



BRITISH COLUMBIA MARKET SUMMARY EQ & TOP PRIZM SEGMENTS 2020

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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

ENVIRONICS

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 geotargeting.
- 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.



SYMPHONY TOURISM SERVICES

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

Market Sizing



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



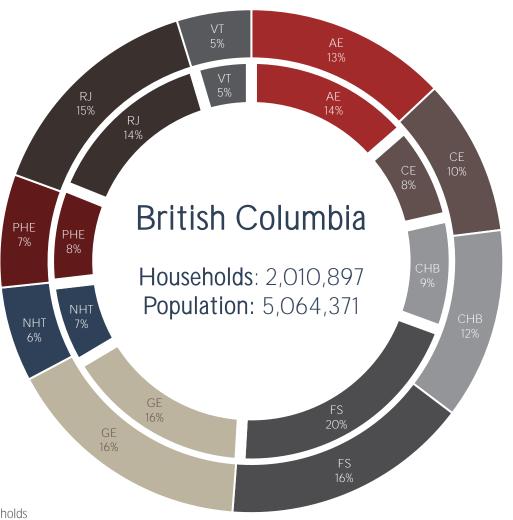
Target Group: 123,442 | 6.1% Market: 2,010,897



BC MARKET COMPOSITION BY EQ TYPE



BRITISH COLUMBIA EQ COMPOSITION BY HOUSEHOLD AND POPULATION COUNT



Household Count Population EQ Type 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) 462,592 246,845 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

Outer Circle: Households Inner Circle: Population



bcrts British Columbia Regional Tourism Secretariat



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

Overview

Market Sizing

Top Geographic Markets







 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)

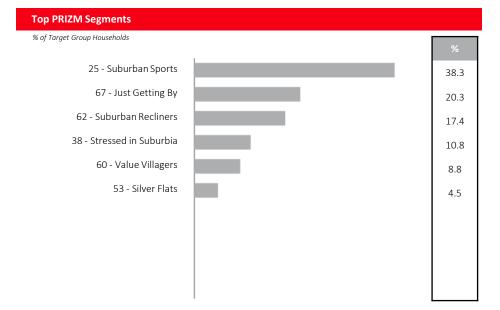
- The Median Household Maintainer Age is 54, 57% of couples have children living at home
- Below Average Household Income of \$93,549 compared to British Columbia at \$106,682
- **Top Social Value: Racial Fusion** People who are strongest on this construct are accepting of ethnic diversity within families, 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

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



Market: 2,010,897

		Target Group			Market	
Census Subdivision	% 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	



Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or below the average Target Group Source: E

Source: Environics Analytics 2020



Free Spirits PRIZM Segments Included (by SESI): 03, 08, 10, 15, 18, 24, 30, 31, 57, 61, 64 Market: British Columbia

Total Population

Total Households

Target Group: 1,029,193 | 20.3%

Market: 5,064,371

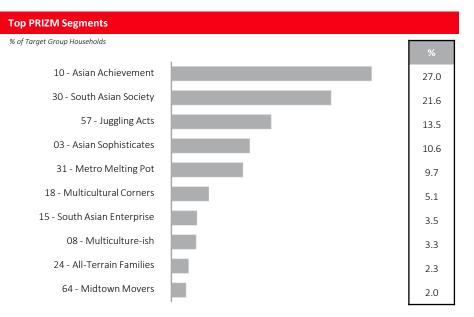
Target Group: 319,737 | 15.9%

Market: 2,010,897

Warket: British Columbia

Market Sizing

	Target Group			Market		
Census Subdivision	% 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	









- 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

Overview



Overview

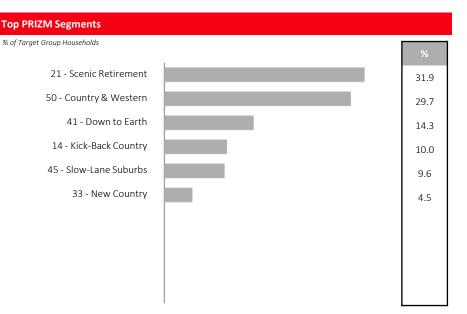
Rejuvenators **PRIZM Segments Included (by SESI):** 14, 21, 33, 41, 45, 50 Market: British Columbia

Market Sizing

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			Target Group	Market		
oulation	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
38 14.3%	Nanaimo, BC (CY)	2.4	17.0	116	41,687	2.1
,371	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
seholds	North Cowichan, BC (DM)	2.0	43.5	297	13,376	0.7
76 14.6%	Vernon, BC (CY)	1.9	29.3	200	19,079	0.9
,897	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

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- 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

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Total Pop

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



et Group: 294,476 14.6%	Ver
Market: 2,010,897	Kam



Authentic Experiencers PRIZM Segments Included (by SESI): 01, 02, 04, 05, 07, 09, 16

Market: British Columbia

Overview

Market Sizing

Top Geographic Markets







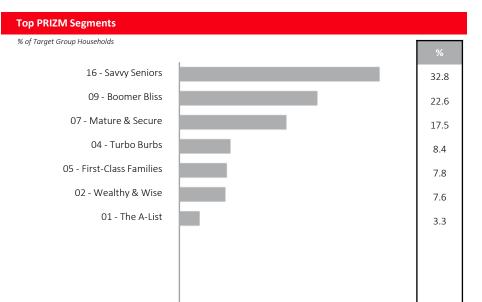
- Of the 9 EQ Target Groups identified in Canada, Authentic Experiencers rank 4th, making up 260,859 households, or 13% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 59, 54% of couples have children living at home
- Above Average Household Income of \$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

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



Target Group: 260,859 13.0%	
Market: 2.010.897	

	Target Group		Market		
Census Subdivision	% 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



Index: At least 10% above or below the average



Cultural History Buffs

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

Target Group: 462,592 | 9.

Market: 5,064,371

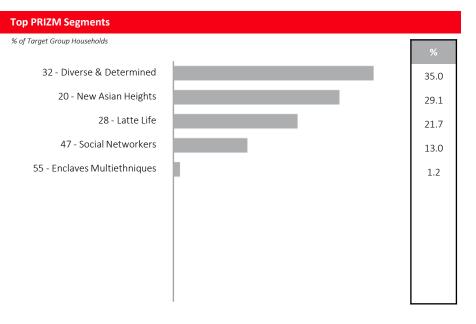
Market Sizing

Market: British Columbia

Overview

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		9	Target Group)	Market		
Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
roup: 462,592 9.1%	Vancouver, BC (CY)	30.4	24.7	201	303,965	15.1	
arket: 5,064,371	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	
Total Households	New Westminster, BC (CY)	6.0	41.6	339	35,751	1.8	
roup: 246,845 12.3%	Coquitlam, BC (CY)	5.2	23.0	187	55,399	2.8	
arket: 2,010,897	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	









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 ٠ children living at home
- Below Average Household Income of \$82,895 compared to British ٠ 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, ٠ and Marathons
- Above Average interest in travelling within Canada (Toronto), Cultural ٠ History Buffs from British Columbia spent an average of \$1,728 on their last vacation
- On average, Cultural History Buffs from British Columbia spend ٠ 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 ٠

Target Group: 246,845 | 12. Market: 2,010,897



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

Overview

Top Geographic Markets







- 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

Total Population

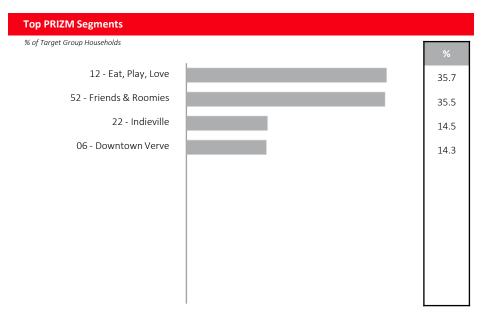
Market Sizing

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



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

		Target Group			rket
Census Subdivision	% 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



Target Group

Personal History Explorers

PRIZM Segments Included (by SESI): 17, 23, 51, 54, 63, 66

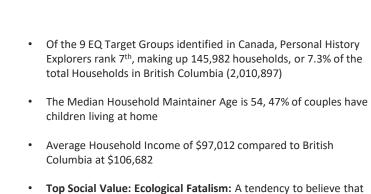
Market: British Columbia

Overview

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Market Sizing

Top Geographic Markets

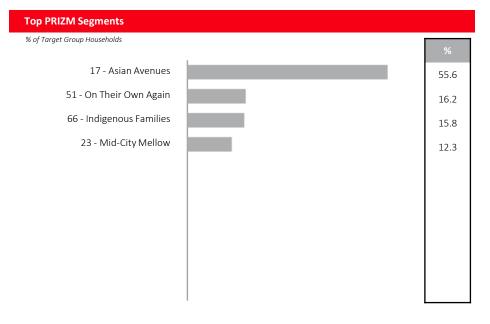


- today's environmental problems are too big for any one person to affect. People strong on this construct feel that environmental destruction is somewhat acceptable and inevitable and accept the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also view environmental leaders as misguided and overly extreme
- Above Average interest in Ice Skating ٠
- 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

Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Target Group: 401,775 7.9% Market: 5,064,371	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
Total Households	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
Target Group: 145,982 7.3%	Delta, BC (DM)	1.9	7.2	99	38,106	1.9
Market: 2,010,897	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

Target Group

Market











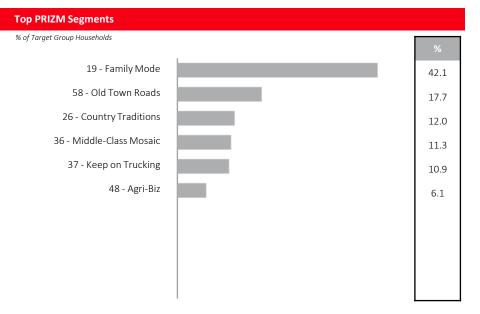
No Hassle Travellers PRIZM Segments Included (by SESI): 19, 26, 36, 37, 48, 58, 65 Market: British Columbia

Overview

Market Sizing

Top Geographic Markets

		Target Group		Market		
Census Subdivision % of % of Group Market Index		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	





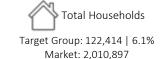




- Of the 9 EQ Target Groups identified in Canada, No Hassle Travellers rank 8th, making up 122,414 households, or 6.1% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 54, 44% of couples have children living at home
- Average Household Income of \$115,202 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

Total Population

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







Virtual Travellers PRIZM Segments Included (by SESI): 11, 27, 35, 39, 43, 49 Market: British Columbia

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

Top Geographic Markets

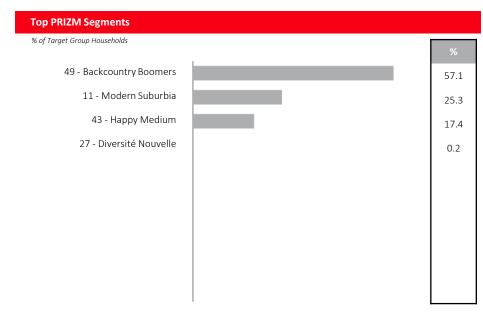


Target Group: 233,304 | 4.6% Market: 5,064,371



Target	Group:	96,134	4.8%
M	arket: 2	2.010.89	97

		Target Group	•	Ma	rket
Census Subdivision	% 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



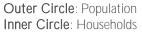
TOP PRIZM SEGMENTS BY COUNT



BRITISH COLUMBIA PRIZM SEGMENT COMPOSITION TOP 20 SEGMENTS BY HOUSEHOLD COUNT



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%)







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

Overview	Market Sizing	Top Geographic Marl					
				Target Group	þ	Ma	rket
 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) 	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
	Target Group: 370,528 7.3% Market: 5,064,371	Abbotsford, BC (CY)	8.3	19.5	317	52,381	2.6
		Surrey, BC (CY)	7.4	5.0	81	183,889	9.1
 The Median Household Maintainer Age is 52, 47% of couples have children living at home 	Total Households Target Group: 123,442 6.1% Market: 2,010,897	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
 Above Average Household Income of \$120,592 compared to BC at \$106,681 		Mission, BC (DM)	4.5	38.2	623	14,485	0.7
\$100,081		Kelowna, BC (CY)	4.1	8.6	140	59,332	3.0
 Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as 		Nanaimo, BC (CY)	4.0	11.9	195	41,687	2.1
		Kamloops, BC (CY)	3.6	11.3	184	39,430	2.0
inter-racial marriage, believing that it enriches people's lives		Delta, BC (DM)	3.4	11.0	179	38,106	1.9

- 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

Top PRIZM Segments

% of Target Group Households

25 - Suburban Sports

	%
	100.0





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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020



Scenic Retirement PRIZM Segments Included (by SESI): 21 Market: British Columbia

Overview	Market Sizing	Top Geographic Markets					
				Target Group		Ma	rket
 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) 	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
	Target Group: 211,478 4.2%	North Cowichan, BC (DM)	4.3	30.4	651	13,376	0.7
 The Median Household Maintainer Age is 64, 39% of couples have children living at home 	Market: 5,064,371	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
 Average Household Income of \$100,586 compared to BC at 	Total Households	Saltspring Island, BC (RDA)	3.4	64.8	1,388	4,975	0.2
\$106,681		Vernon, BC (CY)	3.3	16.3	348	19,079	0.9
Top Social Value: Ethical Consumerism: The willingness to base	Target Group: 94,025 4.7% Market: 2,010,897	Summerland, BC (DM)	3.3	61.9	1,322	5,001	0.2
consumer decisions on the perceived ethics of the company making		Qualicum Beach, BC (T)	3.2	66.9	1,432	4,508	0.2
the product (e.g., whether management treats employees fairly, co- operates with governments that do not meet ethical standards, or		Kelowna, BC (CY)	3.1	4.9	105	59,332	3.0
		Chilliwack, BC (CY)	3.1	8.3	178	35,091	1.7
uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new		Courtenay, BC (CY)	2.8	20.7	443	12,649	0.6
social concerns							

Top PRIZM Segments

% of Target Group Households

21 - Scenic Retirement

	%
	100.0







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- 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

Sources: DemoStats 2020, PRIZM 2020



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Country & Western PRIZM Segments Included (by SESI): 50 Market: British Columbia

Iverview	Market Sizing	Top Geographic Markets							
				Target Group	þ	Ma	irket		
Of the 67 PRIZM Clusters identified in Canada Country & Western	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market		
rank 3 rd , making up 87,601 households, or 4.4% of the total	Target Group: 220,156 4.3%	Revelstoke, BC (CY)	3.2	73.6	1,691	3,763	0.2		
Households in British Columbia (2,010,897)	Market: 5,064,371	Port Hardy, BC (DM)	1.8	71.4	1,646	2,161	0.1		
• The Median Household Maintainer Age is 57, 48% of couples		Merritt, BC (CY)	1.6	45.0	1,034	3,117	0.2		
have children living at home	<u>~</u>	Rossland, BC (CY)	1.6	80.0	1,839	1,752	0.1		
 Below Average Household Income of \$91,291 compared to BC at 	Total Households	Whistler, BC (DM)	1.5	23.7	542	5,686	0.3		
\$106,681	Target Group: 87,601 4.4%	Lake Cowichan, BC (T)	1.5	72.6	1,666	1,789	0.1		
	Market: 2,010,897	Princeton, BC (T)	1.5	79.8	1,835	1,592	0.1		
 Top Social Value: Attraction to Nature - How close people want to be to pature, whether to rephare their spiritual batteries or to 		Mackenzie, BC (DM)	1.4	70.2	1,605	1,742	0.1		
to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life		Peace River B, BC (RDA)	1.3	65.6	1,514	1,697	0.1		

- 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

Top PRIZM Segments

% of Target Group Households

50 - Country & Western

Smithers, BC (T)

1.3

56.4

1,295

%
100.0

1,950

0.1

1







Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or below the average

Source: Environics Analytics 2020



Diverse & Determined PRIZM Segments Included (by SESI): 32 Market: British Columbia

Ove	rview	Market Sizing	Top Geographic Markets					
					larget Group		Ma	rket
		Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
•	 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) Target Group: 174,217 3.4% Market: 5,064,371 	Surrey, BC (CY)	18.7	8.8	204	183,889	9.1	
		Market: 5,064,371	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
•	The Median Household Maintainer Age is 51, 59% of couples have children living at home	<u>~</u>	Burnaby, BC (CY)	6.4	5.5	128	100,030	5.0
	children hving at nome	Total Households	North Vancouver, BC (CY)	6.2	20.3	472	26,419	1.3
•	Below Average Household Income of \$87,023 compared to BC at	Target Group: 86,517 4.3%	Coquitlam, BC (CY)	6.1	9.5	221	55,399	2.8
	\$106,681	Market: 2,010,897	Langley, BC (CY)	5.6	38.0	884	12,850	0.6
•	Top Social Value: Need for Escape - The desire to regularly escape		Abbotsford, BC (CY)	4.5	7.4	171	52,381	2.6
	the stress and responsibilities of everyday life		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
•	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

Top PRIZM Segments

% of Target Group Households

32 - Diverse & Determined

96





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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or below the average

