



bcrts

British Columbia
Regional Tourism
Secretariat

BRITISH COLUMBIA MARKET SUMMARY EQ & TOP PRIZM SEGMENTS 2020

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**SYMPHONY
TOURISM
SERVICES**
INSPIRED NAVIGATION

Report prepared by Symphony Tourism Services, under license
by the BC Regional Tourism Secretariat (BCRTS)

RESEARCH OVERVIEW



- Environics Analytics classifies Canada's neighbourhoods into 67 unique lifestyle segments by integrating geographic, demographic and psychographic data to form the PRIZM database
- These segments can be used to understand and communicate with your ideal customer
- The PRIZM database also sorts these 67 lifestyle types into the 9 Explorer Quotient segments
- Target your audience by either segmentation type

We provide the following information by each segment with corresponding postal codes for campaign execution.

- Top Geographic Markets
- Demographic Profiles
- Psychographic Profiles
- Key Social Values
- Key Tourism Activities
- Travel Profile (Vacation Spending, Booking, Travel Type and Frequency)
- Accommodation, Airline and Car Rental preferences
- Media Usage (Traditional and Social Media)
- Product Preferences (Food and Beverage)

Refer to the Sample of the **Suburban Sports** segment for BC in the Appendix for a sample full report. This segment is number one in BC by household count.



BC MARKET COMPOSITION

- The Canadian market is made up of **9** Explorer Quotient (EQ) types or **67** PRIZM segments of which 53 PRIZM segments make up the BC market
- While all segments make up the “menu” to choose from, targets can be selected by either EQ type or PRIZM segment
- All PRIZM segments are provided with EQ cross-referencing
- This combination will be used as the baseline for the creative. Other segments can be targeted for campaigns using the postal codes that relate to all the targets for digital and traditional marketing.
 - Postal codes are supplied to clients and / or their agencies under NDAs for geo-targeting.
- The top PRIZM segment for BC is **Suburban Sports** which cross-references as a **Gentle Explorer** EQ type.
 - *NOTE: This segment has the largest household count in BC and they are found outside the City of Vancouver. This segment is found as a dominate segment throughout BC due to its volume.*

Suburban Sports
PRIZM Segments Included (by SESI): 25
Market: British Columbia

Market Sizing



Total Population

Target Group: 370,528 | 7.3%
Market: 5,064,371



Total Households

Target Group: 123,442 | 6.1%
Market: 2,010,897

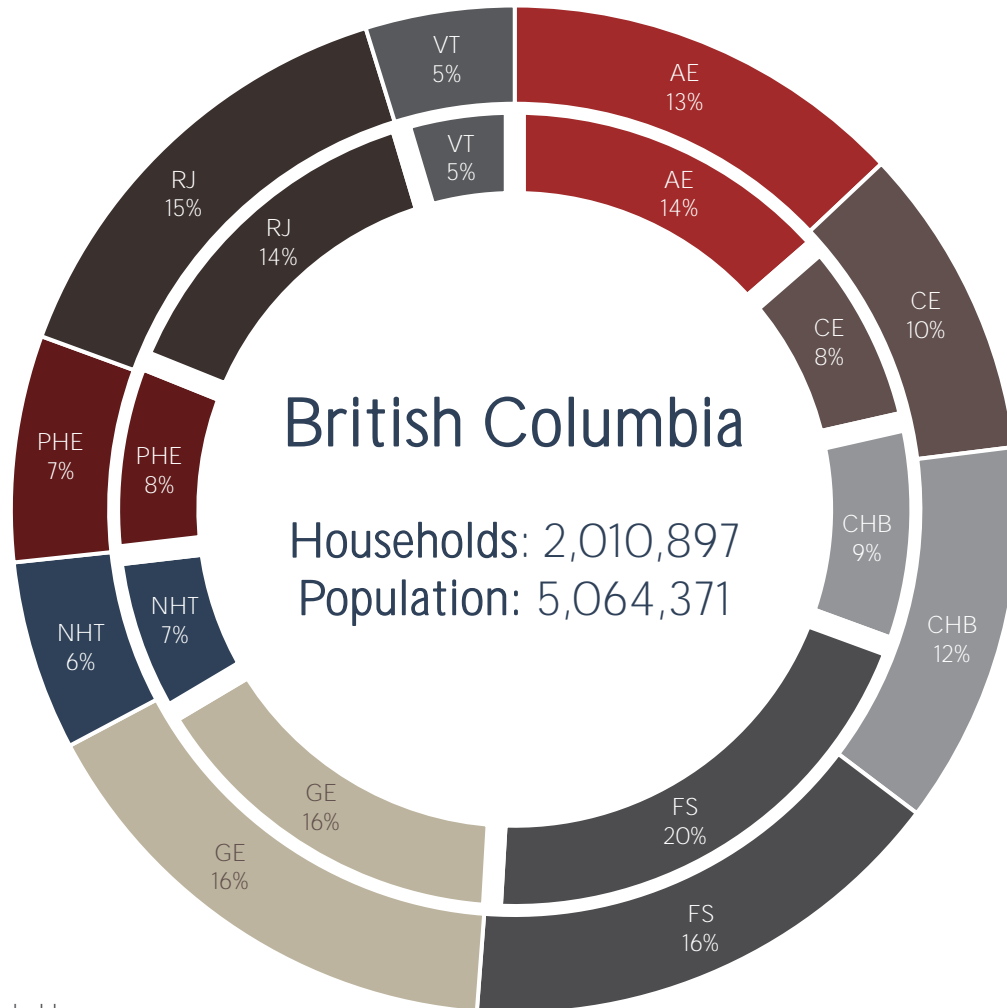
BC MARKET COMPOSITION BY EQ TYPE





BRITISH COLUMBIA EQ COMPOSITION

BY HOUSEHOLD AND POPULATION COUNT



Outer Circle: Households
Inner Circle: Population

EQ Type	Household Count	Population
Gentle Explorer (GE)	322,371	788,161
Free Spirits (FS)	319,737	1,029,193
Rejuvenators (RJ)	294,476	724,438
Authentic Experiencers (AE)	260,859	688,581
Cultural History Buffs (CHB)	246,845	462,592
Cultural Explorers (CE)	202,079	398,123
Personal History Explorers (PHE)	145,982	401,775
No Hassle Traveller (NHT)	122,414	338,204
Virtual Travellers (VT)	96,134	233,304

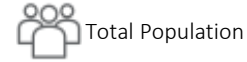
Refer to BC EQ Profiles for additional information

Overview

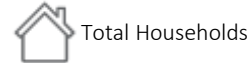


- Of the 9 EQ Target Groups identified in Canada, Gentle Explorers-Anglo rank 1st, making up 322,371 households, or 16% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 54, 57% of couples have children living at home
- Below Average Household Income of \$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



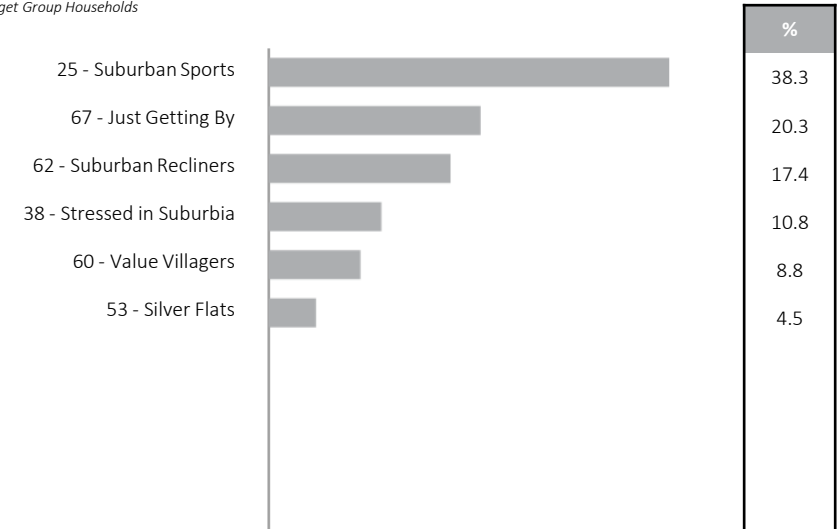
Total Households
Target Group: 322,371 | 16.0%
Market: 2,010,897

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



Overview



- Of the 9 EQ Target Groups identified in Canada, Free Spirits rank 2nd, making up 319,737 households, or 15.9% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 52, 56% of couples have children living at home
- Average Household Income of \$114,381 compared to British Columbia at \$106,682
- **Top Social Value: Consumption Evangelism** – Desire to exercise real leadership among one’s peer group in adopting brands, products and services. Consumers who are strong on this construct are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service
- Above Average interest in Video Arcades/Indoor Amusement Centres
- Above Average interest in travelling within Canada (Whistler), Free Spirits from British Columbia spent an average of \$1,609 on their last vacation
- On average, Free Spirits from British Columbia spend 11hrs/week listening to the Radio, 16hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 77% currently use Facebook, 42% use Instagram and 28% use Twitter



Market Sizing

Total Population

Target Group: 1,029,193 | 20.3%
Market: 5,064,371

Total Households

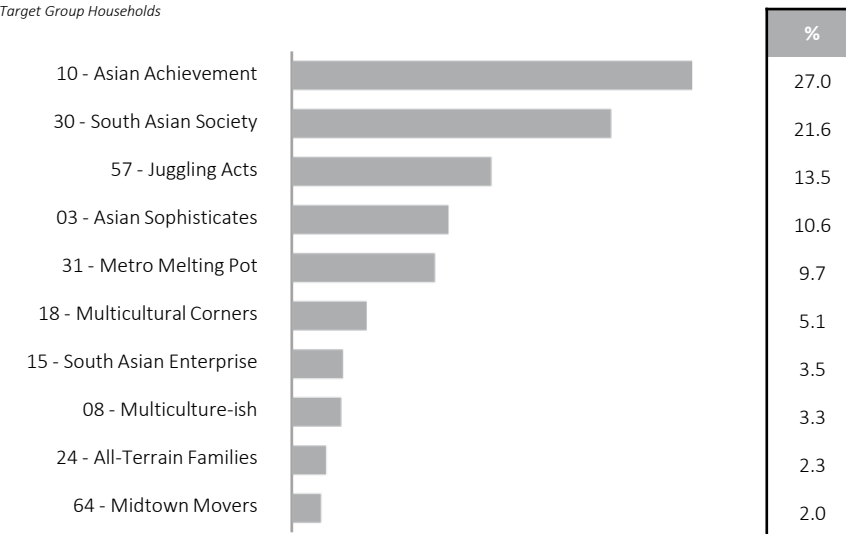
Target Group: 319,737 | 15.9%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	28.6	49.7	312	183,889	9.1
Richmond, BC (CY)	13.7	55.3	348	79,185	3.9
Burnaby, BC (CY)	11.2	35.9	226	100,030	5.0
Vancouver, BC (CY)	8.3	8.8	55	303,965	15.1
Coquitlam, BC (CY)	6.8	39.5	249	55,399	2.8
Abbotsford, BC (CY)	3.6	21.9	138	52,381	2.6
Delta, BC (DM)	3.6	30.1	189	38,106	1.9
New Westminster, BC (CY)	2.2	19.8	125	35,751	1.8
Kelowna, BC (CY)	2.1	11.4	72	59,332	3.0
Saanich, BC (DM)	1.6	10.5	66	48,362	2.4

Top PRIZM Segments

% of Target Group Households



Overview



- Of the 9 EQ Target Groups identified in Canada, Rejuvenators rank 3rd, making up 294,476 households, or 14.6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 59, 46% of couples have children living at home
- Average Household Income of \$99,976 compared to British Columbia at \$106,682
- **Top Social Value: Attraction to Nature** - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Above Average interest in Park/City Gardens, Photography, National/Provincial Parks, Canoeing/Kayaking, Fishing/Hunting, Golfing, Cross-Country Skiing/Snowshoeing, Historical Sites, Specialty Movie Theatres/IMAX, and Sporting Events
- Above Average interest in travelling within Canada (Vancouver, Victoria, Other Alberta, Calgary, Jasper, Other Nova Scotia, Banff), Rejuvenators from British Columbia spent an average of \$1,554 on their last vacation
- On average, Rejuvenators from British Columbia spend 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 81% currently use Facebook, 32% use Instagram and 21% use Twitter

Market Sizing

Total Population

Target Group: 724,438 | 14.3%
Market: 5,064,371

Total Households

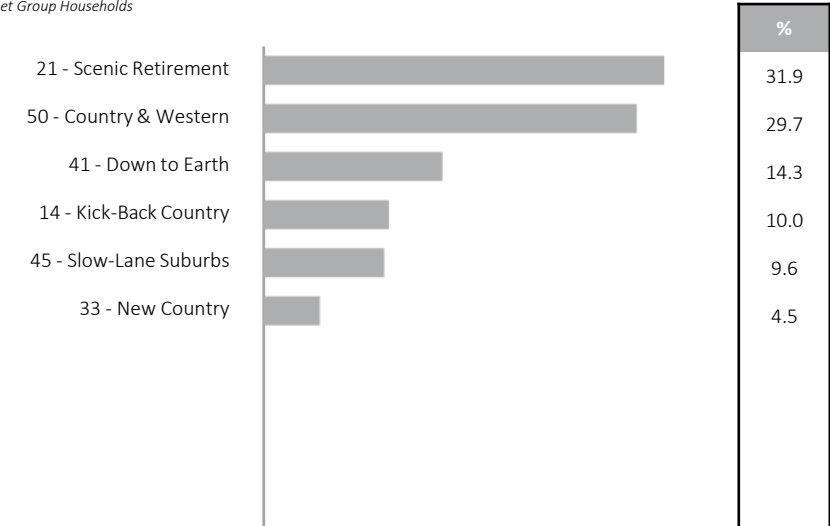
Target Group: 294,476 | 14.6%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Nanaimo, BC (CY)	2.4	17.0	116	41,687	2.1
Chilliwack, BC (CY)	2.3	19.2	131	35,091	1.7
Kelowna, BC (CY)	2.0	10.1	69	59,332	3.0
Langley, BC (DM)	2.0	13.2	90	45,344	2.3
North Cowichan, BC (DM)	2.0	43.5	297	13,376	0.7
Vernon, BC (CY)	1.9	29.3	200	19,079	0.9
Kamloops, BC (CY)	1.8	13.2	90	39,430	2.0
Courtenay, BC (CY)	1.6	36.4	248	12,649	0.6
Penticton, BC (CY)	1.4	24.1	165	16,809	0.8
Abbotsford, BC (CY)	1.3	7.5	51	52,381	2.6

