ENVIRONICS ANALYTICS

Overview

- Cultural History Buffs make up 44,366 households, or 29% of the custom RDOS Victoria Target area (150,740 households)

- The Average Household Maintainer Age is 46, 51% of couples have children living at home

- **Top Social Value: Multiculturalism** - The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them

- Above average interest in Outdoor Concerts, Music Festivals and Health and Living Shows

- Above average interest in travelling within Canada. Cultural History Buffs from the custom RDOS Victoria Target area spent an average of $1,700 on their last vacation

- On average Cultural History Buffs from the custom RDOS Victoria Target area spend 11hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/week on the Internet. Weekly Magazine usage is minimal

- 83% currently use Facebook, 35% use Instagram and 28% use Twitter

Top Geographic Markets

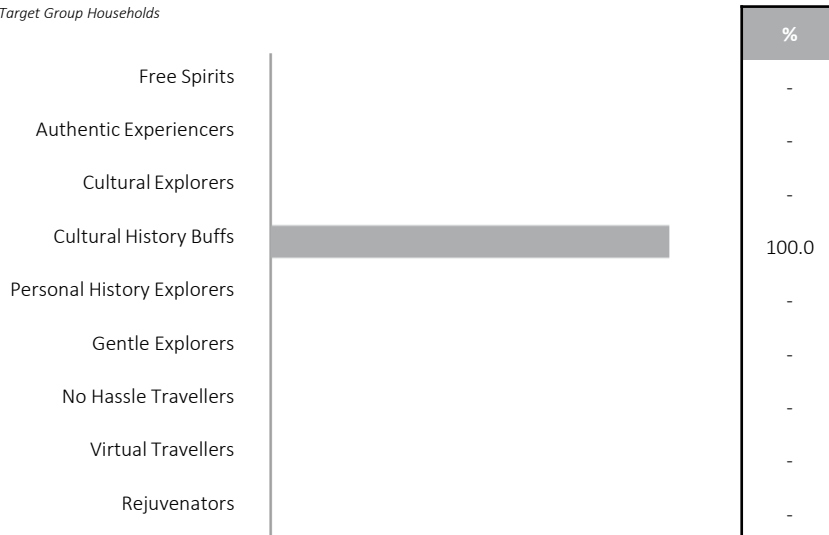| Census Division	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Capital, BC (RD)	100.0	25.4	100	175,570	100.0

Market Sizing

Total Population
Target Group: 85,942 | 25.3%
Market: 340,047

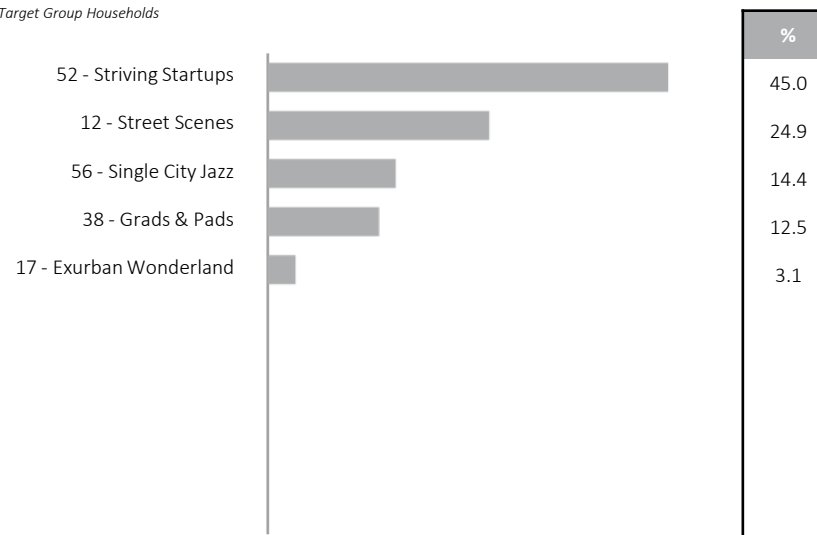Total Households
Target Group: 44,366 | 29.4%
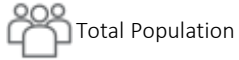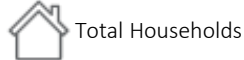Market: 150,740

