

Authentic Experiencers

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

Market: RDOS - MAPLE RIDGE - 2019

Overview

- Authentic Experiencers make up 12,393 households, or 39% of the custom RDOS Maple Ridge Target area (31,903 households)
- The Average Household Maintainer Age is 54, 50% 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 Camping, Gardening and Home Exercise
- Average interest in travelling within British Columbia and Canada. Authentic Experiencers from the custom RDOS Maple Ridge Target area spent an average of \$1,600 on their last vacation
- On average Authentic Experiencers from the custom RDOS Maple Ridge Target area spend 12hrs/week listening to the Radio, 16hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal
- 78% currently use Facebook, 35% use Instagram and 26% 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: 36,529 | 41.4%
Market: 88,278

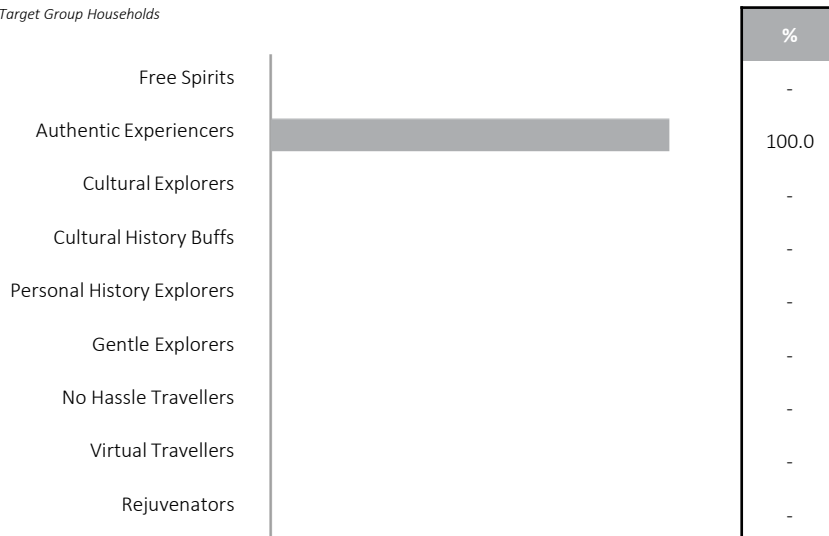


Total Households

Target Group: 12,393 | 38.8%
Market: 31,903

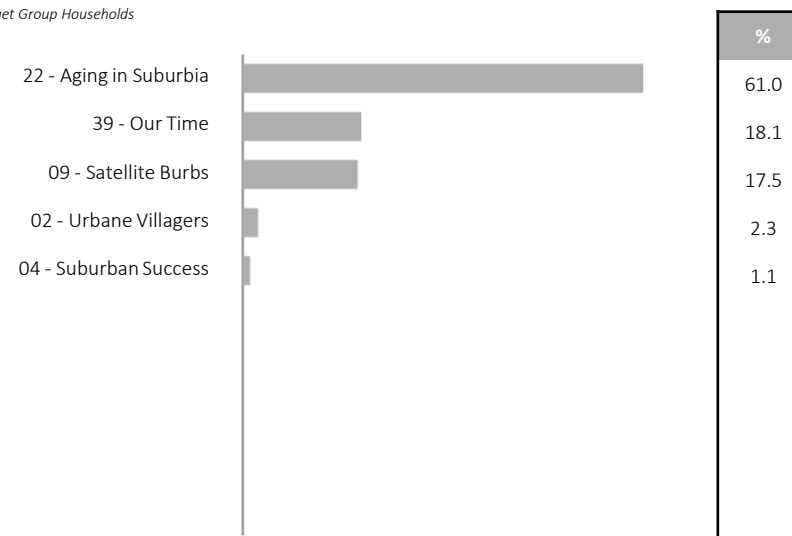
EQ Segments

% of Target Group Households

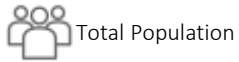


Top PRIZM Segments

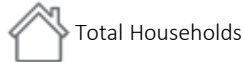
% of Target Group Households



Demographic Profile



Total Population
Target Group: 36,529 | 41.4%
Market: 88,278

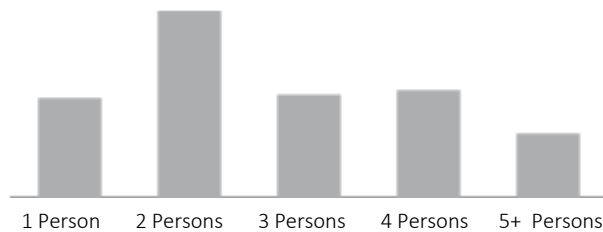


Total Households
Target Group: 12,393 | 38.8%
Market: 31,903

Average Household Income

\$125,491
(109)

