Gentle Explorer - Anglo
PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Overview

- Of the 9 EQ Target Groups identified in Canada, Gentle Explorers-Anglo rank 1st, making up 322,371 households, or 16% of the total Households in British Columbia (2,010,897)

- The Median Household Maintainer Age is 54, 57% of couples have children living at home

- Below Average Household Income of $93,549 compared to British Columbia at $106,682

- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives

- Above Average interest in National/Provincial Parks, Fishing/Hunting, and Historical Sites

- Above Average interest in travelling within Canada (Vancouver, Other Alberta, Jasper), Gentle Explorers- Anglo from British Columbia spent an average of $1,513 on their last vacation

- On average, Gentle Explorers- Anglo from British Columbia spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)

- 80% currently use Facebook, 35% use Instagram and 23% use Twitter

Market Sizing

 Total Population

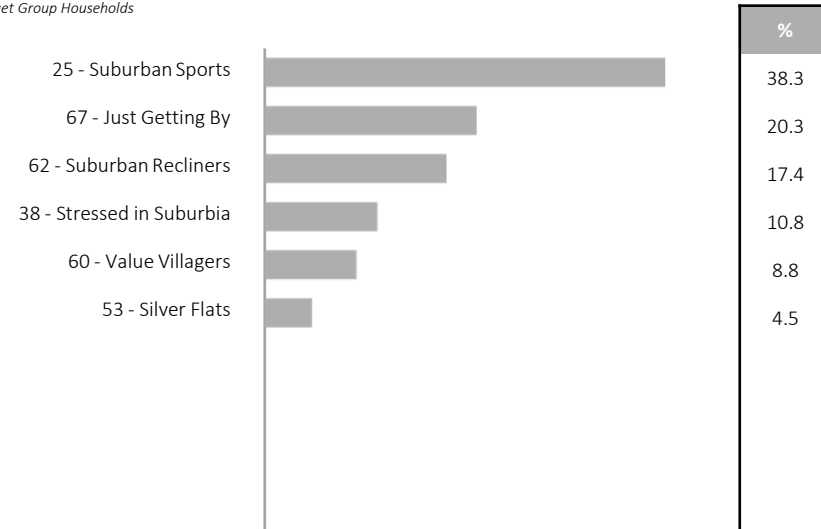Target Group: 788,161 | 15.6%
Market: 5,064,371

 Total Households

Target Group: 322,371 | 16.0%
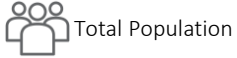Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	6.3	38.7	241	52,381	2.6
Prince George, BC (CY)	6.0	60.3	376	32,172	1.6
Kelowna, BC (CY)	5.9	31.8	199	59,332	3.0
Nanaimo, BC (CY)	5.6	43.4	271	41,687	2.1
Kamloops, BC (CY)	5.4	43.8	273	39,430	2.0
Chilliwack, BC (CY)	5.0	45.8	286	35,091	1.7
Maple Ridge, BC (CY)	4.4	43.5	271	32,447	1.6
Surrey, BC (CY)	4.1	7.1	45	183,889	9.1
Langley, BC (DM)	3.4	24.4	152	45,344	2.3
Mission, BC (DM)	2.7	60.7	379	14,485	0.7

Top PRIZM Segments

% of Target Group Households

Segment	%
25 - Suburban Sports	38.3
67 - Just Getting By	20.3
62 - Suburban Recliners	17.4
38 - Stressed in Suburbia	10.8
60 - Value Villagers	8.8
53 - Silver Flats	4.5

Gentle Explorer - Anglo

PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia
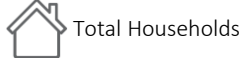
Demographic Profile

Total Population
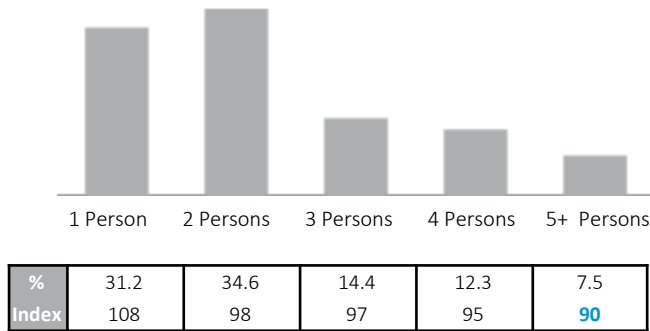Target Group: 788,161 | 15.6%
Market: 5,064,371

Total Households
Target Group: 322,371 | 16.0%
Market: 2,010,897

Average Household Income

$93,549
(88)

Median Household Maintainer Age

54
(100)

Household Size*

%	31.2	34.6	14.4	12.3	7.5
Index	108	98	97	95	**90**

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

Marital Status**

54.9%
(96)

Married/Common-Law

Family Composition***

42.8%
(98)

Couples Without Kids at Home

Education**

32.7%
(111)

High School Certificate Or Equivalent

Visible Minority Presence*

14.2%
(43)

Belong to a visible minority group

Non-Official Language*

1.0%
(29)

No knowledge of English or French

Immigrant Population*

15.4%
(53)

Born outside Canada

Psychographics**

Strong Values			Weak Values
Rejection of Orderliness	**125**	**79**	Sexism
Racial Fusion	**124**	**83**	Active Government
Need for Escape	**119**	**85**	Ostentatious Consumption
National Pride	**113**	**85**	Status via Home
Confidence in Small Business	**113**	**86**	Need for Status Recognition

Key Social Values

Racial Fusion Index = **124**	**Need for Escape** Index = **119**	**National Pride** Index = **113**
Ethical Consumerism Index = **112**	**Primacy of the Family** Index = **112**	**Flexible Families** Index = **110**
Community Involvement Index = 108	**Work Ethic** Index = 108	**Primacy of Environmental Protection** Index = 107
Social Learning Index = 107	**Multiculturalism** Index = 105	**Legacy** Index = 104