Top PRIZM Segments

% of Target Group Households

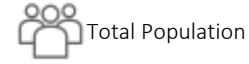


Overview

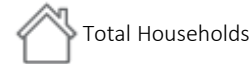


- Of the 9 EQ Target Groups identified in Canada, Authentic Experiencers rank 4th, making up 260,859 households, or 13% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 59, 54% of couples have children living at home
- Above Average Household Income of \$152,393 compared to British Columbia at \$106,682
- **Top Social Value: Culture Sampling** - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
- Above Average interest in Golfing, Specialty Movie Theatres/IMAX, and Downhill Skiing
- Above Average interest in travelling within Canada (Other British Columbia, Banff), Authentic Experiencers from British Columbia spent an average of \$1,694 on their last vacation
- On average, Authentic Experiencers from British Columbia spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 76% currently use Facebook, 34% use Instagram and 25% use Twitter

Market Sizing



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



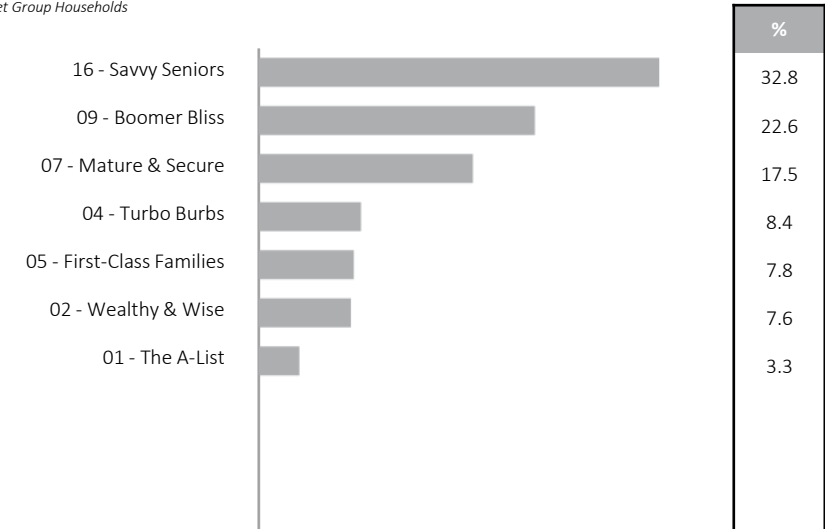
Total Households
Target Group: 260,859 | 13.0%
Market: 2,010,897

Top Geographic Markets

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

Top PRIZM Segments

% of Target Group Households

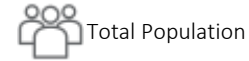


Overview

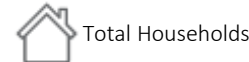


- Of the 9 EQ Target Groups identified in Canada, Cultural History Buffs rank 5th, making up 246,845 households, or 12.3% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 46, 54% of couples have children living at home
- Below Average Household Income of \$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



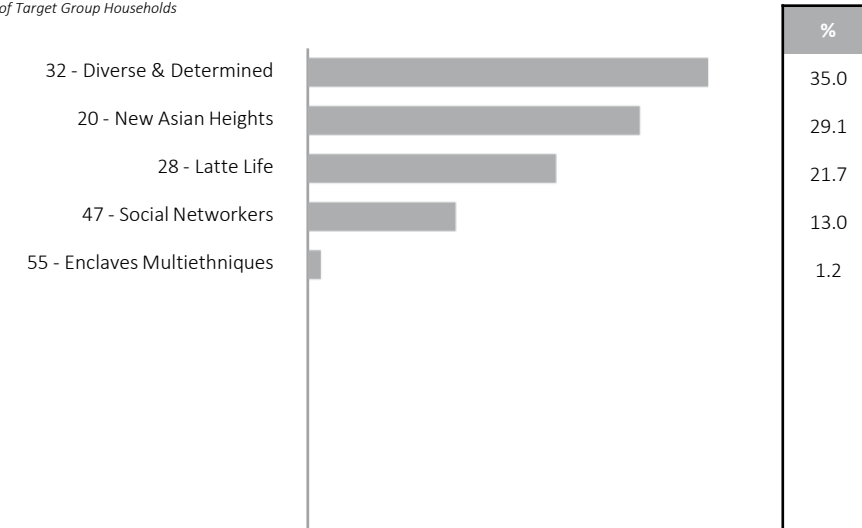
Total Households
Target Group: 246,845 | 12.3%
Market: 2,010,897

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

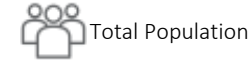


Overview

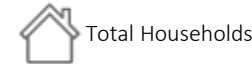


- Of the 9 EQ Target Groups identified in Canada, Cultural Explorers rank 6th, making up 202,079 households, or 10% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 45, 49% of couples have children living at home
- Average Household Income of \$100,455 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



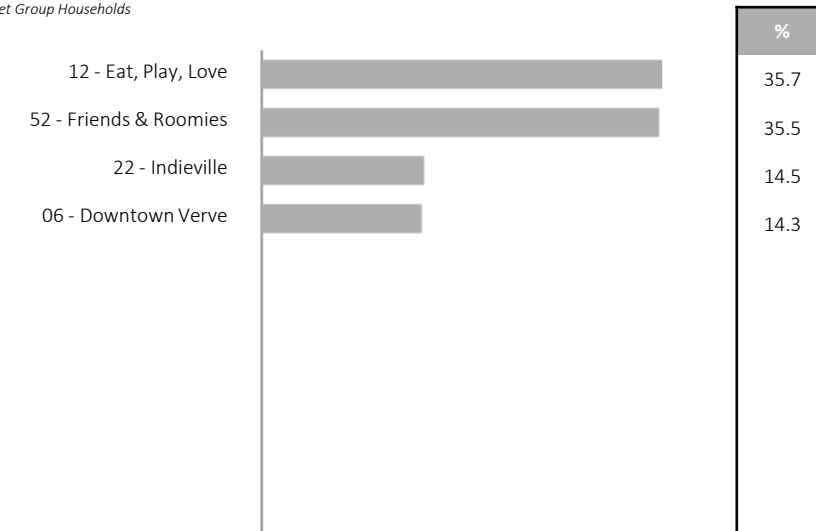
Total Households
Target Group: 202,079 | 10.0%
Market: 2,010,897

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



Overview



- Of the 9 EQ Target Groups identified in Canada, Personal History Explorers rank 7th, making up 145,982 households, or 7.3% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 54, 47% of couples have children living at home
- Average Household Income of \$97,012 compared to British Columbia at \$106,682
- **Top Social Value: Ecological Fatalism:** A tendency to believe that today's environmental problems are too big for any one person to affect. People strong on this construct feel that environmental destruction is somewhat acceptable and inevitable and accept the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also view environmental leaders as misguided and overly extreme
- Above Average interest in Ice Skating
- Above Average interest in travelling within Canada (Toronto, Montreal), Personal History Explorers from British Columbia spent an average of \$1,597 on their last vacation
- On average, Personal History Explorers from British Columbia spend 11hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 76% currently use Facebook, 40% use Instagram and 24% use Twitter

Market Sizing

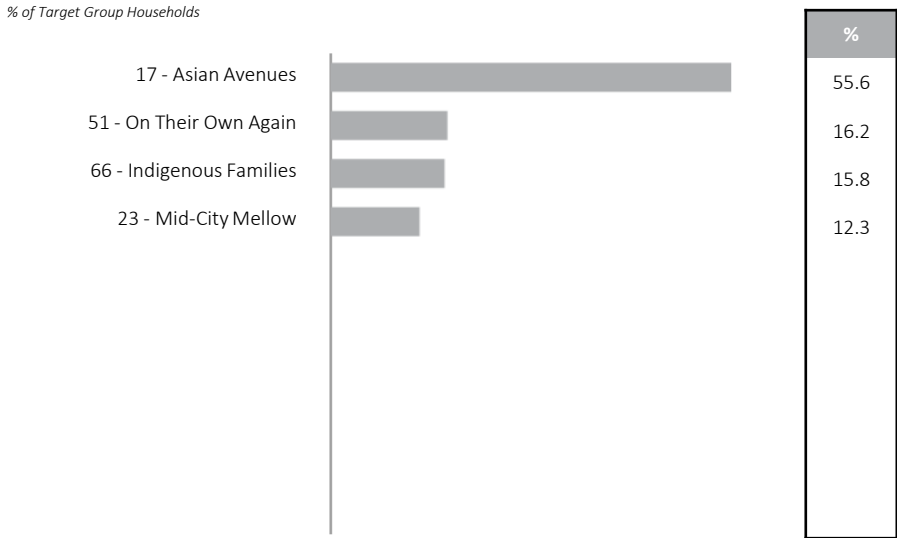
Total Population
Target Group: 401,775 | 7.9%
Market: 5,064,371

Total Households
Target Group: 145,982 | 7.3%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	52.4	25.2	347	303,965	15.1
Burnaby, BC (CY)	9.8	14.3	197	100,030	5.0
Surrey, BC (CY)	3.5	2.8	38	183,889	9.1
Victoria, BC (CY)	2.1	6.2	85	48,640	2.4
West Vancouver, BC (DM)	2.0	16.5	227	17,998	0.9
Delta, BC (DM)	1.9	7.2	99	38,106	1.9
Prince Rupert, BC (CY)	1.3	36.7	505	5,283	0.3
New Westminster, BC (CY)	1.2	4.9	68	35,751	1.8
Langley, BC (DM)	1.2	3.8	52	45,344	2.3
Saanich, BC (DM)	1.1	3.2	44	48,362	2.4

Top PRIZM Segments

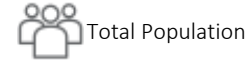


Overview

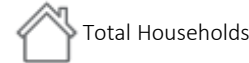


- Of the 9 EQ Target Groups identified in Canada, No Hassle Travellers rank 8th, making up 122,414 households, or 6.1% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 54, 44% of couples have children living at home
- Average Household Income of \$115,202 compared to British Columbia at \$106,682
- **Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Above Average interest in Camping, National/Provincial Parks, Golfing, Fishing/Hunting, Cross-Country Skiing/Snowshoeing, and Historical Sites
- Above Average interest in travelling within Canada (Vancouver, Other Alberta, Calgary, Jasper, Other Nova Scotia), No Hassle Travellers from British Columbia spent an average of \$1,527 on their last vacation
- On average, No Hassle Travellers from British Columbia spend 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 79% currently use Facebook, 35% use Instagram and 23% use Twitter

Market Sizing



Total Population
Target Group: 338,204 | 6.7%
Market: 5,064,371



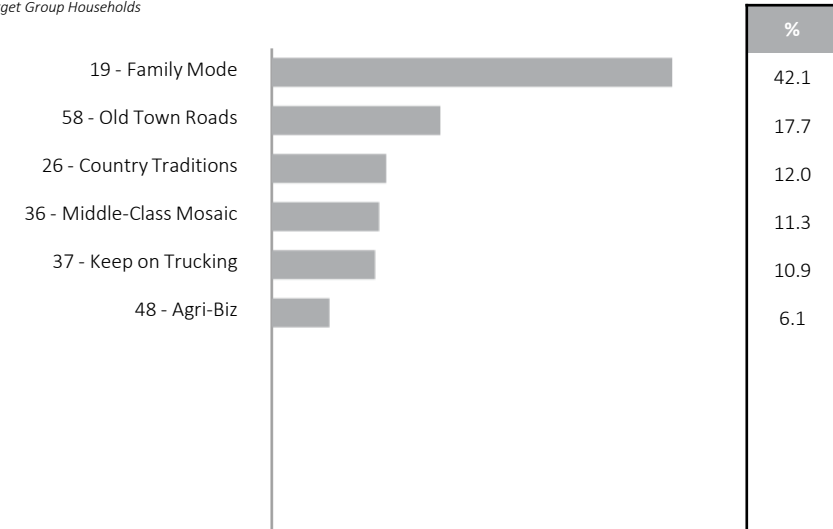
Total Households
Target Group: 122,414 | 6.1%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	7.2	4.8	79	183,889	9.1
Kamloops, BC (CY)	5.7	17.8	292	39,430	2.0
Kelowna, BC (CY)	5.1	10.6	174	59,332	3.0
Maple Ridge, BC (CY)	4.8	18.1	298	32,447	1.6
Chilliwack, BC (CY)	4.2	14.6	240	35,091	1.7
Abbotsford, BC (CY)	3.7	8.6	142	52,381	2.6
Langley, BC (DM)	2.9	7.9	131	45,344	2.3
West Kelowna, BC (DM)	2.8	26.0	426	13,286	0.7
Langford, BC (CY)	2.3	17.4	286	15,925	0.8
Prince Rupert, BC (CY)	2.1	47.9	786	5,283	0.3

Top PRIZM Segments

% of Target Group Households

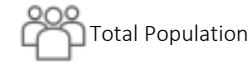


Overview

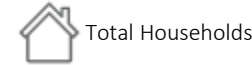


- Of the 9 EQ Target Groups identified in Canada, Virtual Travellers rank 9th, making up 96,134 households, or 4.8% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 58, 48% of couples have children living at home
- Average Household Income of \$99,624 compared to British Columbia at \$106,682
- **Top Social Value: Emotional Control:** The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences
- Above Average interest in Photography, National/Provincial Parks, Canoeing/Kayaking, Golfing, Cross-Country Skiing/Snowshoeing, Historical Sites, Fishing/Hunting, Sporting Events, and Specialty Movie Theatres/IMAX
- Above Average interest in travelling within Canada (Vancouver, Victoria, Other Alberta, Calgary, Banff, Jasper, Other Ontario), Virtual Travellers from British Columbia spent an average of \$1,617 on their last vacation
- On average, Virtual Travellers from British Columbia spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 80% currently use Facebook, 35% use Instagram and 23% use Twitter

Market Sizing



Total Population
Target Group: 233,304 | 4.6%
Market: 5,064,371



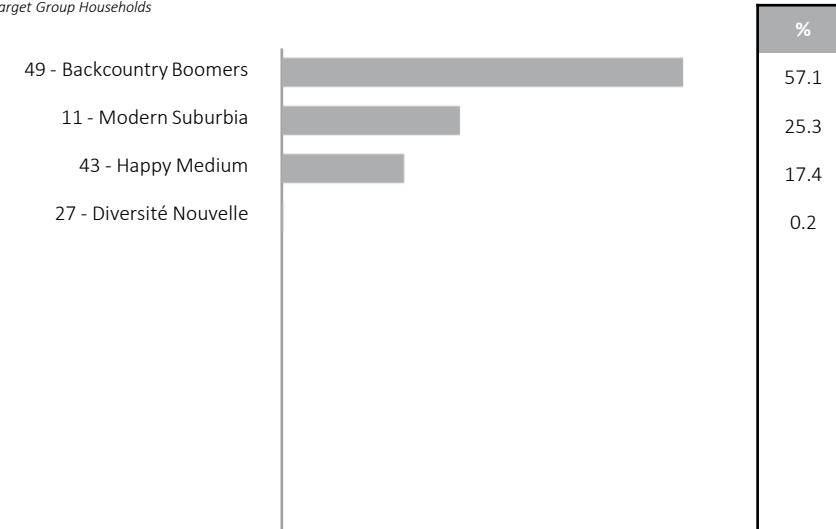
Total Households
Target Group: 96,134 | 4.8%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	12.4	6.5	136	183,889	9.1
Langley, BC (DM)	7.4	15.8	330	45,344	2.3
Coquitlam, BC (CY)	2.9	5.0	104	55,399	2.8
Southern Gulf Islands, BC (RDA)	2.3	95.4	1,992	2,329	0.1
Comox Valley A, BC (RDA)	2.0	57.4	1,199	3,414	0.2
Columbia-Shuswap C, BC (RDA)	1.5	41.1	861	3,523	0.2
Sechelt, BC (DM)	1.4	26.8	560	5,040	0.3
Cariboo L, BC (RDA)	1.4	70.2	1,465	1,906	0.1
Sunshine Coast A, BC (RDA)	1.4	99.5	2,089	1,333	0.1
Nanaimo H, BC (RDA)	1.3	66.4	1,388	1,850	0.1

