

Overview

Market Sizing

Top Geographic Markets

•	Of the 9 EQ Target Groups identified in Canada, Virtual Travellers
	rank 9 th , 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 •

		Target Group			Market		
Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market	
Target Group: 233,304 4.6%	Surrey, BC (CY)	12.4	6.5	136	183,889	9.1	
Market: 5,064,371	Langley, BC (DM)	7.4	15.8	330	45,344	2.3	
	Coquitlam, BC (CY)	2.9	5.0	104	55,399	2.8	
<u></u>	Southern Gulf Islands, BC (RDA)	2.3	95.4	1,992	2,329	0.1	
Total Households	Comox Valley A, BC (RDA)	2.0	57.4	1,199	3,414	0.2	
Target Group: 96,134 4.8%	Columbia-Shuswap C, BC (RDA)	1.5	41.1	861	3,523	0.2	
Market: 2,010,897	Sechelt, BC (DM)	1.4	26.8	560	5,040	0.3	
	Cariboo L, BC (RDA)	1.4	70.2	1,465	1,906	0.1	
	Sunshine Coast A, BC (RDA)	1.4	99.5	2,089	1,333	0.1	
	Nanaimo H, BC (RDA)	1.3	66.4	1,388	1,850	0.1	

Top PRIZM Segments % of Target Group Households 49 - Backcountry Boomers 57.1 11 - Modern Suburbia 25.3 43 - Happy Medium 17.4 27 - Diversité Nouvelle 0.2

Sources: DemoStats 2020, PRIZM 2020

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



Demographic Profile			Psychographics**				
Total Populatio Target Group: 233,304 4 Market: 5,064,371			Stron Emotional Co	g Value		1	k Values Enthusiasm for Technology
Average Household Income	Household Size*	,010,897	Attraction to N Technology Ar				Advertising as Stimulus loy of Consumption
\$99,624 ⁽⁹³⁾			Need for Es	scape	116	82	Active Government
Median Household Maintainer Age 58	1 Person 2 Persons 3 Persons	4 Persons 5+ Persons	Ethical Consume	erism	115	84	Equal Relationship with Youth
(107) % Index Marital Status**	24.5 42.0 14.2 85 119 96	12.2 7.2 95 86 Education**	Emotional Control Index = 121	Atti	raction to Index = 1		Need for Escape Index = 116
64.3% (113)	51.9%	29.1% (99)	Ethical Consumerism Index = 115		Racial Fu: Index = 1		National Pride Index = 112
Married/Common-Law C Visible Minority Presence*		School Certificate Or Equivalent igrant Population*	Work Ethic Index = 109	Eco	ological Fa Index = 1		Traditional Family Index = 106
EVALUATE THE SECOND SECONDO SECONDO SECONDO SECONDO SECONDO SECOND SECOND SECON	No knowledge of English or French	20.4% (70) rn outside Canada	Primacy of the Family Index = 105		Legacy Index = 2		Confidence in Advertising Index = 104

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

Target Group

Source: Environics Analytics 2020



Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]					
Top 5 Activities Participated*		Index	Top 5 Activities Attended*	% Comp	Index
Reading	85.5	101	Exhibitions, carnivals, fairs & markets	55.8	101
Gardening	72.1	110	Parks & city gardens	48.5	109
Swimming	61.5	106	Art galleries, museums & science centres	40.6	110
Fitness walking	55.7	107	National or provincial park	40.3	120
Camping	55.7	105	Bars & restaurant bars	40.0	102

Key Tourism Activities**

Swimming	Camping	Hiking & backpacking	Photography	Parks & city gardens	Cycling	National or provincial park	Bars & restaurant bars
	<u>Åia</u>	Ś	Õ	*	Å	<u>A</u> P	Ţ
61.5%	55.7%	50.4%	49.1%	48.5%	45.9%	40.3%	40.0%
(106)	(105)	(102)	(122)	(109)	(105)	(120)	(102)
Canoeing & kayaking	Golfing	Cross country skiing & snowshoeing	Historical sites	Fishing & hunting	Pilates & yoga	Sporting events	Specialty movie theatres/IMAX
ŝ	- Sh		1		汸		Ť.
39.6%	30.7%	30.5%	28.7%	28.4%	26.8%	23.4%	22.7%
(112)	(123)	(126)	(154)	(123)	(106)	(124)	(111)
Ice skating	Downhill skiing	Zoos & aquariums	Video arcades & indoor amusement centres	Power boating & jet skiing	ATV & snowmobiling	Theme parks, waterparks & water slides	Adventure sports
	* E	673		ŝ	540	Ĥ'n	÷.
22.6%	19.7%	17.1%	15.7%	15.3%	14.7%	12.8%	12.7%
(100)	(98)	(93)	(95)	(116)	(134)	(126)	(98)
Beer, food & wine festivals	Hockey	Music festivals	Snowboarding	Inline skating	Curling	Marathon or similar event	Film festivals
	A.	(())	TAR		M.		
11.0%	10.8%	10.2%	8.4%	8.0%	7.8%	6.4%	6.1%
(94)	(91)	(106)	(100)	(135)	(112)	(82)	(81)