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

2

Gentle Explorer - Anglo

PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index	Top 5 Activities Attended*	% Comp	Index
Reading	84.5	100	Exhibitions, carnivals, fairs & markets	51.5	93
Gardening	69.0	106	Parks & city gardens	47.3	107
Swimming	61.5	106	Movies at a theatre/drive-in	40.1	104
Camping	57.5	109	Bars & restaurant bars	38.9	99
Home exercise & home workout	53.9	103	Art galleries, museums & science centres	37.7	102

Key Tourism Activities**

Swimming	Camping	Hiking & backpacking	Parks & city gardens	Cycling	Photography	Bars & restaurant bars	Canoeing & kayaking
61.5% (106)	57.5% (109)	51.3% (103)	47.3% (107)	45.1% (103)	42.2% (105)	38.9% (99)	37.9% (107)

National or provincial park	Fishing & hunting	Golfing	Cross country skiing & snowshoeing	Pilates & yoga	Ice skating	Downhill skiing	Historical sites
37.5% **(111)**	28.0% **(122)**	26.6% (107)	25.9% (107)	25.8% (102)	22.8% (100)	21.8% (108)	21.1% **(113)**

Specialty movie theatres/IMAX	Sporting events	Zoos & aquariums	Power boating & jet skiing	Adventure sports	Video arcades & indoor amusement centres	Hockey	ATV & snowmobiling
19.8% (97)	19.8% (105)	17.6% (96)	15.9% **(121)**	15.4% **(119)**	15.0% **(90)**	13.8% **(117)**	13.4% **(122)**

Theme parks, waterparks & water slides	Beer, food & wine festivals	Music festivals	Snowboarding	Marathon or similar event	Curling	Inline skating	Film festivals
10.8% (106)	10.3% **(88)**	9.8% (102)	9.6% **(114)**	9.0% **(116)**	7.9% **(113)**	7.6% **(127)**	7.1% (95)

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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Gentle Explorer - Anglo
PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	38.4	98
Vancouver	29.6	115
Victoria	25.6	92
Whistler	19.9	89
Other Alberta	15.7	115
Calgary	14.8	105
Toronto	9.3	85
Jasper	8.4	116
Banff	7.9	96
Montreal	7.1	91
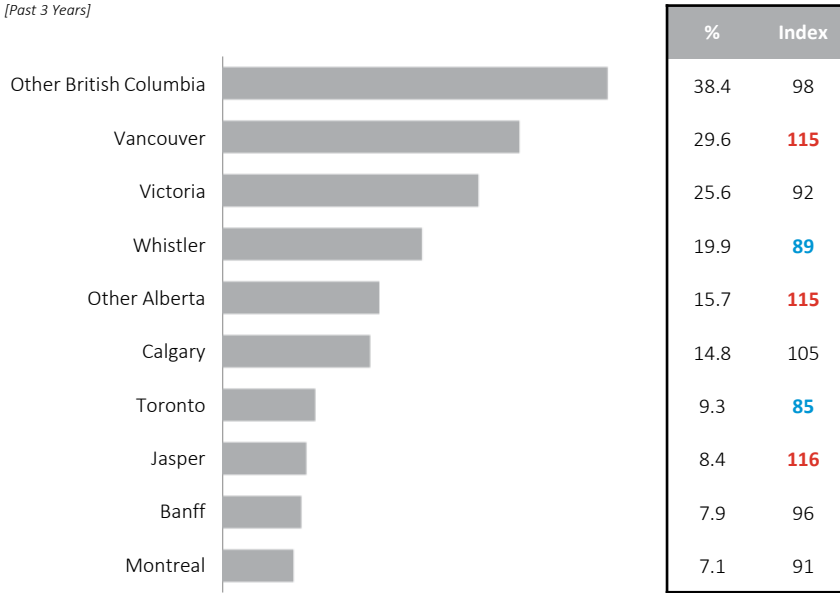
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through a hotel directly	43.9	101
Book through an airline directly	42.9	95
Book through an on-line travel agency	37.6	95
Book through airline/hotel website	32.1	96
Other services	20.0	101
Book through a full service travel agent	17.4	90
Book through a discount/last minute agency	11.0	98
Book a package tour	9.9	82

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
17.0%	5.9%	4.6%	2.9%	2.3%
(99)	(91)	(95)	(130)	(110)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
1.1%	17.1%	1.6%	5.9%
(105)	(95)	(77)	(93)

Vacation Spending

Spent Last Vacation

$ **1,513** (94)
Average spend on last trip

%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	34.0	17.9	19.3	10.5	6.9	11.4
Index	107	103	101	91	105	83
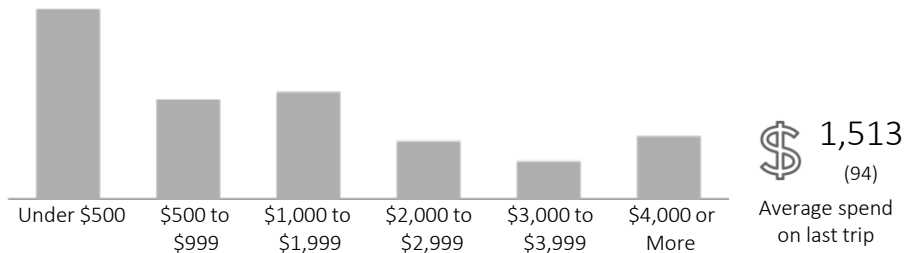
Travel Type & Frequency

Business Trips

8.8 (97) Average number of nights away in the past year for business trips

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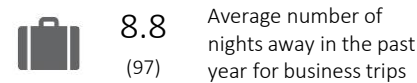
3.7 (99) Average out-of-town vacations taken in the past 3 years
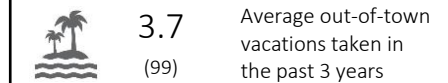
Average number of business trips by mode of transportation in the past year:

3.0 (102)	3.5 (98)	2.1 (99)	3.0 (65)

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

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

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Gentle Explorer - Anglo

PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
54.7% (93)	39.8% (101)	15.8% (97)	27.4% **(110)**	22.2% (106)	20.0% (95)	10.0% (106)

B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
14.1% (91)	11.7% **(87)**	11.8% (91)	14.8% **(123)**	4.4% (95)	6.3% (101)	2.7% (105)

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
36.3% **(89)**	33.5% (99)	6.2% **(90)**	0.8% (97)	5.6% (105)

United Airlines	Delta Airlines	American Airlines	Other American
6.3% (91)	5.1% **(85)**	4.0% **(116)**	6.7% **(76)**

European Airlines	Asian Airlines	Other Charter	Other
7.0% (92)	5.6% **(81)**	1.6% **(87)**	7.4% **(89)**

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
7.2% **(111)**	5.2% (99)	2.1% (97)	4.2% **(115)**

Hertz	Discount	U-Haul	Other Rentals
2.1% **(79)**	1.4% **(89)**	1.8% **(122)**	2.8% **(86)**

Index: At least 10% **above** or **below** the average

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

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Gentle Explorer - Anglo
PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
13 hours/week	1,208 minutes/week	1 hours/week	8 minutes/day	214 minutes/day
(103)	(105)	(88)	(90)	(95)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.0	92
Adult Contemporary	17.6	94
Classic Hits	15.0	120
Mainstream Top 40/CHR	13.0	87
AOR/Mainstream Rock	11.3	155
Today's Country	10.6	123
Hot Adult Contemporary	10.6	101
Multi/Variety/Specialty	10.2	87
Modern/Alternative Rock	9.0	88
Classic Rock	8.9	110

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	46.7	103
Evening local news	39.2	102
News/current affairs	30.8	100
Primetime serial dramas	29.4	105
Documentaries	29.2	103
Suspense/crime dramas	29.0	105
Hockey (when in season)	28.6	111
Situation comedies	26.7	108
Home renovation/decoration shows	26.3	105
Cooking programs	25.2	102

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.2	100
International News & World	54.1	101
National News	52.3	100
Health	37.9	105
Movie & Entertainment	34.3	101
Editorials	31.6	100
Travel	30.4	102
Food	30.4	93
Sports	28.8	101
Business & Financial	24.8	97

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.5	111
Other U.S. magazines	10.3	103
Canadian Living	9.6	112
National Geographic	7.3	106
Maclean's	6.4	99
Canadian Geographic	6.2	136
People	6.0	117
Reader's Digest	5.7	130
Hello! Canada	4.5	108
Cineplex Magazine	4.4	103

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.3	100
Send/receive a text/instant message	62.1	100
Participate in an online social network	51.5	96
Do banking/pay bills online	50.3	96
Take pictures/video	50.3	97
Use maps/directions service	47.5	93
Use apps	46.6	94
Internet search - business, services, products	44.0	97
Access a news site	39.5	101
Watch a subscription-based video service	31.2	96

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.4	98
Send/receive email	46.7	95
Take pictures/video	46.5	96
Use apps	41.0	91
Participate in an online social network	38.6	92
Use maps/directions service	36.9	90
Internet search - business, services, products	26.4	101
Access a news site	22.9	98
Do banking/pay bills online	21.8	94
Compare products/prices while shopping	16.1	96

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

*Selected and ranked by percent composition
Based on Household Population 12+   6

Gentle Explorer - Anglo
PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	Index	Platform	%	Index	Platform	%	Index
Facebook	80.2%	(102)	YouTube	70.6%	(98)	Instagram	34.9%	(92)
Pinterest	33.9%	(115)	LinkedIn	33.6%	(86)	WhatsApp	33.2%	(75)
Twitter	22.9%	(90)	Podcasts	18.8%	(98)	Snapchat	12.1%	(99)
Blogs	10.7%	(87)	Health/Fitness	8.6%	(92)	Reddit	6.6%	(69)
Dating App	4.8%	(92)	Flickr	2.8%	(73)	Tinder	2.2%	(80)
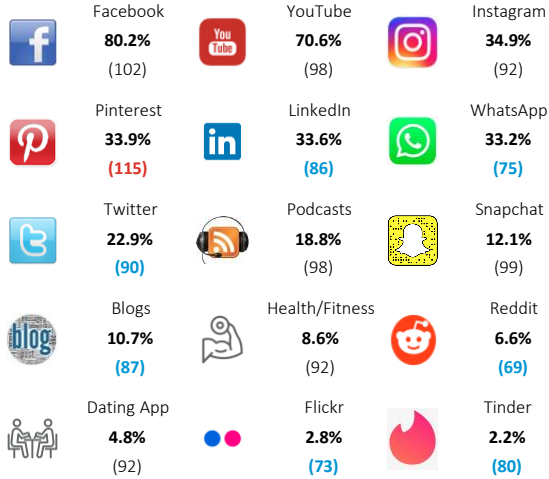
Reasons to Follow Brands

	%	Index
To enter contests	31.5	106
To learn about a brand's products /services	30.5	100
To get coupons and discounts	30.0	98
To provide feedback to the brand	12.0	104
To be among the first to hear brand news	10.1	85
To engage with content	8.0	100
To make suggestions for new products/services	5.2	100
To share brand-related stories with consumers	4.7	91

