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TOURISM ASSOCIATION

Overview

- Of the 67 PRIZM Clusters identified in Canada, Just Getting By rank 1st for the Custom Chilliwack target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's

- Just Getting By make up 4,753 households, or 12% of the total Households in the Custom Chilliwack target area (38,525)

- The Median Household Maintainer Age is 45, 56% of couples have children living at home

- Below Average Household Income of $55,266 compared to the Custom Chilliwack target area at $93,744

- **Top Social Value: Primacy of Environmental Protection:** People strong on this construct prioritize the protection of the environment over economic advancement and job creation that could threaten the environment

- Above Average interest in Music Festivals and Marathons

- Below average interest in travelling within Canada, Just Getting By from the Custom Chilliwack target area spent an average of $1,514 on their last vacation

- On average, Just Getting By from the Custom Chilliwack target area spent spend 12hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day)

- 81% currently use Facebook, 33% use Instagram and 23% use Twitter

Market Sizing

Total Population

Target Group: 8,768 | 8.7%
Market: 100,582

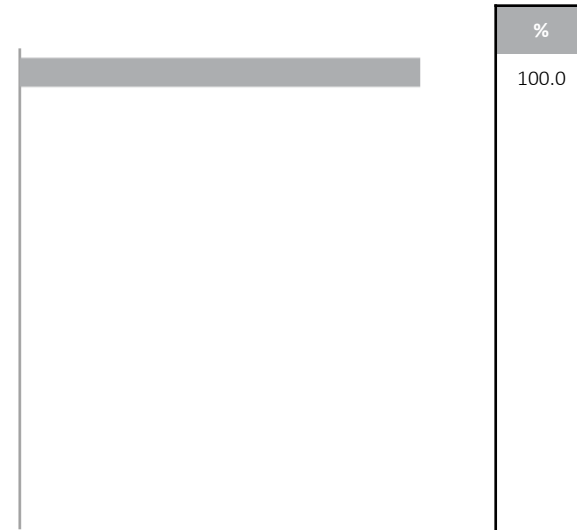Total Households

Target Group: 4,753 | 12.3%
Market: 38,525

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	56.0	11.6	103	52,381	54.5
Chilliwack, BC (CY)	44.0	13.5	**120**	35,091	36.5

Top PRIZM Segments

% of Target Group Households

	%
67 - Just Getting By	100.0

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

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Demographic Profile

Total Population
Target Group: 8,768 | 8.7%
Market: 100,582

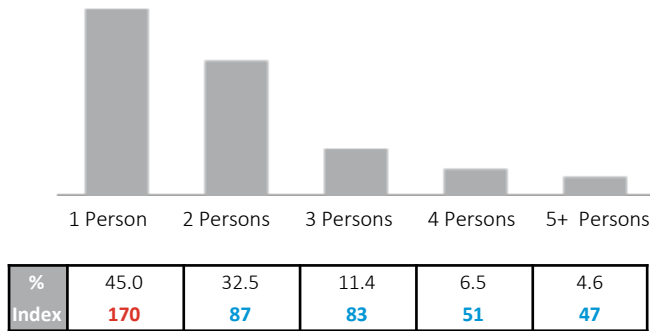**Total Households**
Target Group: 4,753 | 12.3%
Market: 38,525

Average Household Income

$55,266
(59)

Median Household Maintainer Age

52
(94)

Household Size*

%	45.0	32.5	11.4	6.5	4.6
Index	170	87	83	51	47

1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons

Marital Status**

41.4%
(70)
Married/Common-Law

Family Composition***

42.1%
(95)
Couples Without Kids at Home

Education**

35.0%
(100)
High School Certificate Or Equivalent

Visible Minority Presence*

9.5%
(112)
Belong to a visible minority group

Non-Official Language*

0.6%
(106)
No knowledge of English or French

Immigrant Population*

12.8%
(87)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Financial Concern Regarding the Future	131	70	Effort Toward Health
Primacy of Environmental Protection	128	73	Confidence in Big Business
Technology Anxiety	126	76	Need for Status Recognition
Confidence in Small Business	123	82	Advertising as Stimulus
Rejection of Orderliness	121	83	Ostentatious Consumption

Key Social Values

Primacy of Environmental Protection Index = 128	Need for Escape Index = 120	Community Involvement Index = 118
Racial Fusion Index = 118	Social Learning Index = 112	Multiculturalism Index = 110
Attraction to Nature Index = 108	Flexible Families Index = 108	National Pride Index = 108
Primacy of the Family Index = 107	Brand Apathy Index = 103	Ecological Concern Index = 103

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

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

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

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

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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	83.8	100
Gardening	67.0	97
Swimming	57.6	92
Home exercise & home workout	57.2	106
Volunteer work	55.2	106

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	51.7	105
Exhibitions, carnivals, fairs & markets	49.1	97
Art galleries, museums & science centres	41.2	111
Movies at a theatre/drive-in	39.9	100
Bars & restaurant bars	38.7	100

Key Tourism Activities**

Swimming	Camping	Hiking & backpacking	Parks & city gardens	Photography	Cycling	Bars & restaurant bars	Canoeing & kayaking
57.6%	54.0%	53.8%	51.7%	41.9%	39.2%	38.7%	37.5%
(92)	(94)	(107)	(105)	(96)	(82)	(100)	(93)

