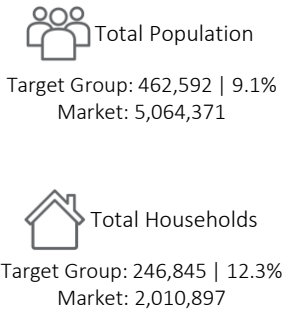# bcrts
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Overview

- Of the 9 EQ Target Groups identified in Canada, Cultural History Buffs rank 5th, making up 246,845 households, or 12.3% of the total Households in British Columbia (2,010,897)

- The Median Household Maintainer Age is 46, 54% of couples have children living at home

- Below Average Household Income of $82,895 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

- Above Average interest in travelling within Canada (Toronto), Cultural History Buffs from British Columbia spent an average of $1,728 on their last vacation

- On average, Cultural History Buffs from British Columbia spend 11hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)

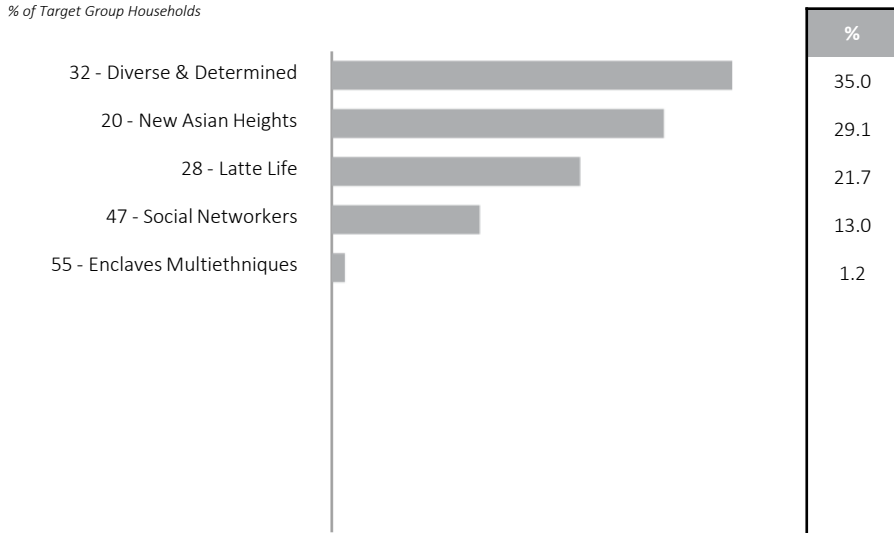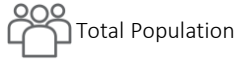- 78% currently use Facebook, 45% use Instagram and 30% use Twitter

Market Sizing

Total Population

Target Group: 462,592 | 9.1%
Market: 5,064,371

Total Households

Target Group: 246,845 | 12.3%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	30.4	24.7	201	303,965	15.1
Burnaby, BC (CY)	15.8	39.0	317	100,030	5.0
Richmond, BC (CY)	10.4	32.4	264	79,185	3.9
Surrey, BC (CY)	8.8	11.9	97	183,889	9.1
New Westminster, BC (CY)	6.0	41.6	339	35,751	1.8
Coquitlam, BC (CY)	5.2	23.0	187	55,399	2.8
North Vancouver, BC (CY)	3.2	30.2	246	26,419	1.3
Port Coquitlam, BC (CY)	2.6	27.2	222	23,113	1.1
Greater Vancouver A, BC (RDA)	2.1	73.3	598	6,902	0.3
Langley, BC (CY)	2.0	38.0	310	12,850	0.6

Top PRIZM Segments

% of Target Group Households

Segment		%
32 - Diverse & Determined		35.0
20 - New Asian Heights		29.1
28 - Latte Life		21.7
47 - Social Networkers		13.0
55 - Enclaves Multiethniques		1.2

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Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: British Columbia
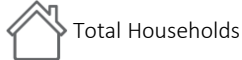
Demographic Profile

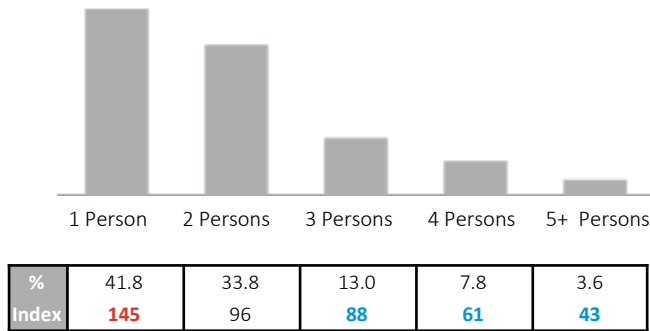**Total Population**
Target Group: 462,592 | 9.1%
Market: 5,064,371

Total Households
Target Group: 246,845 | 12.3%
Market: 2,010,897

Average Household Income
$82,895
(78)

Median Household Maintainer Age
46
(86)

