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British Columbia Regional Tourism Secretariat

Cultural Explorers
PRIZM Segments Included (by SESI): 06, 12, 22, 52
**Market:** British Columbia

Overview

- Of the 9 EQ Target Groups identified in Canada, Cultural Explorers rank 6th, making up 202,079 households, or 10% of the total Households in British Columbia (2,010,897)

- The Median Household Maintainer Age is 45, 49% of couples have children living at home

- Average Household Income of $100,455 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 Beer, Food, and Wine Festivals, Film Festivals, and Marathons

- Average interest in travelling within Canada (Other British Columbia, Victoria, Whistler, Calgary, Toronto, Montreal, Other Ontario), Cultural Explorers from British Columbia spent an average of $1,756 on their last vacation

- On average, Cultural Explorers from British Columbia spend 12hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day)

- 79% currently use Facebook, 46% use Instagram and 31% use Twitter

Market Sizing
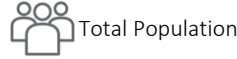
Total Population

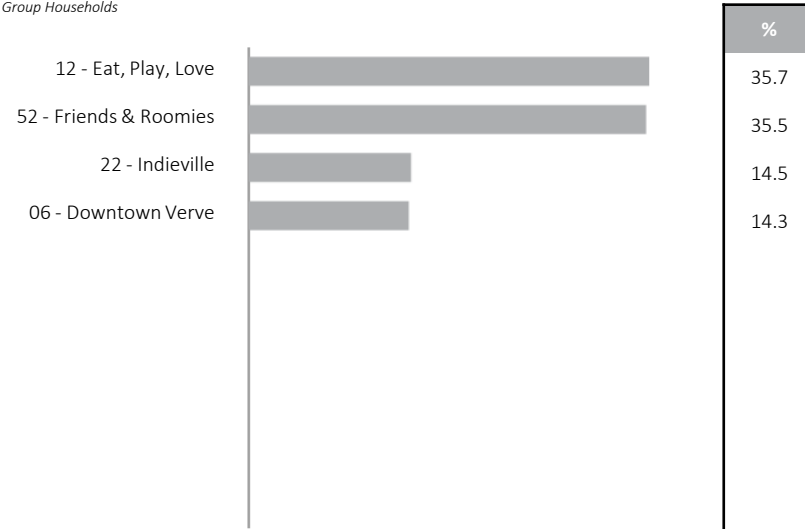Target Group: 398,123 | 7.9%
Market: 5,064,371

Total Households

Target Group: 202,079 | 10.0%
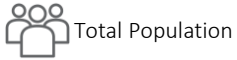Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	55.2	36.7	365	303,965	15.1
Victoria, BC (CY)	14.1	58.7	584	48,640	2.4
Saanich, BC (DM)	5.3	22.1	220	48,362	2.4
North Vancouver, BC (CY)	4.2	31.8	316	26,419	1.3
Surrey, BC (CY)	2.9	3.2	32	183,889	9.1
Burnaby, BC (CY)	2.6	5.3	53	100,030	5.0
Coquitlam, BC (CY)	2.5	9.0	89	55,399	2.8
New Westminster, BC (CY)	2.4	13.6	136	35,751	1.8
Kelowna, BC (CY)	1.7	5.6	56	59,332	3.0
Esquimalt, BC (DM)	1.3	30.0	299	9,017	0.4

Top PRIZM Segments

% of Target Group Households

	%
12 - Eat, Play, Love	35.7
52 - Friends & Roomies	35.5
22 - Indieville	14.5
06 - Downtown Verve	14.3

Sources: DemoStats 2020, PRIZM 2020

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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Cultural Explorers
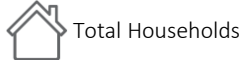**PRIZM Segments Included (by SESI):** 06, 12, 22, 52
Market: British Columbia

Demographic Profile

Total Population
Target Group: 398,123 | 7.9%
Market: 5,064,371

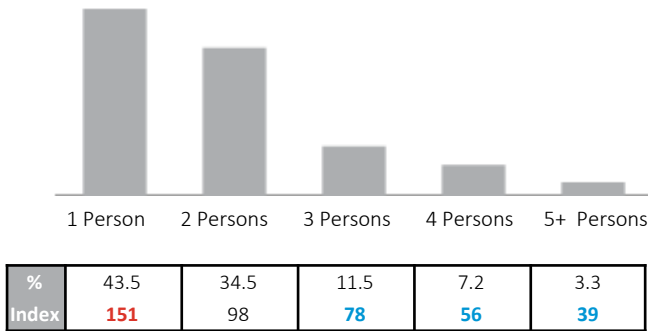**Total Households**
Target Group: 202,079 | 10.0%
Market: 2,010,897

Average Household Income

$100,455
(94)

Median Household Maintainer Age

45
(84)

Household Size*

%	43.5	34.5	11.5	7.2	3.3
Index	151	98	78	56	39

(1 Person, 2 Persons, 3 Persons, 4 Persons, 5+ Persons)

Marital Status**
48.0%
(84)
Married/Common-Law

Family Composition***
51.4%
(118)
Couples Without Kids at Home

Education**
44.0%
(165)
University Degree

Visible Minority Presence*
37.0%
(111)
Belong to a visible minority group

Non-Official Language*
2.6%
(77)
No knowledge of English or French

Immigrant Population*
32.1%
(111)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Rejection of Authority	**147**	**63**	Attraction to Nature
Culture Sampling	**146**	**73**	Primacy of the Family
Flexible Families	**136**	**75**	Obedience to Authority
Sexual Permissiveness	**136**	**77**	Parochialism
Ecological Concern	**133**	**79**	Cultural Assimilation

Key Social Values

Culture Sampling — Index = **146**	Flexible Families — Index = **136**	Ecological Concern — Index = **133**
Racial Fusion — Index = **130**	Global Consciousness — Index = **129**	Social Learning — Index = **129**
Consumptivity — Index = **128**	Multiculturalism — Index = **126**	Effort Toward Health — Index = **125**
Pursuit of Originality — Index = **122**	Primacy of Environmental Protection — Index = **121**	Community Involvement — Index = **118**

Sources: DemoStats 2020, SocialValues 2020
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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Cultural Explorers

PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.9	103
Gardening	60.0	92
Volunteer work	56.2	105
Swimming	53.3	92
Hiking & backpacking	52.9	107

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	59.9	109
Parks & city gardens	42.8	96
Theatre - Major theatres, halls & auditoriums	39.4	110
Movies at a theatre/drive-in	39.1	101
Bars & restaurant bars	37.8	97

Key Tourism Activities**

Swimming	Hiking & backpacking	Camping	Parks & city gardens	Cycling	Bars & restaurant bars	Photography	Canoeing & kayaking
53.3% (92)	52.9% (107)	48.4% (92)	42.8% (96)	42.5% (98)	37.8% (97)	37.4% (93)	34.8% (98)
National or provincial park	Pilates & yoga	Cross country skiing & snowshoeing	Golfing	Ice skating	Zoos & aquariums	Specialty movie theatres/IMAX	Downhill skiing
31.2% (93)	25.8% (102)	20.9% (86)	19.7% (79)	18.8% (83)	18.6% (101)	18.5% (90)	16.7% (83)
Sporting events	Fishing & hunting	Beer, food & wine festivals	Video arcades & indoor amusement centres	Adventure sports	Historical sites	Film festivals	Music festivals
16.0% (85)	15.1% (65)	13.7% (117)	13.6% (82)	13.3% (102)	13.2% (71)	10.6% (142)	10.5% (109)
Power boating & jet skiing	Marathon or similar event	Hockey	Theme parks, waterparks & water slides	ATV & snowmobiling	Curling	Snowboarding	Food & wine shows
10.0% (76)	9.7% (124)	9.0% (76)	7.9% (78)	7.4% (68)	6.2% (89)	5.3% (63)	4.8% (109)

Sources: Opticks Powered by Numeris 2020
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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Cultural Explorers
PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	38.8	99
Victoria	27.0	98
Whistler	22.1	98
Vancouver	19.1	**74**
Calgary	13.1	93
Toronto	11.8	108
Other Alberta	9.3	**69**
Montreal	7.6	97
Banff	6.8	**82**
Other Ontario	6.5	102
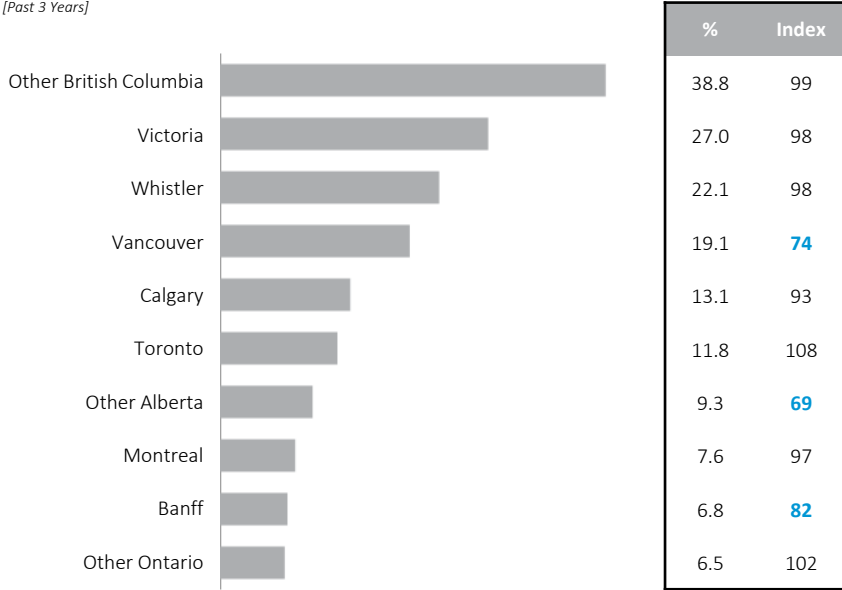
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	46.4	103
Book through a hotel directly	43.7	101
Book through an on-line travel agency	39.2	99
Book through airline/hotel website	35.1	105
Book through a full service travel agent	21.1	109
Other services	15.9	**81**
Book a package tour	11.9	99
Book through a discount/last minute agency	11.4	101

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
14.7%	6.6%	4.2%	1.5%	1.7%
(85)	(102)	**(85)**	**(66)**	**(79)**

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.5%	18.7%	1.0%	6.8%
(45)	(104)	**(50)**	(107)

Vacation Spending

Spent Last Vacation

$ 1,756
(109)
Average spend on last trip

% / Index	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	30.1	15.0	16.4	16.9	5.6	16.0
Index	95	**86**	**86**	**147**	**85**	**117**
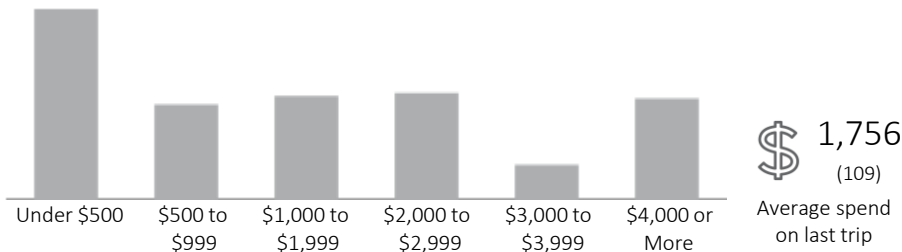
Travel Type & Frequency

Business Trips

9.4 (104) — Average number of nights away in the past year for business trips

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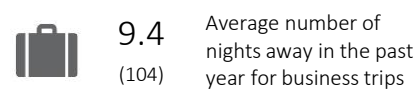
3.7 (99) — Average out-of-town vacations taken in the past 3 years
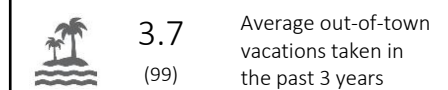
Average number of business trips by mode of transportation in the past year:

2.8 (95)	3.6 (101)	3.3 **(154)**	5.3 **(115)**

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Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
60.0% (102)	39.3% (99)	18.1% (112)	20.9% (84)	17.1% (81)	22.6% (108)	8.0% (85)