Top PRIZM Segments

% of Target Group Households



TOP PRIZM SEGMENTS BY COUNT





BRITISH COLUMBIA PRIZM SEGMENT COMPOSITION

TOP 20 SEGMENTS BY HOUSEHOLD COUNT



Outer Circle: Population
Inner Circle: Households

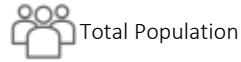
PRIZM SEGMENT	Household Count	Population Count
Suburban Sports	123,442 (6%)	370,528 (7%)
Scenic Retirement	94,025 (5%)	211,478 (4%)
Country & Western	87,601 (4%)	220,156 (4%)
Diverse & Determined	86,517 (4%)	174,217 (3%)
Asian Achievement	86,462 (4%)	273,428 (5%)
Savvy Seniors	85,564 (4%)	182,497 (4%)
Asian Avenues	81,208 (4%)	247,959 (5%)
Eat, Play, Love	72,231 (4%)	120,469 (2%)
New Asian Heights	71,787 (4%)	142,878 (3%)
Friends & Roomies	71,682 (4%)	130,783 (3%)
South Asian Society	68,984 (3%)	265,177 (5%)
Just Getting By	65,327 (3%)	116,689 (2%)
Boomer Bliss	59,001 (3%)	150,767 (3%)
Suburban Recliners	56,046 (3%)	110,053 (2%)
Backcountry Boomers	54,847 (3%)	117,600 (2%)
Latte Life	53,685 (3%)	83,417 (2%)
Family Mode	51,487 (3%)	153,508 (3%)
Mature & Secure	45,753 (2%)	139,393 (3%)
Juggling Acts	43,120 (2%)	104,447 (2%)
Down to Earth	41,978 (2%)	104,246 (2%)

Refer to BC PRIZM Segment Profiles for additional information

Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 52, 47% of couples have children living at home
- Above Average Household Income of \$120,592 compared to BC at \$106,681
- 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 Camping, Fishing/Hunting, Cross Country Skiing/Snowshoeing
- Average interest in travelling within Canada (Above Average interest in travel to Jasper, AB); Suburban Sports from British Columbia spent an average of \$1,513 on their last vacation
- On average Suburban Sports from British Columbia spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter
- EQ Type: Gentle Explorer

Market Sizing



Total Population
Target Group: 370,528 | 7.3%
Market: 5,064,371



Total Households
Target Group: 123,442 | 6.1%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	8.3	19.5	317	52,381	2.6
Surrey, BC (CY)	7.4	5.0	81	183,889	9.1
Langley, BC (DM)	7.0	19.2	312	45,344	2.3
Maple Ridge, BC (CY)	6.8	25.9	421	32,447	1.6
Prince George, BC (CY)	4.7	18.0	293	32,172	1.6
Mission, BC (DM)	4.5	38.2	623	14,485	0.7
Kelowna, BC (CY)	4.1	8.6	140	59,332	3.0
Nanaimo, BC (CY)	4.0	11.9	195	41,687	2.1
Kamloops, BC (CY)	3.6	11.3	184	39,430	2.0
Delta, BC (DM)	3.4	11.0	179	38,106	1.9

Top PRIZM Segments

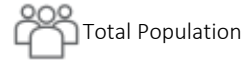
% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada Scenic Retirement rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 64, 39% of couples have children living at home
- Average Household Income of \$100,586 compared to BC at \$106,681
- Top Social Value: Ethical Consumerism:** The willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns
- Above average interest in visiting Parks/City Gardens, Photography, Canoeing and Kayaking
- Above average interest in travelling within Canada (Vancouver, Victoria, Alberta, Calgary, Ontario, Jasper, Banff and Saskatchewan), Scenic Retirement from British Columbia spent an average of \$1,773 on their last vacation
- On average, Scenic Retirement from British Columbia spend 15hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.2hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 79% currently use Facebook, 30% use Instagram and 21% use Twitter
- EQ Type: Rejuvenator

Market Sizing



Total Population
Target Group: 211,478 | 4.2%
Market: 5,064,371



Total Households
Target Group: 94,025 | 4.7%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Cowichan, BC (DM)	4.3	30.4	651	13,376	0.7
Parksville, BC (CY)	3.6	52.2	1,116	6,458	0.3
Nanaimo, BC (CY)	3.4	7.8	166	41,687	2.1
Saltspring Island, BC (RDA)	3.4	64.8	1,388	4,975	0.2
Vernon, BC (CY)	3.3	16.3	348	19,079	0.9
Summerland, BC (DM)	3.3	61.9	1,322	5,001	0.2
Qualicum Beach, BC (T)	3.2	66.9	1,432	4,508	0.2
Kelowna, BC (CY)	3.1	4.9	105	59,332	3.0
Chilliwack, BC (CY)	3.1	8.3	178	35,091	1.7
Courtenay, BC (CY)	2.8	20.7	443	12,649	0.6

Top PRIZM Segments


% of Target Group Households




Overview

- Of the 67 PRIZM Clusters identified in Canada Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 57, 48% of couples have children living at home
- Below Average Household Income of \$91,291 compared to BC at \$106,681
- **Top Social Value: Attraction to Nature** - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Above average interest in visiting Parks/City Gardens, Photography, Canoeing and Kayaking
- Above average interest in travelling within Canada (Vancouver, Victoria, Alberta, Calgary, Nova Scotia, Jasper and Montreal), Country & Western from British Columbia spent an average of \$1,348 on their last vacation
- On average, Country & Western from British Columbia spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 84% currently use Facebook, 33% use Instagram and 22% use Twitter
- EQ Type: Rejuvenator

Market Sizing

 Total Population
Target Group: 220,156 | 4.3%
Market: 5,064,371

 Total Households
Target Group: 87,601 | 4.4%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Revelstoke, BC (CY)	3.2	73.6	1,691	3,763	0.2
Port Hardy, BC (DM)	1.8	71.4	1,646	2,161	0.1
Merritt, BC (CY)	1.6	45.0	1,034	3,117	0.2
Rosland, BC (CY)	1.6	80.0	1,839	1,752	0.1
Whistler, BC (DM)	1.5	23.7	542	5,686	0.3
Lake Cowichan, BC (T)	1.5	72.6	1,666	1,789	0.1
Princeton, BC (T)	1.5	79.8	1,835	1,592	0.1
Mackenzie, BC (DM)	1.4	70.2	1,605	1,742	0.1
Peace River B, BC (RDA)	1.3	65.6	1,514	1,697	0.1
Smithers, BC (T)	1.3	56.4	1,295	1,950	0.1

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Diverse & Determined rank 4th, making up 86,517 households, or 4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 51, 59% of couples have children living at home
- Below Average Household Income of \$87,023 compared to BC at \$106,681
- **Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Average interest in Swimming, Camping, visiting Bars/Restaurants
- Average interest in travelling within Canada, Diverse & Determined from British Columbia spent an average of \$1,608 on their last vacation
- On average, Diverse & Determined from British Columbia spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 79% currently use Facebook, 41% use Instagram and 27% use Twitter
- EQ Type: Cultural History Buff

Market Sizing



Total Population
Target Group: 174,217 | 3.4%
Market: 5,064,371



Total Households
Target Group: 86,517 | 4.3%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	18.7	8.8	204	183,889	9.1
Richmond, BC (CY)	7.6	8.3	193	79,185	3.9
Port Coquitlam, BC (CY)	7.3	27.2	633	23,113	1.1
Burnaby, BC (CY)	6.4	5.5	128	100,030	5.0
North Vancouver, BC (CY)	6.2	20.3	472	26,419	1.3
Coquitlam, BC (CY)	6.1	9.5	221	55,399	2.8
Langley, BC (CY)	5.6	38.0	884	12,850	0.6
Abbotsford, BC (CY)	4.5	7.4	171	52,381	2.6
New Westminster, BC (CY)	4.4	10.5	245	35,751	1.8
Kelowna, BC (CY)	4.3	6.3	145	59,332	3.0

Top PRIZM Segments

% of Target Group Households

32 - Diverse & Determined



Overview

- Of the 67 PRIZM Clusters identified in Canada, Asian Achievement rank 5th, making up 86,462 households, or 4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 55, 55% of couples have children living at home
- Above Average Household Income of \$120,295 compared to BC at \$106,681
- **Top Social Value: Brand Genuineness** - A tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story
- Above average interest in Ice Skating and Visiting Video Arcades and Indoor Amusement Centres
- Average interest in travelling within Canada (Above Average interest in travel to Whistler, BC); Asian Achievement from British Columbia spent an average of \$1,566 on their last vacation
- On average Asian Achievement from British Columbia spend 11hrs/week listening to the Radio, 16hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal
- 75% currently use Facebook, 41% use Instagram and 26% use Twitter
- EQ Type: Free Spirit

Market Sizing



Total Population

Target Group: 273,428 | 5.4%
Market: 5,064,371



Total Households

Target Group: 86,462 | 4.3%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Richmond, BC (CY)	30.4	33.1	771	79,185	3.9
Burnaby, BC (CY)	29.3	25.3	590	100,030	5.0
Vancouver, BC (CY)	17.0	4.8	112	303,965	15.1
Coquitlam, BC (CY)	12.1	18.8	438	55,399	2.8
Surrey, BC (CY)	4.6	2.1	50	183,889	9.1
Saanich, BC (DM)	3.0	5.3	123	48,362	2.4
Port Coquitlam, BC (CY)	1.1	4.1	95	23,113	1.1
New Westminster, BC (CY)	1.1	2.6	60	35,751	1.8
Delta, BC (DM)	0.5	1.1	25	38,106	1.9
North Vancouver, BC (CY)	0.3	1.1	25	26,419	1.3

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Eat Play, Love rank 8th, making up 72,231 households, or 4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 42, 34% of couples have children living at home
- Average Household Income of \$111,888 compared to BC at \$106,681
- **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 Hiking/Backpacking and Adventure Sports
- Above average interest in travelling within Canada (Montreal) Eat, Play, Love from British Columbia spent an average of \$1,894 on their last vacation
- On average, Eat, Play, Love from British Columbia spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (14 min/day)
- 77% currently use Facebook, 53% use Instagram and 37% use Twitter
- EQ Type: Cultural Explorer

Market Sizing



Total Population

Target Group: 120,469 | 2.4%
Market: 5,064,371



Total Households

Target Group: 72,231 | 3.6%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	92.7	22.0	613	303,965	15.1
North Vancouver, BC (CY)	3.5	9.5	264	26,419	1.3
Victoria, BC (CY)	1.7	2.5	69	48,640	2.4
New Westminster, BC (CY)	1.3	2.5	71	35,751	1.8
Burrard Inlet 3, BC (IRI)	0.6	47.0	1,310	987	0.0
Burnaby, BC (CY)	0.3	0.2	6	100,030	5.0
West Vancouver, BC (DM)	0.0	0.0	1	17,998	0.9

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, New Asian Heights rank 9th, making up 71,787 households, or 3.6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 46, 57% of couples have children living at home
- Below Average Household Income of \$80,065 compared to BC at \$106,681
- **Top Social Value: Brand Genuineness** - A tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story
- Above Average interest in Visiting Zoos/Aquariums
- Above Average interest in travelling within Canada (Toronto, Montreal), New Asian Heights from British Columbia spent an average of \$1,784 on their last vacation
- On average, New Asian Heights from British Columbia spend 9hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.5hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 76% currently use Facebook, 45% use Instagram and 30% use Twitter
- EQ Type: Cultural History Buff

Market Sizing



Total Population

Target Group: 142,878 | 2.8%
Market: 5,064,371



Total Households

Target Group: 71,787 | 3.6%
Market: 2,010,897

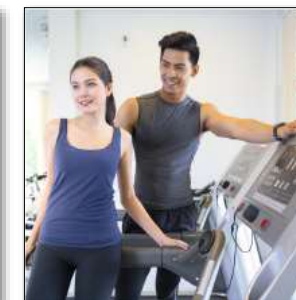
Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Burnaby, BC (CY)	35.3	25.3	709	100,030	5.0
Richmond, BC (CY)	26.4	23.9	670	79,185	3.9
Vancouver, BC (CY)	12.5	3.0	83	303,965	15.1
Coquitlam, BC (CY)	9.5	12.3	344	55,399	2.8
New Westminster, BC (CY)	7.3	14.7	411	35,751	1.8
Greater Vancouver A, BC (RDA)	4.5	46.8	1,310	6,902	0.3
Surrey, BC (CY)	3.2	1.2	35	183,889	9.1
Port Moody, BC (CY)	1.1	5.4	150	14,089	0.7
Victoria, BC (CY)	0.2	0.3	8	48,640	2.4
West Vancouver, BC (DM)	0.1	0.4	12	17,998	0.9

Top PRIZM Segments

% of Target Group Households

20 - New Asian Heights



Overview

- Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 10th, making up 71,682 households, or 4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 46, 56% of couples have children living at home
- Below Average Household Income of \$73,285 compared to BC at \$106,681
- **Top Social Value: Multiculturalism** - The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them
- Above average interest in Pilates/Yoga, Beer/Food/Wine Festivals and Music Festivals
- Above average interest in travelling within Canada (Toronto and Ontario), Friends & Roomies from British Columbia spent an average of \$1,762 on their last vacation
- On average, Friends & Roomies from British Columbia spend 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 80% currently use Facebook, 43% use Instagram and 42% use Twitter
- EQ Type: Cultural Explorer

Market Sizing



Total Population
Target Group: 130,783 | 2.6%
Market: 5,064,371



Total Households
Target Group: 71,682 | 3.6%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Victoria, BC (CY)	28.6	42.1	1,180	48,640	2.4
Vancouver, BC (CY)	12.9	3.0	85	303,965	15.1
Saanich, BC (DM)	8.3	12.3	346	48,362	2.4
Surrey, BC (CY)	8.0	3.1	88	183,889	9.1
Burnaby, BC (CY)	6.7	4.8	134	100,030	5.0
Coquitlam, BC (CY)	6.6	8.5	239	55,399	2.8
North Vancouver, BC (CY)	4.7	12.7	356	26,419	1.3
New Westminster, BC (CY)	4.0	8.0	225	35,751	1.8
Kelowna, BC (CY)	3.6	4.3	121	59,332	3.0
Esquimalt, BC (DM)	2.7	21.4	600	9,017	0.4

