

Overview

- Of the 9 EQ Target Groups identified in Canada, Authentic Experiencers rank 4<sup>th</sup>, making up 260,859 households, or 13% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 59, 54% of couples have children living at home
- Above Average Household Income of \$152,393 compared to British Columbia at \$106,682
- 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
- Above Average interest in Golfing, Specialty Movie Theatres/IMAX, and Downhill Skiing
- Above Average interest in travelling within Canada (Other British Columbia, Banff), Authentic Experiencers from British Columbia spent an average of \$1,694 on their last vacation
- On average, Authentic Experiencers from British Columbia spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 76% currently use Facebook, 34% use Instagram and 25% use Twitter

Market Sizing



Total Population

Target Group: 688,581 | 13.6%  
Market: 5,064,371



Total Households

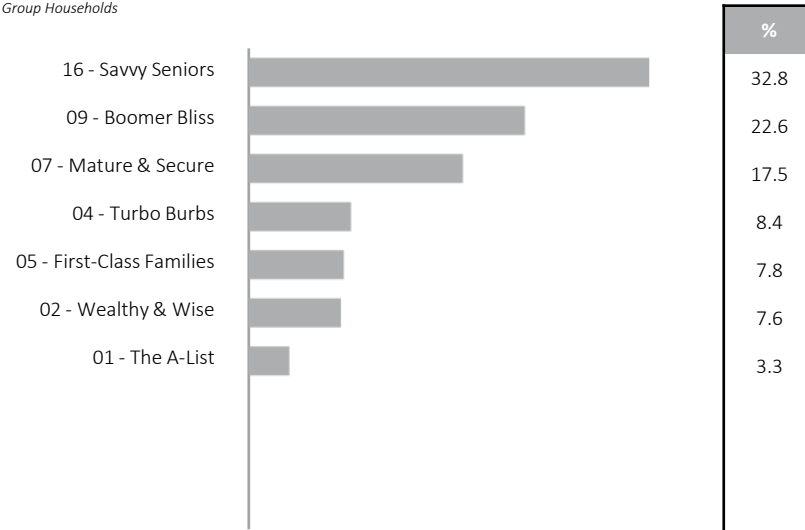
Target Group: 260,859 | 13.0%  
Market: 2,010,897

Top Geographic Markets

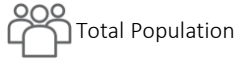
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Vancouver, BC (DM)	9.6	76.4	589	32,703	1.6
Surrey, BC (CY)	9.3	13.2	102	183,889	9.1
Saanich, BC (DM)	7.5	40.3	310	48,362	2.4
Delta, BC (DM)	5.1	34.8	269	38,106	1.9
Kelowna, BC (CY)	4.8	21.2	164	59,332	3.0
West Vancouver, BC (DM)	4.7	68.6	529	17,998	0.9
Vancouver, BC (CY)	4.3	3.7	29	303,965	15.1
Langley, BC (DM)	3.9	22.7	175	45,344	2.3
Coquitlam, BC (CY)	3.7	17.5	135	55,399	2.8
Nanaimo, BC (CY)	3.5	21.9	169	41,687	2.1

Top PRIZM Segments

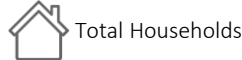
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 688,581 | 13.6%  
Market: 5,064,371

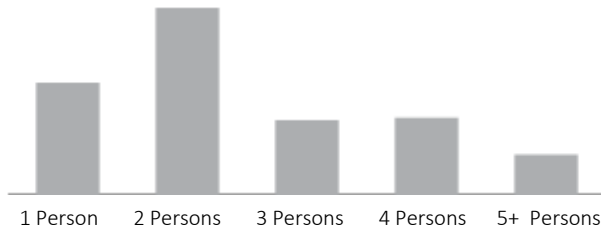


Total Households  
Target Group: 260,859 | 13.0%  
Market: 2,010,897

Average Household Income

\$152,393  
(143)

Household Size\*



Median Household Maintainer Age

59  
(110)

Marital Status\*\*



Married/Common-Law

Family Composition\*\*\*



Couples Without Kids at Home

Education\*\*



University Degree

Visible Minority Presence\*



Belong to a visible minority group

Non-Official Language\*



No knowledge of English or French

Immigrant Population\*



Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Culture Sampling	120	72	Attraction to Nature
Legacy	120	79	Sexism
Effort Toward Health	119	80	Active Government
Emotional Control	116	83	Acceptance of Violence
Rejection of Orderliness	114	85	Aversion to Complexity

**Key Social Values**

Culture Sampling Index = 120	Legacy Index = 120	Effort Toward Health Index = 119
Emotional Control Index = 116	Community Involvement Index = 113	Racial Fusion Index = 111
Ecological Concern Index = 109	National Pride Index = 109	Social Learning Index = 108
Pursuit of Originality Index = 107	Flexible Families Index = 107	Need for Escape Index = 105































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.0	101
Gardening	66.8	102
Swimming	58.2	100
Fitness walking	55.4	106
Camping	53.9	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	56.3	102
Parks & city gardens	46.2	104
Bars & restaurant bars	42.0	107
Movies at a theatre/drive-in	39.6	103
Theatre - Major theatres, halls & auditoriums	38.3	107

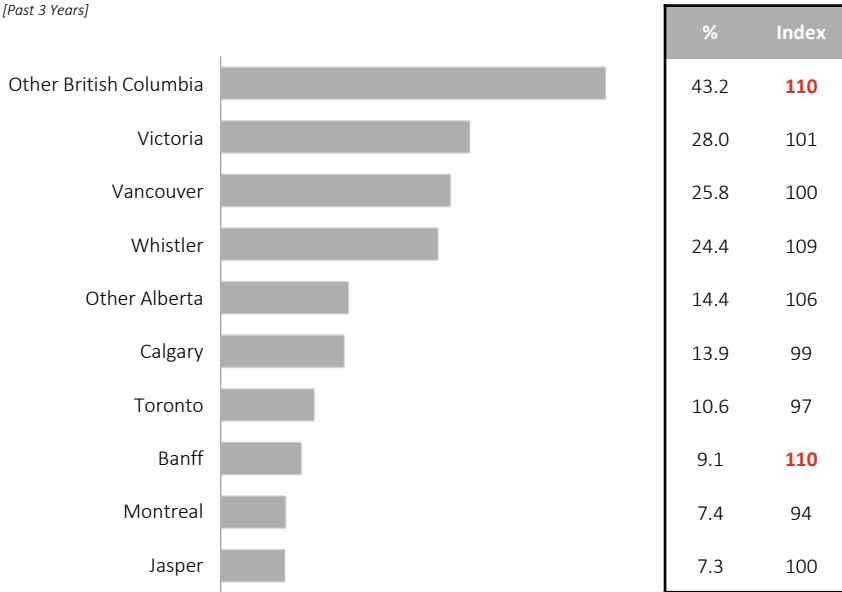
**Key Tourism Activities\*\***

Swimming  58.2% (100)	Camping  53.9% (102)	Hiking & backpacking  49.1% (99)	Parks & city gardens  46.2% (104)	Cycling  45.0% (103)	Bars & restaurant bars  42.0% (107)	Photography  40.8% (101)	Canoeing & kayaking  36.1% (102)
National or provincial park  35.0% (104)	Golfing  27.5% <b>(111)</b>	Cross country skiing & snowshoeing  25.4% (105)	Pilates & yoga  24.7% (98)	Specialty movie theatres/IMAX  24.5% <b>(120)</b>	Downhill skiing  24.1% <b>(120)</b>	Ice skating  23.5% (103)	Fishing & hunting  21.9% (95)
Sporting events  21.7% <b>(115)</b>	Historical sites  20.1% (108)	Zoos & aquariums  19.8% (108)	Video arcades & indoor amusement centres  16.8% (101)	Power boating & jet skiing  13.9% (106)	Hockey  13.4% <b>(113)</b>	Beer, food & wine festivals  13.3% <b>(113)</b>	Adventure sports  11.9% (92)
Theme parks, waterparks & water slides  11.9% <b>(117)</b>	ATV & snowmobiling  9.8% <b>(90)</b>	Music festivals  9.5% (99)	Snowboarding  8.2% (97)	Curling  7.3% (105)	Film festivals  7.2% (96)	Marathon or similar event  6.7% <b>(86)</b>	Food & wine shows  5.6% <b>(127)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

