

**Overview**

- Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 1<sup>st</sup> for the Custom Fruitvale/Rossland target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Country & Western make up 6,220 households, or 57% of the total Households in the Custom Fruitvale/Rossland target area (10,937)
- The Median Household Maintainer Age is 60, 46% of couples have children living at home
- Average Household Income of \$85,309 compared to the Custom Fruitvale/Rossland target area at \$86,306
- **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
- Average interest in Swimming, Photography and Camping
- Average interest in travelling within Canada, Country & Western from the Custom Fruitvale/Rossland target area spent an average of \$1,401 on their last vacation
- On average, Country & Western from the Custom Fruitvale/Rossland target area spend 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day)
- 85% currently use Facebook, 31% use Instagram and 21% use Twitter

**Market Sizing**



Total Population

Target Group: 14,291 | 58.8%  
 Market: 24,294



Total Households

Target Group: 6,220 | 56.9%  
 Market: 10,937

**Top Geographic Markets**

| Census Subdivision           | Target Group |             |            | Market   |             |
|------------------------------|--------------|-------------|------------|----------|-------------|
|                              | % of Group   | % of Market | Index      | HH Count | % of Market |
| Rossland, BC (CY)            | 13.0         | 80.0        | <b>251</b> | 1,752    | 5.2         |
| Central Kootenay H, BC (RDA) | 9.5          | 46.1        | <b>144</b> | 2,225    | 6.6         |
| Columbia-Shuswap A, BC (RDA) | 8.8          | 72.6        | <b>227</b> | 1,308    | 3.9         |
| Central Kootenay J, BC (RDA) | 5.5          | 40.5        | <b>127</b> | 1,458    | 4.3         |
| East Kootenay F, BC (RDA)    | 4.5          | 39.3        | <b>123</b> | 1,239    | 3.7         |
| Nakusp, BC (VL)              | 4.2          | 55.0        | <b>172</b> | 832      | 2.5         |
| Salmo, BC (VL)               | 4.1          | 82.4        | <b>258</b> | 533      | 1.6         |
| Fruitvale, BC (VL)           | 3.8          | 48.0        | <b>150</b> | 861      | 2.5         |
| Kaslo, BC (VL)               | 3.8          | 82.9        | <b>260</b> | 498      | 1.5         |
| Trail, BC (CY)               | 3.8          | 10.4        | <b>33</b>  | 3,895    | 11.5        |

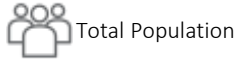
**Top PRIZM Segments**

% of Target Group Households

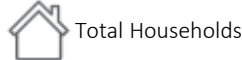
50 - Country & Western



**Demographic Profile**



**Total Population**  
Target Group: 14,291 | 58.8%  
Market: 24,294

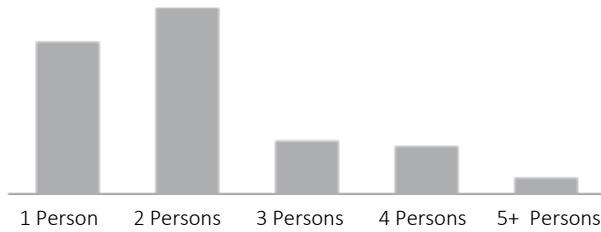


**Total Households**  
Target Group: 6,220 | 56.9%  
Market: 10,937

**Average Household Income**

\$85,309  
(99)

**Household Size\***



**Median Household Maintainer Age**

60  
(101)

**Marital Status\*\***

60.7%  
(99)

Married/Common-Law

**Family Composition\*\*\***

53.6%  
(100)

Couples Without Kids at Home

**Education\*\***

26.8%  
(100)

High School Certificate Or Equivalent

**Visible Minority Presence\***

3.0%  
**(111)**

Belong to a visible minority group

**Non-Official Language\***

0.1%  
(106)

No knowledge of English or French

**Immigrant Population\***

12.2%  
(108)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

|                         |            |           |                             |
|-------------------------|------------|-----------|-----------------------------|
| Emotional Control       | <b>147</b> | <b>48</b> | Joy of Consumption          |
| Cultural Assimilation   | <b>146</b> | <b>54</b> | Pursuit of Novelty          |
| Utilitarian Consumerism | <b>145</b> | <b>56</b> | Advertising as Stimulus     |
| Ecological Fatalism     | <b>134</b> | <b>61</b> | Need for Status Recognition |
| Obedience to Authority  | <b>132</b> | <b>64</b> | Enthusiasm for Technology   |

**Key Social Values**

|  |   |  |
|--|---|--|
| Emotional Control<br>Index = <b>147</b>  | Ecological Fatalism<br>Index = <b>134</b>   | Attraction to Nature<br>Index = <b>131</b> |
| Traditional Family<br>Index = <b>121</b> | Community Involvement<br>Index = <b>117</b> | Social Intimacy<br>Index = <b>113</b>      |
| Need for Escape<br>Index = 108           | Search for Roots<br>Index = 107             | Work Ethic<br>Index = 105                  |
| Brand Apathy<br>Index = 104              | National Pride<br>Index = 104               | Primacy of the Family<br>Index = 98        |

**Sports & Leisure**

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

| Top 5 Activities Participated*  | % Comp | Index |
|---------------------------------|--------|-------|
| Reading                         | 84.9   | 100   |
| Gardening                       | 79.0   | 99    |
| Swimming                        | 57.1   | 99    |
| Arts, crafts, sewing & knitting | 56.8   | 100   |
| Photography                     | 53.7   | 101   |

| Top 5 Activities Attended*                    | % Comp | Index |
|---|--------|-------|
| Exhibitions, carnivals, fairs & markets       | 59.8   | 100   |
| Parks & city gardens                          | 51.2   | 99    |
| National or provincial park                   | 46.5   | 102   |
| Art galleries, museums & science centres      | 45.6   | 100   |
| Theatre - Major theatres, halls & auditoriums | 43.6   | 101   |