Source: Environics Analytics 2020



Asian Achievement PRIZM Segments Included (by SESI): 10 Market: British Columbia

Overview	Market Sizing	Top Geographic Marl	(ets				
				Target Group		Ma	rket
 Of the 67 PRIZM Clusters identified in Canada, Asian Achievement rank 5th, making up 86,462 households, or 4% of the total 	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Households in British Columbia (2,010,897)	Target Group: 273,428 5.4%	Richmond, BC (CY)	30.4	33.1	771	79,185	3.9
• The Median Household Maintainer Age is 55, 55% of couples have	Market: 5,064,371 oles have	Burnaby, BC (CY)	29.3	25.3	590	100,030	5.0
children living at home		Vancouver, BC (CY)	17.0	4.8	112	303,965	15.1
	<u>~</u>	Coquitlam, BC (CY)	12.1	18.8	438	55,399	2.8
 Above Average Household Income of \$120,295 compared to BC at \$106,681 	Total Households	Surrey, BC (CY)	4.6	2.1	50	183,889	9.1
\$100,081	Target Group: 86,462 4.3%	Saanich, BC (DM)	3.0	5.3	123	48,362	2.4
• Top Social Value: Brand Genuineness - A tendency to value	Market: 2,010,897	Port Coquitlam, BC (CY)	1.1	4.1	95	23,113	1.1
authenticity and to look for a deeper level of brand experience.		New Westminster, BC (CY)	1.1	2.6	60	35,751	1.8
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		Delta, BC (DM)	0.5	1.1	25	38,106	1.9
culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations		North Vancouver, BC (CY)	0.3	1.1	25	26,419	1.3

Top PRIZM Segments

% of Target Group Households







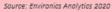


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- by telling a true and compelling story
- Above average interest in Ice Skating and Visiting Video Arcades and Indoor Amusement Centres
- Average interest in travelling within Canada (Above Average interest in travel to Whistler, BC); Asian Achievement 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

Sources: DemoStats 2020, PRIZM 2020





Overview

Eat, Play, Love PRIZM Segments Included (by SESI): 12 Market: British Columbia

Market % of Market
% of
State of the second
55 15.1
9 1.3
0 2.4
1 1.8
0.0
30 5.0
8 0.9
96 119 540 751 77 03

Top PRIZM Segments

- 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

% of Target Group Households 12 - Eat, Play, Love 100.0





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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020

Regional Tourism Secretariat

New Asian Heights PRIZM Segments Included (by SESI): 20 Market: British Columbia

Overview	Market Sizing	Top Geographic Mark	(ets				
				Target Group	þ	Ma	rket
 Of the 67 PRIZM Clusters identified in Canada, New Asian Heights rank 9th, making up 71,787 households, or 3.6% of the total 	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Households in British Columbia (2,010,897)	Target Group: 142,878 2.8%	Burnaby, BC (CY)	35.3	25.3	709	100,030	5.0
• The Median Household Maintainer Age is 46, 57% of couples have	The Median Household Maintainer Age is 46, 57% of couples have children living at home	Richmond, BC (CY)	26.4	23.9	670	79,185	3.9
children living at home		Vancouver, BC (CY)	12.5	3.0	83	303,965	15.1
	~	Coquitlam, BC (CY)	9.5	12.3	344	55,399	2.8
 Below Average Household Income of \$80,065 compared to BC at \$106,681 	Total Households	New Westminster, BC (CY)	7.3	14.7	411	35,751	1.8
\$100,081	Target Group: 71,787 3.6%	Greater Vancouver A, BC (RDA)	4.5	46.8	1,310	6,902	0.3
• Top Social Value: Brand Genuineness - A tendency to value	Market: 2,010,897	Surrey, BC (CY)	3.2	1.2	35	183,889	9.1
authenticity and to look for a deeper level of brand experience.		Port Moody, BC (CY)	1.1	5.4	150	14,089	0.7
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		Victoria, BC (CY)	0.2	0.3	8	48,640	2.4
culture. These preferences attract them to brands that not only		West Vancouver, BC (DM)	0.1	0.4	12	17,998	0.9

Top PRIZM Segments

% of Target Group Households

20 - New Asian Heights

	%
	100.0



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- 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

Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020

orte Regional Tourism Secretariat

Friends & Roomies PRIZM Segments Included (by SESI): 52 Market: British Columbia

Overview	Market Sizing	Top Geographic Markets					
				Target Group)	Ma	rket
 Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 10th, making up 71,682 households, or 4% of the total 	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Households in British Columbia (2,010,897)	Households in British Columbia (2,010,897) Target Group: 130,783 2.6% The Median Household Maintainer Age is 46, 56% of couples have children living at home Market: 5,064,371	Victoria, BC (CY)	28.6	42.1	1,180	48,640	2.4
• The Median Household Maintainer Age is 46, 56% of couples have		Vancouver, BC (CY)	12.9	3.0	85	303,965	15.1
children living at home		Saanich, BC (DM)	8.3	12.3	346	48,362	2.4
		Surrey, BC (CY)	8.0	3.1	88	183,889	9.1
 Below Average Household Income of \$73,285 compared to BC at \$106,681 	Total Households	Burnaby, BC (CY)	6.7	4.8	134	100,030	5.0
<i>+</i> ,	Target Group: 71,682 3.6%	Coquitlam, BC (CY)	6.6	8.5	239	55,399	2.8
• Top Social Value: Multiculturalism - The openness toward the	Market: 2,010,897	North Vancouver, BC (CY)	4.7	12.7	356	26,419	1.3
diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to		New Westminster, BC (CY)	4.0	8.0	225	35,751	1.8
preserve their cultural identities, and that others should seek to		Kelowna, BC (CY)	3.6	4.3	121	59,332	3.0
learn about them		Esquimalt, BC (DM)	2.7	21.4	600	9,017	0.4
Above average interest in Pilates/Yoga, Beer/Food/Wine Festivals							

Top PRIZM Segments

% of Target Group Households



%
100.0





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Sources: DemoStats 2020, PRIZM 2020

• EQ Type: Cultural Explorer

Twitter

and Music Festivals

• Above average interest in travelling within Canada (Toronto and Ontario), Friends & Roomies from British Columbia spent an

• 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.

• 80% currently use Facebook, 43% use Instagram and 42% use

average of \$1,762 on their last vacation

Daily Magazine usage is minimal (9 min/day)

Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020



South Asian Society PRIZM Segments Included (by SESI): 30 Market: British Columbia

Overview	Market Sizing	Top Geographic Mar	Markets					
				Target Group	9	Ma	rket	
 Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank 11th, making up 68,984 households, or 3% of the total 	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
Households in British Columbia (2,010,897)	Target Group: 265,177 5.2%	Surrey, BC (CY)	73.4	27.5	803	183,889	9.1	
	Market: 5,064,371	Abbotsford, BC (CY)	12.7	16.8	489	52,381	2.6	
 The Median Household Maintainer Age is 49, 65% of couples have children living at home 		Delta, BC (DM)	8.9	16.1	468	38,106	1.9	
	~	Vancouver, BC (CY)	2.5	0.6	17	303,965	15.1	
 Average Household Income of \$104,255 compared to BC at 	Total Households	New Westminster, BC (CY)	1.3	2.6	75	35,751	1.8	
\$106,681	Target Group: 68,984 3.4%	Richmond, BC (CY)	0.6	0.5	15	79,185	3.9	
• Top Social Value: Traditional Family - The belief that society	Market: 2,010,897	Burnaby, BC (CY)	0.4	0.3	8	100,030	5.0	
should guard against new definitions of what constitutes a "family"		Mission, BC (DM)	0.1	0.4	12	14,485	0.7	
and preserve the traditional, "one man, one woman" definition of		Kelowna, BC (CY)	0.0	0.0	0	59,332	3.0	
the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to		White Rock, BC (CY)	0.0	0.0	1	10,530	0.5	

Top PRIZM Segments

% of Target Group Households

30 - South Asian Society

	%
	100.0





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- 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, Ohr/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

Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020



Just Getting By PRIZM Segments Included (by SESI): 67 Market: British Columbia

Overview	Market Sizing	Top Geographic Markets						
				larget Group		Ma	rket	
• Of the 67 PRIZM Clusters identified in Canada, Just Getting By rank 12 th ,	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
making up 65,327 households, or 3.2% of the total Households in British Columbia (2,010,897)	Target Group: 116,689 2.3%	Nanaimo, BC (CY)	10.0	15.6	480	41,687	2.1	
	Market: 5,064,371	Abbotsford, BC (CY)	9.3	11.6	356	52,381	2.6	
The Median Household Maintainer Age is 51, 56% of couples have		Kelowna, BC (CY)	8.2	9.0	277	59,332	3.0	
children living at home	<u>~1</u>	Chilliwack, BC (CY)	7.3	13.5	417	35,091	1.7	
 Below Average Household Income of \$62,460 compared to BC at 	Total Households	Prince George, BC (CY)	7.0	14.3	440	32,172	1.6	
\$106,681	Target Group: 65,327 3.2%	Kamloops, BC (CY)	6.1	10.1	310	39,430	2.0	
The Castelly has Difference of Eastern and I Deaternian Deaternian	Market: 2,010,897	Vancouver, BC (CY)	4.0	0.9	26	303,965	15.1	
 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 		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	

- 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

Top PRIZM Segments

% of Target Group Households

67 - Just Getting By

96
100.0







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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or below the average