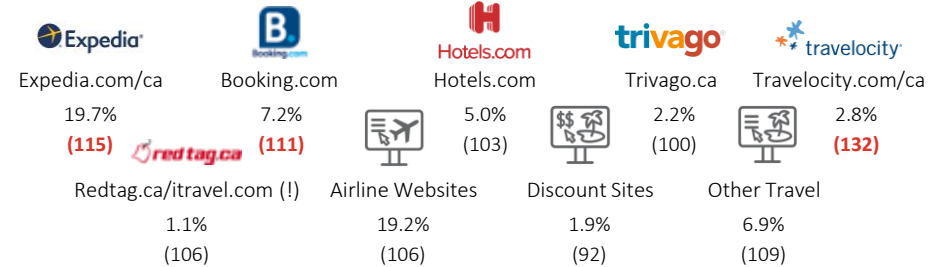


**Vacation Booking\*\***

Used [Past 3 Years]

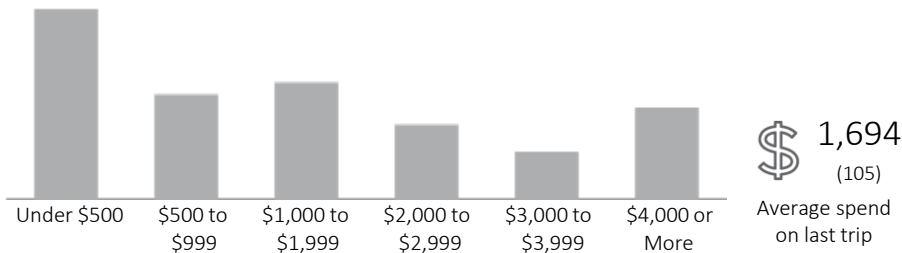


Booked With [Past Year]



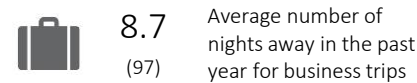
**Vacation Spending**

Spent Last Vacation

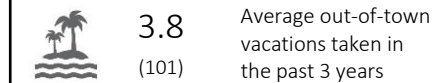


**Travel Type & Frequency**

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 59.5% (101)	 Friends/relatives 42.6% (108)	 All-inclusive resort 17.1% (105)	 Camping 25.1% (101)	 Motel 23.3% <b>(111)</b>	 Vacation rental by owner 23.2% <b>(111)</b>	 Cottage 12.0% <b>(127)</b>
 B&B 16.8% (108)	 Condo/apartment 15.7% <b>(116)</b>	 Cruise ship 14.9% <b>(115)</b>	 RV/camper 13.7% <b>(114)</b>	 Package tours 6.1% <b>(130)</b>	 Spa resort 6.8% (108)	 Boat 3.6% <b>(138)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 41.6% (102)	 West Jet 35.8% (106)	 Air Transat 7.0% (102)	 Porter Airlines 0.7% <b>(85)</b>	 Other Canadian 5.6% (105)
 United Airlines 8.4% <b>(121)</b>	 Delta Airlines 6.4% (107)	 American Airlines 3.9% <b>(111)</b>	 Other American 9.5% (108)	
 European Airlines 8.5% <b>(112)</b>	 Asian Airlines 6.6% (96)	 Other Charter 2.6% <b>(137)</b>	 Other 9.7% <b>(116)</b>	

**Car Rental\***

Rented From [Past Year]

 Enterprise 6.6% (102)	 Budget 5.8% (109)	 Avis 2.9% <b>(134)</b>	 National 4.6% <b>(127)</b>
 Hertz 2.8% (103)	 Discount 1.6% (103)	 U-Haul 2.2% <b>(143)</b>	 Other Rentals 4.3% <b>(133)</b>

**Media**

**Overall Level of Use**

Radio



13 hours/week  
(104)

Television



1,171 minutes/week  
(101)

Newspaper



1 hours/week  
**(134)**

Magazine



9 minutes/day  
(102)

Internet



208 minutes/day  
(92)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	41.0	<b>111</b>
Adult Contemporary	19.3	103
Classic Hits	14.2	<b>114</b>
Modern/Alternative Rock	12.6	<b>123</b>
Mainstream Top 40/CHR	12.5	<b>83</b>
Multi/Variety/Specialty	12.4	106
Today's Country	10.8	<b>125</b>
Hot Adult Contemporary	9.4	<b>89</b>
Classic Rock	9.2	<b>113</b>
Not Classified	8.2	<b>111</b>

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	45.4	100
Evening local news	43.0	<b>112</b>
News/current affairs	31.3	101
Documentaries	30.7	108
Primetime serial dramas	29.1	104
Hockey (when in season)	28.9	<b>112</b>
Suspense/crime dramas	27.4	99
Home renovation/decoration shows	26.7	106
Situation comedies	25.2	102
Cooking programs	23.9	97

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.4	100
International News & World	56.7	106
National News	54.9	105
Health	38.2	106
Food	34.7	106
Movie & Entertainment	34.6	102
Editorials	33.3	106
Travel	32.9	<b>110</b>
Sports	31.7	<b>111</b>
Business & Financial	28.7	<b>113</b>

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other English-Canadian	11.8	<b>113</b>
Other U.S. magazines	11.4	<b>114</b>
Canadian Living	10.5	<b>123</b>
Maclean's	7.8	<b>120</b>
National Geographic	7.5	109
People	5.8	<b>114</b>
Cineplex Magazine	5.2	<b>121</b>
Reader's Digest	5.1	<b>118</b>
Hello! Canada	5.1	<b>124</b>
Chatelaine (English edition)	4.6	<b>127</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	72.6	101
Send/receive a text/instant message	61.5	99
Do banking/pay bills online	54.4	104
Take pictures/video	54.0	104
Participate in an online social network	52.2	97
Use maps/directions service	50.6	99
Use apps	49.8	101
Internet search - business, services, products	46.9	103
Access a news site	40.5	103
Watch a subscription-based video service	32.1	99

**Top Mobile Activities\***

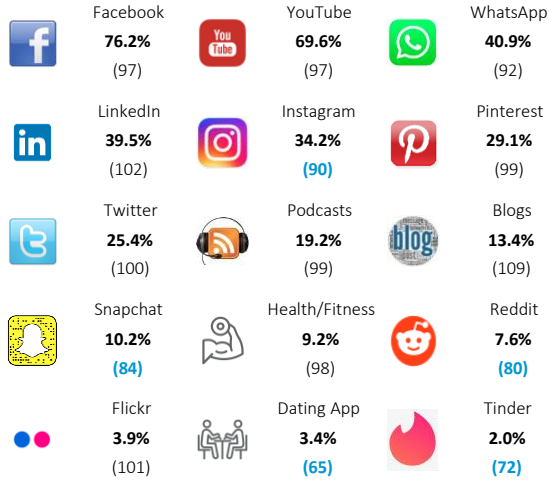
Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.9	99
Take pictures/video	50.8	105
Send/receive email	50.7	103
Use apps	45.7	101
Use maps/directions service	40.1	98
Participate in an online social network	39.5	94
Internet search - business, services, products	26.3	100
Access a news site	24.1	104
Do banking/pay bills online	22.5	97
Compare products/prices while shopping	16.5	99