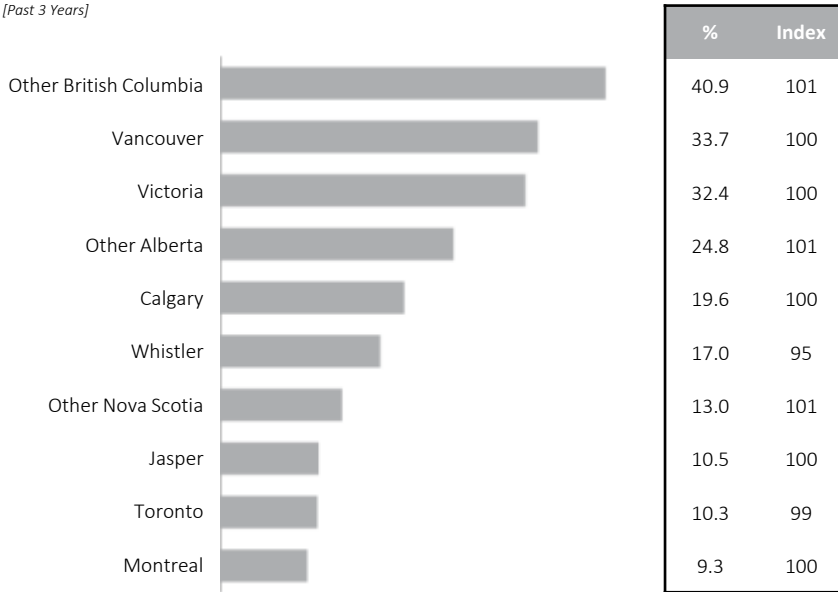
**Key Tourism Activities\*\***

|  |  |   |   |  |   |   |   |
|--|--|---|---|--|---|---|---|
| Swimming<br><br>57.1%<br>(99)            | Photography<br><br>53.7%<br>(101)      | Camping<br><br>53.5%<br>(98)                    | Parks & city gardens<br><br>51.2%<br>(99)       | Hiking & backpacking<br><br>50.9%<br>(99)                  | National or provincial park<br><br>46.5%<br>(102) | Cycling<br><br>43.4%<br>(99)                                  | Bars & restaurant bars<br><br>38.2%<br>(98) |
| Canoeing & kayaking<br><br>37.8%<br>(98) | Fishing & hunting<br><br>33.0%<br>(99) | Golfing<br><br>32.0%<br>(100)                   | Historical sites<br><br>30.3%<br>(101)          | Cross country skiing & snowshoeing<br><br>28.9%<br>(99)    | Pilates & yoga<br><br>26.8%<br>(100)              | Specialty movie theatres/IMAX<br><br>24.1%<br>(101)           | Sporting events<br><br>21.1%<br>(101)       |
| Ice skating<br><br>18.5%<br>(99)         | Zoos & aquariums<br><br>17.7%<br>(102) | Power boating & jet skiing<br><br>17.3%<br>(99) | ATV & snowmobiling<br><br>16.4%<br>(100)        | Downhill skiing<br><br>16.2%<br>(98)                       | Adventure sports<br><br>14.3%<br>(95)             | Video arcades & indoor amusement centres<br><br>11.6%<br>(98) | Inline skating<br><br>10.4%<br>(99)         |
| Music festivals<br><br>9.3%<br>(99)      | Hockey<br><br>7.6%<br>(92)             | Snowboarding<br><br>7.2%<br>(91)                | Beer, food & wine festivals<br><br>7.2%<br>(95) | Theme parks, waterparks & water slides<br><br>6.9%<br>(97) | Food & wine shows<br><br>6.4%<br>(102)            | Dinner theatres<br><br>6.0%<br>(102)                          | Curling<br><br>5.8%<br>(96)                 |

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\*\***

Used [Past 3 Years]

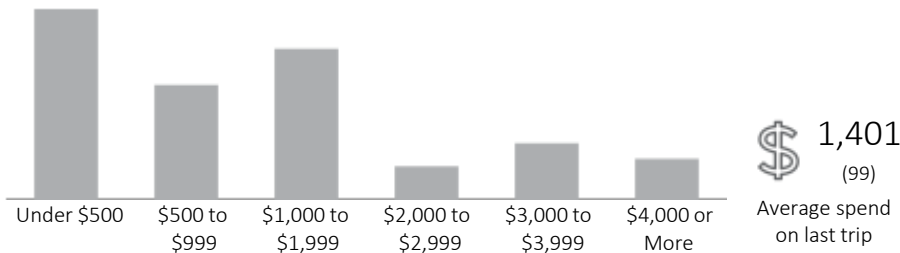


Booked With [Past Year]



**Vacation Spending**

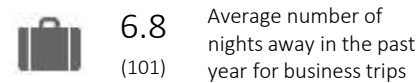
Spent Last Vacation



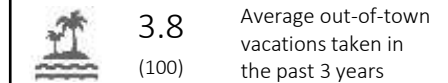
**\$1,401**  
(99)  
Average spend on last trip

**Travel Type & Frequency**

Business Trips



Personal Trips



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



**Travel Profile**

**Accommodation Preferences\***

Used [Past 3 Years]

|                            |  |   |                                |                                   |  |                              |
|----------------------------|--|---|--------------------------------|-----------------------------------|--|------------------------------|
| <br>Hotel<br>58.6%<br>(99) | <br>Friends/relatives<br>37.6%<br>(99) | <br>All-inclusive resort<br>14.7%<br>(99) | <br>Camping<br>28.4%<br>(99)   | <br>Motel<br>21.9%<br>(98)        | <br>Vacation rental by owner<br>24.2%<br>(101) | <br>Cottage<br>10.7%<br>(95) |
| <br>B&B<br>14.7%<br>(99)   | <br>Condo/apartment<br>16.7%<br>(103)  | <br>Cruise ship<br>15.1%<br>(100)         | <br>RV/camper<br>12.1%<br>(97) | <br>Package tours<br>7.4%<br>(99) | <br>Spa resort<br>12.6%<br>(101)               | <br>Boat<br>3.0%<br>(100)    |

**Airline Preferences\*\***

Flown [Past Year]

|                                       |                                     |  |                                      |                                     |
|---------------------------------------|-------------------------------------|--|--------------------------------------|-------------------------------------|
| <br>Air Canada<br>38.5%<br>(99)       | <br>West Jet<br>32.3%<br>(100)      | <br>Air Transat<br>7.1%<br>(101)       | <br>Porter Airlines<br>2.2%<br>(104) | <br>Other Canadian<br>7.1%<br>(101) |
| <br>United Airlines<br>6.1%<br>(99)   | <br>Delta Airlines<br>7.3%<br>(101) | <br>American Airlines<br>2.8%<br>(101) | <br>Other American<br>9.9%<br>(98)   |                                     |
| <br>European Airlines<br>8.5%<br>(97) | <br>Asian Airlines<br>5.3%<br>(94)  | <br>Other Charter<br>2.8%<br>(96)      | <br>Other<br>6.3%<br>(93)            |                                     |

**Car Rental\***

Rented From [Past Year]

|                                |                              |                            |                                   |
|--------------------------------|------------------------------|----------------------------|-----------------------------------|
| <br>Enterprise<br>5.9%<br>(97) | <br>Budget<br>7.0%<br>(104)  | <br>Avis<br>2.5%<br>(95)   | <br>National<br>5.0%<br>(99)      |
| <br>Hertz<br>3.1%<br>(101)     | <br>Discount<br>2.6%<br>(97) | <br>U-Haul<br>1.4%<br>(94) | <br>Other Rentals<br>2.9%<br>(93) |

**Media**

**Overall Level of Use**

Radio



14 hours/week  
(100)

Television



1,315 minutes/week  
(101)

Newspaper



1 hours/week  
(105)

Magazine



11 minutes/day  
(101)

Internet



214 minutes/day  
(100)

**Top Radio Programs\***

Programs [Weekly]

|                         | %    | Index |
|-------------------------|------|-------|
| News/Talk               | 42.4 | 100   |
| Adult Contemporary      | 21.7 | 100   |
| AOR/Mainstream Rock     | 18.3 | 102   |
| Multi/Variety/Specialty | 14.9 | 102   |
| Classic Hits            | 13.0 | 100   |
| Not Classified          | 7.5  | 101   |
| Classic Rock            | 6.2  | 98    |
| Hot Adult Contemporary  | 5.9  | 92    |
| Modern/Alternative Rock | 5.4  | 92    |
| Oldies                  | 3.3  | 94    |

**Top Television Programs\***

Programs [Average Week]

|                                  | %    | Index |
|----------------------------------|------|-------|
| Movies                           | 46.8 | 101   |
| Evening local news               | 43.9 | 101   |
| Documentaries                    | 41.2 | 102   |
| News/current affairs             | 33.7 | 102   |
| Suspense/crime dramas            | 33.6 | 102   |
| Home renovation/decoration shows | 29.8 | 102   |
| Reality shows                    | 29.7 | 100   |
| Hockey (when in season)          | 28.6 | 101   |
| Situation comedies               | 28.1 | 101   |
| Cooking programs                 | 27.1 | 100   |