National or provincial park	Fishing & hunting	Golfing	Cross country skiing & snowshoeing	Pilates & yoga	Downhill skiing	Ice skating	Historical sites
35.5%	27.6%	22.5%	22.3%	21.9%	21.8%	20.3%	19.8%
(94)	(97)	(80)	(81)	(84)	(98)	(88)	(86)

Sporting events	Specialty movie theatres/IMAX	Adventure sports	Zoos & aquariums	ATV & snowmobiling	Power boating & jet skiing	Hockey	Video arcades & indoor amusement centres
19.5%	16.2%	14.8%	14.7%	14.7%	14.1%	12.2%	11.4%
(92)	(79)	(95)	(85)	(104)	(86)	(83)	(69)

Music festivals	Marathon or similar event	Beer, food & wine festivals	Theme parks, waterparks & water slides	Snowboarding	Film festivals	Curling	Inline skating
11.2%	9.9%	9.7%	9.4%	6.9%	6.8%	5.9%	5.8%
(111)	(114)	(93)	(76)	(68)	(83)	(66)	(74)

Just Getting By

PRIZM Segments Included (by SESI): 67
Market: RDOS - Chilliwack

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Vancouver	33.6	104
Other British Columbia	33.1	88
Victoria	24.0	92
Whistler	14.9	66
Other Alberta	14.3	88
Calgary	13.4	89
Toronto	7.7	75
Jasper	7.5	74
Banff	6.3	75
Montreal	4.2	62
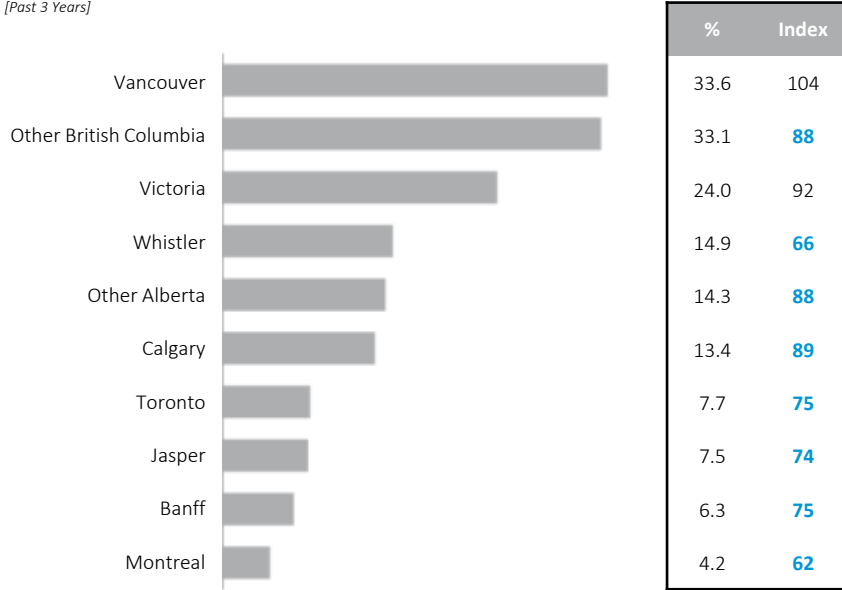
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through a hotel directly	42.8	96
Book through an airline directly	39.3	85
Book through an on-line travel agency	34.6	91
Book through airline/hotel website	29.2	82
Other services	18.1	88
Book through a full service travel agent	18.0	103
Book through a discount/last minute agency	10.0	100
Book a package tour	7.8	77

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
12.1%	5.0%	3.0%	1.7%	1.3%
(64)	(79)	(58)	(66)	(57)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.9%	15.4%	0.8%	5.1%
(96)	(83)	(38)	(77)

Vacation Spending

Spent Last Vacation

$ **1,514**
(97)
Average spend on last trip

%	35.5	17.7	17.5	11.4	4.9	13.0
Index	105	102	99	98	65	109

(Under $500, $500 to $999, $1,000 to $1,999, $2,000 to $2,999, $3,000 to $3,999, $4,000 or More)
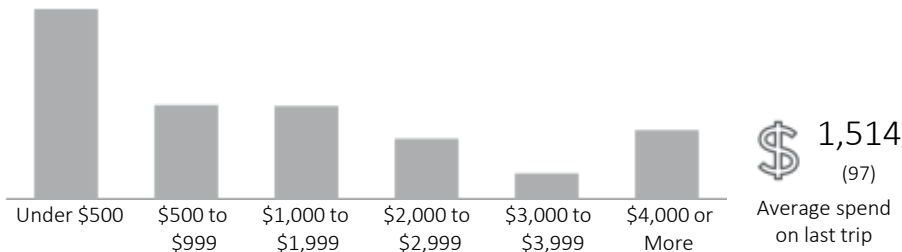
Travel Type & Frequency

Business Trips

12.2
(136)
Average number of nights away in the past year for business trips

Personal Trips

3.6
(95)
Average out-of-town vacations taken in the past 3 years
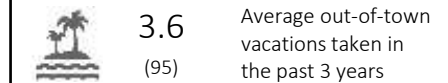
Average number of business trips by mode of transportation in the past year:

2.9	3.6	2.5	2.2
(93)	(113)	(129)	(90)

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Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
48.3% **(88)**	39.9% (98)	14.0% **(89)**	24.6% **(88)**	22.2% (101)	14.4% **(73)**	4.9% **(46)**