Top PRIZM Segments

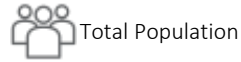
% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank 11th, making up 68,984 households, or 3% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 49, 65% of couples have children living at home
- Average Household Income of \$104,255 compared to BC at \$106,681
- **Top Social Value: Traditional Family** - The belief that society should guard against new definitions of what constitutes a “family” and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of "family," such as common law and same-sex marriages
- Above average interest in Video Arcades and Indoor Amusement Centred, Pilates/Yoga and Zoos/Aquariums
- Above average interest in travelling within Canada (Toronto and Ottawa) South Asian Society from British Columbia spent an average of \$1,726 on their last vacation
- On average, South Asian Society from British Columbia spend 10hrs/week listening to the Radio, 14hrs/week watching TV, 0hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 77% currently use Facebook, 44% use Instagram and 30% use Twitter
- EQ Type: Free Spirit

Market Sizing



Total Population
Target Group: 265,177 | 5.2%
Market: 5,064,371



Total Households
Target Group: 68,984 | 3.4%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	73.4	27.5	803	183,889	9.1
Abbotsford, BC (CY)	12.7	16.8	489	52,381	2.6
Delta, BC (DM)	8.9	16.1	468	38,106	1.9
Vancouver, BC (CY)	2.5	0.6	17	303,965	15.1
New Westminster, BC (CY)	1.3	2.6	75	35,751	1.8
Richmond, BC (CY)	0.6	0.5	15	79,185	3.9
Burnaby, BC (CY)	0.4	0.3	8	100,030	5.0
Mission, BC (DM)	0.1	0.4	12	14,485	0.7
Kelowna, BC (CY)	0.0	0.0	0	59,332	3.0
White Rock, BC (CY)	0.0	0.0	1	10,530	0.5

Top PRIZM Segments

% of Target Group Households

30 - South Asian Society



Overview

- Of the 67 PRIZM Clusters identified in Canada, Just Getting By rank 12th, making up 65,327 households, or 3.2% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 51, 56% of couples have children living at home
- Below Average Household Income of \$62,460 compared to BC at \$106,681
- **Top Social Value: Primacy of Environmental Protection:** People strong on this construct prioritize the protection of the environment over economic advancement and job creation that could threaten the environment
- Above average interest in Visiting Parks/City Gardens and Adventure Sports
- Above average interest in travelling within Canada (Vancouver), Just Getting By from British Columbia spent an average of \$1,586 on their last vacation
- On average, Just Getting By from British Columbia spend 12hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 81% currently use Facebook, 35% use Instagram and 24% use Twitter
- EQ Type: Gentle Explorer

Market Sizing



Total Population
Target Group: 116,689 | 2.3%
Market: 5,064,371



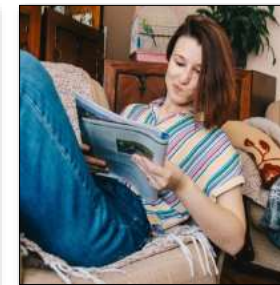
Total Households
Target Group: 65,327 | 3.2%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Nanaimo, BC (CY)	10.0	15.6	480	41,687	2.1
Abbotsford, BC (CY)	9.3	11.6	356	52,381	2.6
Kelowna, BC (CY)	8.2	9.0	277	59,332	3.0
Chilliwack, BC (CY)	7.3	13.5	417	35,091	1.7
Prince George, BC (CY)	7.0	14.3	440	32,172	1.6
Kamloops, BC (CY)	6.1	10.1	310	39,430	2.0
Vancouver, BC (CY)	4.0	0.9	26	303,965	15.1
Victoria, BC (CY)	3.9	5.2	160	48,640	2.4
Vernon, BC (CY)	3.4	11.6	357	19,079	0.9
Langley, BC (CY)	3.3	16.6	512	12,850	0.6

Top PRIZM Segments

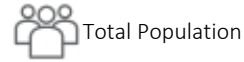
% of Target Group Households



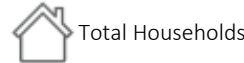
Overview

- Of the 67 PRIZM Clusters identified in Canada, Boomer Bliss rank 13th, making up 59,001 households, or 2.9% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 62, 46% of couples have children living at home
- Above Average Household Income of \$141,716 compared to BC at \$106,681
- Top Social Value: Effort Towards Health** - The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, wholesome lifestyle. A willingness to transform one’s lifestyle through exercise and radical changes to diet
- Above average interest in Visiting Parks/City Gardens, Cycling and Bars/Restaurants
- Above average interest in travelling within Canada (Vancouver, Alberta, Ontario), Boomer Bliss from British Columbia spent an average of \$1,814 on their last vacation
- On average, Boomer Bliss from British Columbia spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.3hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 75% currently use Facebook, 32% use Instagram and 23% use Twitter
- EQ Type: Authentic Experienter

Market Sizing



Total Population
Target Group: 150,767 | 3.0%
Market: 5,064,371



Total Households
Target Group: 59,001 | 2.9%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Nanaimo, BC (CY)	11.3	15.9	544	41,687	2.1
Saanich, BC (DM)	8.6	10.5	359	48,362	2.4
Kelowna, BC (CY)	7.6	7.6	259	59,332	3.0
Delta, BC (DM)	6.3	9.7	332	38,106	1.9
Surrey, BC (CY)	4.8	1.6	53	183,889	9.1
North Saanich, BC (DM)	4.7	57.8	1,970	4,810	0.2
Comox, BC (T)	3.1	27.0	921	6,755	0.3
Central Saanich, BC (DM)	3.0	24.4	830	7,264	0.4
Vernon, BC (CY)	2.9	8.9	304	19,079	0.9
West Kelowna, BC (DM)	2.8	12.6	428	13,286	0.7

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Recliners rank 14th, making up 56,046 households, or 2.8% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 60, 46% of couples have children living at home
- Below Average Household Income of \$75,008 compared to BC at \$106,681
- **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 Visiting Parks/City Gardens and Photography
- Above average interest in travelling within Canada (Vancouver, Alberta, Calgary, Jasper, Nova Scotia), Suburban Recliners from British Columbia spent an average of \$1,490 on their last vacation
- On average, Suburban Recliners from British Columbia spend 14hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 82% currently use Facebook, 32% use Instagram and 21% use Twitter
- EQ Type: Gentle Explorer

Market Sizing



Total Population
Target Group: 110,053 | 2.2%
Market: 5,064,371



Total Households
Target Group: 56,046 | 2.8%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Penticton, BC (CY)	6.7	22.3	801	16,809	0.8
Kelowna, BC (CY)	4.6	4.3	155	59,332	3.0
Campbell River, BC (CY)	4.1	15.0	537	15,327	0.8
Creston, BC (T)	4.0	80.0	2,877	2,782	0.1
Nanaimo, BC (CY)	4.0	5.3	191	41,687	2.1
Vernon, BC (CY)	3.6	10.7	384	19,079	0.9
Kamloops, BC (CY)	3.5	4.9	177	39,430	2.0
Chilliwack, BC (CY)	3.2	5.1	182	35,091	1.7
Powell River, BC (CY)	2.7	23.4	841	6,402	0.3
Duncan, BC (CY)	2.6	55.0	1,979	2,604	0.1

Top PRIZM Segments

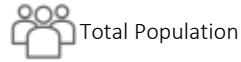
% of Target Group Households



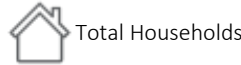
Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Recliners rank 14th, making up 56,046 households, or 2.8% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 60, 46% of couples have children living at home
- Below Average Household Income of \$75,008 compared to BC at \$106,681
- **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 Visiting Parks/City Gardens and Photography
- Above average interest in travelling within Canada (Vancouver, Alberta, Calgary, Jasper, Nova Scotia), Suburban Recliners from British Columbia spent an average of \$1,490 on their last vacation
- On average, Suburban Recliners from British Columbia spend 14hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 82% currently use Facebook, 32% use Instagram and 21% use Twitter
- EQ Type: Gentle Explorer

Market Sizing



Total Population
Target Group: 110,053 | 2.2%
Market: 5,064,371



Total Households
Target Group: 56,046 | 2.8%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Penticton, BC (CY)	6.7	22.3	801	16,809	0.8
Kelowna, BC (CY)	4.6	4.3	155	59,332	3.0
Campbell River, BC (CY)	4.1	15.0	537	15,327	0.8
Creston, BC (T)	4.0	80.0	2,877	2,782	0.1
Nanaimo, BC (CY)	4.0	5.3	191	41,687	2.1
Vernon, BC (CY)	3.6	10.7	384	19,079	0.9
Kamloops, BC (CY)	3.5	4.9	177	39,430	2.0
Chilliwack, BC (CY)	3.2	5.1	182	35,091	1.7
Powell River, BC (CY)	2.7	23.4	841	6,402	0.3
Duncan, BC (CY)	2.6	55.0	1,979	2,604	0.1

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Latte Life rank 16th, making up 53,685 households, or 3% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 41, 34% of couples have children living at home
- Below Average Household Income of \$89,425 compared to BC at \$106,681
- **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 Hiking/Backpacking, Cycling, Pilates/Yoga, Beer/Food/Wine Festivals
- Above average interest in travelling within Canada (BC, Calgary, Toronto, Ontario, Manitoba) Latte Life from British Columbia spent an average of \$1,785 on their last vacation
- On average, Latte Life from British Columbia spend 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (13 min/day)
- 78% currently use Facebook, 53% use Instagram and 34% use Twitter
- EQ Type: Cultural History Buff

Market Sizing



Total Population
Target Group: 83,417 | 1.6%
Market: 5,064,371



Total Households
Target Group: 53,685 | 2.7%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	94.1	16.6	623	303,965	15.1
Victoria, BC (CY)	3.2	3.5	131	48,640	2.4
North Vancouver, BC (CY)	1.3	2.6	97	26,419	1.3
New Westminster, BC (CY)	1.0	1.5	55	35,751	1.8
Burnaby, BC (CY)	0.4	0.2	7	100,030	5.0
Kelowna, BC (CY)	0.1	0.1	2	59,332	3.0
Greater Vancouver A, BC (RDA)	0.0	0.1	3	6,902	0.3
North Vancouver, BC (DM)	0.0	0.0	1	32,703	1.6
Surrey, BC (CY)	0.0	0.0	0	183,889	9.1
Squamish, BC (DM)	0.0	0.0	1	7,580	0.4

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 17th, making up 51,487 households, or 2.6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 51, 50% of couples have children living at home
- Above Average Household Income of \$134,916 compared to BC at \$106,681
- **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 Camping, Cycling, Pilates and Yoga
- Above average interest in travelling within Canada (Whistler, Jasper, Nova Scotia), Family Mode from British Columbia spent an average of \$1,557 on their last vacation
- On average, Family Mode from British Columbia spend 13hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 78% currently use Facebook, 35% use Instagram and 23% use Twitter
- EQ Type: No Hassle Traveller

Market Sizing



Total Population
Target Group: 153,508 | 3.0%
Market: 5,064,371



Total Households
Target Group: 51,487 | 2.6%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	11.3	9.8	384	59,332	3.0
Maple Ridge, BC (CY)	10.7	16.9	660	32,447	1.6
Kamloops, BC (CY)	9.6	12.6	490	39,430	2.0
Chilliwack, BC (CY)	7.5	11.0	431	35,091	1.7
Abbotsford, BC (CY)	6.9	6.7	263	52,381	2.6
West Kelowna, BC (DM)	5.5	21.4	836	13,286	0.7
Langley, BC (DM)	5.5	6.2	242	45,344	2.3
Langford, BC (CY)	5.3	17.1	668	15,925	0.8
Surrey, BC (CY)	5.1	1.4	56	183,889	9.1
Sooke, BC (DM)	3.3	29.8	1,163	5,708	0.3

Top PRIZM Segments

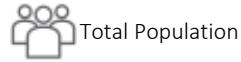
% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Mature and Secure rank 18th, making up 45,753 households, or 2% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 57, 53% of couples have children living at home
- Above Average Household Income of \$155,295 compared to BC at \$106,681
- **Top Social Value: Legacy** - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
- Above average interest in Ice Skating, Visiting Specialty Theatres/IMAX and Downhill Skiing
- Average interest in travelling within Canada (Above average for Whistler, BC); Mature and Secure from British Columbia spent an average of \$1,651 on their last vacation
- On average Mature and Secure from British Columbia spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal
- 76% currently use Facebook, 35% use Instagram and 27% use Twitter
- EQ Type: Authentic Experiencer

Market Sizing



Total Population
Target Group: 139,393 | 2.8%
Market: 5,064,371



Total Households
Target Group: 45,753 | 2.3%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Vancouver, BC (DM)	21.7	30.4	1,336	32,703	1.6
Coquitlam, BC (CY)	12.4	10.2	450	55,399	2.8
Surrey, BC (CY)	10.5	2.6	115	183,889	9.1
Saanich, BC (DM)	9.6	9.1	400	48,362	2.4
Delta, BC (DM)	6.3	7.6	333	38,106	1.9
Port Coquitlam, BC (CY)	5.3	10.4	457	23,113	1.1
Richmond, BC (CY)	4.5	2.6	115	79,185	3.9
West Vancouver, BC (DM)	4.5	11.3	499	17,998	0.9
Port Moody, BC (CY)	4.2	13.7	603	14,089	0.7
North Vancouver, BC (CY)	4.2	7.2	318	26,419	1.3

Top PRIZM Segments

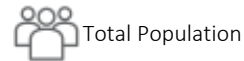
% of Target Group Households



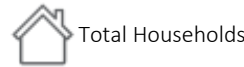
Overview

- Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 19th, making up 43,120 households, or 2.1% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 47, 60% of couples have children living at home
- Below Average Household Income of \$87,742 compared to BC at \$106,681
- **Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Above Average interest in Visiting National/Provincial Parks, Fishing and Hunting
- Above average interest in travelling within Canada (Vancouver), Juggling Acts from British Columbia spent an average of \$1,487 on their last vacation
- On average, Juggling Acts from British Columbia spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 82% currently use Facebook, 37% use Instagram and 25% use Twitter
- EQ Type: Free Spirit