Source: Environics Analytics 2020



Boomer Bliss PRIZM Segments Included (by SESI): 09 Market: British Columbia

Overview	Market Sizing Top Geographic Markets						
			Target Group			Market	
	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
• Of the 67 PRIZM Clusters identified in Canada, Boomer Bliss rank 13 th ,	Target Group: 150,767 3.0%	Nanaimo, BC (CY)	11.3	15.9	544	41,687	2.1
making up 59,001 households, or 2.9% of the total Households in	Market: 5,064,371	Saanich, BC (DM)	8.6	10.5	359	48,362	2.4
British Columbia (2,010,897)		Kelowna, BC (CY)	7.6	7.6	259	59,332	3.0
The Median Household Maintainer Age is 62, 46% of couples have	Total Households	Delta, BC (DM)	6.3	9.7	332	38,106	1.9
children living at home		Surrey, BC (CY)	4.8	1.6	53	183,889	9.1
• Above Average Household Income of \$141,716 compared to BC at	Target Group: 59,001 2.9% Market: 2,010,897	North Saanich, BC (DM)	4.7	57.8	1,970	4,810	0.2
\$106,681		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
 Top Social Value: Effort Towards Health - The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, 		Vernon, BC (CY)	2.9	8.9	304	19,079	0.9
wholesome lifestyle. A willingness to transform one's lifestyle through		West Kelowna, BC (DM)	2.8	12.6	428	13,286	0.7
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 Experiencer

Top PRIZM Segments

% of Target Group Households



96
100.0



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Sources:	DemoStats	2020,	PRIZM	2020

Index: At least 10% above or below the average

Source: Environics Analytics 2020



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Suburban Recliners PRIZM Segments Included (by SESI): 62 Market: British Columbia

Overview		Market Sizing	Top Geographic Markets						
				Target Group			Market		
Of the 67 DRIZM Clusters ide	ntified in Canada, Suburban Recliners rank	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
	cholds, or 2.8% of the total Households in	T 10 110 050 10 00/	Penticton, BC (CY)	6.7	22.3	801	16,809	0.8	
British Columbia (2,010,897)			Kelowna, BC (CY)	4.6	4.3	155	59,332	3.0	
The Mardian Hermals and Marin			Campbell River, BC (CY)	4.1	15.0	537	15,327	0.8	
children living at home	tainer Age is 60, 46% of couples have		Creston, BC (T)	4.0	80.0	2,877	2,782	0.1	
ennaren nving de nome			Nanaimo, BC (CY)	4.0	5.3	191	41,687	2.1	
0	come of \$75,008 compared to BC at	Target Group: 56,046 2.8%	Vernon, BC (CY)	3.6	10.7	384	19,079	0.9	
\$106,681		Market: 2,010,897	Kamloops, BC (CY)	3.5	4.9	177	39,430	2.0	
Top Social Value: Racial Fusi	on - People who are strongest on this		Chilliwack, BC (CY)	3.2	5.1	182	35,091	1.7	
construct are accepting of ethnic diversity within families, such as		Powell River, BC (CY)	2.7	23.4	841	6,402	0.3		
inter-racial marriage, believir	ng that it enriches people's lives		Duncan, BC (CY)	2.6	55.0	1,979	2,604	0.1	

- 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

Top PRIZM Segments

% of Target Group Households

62 - Suburban Recliners

96
100.0



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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or below the average

Source: Environics Analytics 2020



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Suburban Recliners PRIZM Segments Included (by SESI): 62 Market: British Columbia

Overview		Market Sizing	Top Geographic Markets						
				Target Group			Market		
Of the 67 DRIZM Clusters ide	ntified in Canada, Suburban Recliners rank	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
	cholds, or 2.8% of the total Households in	T 10 110 050 10 00/	Penticton, BC (CY)	6.7	22.3	801	16,809	0.8	
British Columbia (2,010,897)			Kelowna, BC (CY)	4.6	4.3	155	59,332	3.0	
The Mardian Hermals and Marin			Campbell River, BC (CY)	4.1	15.0	537	15,327	0.8	
children living at home	tainer Age is 60, 46% of couples have		Creston, BC (T)	4.0	80.0	2,877	2,782	0.1	
ennaren nving de nome			Nanaimo, BC (CY)	4.0	5.3	191	41,687	2.1	
0	come of \$75,008 compared to BC at	Target Group: 56,046 2.8%	Vernon, BC (CY)	3.6	10.7	384	19,079	0.9	
\$106,681		Market: 2,010,897	Kamloops, BC (CY)	3.5	4.9	177	39,430	2.0	
Top Social Value: Racial Fusi	on - People who are strongest on this		Chilliwack, BC (CY)	3.2	5.1	182	35,091	1.7	
construct are accepting of ethnic diversity within families, such as		Powell River, BC (CY)	2.7	23.4	841	6,402	0.3		
inter-racial marriage, believir	ng that it enriches people's lives		Duncan, BC (CY)	2.6	55.0	1,979	2,604	0.1	

- 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

Top PRIZM Segments

% of Target Group Households

62 - Suburban Recliners

96
100.0



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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or below the average

Source: Environics Analytics 2020



Latte Life PRIZM Segments Included (by SESI): 28 Market: British Columbia

Overview	Market Sizing	Top Geographic Mark	(ets				
				farget Group	1	Mai	rket
Of the 67 PRIZM Clusters identified in Canada, Latte Life rank	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
16 th , making up 53,685 households, or 3% of the total	Target Group: 83,417 1.6%	Vancouver, BC (CY)	94.1	16.6	623	303,965	15.1
Households in British Columbia (2,010,897)	Market: 5,064,371	Victoria, BC (CY)	3.2	3.5	131	48,640	2.4
• The Median Household Maintainer Age is 41, 34% of couples	Total Households Target Group: 53,685 2.7% Market: 2,010,897	North Vancouver, BC (CY)	1.3	2.6	97	26,419	1.3
have children living at home		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
 Below Average Household Income of \$89,425 compared to BC at \$106,681 		Kelowna, BC (CY)	0.1	0.1	2	59,332	3.0
\$100,001		Greater Vancouver A, BC (RDA)	0.0	0.1	3	6,902	0.3
• Top Social Value: Culture Sampling - This construct identifies		North Vancouver, BC (DM)	0.0	0.0	1	32,703	1.6
the view that other cultures have a great deal to teach us and		Surrey, BC (CY)	0.0	0.0	0	183,889	9.1
measures people's inclination to incorporate some of these cultural influences into their own lives		Squamish, BC (DM)	0.0	0.0	1	7,580	0.4

- 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

Top PRIZM Segments

% of Target Group Households





British Columbia Regional Tourism Secretariat

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Sources:	DemoStats	2020.	PRIZM	2020

Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020



Family Mode PRIZM Segments Included (by SESI): 19 Market: British Columbia

Market Sizing

Overview

Top Geographic Markets

- 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

		Target Group			Market		
Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
Target Group: 153,508 3.0%	Kelowna, BC (CY)	11.3	9.8	384	59,332	3.0	
Market: 5,064,371	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	
Total Households	Abbotsford, BC (CY)	6.9	6.7	263	52,381	2.6	
Target Group: 51,487 2.6%	West Kelowna, BC (DM)	5.5	21.4	836	13,286	0.7	
Market: 2,010,897	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

19 - Family Mode









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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020

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Mature & Secure PRIZM Segments Included (by SESI): 07 Market: British Columbia

Dverview	Market Sizing	Top Geographic Mar	kets				
				farget Group)	Ma	rket
 Of the 67 PRIZM Clusters identified in Canada, Mature and Secure rank 18th, making up 45,753 households, or 2% of the 	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
total Households in British Columbia (2,010,897)	Target Group: 139,393 2.8%	North Vancouver, BC (DM)	21.7	30.4	1,336	32,703	1.6
	Market: 5,064,371	Coquitlam, BC (CY)	12.4	10.2	450	55,399	2.8
 The Median Household Maintainer Age is 57, 53% of couples have children living at home 		Surrey, BC (CY)	10.5	2.6	115	183,889	9.1
	<u>~1</u>	Saanich, BC (DM)	9.6	9.1	400	48,362	2.4
Above Average Household Income of \$155,295 compared to BC	Total Households	Delta, BC (DM)	6.3	7.6	333	38,106	1.9
at \$106,681	Target Group: 45,753 2.3%	Port Coquitlam, BC (CY)	5.3	10.4	457	23,113	1.1
• Top Social Value: Legacy - The desire to leave behind a legacy	Market: 2,010,897	Richmond, BC (CY)	4.5	2.6	115	79,185	3.9
after death, either to one's descendants or to society at large.		West Vancouver, BC (DM)	4.5	11.3	499	17,998	0.9
This legacy could be of a financial, cultural, moral or spiritual		Port Moody, BC (CY)	4.2	13.7	603	14,089	0.7
nature. People strong on this construct tend to plan their bequests well in advance		North Vancouver, BC (CY)	4.2	7.2	318	26,419	1.3

Top PRIZM Segments

% of Target Group Households

07 - Mature & Secure

96
100.0





Overview

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- 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

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Index: At least 10% above or Target Group below the average