**Media**

**Social Media Platforms**

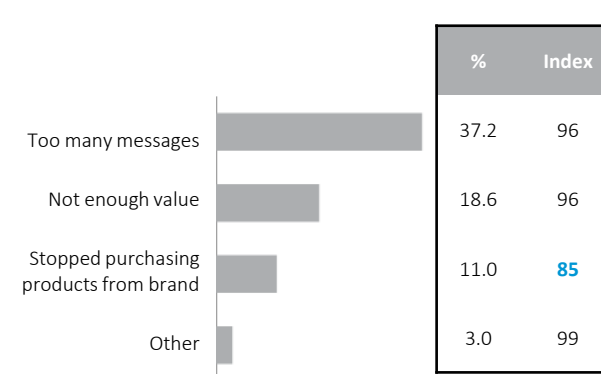
Usage [Currently Use]



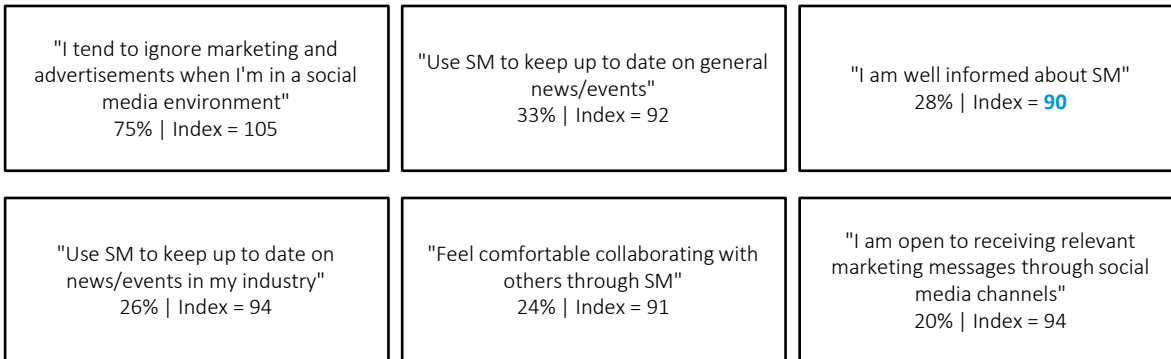
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

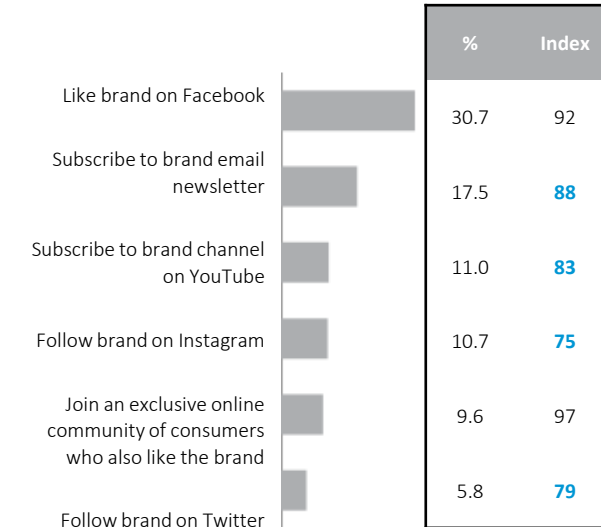


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

"I would like to eat healthy foods more often"  
78% | Index = 100

"I have tried a product/service based on a personal recommendation"  
75% | Index = 105

"I am very concerned about the nutritional content of food products I buy"  
70% | Index = 104

"I generally achieve what I set out to do"  
70% | Index = 103

"I value companies who give back to the community"  
66% | Index = 101

"I make an effort to buy local produce/products"  
65% | Index = 104

"I consider myself to be informed on current events or issues"  
63% | Index = 103

"I am interested in learning about different cultures"  
62% | Index = 101

"Family life and having children are most important to me"  
60% | Index = 103

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
59% | Index = 109

"I like to try new places to eat"  
57% | Index = 103

"I like to cook"  
56% | Index = 100

"I offer recommendations of products/services to other people"  
55% | Index = 102

"When I shop online I prefer to support Canadian retailers"  
52% | Index = 104

"I like to try new and different products"  
49% | Index = 96

"Free-trial/product samples can influence my purchase decisions"  
41% | Index = 99

"I am adventurous/"outdoorsy""  
41% | Index = 105

"I am willing to pay more for eco-friendly products"  
35% | Index = 100

"Vegetarianism is a healthy option"  
30% | Index = 94

"I prefer to shop online for convenience"  
29% | Index = 103

"Staying connected via social media is very important to me"  
26% | Index = 102

"Advertising is an important source of information to me"  
25% | Index = 98

"I lead a fairly busy social life"  
24% | Index = **111**

"I consider myself to be sophisticated"  
23% | Index = 104

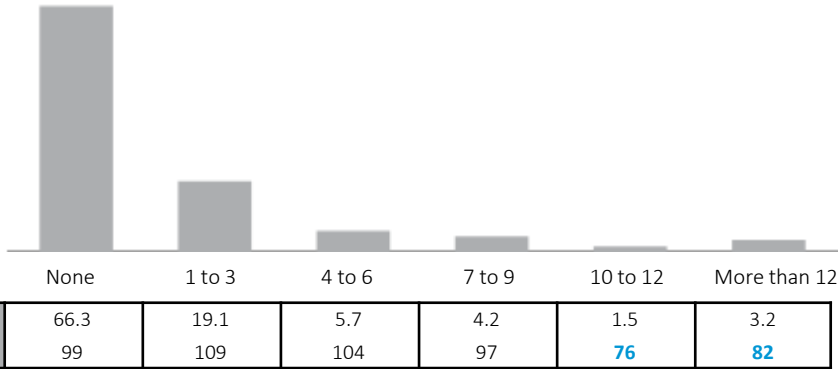
"I enjoy being extravagant/indulgent"  
19% | Index = 97



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

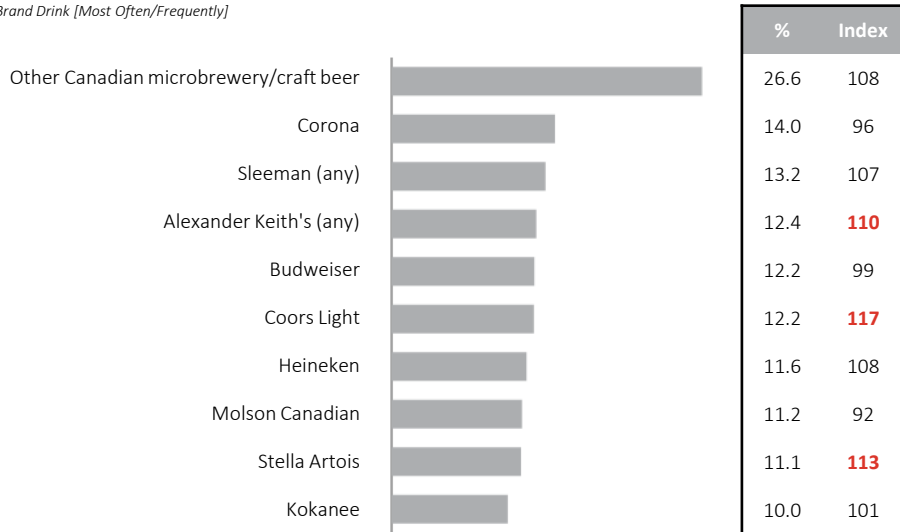
Drank [Past Month]	% Comp	Index
Canadian wine	27.0	122
Cider	12.6	109
Liqueurs (any)	10.7	110