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

|                            | %    | Index |
|----------------------------|------|-------|
| Local & Regional News      | 61.1 | 101   |
| International News & World | 53.0 | 99    |
| National News              | 52.2 | 100   |
| Editorials                 | 36.5 | 101   |
| Business & Financial       | 31.5 | 103   |
| Health                     | 31.4 | 101   |
| Travel                     | 29.9 | 100   |
| Food                       | 27.7 | 102   |
| Sports                     | 27.4 | 101   |
| Movie & Entertainment      | 25.5 | 100   |

**Top Magazine Publications\***

Read [Past Month]

|                         | %    | Index |
|-------------------------|------|-------|
| Other English-Canadian  | 11.8 | 99    |
| Canadian Living         | 10.4 | 106   |
| Canadian Geographic     | 9.5  | 101   |
| National Geographic     | 8.7  | 98    |
| People                  | 7.9  | 100   |
| Other U.S. magazines    | 7.3  | 99    |
| Air Canada enRoute      | 6.8  | 99    |
| Canadian House and Home | 6.4  | 100   |
| Maclean's               | 6.0  | 95    |
| Cineplex Magazine       | 4.9  | 105   |

**Top Internet Activities\***

Activity [Past Week]

|  | %    | Index |
|--|------|-------|
| Send/receive email                             | 77.6 | 100   |
| Send/receive a text/instant message            | 64.0 | 100   |
| Use maps/directions service                    | 61.1 | 101   |
| Do banking/pay bills online                    | 59.0 | 100   |
| Participate in an online social network        | 56.6 | 99    |
| Use apps                                       | 52.2 | 100   |
| Take pictures/video                            | 51.2 | 99    |
| Access a news site                             | 46.4 | 101   |
| Internet search - business, services, products | 44.4 | 99    |
| Watch other online free streaming videos       | 32.9 | 101   |

**Top Mobile Activities\***

Activity [Past Week]

|  | %    | Index |
|--|------|-------|
| Send/receive a text/instant message            | 51.5 | 100   |
| Take pictures/video                            | 46.8 | 98    |
| Send/receive email                             | 45.8 | 98    |
| Use apps                                       | 45.0 | 100   |
| Participate in an online social network        | 41.0 | 98    |
| Use maps/directions service                    | 40.2 | 99    |
| Access a news site                             | 21.5 | 98    |
| Do banking/pay bills online                    | 21.5 | 98    |
| Internet search - business, services, products | 20.4 | 99    |
| Listen to Internet-only music service          | 16.3 | 100   |

**Media**

**Social Media Platforms**

Usage [Currently Use]

|  |                                    |  |                                       |  |                                    |
|--|------------------------------------|--|---------------------------------------|--|------------------------------------|
|  | Facebook<br><b>84.5%</b><br>(100)  |  | YouTube<br><b>68.8%</b><br>(100)      |  | Pinterest<br><b>35.4%</b><br>(99)  |
|  | Instagram<br><b>30.7%</b><br>(100) |  | LinkedIn<br><b>27.0%</b><br>(100)     |  | WhatsApp<br><b>21.5%</b><br>(98)   |
|  | Podcasts<br><b>20.8%</b><br>(100)  |  | Twitter<br><b>20.7%</b><br>(100)      |  | Snapchat<br><b>8.8%</b><br>(100)   |
|  | Blogs<br><b>7.5%</b><br>(99)       |  | Health/Fitness<br><b>7.4%</b><br>(97) |  | Dating App<br><b>4.3%</b><br>(102) |
|  | Flickr<br><b>3.1%</b><br>(104)     |  | Reddit<br><b>2.6%</b><br>(91)         |  | Tinder<br><b>1.5%</b><br>(96)      |

**Reasons to Follow Brands**

|   | %    | Index |
|---|------|-------|
| To enter contests                             | 28.0 | 98    |
| To get coupons and discounts                  | 25.1 | 98    |
| To learn about a brand's products /services   | 24.9 | 99    |
| To provide feedback to the brand              | 12.2 | 99    |
| To be among the first to hear brand news      | 6.3  | 96    |
| To engage with content                        | 4.5  | 97    |
| To share brand-related stories with consumers | 2.8  | 96    |
| To make suggestions for new products/services | 2.5  | 91    |

**Reasons to Unfollow Brands**

|  | %    | Index |
|--|------|-------|
| Too many messages                      | 41.9 | 99    |
| Not enough value                       | 13.6 | 97    |
| Stopped purchasing products from brand | 12.1 | 99    |
| Other                                  | 4.0  | 104   |

**Social Media Attitudes**

|   |  |  |
|---|--|--|
| "I tend to ignore marketing and advertisements when I'm in a social media environment"<br>80%   Index = 101 | "Use SM to keep up to date on general news/events"<br>34%   Index = 100        | "I am well informed about SM"<br>33%   Index = 101   |
| "Feel comfortable collaborating with others through SM"<br>27%   Index = 101                                | "Use SM to keep up to date on news/events in my industry"<br>23%   Index = 100 | "I am open to receiving relevant marketing messages through social media channels"<br>18%   Index = 98 |

**Actions Taken using Social Media**

Variables with Response "Yes"

|   | %    | Index |
|---|------|-------|
| Like brand on Facebook  | 32.2 | 99    |
| Subscribe to brand email newsletter                                     | 15.9 | 97    |
| Subscribe to brand channel on YouTube                                   | 7.8  | 99    |
| Join an exclusive online community of consumers who also like the brand | 7.6  | 99    |
| Follow brand on Instagram   | 5.9  | 93    |
| Follow brand on Twitter   | 3.0  | 97    |

**Product Preferences**

*Variables with "Agree" Statements*

"I would like to eat healthy foods more often"  
 84% | Index = 100

"I generally achieve what I set out to do"  
 81% | Index = 101

"I am very concerned about the nutritional content of food products I buy"  
 71% | Index = 100

"I have tried a product/service based on a personal recommendation"  
 70% | Index = 100

"I value companies who give back to the community"  
 70% | Index = 101

"Family life and having children are most important to me"  
 67% | Index = 101

"I consider myself to be informed on current events or issues"  
 67% | Index = 101

"I am interested in learning about different cultures"  
 66% | Index = 99

"I make an effort to buy local produce/products"  
 66% | Index = 101

"I like to cook"  
 57% | Index = 99

"I like to try new places to eat"  
 56% | Index = 100

"When I shop online I prefer to support Canadian retailers"  
 55% | Index = 101

"I like to try new and different products"  
 55% | Index = 100

"I offer recommendations of products/services to other people"  
 51% | Index = 99

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
 49% | Index = 100

"Free-trial/product samples can influence my purchase decisions"  
 46% | Index = 100

