48.5	102
Use maps/directions service	41.7	98
Participate in an online social network	40.1	102
Do banking/pay bills online	24.8	104
Access a news site	24.2	97
Internet search - business, services, products	22.7	95
Listen to music via streaming video service	21.3	105

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average
Target Group
Source: Environics Analytics 2020
*Selected and ranked by percent composition
Based on Household Population 12+
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ENVIRONICS ANALYTICS

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	77.4%	(98)
YouTube	69.9%	(99)
LinkedIn	39.9%	(96)
Wikis	35.6%	(99)
Instagram	33.4%	(95)
Pinterest	32.9%	(100)
WhatsApp	32.3%	(94)
Twitter	25.1%	(94)
Health/Fitness	18.7%	(95)
Podcasts	17.4%	(98)
Blogs	13.7%	(99)
Snapchat	10.6%	(89)
Reddit	8.4%	(88)
Dating App	3.8%	(75)
Flickr	3.5%	(80)
Tinder	1.7%	(80)

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	35.8	101
To get coupons and discounts	33.8	96
To enter contests	31.8	100
To provide feedback to the brand	13.2	104
To be among the first to hear brand news	12.1	96
To engage with content	9.7	104
To share brand-related stories with consumers	5.1	91
To make suggestions for new products/services	4.4	93

Reasons to Unfollow Brands

	%	Index
Too many messages	44.5	101
Not enough value	20.2	99
Stopped purchasing products from brand	14.0	101
Other	3.5	84

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	36.9	96
Subscribe to brand email newsletter	21.4	101
Subscribe to brand channel on YouTube	12.7	96
Follow brand on Instagram	11.3	90
Join an exclusive online community of consumers who also like the brand	11.2	101
Follow brand on Twitter	7.6	90

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 = 96	"Use SM to keep up to date on general news/events" 36% | Index = 96
"I am well informed about SM" 36% | Index = 97	"Feel comfortable meeting and communicating with people through SM" 33% | Index = 99	"Use SM to keep up to date on news/events in my industry" 27% | Index = 94

ENVIRONICS
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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
78% | Index = 99

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

"Family life and having children are most important to me"
68% | Index = 102

"I am very concerned about the nutritional content of food products I buy"
65% | Index = 100

"I consider myself to be informed on current events or issues"
64% | Index = 101

"I make an effort to buy local produce/products"
60% | Index = 102

"I offer recommendations of products/services to other people"
59% | Index = 100

"I like to try new places to eat"
58% | Index = 101

"I prefer to shop at retail store location for the customer experience"
58% | Index = 99

"I like to cook"
53% | Index = 97

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

"My friends' opinions are an important source of information for me"
48% | Index = 101

"I like to try new and different products"
45% | Index = 101

"I compare grocery prices at different stores"
44% | Index = 102

"I am adventurous/"outdoorsy""
43% | Index = 100

"Free-trial/product samples can influence my purchase decisions"
40% | Index = 98

"I lead a fairly busy social life"
33% | Index = 105

"I am willing to pay more for eco-friendly products"
32% | Index = 97

"Staying connected via social media is very important to me"
31% | Index = 97

"I prefer to shop online for convenience"
30% | Index = 103

"I consider myself to be sophisticated"
28% | Index = 105

"Advertising is an important source of information to me"
24% | Index = 98

"I do more entertaining at home now than ever before"
22% | Index = 108

"If I see something interesting in a store, I will usually buy it on impulse"
21% | Index = 97

"I enjoy being extravagant/indulgent"
19% | Index = 105

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	71.7	15.0	6.9	2.7	0.9	2.9
Index	100	98	**110**	**89**	101	98
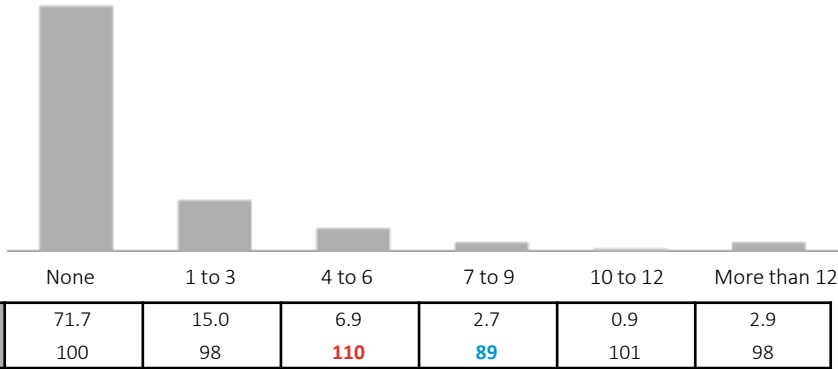
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	21.1	103
Cider	11.3	106
Liqueurs (any)	10.3	101