Household Size*

%	41.8	33.8	13.0	7.8	3.6
Index	**145**	96	**88**	**61**	**43**

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

Marital Status**
49.5%
(87)
Married/Common-Law

Family Composition***
45.9%
(105)
Couples Without Kids at Home

Education**
37.2%
(139)
University Degree

Visible Minority Presence*
51.7%
(156)
Belong to a visible minority group

Non-Official Language*
5.2%
(154)
No knowledge of English or French

Immigrant Population*
41.6%
(144)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Ostentatious Consumption	**133**	60	Attraction to Nature
Culture Sampling	**132**	78	Parochialism
Brand Genuineness	**131**	81	Cultural Assimilation
Need for Status Recognition	**127**	83	Primacy of the Family
Rejection of Authority	**124**	83	Utilitarian Consumerism

Key Social Values

Culture Sampling Index = **132**	Brand Genuineness Index = **131**	Multiculturalism Index = **121**
Global Consciousness Index = **121**	Need for Escape Index = **120**	Flexible Families Index = **117**
Attraction For Crowds Index = **117**	Social Learning Index = **115**	Consumptivity Index = **115**
Pursuit of Originality Index = **115**	Confidence in Advertising Index = **114**	Ecological Concern Index = **112**

Cultural History Buffs

PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: British Columbia

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.1	102
Gardening	59.7	91
Volunteer work	53.2	99
Swimming	52.4	90
Home exercise & home workout	51.7	99

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	57.6	105
Parks & city gardens	41.7	94
Movies at a theatre/drive-in	39.2	102
Bars & restaurant bars	37.3	95
Art galleries, museums & science centres	37.0	100

Key Tourism Activities**

Swimming	Hiking & backpacking	Camping	Cycling	Parks & city gardens	Bars & restaurant bars	Photography	Canoeing & kayaking
52.4% (90)	49.8% (100)	47.9% (91)	41.7% (96)	41.7% (94)	37.3% (95)	36.8% (91)	32.0% (91)

National or provincial park	Pilates & yoga	Cross country skiing & snowshoeing	Golfing	Ice skating	Zoos & aquariums	Fishing & hunting	Specialty movie theatres/IMAX
27.5% (82)	24.0% (95)	20.5% (84)	20.1% (81)	20.0% (88)	19.3% (105)	17.5% (76)	17.4% (85)

Video arcades & indoor amusement centres	Downhill skiing	Sporting events	Beer, food & wine festivals	Historical sites	Adventure sports	Music festivals	Film festivals
16.5% (99)	16.3% (81)	14.1% (75)	14.0% (119)	12.1% (65)	12.0% (92)	10.3% (107)	10.0% (134)

Hockey	Marathon or similar event	ATV & snowmobiling	Theme parks, waterparks & water slides	Power boating & jet skiing	Curling	Snowboarding	Food & wine shows
9.9% (84)	9.0% (116)	8.2% (75)	7.9% (77)	7.8% (60)	6.1% (87)	6.1% (72)	4.7% (108)

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
3

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Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	39.8	101
Victoria	27.2	98
Whistler	22.4	100
Vancouver	18.8	73
Calgary	13.5	95
Toronto	12.4	114
Other Alberta	8.6	63
Montreal	7.8	100
Banff	6.8	82
Other Ontario	6.0	94

Vacation Spending

Spent Last Vacation

$ 1,728
(107)
Average spend
on last trip

%	29.7	16.3	17.3	15.4	5.8	15.5
Index	93	93	91	134	88	114

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

Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	46.7	103
Book through a hotel directly	42.2	97
Book through an on-line travel agency	40.1	101
Book through airline/hotel website	34.4	102
Book through a full service travel agent	21.0	108
Other services	16.5	84
Book through a discount/last minute agency	10.9	97
Book a package tour	10.4	86

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
15.8%	6.7%	4.4%	1.4%	1.7%
(92)	(103)	(90)	(63)	(82)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.7%	18.0%	1.4%	6.1%
(65)	(100)	(68)	(96)

Travel Type & Frequency

Business Trips

9.4
(103)
Average number of nights away in the past year for business trips

Personal Trips
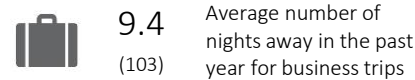
3.6
(97)
Average out-of-town vacations taken in the past 3 years
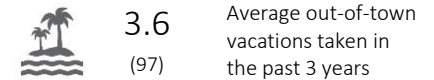
Average number of business trips by mode of transportation in the past year:

2.9	3.3	3.1	5.3
(99)	(94)	(144)	(116)

Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: British Columbia

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 58.9% (101)	Friends/relatives 40.2% (102)	All-inclusive resort 17.7% (109)	Camping 19.5% (78)	Motel 18.3% (87)	Vacation rental by owner 19.7% (94)	Cottage 7.6% (80)
B&B 16.0% (103)	Condo/apartment 14.4% (106)	Cruise ship 11.5% (88)	RV/camper 8.6% (72)	Package tours 3.7% (79)	Spa resort 5.6% (90)	Boat 1.3% (50)

Airline Preferences**

Flown [Past Year]

Air Canada 45.1% (110)	West Jet 33.0% (98)	Air Transat 8.3% (121)	Porter Airlines 1.1% (122)	Other Canadian 4.1% (78)
United Airlines 7.1% (103)	Delta Airlines 7.8% (130)	American Airlines 3.2% (93)	Other American 9.2% (105)	
European Airlines 6.6% (86)	Asian Airlines 7.3% (106)	Other Charter 2.1% (114)	Other 9.5% (114)	

Car Rental*

Rented From [Past Year]

