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British Columbia Regional Tourism Secretariat

Personal History Explorers
PRIZM Segments Included (by SESI): 17, 23, 51, 54, 63, 66
**Market:** British Columbia

Overview

- Of the 9 EQ Target Groups identified in Canada, Personal History Explorers rank 7th, making up 145,982 households, or 7.3% of the total Households in British Columbia (2,010,897)

- The Median Household Maintainer Age is 54, 47% of couples have children living at home

- Average Household Income of $97,012 compared to British Columbia at $106,682

- **Top Social Value: Ecological Fatalism:** A tendency to believe that today's environmental problems are too big for any one person to affect. People strong on this construct feel that environmental destruction is somewhat acceptable and inevitable and accept the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also view environmental leaders as misguided and overly extreme

- Above Average interest in Ice Skating

- Above Average interest in travelling within Canada (Toronto, Montreal), Personal History Explorers from British Columbia spent an average of $1,597 on their last vacation

- On average, Personal History Explorers from British Columbia spend 11hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)

- 76% currently use Facebook, 40% use Instagram and 24% use Twitter

Market Sizing
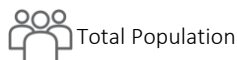
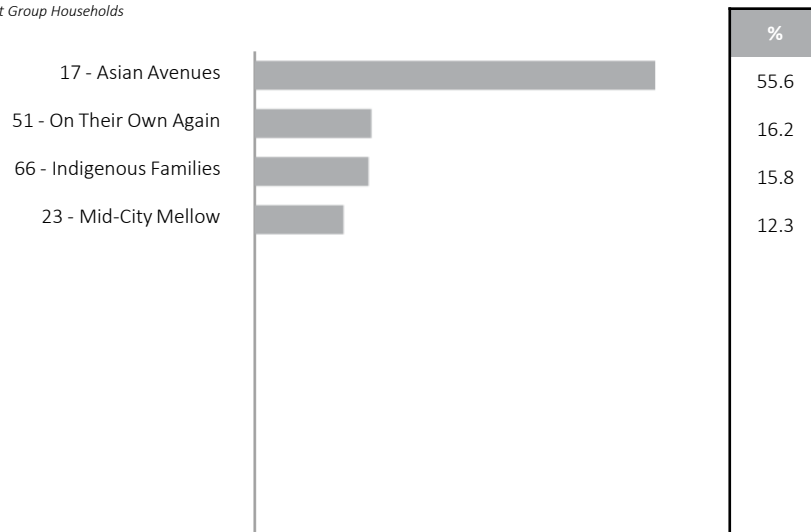Total Population

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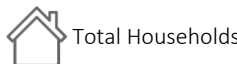
Total Households

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

Top Geographic Markets

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

Top PRIZM Segments

% of Target Group Households

	%
17 - Asian Avenues	55.6
51 - On Their Own Again	16.2
66 - Indigenous Families	15.8
23 - Mid-City Mellow	12.3

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

Source: Environics Analytics 2020

Top Geographic Markets ranked by percent of group
PRIZM segments ranked on percent composition chosen from highest percent composition

Personal History Explorers

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

Demographic Profile

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

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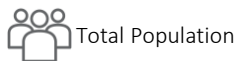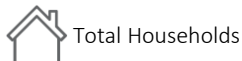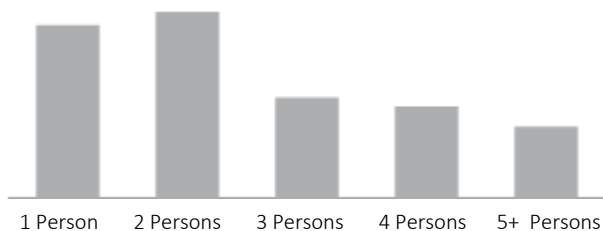Target Group: 145,982 | 7.3%
Market: 2,010,897

Average Household Income

$97,012
(91)

Median Household Maintainer Age

54
(101)

Household Size*

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	27.7	29.8	16.2	14.7	11.5
Index	96	85	110	114	139

Marital Status**
52.2%
(91)
Married/Common-Law

Family Composition***
46.9%
(112)
Couples With Kids at Home

Education**
29.8%
(102)
High School Certificate Or Equivalent

Visible Minority Presence*
54.7%
(165)
Belong to a visible minority group

Non-Official Language*
8.0%
(236)
No knowledge of English or French

Immigrant Population*
41.6%
(144)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Ecological Fatalism	**147**	**60**	Cultural Assimilation
Multiculturalism	**146**	**69**	Primacy of Environmental Protection
Adaptability to Complexity	**145**	**79**	Effort Toward Health
Advertising as Stimulus	**145**	**80**	Personal Expression
Confidence in Advertising	**143**	**83**	Ecological Concern

Key Social Values

Ecological Fatalism Index = **147**	Multiculturalism Index = **146**	Confidence in Advertising Index = **143**
Global Consciousness Index = **139**	Traditional Family Index = **138**	Culture Sampling Index = **132**
Brand Genuineness Index = **131**	Racial Fusion Index = **131**	Community Involvement Index = **130**
Consumptivity Index = **123**	Attraction For Crowds Index = **122**	Search for Roots Index = **120**

Sources: DemoStats 2020, SocialValues 2020
Note: Base variables are default and vary based on database

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

*Based on Households **Based on Household Population 15+
***Based on Census Family Households

Psychographics benchmarked to Canada, and Strong/Weak values ranked by index

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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.5	98
Gardening	60.5	93
Volunteer work	56.1	105
Swimming	53.8	93
Fitness walking	52.2	100

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	54.2	98
Parks & city gardens	39.7	89
Bars & restaurant bars	37.1	95
Movies at a theatre/drive-in	36.1	94
Art galleries, museums & science centres	34.9	95