Market Sizing



Total Population
Target Group: 104,447 | 2.1%
Market: 5,064,371



Total Households
Target Group: 43,120 | 2.1%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	14.7	10.7	500	59,332	3.0
Nanaimo, BC (CY)	8.6	8.9	415	41,687	2.1
Fort St. John, BC (CY)	7.6	37.7	1,759	8,690	0.4
Chilliwack, BC (CY)	5.4	6.6	308	35,091	1.7
Prince George, BC (CY)	5.0	6.7	311	32,172	1.6
Langford, BC (CY)	4.9	13.3	619	15,925	0.8
Kamloops, BC (CY)	4.9	5.4	250	39,430	2.0
Saanich, BC (DM)	4.5	4.0	186	48,362	2.4
Dawson Creek, BC (CY)	4.3	34.3	1,599	5,412	0.3
Vernon, BC (CY)	3.8	8.5	398	19,079	0.9

Top PRIZM Segments

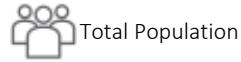
% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 20th, making up 41,978 households, or 2.1% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 59, 46% of couples have children living at home
- Above Average Household Income of \$97,322 compared to BC at \$106,681
- Top Social Value: Attraction to Nature** - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Above average interest in Camping and Visiting Parks/City Gardens
- Above average interest in travelling within Canada (Vancouver, Victoria, Alberta, Nova Scotia, Ontario), Down to Earth from British Columbia spent an average of \$1,548 on their last vacation
- On average, Down to Earth from British Columbia spend 15hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 81% currently use Facebook, 32% use Instagram and 21% use Twitter
- EQ Type: Rejuvenator

Market Sizing



Total Population
Target Group: 104,246 | 2.1%
Market: 5,064,371



Total Households
Target Group: 41,978 | 2.1%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Columbia-Shuswap C, BC (RDA)	4.9	57.8	2,771	3,523	0.2
Comox Valley C (Puntledge-Black Creek), BC (RDA)	3.9	43.8	2,092	3,711	0.2
Nanaimo F, BC (RDA)	3.0	36.8	1,762	3,457	0.2
Cowichan Valley B, BC (RDA)	2.1	26.3	1,258	3,318	0.2
Peace River D, BC (RDA)	1.9	35.5	1,693	2,283	0.1
Prince George, BC (CY)	1.8	2.4	113	32,172	1.6
Sunshine Coast B, BC (RDA)	1.8	58.2	2,792	1,288	0.1
Sunshine Coast D, BC (RDA)	1.8	47.1	2,256	1,568	0.1
Saltspring Island, BC (RDA)	1.5	12.3	588	4,975	0.2
Vanderhoof, BC (DM)	1.4	38.0	1,814	1,564	0.1

Top PRIZM Segments

% of Target Group Households




SUBURBAN SPORTS FULL PROFILE



Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 52, 47% of couples have children living at home
- Above Average Household Income of \$120,592 compared to BC at \$106,681
- 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 Camping, Fishing/Hunting, Cross Country Skiing/Snowshoeing
- Average interest in travelling within Canada (Above Average interest in travel to Jasper, AB); Suburban Sports from British Columbia spent an average of \$1,513 on their last vacation
- On average Suburban Sports from British Columbia spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter
- EQ Type: Gentle Explorer

Market Sizing

 Total Population
Target Group: 370,528 | 7.3%
Market: 5,064,371

 Total Households
Target Group: 123,442 | 6.1%
Market: 2,010,897

Top Geographic Markets


Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	8.3	19.5	317	52,381	2.6
Surrey, BC (CY)	7.4	5.0	81	183,889	9.1
Langley, BC (DM)	7.0	19.2	312	45,344	2.3
Maple Ridge, BC (CY)	6.8	25.9	421	32,447	1.6
Prince George, BC (CY)	4.7	18.0	293	32,172	1.6
Mission, BC (DM)	4.5	38.2	623	14,485	0.7
Kelowna, BC (CY)	4.1	8.6	140	59,332	3.0
Nanaimo, BC (CY)	4.0	11.9	195	41,687	2.1
Kamloops, BC (CY)	3.6	11.3	184	39,430	2.0
Delta, BC (DM)	3.4	11.0	179	38,106	1.9


Top PRIZM Segments

% of Target Group Households



Demographic Profile

 Total Population
Target Group: 370,528 | 7.3%
Market: 5,064,371

 Total Households
Target Group: 123,442 | 6.1%
Market: 2,010,897

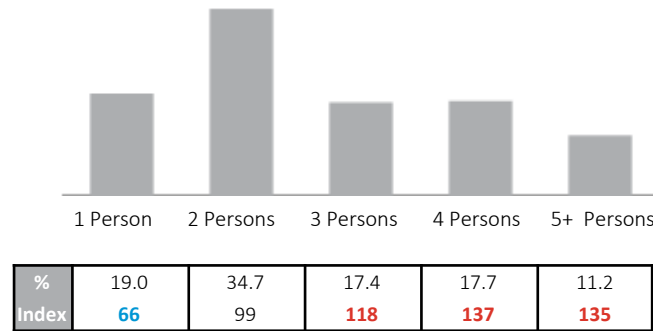
Average Household Income

\$120,592
(113)

Median Household
Maintainer Age

52
(97)

Household Size*



Marital Status**

 61.1%
(107)

Married/Common-Law

Family Composition***

 47.3%
(113)


Couples With Kids at Home

Education**

 32.8%
(112)

High School Certificate Or
Equivalent

Visible Minority Presence*

 17.2%
(52)


Belong to a visible minority
group

Non-Official Language*

 1.2%
(36)

No knowledge of English or
French

Immigrant Population*

 16.9%
(58)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Rejection of Orderliness	131	77	Sexism
Racial Fusion	128	80	Status via Home
Primacy of the Family	121	80	Active Government
Need for Escape	119	81	Ostentatious Consumption
National Pride	116	84	Joy of Consumption

Key Social Values

Racial Fusion Index = 128	Primacy of the Family Index = 121	Need for Escape Index = 119
National Pride Index = 116	Ethical Consumerism Index = 115	Work Ethic Index = 111
Legacy Index = 111	Flexible Families Index = 109	Community Involvement Index = 109
Social Learning Index = 104	Culture Sampling Index = 104	Pursuit of Originality Index = 104

Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

Top 5 Activities Participated*	% Comp	Index
Reading	83.6	99
Gardening	68.3	105
Swimming	62.9	109
Camping	59.6	113
Home exercise & home workout	53.1	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	51.4	93
Parks & city gardens	45.7	103
Movies at a theatre/drive-in	40.9	106
Bars & restaurant bars	38.7	99
National or provincial park	36.6	109

Key Tourism Activities**

Swimming 62.9% (109)	Camping 59.6% (113)	Hiking & backpacking 50.7% (102)	Cycling 47.6% (109)	Parks & city gardens 45.7% (103)	Photography 42.2% (105)	Bars & restaurant bars 38.7% (99)	Canoeing & kayaking 38.5% (109)
National or provincial park 36.6% (109)	Fishing & hunting 27.4% (119)	Golfing 27.2% (109)	Cross country skiing & snowshoeing 26.6% (110)	Pilates & yoga 26.4% (104)	Ice skating 24.5% (108)	Downhill skiing 22.8% (114)	Specialty movie theatres/IMAX 20.9% (102)
Sporting events 20.4% (108)	Historical sites 20.2% (109)	Zoos & aquariums 18.9% (103)	Video arcades & indoor amusement centres 17.2% (104)	Power boating & jet skiing 16.3% (124)	Adventure sports 15.3% (118)	Hockey 15.2% (128)	ATV & snowmobiling 12.3% (112)
Theme parks, waterparks & water slides 11.9% (117)	Snowboarding 11.3% (133)	Beer, food & wine festivals 10.5% (89)	Marathon or similar event 9.3% (120)	Curling 8.8% (126)	Music festivals 8.6% (90)	Inline skating 8.0% (135)	Film festivals 7.4% (99)

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

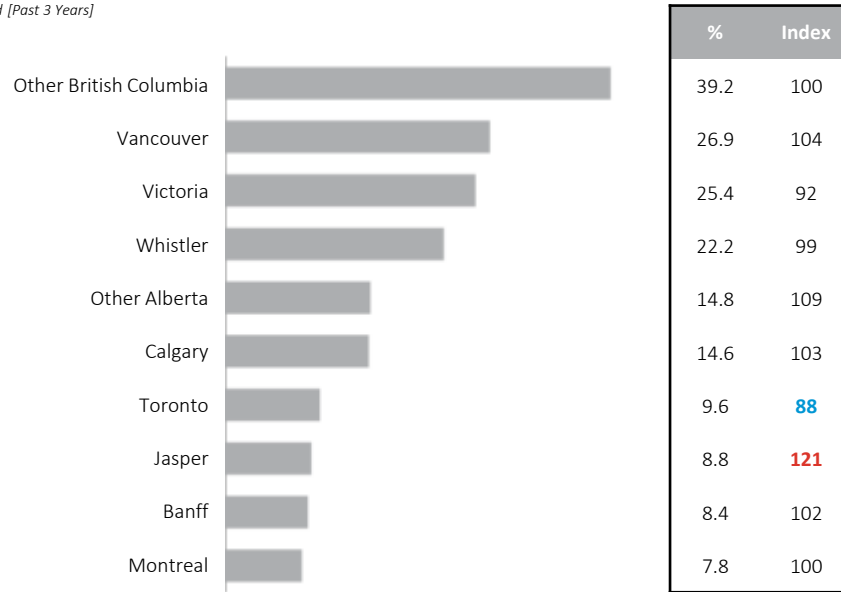
(!) Indicates small sample size
 Based on Household Population 12+

*Selected and ranked by percent composition
 **Ranked by percent composition

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



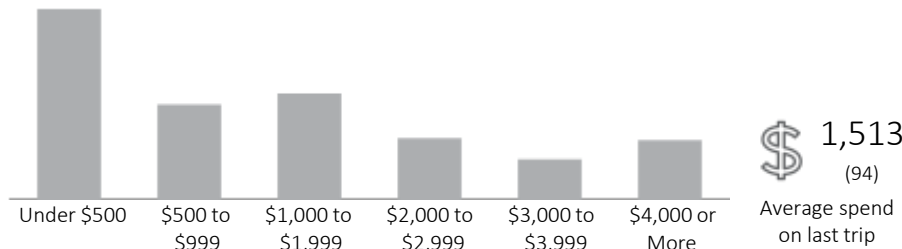
Vacation Booking**

Used [Past 3 Years]



Vacation Spending

Spent Last Vacation



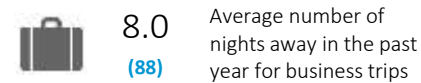
%	34.4	17.2	19.1	11.2	7.3	10.8
Index	108	99	100	97	112	79
	Under \$500	\$500 to \$999	\$1,000 to \$1,999	\$2,000 to \$2,999	\$3,000 to \$3,999	\$4,000 or More

Booked With [Past Year]

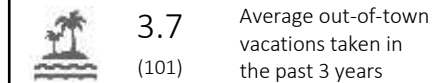


Travel Type & Frequency

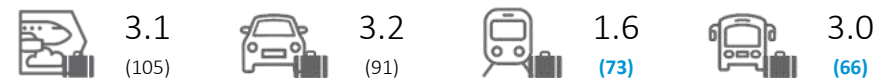
Business Trips



Personal Trips



Average number of business trips by mode of transportation in the past year:



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 56.5% (96)	 Friends/relatives 39.7% (100)	 All-inclusive resort 16.8% (103)	 Camping 29.3% (118)	 Motel 22.4% (106)	 Vacation rental by owner 21.2% (101)	 Cottage 12.2% (130)
 B&B 14.6% (94)	 Condo/apartment 12.6% (93)	 Cruise ship 12.6% (97)	 RV/camper 16.0% (133)	 Package tours 4.9% (105)	 Spa resort 5.8% (93)	 Boat 2.7% (105)

Airline Preferences**

Flown [Past Year]

 Air Canada 36.6% (90)	 West Jet 33.6% (100)	 Air Transat 5.1% (74)	 Porter Airlines 0.9% (104)	 Other Canadian 5.6% (105)
 United Airlines 6.7% (97)	 Delta Airlines 5.4% (89)	 American Airlines 3.5% (101)	 Other American 7.7% (88)	
 European Airlines 6.9% (91)	 Asian Airlines 5.8% (85)	 Other Charter 1.9% (103)	 Other 8.4% (101)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.5% (100)	 Budget 4.7% (89)	 Avis 2.3% (107)	 National 4.4% (123)
 Hertz 2.3% (87)	 Discount 1.1% (71)	 U-Haul 1.7% (112)	 Other Rentals 3.0% (92)

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.0	92
Adult Contemporary	18.5	98
Mainstream Top 40/CHR	15.6	104
Classic Hits	14.1	113
Today's Country	12.2	141
Hot Adult Contemporary	11.7	110
AOR/Mainstream Rock	10.4	143
Modern/Alternative Rock	10.0	98
Classic Rock	10.0	123
Multi/Variety/Specialty	9.8	84

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.1	100
Evening local news	37.3	97
Hockey (when in season)	29.4	114
Primetime serial dramas	28.9	104
Suspense/crime dramas	27.8	100
News/current affairs	27.6	89
Documentaries	27.3	96
Situation comedies	26.9	108
Home renovation/decoration shows	24.8	99
Cooking programs	23.8	96

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.5	97
International News & World	53.7	101
National News	51.0	98
Health	37.2	103
Movie & Entertainment	33.2	98
Editorials	30.1	96
Food	29.9	92
Travel	29.5	99
Sports	29.4	103
Business & Financial	22.9	90

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.3	108
Canadian Living	10.5	122
Other U.S. magazines	10.1	101
National Geographic	6.6	96
Maclean's	6.3	97
People	6.2	120
Reader's Digest	5.4	124
Canadian Geographic	4.9	109
Cineplex Magazine	4.6	109
Air Canada enRoute	3.7	91

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	73.0	101
Send/receive a text/instant message	63.3	102
Participate in an online social network	53.2	99
Take pictures/video	52.2	101
Do banking/pay bills online	50.5	96
Use maps/directions service	48.8	95
Use apps	48.1	97
Internet search - business, services, products	44.7	99
Access a news site	39.1	100
Watch a subscription-based video service	31.7	98

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.4	102
Send/receive email	50.0	102
Take pictures/video	49.2	102
Use apps	43.2	96
Participate in an online social network	41.2	98
Use maps/directions service	38.9	95
Internet search - business, services, products	27.7	106
Access a news site	24.0	103
Do banking/pay bills online	21.8	94
Compare products/prices while shopping	16.9	101

Media

Social Media Platforms

Usage [Currently Use]

Facebook 79.1% (101)	YouTube 70.0% (97)	WhatsApp 36.0% (81)
Instagram 35.6% (94)	LinkedIn 35.5% (91)	Pinterest 33.9% (115)
Twitter 22.9% (90)	Podcasts 18.8% (97)	Snapchat 12.2% (100)
Blogs 11.1% (90)	Health/Fitness 9.3% (100)	Reddit 7.1% (75)
Dating App 4.1% (78)	Flickr 3.1% (81)	Tinder 2.3% (82)