B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
16.5% (106)	11.2% (83)	9.3% (72)	10.1% (84)	4.0% (86)	6.0% (95)	1.3% (50)

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
47.9% (117)	35.4% (105)	9.6% (141)	0.2% (23)	4.1% (77)

United Airlines	Delta Airlines	American Airlines	Other American	
6.7% (97)	5.0% (83)	2.8% (82)	8.8% (100)	

European Airlines	Asian Airlines	Other Charter	Other	
7.8% (102)	6.2% (90)	1.2% (62)	7.3% (88)	

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
7.3% (112)	3.7% (69)	1.6% (73)	2.6% (73)

Hertz	Discount	U-Haul	Other Rentals
1.8% (65)	1.8% (118)	0.7% (44)	2.2% (70)

Cultural Explorers
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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,174 minutes/week	1 hours/week	11 minutes/day	244 minutes/day
(98)	(102)	**(142)**	**(120)**	(108)

Top Radio Programs*
Programs [Weekly]

	%	Index
News/Talk	42.9	**116**
Multi/Variety/Specialty	14.1	**121**
Mainstream Top 40/CHR	13.5	**90**
Adult Contemporary	12.9	**69**
Modern/Alternative Rock	11.1	108
Classic Hits	9.7	**78**
Hot Adult Contemporary	7.9	**75**
Not Classified	7.7	104
Classic Rock	7.5	92
Today's Country	6.5	**75**

Top Television Programs*
Programs [Average Week]

	%	Index
Movies	45.4	100
Evening local news	35.3	92
News/current affairs	33.9	**110**
Primetime serial dramas	28.9	103
Documentaries	27.5	97
Suspense/crime dramas	26.5	96
Cooking programs	25.4	103
Situation comedies	24.2	98
Home renovation/decoration shows	23.3	93
Hockey (when in season)	18.9	**73**

Top Newspaper Sections*
Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	62.0	107
International News & World	55.8	105
National News	55.7	107
Movie & Entertainment	42.4	**125**
Food	38.8	**119**
Health	37.6	104
Editorials	32.6	104
Travel	32.2	108
Sports	28.9	101
Business & Financial	26.6	104

Top Magazine Publications*
Read [Past Month]

	%	Index
Other U.S. magazines	12.2	**122**
Other English-Canadian	9.3	**89**
Maclean's	7.5	**116**
Canadian Living	7.3	**86**
Hello! Canada	6.6	**160**
National Geographic	5.6	**82**
People	4.8	94
Chatelaine (English edition)	4.5	**123**
Air Canada enRoute	4.4	108
Cineplex Magazine	4.4	102

Top Internet Activities*
Activity [Past Week]

	%	Index
Send/receive email	70.9	98
Send/receive a text/instant message	57.2	93
Participate in an online social network	55.1	102
Take pictures/video	51.7	100
Do banking/pay bills online	50.8	97
Use maps/directions service	49.2	96
Use apps	48.1	97
Internet search - business, services, products	44.8	99
Access a news site	37.6	96
Watch a subscription-based video service	31.8	98

Top Mobile Activities*
Activity [Past Week]

	%	Index
Send/receive a text/instant message	53.5	95
Send/receive email	48.6	99
Take pictures/video	47.6	98
Use apps	44.1	98
Participate in an online social network	43.9	105
Use maps/directions service	39.4	96
Internet search - business, services, products	25.7	98
Access a news site	23.6	101
Do banking/pay bills online	22.4	96
Research products/services	19.8	**120**

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Media

Social Media Platforms

Usage [Currently Use]

Facebook	YouTube	WhatsApp
78.6%	**76.7%**	**54.3%**
(100)	(107)	**(123)**

LinkedIn	Instagram	Twitter
47.8%	**45.8%**	**30.9%**
(123)	**(120)**	**(121)**

Pinterest	Podcasts	Blogs
27.0%	**24.4%**	**15.0%**
(92)	**(127)**	**(122)**

Reddit	Snapchat	Health/Fitness
13.2%	**12.0%**	**10.0%**
(140)	(98)	(107)

Dating App	Flickr	Tinder
8.2%	**5.0%**	**3.8%**
(157)	**(129)**	**(139)**
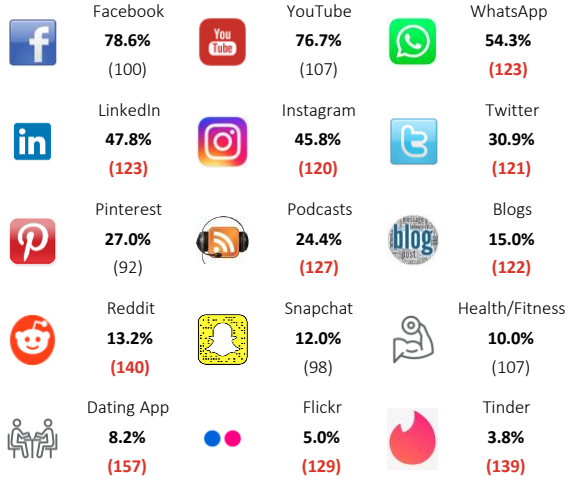
Reasons to Follow Brands

	%	Index
To get coupons and discounts	32.9	108
To learn about a brand's products /services	31.5	103
To enter contests	30.7	104
To be among the first to hear brand news	15.8	**133**
To provide feedback to the brand	12.4	107
To engage with content	8.8	109
To share brand-related stories with consumers	5.8	**112**
To make suggestions for new products/services	5.8	**110**