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	100.0
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
52 - Striving Startups	45.0
12 - Street Scenes	24.9
56 - Single City Jazz	14.4
38 - Grads & Pads	12.5
17 - Exurban Wonderland	3.1

Sources: DemoStats 2019, PRIZM 2019

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

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ENVIRONICS ANALYTICS

Demographic Profile
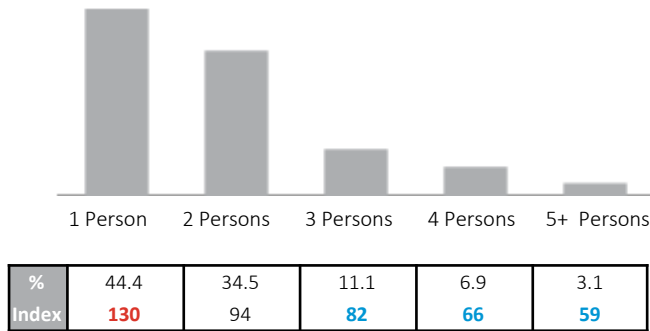
Total Population

Target Group: 85,942 | 25.3%
Market: 340,047

Total Households

Target Group: 44,366 | 29.4%
Market: 150,740

Average Household Income

$80,179
(79)

Median Household
Maintainer Age

46
(88)

Household Size*

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	44.4	34.5	11.1	6.9	3.1
Index	**130**	94	**82**	**66**	**59**

Marital Status**

45.4%
(83)

Married/Common-Law

Family Composition***

51.4%
(106)

Couples Without Kids at Home

Education**

35.6%
(113)

University Degree

Visible Minority Presence*

19.4%
(114)

Belong to a visible minority group

Non-Official Language*

1.0%
(103)

No knowledge of English or French

Immigrant Population*

18.9%
(103)

Born outside Canada

Psychographics**

Strong Values				Weak Values
Flexible Families	**138**	80		Obedience to Authority
Racial Fusion	**134**	82		Patriarchy
Culture Sampling	**130**	83		Sexism
Rejection of Authority	**128**	86		Vitality
Multiculturalism	**127**	86		Attraction to Nature

Key Social Values

Multiculturalism Index = **127**	Community Involvement Index = **117**	Need for Escape Index = **116**
Ethical Consumerism Index = **115**	Primacy of Environmental Protection Index = **112**	Ecological Lifestyle Index = 109
Global Consciousness Index = 105	Social Responsibility Index = 99	Utilitarian Consumerism Index = 93
Primacy of the Family Index = 90	Traditional Family Index = **86**	Attraction to Nature Index = **86**

Sources: DemoStats 2019, SocialValues 2019
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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Cultural History Buffs
PRIZM Segments Included (by SESI): 12, 17, 38, 52, 56
Market: RDOS - VICTORIA - 2019

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	93.2	103
Home exercise & home workout	59.3	102
Fitness walking	57.9	104
Swimming	57.8	98
Gardening	53.5	91

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	54.7	104
Parks & city gardens	49.2	95
Art galleries, museums & science centres	40.7	106
National or provincial park	35.8	93
Bars & restaurant bars	34.0	**90**

Key Tourism Activities**

Home exercise & home workout	Exhibitions, carnivals, fairs & markets	Gardening	Camping	Hiking & backpacking	Parks & city gardens	Photography	Art galleries, museums & science centres
59.3% (102)	54.7% (104)	53.5% (91)	52.4% (93)	50.7% (97)	49.2% (95)	42.3% (104)	40.7% (106)

National or provincial park	Canoeing & kayaking	Health club activity	Golfing	Fishing & hunting	Cross country skiing & snowshoeing	Historical sites	Theatre - Community theatres
35.8% (93)	32.0% (92)	31.3% (99)	27.8% (97)	24.5% **(90)**	24.4% (100)	24.1% (95)	21.7% (100)