Reasons to Unfollow Brands

	%	Index
Too many messages	40.9	106
Not enough value	18.5	95
Stopped purchasing products from brand	13.7	105
Other	3.0	101
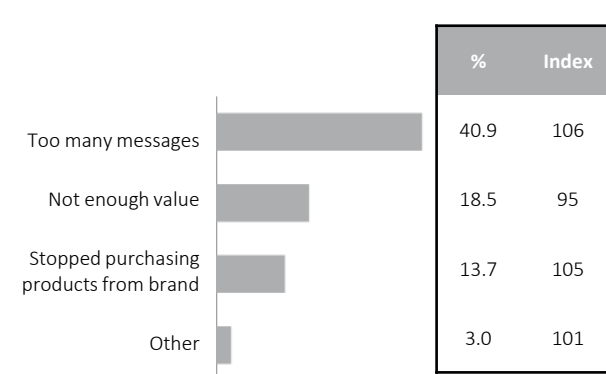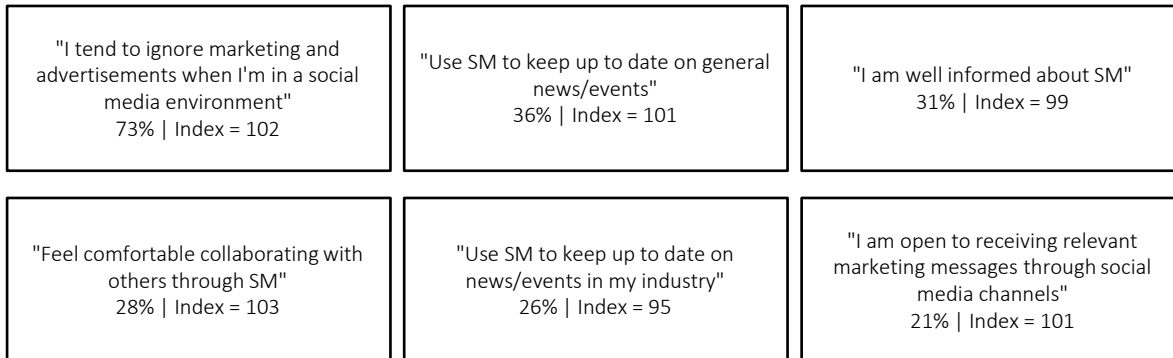
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	35.4	106
Subscribe to brand email newsletter	20.5	103
Follow brand on Instagram	12.4	87
Subscribe to brand channel on YouTube	12.0	90
Join an exclusive online community of consumers who also like the brand	9.8	99
Follow brand on Twitter	5.9	80

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 73% | Index = 102	"Use SM to keep up to date on general news/events" 36% | Index = 101	"I am well informed about SM" 31% | Index = 99
"Feel comfortable collaborating with others through SM" 28% | Index = 103	"Use SM to keep up to date on news/events in my industry" 26% | Index = 95	"I am open to receiving relevant marketing messages through social media channels" 21% | Index = 101

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Gentle Explorer - Anglo
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Market: British Columbia

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 80% | Index = 103	"I have tried a product/service based on a personal recommendation" 71% | Index = 99	"I generally achieve what I set out to do" 69% | Index = 101	"I am very concerned about the nutritional content of food products I buy" 68% | Index = 101	"I value companies who give back to the community" 68% | Index = 104
"I make an effort to buy local produce/products" 64% | Index = 103	"Family life and having children are most important to me" 62% | Index = 106	"I consider myself to be informed on current events or issues" 61% | Index = 101	"I am interested in learning about different cultures" 60% | Index = 98	"I like to cook" 57% | Index = 102
"I offer recommendations of products/services to other people" 53% | Index = 100	"It's important to buy products from socially-responsible/environmentally-friendly companies" 53% | Index = 98	"I like to try new places to eat" 53% | Index = 95	"When I shop online I prefer to support Canadian retailers" 52% | Index = 104	"I like to try new and different products" 49% | Index = 95
"I am adventurous/"outdoorsy"" 42% | Index = 109	"Free-trial/product samples can influence my purchase decisions" 42% | Index = 100	"I am willing to pay more for eco-friendly products" 32% | Index = 94	"Vegetarianism is a healthy option" 28% | Index = **89**	"Staying connected via social media is very important to me" 27% | Index = 103
"Advertising is an important source of information to me" 26% | Index = 106	"I prefer to shop online for convenience" 26% | Index = **90**	"I consider myself to be sophisticated" 22% | Index = 100	"I lead a fairly busy social life" 21% | Index = 95	"I enjoy being extravagant/indulgent" 18% | Index = 96

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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Secretariat

Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	65.7	17.6	5.4	5.4	2.1	3.9
Index	98	101	99	**123**	105	98
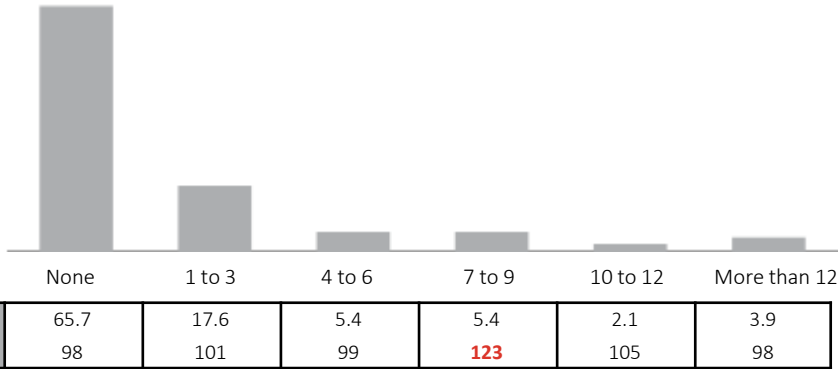
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	22.4	101
Cider	10.6	93
Liqueurs (any)	9.7	100