B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
11.7% **(81)**	7.0% **(57)**	9.1% **(64)**	11.5% **(71)**	2.1% **(41)**	5.7% **(90)**	2.5% (97)

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
32.7% **(90)**	34.1% (95)	8.9% **(137)**	0.4% **(25)**	5.7% **(85)**

United Airlines	Delta Airlines	American Airlines	Other American	
5.1% **(70)**	3.4% **(67)**	5.9% **(154)**	3.4% **(52)**	

European Airlines	Asian Airlines	Other Charter	Other	
5.8% **(74)**	5.0% **(76)**	1.0% **(71)**	5.0% **(61)**	

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
9.5% (104)	5.8% **(84)**	1.0% **(35)**	3.2% **(62)**

Hertz	Discount	U-Haul	Other Rentals
0.9% **(34)**	1.2% **(80)**	1.7% **(87)**	2.2% **(71)**

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

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

Source: Environics Analytics 2020

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

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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,381 minutes/week	1 hours/week	7 minutes/day	214 minutes/day
(98)	**(112)**	(96)	(91)	(103)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	29.1	**90**
Classic Hits	18.7	**134**
Adult Contemporary	15.6	**82**
Mainstream Top 40/CHR	10.9	**79**
AOR/Mainstream Rock	10.7	95
Hot Adult Contemporary	9.7	107
Today's Country	9.0	**86**
Not Classified	8.6	**114**
Multi/Variety/Specialty	8.4	**74**
Modern/Alternative Rock	8.4	101

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	51.4	109
Evening local news	39.6	94
News/current affairs	35.9	**115**
Primetime serial dramas	33.2	106
Suspense/crime dramas	31.6	101
Documentaries	29.3	98
Hockey (when in season)	28.5	95
Cooking programs	27.6	105
Home renovation/decoration shows	27.0	99
Situation comedies	24.7	93

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	60.7	102
International News & World	55.6	99
National News	52.6	100
Health	41.6	105
Movie & Entertainment	39.5	**113**
Travel	32.4	105
Editorials	32.2	101
Food	30.3	97
Sports	27.6	95
Business & Financial	25.6	106

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.2	93
Other U.S. magazines	11.0	105
Hello! Canada	7.6	**167**
Canadian Living	7.4	**63**
National Geographic	7.2	98
Canadian Geographic	7.2	**128**
Reader's Digest	6.9	**114**
Maclean's	5.5	**76**
People	5.3	**79**
Cineplex Magazine	4.2	95

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.5	93
Send/receive a text/instant message	58.3	93
Participate in an online social network	46.0	93
Do banking/pay bills online	45.9	**89**
Take pictures/video	43.8	**89**
Use apps	41.0	**85**
Internet search - business, services, products	40.5	94
Use maps/directions service	39.7	**84**
Access a news site	37.0	**88**
Watch a subscription-based video service	30.9	101

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	50.8	92
Take pictures/video	39.1	**86**
Send/receive email	38.7	**80**
Use apps	34.9	**82**
Participate in an online social network	31.6	**81**
Use maps/directions service	31.0	**87**
Internet search - business, services, products	24.5	94
Do banking/pay bills online	20.0	94
Access a news site	19.3	**79**
Watch other online free streaming videos	15.8	**117**

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

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	81.2%	(102)
YouTube	73.3%	(105)
Pinterest	33.0%	(91)
Instagram	32.6%	(97)
LinkedIn	30.5%	(94)
WhatsApp	29.5%	(93)
Twitter	22.9%	(105)
Podcasts	16.9%	(102)
Snapchat	12.9%	(109)
Blogs	9.8%	(93)
Health/Fitness	6.7%	(78)
Dating App	6.3%	(157)
Reddit	6.1%	(101)
Flickr	2.1%	(94)
Tinder	2.1%	(107)

Reasons to Follow Brands

	%	Index
To enter contests	32.6	106
To learn about a brand's products /services	30.3	97
To get coupons and discounts	30.3	105
To provide feedback to the brand	13.5	117
To be among the first to hear brand news	10.2	108
To engage with content	9.0	114
To make suggestions for new products/services	5.9	116
To share brand-related stories with consumers	5.6	123

Reasons to Unfollow Brands

	%	Index
Too many messages	38.9	92
Not enough value	19.2	103
Stopped purchasing products from brand	15.3	107
Other	3.2	105

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	37.1	107
Subscribe to brand email newsletter	20.8	97
Subscribe to brand channel on YouTube	12.4	97
Follow brand on Instagram	12.0	100
Join an exclusive online community of consumers who also like the brand	10.0	102
Follow brand on Twitter	6.6	119

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 102

"Use SM to keep up to date on general news/events"
39% | Index = 105

"I am well informed about SM"
34% | Index = 110

"Feel comfortable collaborating with others through SM"
32% | Index = 116

"Use SM to keep up to date on news/events in my industry"
27% | Index = 106

"I am open to receiving relevant marketing messages through social media channels"
20% | Index = 89

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

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

Target Group

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 18+

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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
82% | Index = 103

"I have tried a product/service based on a personal recommendation"
72% | Index = 100

"I value companies who give back to the community"
71% | Index = 102

"I make an effort to buy local produce/products"
68% | Index = 105

"I am very concerned about the nutritional content of food products I buy"
68% | Index = 96