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	17.4	106

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.6	108

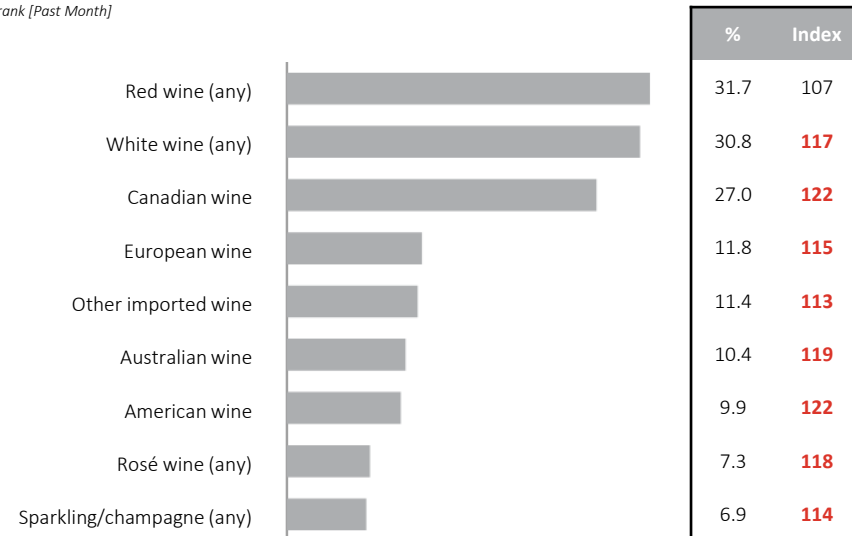
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

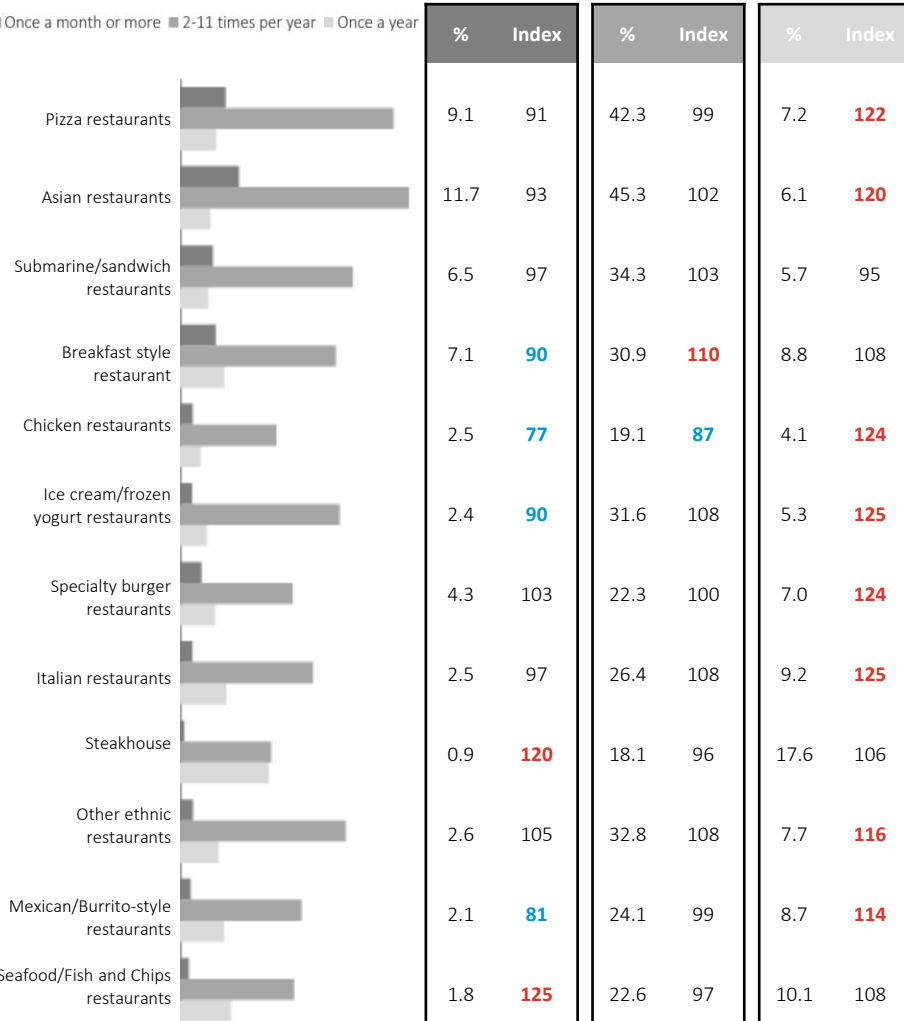


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

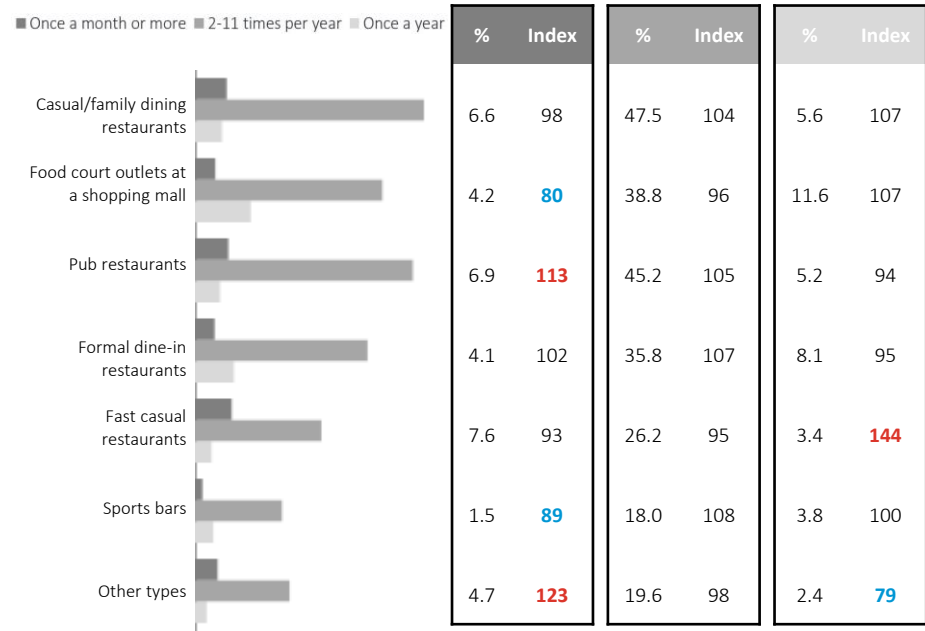
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
29.4%  
(104)



Other Organic Food  
15.7%  
(111)



Organic Meat  
10.4%  
(108)