Juggling Acts PRIZM Segments Included (by SESI): 57 Market: British Columbia

Overview	Market Sizing	Top Geographic Markets					
				Target Group		Market	
	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
• Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 19 th ,	Target Group: 104,447 2.1%	Kelowna, BC (CY)	14.7	10.7	500	59,332	3.0
making up 43,120 households, or 2.1% of the total Households in British Columbia (2,010,897)	Market: 5,064,371	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
• The Median Household Maintainer Age is 47, 60% of couples have	Total Households	Chilliwack, BC (CY)	5.4	6.6	308	35,091	1.7
children living at home		Prince George, BC (CY)	5.0	6.7	311	32,172	1.6
 Below Average Household Income of \$87,742 compared to BC at 	Target Group: 43,120 2.1% Market: 2,010,897	Langford, BC (CY)	4.9	13.3	619	15,925	0.8
\$106,681		Kamloops, BC (CY)	4.9	5.4	250	39,430	2.0
		Saanich, BC (DM)	4.5	4.0	186	48,362	2.4
 Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life 		Dawson Creek, BC (CY)	4.3	34.3	1,599	5,412	0.3
the stress and responsibilities of everyday me		Vernon, BC (CY)	3.8	8.5	398	19,079	0.9
 Above Average interest in Visiting National/Provincial Parks, Fishing and Hunting 	Top PRIZM Se						

- 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

Top PRIZM Segments

% of Target Group Households



96
100.0





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Sources: DemoStats 2020. PRIZM 2020

Index: At least 10% above or below the average

Source: Environics Analytics 2020



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Down to Earth PRIZM Segments Included (by SESI): 41 Market: British Columbia

Dverview	Market Sizing	Top Geographic Markets						
			Target Group			Market		
	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 20 th , making up 41,978 households, or 2.1% of the total	Target Group: 104,246 2.1%	Columbia-Shuswap C, BC (RDA)	4.9	57.8	2,771	3,523	0.2	
Households in British Columbia (2,010,897)	Market: 5,064,371	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	
The Median Household Maintainer Age is 59, 46% of couples have	<u>~1</u>	Cowichan Valley B, BC (RDA)	2.1	26.3	1,258	3,318	0.2	
children living at home	Total Households	Peace River D, BC (RDA)	1.9	35.5	1,693	2,283	0.1	
Above Average Household Income of \$97,322 compared to BC at	Target Group: 41,978 2.1%	Prince George, BC (CY)	1.8	2.4	113	32,172	1.6	
\$106,681	Market: 2,010,897	Sunshine Coast B, BC (RDA)	1.8	58.2	2,792	1,288	0.1	
Top Social Value: Attraction to Nature - How close people want		Sunshine Coast D, BC (RDA)	1.8	47.1	2,256	1,568	0.1	
to be to nature, whether to recharge their spiritual batteries or to		Saltspring Island, BC (RDA)	1.5	12.3	588	4,975	0.2	
enjoy a simpler, healthier or more authentic way of life		Vanderhoof, BC (DM)	1.4	38.0	1,814	1,564	0.1	

Top PRIZM Segments

% of Target Group Households

41 - Down to Earth

96
100.0





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•	Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank
	20 th , making up 41,978 households, or 2.1% of the total
	Households in British Columbia (2,010,897)

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- 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

Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or Target Group below the average

SUBURBAN SPORTS FULL PROFILE





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

Overview	Market Sizing	Top Geographic Markets						
				Target Group)	Ma	rket	
Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank	Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
1 st , making up 123,442 households, or 6% of the total Households in	Target Group: 370,528 7.3%	Abbotsford, BC (CY)	8.3	19.5	317	52,381	2.6	
British Columbia (2,010,897)	Market: 5,064,371	Surrey, BC (CY)	7.4	5.0	81	183,889	9.1	
• The Median Household Maintainer Age is 52, 47% of couples have		Langley, BC (DM)	7.0	19.2	312	45,344	2.3	
children living at home	<u></u>	Maple Ridge, BC (CY)	6.8	25.9	421	32,447	1.6	
	Total Households	Prince George, BC (CY)	4.7	18.0	293	32,172	1.6	
 Above Average Household Income of \$120,592 compared to BC at \$106,681 	Target Group: 123,442 6.1%	Mission, BC (DM)	4.5	38.2	623	14,485	0.7	
\$100,001	Market: 2,010,897	Kelowna, BC (CY)	4.1	8.6	140	59,332	3.0	
• Top Social Value: Racial Fusion - People who are strongest on this		Nanaimo, BC (CY)	4.0	11.9	195	41,687	2.1	
construct are accepting of ethnic diversity within families, such as		Kamloops, BC (CY)	3.6	11.3	184	39,430	2.0	
inter-racial marriage, believing that it enriches people's lives		Delta, BC (DM)	3.4	11.0	179	38,106	1.9	

- 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

Top PRIZM Segments

% of Target Group Households

25 - Suburban Sports

	%
	100.0





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Sources: DemoStats 2020, PRIZM 2020

Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020



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

Demographic Profile			Psychographics**					
Total Populat	tion	Total Households	Stro	ng Valu	ies	We	eak Val	ues
Target Group: 370,528 Market: 5,064,371		et Group: 123,442 6.1% Market: 2,010,897	Rejection of Orde	erliness Fusion	131 128	77 80	Sexism	<i>i</i> a Home
Average Household Income	Househo	old Size*	Primacy of the		120	80		Government
\$120,592 (113)			Need for	Escape	119	81	Ostenta	atious Consumption
Median Household Maintainer Age			Nationa	al Pride	116	84	Joy of C	Consumption
52	1 Person 2 Persons 3 P	ersons 4 Persons 5+ Persons	Key Social Values					
(97)		17.4 17.7 11.2						
% Ind	6 19.0 34.7 lex 66 99	17.4 17.7 11.2 118 137 135	Racial Fusion Index = 128	Pr	imacy of Index		nily	Need for Escape Index = 119
Marital Status**	Family Composition***	Education**						
61.1% (107)	47.3% (113)	32.8% (112)	National Pride Index = 116	Et	hical Cor: Index		sm	Work Ethic Index = 111
Married/Common-Law	Couples With Kids at Home	High School Certificate Or Equivalent						
Visible Minority Presence*	Non-Official Language*	Immigrant Population*	Legacy Index = 111		Flexible Index			Community Involvement Index = 109
EOC 17.2%	1.2%	6.9%						
Belong to a visible minority	(36) No knowledge of English or	(58) Born outside Canada	Social Learning Index = 104		Culture S Index		5	Pursuit of Originality Index = 104
group	French							
Sources: DemoStats 2020, SocialValues 2020 Note: Base variables are default and vary based	index: At least 10% a d on database below the		ics Analytics 2020 *Based on Households **	**Based on I ** Based on (graphics benchmarked to Canada, and Strong/Weak values ranked by index 2

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Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited	[Past Vear	1

Top 5 Activities Participate	d*		% Comp	Index	Top 5 Activities Atten	ded*		% Comp	Index
	Reading		83.6	99		Exhibitions, carnivals, fairs &	a markets	51.4	93
	Gardening		68.3	105		Parks & city garden	S	45.7	103
	Swimming		62.9	109		Movies at a theatre/dri	ve-in	40.9	106
	Camping		59.6	113		Bars & restaurant ba	rs	38.7	99
Ho	me exercise & home worko	ut	53.1	102		National or provincial	bark	36.6	109
Key Tourism Activities*	*								
Swimming	Camping	Hiking & backpacking	С	Cycling	Parks & city gardens	Photography	Bars & restaurant bars	Canoeing &	kayaking
<i></i>	<u> Šia</u>	Ŕ		Å.	*	Õ	Ŕ	Å	Ş
62.9%	59.6%	50.7%	4	17.6%	45.7%	42.2%	38.7%	38.5%	6
(109)	(113)	(102)	((109)	(103)	(105)	(99)	(109)	
National or provincial park	Fishing & hunting	Golfing		ountry skiing owshoeing	Pilates & yoga	Ice skating	Downhill skiing	Specialty theatres/	
<u>AP</u>		- Si	*	Ĵ.	汸	<u>F</u>	₹¢	Û	à
36.6%	27.4%	27.2%	2	26.6%	26.4%	24.5%	22.8%	20.9%	6
(109)	(119)	(109)	((110)	(104)	(108)	(114)	(102)	
Sporting events	Historical sites	Zoos & aquariums		ades & indoor nent centres	Power boating & jet skiing	Adventure sports	Hockey	ATV & snow	mobiling
	1	813		-	<u>í</u>	S.	ş.	5 ¹ C	Э
20.4%	20.2%	18.9%	1	17.2%	16.3%	15.3%	15.2%	12.39	6
(108)	(109)	(103)	((104)	(124)	(118)	(128)	(112)	
Theme parks, waterparks & water slides	Snowboarding	Beer, food & wine festivals		on or similar event	Curling	Music festivals	Inline skating	Film fest	ivals
ĥ	TA	8 9 9	=	¥-	K.	(())]
11.9%	11.3%	10.5%	•	9.3%	8.8%	8.6%	8.0%	7.4%	
(117)	(133)	(89)	((120)	(126)	(90)	(135)	(99)	