Sporting events	Concerts - Outdoor stages & parks	Downhill skiing	Theatre - Festivals	Soccer	Music festivals	Adventure sports	Snowboarding
21.3% **(85)**	20.1% **(118)**	19.1% (104)	19.0% (109)	15.2% (95)	14.4% **(118)**	12.0% (98)	11.6% **(90)**

Hockey	ATV & snowmobiling	Marathon or similar event	Film festivals	RV shows	Health and living shows	Fitness, golf & ski shows (!)	Travel shows
11.5% **(85)**	10.8% **(86)**	8.9% (107)	6.7% (103)	4.3% **(79)**	4.3% **(121)**	2.6% **(133)**	1.3% **(110)**

Sources: Opticks Powered by Numeris 2019
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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ENVIRONICS ANALYTICS

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	47.1	97
Vancouver	28.1	96
Victoria	26.9	100
Whistler	15.6	**90**
Calgary	13.8	**84**
Other Alberta	13.0	**79**
Toronto	12.4	**120**
Montreal	10.0	**130**
Saskatchewan	7.4	99
Banff	7.3	**73**
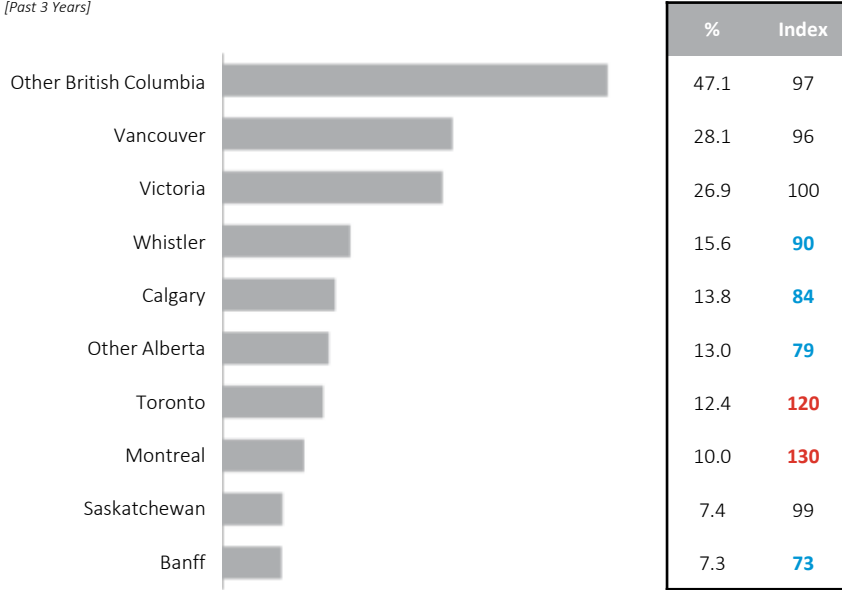
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	48.4	105
Book through a hotel directly	42.5	98
Book through airline/hotel website	32.3	104
Book through an on-line travel agency	32.2	**88**
Book through a full service travel agent	25.7	101
Other services	21.7	**115**
Book a package tour	16.4	**112**
Book through a discount/last minute agency	12.0	**76**

Booked With [Past Year]

Expedia.com/ca	Hotels.com	Travelocity.com/ca	Trivago.ca
11.4% **(83)**	5.7% **(81)**	3.0% (98)	2.5% **(80)**

Airline Websites	Discount Sites	Other Travel
16.3% (95)	2.6% **(89)**	5.3% **(84)**

Vacation Spending

Spent Last Vacation

%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	26.7	17.8	22.0	9.8	10.1	13.6
Index	100	96	101	**82**	**133**	100