Key Tourism Activities**

Swimming	Camping	Hiking & backpacking	Cycling	Parks & city gardens	Bars & restaurant bars	Photography	Canoeing & kayaking
53.8%	48.5%	46.0%	41.7%	39.7%	37.1%	35.0%	31.1%
(93)	(92)	(93)	(95)	(89)	(95)	(87)	(88)

National or provincial park	Ice skating	Pilates & yoga	Golfing	Cross country skiing & snowshoeing	Fishing & hunting	Zoos & aquariums	Specialty movie theatres/IMAX
28.2%	25.2%	25.0%	20.2%	19.7%	18.0%	17.6%	17.4%
(84)	(111)	(99)	(81)	(81)	(78)	(96)	(85)

Downhill skiing	Video arcades & indoor amusement centres	Sporting events	Adventure sports	Beer, food & wine festivals	Historical sites	Hockey	Power boating & jet skiing
17.3%	16.7%	15.4%	12.3%	12.2%	11.9%	11.7%	11.6%
(86)	(101)	(82)	(95)	(105)	(64)	(99)	(88)

Music festivals	Film festivals	Snowboarding	ATV & snowmobiling	Theme parks, waterparks & water slides	Marathon or similar event	Inline skating	Curling
10.0%	9.2%	8.9%	8.8%	8.1%	7.0%	5.4%	5.2%
(105)	(122)	(105)	(80)	(79)	(90)	(90)	(74)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2020
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
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Personal History Explorers

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

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	34.8	89
Victoria	27.6	100
Whistler	23.2	103
Vancouver	22.3	86
Toronto	12.5	115
Calgary	11.2	79
Other Alberta	9.3	69
Montreal	8.8	113
Banff	6.7	81
Jasper	5.4	74
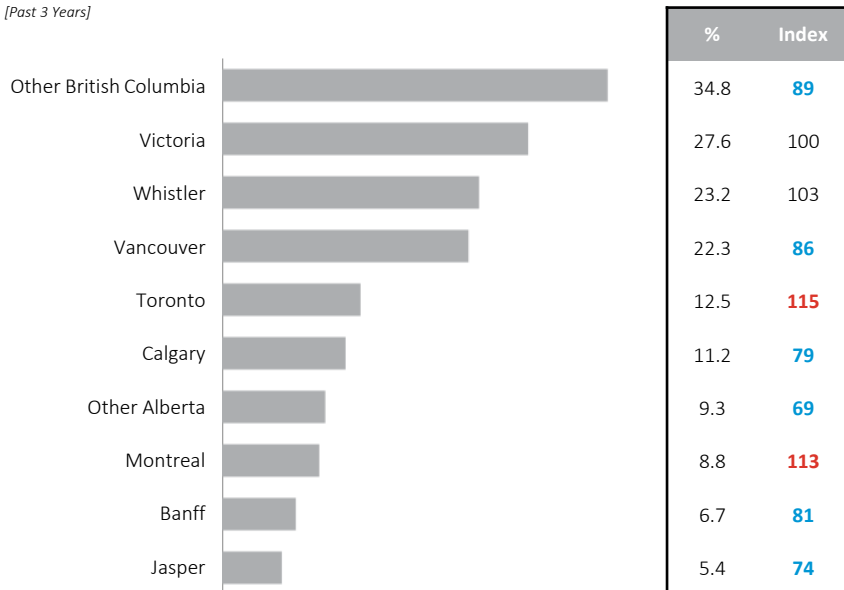
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	42.8	95
Book through an on-line travel agency	40.5	102
Book through a hotel directly	40.3	93
Book through airline/hotel website	33.9	101
Book through a full service travel agent	19.2	99
Other services	18.5	94
Book a package tour	11.1	92
Book through a discount/last minute agency	10.0	89

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
18.3%	6.0%	4.2%	1.8%	1.6%
(106)	(93)	(86)	(79)	(76)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.9%	16.4%	2.4%	6.8%
(87)	(91)	(120)	(108)

Vacation Spending

Spent Last Vacation
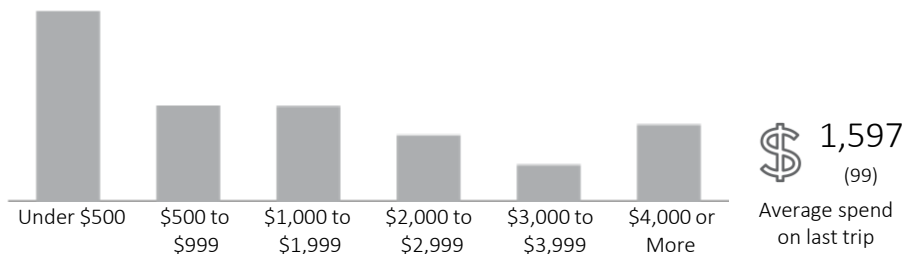
$ **1,597** (99)
Average spend on last trip

%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	33.8	17.0	17.0	11.9	6.6	13.7
Index	106	98	89	103	101	100

Travel Type & Frequency

Business Trips

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

Personal Trips
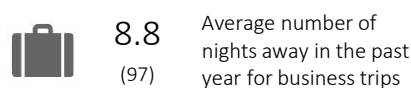
3.7 (101)
Average out-of-town vacations taken in the past 3 years
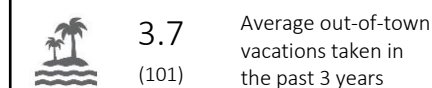
Average number of business trips by mode of transportation in the past year:

3.0 (104)	3.8 (109)	2.2 (101)	4.1 (90)