"I am adventurous/"outdoorsy""  
 45% | Index = 100

"I am willing to pay more for eco-friendly products"  
 34% | Index = 99

"I prefer to shop online for convenience"  
 27% | Index = 101

"Advertising is an important source of information to me"  
 26% | Index = 99

"Vegetarianism is a healthy option"  
 25% | Index = 97

"I enjoy being extravagant/indulgent"  
 23% | Index = 100

"Staying connected via social media is very important to me"  
 20% | Index = 97

"I consider myself to be sophisticated"  
 20% | Index = 99

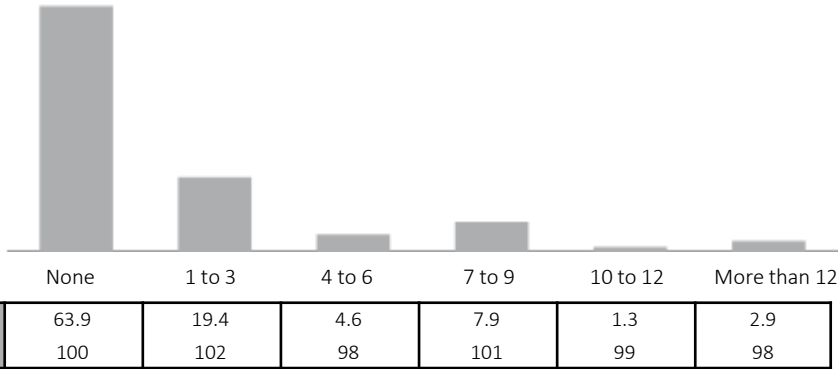
"I lead a fairly busy social life"  
 17% | Index = 98



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

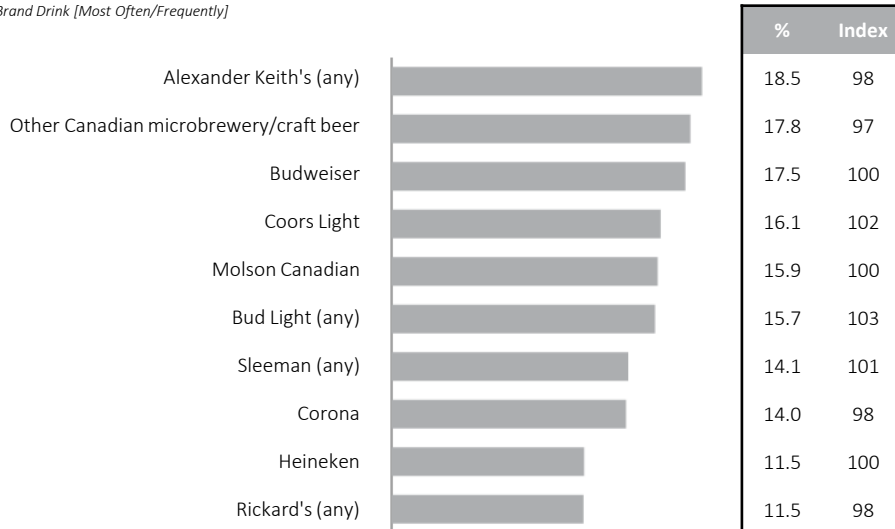
| Drank [Past Month] | % Comp | Index |
|--------------------|--------|-------|
| Canadian wine      | 26.3   | 102   |
| Cider              | 12.7   | 103   |
| Liqueurs (any)     | 11.0   | 99    |

| Type Drank [Past Month] | % Comp | Index |
|-------------------------|--------|-------|
| Microbrewery/craft beer | 19.7   | 102   |

| Brand of Drink [Most Often/Frequent]   | % Comp | Index |
|--|--------|-------|
| Other Canadian microbrewery/craft beer | 17.8   | 97    |

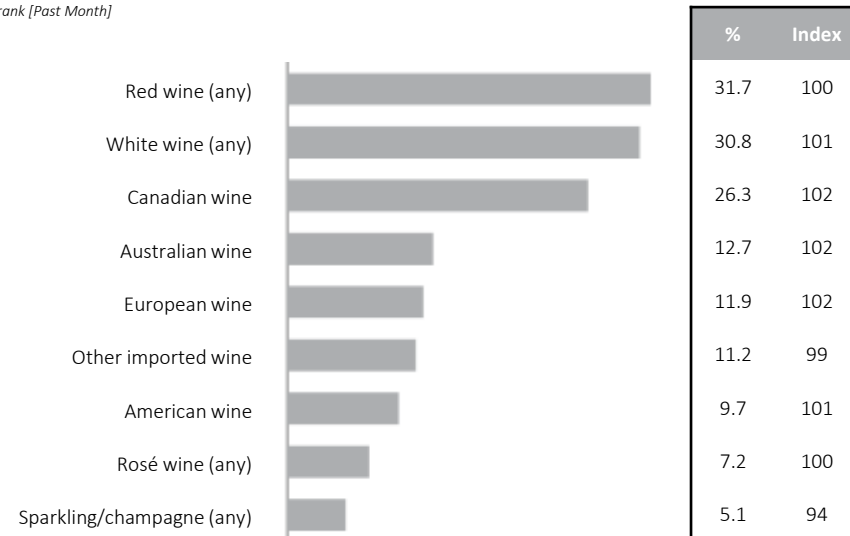
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]



**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                   | 10.5 | 98    | 40.0 | 99    | 6.7  | 99    |
| Asian restaurants                   | 10.9 | 98    | 46.4 | 101   | 3.7  | 98    |
| Submarine/sandwich restaurants      | 4.3  | 96    | 32.6 | 97    | 9.5  | 102   |
| Breakfast style restaurant          | 13.1 | 96    | 27.1 | 99    | 6.0  | 101   |
| Chicken restaurants                 | 1.6  | 100   | 28.1 | 101   | 2.3  | 108   |
| Ice cream/frozen yogurt restaurants | 3.4  | 94    | 30.0 | 99    | 3.0  | 106   |
| Specialty burger restaurants        | 2.3  | 99    | 22.7 | 98    | 4.9  | 95    |
| Italian restaurants                 | 0.7  | 94    | 24.4 | 98    | 3.1  | 87    |
| Steakhouse                          | 0.1  | 62    | 22.0 | 101   | 20.8 | 100   |
| Other ethnic restaurants            | 0.4  | 84    | 30.0 | 100   | 3.4  | 96    |
| Mexican/Burrito-style restaurants   | 1.4  | 103   | 22.5 | 99    | 5.0  | 93    |
| Seafood/Fish and Chips restaurants  | 0.5  | 96    | 32.6 | 101   | 10.0 | 100   |

**Restaurant Service Type\***

Frequency of Visiting [Past Year]

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

|                                       | %   | Index | %    | Index | %    | Index |
|---------------------------------------|-----|-------|------|-------|------|-------|
| Casual/family dining restaurants      | 5.7 | 102   | 47.6 | 99    | 5.3  | 102   |
| Food court outlets at a shopping mall | 3.7 | 96    | 38.7 | 99    | 14.5 | 102   |
| Pub restaurants                       | 2.7 | 95    | 48.6 | 99    | 10.1 | 101   |
| Formal dine-in restaurants            | 1.6 | 98    | 33.6 | 99    | 9.6  | 104   |
| Fast casual restaurants               | 9.5 | 95    | 24.4 | 99    | 1.7  | 110   |
| Sports bars                           | 0.0 | 88    | 18.4 | 102   | 6.0  | 101   |
| Other types                           | 1.4 | 97    | 22.7 | 101   | 5.1  | 96    |

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables  
 24.7%  
 (100)



Other Organic Food  
 15.9%  
 (99)



Organic Meat  
 7.8%  
 (98)

**Product Preferences**

**Demographics**



Rent  
21.5%  
**(110)**



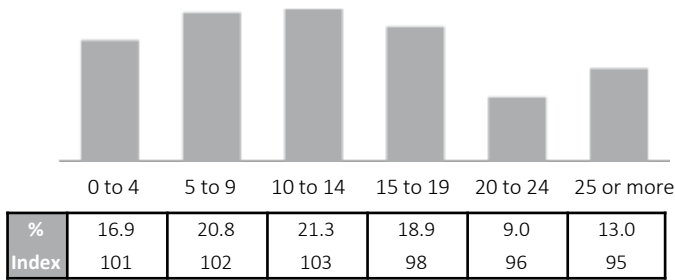
Own  
78.5%  
(98)