**Product Preferences**

**Demographics**



Rent  
17.1%  
**(53)**

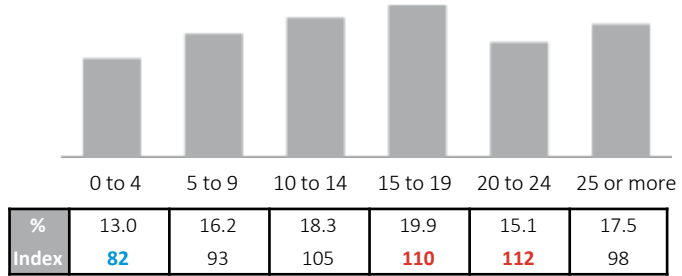


Own  
82.8%  
**(123)**



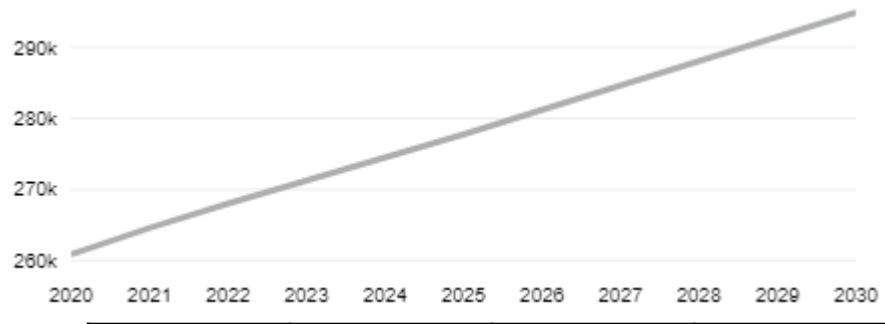
Households with  
Children at Home  
40.3%  
**(108)**

Age of Children at Home



**Demographic Trends**

Household Projections

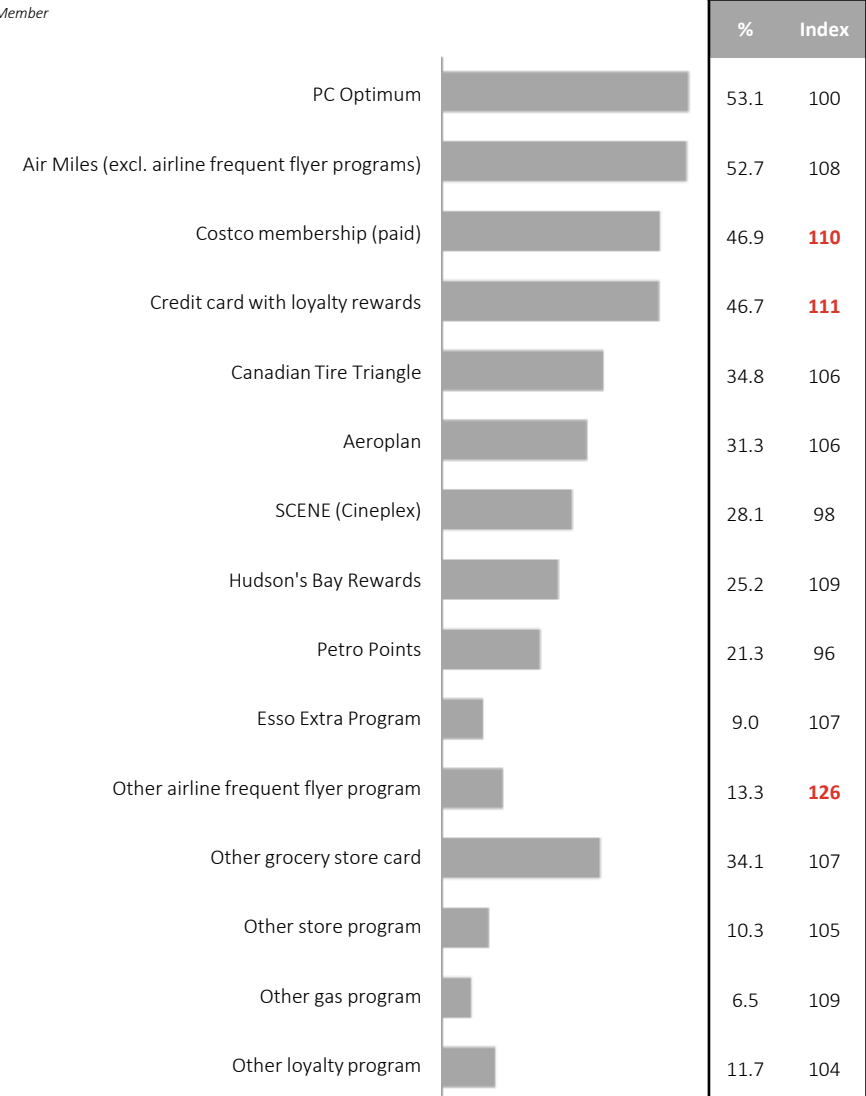


	2020	2023	2025	2030
Count	260,859	271,242	277,719	294,891
% Change	-	4.0	6.5	13.0
Index	-	<b>114</b>	<b>114</b>	<b>117</b>