Reasons to Unfollow Brands

	%	Index
Too many messages	39.6	102
Not enough value	23.3	**119**
Stopped purchasing products from brand	15.1	**116**
Other	3.2	108
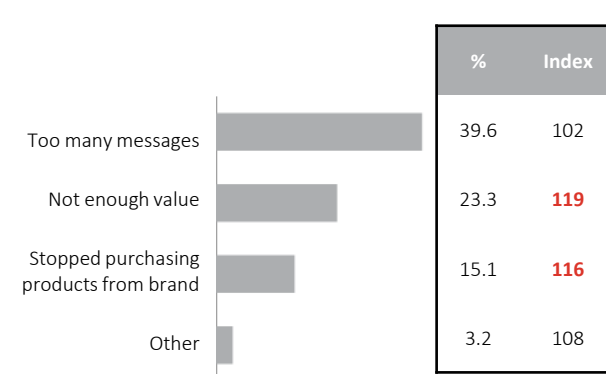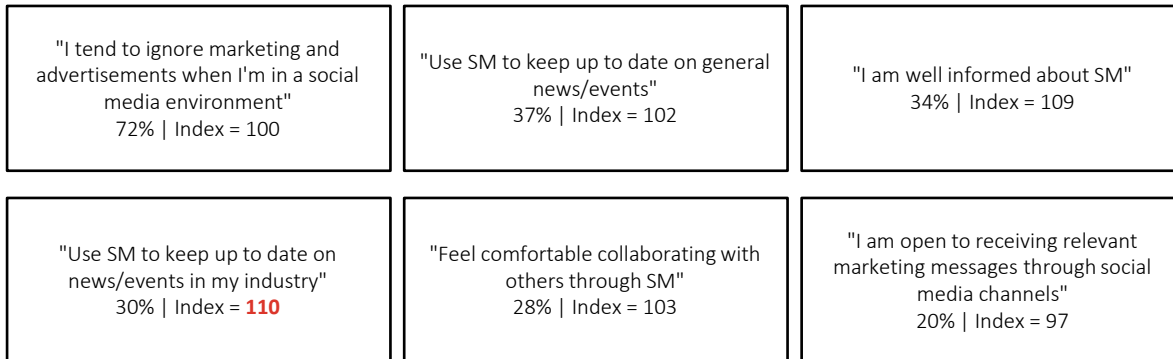
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	34.1	102
Subscribe to brand email newsletter	21.7	109
Follow brand on Instagram	19.5	**136**
Subscribe to brand channel on YouTube	14.3	108
Follow brand on Twitter	10.4	**140**
Join an exclusive online community of consumers who also like the brand	9.9	100

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 72%	Index = 100	"Use SM to keep up to date on general news/events" 37%	Index = 102	"I am well informed about SM" 34%	Index = 109
"Use SM to keep up to date on news/events in my industry" 30%	Index = **110**	"Feel comfortable collaborating with others through SM" 28%	Index = 103	"I am open to receiving relevant marketing messages through social media channels" 20%	Index = 97

Sources: AskingCanadians Social 2020
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 percent composition
Based on Household Population 18+
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Cultural Explorers
PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 79% | Index = 102	"I have tried a product/service based on a personal recommendation" 72% | Index = 100	"I am very concerned about the nutritional content of food products I buy" 70% | Index = 103	"I value companies who give back to the community" 66% | Index = 101	"I generally achieve what I set out to do" 65% | Index = 95
"I am interested in learning about different cultures" 64% | Index = 104	"I make an effort to buy local produce/products" 64% | Index = 102	"I consider myself to be informed on current events or issues" 62% | Index = 102	"I like to try new places to eat" 58% | Index = 106	"I like to cook" 57% | Index = 101
"It's important to buy products from socially-responsible/environmentally-friendly companies" 56% | Index = 104	"I offer recommendations of products/services to other people" 52% | Index = 98	"I like to try new and different products" 52% | Index = 100	"When I shop online I prefer to support Canadian retailers" 49% | Index = 98	"Family life and having children are most important to me" 47% | Index = **80**
"Free-trial/product samples can influence my purchase decisions" 40% | Index = 95	"I am willing to pay more for eco-friendly products" 39% | Index = **113**	"Vegetarianism is a healthy option" 38% | Index = **119**	"I am adventurous/"outdoorsy"" 35% | Index = **90**	"I prefer to shop online for convenience" 29% | Index = 100
"Staying connected via social media is very important to me" 27% | Index = 105	"I lead a fairly busy social life" 25% | Index = **116**	"I consider myself to be sophisticated" 24% | Index = **111**	"Advertising is an important source of information to me" 23% | Index = 94	"I enjoy being extravagant/indulgent" 19% | Index = 98

Sources: Opticks Powered by Numeris 2020
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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Cultural Explorers
PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	66.6	15.4	6.3	3.8	3.2	4.7
Index	100	88	116	87	159	119
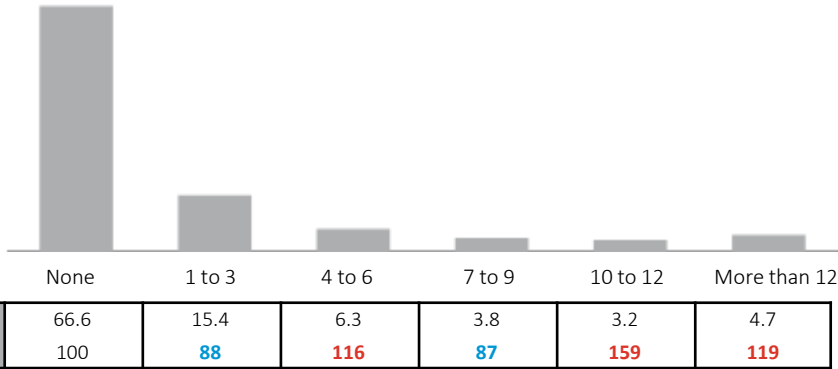
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	20.4	92
Cider	12.7	110
Liqueurs (any)	9.6	99