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*Selected and ranked by percent composition

**Ranked by percent composition

3

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

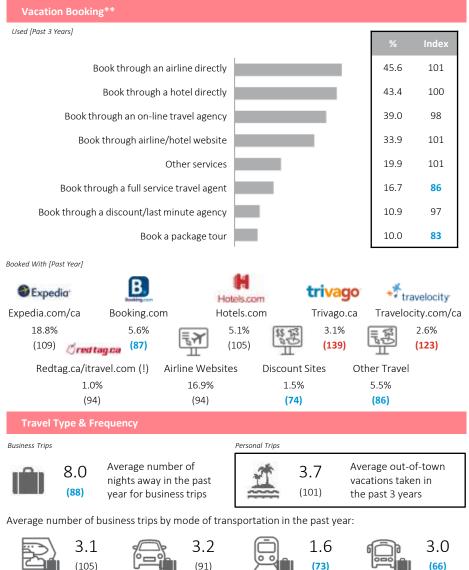
Source: Environics Analytics 2020

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



Travel Profile





Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average Target Group Source

Source: Environics Analytics 2020

(!) Indicates small sample size

*Selected and ranked by percent composition **Ranked by percent composition Based on Household Population 12+ bcrts British Columbia Regional Tourism Secretariat



Travel Profile

Used	[Past 3 Years]						
			R	<u>Åia</u>		õ	
	Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
	56.5%	39.7%	16.8%	29.3%	22.4%	21.2%	12.2%
	(96)	(100)	(103)	(118)	(106)	(101)	(130)
					\$ <u>\$</u>	Ŵ	
	B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
	14.6%	12.6%	12.6%	16.0%	4.9%	5.8%	2.7%
	(94)	(93)	(97)	(133)	(105)	(93)	(105)

Airline Preferences	* **			
Flown [Past Year]				
🍘 AIR CANADA	WESTJET 🄣	Air transat	porter	٠
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
36.6%	33.6%	5.1%	0.9%	5.6%
(90)	(100)	(74)	(104)	(105)
UNITED	DELTA	American Airlines 🔪		
United Airlines	Delta Airlines	American Airlines	Other American	
6.7%	5.4%	3.5%	7.7%	
(97)	(89)	(101)	(88)	
	স	-	R	-
European Airlines	Asian Airlines	Other Charter	Other	
6.9%	5.8%	1.9%	8.4%	
(91)	(85)	(103)	(101)	

Car Rental*

Rented From [Past Year]

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

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Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Source: Environics Analytics 2020

*Ranked by national values **Ranked by national values within row 5 Based on Household Population 12+



Segretorial					Warket	• DITUS	Sir Columbia					
Media												
Overall Level of Use												
Radio			Television		1	Newsp	baper	Magazi	ne		Internet	
<u>U</u>											((11))	
12 hours/week (100)		1,	095 minutes/week (95)		1	hours, (79	/week	7 minutes (82)	/day	212	minutes/day (94)	
Top Radio Programs*			Top Television Programs	*		(73	Top Newspaper Sections*	(02)		Top Magazine Publicatio	. ,	
Programs [Weekly]			Programs [Average Week]				Frequency Read [Occasionally/Frequent]	lv1		Read [Past Month]		
(regrams (recently)	%	Index	risgians (riciage ricch)		% Ind	ex			Index	nead (rase month)	%	Index
News/Talk	34.0	92	Movies		45.1 10	00	Local & Regional News	56.5	97	Other English-Canadian	11.3	108
Adult Contemporary	18.5	98	Evening local news		37.3 9	7	International News & World	53.7	101	Canadian Living	10.5	122
Mainstream Top 40/CHR	15.6	104	Hockey (when in season)		29.4 11	4	National News	51.0	98	Other U.S. magazines	10.1	101
Classic Hits	14.1	113	Primetime serial dramas		28.9 10)4	Health	37.2	103	National Geographic	6.6	96
Today's Country	12.2	141	Suspense/crime dramas		27.8 10	00	Movie & Entertainment	33.2	98	Maclean's	6.3	97
Hot Adult Contemporary	11.7	110	News/current affairs		27.6 8	9	Editorials	30.1	96	People	6.2	120
AOR/Mainstream Rock	10.4	143	Documentaries		27.3 96		Food	29.9	92	Reader's Digest	5.4	124
Modern/Alternative Rock	10.0	98	Situation comedies		26.9 10		Travel	29.5	99	Canadian Geographic	4.9	109
Classic Rock	10.0	123	Home renovation/decoration	shows	24.8 99		Sports	29.4	103	Cineplex Magazine	4.6	109
Multi/Variety/Specialty	9.8	84	Cooking programs		23.8 90	6	Business & Financial	22.9	90	Air Canada enRoute	3.7	91
Top Internet Activities*							Top Mobile Activities*					
Activity [Past Week]			Γ	%	Index		Activity [Past Week]				%	Index
S	end/receive	email		73.0	101		Send/receive a te	ext/instant m	nessage		57.4	102
Send/receive a tex	t/instant me	ssage		63.3	102		:	Send/receiv	e email		50.0	102
Participate in an onl	ine social ne	twork		53.2	99		٦	Take picture	s/video		49.2	102
Та	ake pictures/	/video		52.2	101			U	se apps		43.2	96
Do banki	ng/pay bills o	online		50.5	96		Participate in an or	nline social n	etwork		41.2	98
Use maps,	/directions se	ervice		48.8	95		Use map	s/directions	service		38.9	95
	Use	apps		48.1	97		Internet search - business	, services, pi	roducts		27.7	106
Internet search - business,	services, pro	ducts		44.7	99			Access a ne			24.0	103
	Access a new	/s site		39.1	100		Do bank	king/pay bills	online		21.8	94

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16.9

Based on Household Population 12+ 6

*Selected and ranked by percent composition

101

31.7

98

Compare products/prices while shopping

(!) Indicates small sample size

Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database

Watch a subscription-based video service



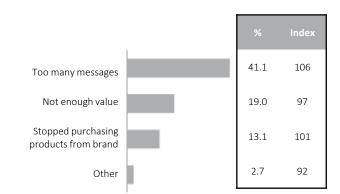
Media

	al Media Pla	tforms			
	Facebook Facebook 79.1% (101)	ŭ.	YouTube 70.0% (97)	Ø	WhatsApp 36.0% (81)
Ø	Instagram 35.6% (94)	in	LinkedIn 35.5% (91)	P	Pinterest 33.9% (115)
ទ	Twitter 22.9% (90)	1	Podcasts 18.8% (97)		Snapchat 12.2% (100)
blog	Blogs 11.1% (90)	Ð	Health/Fitness 9.3% (100)	٢	Reddit 7.1% (75)
ĥŔ	Dating App 4.1% (78)	••	Flickr 3.1% (81)	٢	Tinder 2.3% (82)

Reasons to Follow Bran	ds		
		%	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

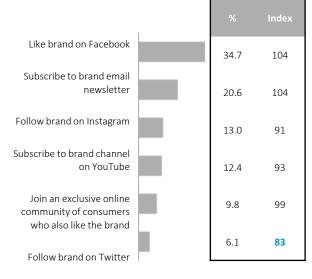
Social Media Attitudes "I tend to ignore marketing and "Use SM to keep up to date on general advertisements when I'm in a social "I am well informed about SM" news/events" 30% | Index = 96 media environment" 35% | Index = 97 73% | Index = 101 "I am open to receiving relevant "Feel comfortable collaborating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

Reasons to Unfollow Brands



Actions Taken using Social Media

Variables with Response "Yes"





Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

p Source: Environics Analytics 2020

Ranked by percent composition Based on Household Population 18+



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

Index: At least 10% above or below the average

Source: Environics Analytics 2020

8

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Product Preferences

Beer Consumption Drinks (Past Week)

-	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	66.8	17.9	5.2	4.6	1.4	4.1
Index	100	102	96	106	69	105

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



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Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database



Product Preferences

Restaurant Type	Restaurant Type Visited*													
Frequency of Visiting [Pa	st Year]													
Crice a month or more II	2-11 times per year % Once a year	%	Index	%	Index	%	Index							
Pizza restaurants		9.4	94	46.4	109	6.4	109							
Asian restaurants		12.0	95	43.2	97	5.0	99							
Submarine/sandwich restaurants	<u> </u>	6.4	95	35.7	107	5.9	99							
Breakfast style restaurant		8.3	105	29.8	106	7.8	96							
Chicken restaurants		3.1	94	21.0	96	3.4	101							
Ice cream/frozen yogurt restaurants	<u> </u>	3.6	134	28.1	96	3.4	80							
Specialty burger restaurants	<u> </u>	4.2	100	21.3	95	5.4	96							
Italian restaurants		2.8	108	24.8	101	7.9	108							
Steakhouse		0.8	111	19.8	104	19.3	116							
Other ethnic restaurants		2.1	87	28.4	93	6.9	104							
Mexican/Burrito-style restaurants		2.2	83	23.9	98	8.0	105							
Seafood/Fish and Chips restaurants		1.5	105	24.4	105	8.6	92							