Enterprise 6.9% (105)	Budget 4.7% (89)	Avis 1.6% (76)	National 2.8% (78)
Hertz 1.7% (64)	Discount 2.3% (150)	U-Haul 1.2% (79)	Other Rentals 3.0% (93)

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

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Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: British Columbia

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,173 minutes/week	1 hours/week	10 minutes/day	253 minutes/day
(92)	(102)	**(123)**	(106)	**(113)**

Top Radio Programs*
Programs [Weekly]

	%	Index
News/Talk	40.2	108
Adult Contemporary	18.9	101
Mainstream Top 40/CHR	15.3	102
Multi/Variety/Specialty	12.8	**110**
Modern/Alternative Rock	10.1	99
Hot Adult Contemporary	9.7	92
Classic Hits	9.3	**75**
Classic Rock	7.4	92
Not Classified	7.3	99
Today's Country	6.8	**79**

Top Television Programs*
Programs [Average Week]

	%	Index
Movies	45.4	100
Evening local news	34.4	**90**
News/current affairs	33.3	108
Primetime serial dramas	27.1	97
Documentaries	27.0	95
Suspense/crime dramas	25.3	92
Cooking programs	24.9	101
Home renovation/decoration shows	22.5	**90**
Situation comedies	22.1	**89**
Hockey (when in season)	21.7	**84**

Top Newspaper Sections*
Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	60.6	104
International News & World	53.8	101
National News	53.1	102
Movie & Entertainment	40.0	**118**
Food	37.3	**114**
Health	36.4	101
Editorials	32.3	103
Travel	31.8	107
Sports	28.7	100
Business & Financial	26.5	104

Top Magazine Publications*
Read [Past Month]

	%	Index
Other U.S. magazines	10.3	103
Other English-Canadian	9.1	**87**
Canadian Living	7.6	**89**
Maclean's	6.6	103
National Geographic	5.6	**82**
Hello! Canada	5.3	**129**
Chatelaine (English edition)	5.1	**140**
People	4.3	**84**
Reader's Digest	3.9	**90**
Cineplex Magazine	3.6	**83**

Top Internet Activities*
Activity [Past Week]

	%	Index
Send/receive email	71.3	99
Send/receive a text/instant message	61.4	99
Participate in an online social network	56.0	104
Use maps/directions service	52.3	102
Do banking/pay bills online	51.8	99
Use apps	50.6	102
Take pictures/video	50.5	98
Internet search - business, services, products	45.4	100
Access a news site	38.6	98
Research products/services	33.2	109

Top Mobile Activities*
Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.7	102
Send/receive email	49.6	101
Use apps	47.1	105
Take pictures/video	46.2	95
Participate in an online social network	45.6	109
Use maps/directions service	43.7	107
Internet search - business, services, products	27.1	103
Access a news site	25.8	**111**
Do banking/pay bills online	22.7	98
Watch free streaming music videos	20.7	**117**

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Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: British Columbia

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	77.9%	(99)
YouTube	77.2%	(107)
WhatsApp	58.0%	(131)
LinkedIn	45.4%	(117)
Instagram	45.3%	(119)
Twitter	29.9%	(117)
Pinterest	24.5%	(83)
Podcasts	22.2%	(115)
Blogs	14.0%	(114)
Reddit	13.7%	(145)
Snapchat	13.6%	(112)
Health/Fitness	9.5%	(101)
Dating App	7.7%	(148)
Flickr	5.4%	(140)
Tinder	3.6%	(131)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	34.1	112
To learn about a brand's products /services	30.4	100
To enter contests	30.0	101
To be among the first to hear brand news	16.0	135
To provide feedback to the brand	12.5	108
To engage with content	9.2	114
To make suggestions for new products/services	6.5	124
To share brand-related stories with consumers	6.5	126

Reasons to Unfollow Brands

	%	Index
Too many messages	37.6	97
Not enough value	23.6	121
Stopped purchasing products from brand	15.0	116
Other	2.9	96
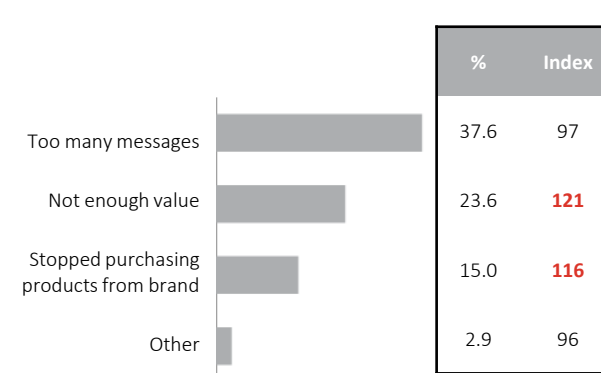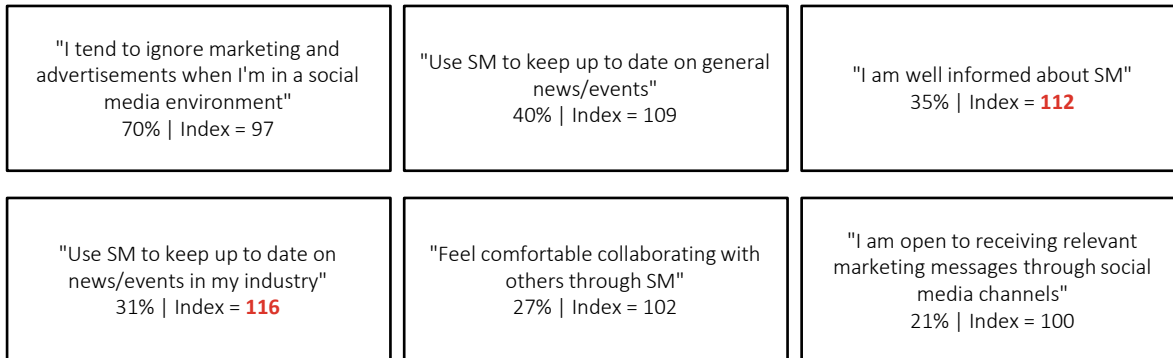
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	34.1	102
Subscribe to brand email newsletter	22.0	111
Follow brand on Instagram	20.7	144
Subscribe to brand channel on YouTube	16.3	123
Follow brand on Twitter	11.2	152
Join an exclusive online community of consumers who also like the brand	9.7	98