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	17.5	107

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	28.4	115

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	28.4	115
Corona	14.9	103
Heineken	11.3	105
Stella Artois	11.1	114
Kokanee	10.4	106
Sleeman (any)	9.6	77
Other imported brand	9.5	121
Guinness	9.0	99
Molson Canadian	8.9	73
Budweiser	8.9	72
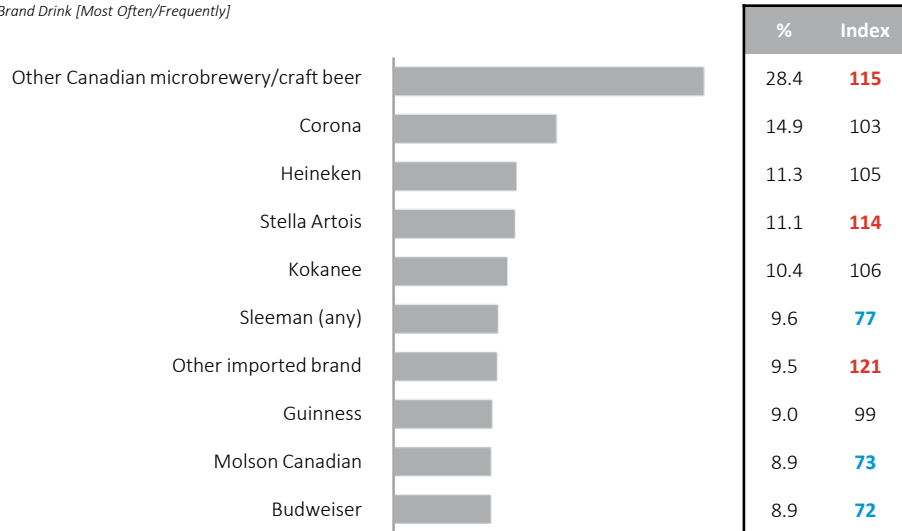
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	30.9	105
White wine (any)	28.1	106
Canadian wine	20.4	92
European wine	12.6	123
Other imported wine	10.4	103
Australian wine	8.5	97
American wine	8.2	100
Sparkling/champagne (any)	7.8	127
Rosé wine (any)	6.7	110

Sources: Opticks Powered by Numeris 2020
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

(!) Indicates small sample size
Based on Household Population 12+

*Selected and ranked by percent composition
Ranked by percent composition

9

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	8.1	**81**	44.4	104	3.3	**56**
Asian restaurants	13.7	109	42.7	96	4.6	91
Submarine/sandwich restaurants	6.4	96	27.5	**82**	5.8	98
Breakfast style restaurant	6.3	**80**	28.3	101	7.2	**89**
Chicken restaurants	3.1	94	18.9	**86**	3.4	104
Ice cream/frozen yogurt restaurants	1.5	**56**	31.6	107	4.8	**113**
Specialty burger restaurants	5.0	**120**	21.2	95	5.2	92
Italian restaurants	2.1	**81**	25.7	105	7.6	103
Steakhouse	0.6	**87**	16.8	**89**	14.3	**86**
Other ethnic restaurants	3.0	**121**	32.7	108	6.8	103
Mexican/Burrito-style restaurants	2.6	99	29.1	**119**	8.9	**117**
Seafood/Fish and Chips restaurants	1.1	**75**	19.1	**82**	9.0	96

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	5.9	**87**	43.1	94	4.5	**86**
Food court outlets at a shopping mall	5.0	96	39.9	99	10.0	93
Pub restaurants	6.4	105	41.7	97	4.7	**85**
Formal dine-in restaurants	6.1	**151**	36.7	**110**	8.0	95
Fast casual restaurants	7.4	**90**	26.4	96	2.2	94
Sports bars	2.9	**169**	15.1	91	3.1	**82**
Other types	5.0	**131**	21.6	108	2.2	**73**
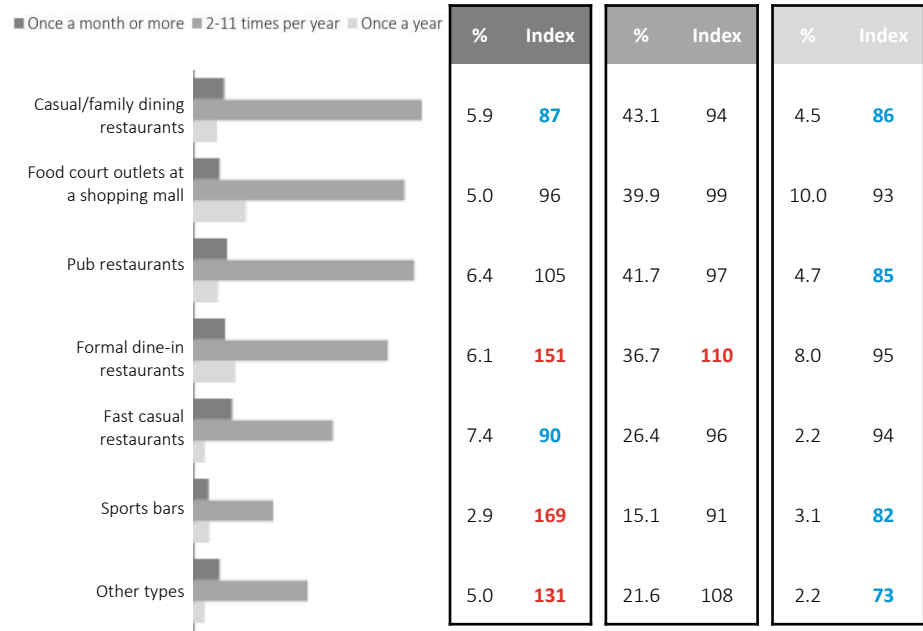
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
35.1%	14.7%	10.3%
(124)	(104)	(107)

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Product Preferences

Demographics

Rent 57.8% **(179)**

Own 42.1% **(62)**

Households with Children at Home
23.4% **(63)**

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	20.1	17.9	15.4	15.5	12.6	18.5
Index	126	103	89	86	94	104
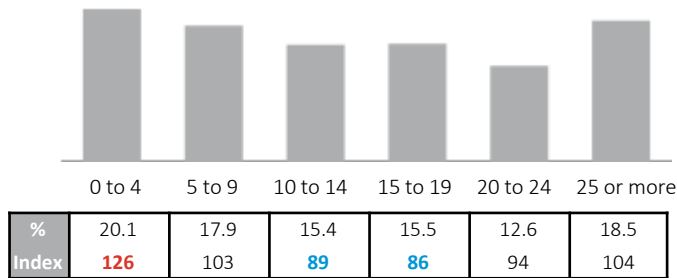
Demographic Trends