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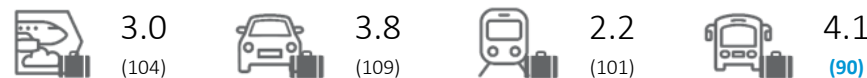
Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 57.5% (98)	Friends/relatives 37.1% (94)	All-inclusive resort 15.5% (96)	Camping 23.2% (93)	Motel 18.3% (87)	Vacation rental by owner 19.5% (93)	Cottage 7.5% (79)
B&B 15.2% (98)	Condo/apartment 13.0% (96)	Cruise ship 12.6% (97)	RV/camper 8.2% (69)	Package tours 3.4% (73)	Spa resort 4.1% (65)	Boat 2.5% (96)

Airline Preferences**

Flown [Past Year]

Air Canada 40.1% (98)	West Jet 31.6% (93)	Air Transat 6.5% (94)	Porter Airlines 0.3% (37)	Other Canadian 4.6% (87)
United Airlines 5.6% (81)	Delta Airlines 5.1% (84)	American Airlines 3.5% (100)	Other American 7.9% (90)	
European Airlines 7.2% (94)	Asian Airlines 8.0% (116)	Other Charter 1.0% (51)	Other 7.6% (92)	

Car Rental*

Rented From [Past Year]

Enterprise 5.0% (76)	Budget 3.5% (66)	Avis 1.7% (77)	National 2.3% (64)
Hertz 3.4% (127)	Discount 0.6% (41)	U-Haul 0.9% (57)	Other Rentals 3.3% (103)

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

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

Personal History Explorers

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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,132 minutes/week	1 hours/week	10 minutes/day	230 minutes/day
(93)	(98)	(94)	**(115)**	(102)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	35.7	96
Adult Contemporary	19.9	106
Mainstream Top 40/CHR	18.3	**122**
Multi/Variety/Specialty	13.0	**111**
Hot Adult Contemporary	12.9	**122**
Modern/Alternative Rock	10.1	99
Classic Hits	9.8	**79**
Not Classified	8.0	108
Classic Rock	7.8	97
Today's Country	6.1	**70**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.9	101
Evening local news	35.2	92
News/current affairs	32.1	104
Primetime serial dramas	29.5	106
Suspense/crime dramas	27.5	99
Cooking programs	26.5	107
Situation comedies	25.8	104
Documentaries	25.4	**89**
Hockey (when in season)	24.7	96
Home renovation/decoration shows	23.0	92

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.0	96
International News & World	49.4	93
National News	48.3	93
Movie & Entertainment	35.5	105
Health	35.5	98
Food	33.9	104
Editorials	29.5	94
Travel	27.4	92
Sports	25.3	**88**
Business & Financial	24.8	97

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	10.0	96
Other U.S. magazines	8.6	**86**
Canadian Living	7.1	**84**
National Geographic	5.5	**80**
Maclean's	4.9	**76**
Reader's Digest	3.8	**87**
People	3.6	**70**
Chatelaine (English edition)	3.3	91
Cineplex Magazine	3.2	**74**
Hello! Canada	3.1	**74**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	71.0	99
Send/receive a text/instant message	62.0	100
Participate in an online social network	51.6	96
Use maps/directions service	51.4	100
Take pictures/video	50.5	98
Do banking/pay bills online	48.9	93
Use apps	48.4	98
Internet search - business, services, products	45.7	101
Access a news site	36.7	93
Watch a subscription-based video service	31.4	97

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.9	103
Send/receive email	49.7	101
Take pictures/video	47.4	98
Use apps	45.2	100
Use maps/directions service	44.0	107
Participate in an online social network	41.3	99
Internet search - business, services, products	27.0	103
Do banking/pay bills online	23.7	102
Access a news site	21.5	92
Watch other online free streaming videos	20.9	**122**

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

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2020   (!) Indicates small sample size   *Selected and ranked by percent composition
Based on Household Population 12+   6

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Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	75.6%	(97)
YouTube	73.3%	(102)
WhatsApp	58.0%	(131)
LinkedIn	42.3%	(109)
Instagram	40.0%	(105)
Pinterest	24.6%	(84)
Twitter	24.4%	(96)
Podcasts	18.3%	(95)
Reddit	14.8%	(156)
Snapchat	13.2%	(108)
Blogs	12.4%	(101)
Health/Fitness	10.5%	(113)
Dating App	6.5%	(124)
Flickr	4.4%	(115)
Tinder	3.9%	(140)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	33.5	110
To enter contests	30.0	101
To learn about a brand's products /services	29.7	98
To be among the first to hear brand news	14.2	119
To provide feedback to the brand	11.6	100
To engage with content	8.9	111
To make suggestions for new products/services	6.0	116
To share brand-related stories with consumers	6.0	117