Reasons to Follow Brands

	%	Index
To enter contests	31.4	106
To learn about a brand's products /services	31.2	102
To get coupons and discounts	30.3	99
To provide feedback to the brand	11.7	101
To be among the first to hear brand news	10.2	86
To engage with content	7.6	94
To make suggestions for new products/services	5.1	99
To share brand-related stories with consumers	4.4	86

Reasons to Unfollow Brands

	%	Index
Too many messages	41.1	106
Not enough value	19.0	97
Stopped purchasing products from brand	13.1	101
Other	2.7	92

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 73% Index = 101	"Use SM to keep up to date on general news/events" 35% Index = 97	"I am well informed about SM" 30% Index = 96
"Feel comfortable collaborating with others through SM" 26% Index = 96	"Use SM to keep up to date on news/events in my industry" 25% Index = 92	"I am open to receiving relevant marketing messages through social media channels" 22% Index = 104

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	34.7	104
Subscribe to brand email newsletter	20.6	104
Follow brand on Instagram	13.0	91
Subscribe to brand channel on YouTube	12.4	93
Join an exclusive online community of consumers who also like the brand	9.8	99
Follow brand on Twitter	6.1	83

Product Preferences

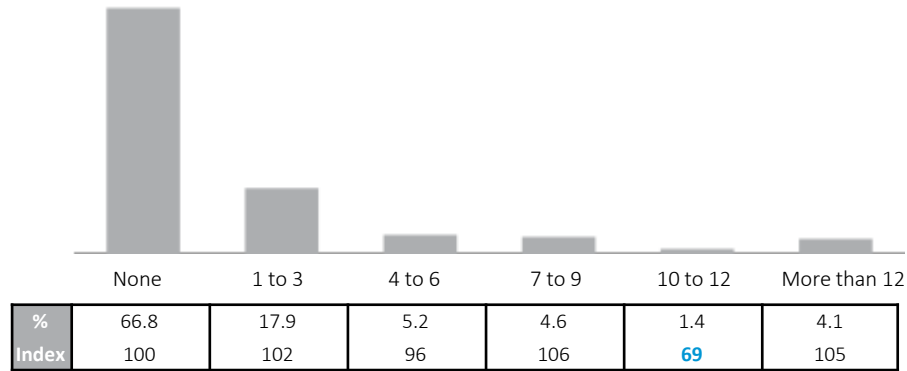
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 79% Index = 102	"I have tried a product/service based on a personal recommendation" 70% Index = 98	"I am very concerned about the nutritional content of food products I buy" 68% Index = 100	"I generally achieve what I set out to do" 68% Index = 99	"I value companies who give back to the community" 66% Index = 101
"Family life and having children are most important to me" 62% Index = 106	"I make an effort to buy local produce/products" 61% Index = 98	"I am interested in learning about different cultures" 61% Index = 99	"I consider myself to be informed on current events or issues" 60% Index = 98	"I like to cook" 57% Index = 101
"I offer recommendations of products/services to other people" 54% Index = 101	"I like to try new places to eat" 51% Index = 93	"It's important to buy products from socially-responsible/environmentally-friendly companies" 50% Index = 93	"When I shop online I prefer to support Canadian retailers" 50% Index = 100	"I like to try new and different products" 47% Index = 91
"Free-trial/product samples can influence my purchase decisions" 43% Index = 102	"I am adventurous/"outdoorsy"" 41% Index = 107	"I am willing to pay more for eco-friendly products" 32% Index = 92	"Vegetarianism is a healthy option" 27% Index = 86	"Staying connected via social media is very important to me" 27% Index = 105
"I prefer to shop online for convenience" 27% Index = 93	"Advertising is an important source of information to me" 26% Index = 102	"I consider myself to be sophisticated" 22% Index = 101	"I lead a fairly busy social life" 22% Index = 100	"I enjoy being extravagant/indulgent" 18% Index = 95

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

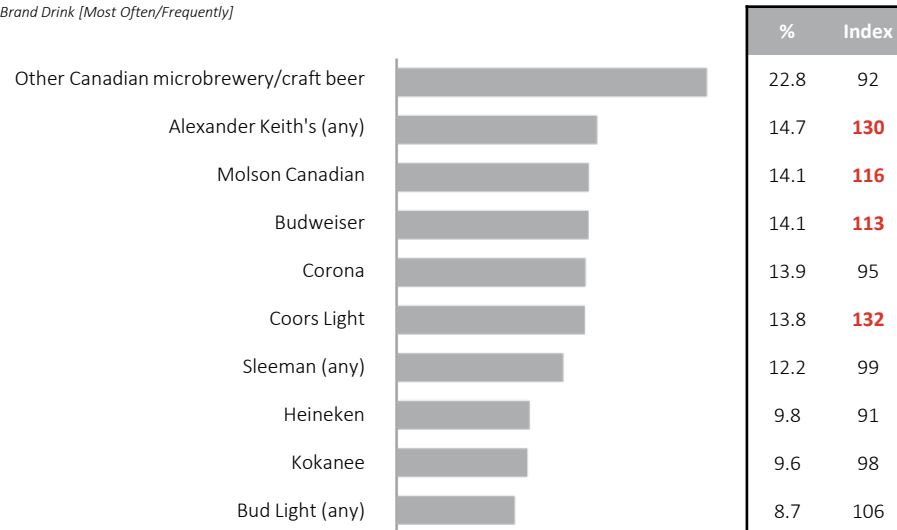
Drank [Past Month]	% Comp	Index
Canadian wine	21.4	96
Cider	10.3	89
Liqueurs (any)	10.0	103

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.2	93

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.8	92

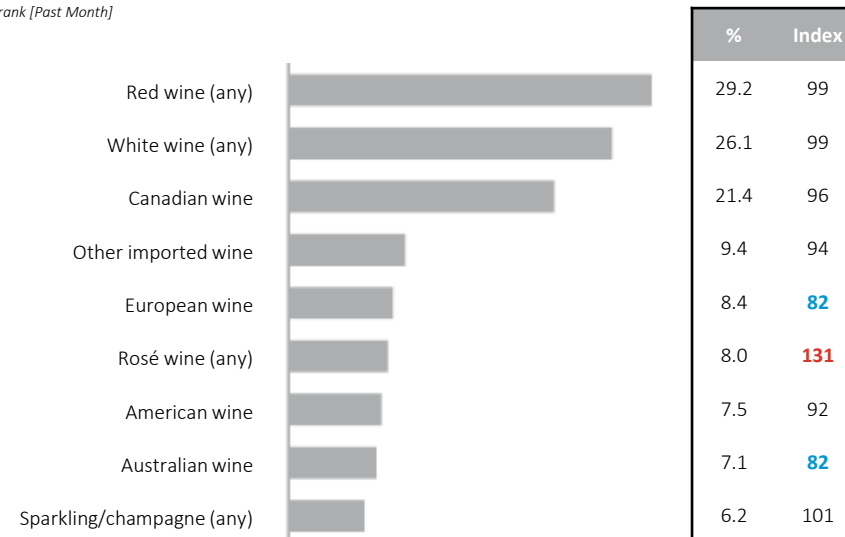
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

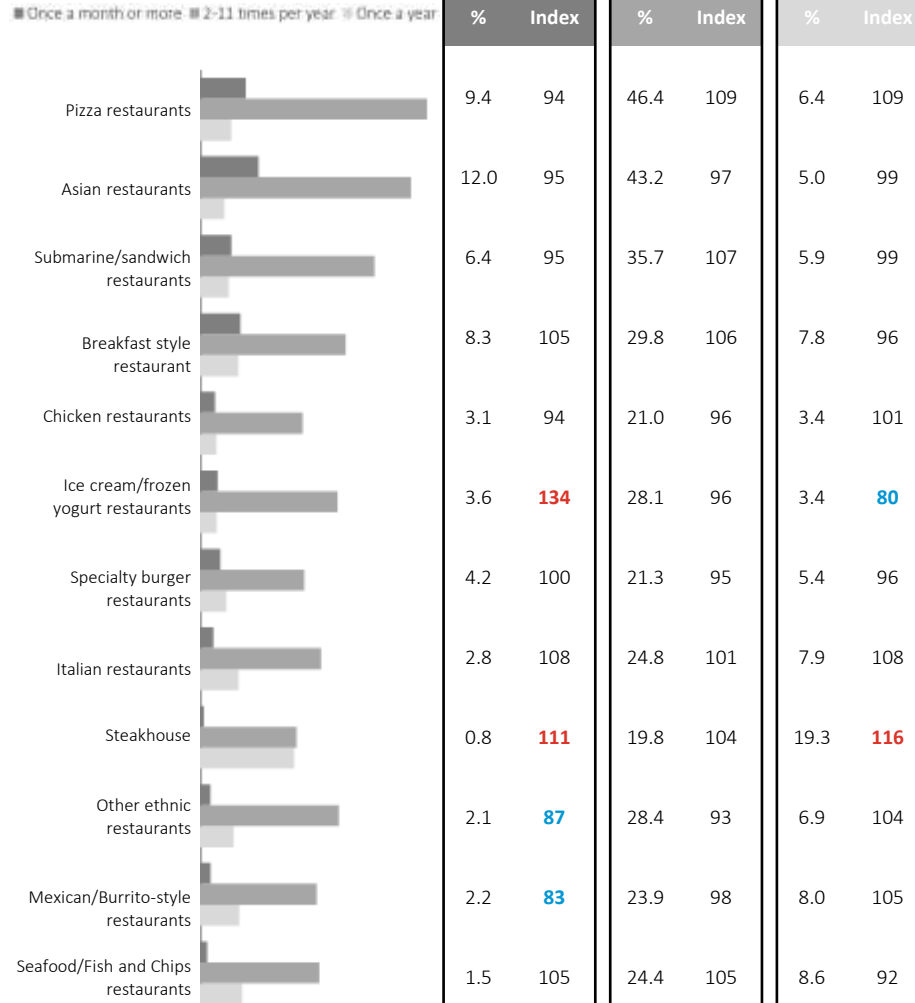
Drank [Past Month]



Product Preferences

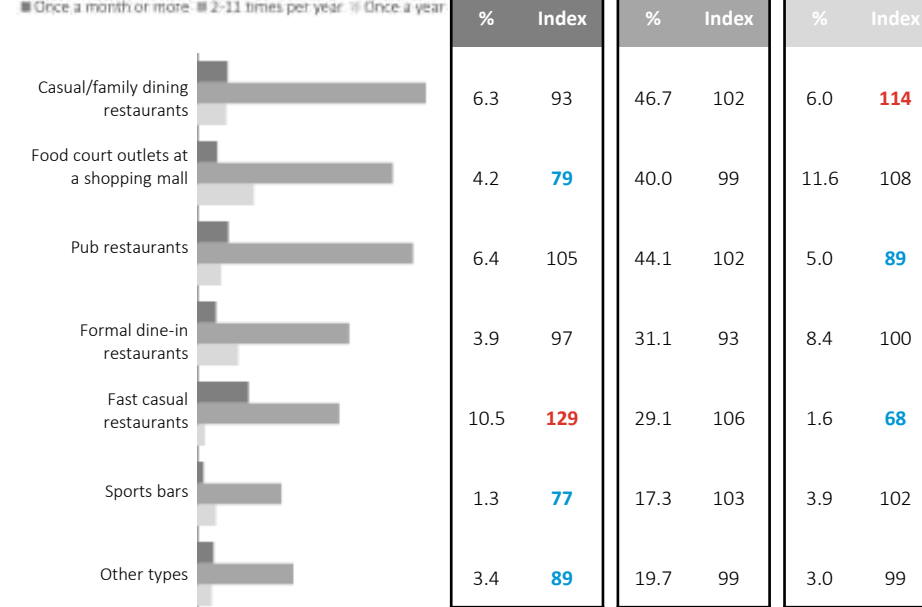
Restaurant Type Visited*

Frequency of Visiting [Past Year]



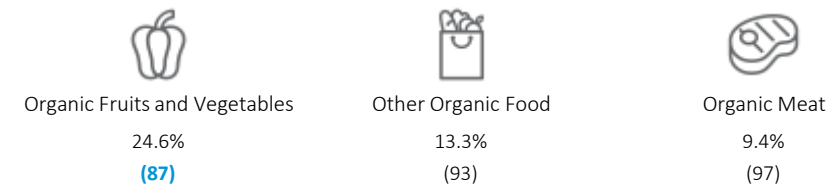
Restaurant Service Type*

Frequency of Visiting [Past Year]



Purchased Organic Food

Done [Past Week]



Product Preferences

Demographics



Rent
20.8%
(64)

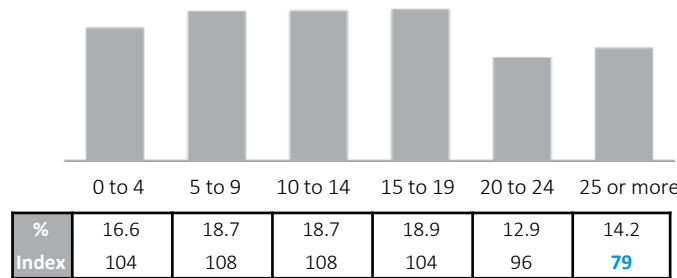


Own
79.2%
(117)



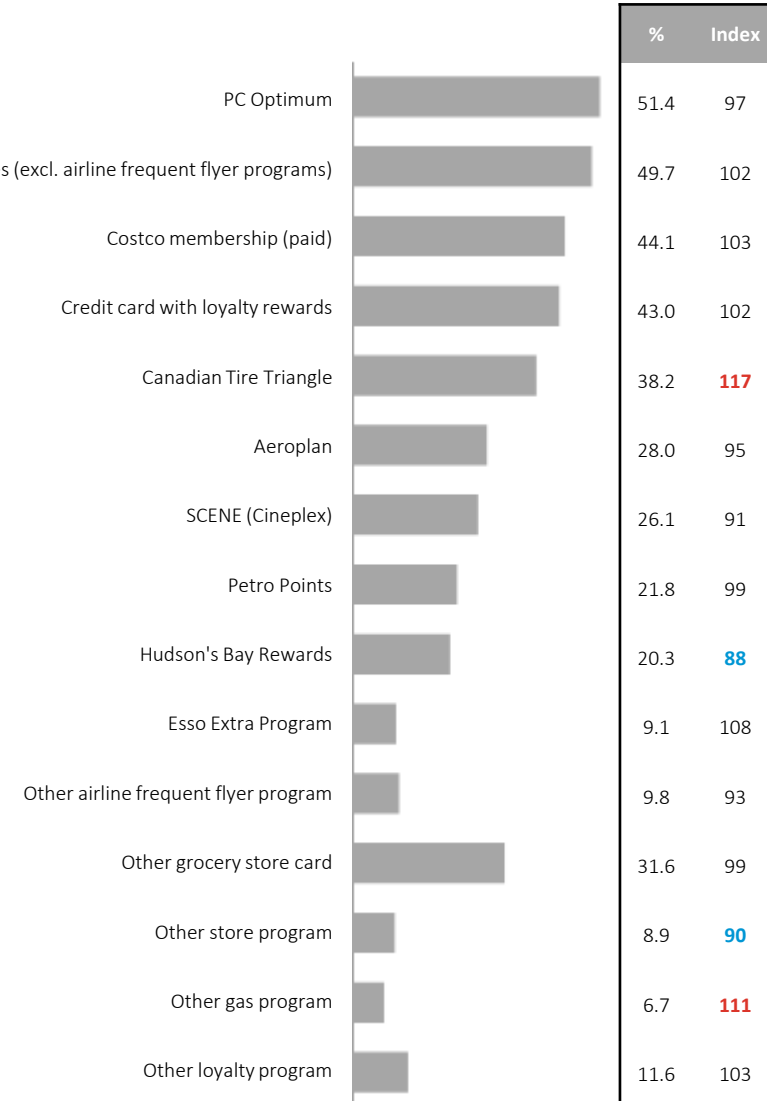
Households with
Children at Home
47.1%
(126)