Household Projections
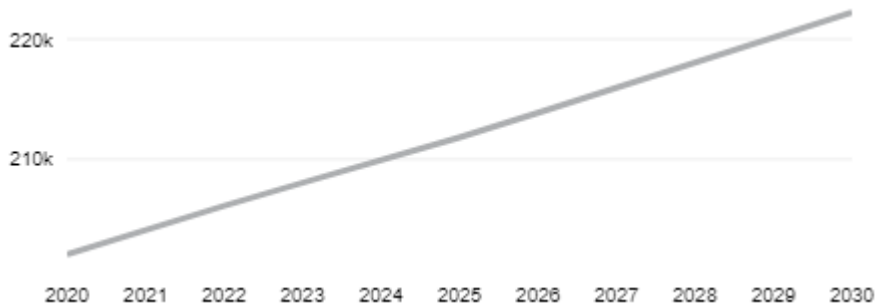
	2020	**2023**	**2025**	**2030**
Count	202,079	208,035	211,820	222,228
% Change	-	2.9	4.8	10.0
Index	-	85	85	89

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

Loyalty Programs*

Member

	%	Index
PC Optimum	52.6	99
Air Miles (excl. airline frequent flyer programs)	50.8	104
Credit card with loyalty rewards	40.0	95
Costco membership (paid)	38.0	89
SCENE (Cineplex)	34.7	121
Aeroplan	31.9	108
Hudson's Bay Rewards	24.8	108
Canadian Tire Triangle	24.0	73
Petro Points	19.9	90
Esso Extra Program	7.2	84
Other airline frequent flyer program	13.2	125
Other grocery store card	32.2	101
Other store program	8.9	91
Other gas program	4.1	69
Other loyalty program	10.6	94

Cultural Explorers
PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile %	Index	Internet Activity via Tablet %	Index
Send/receive email	70.9	98	48.6	99	13.4	93
Send/receive a text/instant message	57.2	93	53.5	95	6.9	76
Participate in an online social network	55.1	102	43.9	105	7.1	72
Do banking/pay bills online	50.8	97	22.4	96	4.8	66
Take pictures/video	51.7	100	47.6	98	4.9	97
Use maps/directions service	49.2	96	39.4	96	4.6	83
Use apps	48.1	97	44.1	98	10.6	82
Internet search - business, services, products	44.8	99	25.7	98	7.0	83
Watch a subscription-based video service (e.g. Netflix)	31.8	98	13.9	112	10.3	102
Watch free streaming music videos	28.8	99	18.1	102	7.2	96
Compare products/prices while shopping	27.9	98	15.0	90	4.6	87
Watch other online free streaming videos	26.1	93	17.8	104	4.8	92
Research products/services	31.1	102	19.8	120	4.4	72
Listen to music via streaming video service (e.g. YouTube)	23.5	98	16.4	114	2.5	92
Play/download online games	24.4	97	12.6	90	5.4	105
Purchase products or services	22.3	94	7.3	86	2.4	77
Share/refer/link friends to a website or an article	19.5	102	13.2	100	2.5	102
Consult consumer reviews	19.8	84	10.1	79	2.6	65
Listen to Internet-only music service (e.g. Spotify)	18.8	96	15.1	91	2.1	92
Use online telephone directory	16.7	89	10.3	85	1.8	61
Download music/MP3 files (free or paid)	16.5	121	8.3	95	0.9	72
Use ad blocking software	18.9	103	7.1	91	2.9	162
Download any video content (free or paid)	17.2	114	5.8	98	3.5	105
Read or look into online newspapers	13.3	111	5.6	82	1.8	71
Click on an Internet advertisement	11.4	95	7.1	108	1.8	108
Listen to a podcast	14.3	105	11.8	120	1.2	61
Listen to a radio broadcast via streaming audio	10.6	98	6.1	96	0.9	47
Download/print/redeem discount coupon	11.4	100	4.7	81	0.9	96
Enter online contests	11.7	102	6.3	145	0.9	78
Watch a TV broadcast via streaming video	7.1	88	2.4	92	0.8	46
Place/respond to an online classified advertisement	10.2	100	4.7	88	0.9	66
Receive store offers by SMS	4.1	63	3.4	60	-	-
Read or look into online magazines	5.7	104	2.8	111	1.6	100
Scan mobile tagging barcode/QR	3.9	80	2.5	64	-	-
Purchase group deal (e.g. Groupon)	4.4	115	3.5	139	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.6	104	-	-	-	-

Cultural Explorers

PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.6	96	23.6	101	8.3	77
Access food/recipes content	29.3	97	12.8	89	4.4	63
Access health-related content	20.5	102	10.2	91	3.3	72
Access professional sports content	8.0	71	5.8	73	1.4	53
Access restaurant guides/reviews	16.9	119	12.1	120	2.8	104
Access travel content	16.2	98	8.9	102	2.9	77
Access real estate listings/sites	10.1	74	4.4	67	2.2	57
Access a radio station's website	12.9	119	5.0	110	2.9	103
Access home decor-related content	9.6	106	3.8	112	1.4	63
Access a TV station's website	8.1	92	1.8	65	1.2	111
Access celebrity gossip content	6.5	95	3.9	75	2.4	164
Access fashion or beauty-related content	9.7	113	7.6	121	2.9	140
Access automotive news/content	3.9	59	1.7	50	0.6	60

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	38.0	92
Flyers inserted into a community newspaper	36.1	88
General information from the Internet/websites	35.4	107
Coupons	34.0	102
Apps/online flyers	28.1	99
Flyers inserted into a daily newspaper	24.4	102
Local store catalogues	23.7	96
Direct email offers	22.4	104
Mail order	9.9	122
Yellow Pages (print)	5.1	123
Yellow Pages (online)	1.3	112

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	31.0	117
Billboards	23.6	85
On transit shelters	22.4	120
On street furniture (e.g. bus benches)	18.2	100
Inside buses	16.1	164
Inside shopping malls	15.2	89
On subway/metro platforms	12.1	151
Digital billboards	11.7	81
Screens inside elevators	10.1	151
Inside subway/metro cars	9.6	142
Inside public washrooms	9.4	89
Inside commuter trains	7.9	131
Inside movie theaters	6.8	102
Inside airports	6.5	112
On taxis	4.1	128

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Social Media Usage

Social Media Overview

- 67% of Cultural Explorers from British Columbia tend to access social media on their mobile phones during the morning hours, 66% during the afternoon hours

- 10% seek recommendations for Vacation/Travel Information via social media (Above Average)

- 85% 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]