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
70% | Index = 97

"Use SM to keep up to date on general news/events"
40% | Index = 109

"I am well informed about SM"
35% | Index = 112

"Use SM to keep up to date on news/events in my industry"
31% | Index = 116

"Feel comfortable collaborating with others through SM"
27% | Index = 102

"I am open to receiving relevant marketing messages through social media channels"
21% | Index = 100

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Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: British Columbia

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 75% | Index = 96	"I have tried a product/service based on a personal recommendation" 72% | Index = 101	"I am very concerned about the nutritional content of food products I buy" 67% | Index = 98	"I value companies who give back to the community" 66% | Index = 101	"I am interested in learning about different cultures" 65% | Index = 106
"I consider myself to be informed on current events or issues" 63% | Index = 103	"I generally achieve what I set out to do" 61% | Index = **89**	"I make an effort to buy local produce/products" 60% | Index = 96	"I like to try new places to eat" 56% | Index = 102	"I like to cook" 56% | Index = 99
"It's important to buy products from socially-responsible/environmentally-friendly companies" 54% | Index = 100	"I like to try new and different products" 54% | Index = 105	"I offer recommendations of products/services to other people" 53% | Index = 99	"Family life and having children are most important to me" 51% | Index = **88**	"When I shop online I prefer to support Canadian retailers" 48% | Index = 96
"Free-trial/product samples can influence my purchase decisions" 40% | Index = 96	"I am willing to pay more for eco-friendly products" 37% | Index = 107	"Vegetarianism is a healthy option" 36% | Index = **116**	"I am adventurous/"outdoorsy"" 33% | Index = **84**	"I prefer to shop online for convenience" 29% | Index = 101
"Staying connected via social media is very important to me" 26% | Index = 99	"I consider myself to be sophisticated" 24% | Index = **111**	"I lead a fairly busy social life" 23% | Index = 106	"Advertising is an important source of information to me" 22% | Index = **87**	"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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Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	63.5	16.8	6.1	3.9	3.6	6.2
Index	95	96	113	88	179	156
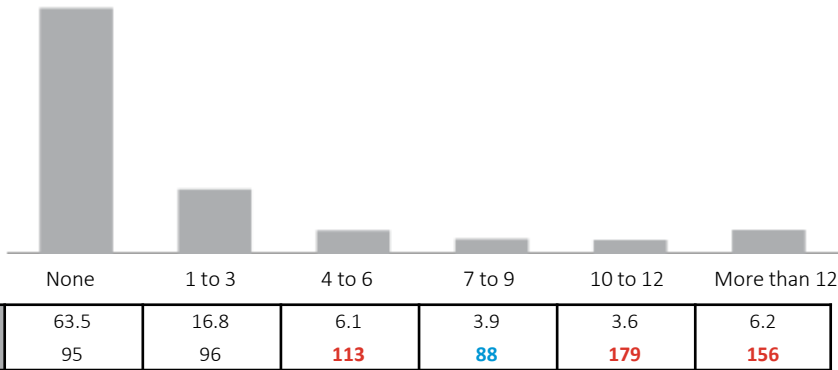
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	20.1	91
Cider	12.7	110
Liqueurs (any)	8.9	92