Age of Children at Home



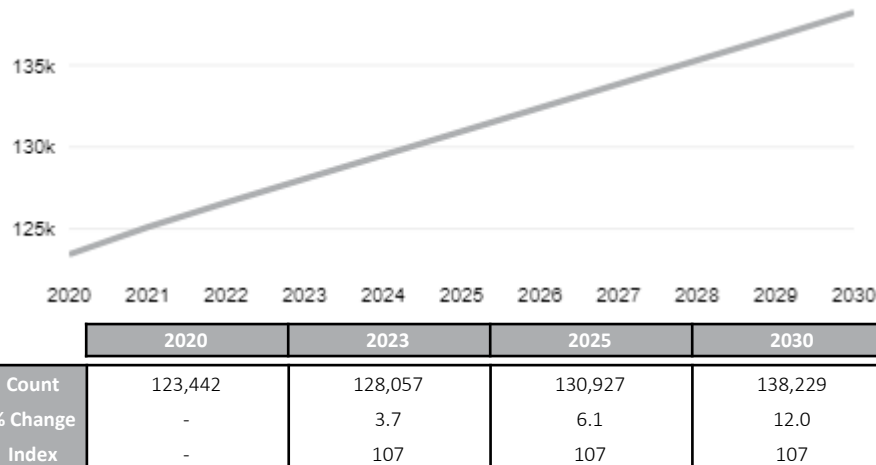
Loyalty Programs*

Member



Demographic Trends

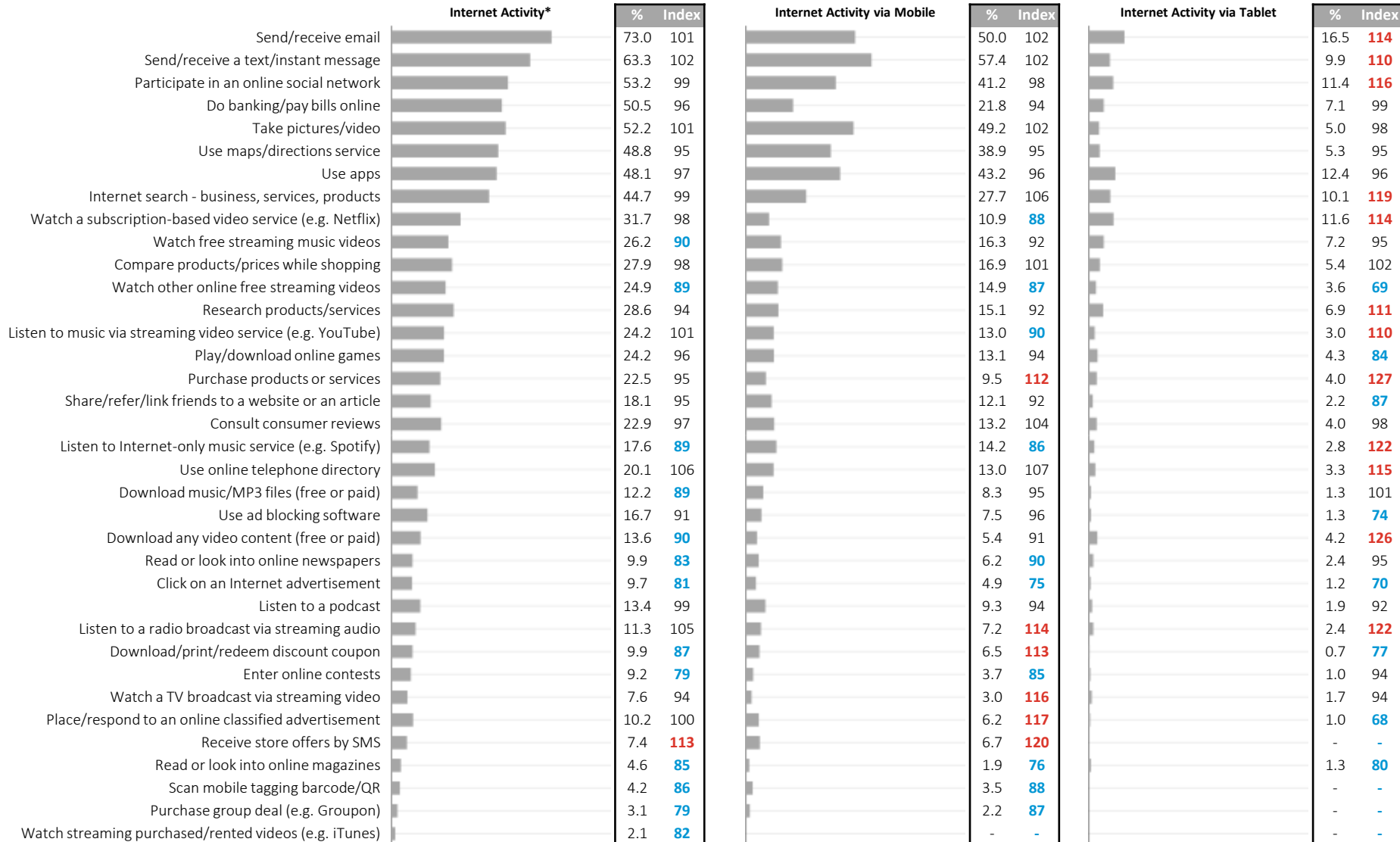
Household Projections



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

Internet Activity

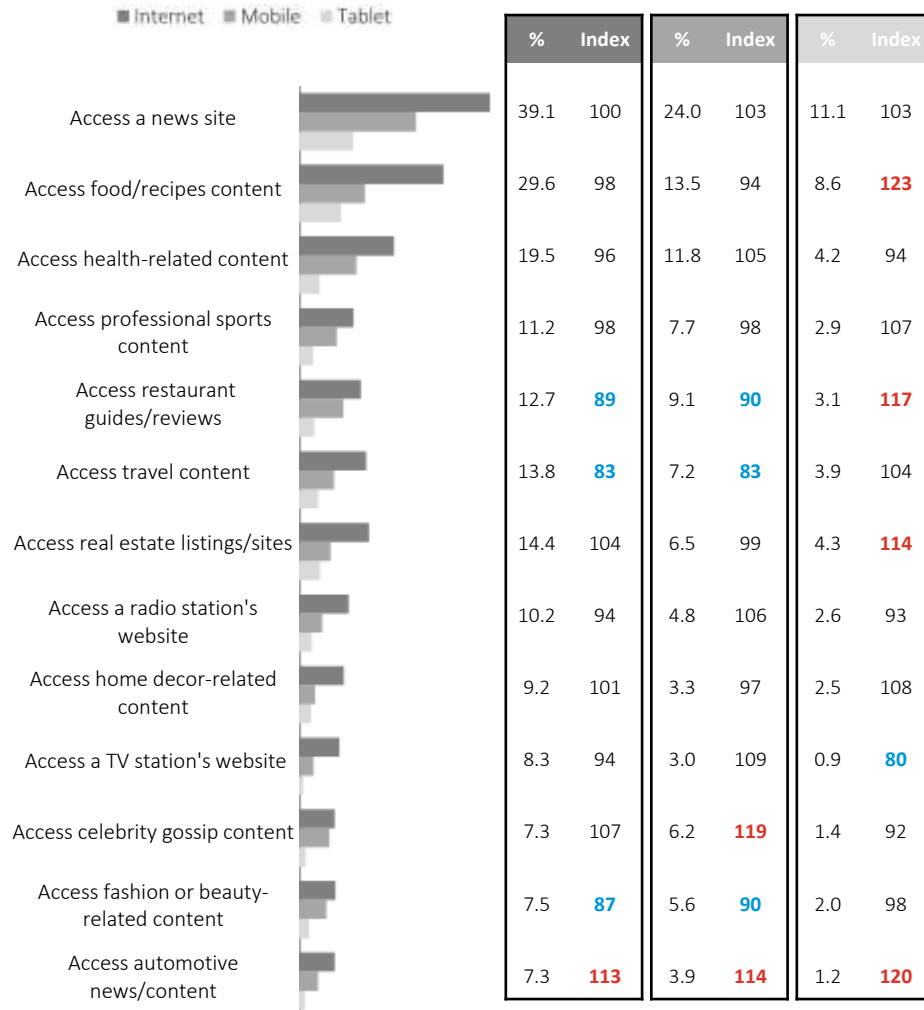
Activity [Past Week]



Internet Activity

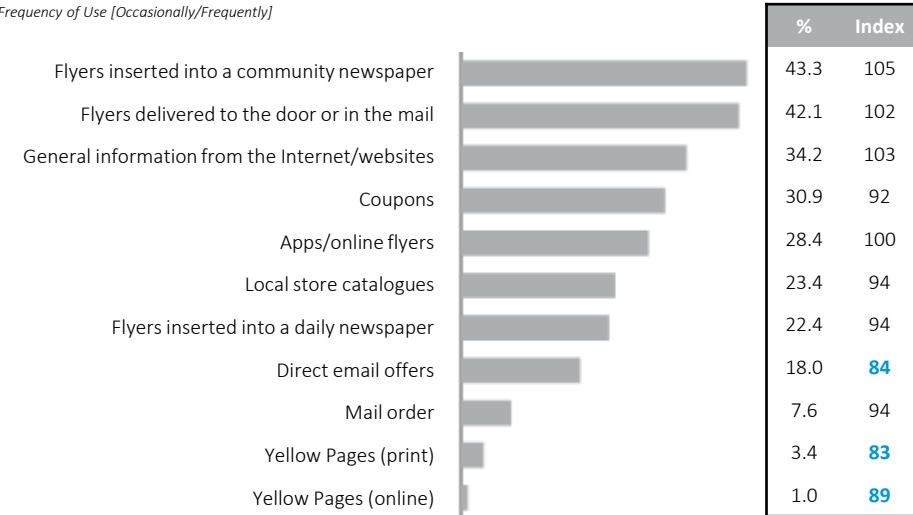
Top Website Types*

Activity [Past Week]



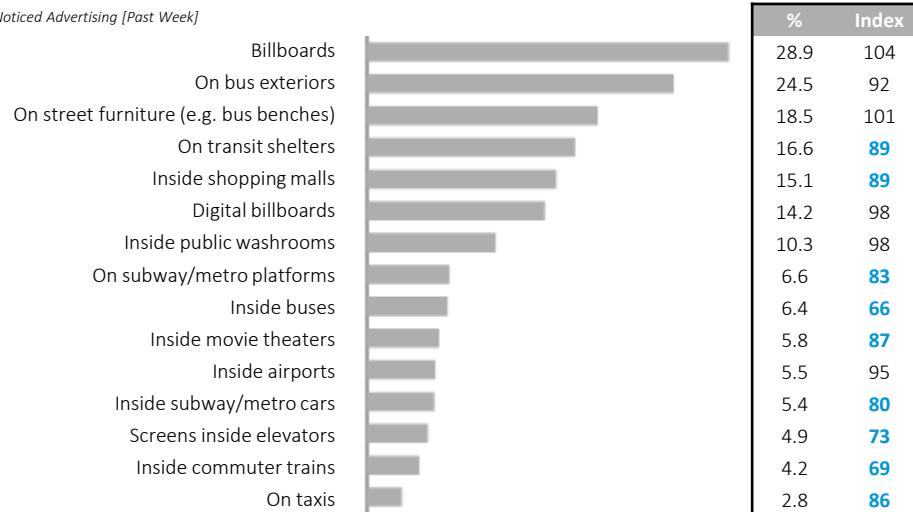
Direct Media Usage

Frequency of Use [Occasionally/Frequently]



Out of Home Advertising

Noticed Advertising [Past Week]



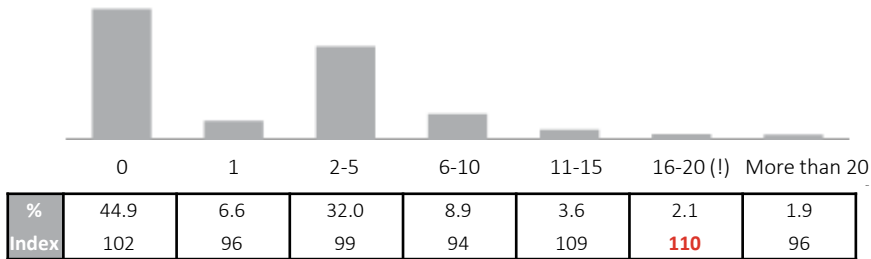
Social Media Usage

Social Media Overview

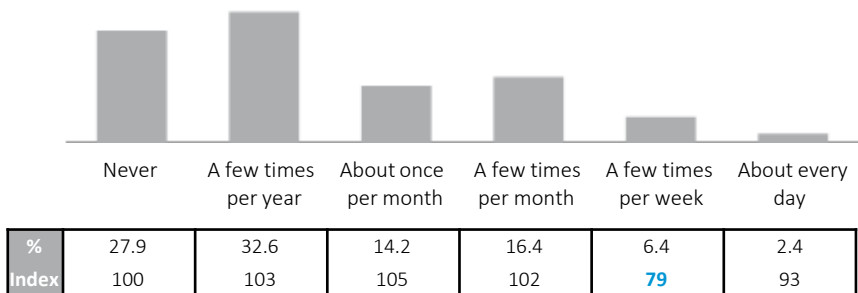
- 51% of Suburban Sports from British Columbia tend to access social media on their mobile phones during the morning hours, 58% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 87% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