Reasons to Unfollow Brands

	%	Index
Too many messages	36.6	94
Not enough value	20.8	107
Stopped purchasing products from brand	14.2	109
Other	2.5	84
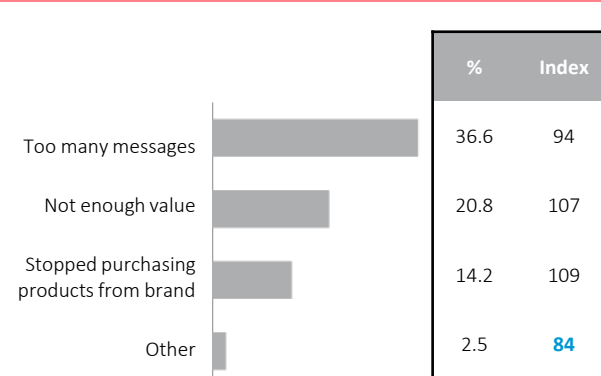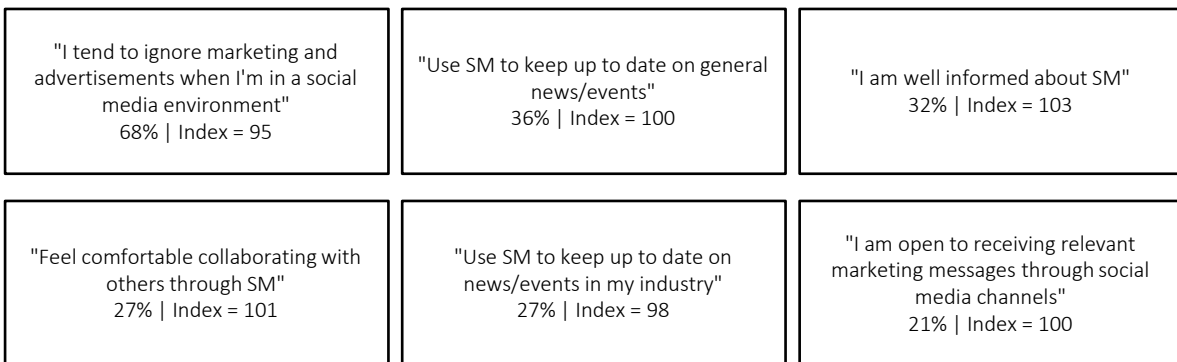
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	31.5	94
Subscribe to brand email newsletter	21.2	107
Follow brand on Instagram	17.7	123
Subscribe to brand channel on YouTube	17.6	133
Join an exclusive online community of consumers who also like the brand	10.7	108
Follow brand on Twitter	9.6	129

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
68% | Index = 95

"Use SM to keep up to date on general news/events"
36% | Index = 100

"I am well informed about SM"
32% | Index = 103

"Feel comfortable collaborating with others through SM"
27% | Index = 101

"Use SM to keep up to date on news/events in my industry"
27% | Index = 98

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

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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% | Index = 97	"I have tried a product/service based on a personal recommendation" 70% | Index = 97	"I generally achieve what I set out to do" 65% | Index = 95	"I value companies who give back to the community" 62% | Index = 95	"I am very concerned about the nutritional content of food products I buy" 62% | Index = 92
"I am interested in learning about different cultures" 60% | Index = 97	"I like to try new places to eat" 57% | Index = 103	"I consider myself to be informed on current events or issues" 57% | Index = 93	"I make an effort to buy local produce/products" 56% | Index = 90	"I like to cook" 54% | Index = 96
"I offer recommendations of products/services to other people" 53% | Index = 99	"I like to try new and different products" 53% | Index = 102	"Family life and having children are most important to me" 52% | Index = 89	"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" 49% | Index = 99
"Free-trial/product samples can influence my purchase decisions" 39% | Index = 94	"Vegetarianism is a healthy option" 35% | Index = 112	"I am adventurous/"outdoorsy"" 34% | Index = 89	"I am willing to pay more for eco-friendly products" 33% | Index = 94	"I prefer to shop online for convenience" 30% | Index = 106
"Advertising is an important source of information to me" 24% | Index = 97	"Staying connected via social media is very important to me" 24% | Index = 94	"I lead a fairly busy social life" 21% | Index = 96	"I consider myself to be sophisticated" 19% | Index = 86	"I enjoy being extravagant/indulgent" 18% | Index = 93

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

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

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Beer Consumption

Drinks (Past Week)
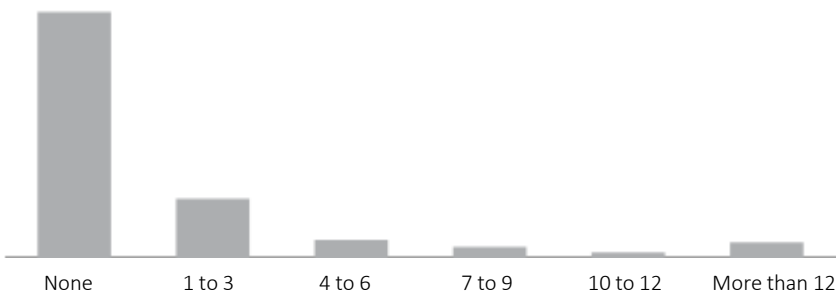
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	69.2	16.7	5.1	3.1	1.5	4.3
Index	104	96	94	71	75	110

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	17.9	80
Cider	11.3	98
Liqueurs (any)	7.0	72

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.8	84

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.4	107

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	26.4	107
Molson Canadian	12.5	102
Corona	12.3	85
Sleeman (any)	11.9	97
Heineken	10.3	97
Budweiser	10.3	83
Kokanee	9.3	95
Stella Artois	8.9	91
Guinness	8.6	94
Alexander Keith's (any)	8.6	76
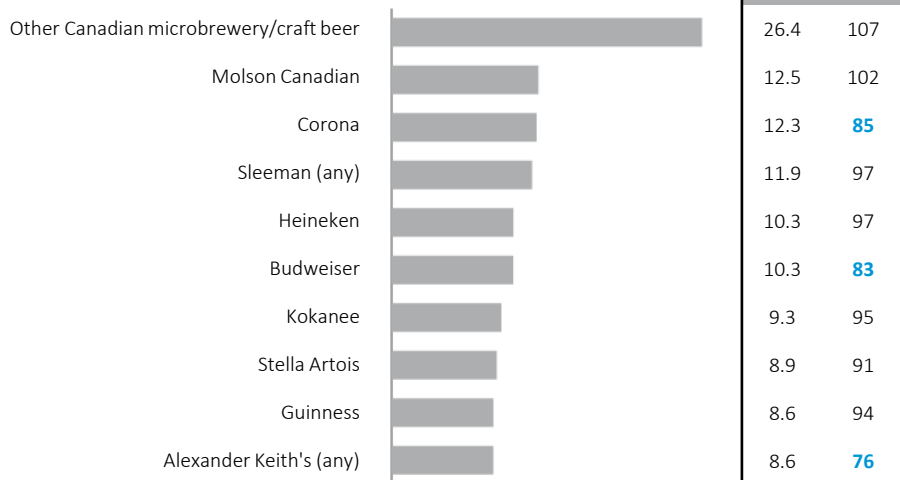
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	26.0	88
White wine (any)	23.8	90
Canadian wine	17.9	80
European wine	10.0	98
Other imported wine	8.4	83
Australian wine	6.9	79
American wine	6.3	77
Sparkling/champagne (any)	5.4	88
Rosé wine (any)	4.8	78

