TOTA
THOMPSON OKANAGAN
TOURISM ASSOCIATION

Overview

- Of the 67 PRIZM Clusters identified in Canada, Mature & Secure rank 1st for the Custom North Vancouver target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's

- Mature & Secure make up 11,913 households, or 19% of the total Households in the Custom North Vancouver target area (61,602)

- The Median Household Maintainer Age is 57, 56% of couples have children living at home

- Above Average Household Income of $169,550 compared to the Custom North Vancouver target area at $138,771

- **Top Social Value: Legacy -** The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance

- Above Average interest in Downhill Skiing and Visiting Zoos/Aquariums

- Above average interest in travelling within Canada (Whistler, Nova Scotia), Mature & Secure from the Custom North Vancouver target area spent an average of $1,634 on their last vacation

- On average, Mature & Secure from the Custom North Vancouver target area spent spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)

- 76% currently use Facebook, 35% use Instagram and 28% use Twitter

Market Sizing

Total Population

Target Group: 36,150 | 23.0%
Market: 157,020

Total Households

Target Group: 11,913 | 19.3%
Market: 61,602

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Vancouver, BC (DM)	71.3	30.4	174	32,703	41.0
West Vancouver, BC (DM)	14.6	11.3	65	17,998	22.6
North Vancouver, BC (CY)	13.7	7.2	41	26,419	33.1
Capilano 5, BC (IRI)	0.3	2.6	15	1,419	1.8
Burrard Inlet 3, BC (IRI)	0.1	0.7	4	987	1.2
Seymour Creek 2, BC (IRI)	0.0	13.5	78	37	0.0

Top PRIZM Segments

% of Target Group Households

		%
07 - Mature & Secure		100.0
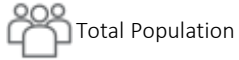
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Demographic Profile

Total Population
Target Group: 36,150 | 23.0%
Market: 157,020

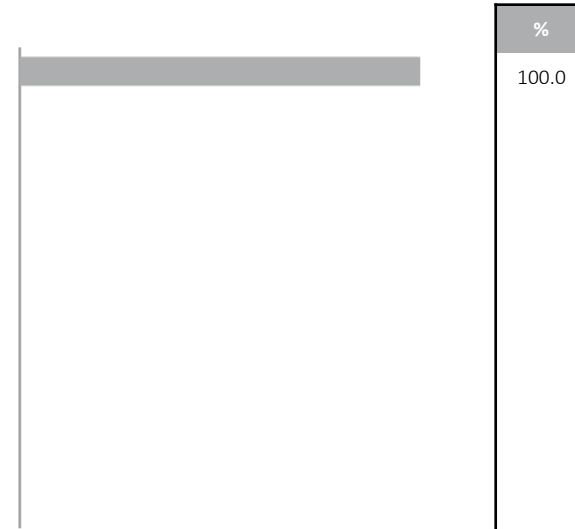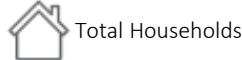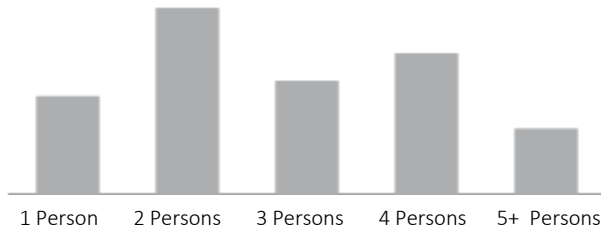**Total Households**
Target Group: 11,913 | 19.3%
Market: 61,602

Average Household Income
$169,550
(122)

Median Household Maintainer Age
57
(104)

Household Size*

%	16.3	30.7	18.8	23.3	10.9
Index	58	96	114	144	152

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

Marital Status**
61.9%
(108)
Married/Common-Law

Family Composition***
55.5%
(117)
Couples With Kids at Home

Education**
41.2%
(103)
University Degree

Visible Minority Presence*
29.3%
(92)
Belong to a visible minority group

Non-Official Language*
1.3%
(82)
No knowledge of English or French

Immigrant Population*
32.1%
(92)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Legacy	124	50	Attraction to Nature
Culture Sampling	116	66	Active Government
Community Involvement	116	72	Obedience to Authority
Equal Relationship with Youth	115	75	Importance of Price
Personal Control	114	75	Brand Apathy

Key Social Values

Legacy Index = 124	Culture Sampling Index = 116	Community Involvement Index = 116
Brand Genuineness Index = 112	Effort Toward Health Index = 112	National Pride Index = 110
Emotional Control Index = 110	Pursuit of Originality Index = 109	Ecological Lifestyle Index = 108
Social Learning Index = 107	Consumptivity Index = 107	Traditional Family Index = 106

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	85.7	100
Gardening	63.6	103
Camping	57.0	107
Swimming	56.2	104
Fitness walking	54.1	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	58.9	102
Parks & city gardens	45.7	108
Bars & restaurant bars	43.0	105
Movies at a theatre/drive-in	42.0	106
Theatre - Major theatres, halls & auditoriums	40.9	103

Key Tourism Activities**

Camping	Swimming	Hiking & backpacking	Parks & city gardens	Cycling	Bars & restaurant bars	Photography	Canoeing & kayaking
57.0% (107)	56.2% (104)	50.3% (102)	45.7% (108)	44.6% (104)	43.0% (105)	40.6% (102)	35.2% (107)