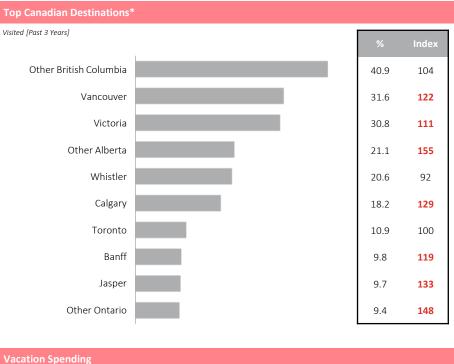
Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Source: Environics Analytics 2020

(!) Indicates small sample size Based on Household Population 12+ *Selected and ranked by percent composition **Ranked by percent composition 3

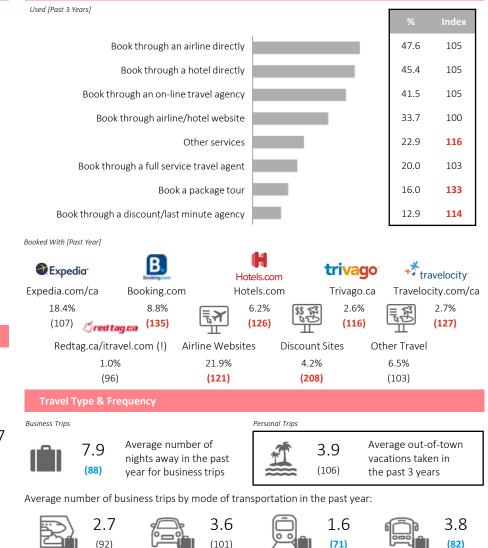


Travel Profile





Vacation Booking**



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

Target Group Source: Environics Analytics 2020 (!) Indicates small sample size

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



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

		R	<u>ÅLA</u>			
Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
63.0%	39.7%	18.1%	29.2%	24.6%	25.0%	11.0%
(107)	(100)	(112)	(117)	(117)	(119)	(116)
			同 成			
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
15.9%	17.1%	18.2%	14.0%	7.3%	9.1%	3.3%
(102)	(127)	(140)	(116)	(156)	(146)	(127)

Airline Preferences**

FIOWN [Past rear]				
🋞 AIR CANADA	WESTJET 🆈	Air transat	porter	*
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
40.5%	37.0%	7.1%	1.9%	5.9%
(99)	(109)	(103)	(225)	(111)
UNITED	DELTA AIR LINES	American Airlines 🍾		
United Airlines	Delta Airlines	American Airlines	Other American	
8.8%	7.5%	3.6%	9.9%	
(128)	(125)	(103)	(112)	
	7	J.F.F.		
European Airlines	Asian Airlines	Other Charter	Other	
9.6%	7.1%	1.9%	9.8%	
(126)	(104)	(104)	(118)	

Car Rental*

Rented From [Past Year]

Enterprise Enterprise 6.4% (98)	Budget 8.4% (158)	Avis 3.2% (149)	National A.9% (137)
Hertz 3.4% (125)	Discount Discount 2.6% (168)	U-Haul 2.1% (140)	Other Rentals 3.8% (118)

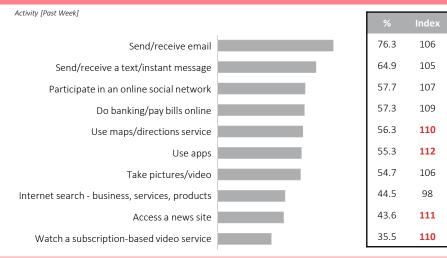
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Media