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

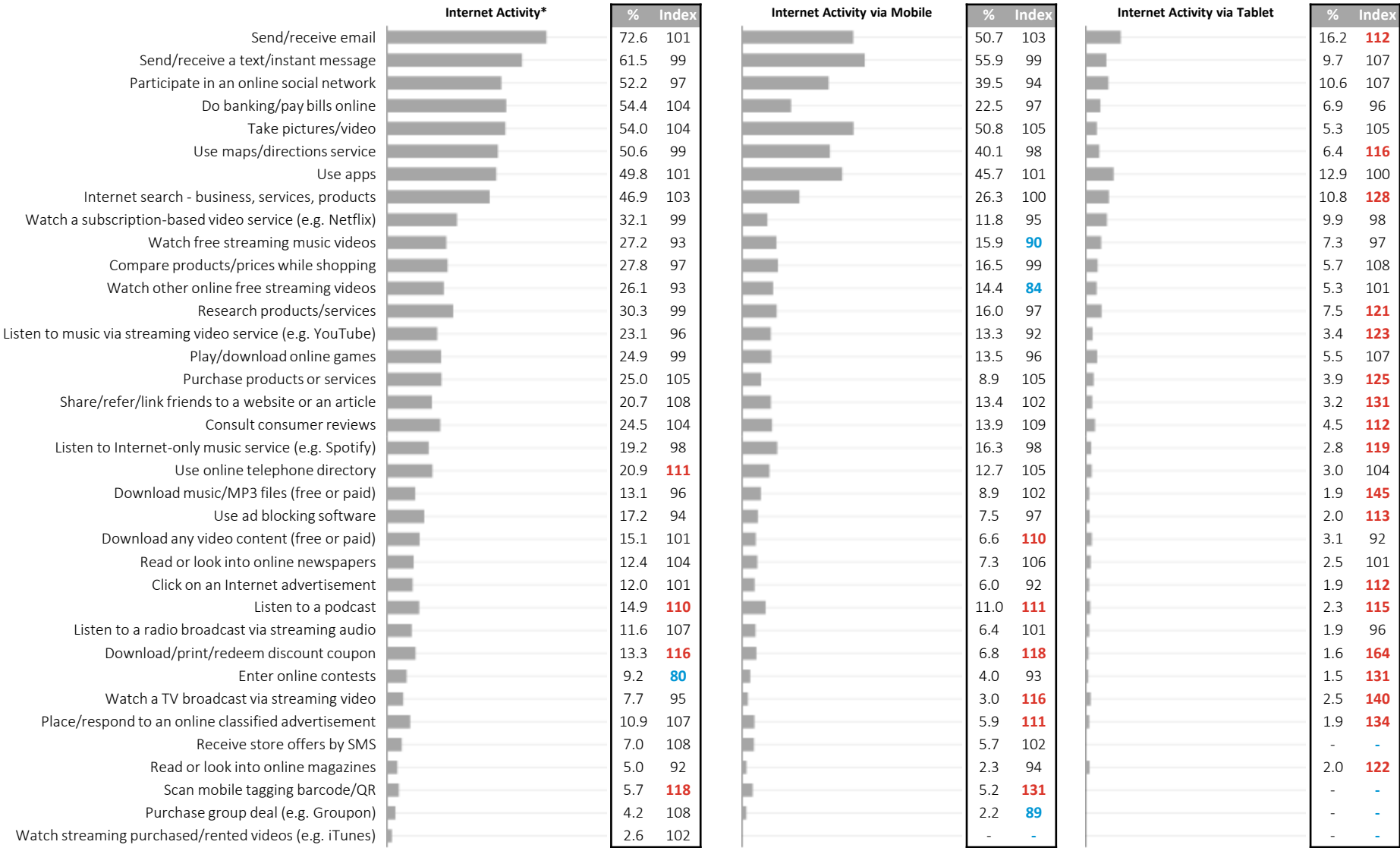
**Loyalty Programs\***

Member



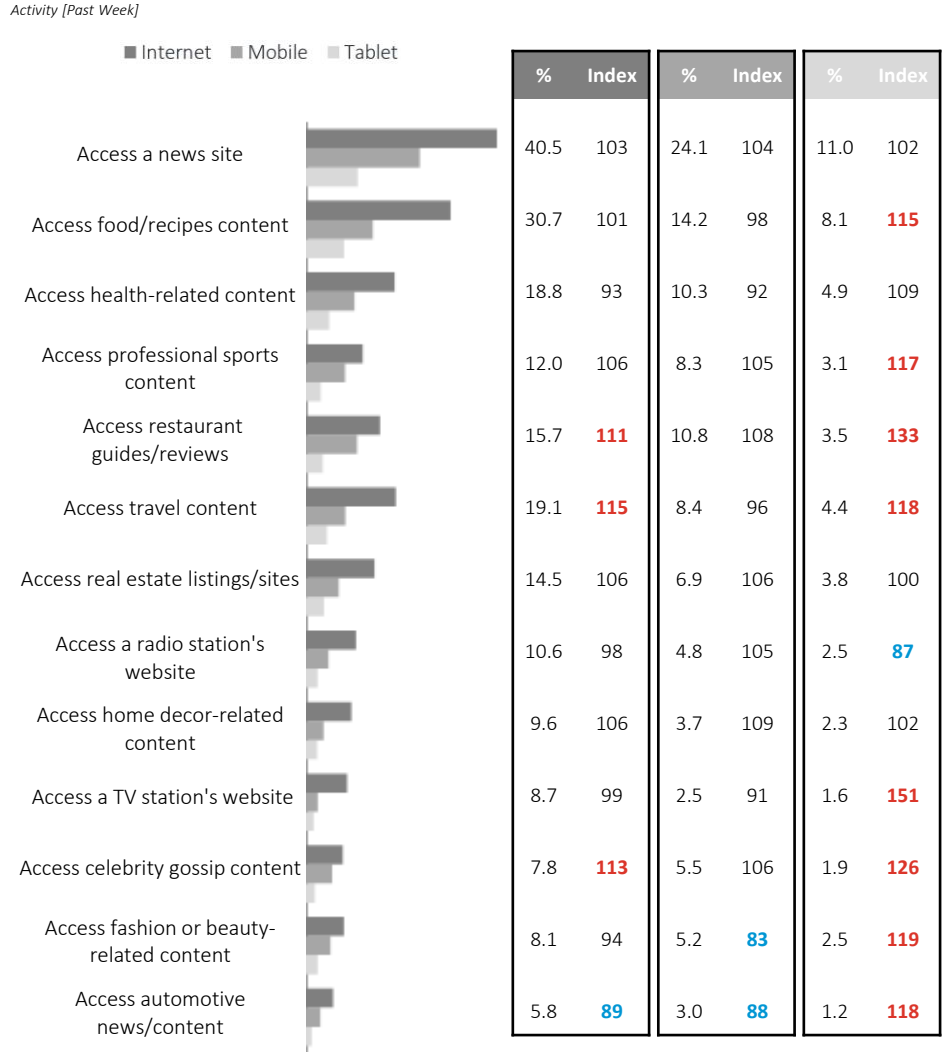
**Internet Activity**

Activity [Past Week]

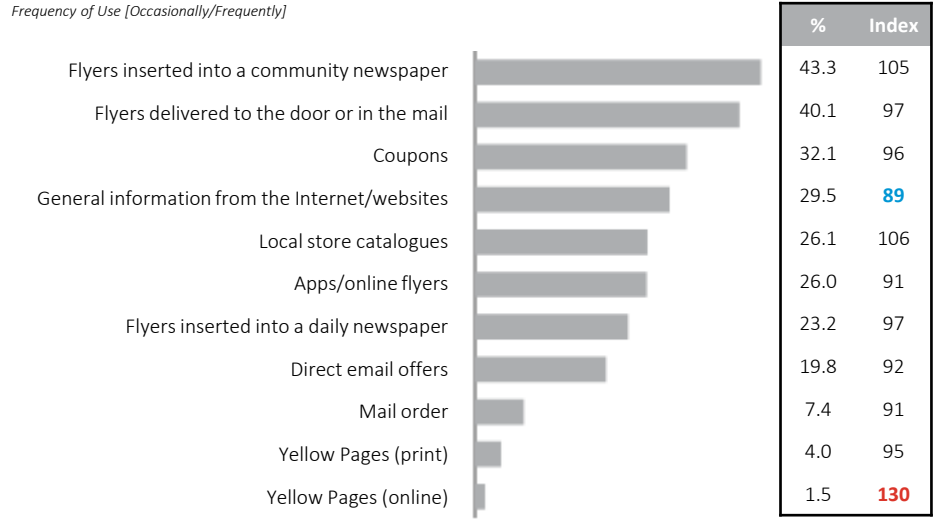


**Internet Activity**

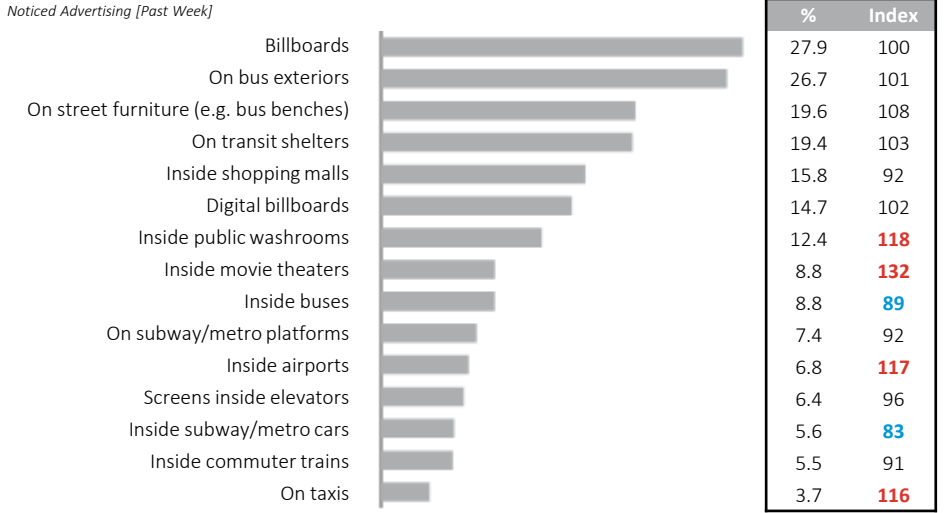
**Top Website Types\***



**Direct Media Usage**



**Out of Home Advertising**



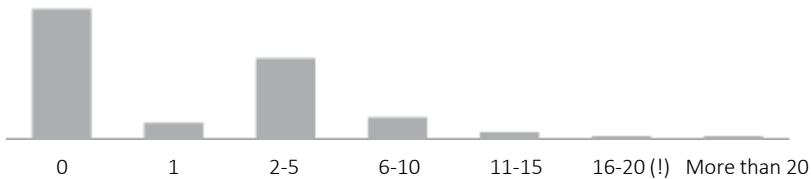
**Social Media Usage**

**Social Media Overview**

- 60% of Authentic Experiencers from British Columbia tend to access social media on their mobile phones during the morning hours, 58.2% during the afternoon hours
- 9% seek recommendations for Vacation/Travel Information via social media (Average)
- 87% believe that Social media companies should not be allowed to own or share their personal information