Household Size*



Median Household Maintainer Age

54
(102)

Marital Status**

61.6%
(104)

Married/Common-Law

Family Composition***

49.8%
(102)

Couples With Kids at Home

Education**

32.9%
(99)

High School Certificate Or Equivalent

Visible Minority Presence*

17.6%
(100)

Belong to a visible minority group

Non-Official Language*

1.0%
(104)

No knowledge of English or French

Immigrant Population*

20.0%
(100)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Personal Control	122	78	Active Government
National Pride	118	78	Sexism
Emotional Control	117	81	Pursuit of Intensity
Buying on Impulse	113	83	Advertising as Stimulus
Rejection of Orderliness	112	83	Fatalism

Key Social Values

Need for Escape Index = 110	Primacy of Environmental Protection Index = 103	Ethical Consumerism Index = 101
Social Responsibility Index = 100	Primacy of the Family Index = 99	Traditional Family Index = 96
Utilitarian Consumerism Index = 94	Global Consciousness Index = 92	Multiculturalism Index = 91
Community Involvement Index = 87	Ecological Lifestyle Index = 85	Attraction to Nature Index = 85

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.6	100
Swimming	59.3	101
Camping	59.2	101
Gardening	59.2	103
Home exercise & home workout	54.9	98

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	50.2	102
Parks & city gardens	41.8	102
National or provincial park	37.2	102
Movies at a theatre & drive-in	35.5	99
Art galleries, museums & science centres	33.3	100

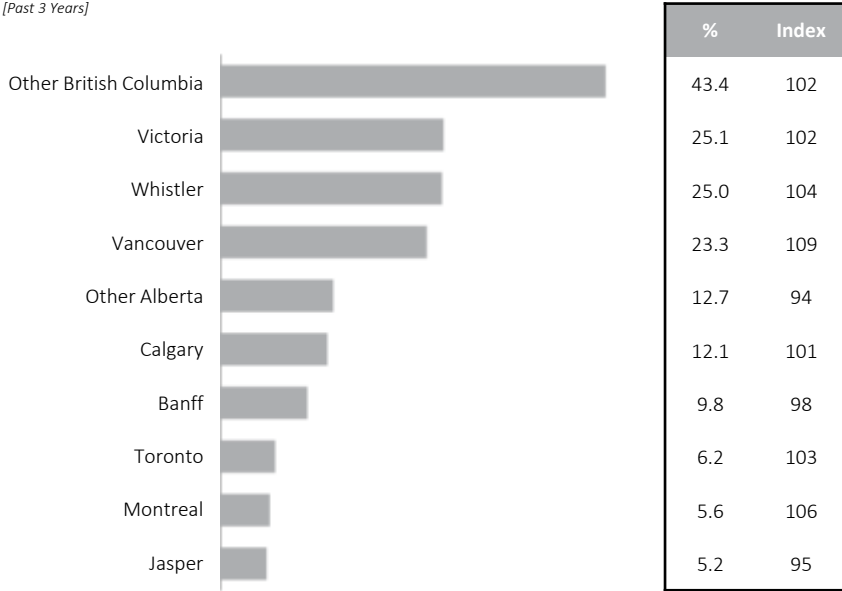
Key Tourism Activities**

Camping  59.2% (101)	Gardening  59.2% (103)	Home exercise & home workout  54.9% (98)	Hiking & backpacking  54.0% (101)	Exhibitions, carnivals, fairs & markets  50.2% (102)	Parks & city gardens  41.8% (102)	Photography  39.6% (100)	National or provincial park  37.2% (102)
Canoeing & kayaking  34.2% (101)	Art galleries, museums & science centres  33.3% (100)	Health club activity  28.8% (97)	Golfing  28.0% (99)	Fishing & hunting  25.0% (100)	Cross country skiing & snowshoeing  22.3% (100)	Sporting events  20.7% (106)	Theatre - Community theatres  20.0% (102)
Downhill skiing  19.0% (100)	Soccer  18.6% (99)	Historical sites  18.0% (96)	Hockey  16.2% (107)	Theatre - Festivals  15.5% (96)	Snowboarding  13.5% (109)	Concerts - Outdoor stages & parks  13.4% (97)	ATV & snowmobiling  13.1% (102)
Adventure sports  10.3% (103)	Marathon or similar event  8.2% (112)	Music festivals  7.2% (94)	RV shows  4.9% (91)	Film festivals  3.4% (91)	Health and living shows  1.9% (105)	Travel shows  0.7% (87)	Fitness, golf & ski shows (!)  0.5% (71)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