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.6	95

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	21.7	**88**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	21.7	**88**
Budweiser	13.9	**112**
Molson Canadian	13.8	**114**
Corona	13.5	93
Alexander Keith's (any)	13.2	**117**
Coors Light	12.8	**123**
Sleeman (any)	12.2	99
Heineken	9.4	**88**
Kokanee	9.4	96
Stella Artois	9.3	95
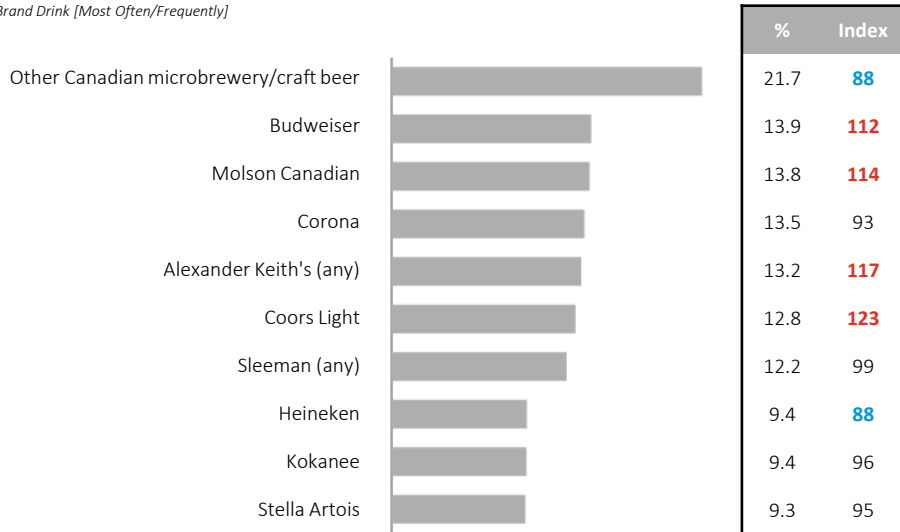
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	30.1	102
White wine (any)	27.1	102
Canadian wine	22.4	101
Other imported wine	10.0	99
European wine	8.5	**83**
Australian wine	7.9	91
American wine	7.6	94
Rosé wine (any)	7.4	**121**
Sparkling/champagne (any)	5.7	94

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	9.0	**90**	46.3	109	5.7	97
Asian restaurants	11.3	**90**	45.2	101	4.2	**82**
Submarine/sandwich restaurants	6.7	99	33.3	100	6.8	**115**
Breakfast style restaurant	8.2	103	28.5	102	7.6	93
Chicken restaurants	2.7	**83**	23.1	105	3.0	**89**
Ice cream/frozen yogurt restaurants	3.8	**141**	27.4	93	3.4	**81**
Specialty burger restaurants	4.5	109	20.7	93	5.2	93
Italian restaurants	2.5	98	23.7	97	8.2	**112**
Steakhouse	1.1	**154**	19.0	100	19.0	**114**
Other ethnic restaurants	2.4	96	27.9	92	6.6	99
Mexican/Burrito-style restaurants	2.4	91	23.3	96	7.7	100
Seafood/Fish and Chips restaurants	1.3	96	24.7	106	9.1	97

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	5.8	**86**	45.8	100	5.3	100
Food court outlets at a shopping mall	4.1	**78**	39.9	99	11.6	108
Pub restaurants	5.8	95	45.6	106	5.3	96
Formal dine-in restaurants	2.9	**74**	32.0	96	8.4	99
Fast casual restaurants	9.8	**120**	27.6	100	1.5	**63**
Sports bars	1.3	**73**	16.9	102	3.6	95
Other types	3.4	**88**	20.4	102	3.3	108
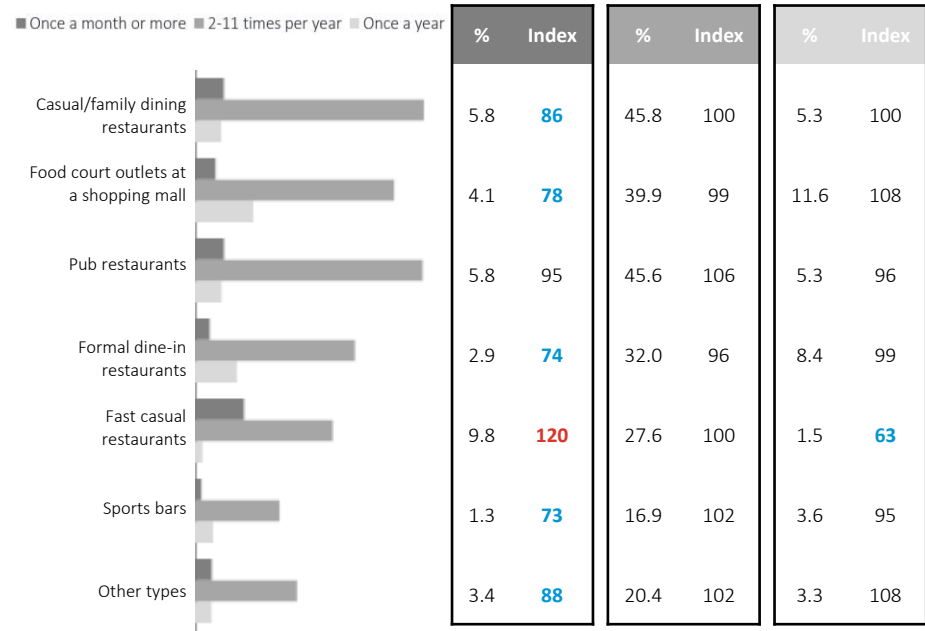
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
25.7%
(90)

Other Organic Food
13.5%
(95)

Organic Meat
9.3%
(96)

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+

10

Product Preferences

Demographics

Rent
35.2%
(109)

Own
64.7%
(96)

Households with Children at Home
36.4%
(98)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	17.4	19.4	18.6	18.4	11.7	14.5
Index	109	112	107	102	87	81
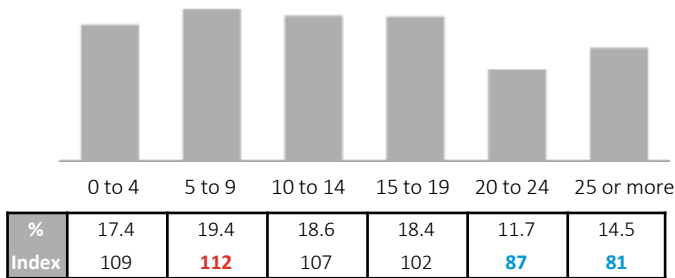
Demographic Trends