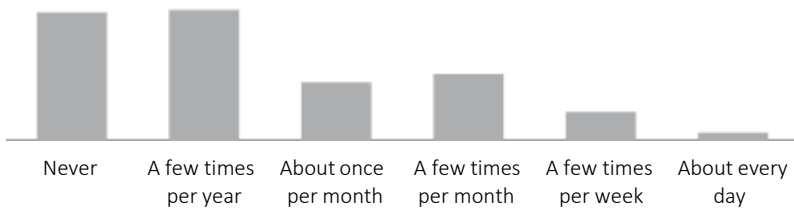
**Brand Interaction**

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



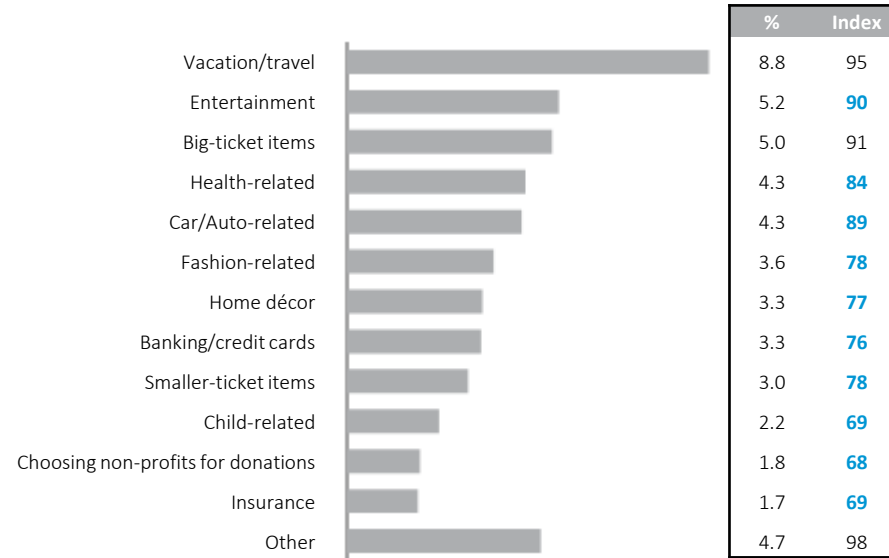
%	48.8	6.5	30.4	8.4	3.0	1.4	1.6
Index	110	95	94	89	90	76	77

Rate or Review Products or Services  
[Frequency of Participation]



%	30.4	31.0	13.9	15.9	6.9	2.0
Index	109	97	103	99	84	79

**Seek Recommendations via Social Media\***



**Top Social Media Attitudes\*\***

Authentic Experiencers 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 tend to ignore marketing and advertisements when I'm in a social media environment"  
75% | Index = 105

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
73% | Index = 102

"Use SM to stay connected with personal contacts"  
42% | Index = 94

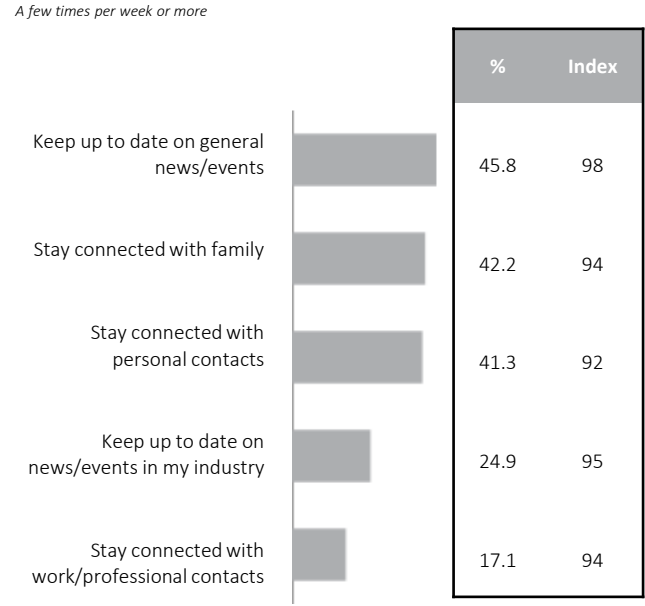
**Social Media Usage**

**Frequency of Participation\***

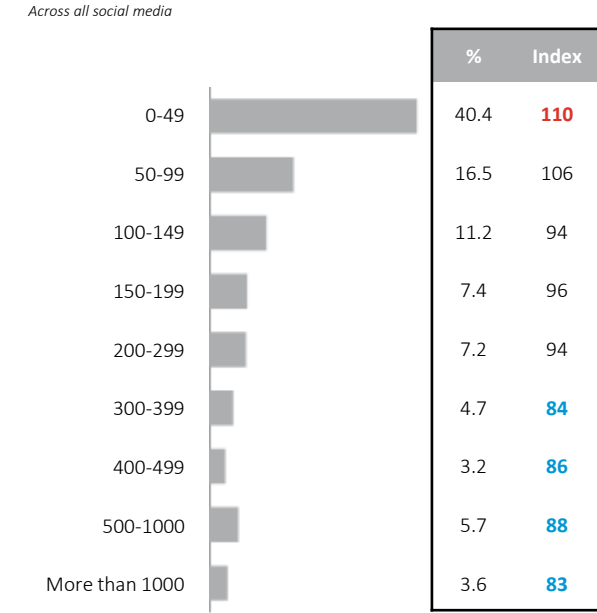
*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	43.9	91
Watch video online	40.8	92
Read article comments	40.2	95
Listen to radio or stream music online	35.4	99
Chat in online chats	34.4	87
Read status updates/tweets	34.1	91
Share links with friends and colleagues	28.3	96
Click links in news feeds	24.0	96
Read blogs	15.3	89
Play games with others online	14.4	91
Post photos online	11.7	82
Check in with locations	10.6	92
Share your GPS location	9.6	93
Rate or review products online	8.9	83
Chat in online forums	8.8	84
Comment on articles or blogs	8.7	84
Update your status on a social network	8.7	82
Post videos online	4.5	79
Publish blog, Tumblr, online journal	2.7	77