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	42.4	5.6	31.5	11.8	3.9	2.0	2.7
Index	96	82	97	126	118	107	135
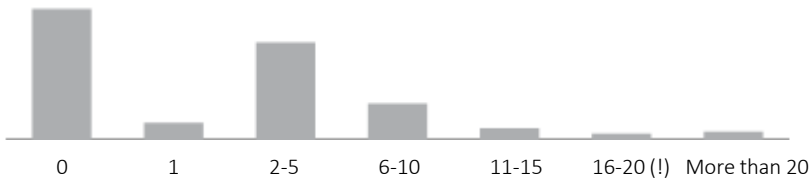
Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	31.2	32.4	11.9	14.0	7.2	3.3
Index	112	102	88	87	87	129
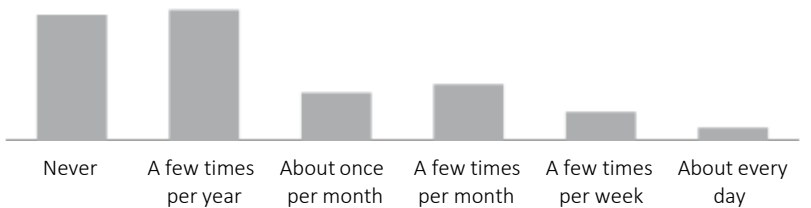
Seek Recommendations via Social Media*

	%	**Index**
Vacation/travel	10.3	111
Entertainment	6.5	112
Big-ticket items	5.5	101
Car/Auto-related	5.2	109
Health-related	4.9	95
Fashion-related	4.6	101
Home décor	4.5	105
Smaller-ticket items	4.3	114
Banking/credit cards	4.0	94
Child-related	3.7	113
Choosing non-profits for donations	3.0	114
Insurance	2.5	98
Other	4.7	99
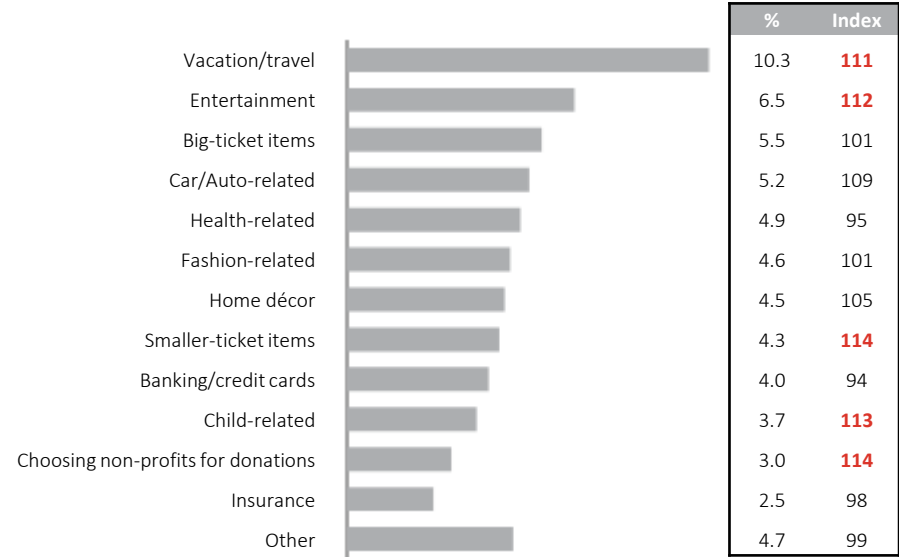
Top Social Media Attitudes**

Cultural Explorers 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"
85% | Index = 100

"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

"I tend to ignore marketing and advertisements when I'm in a social media environment"
72% | Index = 100

"Use SM to stay connected with personal contacts"
45% | Index = 100

Sources: AskingCanadians Social 2020
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

(!) Indicates small sample size

*Ranked by percent composition
**Selected and ranked by highest percent composition
Based on Household Population 18+

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Cultural Explorers

PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	53.7	**111**
Watch video online	47.3	106
Read article comments	42.6	101
Chat in online chats	42.6	107
Read status updates/tweets	40.9	109
Listen to radio or stream music online	36.1	101
Share links with friends and colleagues	31.8	108
Click links in news feeds	26.6	106
Read blogs	19.7	**114**
Play games with others online	15.4	98
Post photos online	15.1	106
Chat in online forums	11.5	**110**
Check in with locations	11.2	97
Update your status on a social network	11.1	105
Rate or review products online	10.4	97
Comment on articles or blogs	10.1	97
Share your GPS location	9.7	94
Post videos online	5.3	93
Publish blog, Tumblr, online journal	4.2	**118**

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	47.3	105
Keep up to date on general news/events	46.5	100
Stay connected with family	42.6	95
Keep up to date on news/events in my industry	27.7	106
Stay connected with work/professional contacts	19.7	109

Number of Connections

Across all social media

	%	Index
0-49	31.0	**84**
50-99	13.9	**90**
100-149	11.4	96
150-199	8.0	104
200-299	7.2	94
300-399	7.7	**136**
400-499	4.5	**121**
500-1000	8.6	**133**
More than 1000	7.7	**175**

Social Media Access

Typically use

Mobile

	%	Index
Morning	66.6	106
Afternoon	66.1	**110**
Dinner Time	49.4	**111**
Evening	60.0	108
Late Night	44.4	**113**

Tablet

	%	Index
Morning	19.1	**87**
Afternoon	15.7	**77**
Dinner Time	14.1	**86**
Evening	31.3	92
Late Night	19.5	101

Laptop

	%	Index
Morning	30.9	101
Afternoon	32.4	106
Dinner Time	22.0	**117**
Evening	39.7	107
Late Night	17.7	107

Desktop

	%	Index
Morning	25.1	95
Afternoon	26.6	100
Dinner Time	13.5	98
Evening	23.8	**88**
Late Night	12.2	91

Cultural Explorers

PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	56.7	98
78.6%	**17.7%**	Use Weekly	14.9	**113**
(100)	(101)	Use Monthly	6.4	97