National or provincial park	Golfing	Downhill skiing	Cross country skiing & snowshoeing	Pilates & yoga	Ice skating	Zoos & aquariums	Specialty movie theatres/IMAX
30.8% (101)	26.4% (106)	25.4% (114)	25.0% (106)	24.9% (98)	24.8% (109)	23.3% (116)	22.5% (109)

Sporting events	Video arcades & indoor amusement centres	Fishing & hunting	Historical sites	Hockey	Beer, food & wine festivals	Theme parks, waterparks & water slides	Power boating & jet skiing
21.7% (114)	19.2% (105)	18.5% (107)	16.9% (110)	14.0% (114)	13.8% (99)	12.6% (115)	11.7% (114)

Adventure sports	ATV & snowmobiling	Snowboarding	Music festivals	Film festivals	Food & wine shows	Marathon or similar event	Curling
10.0% (99)	9.4% (106)	8.7% (122)	8.3% (96)	6.8% (95)	6.6% (114)	5.7% (85)	5.6% (102)

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Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	42.9	102
Victoria	27.7	103
Whistler	27.3	**111**
Vancouver	18.3	97
Toronto	10.7	98
Calgary	9.5	**87**
Other Alberta	9.3	104
Other Nova Scotia	7.5	**129**
Montreal	6.6	104
Banff	6.5	98
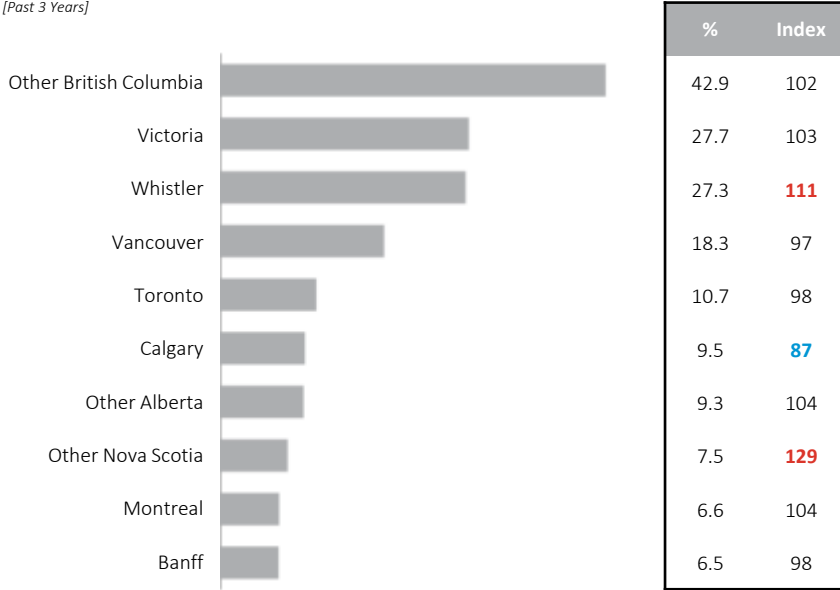
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	48.3	102
Book through a hotel directly	43.1	100
Book through an on-line travel agency	39.2	101
Book through airline/hotel website	32.6	103
Book through a full service travel agent	21.0	97
Other services	18.6	104
Book a package tour	11.6	105
Book through a discount/last minute agency	11.1	101

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
17.7%	5.3%	4.4%	1.8%	3.0%
(106)	(94)	(100)	(99)	**(115)**

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.8%	15.3%	0.9%	4.8%
(115)	(95)	**(80)**	**(80)**

Vacation Spending

Spent Last Vacation
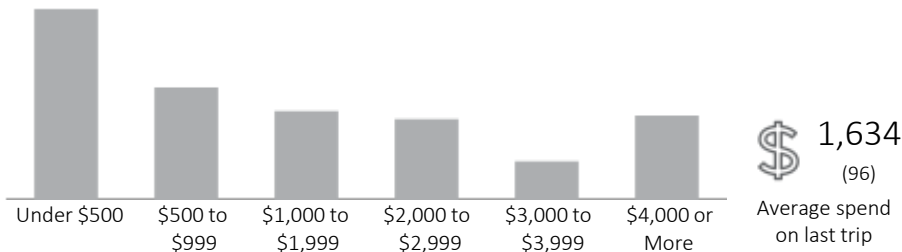
$ 1,634
(96)
Average spend
on last trip

%	32.0	18.9	14.9	13.6	6.5	14.2
Index	101	**116**	92	95	106	91

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

8.1
(94)
Average number of nights away in the past year for business trips

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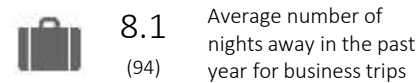
3.7
(101)
Average out-of-town vacations taken in the past 3 years
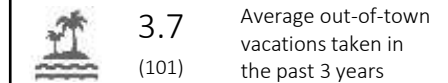
Average number of business trips by mode of transportation in the past year:

2.9	3.7	1.6	5.2
(98)	(102)	**(69)**	(106)

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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
58.8%	43.9%	16.3%	25.3%	22.0%	22.8%	11.8%
(100)	(108)	(98)	(105)	(107)	(104)	**(113)**

B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
15.3%	12.6%	12.9%	15.0%	4.0%	5.6%	2.9%
(99)	(102)	(104)	**(122)**	(103)	(100)	**(121)**

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
41.8%	33.9%	7.7%	0.3%	4.9%
(100)	(101)	(98)	**(115)**	**(112)**

United Airlines	Delta Airlines	American Airlines	Other American
7.1%	5.0%	4.0%	10.1%
(99)	(100)	**(110)**	(105)