"I generally achieve what I set out to do"
66% | Index = 96

"I consider myself to be informed on current events or issues"
61% | Index = 98

"It's important to buy products from socially-responsible/environmentally-friendly companies"
58% | Index = 108

"Family life and having children are most important to me"
58% | Index = **90**

"I am interested in learning about different cultures"
58% | Index = 96

"I like to cook"
57% | Index = 97

"When I shop online I prefer to support Canadian retailers"
55% | Index = 105

"I like to try new places to eat"
55% | Index = 106

"I offer recommendations of products/services to other people"
52% | Index = 96

"I like to try new and different products"
51% | Index = 104

"I am adventurous/"outdoorsy""
43% | Index = 103

"Free-trial/product samples can influence my purchase decisions"
42% | Index = 96

"I am willing to pay more for eco-friendly products"
31% | Index = 95

"Staying connected via social media is very important to me"
29% | Index = **110**

"Vegetarianism is a healthy option"
28% | Index = **112**

"Advertising is an important source of information to me"
28% | Index = 105

"I prefer to shop online for convenience"
25% | Index = 93

"I consider myself to be sophisticated"
20% | Index = 97

"I lead a fairly busy social life"
18% | Index = **88**

"I enjoy being extravagant/indulgent"
16% | Index = **90**

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

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

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	63.9	16.4	5.6	7.0	3.9	3.2
Index	98	85	111	130	246	85
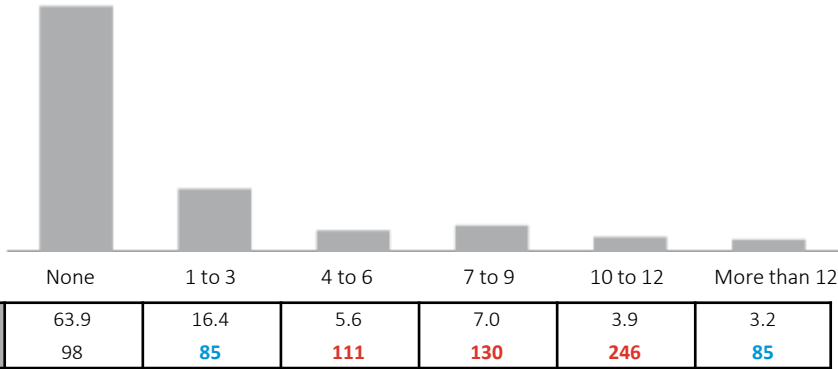
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	22.3	94
Cider	9.5	85
Liqueurs (any)	7.3	75

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.1	88

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	20.6	99

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	20.6	99
Stella Artois	13.8	158
Molson Canadian	13.6	90
Budweiser	13.6	107
Corona	11.6	85
Coors Light	11.0	75
Sleeman (any)	10.9	77
Miller Genuine Draft	9.9	117
Bud Light (any)	8.5	91
Alexander Keith's (any)	8.4	61
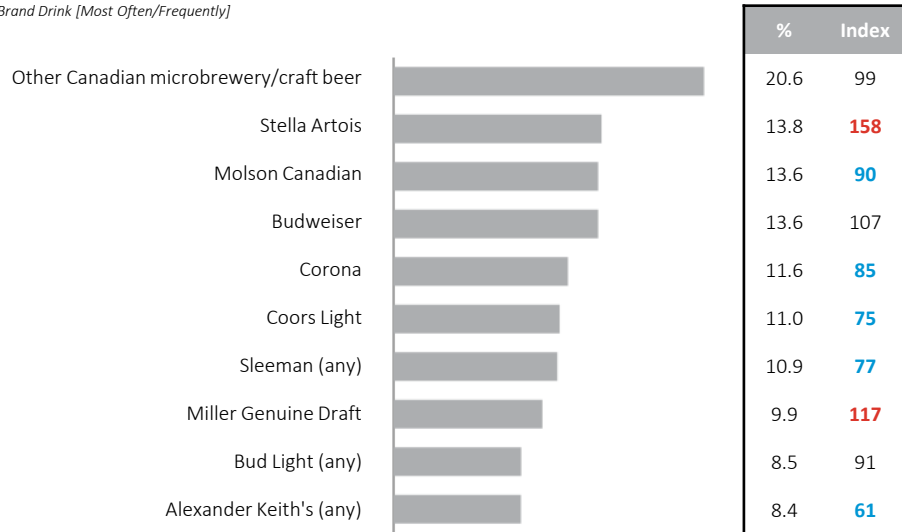
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	29.2	95
White wine (any)	27.1	96
Canadian wine	22.3	94
Other imported wine	9.5	83
Australian wine	7.7	87
American wine	6.9	86
Rosé wine (any)	6.4	69
European wine	6.1	68
Sparkling/champagne (any)	4.3	63

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

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	8.8	105	46.5	101	4.7	**78**
Asian restaurants	10.8	93	45.9	102	2.2	**55**
Submarine/sandwich restaurants	9.3	**153**	28.9	**82**	8.0	**124**
Breakfast style restaurant	7.2	**81**	23.5	**80**	8.5	**110**
Chicken restaurants	1.9	**80**	27.3	**118**	2.3	101
Ice cream/frozen yogurt restaurants	4.9	**133**	24.4	**88**	3.9	107
Specialty burger restaurants	6.5	**168**	16.5	**82**	5.4	**113**
Italian restaurants	3.2	**85**	22.2	93	10.0	**125**
Steakhouse	2.2	**190**	17.5	91	17.1	93
Other ethnic restaurants	2.6	**125**	24.5	**87**	7.8	107
Mexican/Burrito-style restaurants	3.3	**138**	20.3	**86**	8.0	103
Seafood/Fish and Chips restaurants	1.1	**73**	24.6	93	9.1	**89**