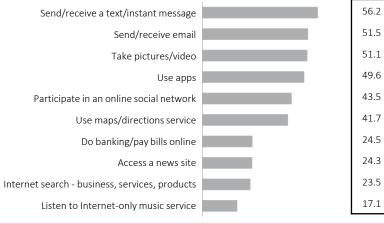
Wedia									
Overall Level of Use									
Radio			Television	News	paper	Magazine		Internet	
<u> </u>								((:))	
14 hours/week		1	,252 minutes/week	1 hour	s/week	9 minutes/day	21	2 minutes/day	
(115)			(108)	(9	1)	(96)		(94)	
Top Radio Programs*			Top Television Programs*		Top Newspaper Sections*		Top Magazine Publica	tions*	
Programs [Weekly]			Programs [Average Week]		Frequency Read [Occasionally/Frequent	ly]	Read [Past Month]		
	%	Index		% Index		% Inde	C	%	Index
News/Talk	36.2	98	Movies	47.0 104	Local & Regional News	60.5 104	Other English-Canadian	10.7	103
Adult Contemporary	22.9	122	Evening local news	44.8 117	International News & World	55.2 104	Canadian Living	9.3	109
Multi/Variety/Specialty	13.6	117	Documentaries	33.9 119	National News	52.0 100	Other U.S. magazines	9.1	91
Classic Hits	12.8	103	News/current affairs	33.6 109	Editorials	34.3 109	National Geographic	8.1	119
Mainstream Top 40/CHR	12.6	84	Suspense/crime dramas	30.8 112	Health	33.9 94	Maclean's	8.1	125
AOR/Mainstream Rock	11.5	158	Hockey (when in season)	29.0 112	Sports	29.9 105	Canadian Geographic	7.2	159
Hot Adult Contemporary	9.4	89	Home renovation/decoration shows	27.9 111	Travel	29.7 100	People	6.3	122
Modern/Alternative Rock	9.1	89	Primetime serial dramas	27.0 97	Food	28.6 88	Air Canada enRoute	5.2	126
Today's Country	8.3	96	Cooking programs	26.5 107	Movie & Entertainment	28.3 83	Canadian House and Home	e 4.8	157
Not Classified	7.4	100	Situation comedies	25.9 104	Business & Financial	27.4 107	Cineplex Magazine	4.4	103

Top Internet Activities*



Top Mobile Activities*

Activity [Past Week]



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

100

105

106

110

104

102

105

105

90



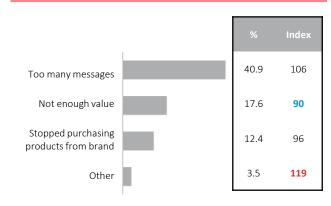
Media

Soci	al Media Pla	tforms			
Usage	Facebook Facebook 79.9% (102)	You Tube	YouTube 70.3% (98)	Ø	Instagram 34.9% (92)
P	Pinterest 33.8% (115)		WhatsApp 33.5% (76)	in	LinkedIn 33.3% (86)
6	Twitter 23.2% (91)		Podcasts 18.7% (97)		Snapchat 11.3% (93)
blog	Blogs 9.9% (80)	6T)	Health/Fitness 8.3% (89)	٢	Reddit 5.6% (59)
ĥĤ	Dating App 4.0% (75)	••	Flickr 3.1% (81)	J	Tinder 1.7% (61)

Reasons to Follow Brand	ds		
		%	Index
To learn about a brand's products /services		29.1	95
To enter contests		28.1	95
To get coupons and discounts		26.4	86
To provide feedback to the brand		10.3	89
To be among the first to hear brand news		8.8	74
To engage with content		6.9	85
To make suggestions for new products/services		4.4	84
To share brand-related stories with consumers		4.3	83

Social Media Attitudes		
"I tend to ignore marketing and advertisements when I'm in a social media environment" 75% Index = 105	"Use SM to keep up to date on general news/events" 36% Index = 100	"I am well informed about SM" 30% Index = 94
"Feel comfortable collaborating with others through SM" 28% Index = 103	"Use SM to keep up to date on news/events in my industry" 26% Index = 94	"I am open to receiving relevant marketing messages through social media channels" 20% Index = 97

Reasons to Unfollow Brands



Actions Taken using Social	Media		
Variables with Response "Yes"			
	1		Index
Like brand on Facebook		32.4	97
Subscribe to brand email newsletter		17.4	88
Subscribe to brand channel on YouTube		11.5	87
Follow brand on Instagram		10.6	74
Join an exclusive online community of consumers who also like the brand		9.4	95
Follow brand on Twitter		4.8	65