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Note: Base variables are default and vary based on database
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Target Group
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(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
Ranked by percent composition
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Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Pizza restaurants	10.0	100	38.5	90	5.8	99
Asian restaurants	14.3	114	46.0	103	4.9	97
Submarine/sandwich restaurants	6.9	103	29.4	88	6.8	115
Breakfast style restaurant	6.3	80	25.2	90	8.4	103
Chicken restaurants	4.3	133	20.8	95	2.5	75
Ice cream/frozen yogurt restaurants	2.2	82	26.8	91	4.2	98
Specialty burger restaurants	3.8	92	23.0	103	5.1	92
Italian restaurants	4.8	187	25.7	105	7.8	106
Steakhouse	0.5	70	19.8	105	17.5	105
Other ethnic restaurants	2.7	109	28.1	92	7.4	112
Mexican/Burrito-style restaurants	3.4	129	21.2	87	7.7	100
Seafood/Fish and Chips restaurants	1.2	83	21.3	92	9.5	102

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.7	99	45.9	100	4.7	90
Food court outlets at a shopping mall	6.1	117	42.2	104	8.6	80
Pub restaurants	5.5	90	40.5	94	6.4	116
Formal dine-in restaurants	4.5	111	33.3	100	9.1	107
Fast casual restaurants	6.7	82	29.6	108	2.2	94
Sports bars	1.5	86	15.4	93	4.8	127
Other types	3.1	81	18.6	94	2.7	87

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
29.6%
(104)

Other Organic Food
12.4%
(87)

Organic Meat
8.0%
(83)

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

Target Group   *Source: Environics Analytics 2020*

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

10

Personal History Explorers
PRIZM Segments Included (by SESI): 17, 23, 51, 54, 63, 66
Market: British Columbia

Product Preferences

Demographics

Rent
39.3%
(122)

Own
59.7%
(88)

Households with Children at Home
42.9%
(115)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	13.9	14.6	14.8	16.9	14.8	24.9
Index	87	85	86	93	110	139
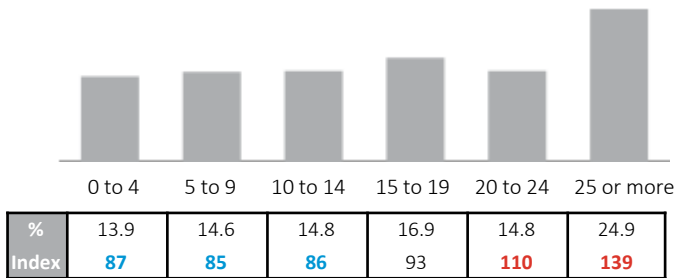
Demographic Trends

Household Projections
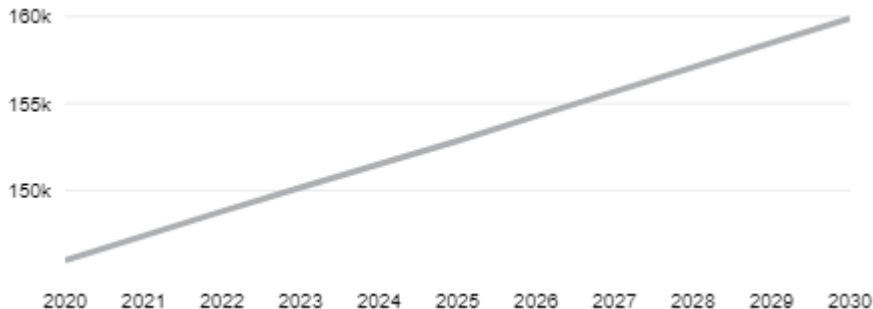
	2020	**2023**	**2025**	**2030**
Count	145,982	150,161	152,856	159,890
% Change	-	2.9	4.7	9.5
Index	-	82	83	85

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

Loyalty Programs*

Member

	%	Index
PC Optimum	51.4	97
Air Miles (excl. airline frequent flyer programs)	45.8	94
Costco membership (paid)	38.1	89
Credit card with loyalty rewards	37.4	89
SCENE (Cineplex)	30.5	106
Canadian Tire Triangle	28.3	87
Aeroplan	27.4	93
Hudson's Bay Rewards	20.1	87
Petro Points	19.2	87
Esso Extra Program	5.7	67
Other airline frequent flyer program	9.3	88
Other grocery store card	31.8	99
Other store program	11.2	115
Other gas program	5.0	83
Other loyalty program	12.1	108

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

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

Source: Environics Analytics 2020

Target Group

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

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Personal History Explorers
PRIZM Segments Included (by SESI): 17, 23, 51, 54, 63, 66
Market: British Columbia

Internet Activity

Activity [Past Week]