Frequency of Visiting [Past Year]							
■ Once a month or more ■ 2-11 times per year	r % Once a year 9	6 Ir	ndex	%	Index	%	Index
Casual/family dining restaurants	6.	3	93	46.7	102	6.0	114
Food court outlets at a shopping mall	4.	2	79	40.0	99	11.6	108
Pub restaurants	6.	4 1	105	44.1	102	5.0	89
Formal dine-in restaurants	3.	9	97	31.1	93	8.4	100
Fast casual restaurants	10	.5 :	129	29.1	106	1.6	68
Sports bars	1.	3	77	17.3	103	3.9	102
Other types	3.	4	89	19.7	99	3.0	99

R

(93)

Purchased Organic Food

Done [Past Week]



(87)



Organic Fruits and Vegetables Other Organic Food 24.6% 13.3% Organic Meat 9.4% (97)



Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database *Ranked by national percent composition of Visited [Pst Yr] Ranked by percent composition Based on Household Population 12+



Product Preferences

Demograp	hics													
(RENT	Ren 20.8 (64)	%			R.S.	Own 79.2% (117)							
				Age	of Childrer	n at Home								
Househo) Ids with	-												
Children	at Home		0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more						
47.3	1%	%	16.6	18.7	18.7	18.9	12.9	14.2						
(12	6)	Index	104	108	108	104	96 79							
Demograp	hic Trends		Hous	ehold Proje	ections									
135k —														
130k	130k													
-														
2020			2023 20				028 202							
	202		20)25	20)30						
Count	123,	442		,057		,927		3,229						
% Change	-			.7 07		.1 07	12.0							
Index	-			07	1	07	107							

Loyalty Programs*		
Member	 %	Index
PC Optimum	51.4	97
Air Miles (excl. airline frequent flyer programs)	49.7	102
Costco membership (paid)	44.1	103
Credit card with loyalty rewards	43.0	102
Canadian Tire Triangle	38.2	117
Aeroplan	28.0	95
SCENE (Cineplex)	26.1	91
Petro Points	21.8	99
Hudson's Bay Rewards	20.3	88
Esso Extra Program	9.1	108
Other airline frequent flyer program	9.8	93
Other grocery store card	31.6	99
Other store program	8.9	90
Other gas program	6.7	111
Other loyalty program	11.6	103

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

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Internet Activity

Activity [Past Week]

	Internet Activity*	%	Index	1	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email		73.0	101			50.0	102		16.5	114
Send/receive a text/instant message		63.3	102			57.4	102		9.9	110
Participate in an online social network		53.2	99			41.2	98		11.4	116
Do banking/pay bills online		50.5	96			21.8	94		7.1	99
Take pictures/video		52.2	101			49.2	102		5.0	98
Use maps/directions service		48.8	95			- 38.9	95		5.3	95
Use apps		48.1	97			43.2	96		12.4	96
Internet search - business, services, products		44.7	99			27.7	106		10.1	119
Watch a subscription-based video service (e.g. Netflix)		31.7	98		-	10.9	88		11.6	114
Watch free streaming music videos		26.2	90			16.3	92	-	7.2	95
Compare products/prices while shopping		27.9	98			16.9	101		5.4	102
Watch other online free streaming videos		24.9	89			- 14.9	87		3.6	69
Research products/services		28.6	94			15.1	92		6.9	111
Listen to music via streaming video service (e.g. YouTube)		24.2	101			13.0	90		3.0	110
Play/download online games		24.2	96			13.1	94		4.3	84
Purchase products or services		22.5	95		-	9.5	112		4.0	127
Share/refer/link friends to a website or an article		18.1	95		_	12.1	92		2.2	87
Consult consumer reviews		22.9	97		_	13.2	104		4.0	98
Listen to Internet-only music service (e.g. Spotify)		17.6	89			- 14.2	86		2.8	122
Use online telephone directory		20.1	106			13.0	107		3.3	115
Download music/MP3 files (free or paid)		12.2	89		-	8.3	95		1.3	101
Use ad blocking software		16.7	91		-	7.5	96		1.3	74
Download any video content (free or paid)		13.6	90		-	5.4	91		4.2	126
Read or look into online newspapers		9.9	83		-	6.2	90		2.4	95
Click on an Internet advertisement		9.7	81		-	4.9	75		1.2	70
Listen to a podcast		13.4	99		-	9.3	94	1	1.9	92
Listen to a radio broadcast via streaming audio		11.3	105		-	7.2	114		2.4	122
Download/print/redeem discount coupon		9.9	87		-	6.5	113		0.7	77
Enter online contests		9.2	79		-	3.7	85		1.0	94
Watch a TV broadcast via streaming video		7.6	94			3.0	116	1	1.7	94
Place/respond to an online classified advertisement		10.2	100		-	6.2	117		1.0	68
Receive store offers by SMS		7.4	113		-	6.7	120		-	-
Read or look into online magazines		4.6	85		-	1.9	76		1.3	80
Scan mobile tagging barcode/QR		4.2	86		-	3.5	88		-	-
Purchase group deal (e.g. Groupon)		3.1	79		-	2.2	87		-	-
Watch streaming purchased/rented videos (e.g. iTunes)		2.1	82			-	-		-	-

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Internet Activity

Top Website Types*						Direct Media Usage								
Activity [Past Week]								Frequency of Use [Occasionally/Frequently]		%	Index			
Internet Mobile	🗏 Tablet	0/	I. J	0/	Ladau		11.	Flyers inserted into a community newspape	or and the second se	43.3	105			
		%	Index	%	Index	%	Index			42.1	102			
		39.1	100	24.0	103	11.1	103	Flyers delivered to the door or in the ma						
Access a news site		39.1	100	24.0	105	11.1	105	General information from the Internet/website	25	34.2	103			
Access food (regines content		29.6	98	13.5	94	8.6	123	Coupon	IS	30.9	92			
Access food/recipes content		25.0	50	10.0	54	0.0	125	Apps/online flyer	'S	28.4	100			
Access health-related content		19.5	96	11.8	105	4.2	94	Local store catalogue	S	23.4	94			
								Flyers inserted into a daily newspape	r	22.4	94			
Access professional sports content		11.2	98	7.7	98	2.9	107	Direct email offer	s	18.0	84			
								Mail orde	er	7.6	94			
Access restaurant guides/reviews		12.7	89	9.1	90	3.1	117	Yellow Pages (print	t)	3.4	83			
								Yellow Pages (online) (1.0	89			
Access travel content		13.8	83	7.2	83	3.9	104							
Access real estate listings/sites		14.4	104	6.5	99	4.3	114	Out of Home Advertising						
Access real estate listings/sites		14.4	104	0.5	99	4.5	114	Noticed Advertising [Past Week]	[%	Index			
Access a radio station's		10.2	94	4.8	106	2.6	93	Billboards		28.9	104			
website		10.2	54	4.0	100	2.0	55	On bus exteriors On street furniture (e.g. bus benches)		24.5	92			
Access home decor-related		9.2	101	3.3	97	2.5	108	On street furniture (e.g. bus benches) On transit shelters		18.5 16.6	101 89			
content		5.2	101	5.5	57	2.5	100	Inside shopping malls		15.1	89			
Access a TV station's website		8.3	94	3.0	109	0.9	80	Digital billboards		14.2	98			
Access a TV station s website		0.5	51	5.0	105	0.5		Inside public washrooms		10.3	98			
Access celebrity gossip content		7.3	107	6.2	119	1.4	92	On subway/metro platforms		6.6	83			
Access celebrity gossip content		/.5	107	0.2		1.1	52	Inside buses		6.4	66			
Access fashion or beauty-		7.5	87	5.6	90	2.0	98	Inside movie theaters		5.8	87			
related content		/.5		5.0	50	2.0	50	Inside airports		5.5	95			
Access automotive		7.3	113	3.9	114	1.2	120	Inside subway/metro cars Screens inside elevators		5.4	80 72			
news/content		/.5	112	5.5	114	1.2	120			4.9	73			
news/content								Inside commuter trains	1	A ')				
news/content		-						Inside commuter trains On taxis		4.2 2.8	69 86			

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*Ranked by national percent composition for internet activity

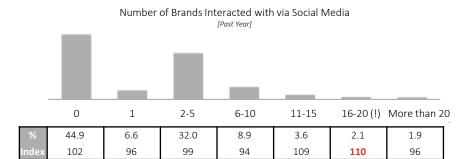


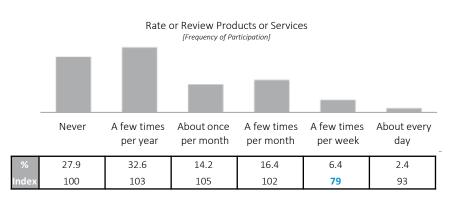
Social Media Usage

Social Media Overview

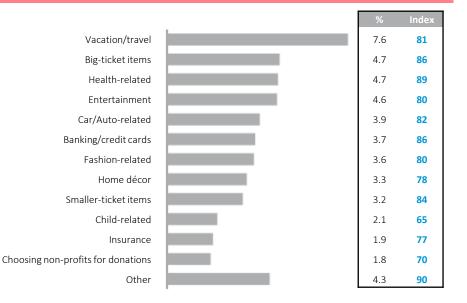
- 51% of Suburban Sports from British Columbia tend to access social media on their mobile phones during the morning hours, 58% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Below • Average)
- 87% believe that Social media companies should not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