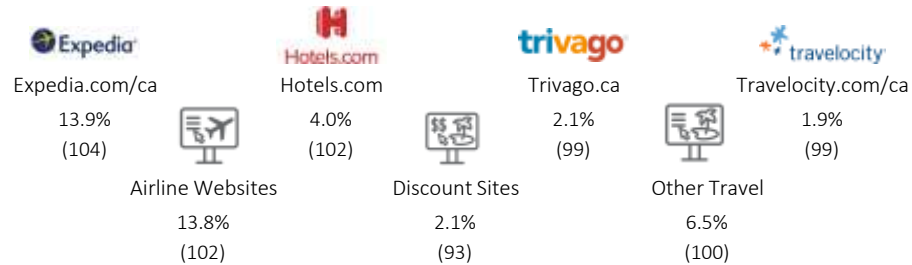


Vacation Booking**

Used [Past 3 Years]

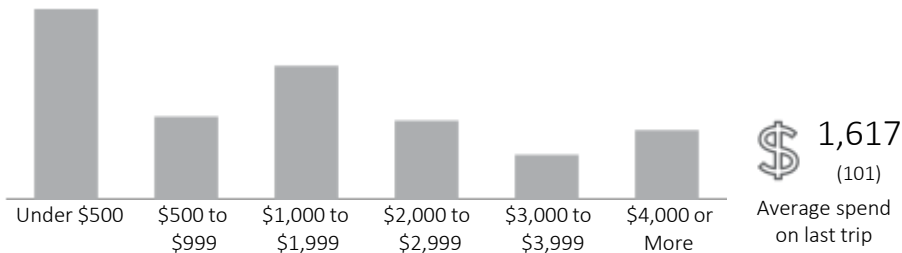


Booked With [Past Year]



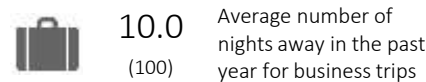
Vacation Spending

Spent Last Vacation

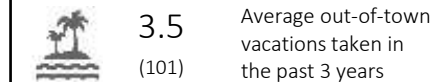


Travel Type & Frequency

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 63.9% (102)	 Friends/relatives 39.8% (103)	 All-inclusive resort 20.1% (103)	 Camping 32.0% (105)	 Motel 20.4% (105)	 Cottage 10.2% (105)	 Vacation rental by owner 18.1% (103)
 Condo/apartment 11.8% (100)	 B&B 11.9% (102)	 Cruise ship 11.2% (101)	 RV/camper 12.8% (100)	 Spa resort 6.4% (97)	 Package tours 4.7% (96)	 Boat 3.2% (94)









Airline Preferences**

Flown [Past Year]

 Air Canada 37.9% (102)	 West Jet 37.1% (105)	 Air Transat 5.1% (99)	 Porter Airlines 0.0% (124)	 Other Canadian 4.0% (94)
 United Airlines 5.7% (108)	 Delta Airlines 7.1% (117)	 American Airlines 3.8% (99)	 Other American 8.9% (98)	
 European Airlines 7.4% (103)	 Asian Airlines 7.2% (104)	 Other Charter 3.3% (106)	 Other 6.5% (101)	

Car Rental*

Rented From [Past Year]

 Enterprise 5.8% (102)	 Budget 3.7% (98)	 Avis 2.6% (102)	 Hertz 2.3% (103)
 U-Haul 2.1% (101)	 National 1.6% (100)	 Discount 0.5% (90)	 Other Rentals 4.5% (108)

Media

Overall Level of Use

Radio



12 hours/week
(99)

Television



977 minutes/week
(93)

Newspaper



1 hours/week
(102)

Magazine



7 minutes/day
(91)

Internet



231 minutes/day
(98)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	30.8	101
Adult Contemporary	24.0	101
Mainstream Top 40/CHR	21.2	101
Today's Country	15.8	105
Classic Hits	15.2	109
Modern/Alternative Rock	13.9	97
Classic Rock	13.5	104
Hot Adult Contemporary	12.4	102
Multi/Variety/Specialty	8.9	98
Sports	8.2	100

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	43.9	97
Evening local news	35.5	94
News/current affairs	29.3	98
Hockey (when in season)	26.5	99
Cooking programs	26.4	96
Documentaries	25.6	96
Home renovation/decoration shows	25.0	98
Primetime serial dramas	23.8	97
Suspense/crime dramas	22.7	98
Situation comedies	21.2	99