	Internet Activity* %	Index	Internet Activity via Mobile %	Index	Internet Activity via Tablet %	Index
Send/receive email	71.0	99	49.7	101	12.6	87
Send/receive a text/instant message	62.0	100	57.9	103	8.0	89
Participate in an online social network	51.6	96	41.3	99	8.6	88
Do banking/pay bills online	48.9	93	23.7	102	6.2	86
Take pictures/video	50.5	98	47.4	98	4.8	94
Use maps/directions service	51.4	100	44.0	107	5.3	96
Use apps	48.4	98	45.2	100	13.3	103
Internet search - business, services, products	45.7	101	27.0	103	7.3	86
Watch a subscription-based video service (e.g. Netflix)	31.4	97	12.8	103	10.2	100
Watch free streaming music videos	30.5	105	19.5	110	6.8	91
Compare products/prices while shopping	29.6	104	17.8	106	4.1	77
Watch other online free streaming videos	31.0	110	20.9	122	7.8	149
Research products/services	30.6	100	17.4	106	5.2	85
Listen to music via streaming video service (e.g. YouTube)	22.3	93	14.8	103	1.9	67
Play/download online games	25.0	100	15.9	113	6.1	119
Purchase products or services	24.1	101	6.8	80	2.7	86
Share/refer/link friends to a website or an article	18.8	98	13.6	104	2.1	86
Consult consumer reviews	22.7	96	13.8	108	3.5	86
Listen to Internet-only music service (e.g. Spotify)	23.5	119	19.7	119	2.0	85
Use online telephone directory	17.0	90	11.5	95	2.4	83
Download music/MP3 files (free or paid)	17.3	126	12.1	139	0.9	67
Use ad blocking software	18.7	101	5.8	75	1.2	67
Download any video content (free or paid)	15.2	101	5.7	96	2.3	69
Read or look into online newspapers	10.2	85	5.1	75	3.1	122
Click on an Internet advertisement	11.2	94	6.9	105	2.1	125
Listen to a podcast	11.5	84	8.1	83	1.5	75
Listen to a radio broadcast via streaming audio	9.8	91	6.1	96	1.6	79
Download/print/redeem discount coupon	11.1	98	5.5	95	0.5	51
Enter online contests	10.1	87	4.1	95	0.8	71
Watch a TV broadcast via streaming video	6.8	84	2.1	82	1.2	65
Place/respond to an online classified advertisement	7.1	70	4.5	84	0.9	66
Receive store offers by SMS	6.3	96	5.6	100	-	-
Read or look into online magazines	5.4	100	2.3	91	1.7	106
Scan mobile tagging barcode/QR	3.4	69	2.8	72	-	-
Purchase group deal (e.g. Groupon)	3.4	88	2.2	86	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	1.5	58	-	-	-	-

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Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	36.7	93	21.5	92	9.0	**84**
Access food/recipes content	30.8	102	17.5	**121**	4.7	**67**
Access health-related content	17.4	**86**	9.4	**84**	3.4	**77**
Access professional sports content	11.5	101	8.7	**110**	2.0	**74**
Access restaurant guides/reviews	13.5	95	10.2	102	1.9	**73**
Access travel content	14.0	**85**	8.0	92	2.6	**70**
Access real estate listings/sites	10.3	**75**	5.0	**76**	2.5	**66**
Access a radio station's website	9.5	**89**	4.9	109	2.5	**90**
Access home decor-related content	7.1	**79**	1.9	**57**	1.9	**82**
Access a TV station's website	8.4	96	2.4	**86**	1.1	106
Access celebrity gossip content	6.6	96	4.9	93	1.2	**79**
Access fashion or beauty-related content	9.1	106	6.6	105	1.4	**67**
Access automotive news/content	4.6	**72**	2.3	**66**	1.0	99

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	41.1	99
Flyers inserted into a community newspaper	40.3	98
Coupons	37.8	**113**
General information from the Internet/websites	36.4	**110**
Apps/online flyers	28.3	99
Direct email offers	25.2	**117**
Flyers inserted into a daily newspaper	23.0	96
Local store catalogues	22.2	**90**
Mail order	9.0	**111**
Yellow Pages (print)	4.5	108
Yellow Pages (online)	1.0	**84**

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	30.1	**114**
Billboards	25.4	91
Inside shopping malls	19.7	**115**
On street furniture (e.g. bus benches)	19.4	106
On transit shelters	19.0	101
Digital billboards	14.4	100
Inside buses	11.5	**118**
Inside subway/metro cars	9.1	**134**
On subway/metro platforms	8.9	**111**
Inside public washrooms	8.6	**82**
Screens inside elevators	7.9	**118**
Inside commuter trains	7.1	**118**
Inside movie theaters	6.2	93
Inside airports	4.7	**81**
On taxis	2.6	**80**

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

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

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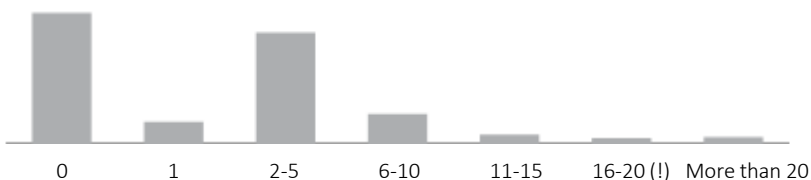Ranked by percent composition

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Social Media Usage

Social Media Overview

- 66% of Personal History Explorers from British Columbia tend to access social media on their mobile phones during the morning hours, 62% during the afternoon hours

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

- 82% believe that Social media companies should not be allowed to own or share their personal information
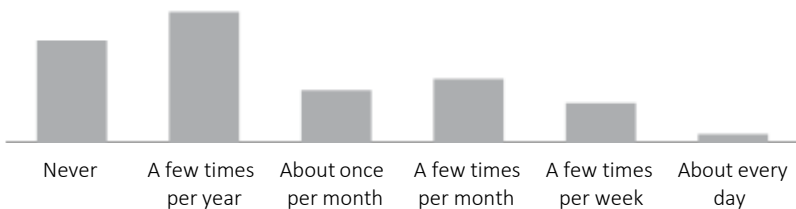
Seek Recommendations via Social Media*