European Airlines	Asian Airlines	Other Charter	Other
7.4%	4.8%	1.6%	9.6%
(103)	(102)	(93)	**(110)**

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
5.0%	4.4%	1.8%	3.8%
(85)	(105)	**(87)**	**(113)**

Hertz	Discount	U-Haul	Other Rentals
2.5%	1.1%	1.3%	3.4%
(110)	**(67)**	**(119)**	**(113)**

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	1,080 minutes/week	1 hours/week	10 minutes/day	210 minutes/day
(96)	(94)	(98)	(99)	(95)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	43.7	102
Adult Contemporary	18.9	103
Classic Hits	15.9	114
Modern/Alternative Rock	15.8	115
Mainstream Top 40/CHR	14.0	98
Today's Country	13.8	117
Classic Rock	12.7	117
Hot Adult Contemporary	10.9	110
Multi/Variety/Specialty	10.9	83
Sports	7.6	129

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	44.0	99
Evening local news	36.2	99
Documentaries	29.2	103
Situation comedies	28.0	108
Primetime serial dramas	27.1	98
Suspense/crime dramas	26.5	101
Hockey (when in season)	26.5	111
News/current affairs	26.1	86
Home renovation/decoration shows	24.6	100
Cooking programs	23.3	97

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.0	97
National News	54.8	100
International News & World	54.7	100
Health	40.7	100
Food	37.5	96
Movie & Entertainment	35.5	93
Sports	31.1	104
Travel	30.8	95
Editorials	30.3	97
Business & Financial	23.6	92

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	13.1	112
Other English-Canadian	10.2	106
Canadian Living	9.2	101
Maclean's	6.4	97
National Geographic	6.0	104
Time	5.8	121
People	5.2	102
Cineplex Magazine	4.5	114
Reader's Digest	4.4	106
Hello! Canada	4.1	85

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	71.6	102
Send/receive a text/instant message	62.1	104
Take pictures/video	55.0	104
Use maps/directions service	52.4	104
Do banking/pay bills online	52.0	100
Participate in an online social network	51.6	97
Use apps	49.0	102
Internet search - business, services, products	47.8	103
Access a news site	38.0	103
Watch a subscription-based video service	33.0	105

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.2	104
Take pictures/video	52.2	106
Send/receive email	51.9	106
Use apps	46.1	103
Use maps/directions service	44.4	106
Participate in an online social network	40.1	99
Internet search - business, services, products	29.4	109
Access a news site	24.6	105
Do banking/pay bills online	23.7	102
Research products/services	19.4	104

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]

Facebook	YouTube	WhatsApp
75.7%	**70.7%**	**46.9%**
(98)	(98)	(96)

LinkedIn	Instagram	Twitter
46.1%	**34.9%**	**27.7%**
(99)	**(90)**	(94)

Pinterest	Podcasts	Blogs
24.9%	**17.7%**	**13.7%**
(97)	(91)	(96)

Snapchat	Health/Fitness	Reddit
10.0%	**9.4%**	**9.3%**
(90)	(100)	(91)

Flickr	Dating App	Tinder
4.7%	**2.8%**	**1.9%**
(101)	**(60)**	**(77)**

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	28.3	98
To enter contests	26.0	92
To get coupons and discounts	25.6	91
To provide feedback to the brand	9.5	**88**
To be among the first to hear brand news	7.9	**79**
To engage with content	6.9	98
To make suggestions for new products/services	4.3	**89**
To share brand-related stories with consumers	3.8	91

Reasons to Unfollow Brands

	%	Index
Too many messages	35.7	97
Not enough value	18.7	93
Stopped purchasing products from brand	9.8	**85**
Other	3.6	109

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	29.1	93
Subscribe to brand email newsletter	16.0	**90**
Follow brand on Instagram	11.2	**82**
Subscribe to brand channel on YouTube	11.0	92
Join an exclusive online community of consumers who also like the brand	10.1	99
Follow brand on Twitter	5.8	**81**

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 76% | Index = 102	"Use SM to keep up to date on general news/events" 30% | Index = 92	"I am well informed about SM" 27% | Index = 93
"Use SM to keep up to date on news/events in my industry" 24% | Index = 92	"Feel comfortable collaborating with others through SM" 23% | Index = 93	"I am open to receiving relevant marketing messages through social media channels" 18% | Index = 93

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Product Preferences

Variables with "Agree" Statements

"I have tried a product/service based on a personal recommendation"
78% | Index = 104

"I would like to eat healthy foods more often"
77% | Index = 100

"I generally achieve what I set out to do"
71% | Index = 103

"I am very concerned about the nutritional content of food products I buy"
68% | Index = 99

"I value companies who give back to the community"
67% | Index = 102

"I am interested in learning about different cultures"
66% | Index = 102

"I consider myself to be informed on current events or issues"
61% | Index = 100

"I make an effort to buy local produce/products"
61% | Index = 97

"Family life and having children are most important to me"
59% | Index = 107

"I like to try new places to eat"
58% | Index = 100

"I like to cook"
57% | Index = 101

"It's important to buy products from socially-responsible/environmentally-friendly companies"
56% | Index = 100

"When I shop online I prefer to support Canadian retailers"
53% | Index = 103

"I offer recommendations of products/services to other people"
52% | Index = 99

"I like to try new and different products"
48% | Index = 99

"I am adventurous/"outdoorsy""
43% | Index = 106

"Free-trial/product samples can influence my purchase decisions"
42% | Index = 103