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



Product Preferences

Variables with "Agree" Statements

"I generally achieve what I set out to do" 76% Index = 112	"I have tried a product/service based on a personal recommendation" 73% Index = 102	"I am very concerned about the nutritional content of food products I buy" 72% Index = 106	"I value companies who give back to the community" 67% Index = 103
"Family life and having children are most important to me" 66% Index = 113	"I am interested in learning about different cultures" 65% Index = 106	"I consider myself to be informed on current events or issues" 63% Index = 104	"I like to try new places to eat" 58% Index = 106
"It's important to buy products from socially-responsible/environmentally- friendly companies" 56% Index = 103	"I offer recommendations of products/services to other people" 54% Index = 101	"I like to try new and different products" 53% Index = 104	"When I shop online I prefer to support Canadian retailers" 50% Index = 101
"I am adventurous/"outdoorsy"" 42% Index = 109	"I am willing to pay more for eco- friendly products" 35% Index = 102	"I prefer to shop online for convenience" 31% Index = 106	"Vegetarianism is a healthy option" 25% Index = 80
"Staying connected via social media is very important to me" 22% Index = 87	"I enjoy being extravagant/indulgent" 22% Index = 113	"I consider myself to be sophisticated" 21% Index = 98	"I lead a fairly busy social life" 20% Index = 94
	do" 76% Index = 112 "Family life and having children are most important to me" 66% Index = 113 "It's important to buy products from socially-responsible/environmentally- friendly companies" 56% Index = 103 "I am adventurous/"outdoorsy"" 42% Index = 109	do" on a personal recommendation" 76% Index = 112 on a personal recommendation" "Family life and having children are most important to me" "I am interested in learning about different cultures" 66% Index = 113 "I am interested in learning about different cultures" 66% Index = 113 "I offer recommendations of products/services to other people" "It's important to buy products from socially-responsible/environmentally-friendly companies" "I offer recommendations of products/services to other people" 56% Index = 103 "I am willing to pay more for eco-friendly products" "I am adventurous/"outdoorsy"" "I am willing to pay more for eco-friendly products" 35% Index = 109 "I enjoy being extravagant/indulgent" "Staying connected via social media is very important to me" "I enjoy being extravagant/indulgent"	"I generally achieve what i set out to do" Thave tried a product/service based on a personal recommendation" nutritional content of food products I buy" "76% Index = 112 "I have tried a product/service based on a personal recommendation" nutritional content of food products I buy" "Family life and having children are most important to me" "I am interested in learning about different cultures" "I consider myself to be informed on current events or issues" "It's important to buy products from socially-responsible/environmentally- friendly companies" "I offer recommendations of products/services to other people" "I like to try new and different products" "I am adventurous/"outdoorsy"" "I offer recommendations of products/services to other people" "I like to try new and different products" "I am willing to pay more for eco- friendly products" "I am willing to pay more for eco- friendly products" "I prefer to shop online for convenience" "I' am adventurous/"outdoorsy"" "I am willing to pay more for eco- friendly products" "I prefer to shop online for convenience" "Staying connected via social media is very important to me" "I enjoy being extravagant/indulgent" "I consider myself to be sophisticated"

Index: At least 10% above or below the average



Product Preferences

Beer Co	nsumption					
Drinks (Pas	t Week)					
		i.	_	_		
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	64.8	19.4	5.8	5.9	1.8	2.3
Index	97	111	108	133	88	59

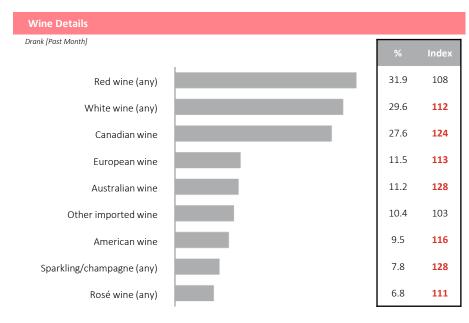
Top 10 Beers*		
Brand Drink [Most Often/Frequently]	%	Index
Other Canadian microbrewery/craft beer	22.9	92
Corona	18.5	127
Sleeman (any)	16.2	131
Alexander Keith's (any)	14.9	132
Budweiser	14.5	117
Molson Canadian	14.2	116
Coors Light	13.0	124
Rickard's (any)	12.6	156
Heineken	11.9	112
Bud Light (any)	11.9	145

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	27.6	124
Cider	12.5	108
Liqueurs (any)	10.8	111