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	50.9	100
International News & World	44.8	103
National News	43.6	101
Movie & Entertainment	32.3	101
Editorials	29.8	101
Health	28.5	102
Food	27.0	101
Travel	26.4	99
Business & Financial	25.4	104
Sports	24.4	100

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	11.2	101
Other U.S. magazines	8.6	104
Other English-Canadian	7.4	97
Maclean's	6.6	99
National Geographic	6.2	90
Reader's Digest	6.0	103
Hello! Canada	5.5	107
People	5.5	96
Cineplex Magazine	5.1	110
Canadian House and Home	4.2	101

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	74.7	101
Send/receive a text/instant message	64.9	102
Use apps	55.2	101
Take pictures/video	54.1	100
Participate in an online social network	53.5	102
Use maps/directions service	51.7	102
Do banking/pay bills online	48.8	101
Internet search - business, services, products	44.5	101
Watch other online free streaming videos	37.0	101
Access a news site	36.7	101

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	60.1	102
Take pictures/video	52.6	100
Send/receive email	52.4	102
Use apps	48.5	103
Use maps/directions service	45.1	102
Participate in an online social network	41.7	104
Do banking/pay bills online	25.6	106
Access a news site	25.4	102
Internet search - business, services, products	24.3	104
Watch other online free streaming videos	23.6	104

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 78.1% (99)		YouTube 71.2% (99)		LinkedIn 41.3% (99)
	Wikis 36.7% (100)		Instagram 35.0% (98)		WhatsApp 33.9% (100)
	Pinterest 32.8% (99)		Twitter 25.7% (97)		Health/Fitness 19.5% (98)
	Podcasts 18.2% (100)		Blogs 13.5% (101)		Snapchat 11.4% (94)
	Reddit 9.6% (95)		Dating App 4.2% (82)		Flickr 4.0% (93)
	Tinder 1.7% (95)				

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	34.7	101
To get coupons and discounts	34.2	98
To enter contests	31.3	100
To provide feedback to the brand	13.4	100
To be among the first to hear brand news	12.7	98
To engage with content	9.7	104
To share brand-related stories with consumers	5.3	96
To make suggestions for new products/services	4.6	99

Reasons to Unfollow Brands

	%	Index
Too many messages	44.3	102
Not enough value	20.5	98
Stopped purchasing products from brand	13.9	99
Other	3.8	92

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 73% Index = 100	"Use SM to stay connected with personal contacts" 47% Index = 98	"I am well informed about SM" 38% Index = 101
"Use SM to keep up to date on general news/events" 37% Index = 98	"Feel comfortable meeting and communicating with people through SM" 34% Index = 100	"Use SM to keep up to date on news/events in my industry" 28% Index = 98

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	37.1	96
Subscribe to brand email newsletter	21.9	103
Subscribe to brand channel on YouTube	12.5	98
Follow brand on Instagram	11.9	94
Join an exclusive online community of consumers who also like the brand	11.2	101
Follow brand on Twitter	8.0	93

Product Preferences

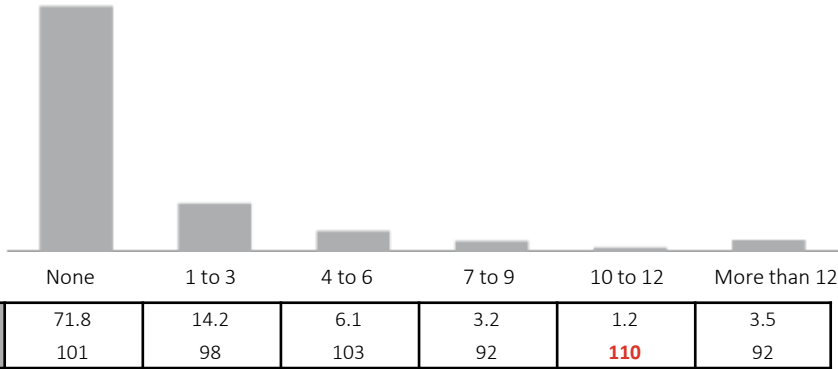
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 78% Index = 98	"I generally achieve what I set out to do" 72% Index = 101	"Family life and having children are most important to me" 65% Index = 101	"I am very concerned about the nutritional content of food products I buy" 62% Index = 99	"I consider myself to be informed on current events or issues" 62% Index = 100
"I make an effort to buy local produce/products" 60% Index = 102	"I prefer to shop at retail store location for the customer experience" 57% Index = 98	"I offer recommendations of products/services to other people" 57% Index = 98	"I like to try new places to eat" 56% Index = 101	"I like to cook" 55% Index = 97
"It's important to buy products from socially-responsible/environmentally-friendly companies" 51% Index = 97	"My friends' opinions are an important source of information for me" 46% Index = 98	"I compare grocery prices at different stores" 43% Index = 99	"I am adventurous/"outdoorsy" 43% Index = 99	"I like to try new and different products" 42% Index = 98
"Free-trial/product samples can influence my purchase decisions" 37% Index = 97	"Staying connected via social media is very important to me" 31% Index = 101	"I am willing to pay more for eco-friendly products" 31% Index = 98	"I lead a fairly busy social life" 30% Index = 105	"I prefer to shop online for convenience" 30% Index = 105
"I consider myself to be sophisticated" 27% Index = 101	"Advertising is an important source of information to me" 23% Index = 97	"I do more entertaining at home now than ever before" 22% Index = 103	"I have difficulty trying to balance my work and family/personal life" 22% Index = 93	"If I see something interesting in a store, I will usually buy it on impulse" 21% Index = 95