"I prefer to shop online for convenience"
35% | Index = 104

"I am willing to pay more for eco-friendly products"
32% | Index = 93

"Vegetarianism is a healthy option"
29% | Index = 93

"Staying connected via social media is very important to me"
27% | Index = 102

"I lead a fairly busy social life"
25% | Index = 104

"I consider myself to be sophisticated"
24% | Index = 96

"Advertising is an important source of information to me"
23% | Index = 101

"I enjoy being extravagant/indulgent"
17% | Index = 93

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

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

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	64.2	21.5	5.8	3.3	1.9	3.3
Index	98	117	93	87	70	99
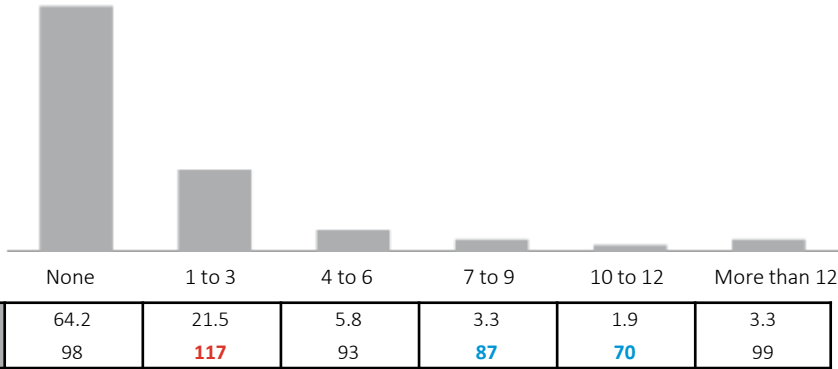
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	23.5	109
Cider	14.3	110
Liqueurs (any)	9.7	103

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.7	95

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	30.0	101

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	30.0	101
Corona	14.2	94
Budweiser	13.7	111
Stella Artois	12.7	104
Coors Light	11.9	122
Kokanee	11.9	104
Sleeman (any)	11.9	103
Heineken	11.6	104
Molson Canadian	10.8	111
Alexander Keith's (any)	9.4	103
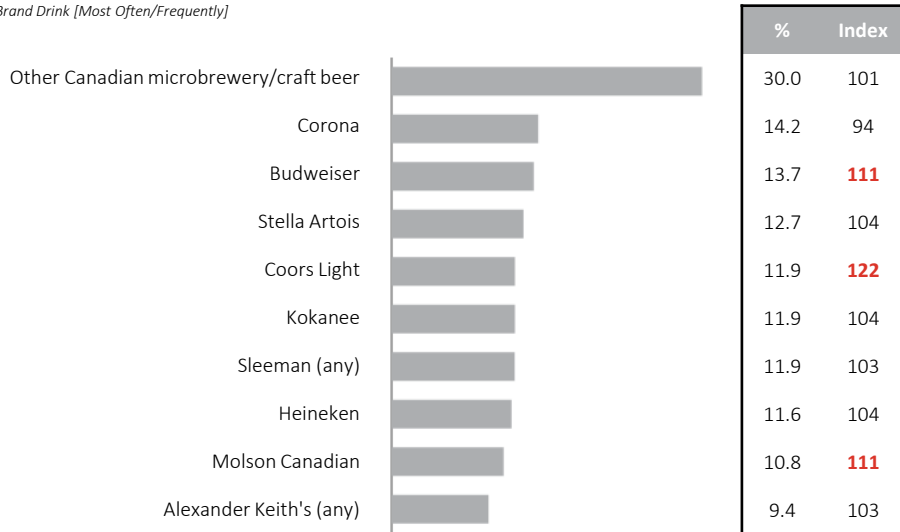
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	30.6	99
White wine (any)	29.7	101
Canadian wine	23.5	109
European wine	10.9	97
Other imported wine	8.4	90
American wine	8.2	103
Australian wine	8.0	99
Sparkling/champagne (any)	5.8	93
Rosé wine (any)	5.6	92

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	9.5	102	40.4	99	7.1	**122**
Asian restaurants	10.9	93	45.4	105	6.9	108
Submarine/sandwich restaurants	7.2	92	32.8	107	4.2	101
Breakfast style restaurant	5.8	101	28.6	98	8.0	100
Chicken restaurants	2.7	100	19.2	100	4.5	**118**
Ice cream/frozen yogurt restaurants	2.6	**118**	35.2	107	6.3	**110**
Specialty burger restaurants	5.0	105	21.4	101	8.8	**112**
Italian restaurants	2.9	**112**	29.1	108	9.9	**118**
Steakhouse	0.5	105	20.7	109	18.4	**116**
Other ethnic restaurants	2.6	**89**	32.1	98	8.8	**115**
Mexican/Burrito-style restaurants	2.5	98	22.0	97	13.9	**116**
Seafood/Fish and Chips restaurants	1.5	107	23.2	102	9.1	99

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.9	101	45.1	105	8.9	**133**
Food court outlets at a shopping mall	5.0	99	40.5	100	10.6	102
Pub restaurants	7.5	**110**	42.7	102	4.4	97
Formal dine-in restaurants	4.7	**111**	35.4	100	9.8	**111**
Fast casual restaurants	6.3	97	29.4	109	4.3	**127**
Sports bars	1.8	95	17.9	109	3.6	102
Other types	5.8	**121**	19.3	101	1.8	91

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
32.7%	17.7%	9.6%
(100)	(109)	(95)