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	21.0	128

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.9	92



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

Source: Environics Analytics 2020

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



Product Preferences

Restaurant Type Vis	ited*						
Frequency of Visiting [Past Ye	ar]						
■ Once a month or more ■ 2-1	11 times per year 🗏 Once a year	%	Index	%	Index	%	Index
Pizza restaurants		10.2	102	41.7	98	7.7	130
Asian restaurants		10.6	84	47.0	105	4.4	87
Submarine/sandwich restaurants		6.5	97	36.4	109	6.7	112
Breakfast style restaurant		11.2	143	29.4	105	7.5	93
Chicken restaurants		2.4	73	25.0	114	3.0	90
Ice cream/frozen yogurt restaurants		2.1	79	33.0	112	4.2	98
Specialty burger restaurants		2.9	69	25.1	112	4.8	85
Italian restaurants		1.4	54	25.2	103	5.5	75
Steakhouse		0.4	59	20.4	108	17.1	103
Other ethnic restaurants		1.8	73	30.7	101	5.6	84
Mexican/Burrito-style restaurants	_	2.2	85	24.6	101	6.8	90
Seafood/Fish and Chips restaurants		1.7	124	26.8	115	10.8	116

Restaurant Service Type*

Frequency of Visiting (Past Year)

Frequency of Visiting [Po	ist rearj						
Once a month or more	2-11 times per year Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants		7.4	110	47.9	105	5.0	96
Food court outlets at a shopping mall		3.2	60	40.6	100	14.4	133
Pub restaurants		5.3	87	48.9	113	6.6	119
Formal dine-in restaurants		2.9	73	35.1	105	8.8	104
Fast casual restaurants		8.1	99	25.4	93	2.0	85
Sports bars		1.2	67	20.2	121	4.3	112
Other types		2.9	75	22.2	112	4.1	136

Purchased Organic Food

Done [Past Week]



र्दुह

(104)



Organic Meat

10.7% (111)



Product Preferences

Demographics					Loyalty Programs*		
	ent	6	Own		Member	%	Index
[RENT]	7.1% 53)	Ś	82.8% (123)		PC Optimum	56.4	106
	Age	of Children at Home			Credit card with loyalty rewards	51.0	121
0					Costco membership (paid)	49.9	116
Ч IS W					Air Miles (excl. airline frequent flyer programs)	49.8	102
Households with Children at Home	0 to 4 5 to 9	10 to 14 15 to 19	20 to 24 25	or more	Canadian Tire Triangle	39.4	120
34.7% % (93) Inde	18.9 19.6 ex 119 113	18.617.910799	10.9 81	14.2 80	Aeroplan	32.6	111
Demographic Trends					SCENE (Cineplex)	27.9	97
	Household Proje	ctions			Petro Points	26.7	121
105k		_			Hudson's Bay Rewards	26.6	116
					Esso Extra Program	8.9	105
100k					Other airline frequent flyer program	12.0	114
2020 2021 2022	2022 2024 2025	2028 2027 2		2020	Other grocery store card	33.6	105
2020 2021 2022 2020	2023 2024 2025	2026 2027 2 2025	2028 2029	2030	Other store program	10.8	110
Count 96,134	99,258	101,163	106,02	1	Other gas program	8.4	141
% Change - Index - Note: Index compares % chanae from 2020 t	3.2 93	5.2 92	10.3 92		Other loyalty program	9.8	87

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

Target Group



Internet Activity

Activity [Past Week]						
	Internet Activity*	% Index	Internet Activity via Mobile	% Inde	Internet Activity via Tablet	% Index
Send/receive email		76.3 106		51.5 105	1 🛏	17.9 124
Send/receive a text/instant message		64.9 105		56.2 100		11.7 129
Participate in an online social network		57.7 107		43.5 104		12.9 131
Do banking/pay bills online		57.3 109		24.5 105		10.8 150
Take pictures/video		54.7 106		51.1 106		5.5 109
Use maps/directions service		56.3 110		41.7 102		7.3 132
Use apps		55.3 112		49.6 110		16.6 128
Internet search - business, services, products		44.5 98		23.5 90		7.3 86
Watch a subscription-based video service (e.g. Netflix)		35.5 110		12.7 102		10.0 99
Watch free streaming music videos		28.8 99		17.1 96		7.0 94
Compare products/prices while shopping		28.6 100		16.3 98		6.9 130
Watch other online free streaming videos		30.0 107		16.3 95		5.8 111
Research products/services		31.9 105		13.9 84		8.0 129
Listen to music via streaming video service (e.g. YouTube)		26.5 110		13.9 96		3.3 121
Play/download online games		23.6 94		12.9 92		4.9 96
Purchase products or services		26.8 113		10.8 127		3.8 123
Share/refer/link friends to a website or an article		18.5 97		12.8 98	1	2.3 93
Consult consumer reviews		28.7 122		12.3 97	-	6.0 148
Listen to Internet-only music service (e.g. Spotify)		19.6 99		17.1 103		2.6 112
Use online telephone directory		20.3 108		14.2 117		3.3 113
Download music/MP3 files (free or paid)		- 11.9 86		8.5 97		1.7 128
Use ad blocking software		20.0 109		10.9 141		1.2 68
Download any video content (free or paid)		15.8 105		7.4 125		3.8 115
Read or look into online newspapers		- 14.9 125		9.3 136		3.5 137
Click on an Internet advertisement		- 14.8 124		6.9 105	1	1.9 117
Listen to a podcast		- 14.0 103		8.8 89		3.2 156
Listen to a radio broadcast via streaming audio		- 11.4 105		5.7 90		3.1 157
Download/print/redeem discount coupon		- 13.1 115		6.1 104	1	1.6 167
Enter online contests		- 16.2 141		4.4 101		1.3 120
Watch a TV broadcast via streaming video	-	8.7 108	1	1.9 74	1	2.8 155
Place/respond to an online classified advertisement		– 12.8 126		5.2 97	1	2.1 153
Receive store offers by SMS		6.6 101	-	5.7 103		
Read or look into online magazines		5.8 107	-	2.6 105		1.9 117
Scan mobile tagging barcode/QR		6.8 141	-	6.3 160		
Purchase group deal (e.g. Groupon)		- 4.5 117	-	2.7 106		
Watch streaming purchased/rented videos (e.g. iTunes)		3.5 139				