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

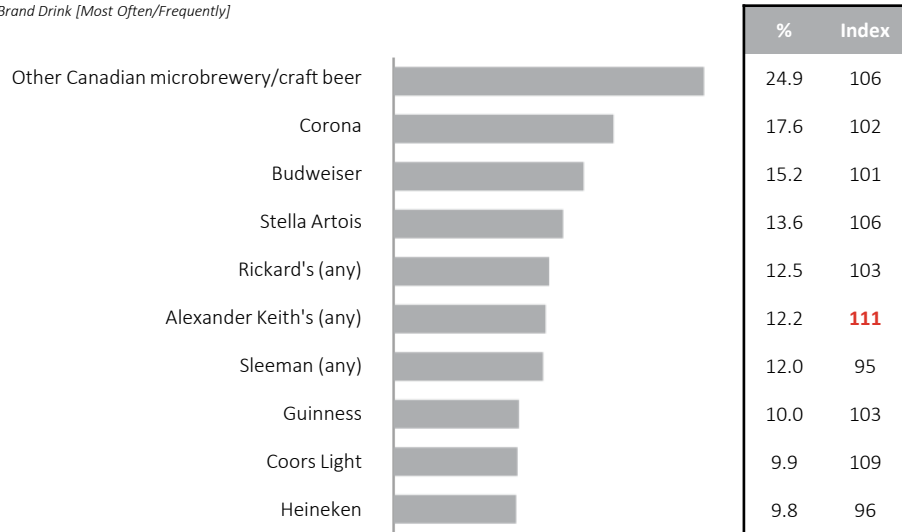
Drank [Past Month]	% Comp	Index
Canadian wine	20.5	102
Cider	11.0	104
Liqueurs (any)	10.5	100

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	18.5	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	24.9	106

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

	%	Index	%	Index	%	Index
Pizza restaurants	10.8	99	46.5	103	4.1	87
Asian restaurants	9.5	105	45.9	102	5.4	101
Submarine/sandwich restaurants	8.7	106	38.6	106	3.6	94
Breakfast style restaurant	3.3	98	30.1	99	8.7	109
Chicken restaurants	1.9	90	17.1	104	6.2	119
Ice cream/frozen yogurt restaurants	2.8	95	32.5	104	7.6	109
Italian restaurants	2.0	122	18.5	95	9.4	100
Specialty burger restaurants	4.3	108	18.2	94	5.2	90
Steakhouse	0.8	106	19.2	103	14.2	98
Other ethnic restaurants	3.3	107	32.4	101	7.9	100
Seafood/Fish & Chips restaurants	1.6	86	22.3	100	10.0	104
Mexican/Burrito-style restaurants	3.8	121	25.3	101	7.5	109

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	103	41.0	101	4.9	95
Food court outlets at a shopping mall	6.8	110	43.8	103	8.9	98
Formal dine-in restaurants	2.8	100	32.8	105	8.8	95
Pub restaurants	7.5	103	42.4	98	3.7	90
Fast casual restaurants	8.3	112	25.1	96	3.6	110
Sports bars	4.3	126	13.8	96	4.0	94
Other types	4.0	95	18.6	100	2.7	122

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
32.1%
(102)



Other Organic Food
12.9%
(99)



Organic Meat
11.9%
(101)