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

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Product Preferences

Demographics

Rent **17.8%** (54)

Own **82.2%** (123)

Households with Children at Home **54.1%** (127)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	13.4	16.4	17.9	19.4	15.5	17.3
Index	92	99	104	104	104	97
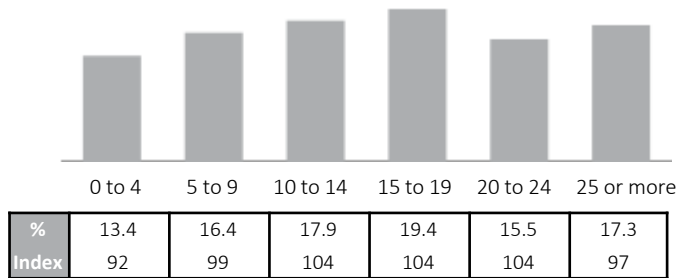
Demographic Trends

Household Projections
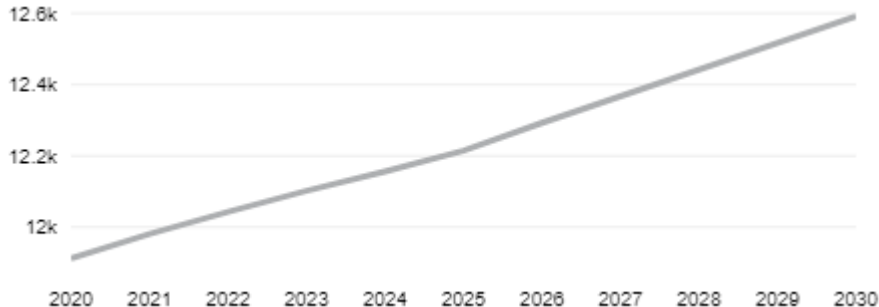
	2020	2023	2025	2030
Count	11,913	12,102	12,214	12,591
% Change	-	1.6	2.5	5.7
Index	-	46	46	50

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

Loyalty Programs*

Member

	%	Index
PC Optimum	51.2	99
Air Miles (excl. airline frequent flyer programs)	49.7	100
Costco membership (paid)	44.6	108
Credit card with loyalty rewards	42.7	104
Aeroplan	30.5	101
Canadian Tire Triangle	30.1	102
SCENE (Cineplex)	29.7	93
Hudson's Bay Rewards	22.9	94
Petro Points	20.9	95
Esso Extra Program	8.6	103
Other airline frequent flyer program	14.8	104
Other grocery store card	34.2	103
Other store program	10.5	109
Other gas program	4.3	95
Other loyalty program	12.2	**110**

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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TOTA
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TOURISM ASSOCIATION

Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	71.6	102		51.9	106		14.5	103
Send/receive a text/instant message	62.1	104		57.2	104		9.4	108
Participate in an online social network	51.6	97		40.1	99		9.2	104
Do banking/pay bills online	52.0	100		23.7	102		5.2	89
Take pictures/video	55.0	104		52.2	106		4.5	95
Use maps/directions service	52.4	104		44.4	106		5.5	102
Use apps	49.0	102		46.1	103		11.1	94
Internet search - business, services, products	47.8	103		29.4	109		12.8	113
Watch a subscription-based video service (e.g. Netflix)	33.0	105		14.3	101		11.9	112
Watch free streaming music videos	25.2	96		14.9	97		6.9	97
Compare products/prices while shopping	28.7	100		18.8	106		4.5	87
Watch other online free streaming videos	24.2	98		14.1	94		5.2	103
Research products/services	30.3	101		19.4	104		7.5	116
Listen to music via streaming video service (e.g. YouTube)	19.8	100		12.8	102		3.4	116
Play/download online games	25.0	96		14.8	105		4.6	86
Purchase products or services	27.4	103		10.8	110		4.0	105
Share/refer/link friends to a website or an article	21.1	105		14.8	110		3.3	105
Consult consumer reviews	23.8	106		15.4	112		3.9	104
Listen to Internet-only music service (e.g. Spotify)	20.9	102		17.0	106		4.5	132
Use online telephone directory	21.4	110		12.1	109		2.6	99
Download music/MP3 files (free or paid)	13.7	96		9.9	109		1.3	84
Use ad blocking software	15.4	93		5.7	92		1.5	91
Download any video content (free or paid)	14.1	102		5.9	111		2.7	98
Read or look into online newspapers	10.2	98		6.3	111		2.4	108
Click on an Internet advertisement	10.6	93		6.2	95		2.8	102
Listen to a podcast	16.8	119		13.7	121		1.7	101
Listen to a radio broadcast via streaming audio	11.0	100		5.6	93		1.7	113
Download/print/redeem discount coupon	13.3	107		7.9	124		1.8	112
Enter online contests	8.0	89		3.7	84		1.9	114
Watch a TV broadcast via streaming video	7.0	86		2.8	97		2.3	120
Place/respond to an online classified advertisement	10.9	109		6.4	115		1.9	118
Receive store offers by SMS	6.1	110		5.2	112		-	-
Read or look into online magazines	4.2	79		1.7	75		1.6	88
Scan mobile tagging barcode/QR	5.2	98		4.2	107		-	-
Purchase group deal (e.g. Groupon)	2.4	72		1.1	55		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.3	95		-	-		-	-