Households with  
Children at Home

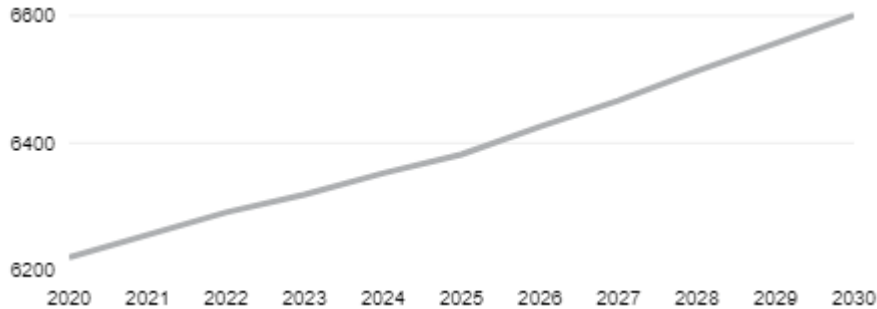
29.4%  
(97)

Age of Children at Home



**Demographic Trends**

Household Projections

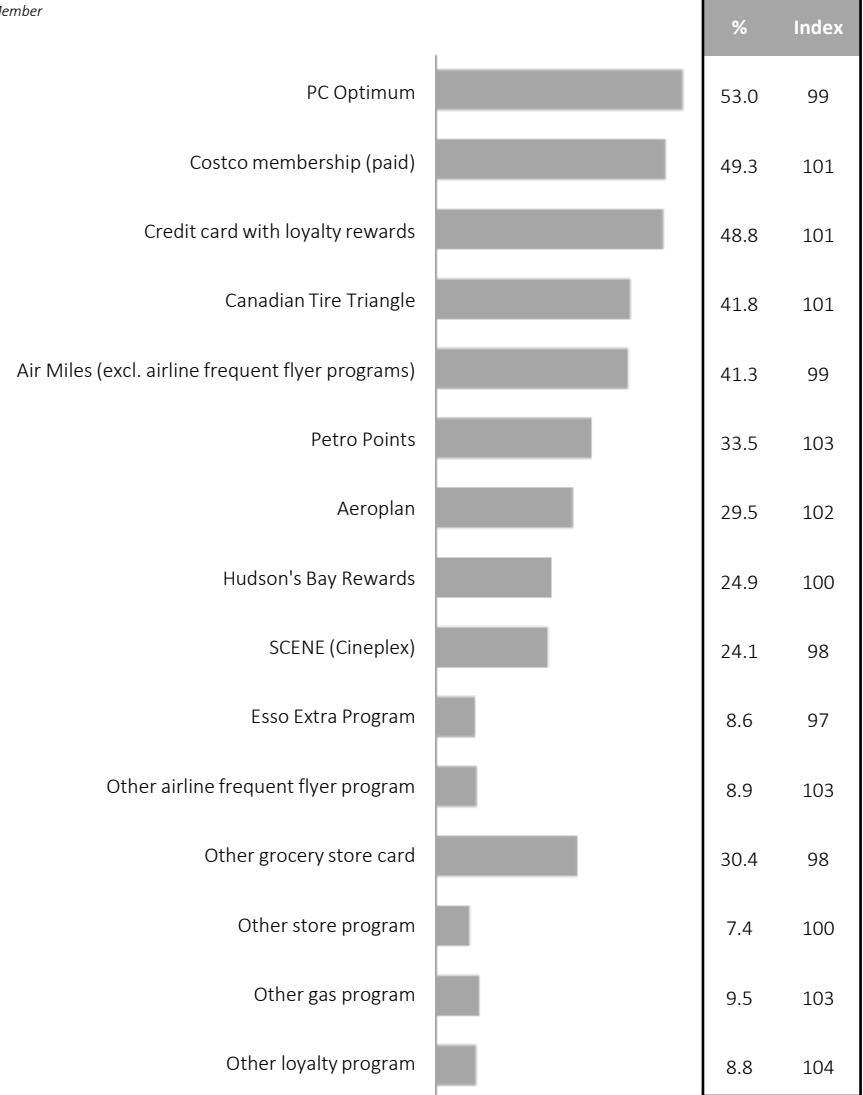


|          | 2020  | 2023       | 2025       | 2030       |
|----------|-------|------------|------------|------------|
| Count    | 6,220 | 6,319      | 6,382      | 6,601      |
| % Change | -     | 1.6        | 2.6        | 6.1        |
| Index    | -     | <b>115</b> | <b>114</b> | <b>113</b> |

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

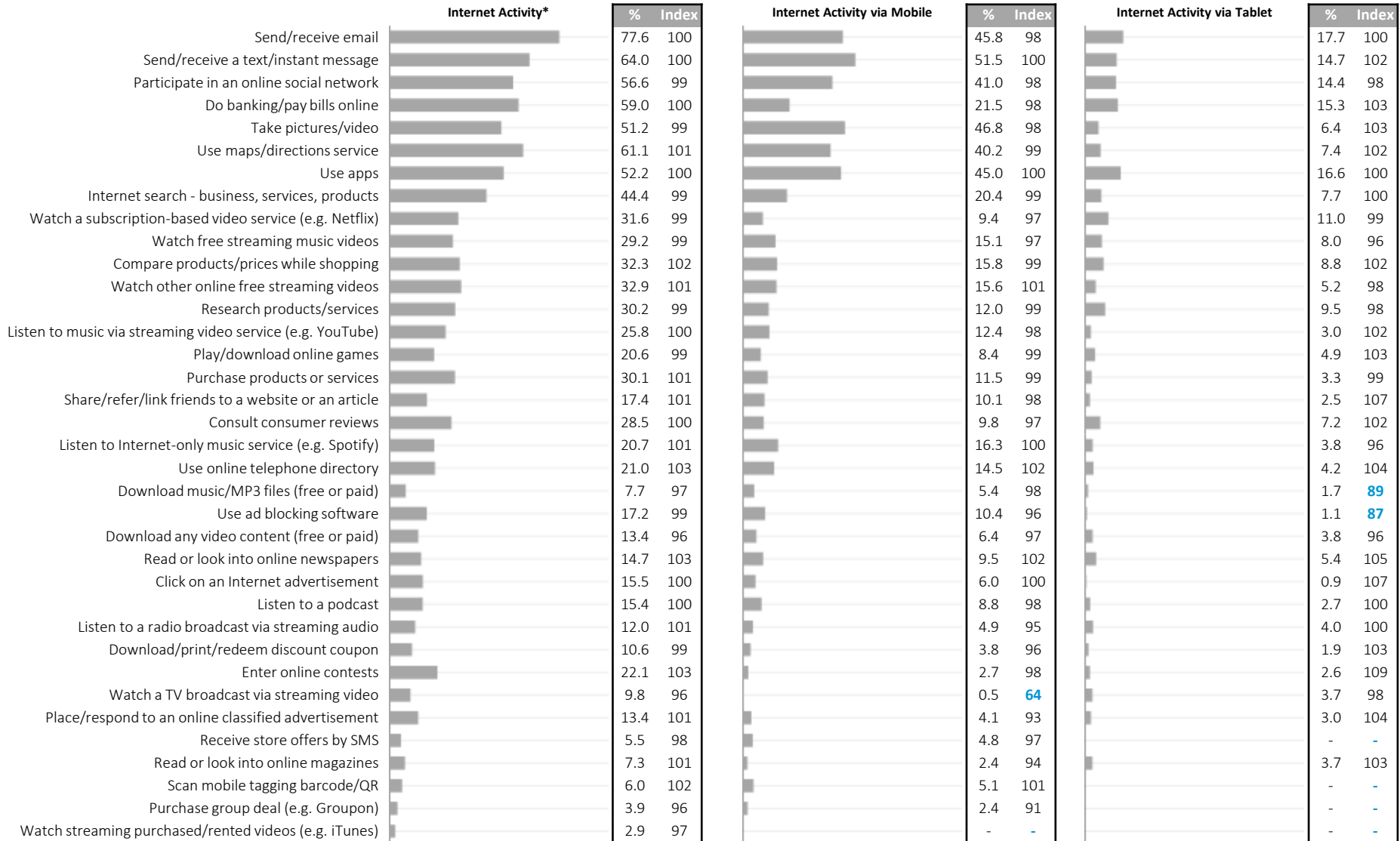
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