Household Projections
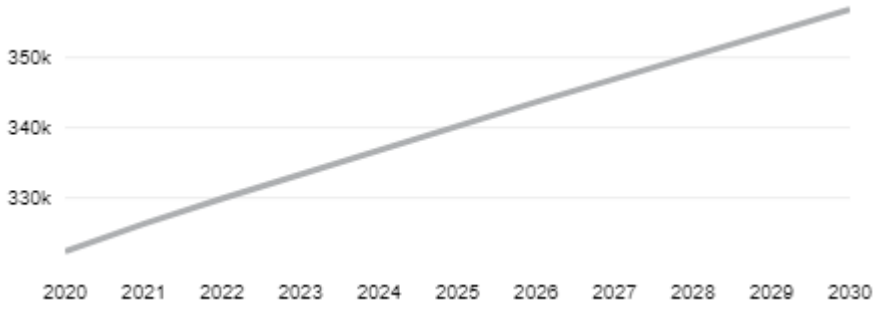
	2020	**2023**	**2025**	**2030**
Count	322,371	333,367	340,308	356,866
% Change	-	3.4	5.6	10.7
Index	-	98	98	96

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)	49.8	102
Costco membership (paid)	43.1	101
Credit card with loyalty rewards	42.2	100
Canadian Tire Triangle	38.3	117
Aeroplan	28.2	96
SCENE (Cineplex)	26.2	91
Petro Points	23.3	106
Hudson's Bay Rewards	21.5	93
Esso Extra Program	8.6	101
Other airline frequent flyer program	9.8	93
Other grocery store card	31.6	99
Other store program	8.9	90
Other gas program	6.9	114
Other loyalty program	11.2	100

Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	72.3	100		46.7	95		15.8	109
Send/receive a text/instant message	62.1	100		55.4	98		9.9	109
Participate in an online social network	51.5	96		38.6	92		10.7	109
Do banking/pay bills online	50.3	96		21.8	94		7.5	104
Take pictures/video	50.3	97		46.5	96		5.5	108
Use maps/directions service	47.5	93		36.9	90		5.3	96
Use apps	46.6	94		41.0	91		11.6	90
Internet search - business, services, products	44.0	97		26.4	101		9.6	114
Watch a subscription-based video service (e.g. Netflix)	31.2	96		10.3	83		11.0	109
Watch free streaming music videos	25.5	88		14.9	84		6.9	92
Compare products/prices while shopping	27.7	97		16.1	96		5.5	104
Watch other online free streaming videos	25.6	91		15.1	88		3.5	67
Research products/services	27.6	91		14.2	86		6.5	106
Listen to music via streaming video service (e.g. YouTube)	24.2	100		12.5	87		3.1	110
Play/download online games	23.3	93		12.2	87		4.8	93
Purchase products or services	21.6	91		8.5	100		3.6	114
Share/refer/link friends to a website or an article	17.1	89		10.8	82		2.2	88
Consult consumer reviews	22.5	96		11.6	91		4.4	109
Listen to Internet-only music service (e.g. Spotify)	17.4	88		13.9	84		2.7	114
Use online telephone directory	21.2	112		12.9	107		4.2	144
Download music/MP3 files (free or paid)	12.2	89		7.0	81		1.0	76
Use ad blocking software	16.3	89		7.1	92		1.5	85
Download any video content (free or paid)	13.5	90		4.7	79		4.4	133
Read or look into online newspapers	10.8	90		6.3	92		2.8	110
Click on an Internet advertisement	10.3	87		5.5	84		1.1	67
Listen to a podcast	13.0	95		9.0	91		2.0	99
Listen to a radio broadcast via streaming audio	11.5	106		7.0	110		2.5	127
Download/print/redeem discount coupon	9.8	86		6.0	103		0.8	82
Enter online contests	10.6	92		3.9	89		1.2	109
Watch a TV broadcast via streaming video	8.4	104		3.0	118		1.8	99
Place/respond to an online classified advertisement	10.2	101		6.0	112		1.0	73
Receive store offers by SMS	7.2	110		6.1	109		-	-
Read or look into online magazines	4.6	84		1.6	64		1.5	90
Scan mobile tagging barcode/QR	4.4	91		3.5	90		-	-
Purchase group deal (e.g. Groupon)	3.0	78		2.2	86		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.2	89		-	-		-	-

Gentle Explorer - Anglo

PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	39.5	101	22.9	98	12.2	**113**
Access food/recipes content	29.1	96	12.1	**84**	8.4	**119**
Access health-related content	20.2	100	11.5	103	4.6	103
Access professional sports content	10.8	95	6.9	**87**	3.0	**113**
Access restaurant guides/reviews	13.2	93	8.8	**87**	3.2	**121**
Access travel content	14.7	**89**	7.5	**87**	3.9	104
Access real estate listings/sites	14.5	105	6.6	101	4.3	**114**
Access a radio station's website	11.0	102	4.4	97	3.5	**122**
Access home decor-related content	10.3	**114**	3.4	98	3.0	**130**
Access a TV station's website	8.8	100	3.2	**117**	0.9	**84**
Access celebrity gossip content	6.7	98	5.9	**112**	1.5	100
Access fashion or beauty-related content	7.3	**86**	5.4	**86**	2.3	108
Access automotive news/content	8.2	**126**	4.1	**119**	1.3	**127**