TOTA THOMPSON OKANAGAN TOURISM ASSOCIATION

Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ▪ Tablet

	%	Index	%	Index	%	Index
Access a news site	38.0	103	24.6	105	9.6	103
Access food/recipes content	30.2	104	15.1	**111**	7.3	**111**
Access health-related content	17.4	91	10.5	100	4.1	109
Access professional sports content	12.5	**120**	9.1	**126**	3.7	**125**
Access restaurant guides/reviews	15.1	93	10.3	94	3.7	105
Access travel content	17.7	97	9.0	98	4.2	97
Access real estate listings/sites	12.3	101	6.4	**110**	2.8	97
Access a radio station's website	10.4	92	5.2	101	2.1	**73**
Access home decor-related content	10.0	103	4.1	**116**	2.4	100
Access a TV station's website	7.9	95	2.0	98	1.9	108
Access celebrity gossip content	7.4	102	4.6	106	2.1	100
Access fashion or beauty-related content	6.2	91	3.8	95	2.3	97
Access automotive news/content	5.2	103	3.0	100	1.1	**115**

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	38.9	100
Flyers delivered to the door or in the mail	38.0	98
Coupons	34.5	103
General information from the Internet/websites	29.9	99
Local store catalogues	23.8	103
Apps/online flyers	23.0	96
Flyers inserted into a daily newspaper	21.8	98
Direct email offers	20.1	96
Mail order	6.5	95
Yellow Pages (print)	2.8	**75**
Yellow Pages (online)	1.1	**78**

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	29.0	97
Billboards	26.5	104
On transit shelters	21.7	103
On street furniture (e.g. bus benches)	20.7	107
Inside shopping malls	16.2	100
Inside public washrooms	15.2	**119**
Digital billboards	13.5	107
Inside buses	9.9	**87**
Inside movie theaters	9.3	**113**
Inside airports	8.1	**117**
Screens inside elevators	7.5	92
On subway/metro platforms	6.4	**79**
Inside commuter trains	5.5	93
Inside subway/metro cars	5.0	**83**
On taxis	4.1	103

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

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

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

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TOTA
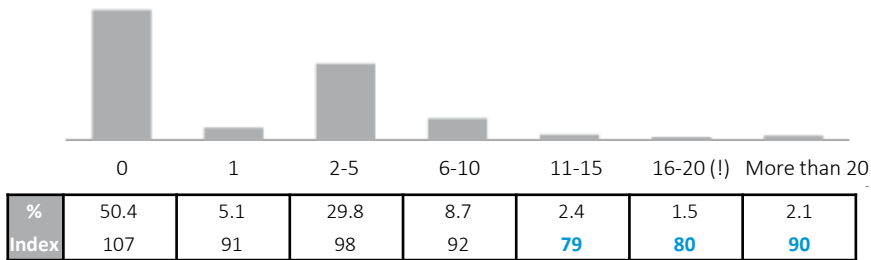THOMPSON OKANAGAN
TOURISM ASSOCIATION
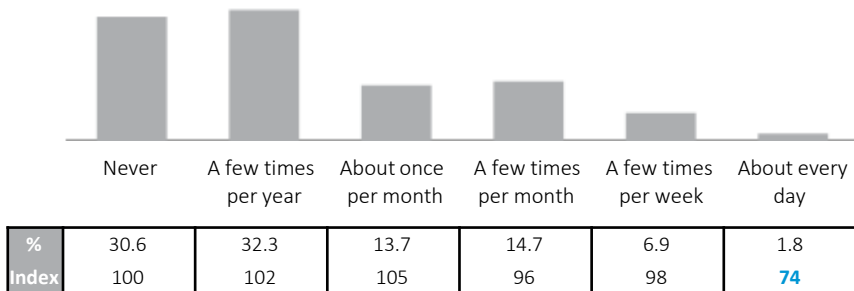
Social Media Usage

Social Media Overview

- 62% of Mature & Secure from the Custom North Vancouver target area spent tend to access social media on their mobile phones during the morning hours, 61% during the afternoon hours

- 11% seek recommendations for Vacation/Travel Information via social media (Average)

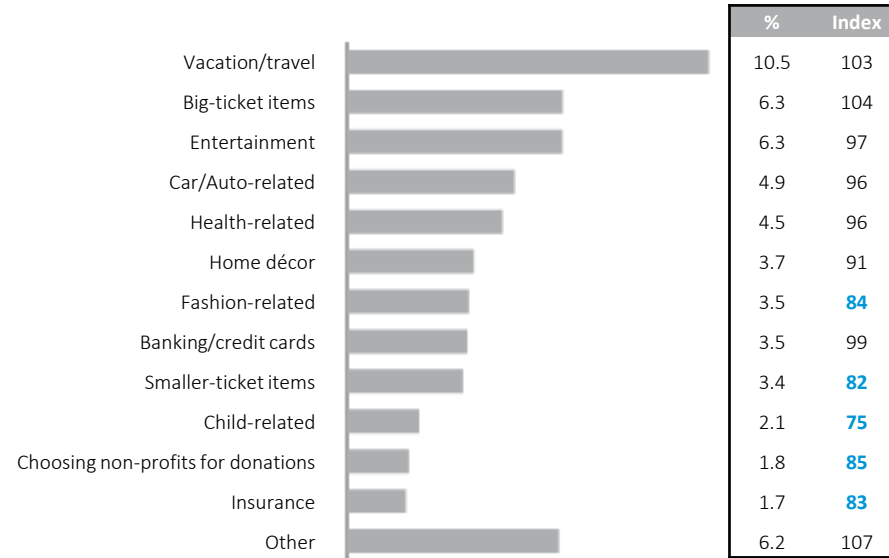- 87% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	10.5	103
Big-ticket items	6.3	104
Entertainment	6.3	97
Car/Auto-related	4.9	96
Health-related	4.5	96
Home décor	3.7	91
Fashion-related	3.5	84
Banking/credit cards	3.5	99
Smaller-ticket items	3.4	82
Child-related	2.1	75
Choosing non-profits for donations	1.8	85
Insurance	1.7	83
Other	6.2	107