$ **1,729** (102)
Average spend on last trip
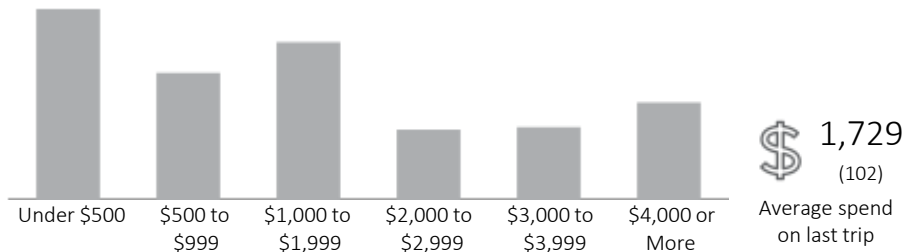
Travel Type & Frequency

Business Trips

11.1 **(111)**
Average number of nights away in the past year for business trips

Personal Trips

3.5 (99)
Average out-of-town vacations taken in the past 3 years
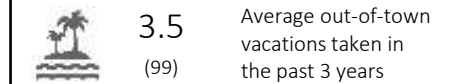
Average number of business trips by mode of transportation in the past year:

3.1 (101)	**3.7** (101)	**1.8** (98)	**2.6** (109)

Sources: Opticks Powered by Numeris 2019
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

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

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ENVIRONICS ANALYTICS

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 57.7% (94)	Friends/relatives 37.5% (94)	All-inclusive resort 14.1% (78)	Camping 21.3% (78)	Motel 22.5% (97)	Cottage 12.5% (94)	Vacation rental by owner 20.1% (105)
Condo/apartment 14.4% (101)	B&B 13.5% (106)	Cruise ship 13.1% (101)	RV/camper 14.5% (90)	Spa resort 5.1% (71)	Package tours 6.5% (92)	Boat 5.1% (92)

Airline Preferences**

Flown [Past Year]

Air Canada 37.5% (95)	West Jet 37.2% (101)	Air Transat 5.4% (100)	Porter Airlines 0.1% (141)	Other Canadian 6.7% (115)
United Airlines 8.6% (90)	Delta Airlines 8.6% (113)	American Airlines 4.3% (78)	Other American 10.1% (98)	
European Airlines 6.8% (81)	Asian Airlines 5.0% (76)	Other Charter 3.4% (89)	Other 7.3% (99)	

Car Rental*

Rented From [Past Year]

Enterprise 11.4% (120)	Budget 5.3% (98)	Avis 2.0% (70)	Hertz 2.4% (75)
U-Haul 2.3% (72)	National 2.3% (79)	Discount 0.3% (42)	Other Rentals 3.4% (81)

ENVIRONICS ANALYTICS

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,310 minutes/week	1 hours/week	8 minutes/day	239 minutes/day
(97)	(104)	(114)	(90)	(101)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	30.0	95
Multi/Variety/Specialty	13.4	109
Not Classified	12.9	120
Mainstream Top 40/CHR	12.7	79
AOR/Mainstream Rock	12.2	112
Adult Contemporary	11.4	73
Hot Adult Contemporary	10.4	94
Modern/Alternative Rock	10.4	108
Today's Country	10.4	79
Classic Hits	7.3	76

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	47.0	99
Evening local news	35.9	91
News/current affairs	34.5	97
Documentaries	32.9	109
Primetime serial dramas	31.1	99
Hockey (when in season)	28.2	102
Suspense/crime dramas	27.8	99
Cooking programs	27.1	107
Home renovation/decoration shows	26.6	99
Situation comedies	24.0	93

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	60.0	102
International News & World	56.6	108
National News	50.2	98
Movie & Entertainment	38.4	106
Editorials	37.7	105
Food	36.5	111
Health	30.9	103
Travel	30.6	108
Business & Financial	30.4	105
Sports	28.8	102

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	13.9	107
National Geographic	12.6	118
Other U.S. magazines	12.2	107
Maclean's	10.5	107
Other English-Canadian	9.3	101
Reader's Digest	7.8	112
Cineplex Magazine	6.9	88
Chatelaine (English edition)	5.2	85
Time	5.2	112
Good Housekeeping	5.1	116