Internet Activity

Top Website Types* Direct Media Usage Activity [Past Week] Frequency of Use [Occasionally/Frequently] ■ Internet ■ Mobile ■ Tablet 111 Flyers delivered to the door or in the mail 45.8 Index 43.3 105 Flyers inserted into a community newspaper 43.6 24.3 111 105 13.1 121 97 Access a news site Coupons 32.5 32.5 98 General information from the Internet/websites 76 9.3 29.2 96 10.9 133 Access food/recipes content 30.4 107 Apps/online flyers Local store catalogues 28.9 117 6.5 25.0 124 12.5 112 145 Access health-related content 109 Flyers inserted into a daily newspaper 26.1 Access professional sports 15.6 137 10.7 136 3.3 125 20.3 94 Direct email offers content 9.6 118 Mail order Access restaurant 12.9 91 8.2 82 3.4 128 101 4.2 guides/reviews Yellow Pages (print) Yellow Pages (online) 1.4 120 Access travel content 21.2 5.3 129 10.4 120 142 **Out of Home Advertising** Access real estate listings/sites 179 19.9 145 9.2 140 6.8 Noticed Advertising [Past Week] Billboards 32.0 115 Access a radio station's 76 10.7 99 3.4 3.4 122 On bus exteriors 23.2 88 website On street furniture (e.g. bus benches) 18.8 103 Access home decor-related 9.6 105 4.0 118 3.1 135 Inside shopping malls 17.9 105 content On transit shelters 17.8 95 Digital billboards 15.4 106 Access a TV station's website 11.1 127 4.2 155 0.9 86 Inside public washrooms 13.5 128 Inside buses 6.9 70 Access celebrity gossip content 6.4 95 92 5.0 1.3 87 Inside airports 6.5 113 On subway/metro platforms 6.4 81 Access fashion or beauty-7.5 87 87 2.0 5.4 95 Inside subway/metro cars 5.9 87 related content Inside movie theaters 5.4 81 Access automotive 9.4 145 5.2 151 1.0 100 Screens inside elevators 4.8 71 news/content Inside commuter trains 3.9 64 On taxis 2.9 89

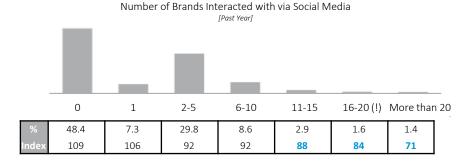


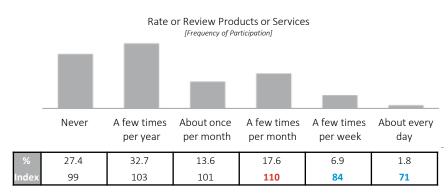
Social Media Usage

Social Media Overview

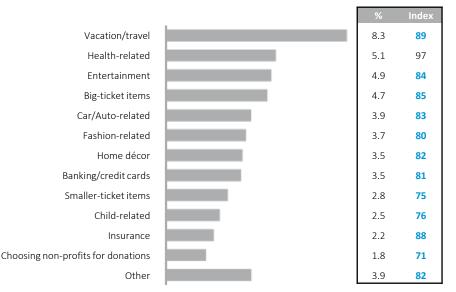
- 58% of Virtual Travellers from British Columbia tend to access social media on their mobile phones during the morning hours, 56% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 88% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction





Seek Recommendations via Social Media*



Top Social Media Attitudes**

Virtual Travellers from British Columbia are private about sharing their personal information online

"Social media companies should not be allowed	"I tend to ignore marketing and advertisements
to own or share my personal information"	when I'm in a social media environment"
88% Index = 103	75% Index = 105
"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 72% Index = 100	"Use SM to stay connected with personal contacts" 48% Index = 106

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

(!) Indicates small sample size



Social Media Usage

Frequency of Participation*			Social Media Uses*			Number of Conne	ections		
A few times per week or more			A few times per week or more			Across all social media			
Participate In	% Comp	Index						0/	Index
View friends' photos online	47.1	97		%	Index			/0	muex
Read article comments	42.3	100				0-49		37.3	101
Watch video online	40.9	92	Stay connected with family			0-45		57.5	101
Chat in online chats	38.1	96	,,,	47.3	106	50-99		16.3	105
Read status updates/tweets	35.9	96				50 55		10.5	105
Listen to radio or stream music online	34.8	98	Keep up to date on general			100-149		12.8	108
Share links with friends and colleagues	27.5	93	news/events	46.7	100				
Click links in news feeds	22.0	88		10.7	100	150-199		7.2	93
Play games with others online	16.0	102							
Read blogs	14.7	85	Stay connected with	15.0	100	200-299		9.0	117
Post photos online	13.3	93	personal contacts	45.9	102				
Check in with locations	11.2	97				300-399		5.8	103
Comment on articles or blogs	10.2	99	Keep up to date on						
Update your status on a social network	9.2	87	news/events in my industry	24.0	92	400-499		3.2	86
Share your GPS location	9.1	88							
Rate or review products online	8.7	81				500-1000		5.6	86
Chat in online forums	8.4	81	Stay connected with	16.1	89				
Post videos online	4.0	70	work/professional contacts			More than 1000		2.8	65
Publish blog, Tumblr, online journal	2.4	69							

Social Media Access

Typically use

Publish blog, Tumblr, online journal

Mobile Tablet Desktop Laptop 58.0 93 33.7 27.0 101 24.6 112 Morning 110 Morning Morning Morning 55.7 93 22.7 111 31.1 102 26.4 99 Afternoon Afternoon Afternoon Afternoon 37.8 85 16.7 101 17.6 93 12.8 93 Dinner Time Dinner Time Dinner Time Dinner Time 50.4 91 32.5 96 36.8 99 25.9 96 Evening Evening Evening Evening 34.7 88 18.7 97 16.6 100 12.6 94 Late Night Late Night Late Night Late Night

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



Social Media Usage

Facebook						
Frequence [Past			ncy of ^{t Year]}	Use		
					%	Index
Currently Use	Did Not Use	Use Daily			60.4	4 105
79.9%	16.3%	Use Weekly	μ.		12.6	5 96
(102)	(93)	Use Monthly			6.1	93
Participate In	* (at least a	few times per we	eek)	% Co	mp	Index
Read my news	feed			56.	.9	103
Comment/Like other users' posts				49.2		109
Use Messenge	r			43.1		106
Watch videos				35.0		96
Watch live vide	eos			13.4		93
Post photos				13.2		104
Like or become	e a fan of a p	bage		11.	4	99
Update my sta	tus			11.	2	96
Click on an ad			9.4	4	95	
Post videos			4.9	Э	94	
Create a Facebook group or fan page			2.6		72	
Give to a Facebook fundraiser (!)				1.3		61
Create a Faceb	ook fundrai	ser (!)		0.9	Э	53

LinkedIn							
Frequen [Past			ncy of t Year]	Use			
					%		Index
Currently Use	Did Not Use	Use Daily			5.2		81
33.3%	58.4%	Use Weekly	μ.		11.	0	88
(86)	(111)	Use Monthly	þ.		15.	3	85
Participate In	* (at least a	few times per w	eek)	% Co	mp	I	ndex
Read your new	/sfeed			5.9	9		82
View a job pos	ting			4.	2		78
Watch videos				3.3			76
Comment on c	ontent			2.5			74
Search and rev	view other p	rofiles		2.4	4		60
Create a conne	ection			2.4	4		69
Update your p	Update your profile information			2.1			85
Click on an ad	(!)			1.9	9		82
Join a LinkedIn	group (!)			1.	5		90
Post an article	, video or pio	cture (!)		1.4	4		57
Participate in L	inkedIn foru	ums (!)		1.0	C		59