|  | %    | Index | %    | Index     | %    | Index |
|--|------|-------|------|-----------|------|-------|
| Access a news site                       | 46.4 | 101   | 21.5 | 98        | 18.1 | 101   |
| Access food/recipes content              | 27.5 | 98    | 7.0  | 93        | 11.8 | 102   |
| Access health-related content            | 30.4 | 101   | 15.3 | 99        | 9.4  | 102   |
| Access professional sports content       | 14.8 | 100   | 10.4 | 101       | 3.3  | 98    |
| Access restaurant guides/reviews         | 8.9  | 98    | 4.7  | 94        | 2.1  | 91    |
| Access travel content                    | 20.0 | 101   | 9.4  | 98        | 6.4  | 100   |
| Access real estate listings/sites        | 21.7 | 101   | 10.3 | 101       | 9.6  | 100   |
| Access a radio station's website         | 9.3  | 102   | 1.7  | <b>84</b> | 4.5  | 104   |
| Access home decor-related content        | 12.5 | 101   | 3.6  | 96        | 4.7  | 105   |
| Access a TV station's website            | 13.7 | 101   | 5.1  | 100       | 0.9  | 108   |
| Access celebrity gossip content          | 6.9  | 98    | 5.6  | 97        | 1.8  | 96    |
| Access fashion or beauty-related content | 5.6  | 95    | 3.6  | 91        | 2.4  | 94    |
| Access automotive news/content           | 12.4 | 102   | 5.1  | 98        | 1.5  | 95    |

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

|  | %    | Index |
|--|------|-------|
| Flyers delivered to the door or in the mail    | 53.1 | 101   |
| Flyers inserted into a community newspaper     | 46.0 | 101   |
| General information from the Internet/websites | 41.8 | 100   |
| Apps/online flyers                             | 34.9 | 100   |
| Local store catalogues                         | 32.7 | 101   |
| Flyers inserted into a daily newspaper         | 30.9 | 102   |
| Coupons  | 29.8 | 99    |
| Direct email offers                            | 21.5 | 101   |
| Mail order                                     | 9.7  | 101   |
| Yellow Pages (print)                           | 4.7  | 105   |
| Yellow Pages (online)                          | 0.6  | 96    |

**Out of Home Advertising**

Noticed Advertising [Past Week]

|  | %    | Index |
|--|------|-------|
| Billboards                             | 31.8 | 101   |
| On bus exteriors                       | 21.4 | 99    |
| Inside shopping malls                  | 18.5 | 101   |
| On transit shelters                    | 16.9 | 99    |
| Digital billboards                     | 14.0 | 99    |
| On street furniture (e.g. bus benches) | 12.7 | 96    |
| Inside public washrooms                | 11.3 | 101   |
| Inside airports                        | 6.5  | 99    |
| On subway/metro platforms              | 4.6  | 101   |
| Inside buses                           | 4.6  | 95    |
| Inside subway/metro cars               | 4.2  | 100   |
| Inside movie theaters                  | 3.9  | 99    |
| Inside commuter trains                 | 3.6  | 104   |
| On taxis                               | 3.2  | 106   |
| Screens inside elevators               | 2.5  | 100   |

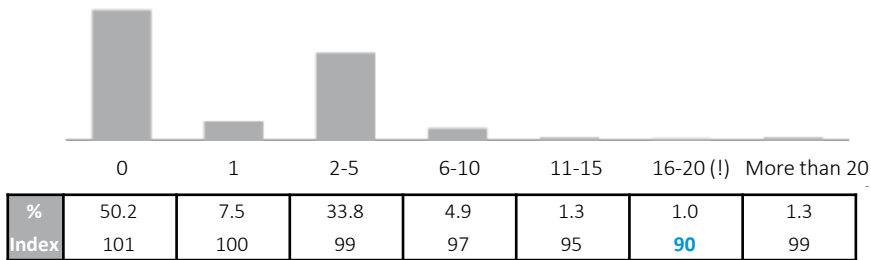
## Social Media Usage

### Social Media Overview

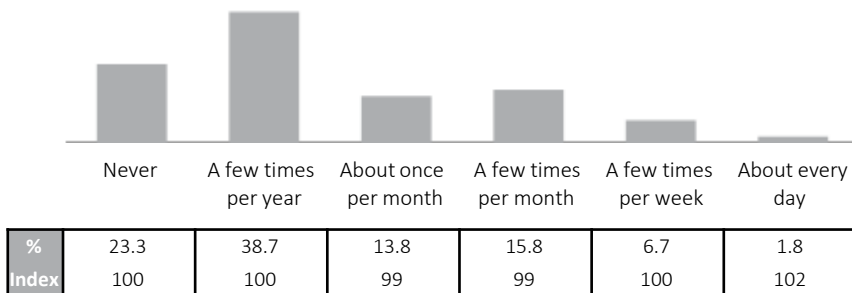
- 50% of Country & Western from the Custom Fruitvale/Rossland target area spent tend to access social media on their mobile phones during the morning hours, 46% during the afternoon hours
- 7% seek recommendations for Vacation/Travel Information via social media (Average)
- 89% believe that Social media companies should not be allowed to own or share their personal information

### Brand Interaction

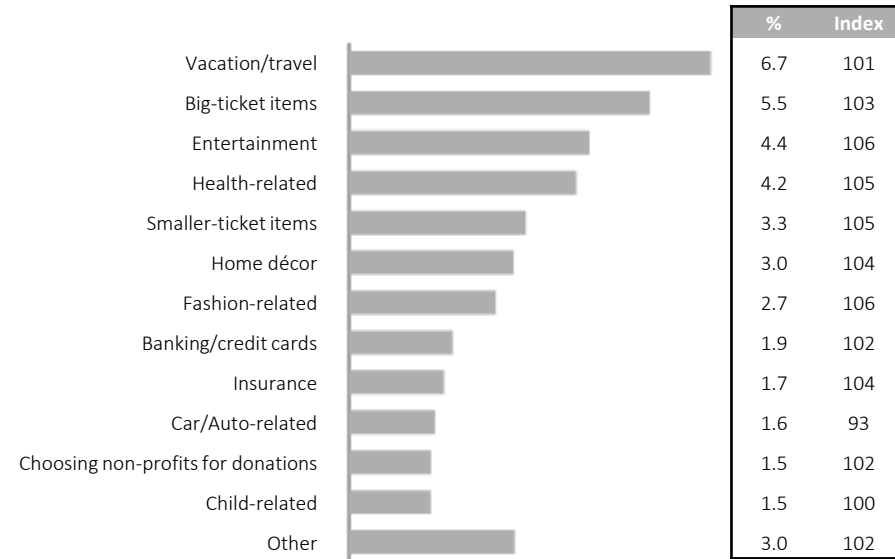
Number of Brands Interacted with via Social Media  
*[Past Year]*