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	74.9	103
Send/receive a text/instant message	56.4	95
Participate in an online social network	54.5	105
Use apps	53.5	107
Take pictures/video	51.3	107
Do banking/pay bills online	47.5	104
Internet search - business, services, products	46.2	111
Use maps/directions service	45.8	100
Access a news site	41.3	109
Listen to music via streaming video service	30.1	99

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive email	52.7	104
Send/receive a text/instant message	51.9	96
Take pictures/video	47.7	105
Use apps	46.3	107
Use maps/directions service	38.5	100
Participate in an online social network	38.5	98
Access a news site	27.8	108
Internet search - business, services, products	25.6	115
Do banking/pay bills online	23.9	109
Research products/services	19.4	116

Sources: Opticks Powered by Numeris 2019
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
*Selected and ranked by percent composition
Based on Household Population 12+
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ENVIRONICS ANALYTICS

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	82.6%	(104)
YouTube	71.8%	(102)
LinkedIn	42.6%	(106)
Wikis	40.5%	(105)
Instagram	35.0%	(108)
WhatsApp	34.9%	(110)
Pinterest	31.6%	(95)
Twitter	27.8%	(106)
Podcasts	20.3%	(109)
Health/Fitness	17.8%	(102)
Blogs	16.2%	(107)
Snapchat	12.0%	(104)
Reddit	9.9%	(120)
Dating App	7.2%	(132)
Flickr	5.9%	(127)
Tinder	2.6%	(110)

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	38.4	105
To get coupons and discounts	35.0	105
To enter contests	31.4	102
To be among the first to hear brand news	12.1	100
To provide feedback to the brand	11.3	95
To engage with content	8.3	95
To share brand-related stories with consumers	3.8	80
To make suggestions for new products/services	3.7	87

Reasons to Unfollow Brands

	%	Index
Too many messages	41.9	98
Not enough value	23.7	107
Stopped purchasing products from brand	15.9	104
Other	4.4	109
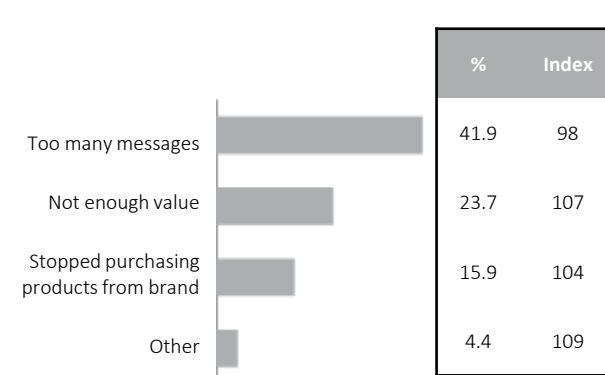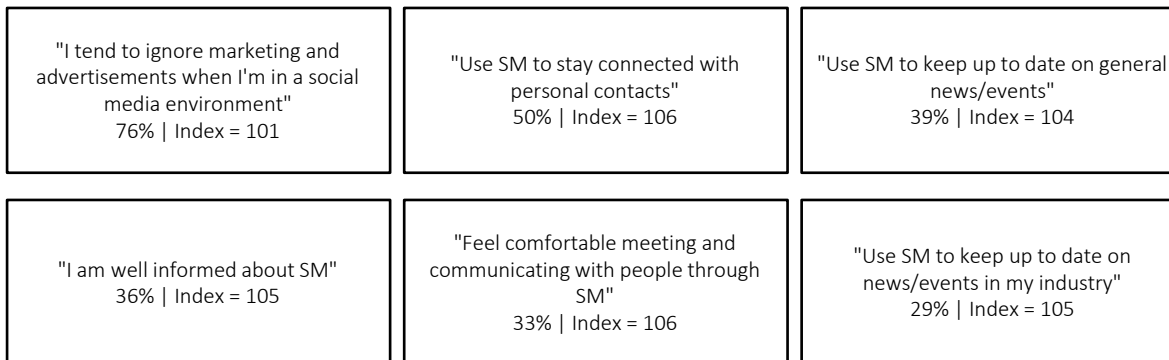
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	43.5	110
Subscribe to brand email newsletter	24.0	104
Follow brand on Instagram	13.8	117
Subscribe to brand channel on YouTube	11.6	92
Join an exclusive online community of consumers who also like the brand	10.0	90
Follow brand on Twitter	8.9	113