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.5	103

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	24.7	107

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	24.7	107
Corona	16.6	103
Alexander Keith's (any)	13.6	**117**
Budweiser	13.2	103
Stella Artois	13.0	100
Sleeman (any)	13.0	100
Rickard's (any)	12.4	107
Guinness	10.2	**110**
Coors Light	9.7	**113**
Molson Canadian	9.3	97
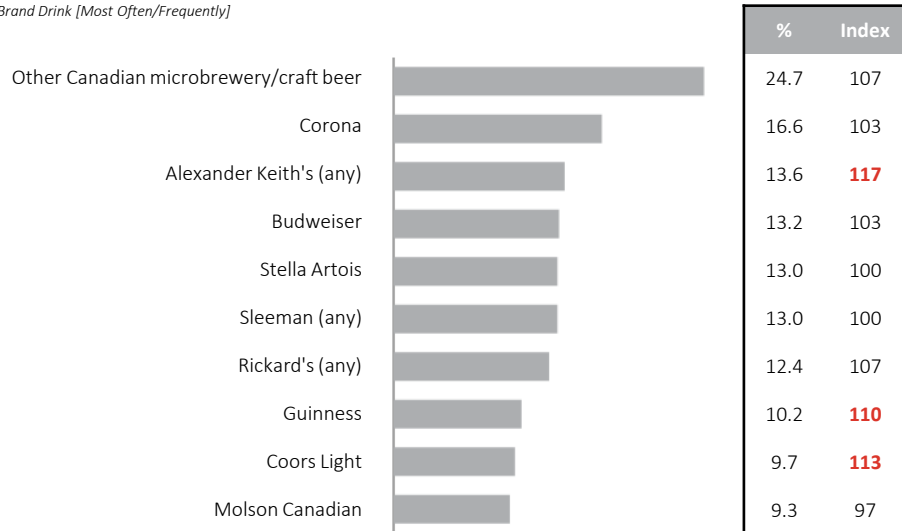
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	28.5	99
White wine (any)	22.1	97
Canadian wine	21.1	103
American wine	9.3	105
European wine	8.9	97
Australian wine	8.6	107
Rosé wine (any)	8.1	94
Other imported wine	8.1	107
Sparkling/champagne (any)	7.5	100

Sources: Opticks Powered by Numeris 2019
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average
Target Group
Source: Environics Analytics 2020
Based on Household Population 12+
*Selected and ranked by percent composition
Ranked by percent composition
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ENVIRONICS
ANALYTICS