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	5.3	**86**	43.6	**90**	3.4	**76**
Food court outlets at a shopping mall	4.1	**112**	39.3	100	11.5	91
Pub restaurants	5.1	91	47.3	105	5.5	**90**
Formal dine-in restaurants	1.3	**39**	30.4	94	8.2	98
Fast casual restaurants	7.6	**78**	25.6	91	1.5	**90**
Sports bars	1.2	103	15.5	**83**	2.6	**72**
Other types	4.0	**126**	20.5	98	3.5	**110**

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
26.6%
(108)

Other Organic Food
12.8%
(107)

Organic Meat
8.0%
(86)

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Product Preferences

Demographics

Rent
59.3%
(232)

Own
40.7%
(55)

Households with Children at Home
27.9%
(72)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	21.3	21.3	18.4	15.5	9.3	14.2
Index	118	104	93	84	84	116
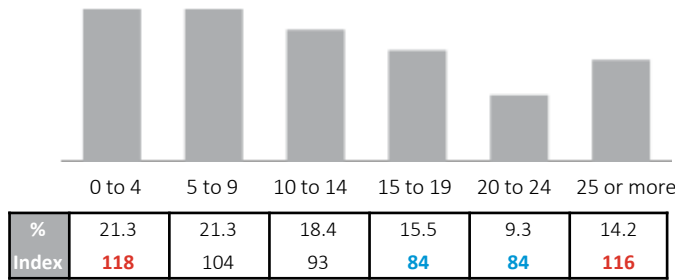
Demographic Trends

Household Projections
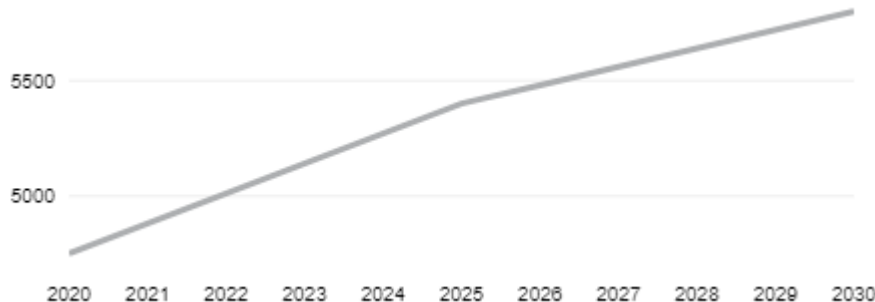
	2020	**2023**	**2025**	**2030**
Count	4,753	5,142	5,401	5,799
% Change	-	8.2	13.6	22.0
Index	-	159	159	136

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

Loyalty Programs*

Member

	%	Index
PC Optimum	54.0	97
Air Miles (excl. airline frequent flyer programs)	50.8	96
Costco membership (paid)	38.5	85
Credit card with loyalty rewards	36.5	82
Canadian Tire Triangle	35.5	87
Aeroplan	26.2	90
SCENE (Cineplex)	25.7	96
Petro Points	22.4	97
Hudson's Bay Rewards	20.9	95
Esso Extra Program	6.8	78
Other airline frequent flyer program	8.4	82
Other grocery store card	30.6	93
Other store program	8.8	93
Other gas program	6.8	95
Other loyalty program	11.3	93

Sources: DemoStats 2020, DemoStats Trends 2020, Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2020
Target Group
*Ranked by percent composition and based on Household Population 12+
Based on Households
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Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	69.5	93		38.7	80		13.1	71
Send/receive a text/instant message	58.3	93		50.8	92		8.5	75
Participate in an online social network	46.0	93		31.6	81		7.9	71
Do banking/pay bills online	45.9	89		20.0	94		5.9	76
Take pictures/video	43.8	89		39.1	86		6.0	96
Use maps/directions service	39.7	84		31.0	87		5.0	71
Use apps	41.0	85		34.9	82		7.6	60
Internet search - business, services, products	40.5	94		24.5	94		8.0	83
Watch a subscription-based video service (e.g. Netflix)	30.9	101		10.1	106		10.0	91
Watch free streaming music videos	22.3	93		13.0	88		5.6	92
Compare products/prices while shopping	25.7	97		14.8	96		4.2	71
Watch other online free streaming videos	25.4	108		15.8	117		2.5	83
Research products/services	22.4	84		12.0	88		5.1	75
Listen to music via streaming video service (e.g. YouTube)	22.3	94		10.5	88		3.2	122
Play/download online games	21.7	91		11.7	92		5.0	111
Purchase products or services	16.5	81		5.0	65		3.0	82
Share/refer/link friends to a website or an article	14.3	87		7.5	72		1.6	71
Consult consumer reviews	19.4	86		8.1	67		4.4	99
Listen to Internet-only music service (e.g. Spotify)	16.3	96		12.9	98		1.7	57
Use online telephone directory	23.7	111		12.2	89		6.0	127
Download music/MP3 files (free or paid)	13.7	115		5.4	78		0.3	24
Use ad blocking software	14.3	91		5.3	78		1.6	110
Download any video content (free or paid)	13.0	93		2.9	56		4.5	99
Read or look into online newspapers	10.6	95		5.4	81		2.8	93
Click on an Internet advertisement	8.6	76		4.8	86		0.8	65
Listen to a podcast	11.1	83		8.2	99		1.7	70
Listen to a radio broadcast via streaming audio	12.2	100		7.9	105		2.0	69
Download/print/redeem discount coupon	9.3	96		5.1	80		0.4	50
Enter online contests	11.7	121		4.5	124		1.1	123
Watch a TV broadcast via streaming video	9.6	119		4.2	126		1.4	95
Place/respond to an online classified advertisement	10.8	98		6.8	108		0.6	71
Receive store offers by SMS	7.0	91		5.2	80		-	-
Read or look into online magazines	3.1	64		0.7	48		1.1	77
Scan mobile tagging barcode/QR	4.0	85		2.8	74		-	-
Purchase group deal (e.g. Groupon)	1.8	57		1.3	56		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.4	98		-	-		-	-