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.5	99
Comment/Like other users' posts	44.5	99
Use Messenger	41.0	101
Watch videos	37.3	102
Watch live videos	14.5	100
Post photos	12.1	95
Like or become a fan of a page	11.4	99
Update my status	11.3	97
Click on an ad	9.9	99
Post videos	4.7	**88**
Create a Facebook group or fan page	3.5	96
Give to a Facebook fundraiser (!)	2.2	103
Create a Facebook fundraiser (!)	1.7	97

LinkedIn

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	7.5	**118**
47.8%	**45.3%**	Use Weekly	16.6	**134**
(123)	**(86)**	Use Monthly	21.2	**117**

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	10.0	**139**
View a job posting	7.2	**135**
Watch videos	5.4	**125**
Search and review other profiles	5.1	**126**
Create a connection	4.3	**122**
Comment on content	4.0	**121**
Update your profile information	3.2	**130**
Post an article, video or picture (!)	3.1	**130**
Click on an ad (!)	2.9	**121**
Request a recommendation (!)	2.4	**149**
Participate in LinkedIn forums (!)	2.0	**116**
Join a LinkedIn group (!)	1.5	93

Instagram

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	27.0	**129**
45.8%	**45.9%**	Use Weekly	12.0	**119**
(120)	**(88)**	Use Monthly	6.1	97

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	33.1	**124**
Like photos/videos	28.1	**127**
Comment on photos/videos	15.4	**118**
Watch live videos	14.6	**124**
Send direct messages	14.2	**131**
Post photos/videos	11.1	**136**
View a brand's page	9.2	**134**
Click on ads	6.4	**133**
Watch IGTV videos	6.0	**129**

Pinterest

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	5.2	**83**
27.0%	**62.6%**	Use Weekly	10.3	92
(92)	(106)	Use Monthly	10.6	96

Reddit

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	4.5	**138**
13.2%	**77.9%**	Use Weekly	4.0	**134**
(140)	(94)	Use Monthly	4.4	**150**

Participate In* (at least a few times per month)	% Comp	Index
View content	8.8	**133**
Follow specific Subreddits	4.9	**128**
Vote on content	4.4	**119**
Post content	2.5	**115**
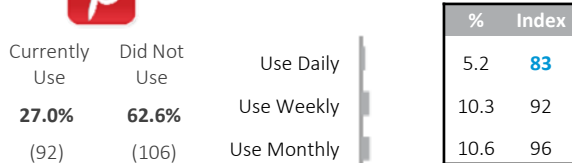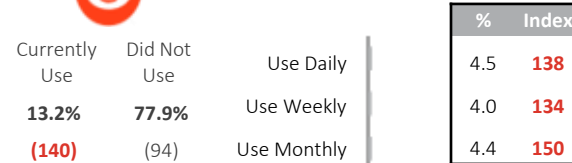
WhatsApp

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	28.4	**130**
54.3%	**37.6%**	Use Weekly	13.8	**117**
(123)	**(81)**	Use Monthly	11.0	**116**

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	35.8	**128**
Send/receive images	32.6	**130**
Use group chats	22.7	**127**
Send/receive documents and files	15.0	**127**
Use voice calls	13.3	**120**

Sources: AskingCanadians Social 2020
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*   (!) Indicates small sample size   *Ranked by percent composition
Based on Household Population 18+

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Cultural Explorers
PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Social Media Usage

Twitter

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	30.9%	**59.8%**	Use Daily	13.7	**126**
	(121)	(93)	Use Weekly	8.0	105
			Use Monthly	8.2	**134**

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	19.3	**126**
Watch videos	9.9	**119**
Tweet	7.0	**119**
Send or receive direct messages	6.2	**114**
Share a link to a blog post or article of interest	6.1	**128**
Respond to tweets	5.7	**117**
Retweet	5.5	108
Actively follow new users	4.5	**111**
Watch live videos	4.5	97
Follow users who follow you	4.1	95
Click on an ad	2.4	98

YouTube

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	76.7%	**12.7%**	Use Daily	30.6	108
	(107)	**(80)**	Use Weekly	31.8	**111**
			Use Monthly	12.9	91

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	49.2	107
Like or dislike videos	14.3	108
Watch live videos	12.5	109
Share videos	8.7	**112**
Leave comment or post response on video	6.1	104
Click on an ad	5.4	**90**
Embed a video on a web page or blog	4.4	**111**
Create and post a video	3.2	104

Snapchat

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	12.0%	**80.8%**	Use Daily	3.1	**76**
	(98)	(102)	Use Weekly	3.8	104
			Use Monthly	3.9	102

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.8	**86**
Send direct text messages	4.1	**88**
Send photos/videos	3.3	**80**
Use filters or effects	3.2	**89**
Use group chat	2.1	**74**
Read Snapchat discover/News	2.1	**65**
Use video chat	1.7	99
View ads	1.6	92
View a brand's snaps	1.4	**70**

Audio Podcasts

	Currently Use	Did Not Use
	24.4%	**61.0%**
	(127)	(94)

Frequency of Use
[Past Year]

	%	Index
Use Daily	7.7	**146**
Use Weekly	9.5	**129**
Use Monthly	6.5	**111**

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	6.9	**144**
Listen to another genre of podcast	6.3	**131**
Listen to an educational podcast	5.6	**145**
Listen to a comedy podcast	4.7	**171**
Listen to a business podcast	4.2	**126**
Listen to a sports podcast	2.9	**150**
Subscribe to another genre of podcast	2.9	**131**
Listen to a technology focused podcast	2.7	**143**
Subscribe to a sports podcast**	2.7	**153**
Subscribe to a educational podcast	2.7	**138**
Subscribe to a comedy podcast (!)	2.4	**172**
Subscribe to a news podcast	2.3	**129**
Subscribe to a business podcast (!)	2.0	**155**
Subscribe to a technology podcast (!)	1.7	**134**

Other Social Media Platforms

Tinder

	Currently Use	Did Not Use
	3.8%	**92.9%**
	(139)	(99)

Tik Tok

	Currently Use	Did Not Use
	1.5%	**95.0%**
	(91)	(100)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	2.1	**169**
Use Weekly (!)	1.0	**165**

Sources: AskingCanadians Social 2020
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   (!) Indicates small sample size

*Ranked by percent composition
**a few times per month or more
Based on Household Population 18+

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