Brand Interaction

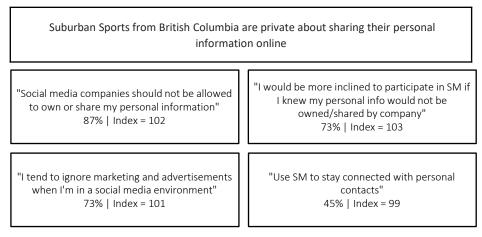




Seek Recommendations via Social Media*



Top Social Media Attitudes**



Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database Index: At least 10% above or Target Group below the average

Source: Environics Analytics 2020

(!) Indicates small sample size

*Ranked by percent composition **Selected and ranked by highest percent composition 14 Based on Household Population 18+

British Columbi **Regional Tourism** Secretariat



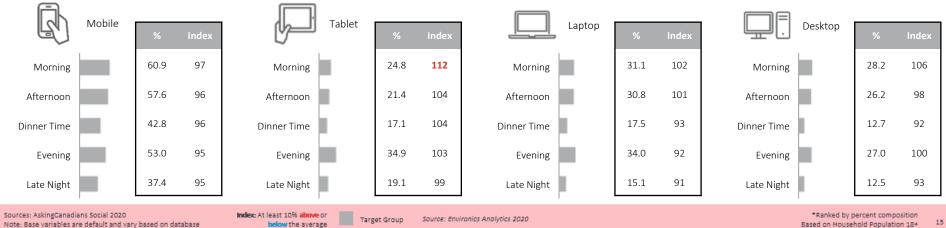
Social Media Usage

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*			Number of Conne	ections					
A few times per week or more			Across all social media						
	%	Index							
			0-49						
Keep up to date on general news/events	46.0	99	50-99						
			100-149						
Stay connected with personal contacts	43.5	97	150-199						
Stay connected with family	43.5	97	200-299						
			300-399						
Keep up to date on news/events in my industry	24.2	93	400-499						
			500-1000						
Stay connected with	16.7	92							
work/professional contacts			More than 1000						

Social Media Access

Typically use



British Columbia **Regional Tourism** Secretariat

Note: Base variables are default and vary based on database

39.5

15.8

11.1

7.5

7.7

5.2

3.3

6.5

3.5

107

102

93

97

100

91

90

100



Social Media Usage

Facebook						LinkedIn						In	nstagram					
			uency of [Past Year]	f Use	Index	E				of Use rJ %	Index	Ø			Fre	quency o [Past Year]		Index
Currently Use	Did Not Use	Use Daily		61.3	106	Currently Use	Did Not Use	Use Daily		5.7	89	C	urrently Use	Did Not Use	Use Daily		18.5	88
79.1%	17.5%	Use Weekly		11.3	86	35.5%	56.0%	Use Weekly		10.7	7 <mark>86</mark>		35.6%	55.8%	Use Weekly		9.7	97
(101)	(100)	Use Monthly		5.8	88	(91)	(107)	Use Monthly		17.3	3 96		(94)	(107)	Use Monthly		6.6	106
Participate In	* (at least a	few times per we	ek) % Co	omp	Index	Participate In	n* (at least a	few times per we	ek) %	Comp	Index	Part	icipate lı	n* (at least a	few times per w	eek) %C	omp	Index
Read my news	feed		55	5.2	100	Read your ne	wsfeed			5.6	78	View	/ photos/	videos		24	4.6	92
Comment/Like	e other users	' posts	47	7.8	106	Watch videos	Watch videos			3.5 81		Like photos/videos			2	0.5	93	
Use Messenge	er		41	L.4	102	View a job po	osting		3.0		56	Comment on photos/videos		1	1.6	90		
Watch videos			38	3.1	104	Search and re	eview other p	orofiles		3.0 73		Watch live videos				9	.8	84
Watch live vid	eos		13	3.6	94	Comment on	content			2.7 82		Send direct messages				.4	77	
Post photos			12	2.4	98	Create a conr	nection			2.1	60	Post	photos/v	/ideos		6	.4	78
Update my sta	itus		11	l.1	95	Click on an ac	l (!)			2.1	87	View a brand's page		5	.6	82		
Like or becom	e a fan of a p	age).3	90	Update your	profile inforn	nation		1.5	60		on ads			4	.2	87
Click on an ad				.8	98	Post an articl	· ·	cture (!)		1.4	60	Wate	ch IGTV v	ideos		3	.8	80
Post videos			4	.3	81	Join a LinkedI	n group (!)			1.1	66							
Create a Facel	• •	1 0	2		64		Participate in LinkedIn forums (!) 0.8											
Give to a Face		()		.4	65	Request a rec	Request a recommendation (!) 0.5 3				34							
Create a Facebook fundraiser (!) 0.9 51					l													

- H	-	-	 S

	Frec	uency of [Past Year]	Use	
			%	Index
Did Not Use	Use Daily		7.9	126
55.5%	Use Weekly		12.6	112
(94)	Use Monthly		12.6	113
	Use 55.5%	Did Not Use 55.5% Use Daily	Did Not Use Use Use Use Daily 55.5%	% Did Not Use Use Daily 7.9 55.5% Use Weekly 12.6

Redd	It						
	C	3	Frequency of Use [Past Year]				
					%	Index	
Curre Us	'	Did Not Use	Use Daily		2.1	65	
7.1	%	86.3%	Use Weekly		2.0	65	
(7	5)	(104)	Use Monthly		2.7	93	
Dort	cinato	In* (at loa	st a four times per	% 60	mn	Indox	

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								
6		Frequency of Use [Past Year]						
6			%	Index				
Currently Use	Did Not Use	Use Daily		12.5	57			
36.0%	54.5%	Use Weekly		11.4	96			
(81)	(117)	Use Monthly	l .	10.8	114			

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



Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database

(!) Indicates small sample size

*Ranked by percent composition 16 Based on Household Population 18+



Social Media Usage

Twitter						YouTube					Snapchat
C	3		ency of l ast Year]	Jse %	Index	(ency of Use Past Year]	Index	
Currently Use	Did Not Use	Use Daily		9.4	87	Currently Use	Did Not Use	Use Daily	23.7		Currently Di Use I
22.9%	68.4%	Use Weekly		7.0	92	70.0%	17.3%	Use Weekly	29.9	9 104	12.2% 8
(90)	(106)	Use Monthly		6.0	98	(97)	(110)	Use Monthly	15.8	3 112	(100) (
Participate In	* (at least a	few times per weel	() % Cor	np	Index	Participate In	* (at least a	few times per wee	k) % Comp	Index	Participate In* (at
Read tweets			13.8	8	90	Watch videos			44.0	95	Receive photos/vio
Watch videos			7.2		87	Like or dislike	videos		10.6	79	Send photos/video
Tweet			5.3		90	Watch live vid	eos		9.0	79	Send direct text me
Send or receiv	e direct mes	ssages	4.8		88	Share videos			5.3	69	Use group chat
Retweet			4.6	;	91	Leave comme	nt or post re	esponse on video	4.7	79	Read Snapchat disc
Respond to tw	eets		4.5		93	Click on an ad			4.4	74	Use filters or effect
Share a link to	a blog post	or article of interest	4.2		89	Embed a video	o on a web p	bage or blog	2.5	62	View a brand's sna
Follow users w	ho follow y	ou	4.2		98	Create and po	st a video		1.7	56	View ads
Watch live vide	eos		3.8		81						Use video chat
Actively follow	new users		3.5		86						
Click on an ad			2.6	;	102						

Frequency of Use [Past Year] % Inde Did Not 4.0 98 Use Daily Use Use Weekly 3.8 103 80.5% 4.0 106 Use Monthly (101)

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
Jse 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



Frequency of Use

Did Not Use

64.4%

(99)

	[Past Year]		
	_	%	Index
Use Daily		5.1	96
Use Weekly		7.0	95
Use Monthly		6.2	105

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									
	Tine	der			Tik Tok				
	Currently Use	Did No Use		Curre Us	/	d Not Use			
	2.3%	95.9%	U	1.09	% 9	6.9%			
	(82)	(102)		(63) (102)			
	Frequency of Use -Tinder [Past Year]								
				%	Index				
	Use Daily	/(!)		1.1	86				
	Use Weekly	/(!)		0.5	76				

*Ranked by percent composition

Based on Household Population 18+

**a few times per month or more 17

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Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database

(!) Indicates small sample size



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