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	18.4	112

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	28.7	116

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	28.7	116
Corona	16.7	115
Heineken	12.5	117
Kokanee	12.5	127
Budweiser	11.6	93
Sleeman (any)	11.3	92
Guinness	11.1	122
Stella Artois	11.1	113
Molson Canadian	10.5	86
Other imported brand	9.8	126
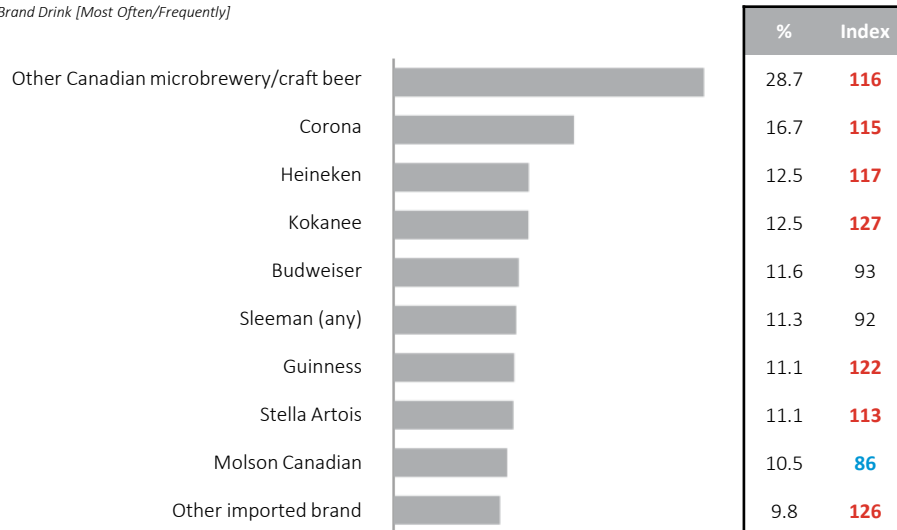
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	29.7	101
White wine (any)	26.7	101
Canadian wine	20.1	91
European wine	11.8	115
Other imported wine	9.7	96
American wine	7.8	96
Australian wine	7.6	88
Sparkling/champagne (any)	6.6	108
Rosé wine (any)	5.6	92

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

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Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	11.7	**117**	43.0	101	4.1	**69**
Asian restaurants	16.2	**129**	42.0	94	4.6	**90**
Submarine/sandwich restaurants	7.6	**113**	30.5	91	4.7	**79**
Breakfast style restaurant	6.9	**88**	27.6	98	8.3	103
Chicken restaurants	4.5	**137**	21.3	97	3.2	97
Ice cream/frozen yogurt restaurants	1.6	**61**	29.9	102	5.3	**123**
Specialty burger restaurants	4.8	**116**	21.7	97	4.9	**88**
Italian restaurants	2.4	94	23.5	96	7.2	98
Steakhouse	0.7	**90**	16.2	**86**	13.0	**78**
Other ethnic restaurants	3.5	**144**	33.2	109	7.2	109
Mexican/Burrito-style restaurants	3.6	**135**	26.0	107	8.9	**116**
Seafood/Fish and Chips restaurants	1.4	96	20.1	**86**	8.0	**86**

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.5	96	40.6	**89**	4.9	93
Food court outlets at a shopping mall	7.6	**146**	42.3	105	9.0	**83**
Pub restaurants	6.7	**110**	38.8	**90**	5.0	**90**
Formal dine-in restaurants	5.0	**125**	34.2	103	9.5	**112**
Fast casual restaurants	7.0	**86**	25.9	94	3.0	**125**
Sports bars	3.0	**174**	15.9	96	3.2	**84**
Other types	4.5	**118**	19.7	99	1.7	**57**

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
32.5%
(115)

Other Organic Food
12.8%
(90)

Organic Meat
10.0%
(103)

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

*Ranked by national percent composition of Visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Demographics

Rent
49.7%
(154)

Own
50.3%
(75)

Households with Children at Home
27.7%
(74)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	19.2	16.8	14.3	16.0	13.8	19.8
Index	121	97	83	89	102	111

Demographic Trends

Household Projections

	2020	**2023**	**2025**	**2030**
Count	246,845	258,089	265,052	280,549
% Change	-	4.6	7.4	13.7
Index	-	131	130	122

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

Loyalty Programs*

Member

	%	**Index**
PC Optimum	55.0	104
Air Miles (excl. airline frequent flyer programs)	48.2	99
Credit card with loyalty rewards	40.5	96
Costco membership (paid)	37.3	87
SCENE (Cineplex)	32.3	112
Aeroplan	30.1	102
Canadian Tire Triangle	25.1	77
Hudson's Bay Rewards	23.0	100
Petro Points	20.9	94
Esso Extra Program	8.3	98
Other airline frequent flyer program	12.1	114
Other grocery store card	29.3	92
Other store program	9.6	98
Other gas program	4.4	73
Other loyalty program	11.2	100

Sources: DemoStats 2020, DemoStats Trends 2020, 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

Target Group

*Ranked by percent composition and based on Household Population 12+
Based on Households