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
%	50.4	5.1	29.8	8.7	2.4	1.5	2.1
Index	107	91	98	92	79	80	90

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
%	30.6	32.3	13.7	14.7	6.9	1.8
Index	100	102	105	96	98	74

Top Social Media Attitudes**

Mature & Secure from the Custom North Vancouver 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 = 100

"I tend to ignore marketing and advertisements when I'm in a social media environment"
76% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
72% | Index = 99

"Use SM to stay connected with personal contacts"
38% | Index = 93

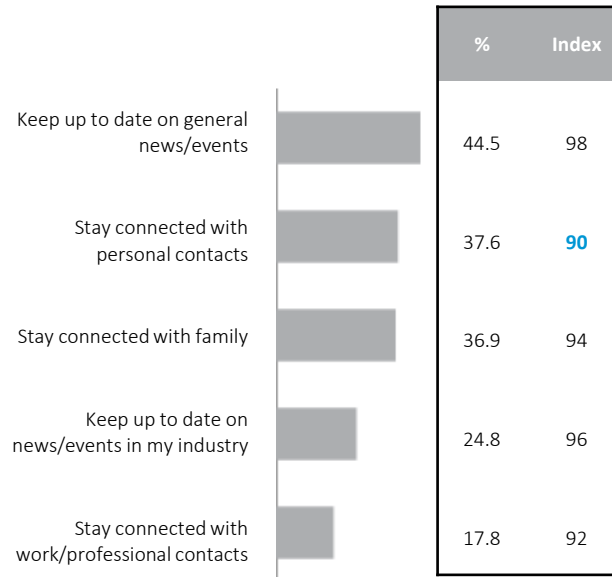Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database

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	41.1	90
Watch video online	40.3	96
Read article comments	37.7	95
Listen to radio or stream music online	36.0	101
Read status updates/tweets	35.4	94
Chat in online chats	34.6	93
Share links with friends and colleagues	30.0	99
Click links in news feeds	25.8	98
Read blogs	15.4	94
Play games with others online	12.9	89
Check in with locations	10.7	97
Share your GPS location	10.3	101
Chat in online forums	9.3	87
Post photos online	9.3	81
Rate or review products online	8.7	91
Update your status on a social network	8.2	88
Comment on articles or blogs	7.6	89
Post videos online	4.4	88
Publish blog, Tumblr, online journal	2.8	82

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	44.5	98
Stay connected with personal contacts	37.6	90
Stay connected with family	36.9	94
Keep up to date on news/events in my industry	24.8	96
Stay connected with work/professional contacts	17.8	92

Number of Connections

Across all social media

	%	Index
0-49	39.8	106
50-99	16.2	108
100-149	10.9	94
150-199	8.0	100
200-299	7.2	103
300-399	3.9	76
400-499	3.0	87
500-1000	6.4	89
More than 1000	4.6	87
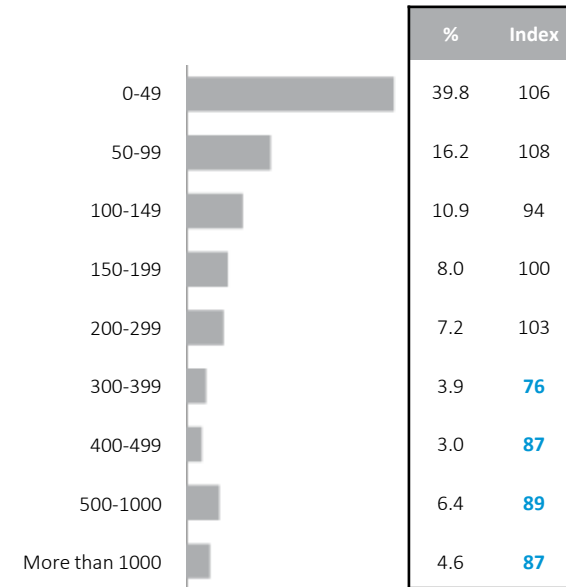
Social Media Access

Typically use

Mobile

	%	Index
Morning	61.5	97
Afternoon	61.0	98
Dinner Time	40.1	95
Evening	53.2	97
Late Night	36.7	96

Tablet

	%	Index
Morning	23.5	108
Afternoon	22.1	111
Dinner Time	16.5	103
Evening	35.8	104
Late Night	21.5	107

Laptop

	%	Index
Morning	32.5	103
Afternoon	29.6	97
Dinner Time	13.9	85
Evening	29.9	90
Late Night	13.7	94

Desktop

	%	Index
Morning	32.0	109
Afternoon	28.4	103
Dinner Time	13.0	97
Evening	30.9	106
Late Night	12.7	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
*Ranked by percent composition
Based on Household Population 18+
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Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **75.7%** (98)

Did Not Use **21.2%** **(110)**

	%	Index
Use Daily	54.0	97
Use Weekly	13.7	100
Use Monthly	7.2	103

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	49.1	95
Comment/Like other users' posts	38.3	93
Use Messenger	33.1	91
Watch videos	32.0	95
Watch live videos	11.5	93
Post photos	10.1	91
Update my status	9.6	91
Like or become a fan of a page	8.9	90
Click on an ad	6.8	86
Post videos	3.8	93
Create a Facebook group or fan page	2.3	81
Give to a Facebook fundraiser (!)	1.1	71
Create a Facebook fundraiser (!)	0.8	62