	%	Index
Vacation/travel	11.5	**123**
Entertainment	7.0	**121**
Health-related	6.9	**133**
Big-ticket items	6.7	**123**
Fashion-related	6.5	**141**
Car/Auto-related	6.4	**136**
Banking/credit cards	6.0	**140**
Home décor	5.5	**129**
Smaller-ticket items	4.5	**118**
Child-related	4.5	**137**
Choosing non-profits for donations	3.8	**145**
Insurance	3.4	**134**
Other	6.2	**130**

Brand Interaction

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

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	41.5	7.0	35.2	9.5	2.9	1.9	2.1
Index	94	102	109	101	**88**	98	107

Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	25.6	32.8	13.2	16.1	10.0	2.3
Index	92	103	98	100	**122**	**89**

Top Social Media Attitudes**

> Personal History Explorers from British Columbia are private about sharing their personal information online

> "Social media companies should not be allowed to own or share my personal information"
> 82% | Index = 96

> "I tend to ignore marketing and advertisements when I'm in a social media environment"
> 68% | Index = 95

> "I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
> 68% | Index = 95

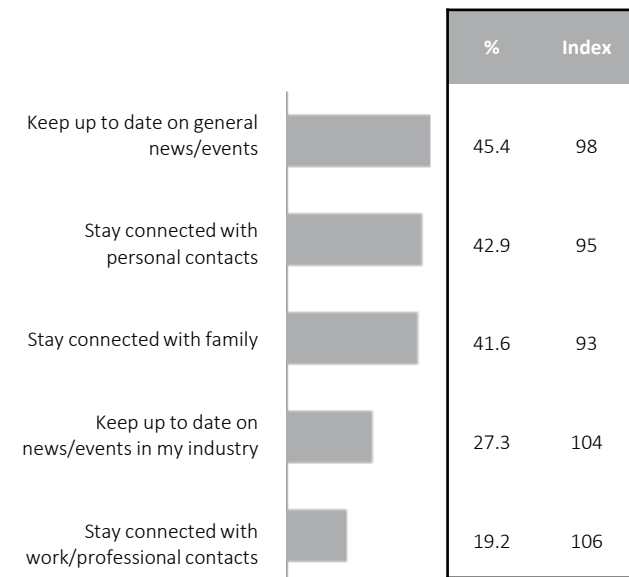> "Use SM to stay connected with personal contacts"
> 42% | Index = 94

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2020
(!) Indicates small sample size
*Ranked by percent composition
**Selected and ranked by highest percent composition
Based on Household Population 18+
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Personal History Explorers
PRIZM Segments Included (by SESI): 17, 23, 51, 54, 63, 66
Market: British Columbia

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	47.7	98
Watch video online	47.0	106
Chat in online chats	42.8	108
Read article comments	39.9	94
Read status updates/tweets	37.3	100
Listen to radio or stream music online	35.6	100
Share links with friends and colleagues	29.0	99
Click links in news feeds	26.4	105
Read blogs	19.2	**111**
Play games with others online	15.7	100
Post photos online	15.1	106
Rate or review products online	12.3	**114**
Check in with locations	12.2	106
Share your GPS location	11.9	**115**
Update your status on a social network	11.7	**111**
Chat in online forums	11.5	**110**
Comment on articles or blogs	10.8	104
Post videos online	7.1	**124**
Publish blog, Tumblr, online journal	4.8	**135**

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	45.4	98
Stay connected with personal contacts	42.9	95
Stay connected with family	41.6	93
Keep up to date on news/events in my industry	27.3	104
Stay connected with work/professional contacts	19.2	106

Number of Connections

Across all social media

	%	Index
0-49	35.9	97
50-99	15.8	102
100-149	12.0	100
150-199	8.3	107
200-299	7.1	92
300-399	4.8	**86**
400-499	4.1	**111**
500-1000	7.2	**111**
More than 1000	4.7	108
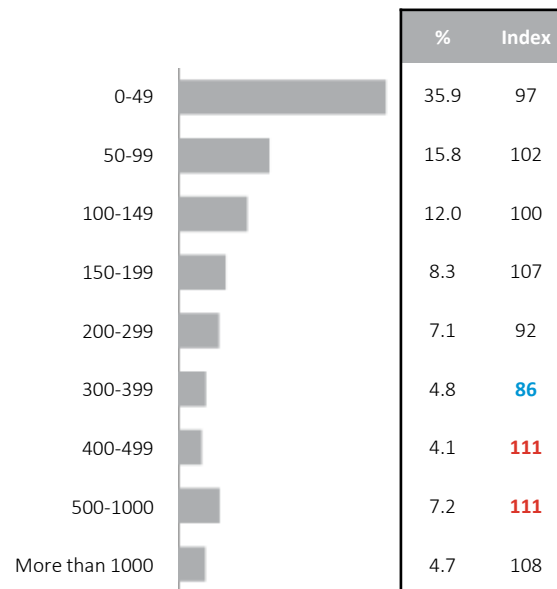
Social Media Access

Typically use

Mobile

	%	Index
Morning	65.8	105
Afternoon	61.7	103
Dinner Time	50.3	**113**
Evening	58.2	105
Late Night	42.9	109

Tablet

	%	Index
Morning	17.8	**81**
Afternoon	18.3	**89**
Dinner Time	14.7	**90**
Evening	33.6	99
Late Night	17.4	**90**

Laptop

	%	Index
Morning	27.1	**89**
Afternoon	29.5	97
Dinner Time	21.7	**115**
Evening	40.6	**110**
Late Night	16.3	99

Desktop

	%	Index
Morning	23.7	**89**
Afternoon	25.9	97
Dinner Time	14.6	106
Evening	28.7	106
Late Night	15.2	**113**

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Social Media Usage

Facebook

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	75.6%	**19.2%**	Use Daily		52.8	92
	(97)	(109)	Use Weekly		12.8	98
			Use Monthly		8.7	**132**