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
76% | Index = 101

"Use SM to stay connected with personal contacts"
50% | Index = 106

"Use SM to keep up to date on general news/events"
39% | Index = 104

"I am well informed about SM"
36% | Index = 105

"Feel comfortable meeting and communicating with people through SM"
33% | Index = 106

"Use SM to keep up to date on news/events in my industry"
29% | Index = 105

ENVIRONICS
ANALYTICS

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
82% | Index = 101

"I generally achieve what I set out to do"
73% | Index = 99

"I am very concerned about the nutritional content of food products I buy"
67% | Index = 101

"I make an effort to buy local produce/products"
67% | Index = 106

"I consider myself to be informed on current events or issues"
67% | Index = 97

"It's important to buy products from socially-responsible/environmentally-friendly companies"
63% | Index = 107

"I prefer to shop at retail store location for the customer experience"
61% | Index = 103

"Family life and having children are most important to me"
59% | Index = 93

"I offer recommendations of products/services to other people"
57% | Index = 97

"I like to cook"
56% | Index = 97

"I like to try new places to eat"
54% | Index = 95

"I compare grocery prices at different stores"
48% | Index = 101

"My friends' opinions are an important source of information for me"
44% | Index = 98

"I like to try new and different products"
42% | Index = 96

"Free-trial/product samples can influence my purchase decisions"
41% | Index = 91

"I am adventurous/"outdoorsy""
40% | Index = 97

"Staying connected via social media is very important to me"
32% | Index = 99

"I am willing to pay more for eco-friendly products"
30% | Index = 99

"I prefer to shop online for convenience"
30% | Index = 94

"I lead a fairly busy social life"
28% | Index = 98

"I consider myself to be sophisticated"
26% | Index = 99

"Advertising is an important source of information to me"
25% | Index = 92

"I have difficulty trying to balance my work and family/personal life"
21% | Index = 98

"If I see something interesting in a store, I will usually buy it on impulse"
21% | Index = **90**

"I enjoy being extravagant/indulgent"
20% | Index = 91

Sources: Opticks Powered by Numeris 2019
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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ENVIRONICS ANALYTICS

Product Preferences

Beer Consumption

Drinks (Past Week)
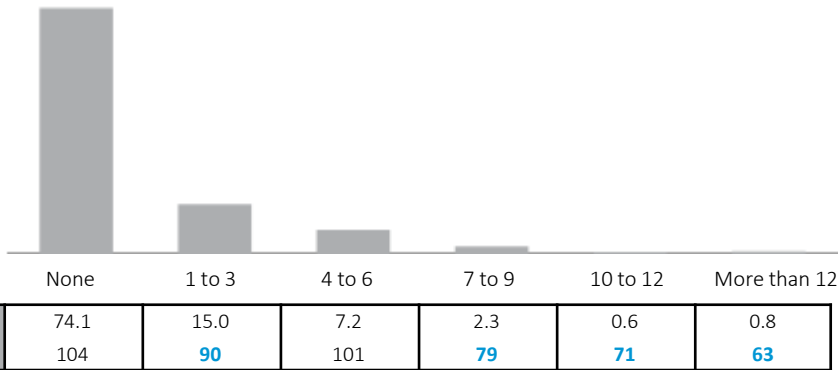

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	74.1	15.0	7.2	2.3	0.6	0.8
Index	104	90	101	79	71	63

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	20.8	94
Cider	16.8	110
Liqueurs (any)	10.5	89