Rate or Review Products or Services  
*[Frequency of Participation]*



### Seek Recommendations via Social Media\*



### Top Social Media Attitudes\*\*

Country & Western from the Custom Fruitvale/Rossland target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"  
 89% | Index = 100

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
 80% | Index = 101

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
 71% | Index = 100

"Use SM to stay connected with personal contacts"  
 47% | Index = 100

## Social Media Usage

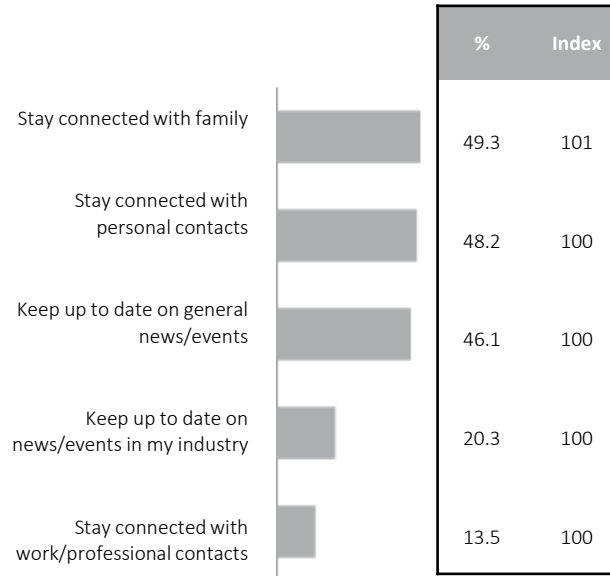
### Frequency of Participation\*

*A few times per week or more*

| Participate In                          | % Comp | Index |
|---|--------|-------|
| View friends' photos online             | 49.0   | 100   |
| Read article comments                   | 43.1   | 99    |
| Chat in online chats                    | 41.7   | 101   |
| Watch video online                      | 38.3   | 98    |
| Read status updates/tweets              | 36.5   | 100   |
| Listen to radio or stream music online  | 33.9   | 100   |
| Share links with friends and colleagues | 27.9   | 101   |
| Click links in news feeds               | 22.3   | 101   |
| Play games with others online           | 15.1   | 99    |
| Post photos online                      | 15.0   | 100   |
| Read blogs                              | 14.7   | 101   |
| Comment on articles or blogs            | 12.1   | 102   |
| Check in with locations                 | 11.7   | 102   |
| Update your status on a social network  | 8.7    | 101   |
| Rate or review products online          | 8.5    | 101   |
| Share your GPS location                 | 7.3    | 98    |
| Chat in online forums                   | 6.5    | 97    |
| Post videos online                      | 3.3    | 97    |
| Publish blog, Tumblr, online journal    | 0.6    | 96    |

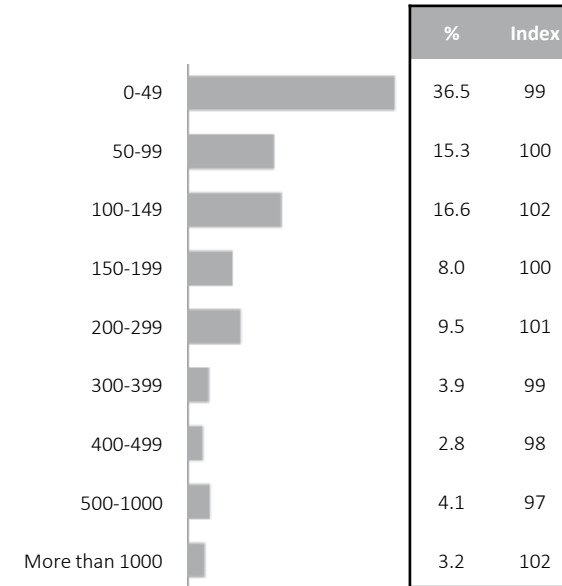
### Social Media Uses\*

*A few times per week or more*



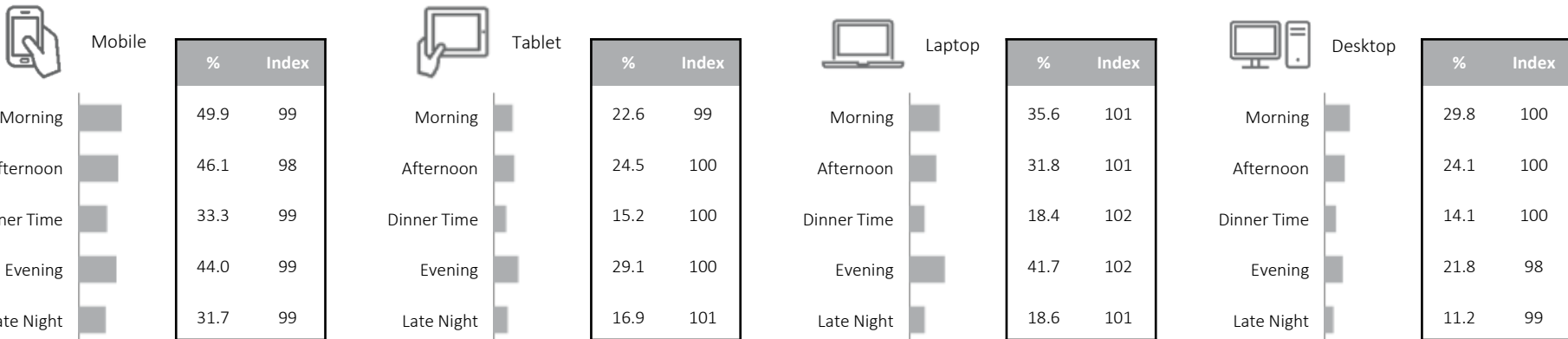
### Number of Connections

*Across all social media*



### Social Media Access

*Typically use*

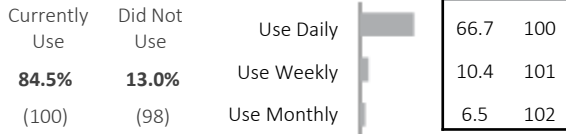


**Social Media Usage**

**Facebook**



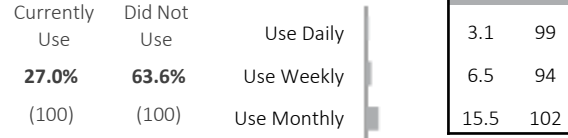
Frequency of Use  
[Past Year]



**LinkedIn**



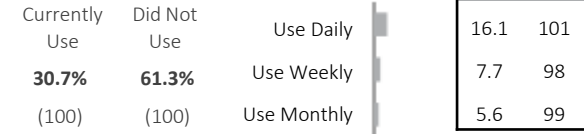
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Read my news feed                               | 65.3   | 101   |
| Comment/Like other users' posts                 | 53.3   | 100   |
| Use Messenger                                   | 48.8   | 100   |
| Watch videos                                    | 38.6   | 100   |
| Post photos                                     | 13.3   | 99    |
| Watch live videos                               | 12.1   | 100   |
| Update my status                                | 11.7   | 99    |
| Like or become a fan of a page                  | 10.1   | 100   |
| Click on an ad                                  | 7.5    | 98    |
| Post videos                                     | 6.7    | 102   |
| Create a Facebook group or fan page             | 1.4    | 96    |
| Give to a Facebook fundraiser (!)               | 0.3    | 109   |
| Create a Facebook fundraiser (!)                | 0.1    | 96    |