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	43.9	107
Flyers delivered to the door or in the mail	43.1	104
General information from the Internet/websites	33.3	101
Coupons	31.7	95
Apps/online flyers	29.2	102
Local store catalogues	25.6	103
Flyers inserted into a daily newspaper	24.0	100
Direct email offers	19.4	**90**
Mail order	7.5	93
Yellow Pages (print)	4.9	**117**
Yellow Pages (online)	1.1	94

Out of Home Advertising

Noticed Advertising [Past Week]

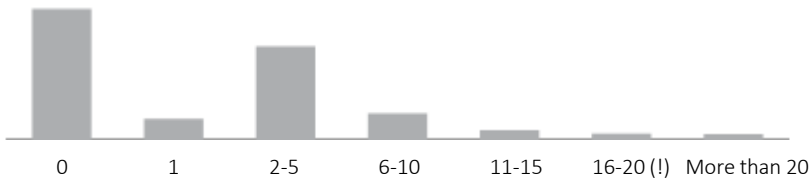|	%	Index
Billboards	29.4	105
On bus exteriors	24.3	92
On street furniture (e.g. bus benches)	16.6	91
Inside shopping malls	15.7	92
On transit shelters	15.4	**82**
Digital billboards	14.1	98
Inside public washrooms	9.6	91
Inside buses	6.3	**64**
On subway/metro platforms	5.9	**73**
Inside airports	5.5	96
Inside movie theaters	5.2	**78**
Screens inside elevators	4.9	**73**
Inside subway/metro cars	4.6	**69**
Inside commuter trains	4.0	**66**
On taxis	2.7	**84**

bcrts
British Columbia
Regional Tourism
Secretariat

Social Media Usage

Social Media Overview

- 60% of Gentle Explorers- Anglo from British Columbia tend to access social media on their mobile phones during the morning hours, 58% during the afternoon hours

- 7% seek recommendations for Vacation/Travel Information via social media (Below Average)

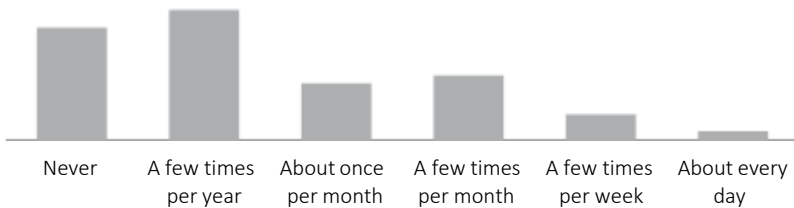- 88% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	7.3	79
Entertainment	4.8	84
Health-related	4.6	89
Big-ticket items	4.6	84
Banking/credit cards	3.6	84
Home décor	3.6	84
Car/Auto-related	3.5	75
Fashion-related	3.5	77
Smaller-ticket items	3.2	85
Child-related	2.3	71
Insurance	2.0	80
Choosing non-profits for donations	1.9	74
Other	4.3	89

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
%	44.5	7.1	31.8	9.0	3.4	2.1	2.0
Index	101	104	98	96	102	112	101

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
%	28.1	32.4	14.2	16.2	6.6	2.5
Index	101	102	105	101	81	97

Top Social Media Attitudes**

Gentle Explorers- Anglo 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"
88% | Index = 103

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
74% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 102

"Use SM to stay connected with personal contacts"
46% | Index = 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
(!) Indicates small sample size
*Ranked by percent composition
**Selected and ranked by highest percent composition
Based on Household Population 18+
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bcrts British Columbia Regional Tourism Secretariat

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	48.8	101
Read article comments	43.3	102
Watch video online	43.3	97
Chat in online chats	37.4	94
Read status updates/tweets	36.9	99
Listen to radio or stream music online	34.5	97
Share links with friends and colleagues	27.9	95
Click links in news feeds	24.3	97
Play games with others online	16.5	105
Read blogs	15.4	**89**
Post photos online	14.3	100
Check in with locations	10.5	91
Update your status on a social network	10.4	99
Comment on articles or blogs	10.3	99
Chat in online forums	9.8	94
Rate or review products online	9.1	**85**
Share your GPS location	8.5	**82**
Post videos online	4.8	**85**
Publish blog, Tumblr, online journal	2.6	**72**

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	46.6	100
Stay connected with personal contacts	46.1	102
Stay connected with family	45.8	102
Keep up to date on news/events in my industry	24.0	92
Stay connected with work/professional contacts	16.1	**89**

Number of Connections

Across all social media

	%	Index
0-49	39.5	107
50-99	15.9	103
100-149	11.1	93
150-199	7.4	95
200-299	7.2	94
300-399	5.4	95
400-499	3.3	**89**
500-1000	6.2	96
More than 1000	4.0	**90**

Social Media Access

Typically use

Mobile

	%	Index
Morning	59.6	95
Afternoon	57.5	96
Dinner Time	42.4	95
Evening	52.8	95
Late Night	37.5	95

Tablet

	%	Index
Morning	23.6	107
Afternoon	20.7	101
Dinner Time	16.5	101
Evening	32.5	96
Late Night	18.9	98

Laptop

	%	Index
Morning	31.7	104
Afternoon	31.7	104
Dinner Time	19.0	101
Evening	36.4	98
Late Night	17.3	105

Desktop

	%	Index
Morning	28.0	105
Afternoon	26.3	99
Dinner Time	13.1	95
Evening	26.4	97
Late Night	13.2	98

Gentle Explorer - Anglo
PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **80.2%** (102)
Did Not Use **16.6%** (94)

	%	Index
Use Daily	62.0	107
Use Weekly	11.7	89
Use Monthly	5.9	89

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	56.9	103
Comment/Like other users' posts	49.3	109
Use Messenger	43.8	108
Watch videos	38.5	105
Watch live videos	13.9	96
Post photos	13.5	106
Update my status	11.7	100
Like or become a fan of a page	11.0	96
Click on an ad	10.1	102
Post videos	4.6	86
Create a Facebook group or fan page	2.8	75
Give to a Facebook fundraiser (!)	1.5	69
Create a Facebook fundraiser (!)	1.0	55