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

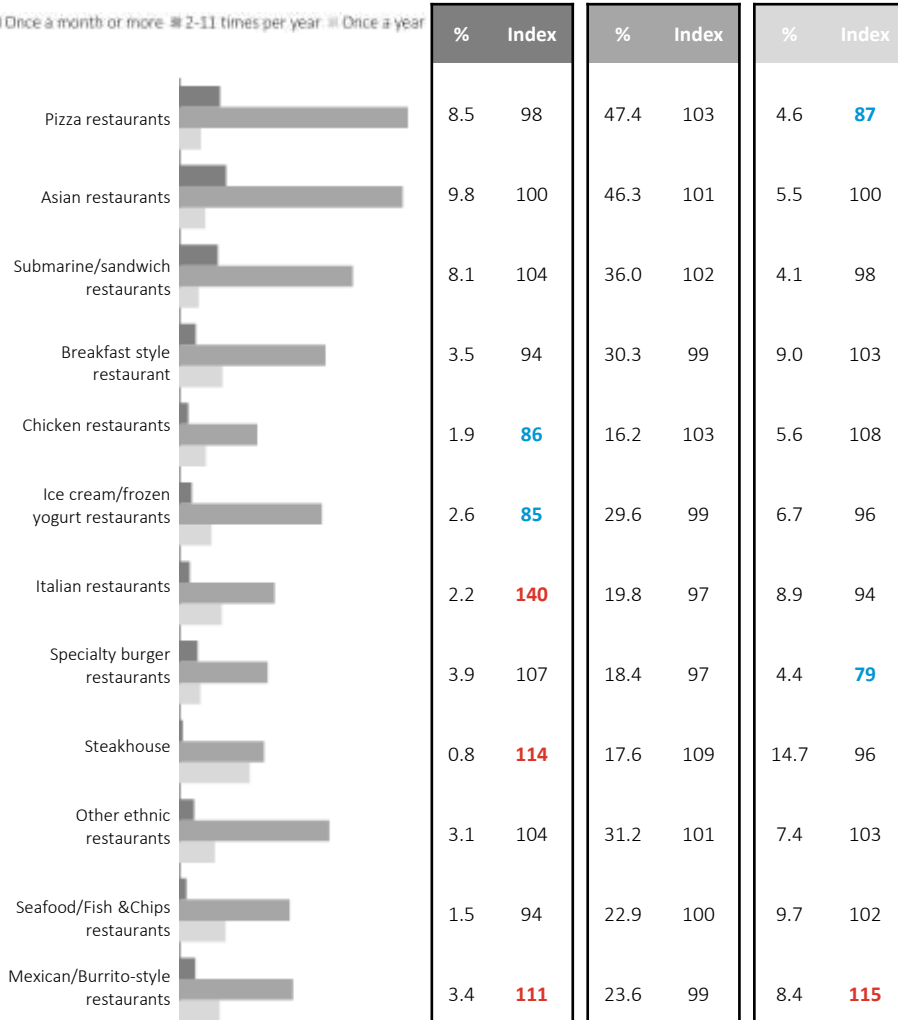|	%	Index	%	Index	%	Index
Pizza restaurants	8.5	98	47.4	103	4.6	**87**
Asian restaurants	9.8	100	46.3	101	5.5	100
Submarine/sandwich restaurants	8.1	104	36.0	102	4.1	98
Breakfast style restaurant	3.5	94	30.3	99	9.0	103
Chicken restaurants	1.9	**86**	16.2	103	5.6	108
Ice cream/frozen yogurt restaurants	2.6	**85**	29.6	99	6.7	96
Italian restaurants	2.2	**140**	19.8	97	8.9	94
Specialty burger restaurants	3.9	107	18.4	97	4.4	**79**
Steakhouse	0.8	**114**	17.6	109	14.7	96
Other ethnic restaurants	3.1	104	31.2	101	7.4	103
Seafood/Fish &Chips restaurants	1.5	94	22.9	100	9.7	102
Mexican/Burrito-style restaurants	3.4	**111**	23.6	99	8.4	**115**

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.8	99	40.2	97	4.8	100
Food court outlets at a shopping mall	6.9	98	43.7	103	8.1	**84**
Formal dine-in restaurants	3.0	94	33.7	104	8.8	95
Pub restaurants	7.3	100	43.3	103	3.6	**79**
Fast casual restaurants	7.7	95	26.2	97	4.0	**119**
Sports bars	3.9	**116**	12.8	**90**	4.2	93
Other types	5.0	97	17.7	101	2.9	**122**
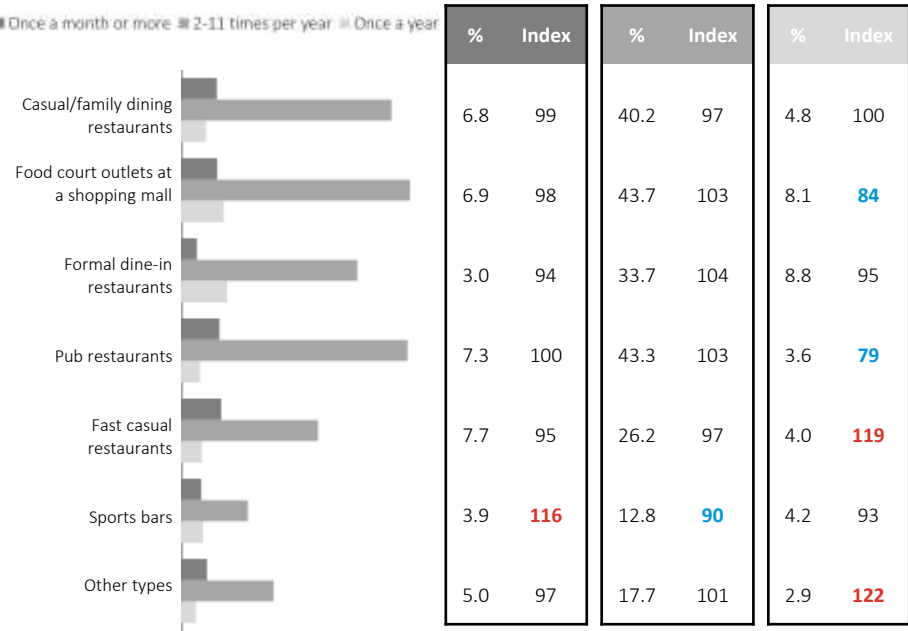
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
31.4%	13.7%	12.3%
(103)	(99)	(101)