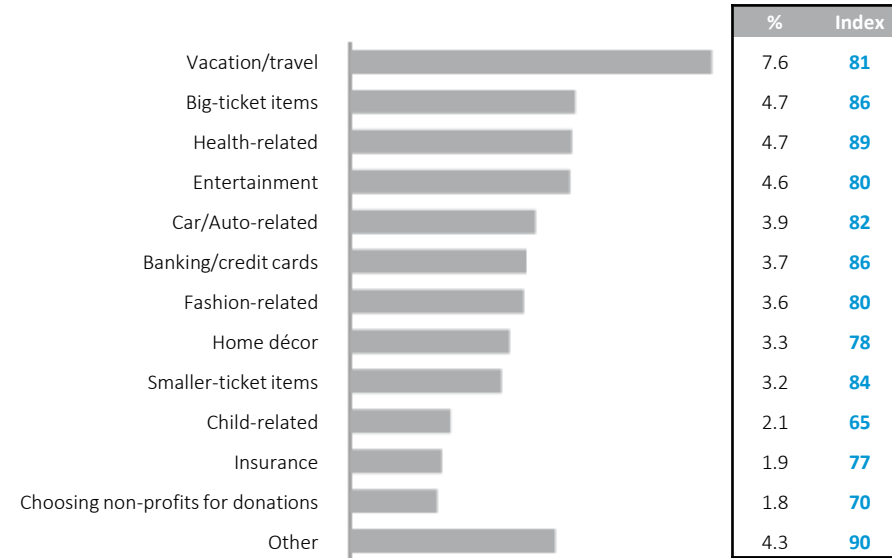
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Suburban Sports from British Columbia are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
87% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 101

"Use SM to stay connected with personal contacts"
45% | Index = 99

Social Media Usage

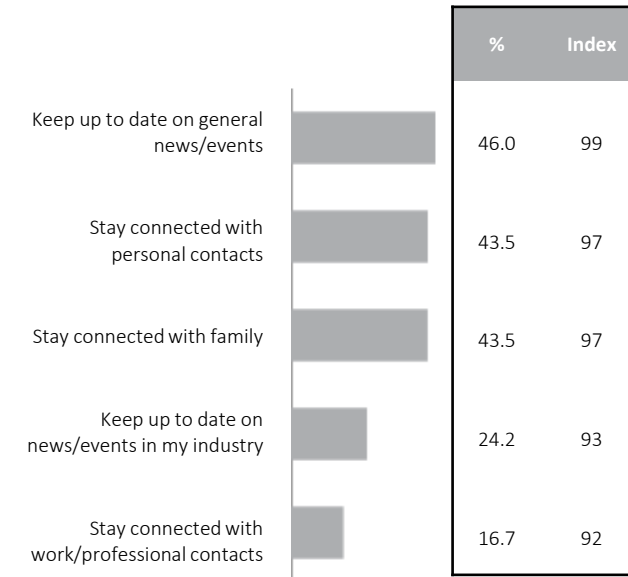
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	47.3	98
Watch video online	43.5	98
Read article comments	42.9	101
Read status updates/tweets	36.0	96
Chat in online chats	35.6	90
Listen to radio or stream music online	35.3	99
Share links with friends and colleagues	27.1	92
Click links in news feeds	24.0	96
Play games with others online	15.2	97
Read blogs	14.6	85
Post photos online	13.4	94
Check in with locations	10.1	87
Chat in online forums	9.6	92
Comment on articles or blogs	9.6	92
Update your status on a social network	9.3	88
Rate or review products online	8.8	82
Share your GPS location	8.4	81
Post videos online	4.4	77
Publish blog, Tumblr, online journal	2.2	62

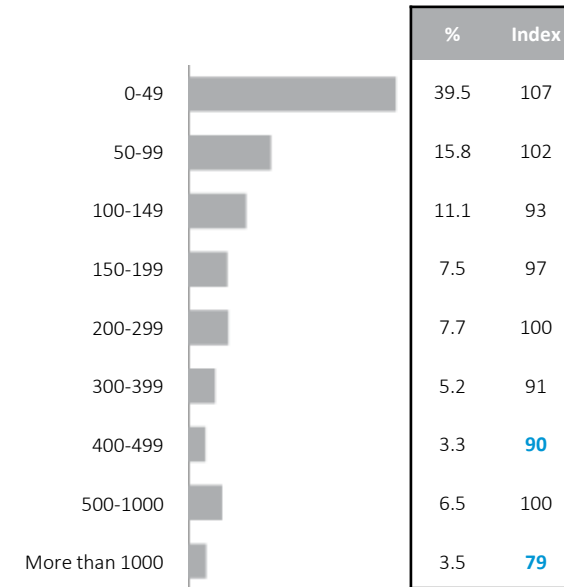
Social Media Uses*

A few times per week or more



Number of Connections

Across all social media

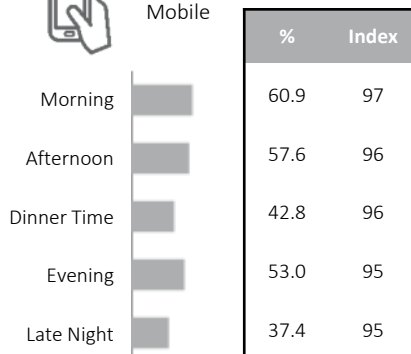


Social Media Access

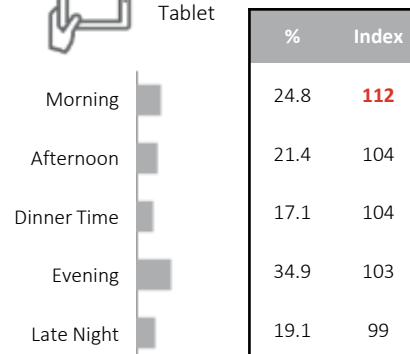
Typically use



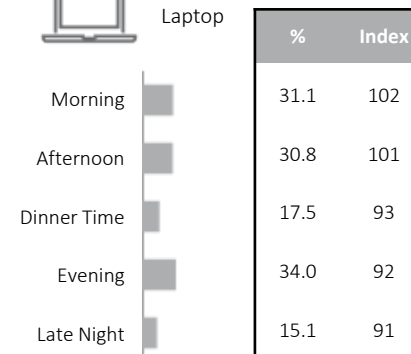
Mobile



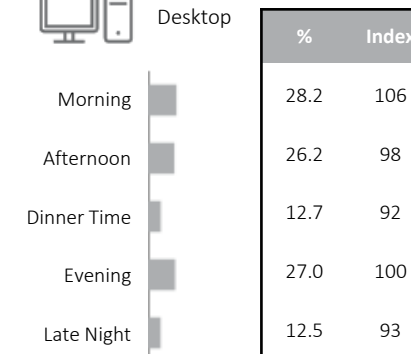
Tablet



Laptop

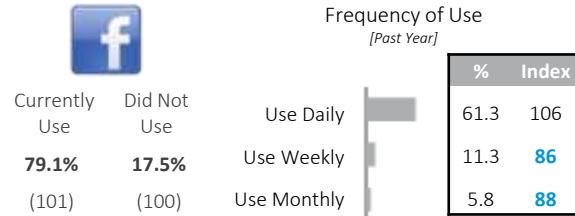


Desktop



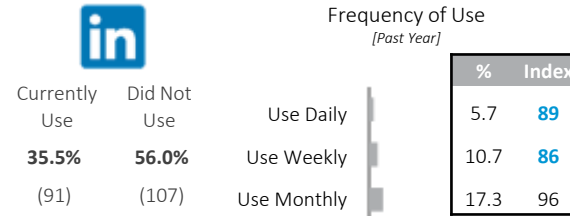
Social Media Usage

Facebook



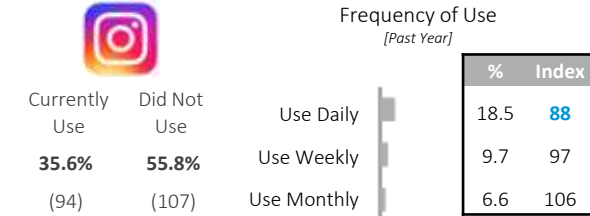
Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.2	100
Comment/Like other users' posts	47.8	106
Use Messenger	41.4	102
Watch videos	38.1	104
Watch live videos	13.6	94
Post photos	12.4	98
Update my status	11.1	95
Like or become a fan of a page	10.3	90
Click on an ad	9.8	98
Post videos	4.3	81
Create a Facebook group or fan page	2.4	64
Give to a Facebook fundraiser (!)	1.4	65
Create a Facebook fundraiser (!)	0.9	51

LinkedIn



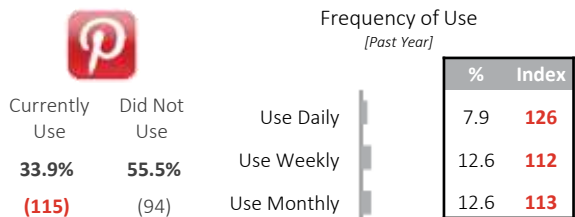
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	5.6	78
Watch videos	3.5	81
View a job posting	3.0	56
Search and review other profiles	3.0	73
Comment on content	2.7	82
Create a connection	2.1	60
Click on an ad (!)	2.1	87
Update your profile information	1.5	60
Post an article, video or picture (!)	1.4	60
Join a LinkedIn group (!)	1.1	66
Participate in LinkedIn forums (!)	0.8	49
Request a recommendation (!)	0.5	34

Instagram



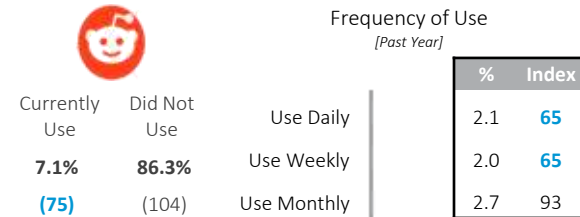
Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	24.6	92
Like photos/videos	20.5	93
Comment on photos/videos	11.6	90
Watch live videos	9.8	84
Send direct messages	8.4	77
Post photos/videos	6.4	78
View a brand's page	5.6	82
Click on ads	4.2	87
Watch IGTV videos	3.8	80

Pinterest



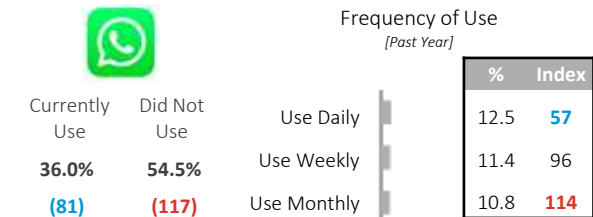
Participate In* (at least a few times per month)	% Comp	Index
View content	4.6	69
Follow specific Subreddits	2.8	73
Vote on content	2.7	74
Post content	1.4	65

Reddit



Participate In* (at least a few times per month)	% Comp	Index
View content	4.6	69
Follow specific Subreddits	2.8	73
Vote on content	2.7	74
Post content	1.4	65

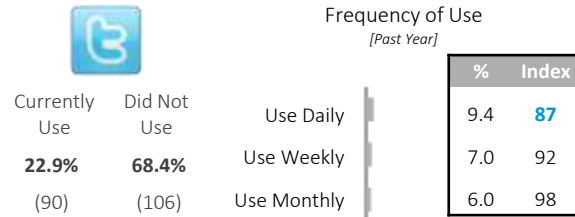
WhatsApp



Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	18.7	67
Send/receive images	15.9	63
Use group chats	9.8	55
Send/receive documents and files	5.9	50
Use voice calls	5.8	53

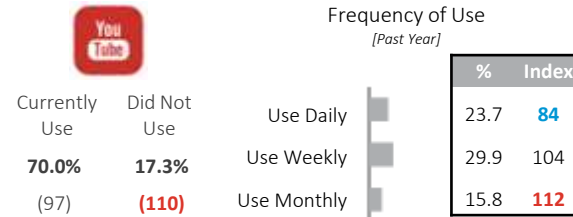
Social Media Usage

Twitter



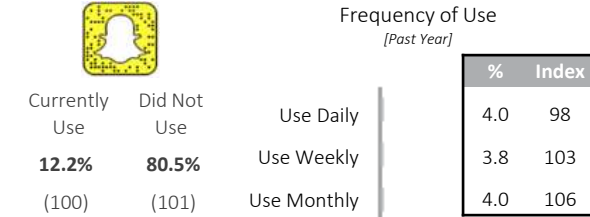
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.8	90
Watch videos	7.2	87
Tweet	5.3	90
Send or receive direct messages	4.8	88
Retweet	4.6	91
Respond to tweets	4.5	93
Share a link to a blog post or article of interest	4.2	89
Follow users who follow you	4.2	98
Watch live videos	3.8	81
Actively follow new users	3.5	86
Click on an ad	2.6	102

YouTube



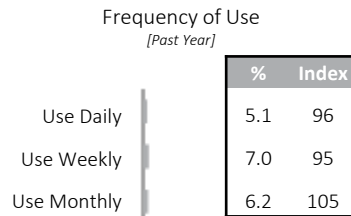
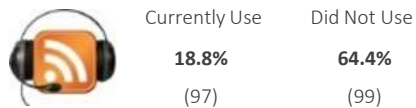
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	44.0	95
Like or dislike videos	10.6	79
Watch live videos	9.0	79
Share videos	5.3	69
Leave comment or post response on video	4.7	79
Click on an ad	4.4	74
Embed a video on a web page or blog	2.5	62
Create and post a video	1.7	56

Snapchat



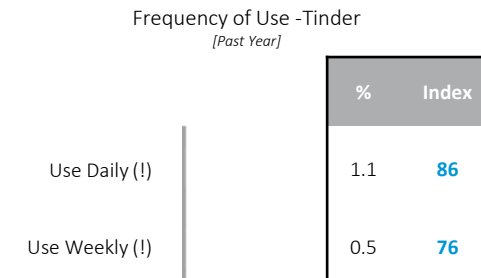
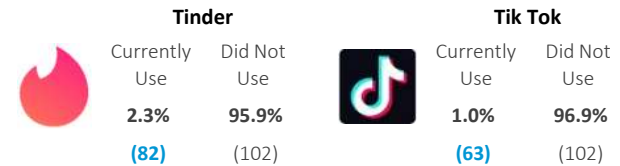
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.9	105
Send photos/videos	4.3	104
Send direct text messages	4.3	93
Use group chat	3.4	116
Read Snapchat discover/News	3.1	95
Use filters or effects	3.0	83
View a brand's snaps	1.7	86
View ads	1.4	82
Use video chat	1.3	76

Audio Podcasts



Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.8	101
Listen to a news podcast	4.0	83
Listen to an educational podcast	3.6	93
Listen to a business podcast	3.4	104
Listen to a comedy podcast	2.3	84
Subscribe to another genre of podcast	1.9	89
Subscribe to a educational podcast	1.9	97
Listen to a technology focused podcast	1.8	93
Subscribe to a news podcast	1.6	88
Listen to a sports podcast	1.3	67
Subscribe to a technology podcast (!)	1.3	104
Subscribe to a business podcast (!)	1.2	95
Subscribe to a sports podcast**	1.2	69
Subscribe to a comedy podcast (!)	1.0	71

Other Social Media Platforms





SYMPHONY
TOURISM
SERVICES

INSPIRED NAVIGATION

Contact: Simone Carlyse-Smith, Managing Director
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