Instagram

Click on ads

Watch IGTV videos

1	Free		ncy of t Year]	Use		
	-		_		%	Index
Currently Use	Did Not Use	Use Daily			18.2	2 87
34.9%	56.7%	Use Weekly	<u> </u>		8.8	88
(92)	(109)	Use Monthly			6.9	110
Participate In	* (at least a	few times per we	eek)	% Co	mp	Index
View photos/v	ideos			22.7		85
Like photos/vi	deos			18.5		84
Comment on p	ohotos/video	DS		11.6		90
Watch live videos			9.6		82	
Send direct messages			8.2		75	
Post photos/videos			6.	2	76	
View a brand's	page			5.0	C	73

Pinterest

G)	Frec	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		6.5	105
33.8%	55.5%	Use Weekly		13.7	122
(115)	(94)	Use Monthly		12.5	113

Reddit					
6	3		iency of Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		1.6	50
5.6%	88.2%	Use Weekly		1.9	62
(59)	(107)	Use Monthly		1.8	62
Participate	Participate In* (at least a few times per month)			mp	Index
View content			3.	6	54
Follow specific	Subreddits		2.	2	58
Vote on conte	nt		2.	2	59

WhatsApp					
		Fre	quency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily	P	13.4	61
33.5%	57.4%	Use Weekly	J	10.8	92
(76)	(124)	Use Monthly		8.2	86

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	18.5	66
Send/receive images	16.3	65
Use group chats	10.8	60
Use voice calls	7.6	69
Send/receive documents and files	7.1	60

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

Post content

Target Group Source: Environics A

Request a recommendation (!)

Source: Environics Analytics 2020

1.2

56

0.6

39

(!) Indicates small sample size

3.5

3.2

72



Social Media Usage

Iwitter					
		Freq	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		9.8	90
23.2%	68.1%	Use Weekly		7.0	93
(91)	(106)	Use Monthly		5.4	88

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.8	90
Watch videos	8.5	102
Tweet	4.8	82
Watch live videos	4.5	96
Send or receive direct messages	4.3	79
Respond to tweets	4.1	83
Share a link to a blog post or article of interest	3.9	82
Retweet	3.7	73
Follow users who follow you	3.7	86
Actively follow new users	3.5	86
Click on an ad	2.1	85

Yo		Free	quency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		25.0	89
70.3%	16.7%	Use Weekly		28.5	99
(98)	(105)	Use Monthly	þ	16.4	115

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	41.5	90
Like or dislike videos	11.3	85
Watch live videos	8.9	78
Share videos	6.4	82
Click on an ad	5.5	92
Leave comment or post response on video	4.4	75
Embed a video on a web page or blog	2.6	65
Create and post a video	2.3	77

		Frequency of Use [Past Year] % Index			
Currently Use	Did Not Use	Use Daily		3.8	92
11.3%	80.8%	Use Weekly		3.3	89
(93)	(102)	Use Monthly		3.8	99

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.2	93
Send direct text messages	4.5	97
Send photos/videos	3.8	92
Read Snapchat discover/News	3.4	106
Use filters or effects	2.7	74
Use group chat	2.4	84
View a brand's snaps	2.2	107
Use video chat	1.2	72
View ads	1.1	64

Audio Podcasts

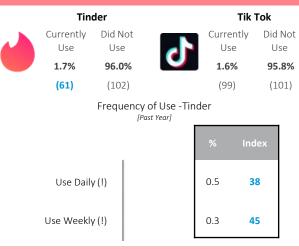


ently Use	Did Not Use
8.7%	66.6%
(97)	(103)

Freq	uency of [Past Year]	Use	
		%	Index
Use Daily		4.5	85
Use Weekly		7.9	108
Use Monthly		5.5	94

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.5	94
Listen to another genre of podcast	4.0	83
Listen to an educational podcast	3.6	93
Listen to a business podcast	2.9	89
Listen to a comedy podcast	2.6	95
Listen to a sports podcast	1.6	83
Subscribe to another genre of podcast	1.6	72
Subscribe to a educational podcast	1.5	76
Listen to a technology focused podcast	1.4	72
Subscribe to a sports podcast**	1.2	70
Subscribe to a news podcast	1.2	68
Subscribe to a comedy podcast (!)	1.2	83
Subscribe to a business podcast (!)	0.8	62
Subscribe to a technology podcast (!)	0.8	61

Other Social Media Platforms



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

(!) Indicates small sample size

*Ranked by percent composition **a few times per month or more Based on Household Population 18+