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2020
*Ranked by national percent composition
Based on Household Population 12+
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Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ▪ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.0	88	19.3	79	12.0	98
Access food/recipes content	29.1	97	11.8	92	6.2	63
Access health-related content	18.5	92	9.3	87	3.6	76
Access professional sports content	8.4	75	4.4	65	2.9	87
Access restaurant guides/reviews	14.0	108	8.0	89	3.3	103
Access travel content	13.5	86	6.6	82	2.9	64
Access real estate listings/sites	12.2	79	6.2	93	2.3	53
Access a radio station's website	14.0	129	4.1	96	4.8	127
Access home decor-related content	11.8	117	3.2	96	3.5	102
Access a TV station's website	8.2	93	2.7	86	0.9	108
Access celebrity gossip content	5.4	77	5.1	82	1.8	126
Access fashion or beauty-related content	6.9	91	5.0	85	2.4	108
Access automotive news/content	7.7	98	3.7	79	1.0	76

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	42.6	95
Flyers delivered to the door or in the mail	42.1	97
Coupons	33.5	108
General information from the Internet/websites	30.8	97
Apps/online flyers	30.7	103
Local store catalogues	26.7	104
Flyers inserted into a daily newspaper	26.0	110
Direct email offers	22.0	123
Yellow Pages (print)	7.4	156
Mail order	6.0	79
Yellow Pages (online)	1.1	120

Out of Home Advertising

Noticed Advertising [Past Week]

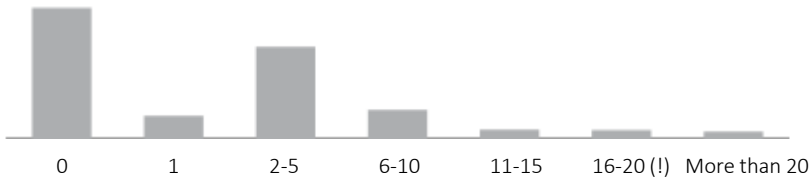|	%	Index
Billboards	28.1	92
On bus exteriors	23.6	95
Inside shopping malls	15.2	95
On street furniture (e.g. bus benches)	14.9	84
Digital billboards	13.8	93
On transit shelters	12.0	75
Inside public washrooms	6.9	70
Inside buses	5.5	104
Inside airports	5.5	99
Screens inside elevators	4.8	122
On subway/metro platforms	4.6	62
Inside movie theaters	3.8	73
Inside commuter trains	3.0	72
Inside subway/metro cars	2.4	47
On taxis	2.3	86

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Social Media Usage

Social Media Overview

- 59% of Just Getting By from the Custom Chilliwack target area spent tend to access social media on their mobile phones during the afternoon hours, 58% during the morning hours

- 7% seek recommendations for Vacation/Travel Information via social media (Below Average)

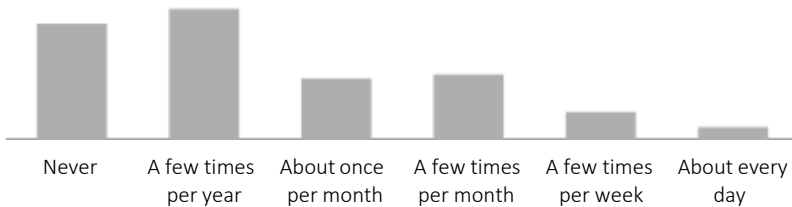- 87% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	6.5	89
Entertainment	4.9	107
Health-related	4.8	96
Banking/credit cards	4.1	104
Big-ticket items	4.0	93
Home décor	3.6	99
Smaller-ticket items	3.5	109
Fashion-related	3.4	98
Car/Auto-related	2.9	72
Child-related	2.6	136
Insurance	2.2	115
Choosing non-profits for donations	2.0	115
Other	4.5	114

Brand Interaction

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

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	43.6	7.7	30.7	9.6	3.1	2.9	2.4
Index	96	110	98	109	95	126	144

Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	28.0	31.6	14.9	15.8	6.8	3.0
Index	98	102	104	93	99	131

Top Social Media Attitudes**

Just Getting By from the Custom Chilliwack target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
87% | Index = 99