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Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	71.3	99		49.6	101		12.8	89
Send/receive a text/instant message	61.4	99		57.7	102		6.9	77
Participate in an online social network	56.0	104		45.6	109		7.9	80
Do banking/pay bills online	51.8	99		22.7	98		5.2	72
Take pictures/video	50.5	98		46.2	95		5.8	114
Use maps/directions service	52.3	102		43.7	107		4.8	87
Use apps	50.6	102		47.1	105		12.4	96
Internet search - business, services, products	45.4	100		27.1	103		8.6	101
Watch a subscription-based video service (e.g. Netflix)	32.8	101		14.7	118		10.1	99
Watch free streaming music videos	31.0	106		20.7	117		8.0	107
Compare products/prices while shopping	29.3	103		17.8	106		5.0	96
Watch other online free streaming videos	28.4	101		20.0	117		5.5	105
Research products/services	33.2	109		20.2	123		4.3	70
Listen to music via streaming video service (e.g. YouTube)	23.4	97		16.2	112		2.2	78
Play/download online games	27.4	109		16.1	115		5.9	114
Purchase products or services	26.0	110		7.5	88		3.1	98
Share/refer/link friends to a website or an article	20.3	106		14.4	110		2.4	98
Consult consumer reviews	20.4	86		12.1	95		3.2	78
Listen to Internet-only music service (e.g. Spotify)	19.7	100		16.4	99		2.2	93
Use online telephone directory	16.9	90		10.4	86		2.0	69
Download music/MP3 files (free or paid)	16.3	118		9.0	104		0.9	71
Use ad blocking software	20.9	114		8.4	109		2.5	140
Download any video content (free or paid)	18.3	122		5.8	98		3.9	117
Read or look into online newspapers	13.6	114		8.0	116		2.1	83
Click on an Internet advertisement	13.1	110		8.3	126		2.1	130
Listen to a podcast	13.8	101		11.0	112		1.4	68
Listen to a radio broadcast via streaming audio	10.5	97		6.6	103		1.2	60
Download/print/redeem discount coupon	12.8	112		6.0	104		1.2	124
Enter online contests	10.2	89		5.3	123		0.8	68
Watch a TV broadcast via streaming video	7.9	98		2.6	101		0.8	45
Place/respond to an online classified advertisement	10.8	106		5.7	106		1.4	102
Receive store offers by SMS	4.9	75		4.1	73		-	-
Read or look into online magazines	7.2	133		3.9	157		1.6	99
Scan mobile tagging barcode/QR	5.4	111		3.5	88		-	-
Purchase group deal (e.g. Groupon)	4.7	120		3.6	141		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.7	108		-	-		-	-

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

*Ranked by national percent composition
Based on Household Population 12+

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Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

Website Type	Internet %	Internet Index	Mobile %	Mobile Index	Tablet %	Tablet Index
Access a news site	38.6	98	25.8	111	8.5	79
Access food/recipes content	30.4	100	14.9	103	5.0	71
Access health-related content	20.1	100	11.0	99	3.7	81
Access professional sports content	10.5	93	7.6	96	2.6	96
Access restaurant guides/reviews	17.1	121	12.2	121	2.8	104
Access travel content	17.8	108	10.5	121	3.5	92
Access real estate listings/sites	11.9	86	6.2	94	2.6	70
Access a radio station's website	13.1	121	5.3	117	2.9	104
Access home decor-related content	8.5	94	3.6	104	1.4	62
Access a TV station's website	8.9	101	1.9	69	1.4	133
Access celebrity gossip content	6.4	92	4.6	88	1.5	101
Access fashion or beauty-related content	9.4	110	6.9	110	2.1	99
Access automotive news/content	4.5	70	2.9	85	0.6	64

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	40.3	97
Flyers inserted into a community newspaper	36.3	88
Coupons	36.1	108
General information from the Internet/websites	32.0	96
Apps/online flyers	25.6	90
Local store catalogues	23.2	94
Flyers inserted into a daily newspaper	22.6	95
Direct email offers	22.3	104
Mail order	8.6	106
Yellow Pages (print)	4.6	111
Yellow Pages (online)	1.2	100

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	30.4	115
Billboards	24.3	87
On transit shelters	21.2	113
On street furniture (e.g. bus benches)	18.4	101
Inside buses	17.1	174
Inside shopping malls	17.0	100
On subway/metro platforms	11.6	145
Inside subway/metro cars	11.3	166
Digital billboards	11.1	76
Screens inside elevators	9.1	136
Inside public washrooms	9.0	86
Inside commuter trains	8.5	141
Inside movie theaters	7.8	117
Inside airports	4.6	81
On taxis	3.9	121

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

*Ranked by national percent composition for internet activity
Based on Household Population 12+
Ranked by percent composition

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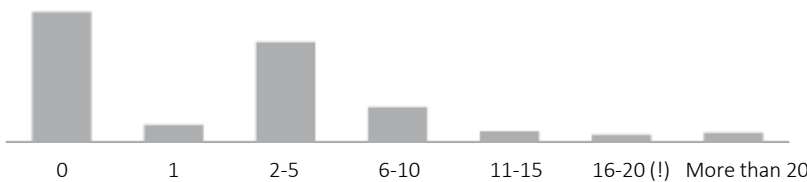Regional Tourism
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Social Media Usage

Social Media Overview

- 69% of Cultural History Buffs from British Columbia tend to access social media on their mobile phones during the morning hours, 65% during the afternoon hours

- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)

- 82% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	11.6	124
Entertainment	8.0	139
Fashion-related	6.2	135
Big-ticket items	6.2	112
Smaller-ticket items	5.9	156
Home décor	5.8	136
Health-related	5.8	111
Car/Auto-related	5.7	121
Banking/credit cards	5.4	127
Child-related	4.8	147
Choosing non-profits for donations	3.2	122
Insurance	3.2	127
Other	4.5	95

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
%	41.4	5.7	31.9	11.4	3.8	2.6	3.3
Index	94	84	99	121	114	136	164

Rate or Review Products or Services
[Frequency of Participation]
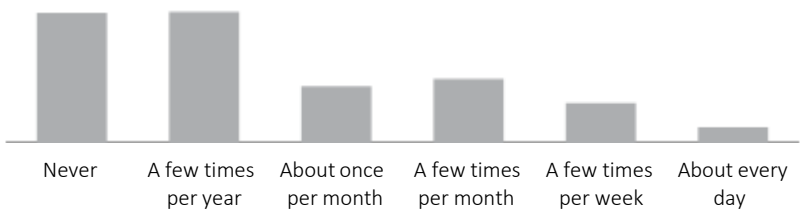
	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	29.7	30.0	13.0	14.6	9.1	3.6
Index	107	94	96	91	111	142