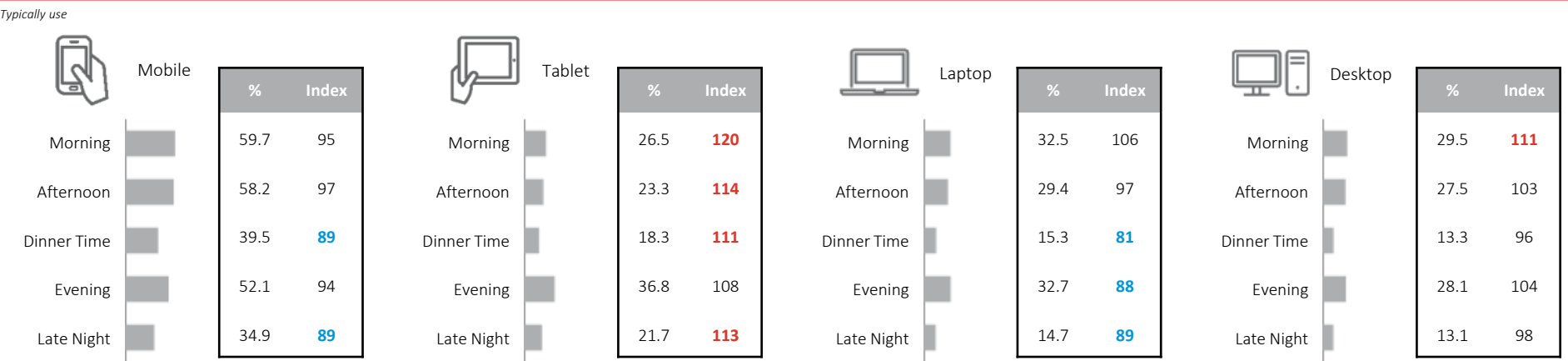
**Social Media Uses\***



**Number of Connections**



**Social Media Access**

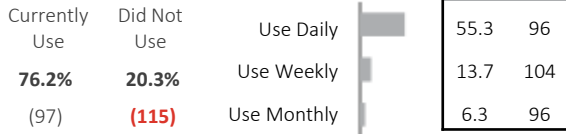


**Social Media Usage**

**Facebook**



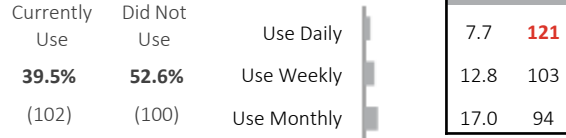
Frequency of Use  
[Past Year]



**LinkedIn**



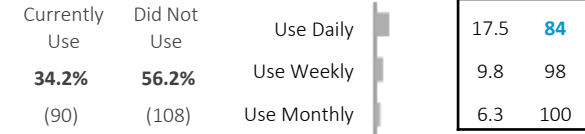
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	51.3	93
Comment/Like other users' posts	42.1	93
Use Messenger	35.9	89
Watch videos	33.1	90
Watch live videos	12.5	86
Post photos	11.5	91
Update my status	9.8	84
Like or become a fan of a page	9.7	84
Click on an ad	8.8	88
Post videos	4.0	77
Create a Facebook group or fan page	2.7	73
Give to a Facebook fundraiser (!)	1.3	64
Create a Facebook fundraiser (!)	1.0	58

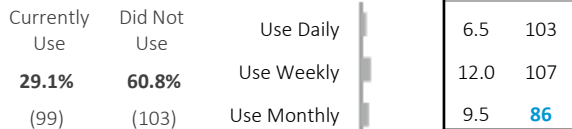
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	7.0	97
View a job posting	4.3	80
Search and review other profiles	4.2	104
Watch videos	4.1	94
Create a connection	3.3	95
Comment on content	3.0	91
Update your profile information	2.7	109
Click on an ad (!)	2.2	91
Post an article, video or picture (!)	2.1	89
Join a LinkedIn group (!)	1.2	76
Participate in LinkedIn forums (!)	1.2	69
Request a recommendation (!)	1.1	68

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	22.8	85
Like photos/videos	19.1	86
Comment on photos/videos	10.9	84
Watch live videos	9.9	84
Send direct messages	8.2	75
Post photos/videos	5.6	69
View a brand's page	4.8	71
Click on ads	3.4	72
Watch IGTV videos	3.0	63

**Pinterest**



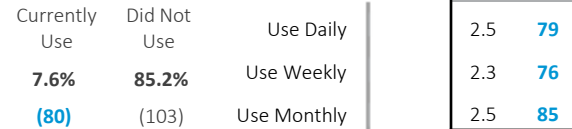
Frequency of Use  
[Past Year]



**Reddit**



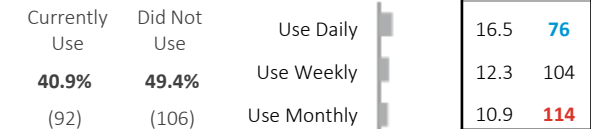
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



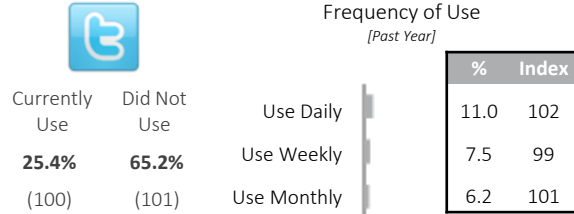
Participate In* (at least a few times per month)	% Comp	Index
View content	5.2	79
Vote on content	3.1	84
Follow specific Subreddits	3.0	79
Post content	1.3	59

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	22.5	81
Send/receive images	19.2	77
Use group chats	12.4	70
Use voice calls	7.8	70
Send/receive documents and files	7.7	65



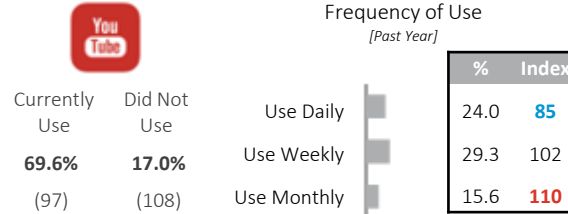
**Social Media Usage**

**Twitter**



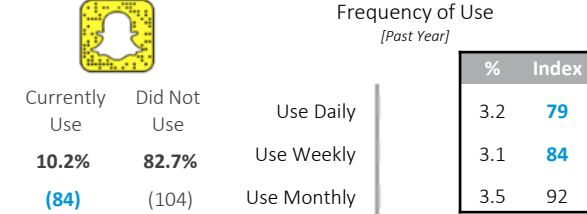
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.6	102
Watch videos	8.4	100
Tweet	5.7	97
Retweet	5.0	99
Send or receive direct messages	4.9	90
Respond to tweets	4.8	98
Share a link to a blog post or article of interest	4.7	99
Watch live videos	4.5	98
Follow users who follow you	4.1	97
Actively follow new users	3.7	90
Click on an ad	2.3	92

**YouTube**



Participate In* (at least a few times per week)	% Comp	Index
Watch videos	42.2	92
Like or dislike videos	10.4	78
Watch live videos	9.5	83
Share videos	6.0	77
Click on an ad	4.7	78
Leave comment or post response on video	4.3	74
Embed a video on a web page or blog	2.9	74
Create and post a video	2.0	64

**Snapchat**



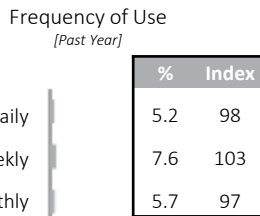
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.2	76
Send direct text messages	3.4	73
Send photos/videos	3.2	77
Use filters or effects	2.7	74
Read Snapchat discover/News	2.6	79
Use group chat	1.9	66
View a brand's snaps	1.5	72
View ads	1.1	68
Use video chat	1.1	62

**Audio Podcasts**



Currently Use **19.2%**  
(99)

Did Not Use **64.8%**  
(100)



Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.9	103
Listen to another genre of podcast	4.6	96
Listen to an educational podcast	4.2	108
Listen to a business podcast	3.5	105
Listen to a comedy podcast	2.7	96
Subscribe to a educational podcast	2.1	106
Listen to a technology focused podcast	2.0	106
Listen to a sports podcast	1.8	92
Subscribe to another genre of podcast	1.7	79
Subscribe to a news podcast	1.7	97
Subscribe to a sports podcast**	1.7	93
Subscribe to a business podcast (!)	1.2	90
Subscribe to a technology podcast (!)	1.2	94
Subscribe to a comedy podcast (!)	1.1	78

**Other Social Media Platforms**