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
74% | Index = 101

"Use SM to stay connected with personal contacts"
50% | Index = 107

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

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

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

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

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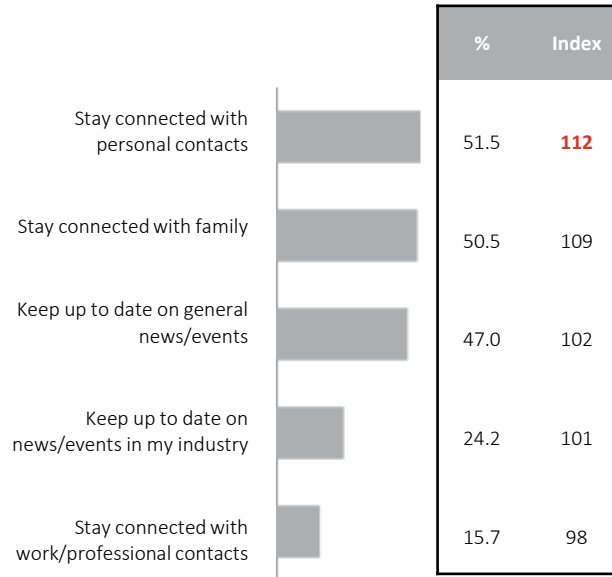**TOTA** THOMPSON OKANAGAN TOURISM ASSOCIATION

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	51.3	106
Watch video online	45.5	106
Read article comments	43.7	100
Chat in online chats	40.5	**114**
Read status updates/tweets	39.4	109
Listen to radio or stream music online	33.2	100
Share links with friends and colleagues	29.9	**111**
Click links in news feeds	26.7	**112**
Play games with others online	19.3	**116**
Read blogs	17.9	**123**
Post photos online	16.2	**116**
Update your status on a social network	14.0	**143**
Check in with locations	12.2	**128**
Comment on articles or blogs	11.6	**112**
Chat in online forums	11.5	**119**
Rate or review products online	9.8	107
Share your GPS location	8.2	100
Post videos online	6.4	**146**
Publish blog, Tumblr, online journal	4.2	**168**

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	51.5	**112**
Stay connected with family	50.5	109
Keep up to date on general news/events	47.0	102
Keep up to date on news/events in my industry	24.2	101
Stay connected with work/professional contacts	15.7	98

Number of Connections

Across all social media

	%	Index
0-49	41.6	102
50-99	15.2	97
100-149	10.0	93
150-199	6.6	**89**
200-299	5.7	**78**
300-399	5.2	93
400-499	3.7	**126**
500-1000	6.8	**110**
More than 1000	5.2	**154**
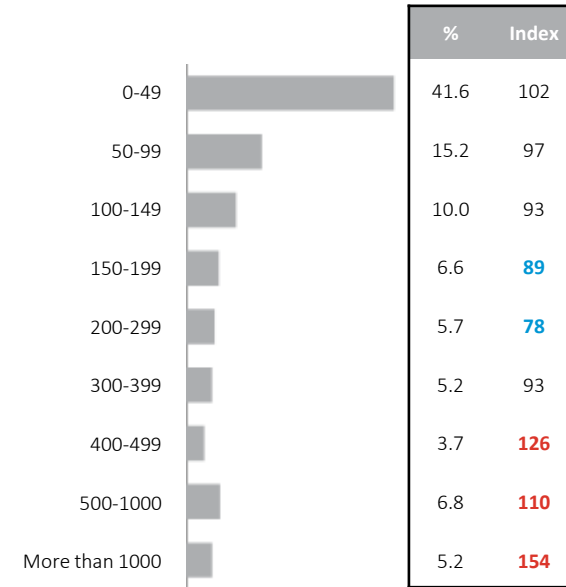
Social Media Access

Typically use

Mobile

	%	Index
Morning	58.0	98
Afternoon	59.2	106
Dinner Time	43.7	106
Evening	53.7	104
Late Night	39.5	109

Tablet

	%	Index
Morning	19.7	**76**
Afternoon	18.2	**86**
Dinner Time	14.6	**80**
Evening	26.8	**77**
Late Night	18.4	**89**

Laptop

	%	Index
Morning	32.2	106
Afternoon	33.7	**111**
Dinner Time	22.6	**131**
Evening	40.5	**118**
Late Night	21.3	**131**

Desktop

	%	Index
Morning	28.4	103
Afternoon	27.6	107
Dinner Time	14.7	**118**
Evening	27.2	105
Late Night	15.9	**120**

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use: **81.2%** (102)
Did Not Use: **15.8%** (89)

	%	Index
Use Daily	61.7	100
Use Weekly	13.0	120
Use Monthly	6.2	99

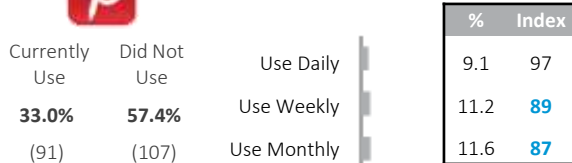| Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	58.1	104
Comment/Like other users' posts	51.1	101
Use Messenger	47.5	110
Watch videos	38.8	102
Post photos	16.0	121
Watch live videos	15.0	111
Update my status	13.6	124
Like or become a fan of a page	13.1	120
Click on an ad	12.7	117
Post videos	5.2	125
Create a Facebook group or fan page	4.8	171
Give to a Facebook fundraiser (!)	2.1	150
Create a Facebook fundraiser (!)	1.6	160