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	52.3	95
Comment/Like other users' posts	39.3	**87**
Use Messenger	36.5	**90**
Watch videos	35.1	96
Watch live videos	15.7	108
Post photos	12.6	99
Like or become a fan of a page	11.8	102
Update my status	11.8	101
Click on an ad	9.4	94
Post videos	6.1	**116**
Create a Facebook group or fan page	5.0	**137**
Create a Facebook fundraiser (!)	3.0	**165**
Give to a Facebook fundraiser (!)	2.9	**137**

LinkedIn

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	42.3%	**49.3%**	Use Daily		6.5	101
	(109)	(94)	Use Weekly		13.6	109
			Use Monthly		20.9	**116**

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	7.4	102
View a job posting	7.1	**132**
Create a connection	5.0	**142**
Watch videos	4.9	**114**
Search and review other profiles	4.8	**118**
Comment on content	4.2	**126**
Post an article, video or picture (!)	3.6	**150**
Update your profile information	3.2	**131**
Click on an ad (!)	3.2	**135**
Participate in LinkedIn forums (!)	3.1	**179**
Request a recommendation (!)	2.8	**179**
Join a LinkedIn group (!)	2.0	**124**

Instagram

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	40.0%	**49.0%**	Use Daily		23.3	**111**
	(105)	(94)	Use Weekly		9.6	95
			Use Monthly		6.3	101

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	29.6	**111**
Like photos/videos	24.2	109
Comment on photos/videos	14.0	108
Send direct messages	13.7	**126**
Watch live videos	13.4	**115**
Post photos/videos	9.7	**119**
View a brand's page	9.0	**132**
Watch IGTV videos	6.5	**139**
Click on ads	6.0	**125**

Pinterest

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	24.6%	**62.9%**	Use Daily		4.5	**72**
	(84)	(106)	Use Weekly		9.3	**83**
			Use Monthly		9.9	**89**

Reddit

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	14.8%	**76.2%**	Use Daily		5.6	**175**
	(156)	(92)	Use Weekly		5.2	**171**
			Use Monthly		3.8	**129**

Participate In* (at least a few times per month)	% Comp	Index
View content	11.1	**166**
Follow specific Subreddits	6.1	**159**
Vote on content	6.1	**164**
Post content	3.9	**184**
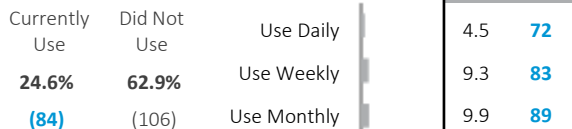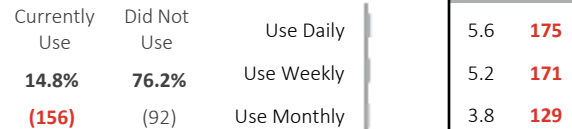
WhatsApp

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	58.0%	**33.2%**	Use Daily		34.3	**157**
	(131)	(71)	Use Weekly		13.7	**116**
			Use Monthly		8.9	94

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	41.6	**149**
Send/receive images	37.9	**151**
Use group chats	29.8	**167**
Send/receive documents and files	20.2	**170**
Use voice calls	16.8	**152**

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2020
(!) Indicates small sample size
*Ranked by percent composition
Based on Household Population 18+
16

Personal History Explorers
PRIZM Segments Included (by SESI): 17, 23, 51, 54, 63, 66
Market: British Columbia

Social Media Usage

Twitter

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	24.4%	**63.6%**	Use Daily	10.3	95
	(96)	(99)	Use Weekly	7.0	92
			Use Monthly	6.0	98

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	14.6	96
Watch videos	7.7	93
Send or receive direct messages	5.8	107
Tweet	5.5	94
Retweet	5.2	102
Share a link to a blog post or article of interest	4.5	95
Watch live videos	4.4	94
Respond to tweets	4.2	86
Actively follow new users	4.0	97
Follow users who follow you	3.7	87
Click on an ad	2.4	94

YouTube

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	73.3%	**15.7%**	Use Daily	34.1	121
	(102)	(99)	Use Weekly	26.2	91
			Use Monthly	11.8	83

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	51.6	112
Like or dislike videos	15.7	118
Watch live videos	14.4	125
Share videos	10.2	131
Click on an ad	7.6	128
Leave comment or post response on video	6.6	113
Embed a video on a web page or blog	5.3	133
Create and post a video	4.2	138

Snapchat

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	13.2%	**76.9%**	Use Daily	4.4	108
	(108)	(97)	Use Weekly	4.1	113
			Use Monthly	4.1	107

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.0	108
Use filters or effects	5.1	140
Send photos/videos	5.0	121
Send direct text messages	5.0	108
Use group chat	3.7	129
Read Snapchat discover/News	3.6	111
View a brand's snaps	2.4	118
Use video chat	2.3	133
View ads	2.1	121

Audio Podcasts

	Currently Use	Did Not Use
	18.3%	**65.1%**
	(95)	(100)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.3	100
Use Weekly	6.2	84
Use Monthly	5.9	100

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.4	114
Listen to a news podcast	4.1	85
Listen to a business podcast	3.4	101
Listen to an educational podcast	3.3	84
Listen to a comedy podcast	2.9	106
Subscribe to another genre of podcast	2.7	124
Listen to a technology focused podcast	2.3	120
Subscribe to a sports podcast**	2.3	128
Listen to a sports podcast	2.1	110
Subscribe to a news podcast	2.0	116
Subscribe to a comedy podcast (!)	2.0	140
Subscribe to a educational podcast	1.8	92
Subscribe to a technology podcast (!)	1.7	139
Subscribe to a business podcast (!)	1.7	127

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
3.9%	**90.9%**
(140)	(97)

Tik Tok

Currently Use	Did Not Use
2.3%	**91.4%**
(139)	(97)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.8	148
Use Weekly (!)	0.9	139