Top Social Media Attitudes**

Cultural History Buffs 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"
82% | Index = 97

"I tend to ignore marketing and advertisements when I'm in a social media environment"
70% | Index = 97

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
69% | Index = 97

"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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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	49.1	110
Read article comments	44.2	104
Chat in online chats	43.8	110
Read status updates/tweets	41.8	112
Listen to radio or stream music online	36.6	103
Share links with friends and colleagues	32.2	109
Click links in news feeds	28.3	113
Read blogs	21.3	123
Play games with others online	16.2	102
Post photos online	15.7	110
Chat in online forums	13.2	127
Check in with locations	13.0	112
Rate or review products online	12.7	118
Update your status on a social network	12.4	117
Share your GPS location	11.6	111
Comment on articles or blogs	11.6	112
Post videos online	6.9	121
Publish blog, Tumblr, online journal	6.0	170

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	48.3	107
Keep up to date on general news/events	47.7	102
Stay connected with family	43.9	98
Keep up to date on news/events in my industry	30.4	116
Stay connected with work/professional contacts	22.2	123
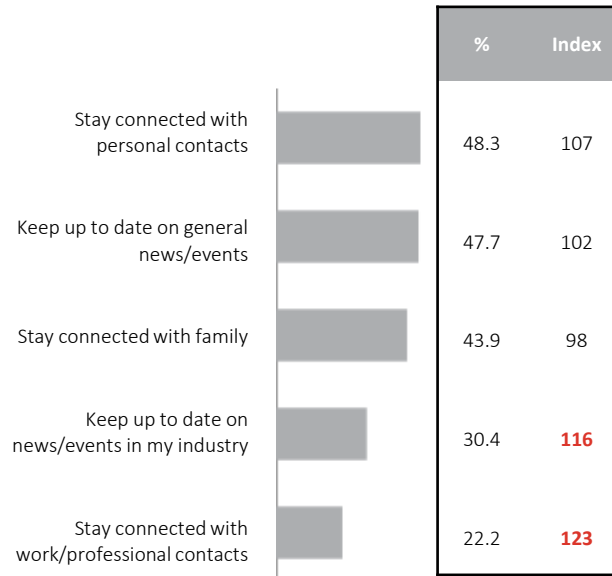
Number of Connections

Across all social media

	%	Index
0-49	31.9	86
50-99	13.5	87
100-149	12.2	103
150-199	8.1	104
200-299	7.1	92
300-399	7.5	132
400-499	4.5	120
500-1000	8.4	129
More than 1000	6.9	159
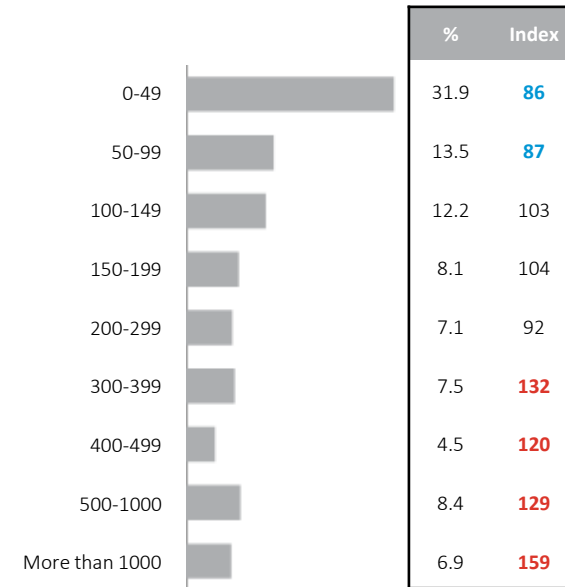
Social Media Access

Typically use

Mobile

	%	Index
Morning	68.8	110
Afternoon	65.3	109
Dinner Time	49.9	112
Evening	61.1	110
Late Night	44.3	112

Tablet

	%	Index
Morning	17.7	80
Afternoon	16.1	79
Dinner Time	14.7	90
Evening	33.8	100
Late Night	18.6	97

Laptop

	%	Index
Morning	27.4	90
Afternoon	30.7	101
Dinner Time	20.1	106
Evening	38.9	105
Late Night	15.6	94

Desktop

	%	Index
Morning	24.3	91
Afternoon	28.2	106
Dinner Time	14.0	101
Evening	27.2	100
Late Night	13.8	103

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 History Buffs

PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: British Columbia

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
77.9%	**17.3%**	Use Daily	56.1	97
(99)	(98)	Use Weekly	13.8	105
		Use Monthly	7.2	110

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.1	100
Comment/Like other users' posts	42.1	93
Use Messenger	40.6	100
Watch videos	37.3	102
Watch live videos	14.4	99
Update my status	12.5	108
Post photos	12.1	95
Like or become a fan of a page	11.6	101
Click on an ad	10.7	107
Post videos	5.2	99
Create a Facebook group or fan page	4.6	127
Give to a Facebook fundraiser (!)	2.9	139
Create a Facebook fundraiser (!)	2.7	151