LinkedIn

Frequency of Use
[Past Year]

Currently Use: **30.5%** (94)
Did Not Use: **61.3%** (103)

	%	Index
Use Daily	4.0	81
Use Weekly	9.0	95
Use Monthly	14.3	89

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	4.9	88
View a job posting	3.7	144
Watch videos	3.5	107
Comment on content	2.4	100
Click on an ad (!)	1.7	90
Search and review other profiles	1.7	78
Post an article, video or picture (!)	1.6	148
Create a connection	1.4	105
Update your profile information	1.2	97
Participate in LinkedIn forums (!)	0.7	106
Request a recommendation (!)	0.6	112
Join a LinkedIn group (!)	0.6	63

Instagram

Frequency of Use
[Past Year]

Currently Use: **32.6%** (97)
Did Not Use: **57.7%** (100)

	%	Index
Use Daily	18.3	106
Use Weekly	8.0	95
Use Monthly	5.7	82

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	22.7	99
Like photos/videos	19.2	98
Comment on photos/videos	13.3	114
Send direct messages	10.3	127
Watch live videos	9.8	99
Post photos/videos	8.7	131
View a brand's page	6.2	115
Click on ads	5.2	124
Watch IGTV videos	5.2	133

Pinterest

Frequency of Use
[Past Year]

Currently Use: **33.0%** (91)
Did Not Use: **57.4%** (107)

	%	Index
Use Daily	9.1	97
Use Weekly	11.2	89
Use Monthly	11.6	87

Reddit

Frequency of Use
[Past Year]

Currently Use: **6.1%** (101)
Did Not Use: **85.4%** (98)

	%	Index
Use Daily	1.9	124
Use Weekly	1.8	104
Use Monthly	2.2	91

Participate In* (at least a few times per month)	% Comp	Index
View content	4.4	115
Follow specific Subreddits	2.5	113
Vote on content	1.6	88
Post content	0.8	83
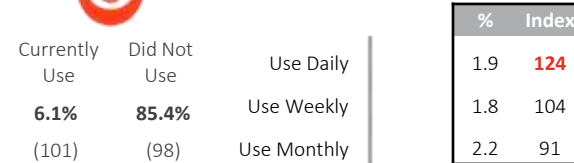
WhatsApp

Frequency of Use
[Past Year]

Currently Use: **29.5%** (93)
Did Not Use: **62.9%** (107)

	%	Index
Use Daily	9.7	100
Use Weekly	9.5	92
Use Monthly	9.2	87

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	14.2	96
Send/receive images	12.9	102
Use group chats	7.6	102
Use voice calls	5.5	115
Send/receive documents and files	4.5	100

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

Twitter

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
22.9%	**68.6%**	Use Daily	9.1	108
(105)	(98)	Use Weekly	7.2	112
		Use Monthly	5.9	92

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.6	106
Watch videos	7.7	115
Tweet	6.2	134
Respond to tweets	5.5	122
Retweet	5.4	131
Watch live videos	5.3	145
Send or receive direct messages	5.0	105
Share a link to a blog post or article of interest	4.8	114
Follow users who follow you	4.5	111
Actively follow new users	3.8	102
Click on an ad	3.3	126

YouTube

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
73.3%	**14.6%**	Use Daily	26.9	114
(105)	(82)	Use Weekly	29.1	102
		Use Monthly	16.4	94

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	45.2	106
Like or dislike videos	16.6	135
Watch live videos	12.2	133
Leave comment or post response on video	8.0	158
Share videos	8.0	144
Click on an ad	6.7	143
Embed a video on a web page or blog	3.8	150
Create and post a video	2.7	142

Snapchat

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
12.9%	**80.1%**	Use Daily	4.8	119
(109)	(99)	Use Weekly	3.1	90
		Use Monthly	4.4	112

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.7	112
Send direct text messages	5.7	136
Send photos/videos	4.8	110
Use filters or effects	4.3	150
Use group chat	3.4	107
Read Snapchat discover/News	3.3	111
Use video chat	3.2	209
View ads	3.1	202
View a brand's snaps	2.5	143

Audio Podcasts

Currently Use	Did Not Use
16.9%	**69.6%**
(102)	(104)

Frequency of Use
[Past Year]

	%	Index
Use Daily	4.9	109
Use Weekly	6.3	98
Use Monthly	4.9	96

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.6	118
Listen to another genre of podcast	3.9	86
Listen to a business podcast	3.3	104
Listen to an educational podcast	2.5	78
Listen to a comedy podcast	2.3	115
Subscribe to another genre of podcast	2.2	109
Subscribe to a news podcast	1.7	121
Subscribe to a educational podcast	1.6	89
Subscribe to a business podcast (!)	1.5	135
Listen to a sports podcast	1.5	120
Listen to a technology focused podcast	1.0	83
Subscribe to a sports podcast**	1.0	109
Subscribe to a technology podcast (!)	0.9	94
Subscribe to a comedy podcast (!)	0.8	127

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
2.1%	**95.9%**
(107)	(100)

Tik Tok

Currently Use	Did Not Use
2.0%	**96.2%**
(170)	(99)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.2	132
Use Weekly (!)	0.5	119

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

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

☐ Target Group   *Source: Environics Analytics 2020*

(!) Indicates small sample size

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