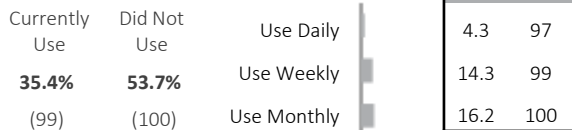
| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| View a job posting                              | 5.6    | 106   |
| Read your newsfeed                              | 4.9    | 101   |
| Watch videos                                    | 2.2    | 102   |
| Comment on content                              | 2.2    | 104   |
| Search and review other profiles                | 1.5    | 104   |
| Post an article, video or picture (!)           | 1.4    | 105   |
| Click on an ad (!)                              | 1.0    | 101   |
| Update your profile information                 | 1.0    | 103   |
| Create a connection                             | 0.8    | 101   |
| Join a LinkedIn group (!)                       | 0.7    | 101   |
| Participate in LinkedIn forums (!)              | 0.4    | 105   |
| Request a recommendation (!)                    | 0.1    | 112   |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| View photos/videos                              | 19.4   | 100   |
| Like photos/videos                              | 15.0   | 100   |
| Comment on photos/videos                        | 8.6    | 101   |
| Watch live videos                               | 6.6    | 101   |
| Send direct messages                            | 6.1    | 104   |
| Post photos/videos                              | 5.1    | 100   |
| View a brand's page                             | 3.6    | 103   |
| Click on ads                                    | 2.5    | 105   |
| Watch IGTV videos                               | 0.9    | 94    |

**Pinterest**



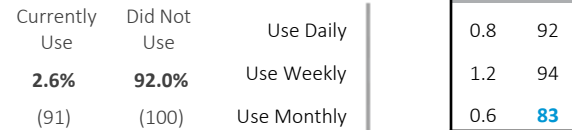
Frequency of Use  
[Past Year]



**Reddit**



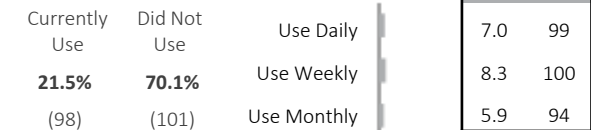
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



| Participate In* (at least a few times per month) | % Comp | Index |
|--|--------|-------|
| View content                                     | 2.1    | 94    |
| Vote on content                                  | 1.3    | 95    |
| Follow specific Subreddits                       | 1.1    | 90    |
| Post content                                     | 0.7    | 96    |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Send/receive messages                           | 11.1   | 99    |
| Send/receive images                             | 9.9    | 101   |
| Use voice calls                                 | 4.7    | 102   |
| Use group chats                                 | 3.8    | 100   |
| Send/receive documents and files                | 3.7    | 100   |



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

| Currently Use  | Did Not Use    |             | %   | Index |
|----------------|----------------|-------------|-----|-------|
| 20.7%<br>(100) | 71.2%<br>(100) | Use Daily   | 8.9 | 101   |
|                |                | Use Weekly  | 6.4 | 97    |
|                |                | Use Monthly | 4.7 | 100   |

**YouTube**



Frequency of Use  
[Past Year]

| Currently Use  | Did Not Use   |             | %    | Index |
|----------------|---------------|-------------|------|-------|
| 68.8%<br>(100) | 14.5%<br>(99) | Use Daily   | 24.3 | 100   |
|                |               | Use Weekly  | 25.8 | 98    |
|                |               | Use Monthly | 18.1 | 102   |

**Snapchat**



Frequency of Use  
[Past Year]

| Currently Use | Did Not Use    |             | %   | Index |
|---------------|----------------|-------------|-----|-------|
| 8.8%<br>(100) | 84.0%<br>(100) | Use Daily   | 3.3 | 102   |
|               |                | Use Weekly  | 1.1 | 93    |
|               |                | Use Monthly | 3.7 | 100   |

| Participate In* (at least a few times per week)    | % Comp | Index |
|--|--------|-------|
| Read tweets  | 13.5   | 101   |
| Watch videos                                       | 7.3    | 101   |
| Send or receive direct messages                    | 5.5    | 102   |
| Tweet  | 5.3    | 99    |
| Watch live videos                                  | 4.4    | 101   |
| Respond to tweets                                  | 3.3    | 100   |
| Follow users who follow you                        | 3.2    | 102   |
| Share a link to a blog post or article of interest | 3.0    | 104   |
| Retweet  | 2.7    | 95    |
| Actively follow new users                          | 2.5    | 101   |
| Click on an ad                                     | 0.8    | 88    |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Watch videos                                    | 36.8   | 98    |
| Like or dislike videos                          | 10.7   | 101   |
| Watch live videos                               | 6.2    | 97    |
| Share videos                                    | 5.0    | 101   |
| Leave comment or post response on video         | 4.8    | 100   |
| Click on an ad                                  | 3.9    | 100   |
| Create and post a video                         | 2.4    | 104   |
| Embed a video on a web page or blog             | 0.6    | 79    |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Receive photos/videos                           | 4.7    | 103   |
| Send direct text messages                       | 3.8    | 105   |
| Send photos/videos                              | 3.6    | 104   |
| Read Snapchat discover/News                     | 2.6    | 104   |
| Use filters or effects                          | 2.4    | 109   |
| Use group chat                                  | 1.9    | 108   |
| View a brand's snaps                            | 1.7    | 109   |
| Use video chat                                  | 0.3    | 115   |
| View ads  | 0.3    | 115   |

**Audio Podcasts**



| Currently Use  | Did Not Use    |
|----------------|----------------|
| 20.8%<br>(100) | 65.7%<br>(100) |

Frequency of Use  
[Past Year]

|             | %   | Index |
|-------------|-----|-------|
| Use Daily   | 2.7 | 97    |
| Use Weekly  | 8.2 | 99    |
| Use Monthly | 8.7 | 103   |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Listen to a news podcast                        | 4.5    | 105   |
| Listen to a comedy podcast                      | 2.9    | 105   |
| Listen to another genre of podcast              | 2.7    | 107   |
| Listen to an educational podcast                | 2.6    | 100   |
| Listen to a business podcast                    | 2.0    | 96    |
| Subscribe to a comedy podcast (!)               | 1.1    | 107   |
| Subscribe to another genre of podcast           | 0.7    | 104   |
| Subscribe to a news podcast                     | 0.6    | 98    |
| Listen to a sports podcast                      | 0.5    | 100   |
| Subscribe to a educational podcast              | 0.5    | 85    |
| Subscribe to a sports podcast**                 | 0.2    | 88    |
| Listen to a technology focused podcast          | 0.2    | 62    |
| Subscribe to a technology podcast (!)           | 0.0    | 17    |
| Subscribe to a business podcast (!)             | 0.0    | 7     |

**Other Social Media Platforms**



**Tinder**

| Currently Use | Did Not Use    |
|---------------|----------------|
| 1.5%<br>(96)  | 95.1%<br>(100) |



**Tik Tok**

| Currently Use | Did Not Use    |
|---------------|----------------|
| 3.0%<br>(107) | 96.2%<br>(100) |

Frequency of Use -Tinder  
[Past Year]

|                | %   | Index |
|----------------|-----|-------|
| Use Daily (!)  | 0.4 | 92    |
| Use Weekly (!) | 0.0 | 57    |