LinkedIn

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
45.4%	**45.9%**	Use Daily	7.6	119
(117)	(87)	Use Weekly	15.5	125
		Use Monthly	19.9	110

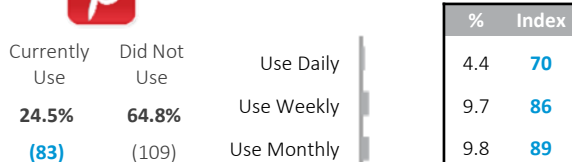| Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	10.0	139
View a job posting	7.5	139
Search and review other profiles	5.9	145
Watch videos	5.7	132
Create a connection	4.9	140
Comment on content	4.3	128
Update your profile information	3.6	145
Post an article, video or picture (!)	3.2	135
Click on an ad (!)	2.9	124
Request a recommendation (!)	2.9	181
Participate in LinkedIn forums (!)	2.7	157
Join a LinkedIn group (!)	2.2	140

Instagram

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
45.3%	**44.7%**	Use Daily	26.4	126
(119)	(86)	Use Weekly	11.8	118
		Use Monthly	5.9	95

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	32.9	123
Like photos/videos	27.9	126
Comment on photos/videos	15.8	122
Watch live videos	14.4	123
Send direct messages	14.3	131
Post photos/videos	10.4	129
View a brand's page	9.9	145
Watch IGTV videos	6.7	143
Click on ads	6.3	133

Pinterest

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
24.5%	**64.8%**	Use Daily	4.4	70
(83)	(109)	Use Weekly	9.7	86
		Use Monthly	9.8	89

Reddit

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
13.7%	**76.8%**	Use Daily	5.1	159
(145)	(93)	Use Weekly	4.2	139
		Use Monthly	4.0	137

Participate In* (at least a few times per month)	% Comp	Index
View content	9.7	146
Follow specific Subreddits	5.7	147
Vote on content	5.2	141
Post content	3.2	150
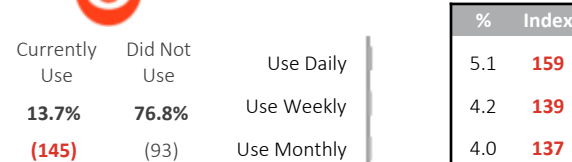
WhatsApp

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
58.0%	**34.0%**	Use Daily	33.6	154
(131)	(73)	Use Weekly	13.8	116
		Use Monthly	9.5	100

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	40.8	146
Send/receive images	37.8	150
Use group chats	27.8	156
Send/receive documents and files	18.8	159
Use voice calls	17.3	157

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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Social Media Usage

Twitter

Frequency of Use
[Past Year]

Currently Use	Did Not Use
29.9%	**60.0%**
(117)	(93)

	%	Index
Use Daily	13.2	122
Use Weekly	8.3	109
Use Monthly	7.1	116

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.3	120
Watch videos	11.0	132
Tweet	7.5	127
Send or receive direct messages	6.9	126
Retweet	6.4	126
Share a link to a blog post or article of interest	6.2	131
Respond to tweets	6.0	123
Actively follow new users	5.7	141
Watch live videos	5.1	111
Follow users who follow you	4.7	110
Click on an ad	3.4	134

YouTube

Frequency of Use
[Past Year]

Currently Use	Did Not Use
77.2%	**13.0%**
(107)	(83)

	%	Index
Use Daily	34.5	122
Use Weekly	28.9	101
Use Monthly	12.7	89

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	52.1	113
Like or dislike videos	16.2	121
Watch live videos	15.0	131
Share videos	9.8	126
Leave comment or post response on video	7.7	131
Click on an ad	7.0	118
Embed a video on a web page or blog	6.1	154
Create and post a video	4.6	152

Snapchat

Frequency of Use
[Past Year]

Currently Use	Did Not Use
13.6%	**78.0%**
(112)	(98)

	%	Index
Use Daily	3.8	93
Use Weekly	4.5	123
Use Monthly	4.2	109

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.2	93
Send direct text messages	4.1	89
Use filters or effects	3.9	107
Send photos/videos	3.4	83
Read Snapchat discover/News	2.7	85
Use group chat	2.6	90
Use video chat	2.2	129
View ads	2.1	121
View a brand's snaps	1.6	81

Audio Podcasts

Currently Use	Did Not Use
22.2%	**62.7%**
(115)	(97)

Frequency of Use
[Past Year]

	%	Index
Use Daily	7.1	133
Use Weekly	9.1	123
Use Monthly	5.4	92

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	6.8	143
Listen to another genre of podcast	5.7	120
Listen to an educational podcast	5.4	140
Listen to a business podcast	4.5	134
Listen to a comedy podcast	4.3	154
Listen to a sports podcast	3.2	166
Subscribe to a sports podcast**	3.1	173
Listen to a technology focused podcast	3.0	158
Subscribe to a news podcast	2.7	156
Subscribe to a educational podcast	2.7	139
Subscribe to another genre of podcast	2.7	125
Subscribe to a comedy podcast (!)	2.2	157
Subscribe to a business podcast (!)	2.1	160
Subscribe to a technology podcast (!)	1.9	151

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
3.6%	**91.2%**
(131)	(97)

Tik Tok

Currently Use	Did Not Use
1.8%	**92.3%**
(109)	(98)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.8	145
Use Weekly (!)	1.0	158

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+