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	18.9	105

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	23.3	117

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	23.3	117
Corona	14.0	95
Coors Light	13.6	90
Budweiser	13.0	83
Rickard's (any)	12.3	103
Sleeman (any)	11.8	88
Molson Canadian	11.6	99
Alexander Keith's (any)	10.8	102
Guinness	10.6	101
Stella Artois	10.3	98
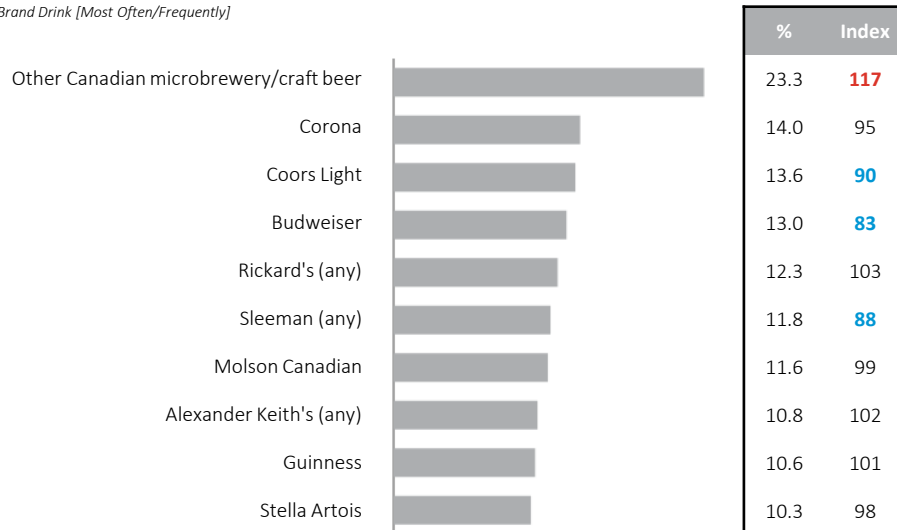
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	32.4	100
White wine (any)	26.3	104
Canadian wine	20.8	94
European wine	9.9	95
Sparkling/champagne (any)	9.9	96
Other imported wine	9.7	94
Rosé wine (any)	9.0	101
Australian wine	8.9	82
American wine	8.6	91

Sources: Opticks Powered by Numeris 2019
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 Household Population 12+
*Selected and ranked by percent composition
Ranked by percent composition
9

ENVIRONICS
ANALYTICS

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	11.2	107	44.6	95	4.4	112
Asian restaurants	9.1	94	45.4	93	4.5	110
Submarine/sandwich restaurants	6.2	88	30.3	87	4.0	91
Breakfast style restaurant	5.7	143	34.3	102	9.9	109
Chicken restaurants	2.6	92	16.5	92	3.0	60
Ice cream/frozen yogurt restaurants	3.6	151	26.1	86	3.6	97
Italian restaurants	0.9	68	24.9	94	6.2	96
Specialty burger restaurants	3.4	112	23.5	103	7.3	130
Steakhouse	0.5	93	16.6	87	16.3	108
Other ethnic restaurants	5.1	147	31.3	104	5.0	86
Seafood/Fish &Chips restaurants	1.5	72	22.3	94	10.4	112
Mexican/Burrito-style restaurants	4.0	151	29.0	104	7.8	120

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	7.1	111	43.4	98	4.4	101
Food court outlets at a shopping mall	5.2	91	42.4	94	10.9	117
Formal dine-in restaurants	3.0	79	31.6	94	9.9	111
Pub restaurants	8.4	117	42.1	95	3.6	76
Fast casual restaurants	3.6	79	28.0	97	2.8	76
Sports bars	2.7	94	16.1	100	6.8	130
Other types	6.9	133	27.4	108	2.6	111

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
35.5%
(101)

Other Organic Food
16.3%
(106)

Organic Meat
12.4%
(92)

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

◼ Target Group

Source: Environics Analytics 2020

*Ranked by national percent composition of "Once a month or more"
Ranked by percent composition
Based on Household Population 12+