LinkedIn

Frequency of Use
[Past Year]

Currently Use **33.6%** (86)
Did Not Use **58.0%** (110)

	%	Index
Use Daily	4.9	77
Use Weekly	10.2	82
Use Monthly	16.2	90

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	5.3	73
View a job posting	3.3	62
Watch videos	3.3	75
Search and review other profiles	2.5	62
Comment on content	2.5	74
Click on an ad (!)	1.8	77
Create a connection	1.7	49
Post an article, video or picture (!)	1.4	60
Update your profile information	1.3	55
Join a LinkedIn group (!)	0.9	57
Participate in LinkedIn forums (!)	0.8	47
Request a recommendation (!)	0.6	36

Instagram

Frequency of Use
[Past Year]

Currently Use **34.9%** (92)
Did Not Use **56.4%** (108)

	%	Index
Use Daily	18.4	88
Use Weekly	9.3	92
Use Monthly	6.4	102

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	24.0	90
Like photos/videos	20.1	91
Comment on photos/videos	12.1	93
Watch live videos	9.8	83
Send direct messages	8.9	82
Post photos/videos	6.9	86
View a brand's page	5.7	84
Click on ads	4.3	90
Watch IGTV videos	3.9	83

Pinterest

Frequency of Use
[Past Year]

Currently Use **33.9%** (115)
Did Not Use **55.7%** (94)

	%	Index
Use Daily	8.0	128
Use Weekly	12.3	110
Use Monthly	12.7	114

Reddit

Frequency of Use
[Past Year]

Currently Use **6.6%** (69)
Did Not Use **86.5%** (105)

	%	Index
Use Daily	2.0	61
Use Weekly	1.9	61
Use Monthly	2.5	86

Participate In* (at least a few times per month)	% Comp	Index
View content	4.4	66
Follow specific Subreddits	2.6	68
Vote on content	2.2	61
Post content	1.2	56
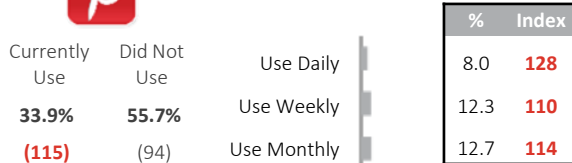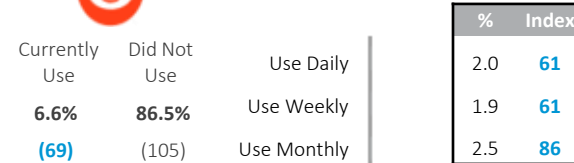
WhatsApp

Frequency of Use
[Past Year]

Currently Use **33.2%** (75)
Did Not Use **57.8%** (124)

	%	Index
Use Daily	11.4	52
Use Weekly	10.6	90
Use Monthly	10.0	105

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	16.9	60
Send/receive images	14.5	58
Use group chats	8.8	49
Use voice calls	5.7	52
Send/receive documents and files	5.3	45

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+
16

Gentle Explorer - Anglo

PRIZM Segments Included (by SESI): 25, 38, 53, 60, 62, 67
Market: British Columbia

Social Media Usage

Twitter

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	22.9%	**68.5%**
	(90)	(106)

	%	Index
Use Daily	9.2	85
Use Weekly	7.1	94
Use Monthly	5.9	96

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.6	89
Watch videos	7.2	86
Tweet	5.4	91
Send or receive direct messages	4.8	87
Respond to tweets	4.5	92
Retweet	4.5	89
Share a link to a blog post or article of interest	4.3	90
Watch live videos	4.1	89
Follow users who follow you	4.1	95
Actively follow new users	3.5	85
Click on an ad	2.5	98

YouTube

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	70.6%	**16.6%**
	(98)	(105)

	%	Index
Use Daily	24.2	86
Use Weekly	29.5	103
Use Monthly	16.3	115

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	43.3	94
Like or dislike videos	11.8	88
Watch live videos	9.5	83
Share videos	5.9	75
Leave comment or post response on video	5.3	90
Click on an ad	4.8	79
Embed a video on a web page or blog	2.6	66
Create and post a video	2.0	64

Snapchat

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	12.1%	**80.6%**
	(99)	(102)

	%	Index
Use Daily	4.2	103
Use Weekly	3.4	92
Use Monthly	4.0	105

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.0	107
Send direct text messages	4.6	99
Send photos/videos	4.3	104
Use filters or effects	3.3	91
Use group chat	3.1	109
Read Snapchat discover/News	3.1	96
View a brand's snaps	1.9	93
View ads	1.7	99
Use video chat	1.7	96

Audio Podcasts

	Currently Use	Did Not Use
	18.8%	**65.6%**
	(98)	(101)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	4.9	93
Use Weekly	7.2	98
Use Monthly	6.0	102

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.6	96
Listen to a news podcast	4.3	89
Listen to an educational podcast	3.3	86
Listen to a business podcast	3.2	97
Listen to a comedy podcast	2.3	84
Subscribe to another genre of podcast	2.0	92
Subscribe to a educational podcast	1.8	92
Subscribe to a news podcast	1.6	89
Listen to a technology focused podcast	1.4	76
Listen to a sports podcast	1.4	72
Subscribe to a business podcast (!)	1.2	90
Subscribe to a sports podcast**	1.1	63
Subscribe to a technology podcast (!)	1.1	84
Subscribe to a comedy podcast (!)	0.9	65

Other Social Media Platforms

Tinder

	Currently Use	Did Not Use
	2.2%	**95.6%**
	(80)	(102)

Tik Tok

	Currently Use	Did Not Use
	1.4%	**96.7%**
	(84)	(102)

Frequency of Use -Tinder *[Past Year]*

	%	Index
Use Daily (!)	1.1	86
Use Weekly (!)	0.5	74