LinkedIn

Frequency of Use
[Past Year]

Currently Use **46.1%** (99)

Did Not Use **46.2%** (101)

	%	Index
Use Daily	11.3	110
Use Weekly	14.4	95
Use Monthly	18.0	97

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	8.6	95
View a job posting	5.9	93
Search and review other profiles	5.5	101
Watch videos	5.4	106
Create a connection	4.8	103
Comment on content	4.3	108
Update your profile information	3.7	104
Post an article, video or picture (!)	2.8	101
Click on an ad (!)	2.4	94
Participate in LinkedIn forums (!)	1.5	82
Request a recommendation (!)	1.5	81
Join a LinkedIn group (!)	1.3	83

Instagram

Frequency of Use
[Past Year]

Currently Use **34.9%** (90)

Did Not Use **54.2%** (106)

	%	Index
Use Daily	18.5	88
Use Weekly	10.2	90
Use Monthly	5.8	100

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	23.2	87
Like photos/videos	19.3	86
Watch live videos	10.1	88
Comment on photos/videos	9.8	81
Send direct messages	9.2	87
View a brand's page	5.0	79
Post photos/videos	4.5	69
Click on ads	3.1	74
Watch IGTV videos	2.5	62

Pinterest

Frequency of Use
[Past Year]

Currently Use **24.9%** (97)

Did Not Use **65.0%** (101)

	%	Index
Use Daily	5.4	106
Use Weekly	11.5	101
Use Monthly	7.3	86

Reddit

Frequency of Use
[Past Year]

Currently Use **9.3%** (91)

Did Not Use **82.3%** (101)

	%	Index
Use Daily	3.2	86
Use Weekly	3.0	96
Use Monthly	2.8	90

Participate In* (at least a few times per month)	% Comp	Index
View content	6.8	92
Vote on content	4.4	100
Follow specific Subreddits	3.5	88
Post content	1.4	74
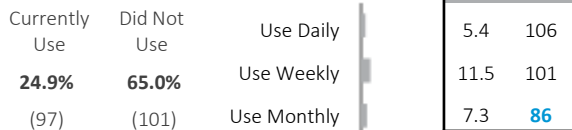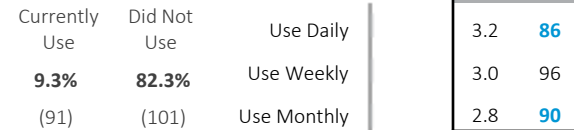
WhatsApp

Frequency of Use
[Past Year]

Currently Use **46.9%** (96)

Did Not Use **44.3%** (105)

	%	Index
Use Daily	19.5	85
Use Weekly	14.7	105
Use Monthly	11.5	105

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	27.5	91
Send/receive images	23.4	89
Use group chats	15.9	86
Send/receive documents and files	9.0	79
Use voice calls	8.7	81

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

Currently Use: **27.7%** (94)
Did Not Use: **62.0%** (102)

Frequency of Use [Past Year]

	%	Index
Use Daily	13.1	99
Use Weekly	7.3	90
Use Monthly	6.8	95

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.2	99
Watch videos	10.3	98
Tweet	7.1	100
Retweet	5.6	99
Watch live videos	5.4	104
Respond to tweets	5.3	96
Send or receive direct messages	5.2	92
Share a link to a blog post or article of interest	5.0	91
Follow users who follow you	4.5	97
Actively follow new users	3.6	87
Click on an ad	2.3	88

YouTube

Currently Use: **70.7%** (98)
Did Not Use: **16.0%** (105)

Frequency of Use [Past Year]

	%	Index
Use Daily	23.2	90
Use Weekly	31.2	101
Use Monthly	15.4	106

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	43.1	98
Like or dislike videos	9.6	85
Watch live videos	8.8	87
Share videos	5.9	86
Leave comment or post response on video	4.1	83
Click on an ad	4.0	79
Embed a video on a web page or blog	3.7	92
Create and post a video	1.7	73

Snapchat

Currently Use: **10.0%** (90)
Did Not Use: **83.9%** (102)

Frequency of Use [Past Year]

	%	Index
Use Daily	2.8	89
Use Weekly	3.2	90
Use Monthly	3.3	96

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.0	95
Use filters or effects	3.3	93
Send direct text messages	3.2	93
Send photos/videos	2.9	99
Read Snapchat discover/News	2.6	97
View a brand's snaps	1.8	110
View ads	1.6	99
Use group chat	1.6	89
Use video chat	1.0	73

Audio Podcasts

Currently Use: **17.7%** (91)
Did Not Use: **65.1%** (101)

Frequency of Use [Past Year]

	%	Index
Use Daily	5.8	92
Use Weekly	6.0	86
Use Monthly	5.3	97

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	5.0	92
Listen to another genre of podcast	4.6	93
Listen to an educational podcast	4.0	90
Listen to a business podcast	3.4	96
Listen to a comedy podcast	3.3	83
Listen to a technology focused podcast	2.3	95
Listen to a sports podcast	2.0	84
Subscribe to a news podcast	1.9	91
Subscribe to a sports podcast**	1.9	94
Subscribe to a educational podcast	1.7	76
Subscribe to another genre of podcast	1.6	81
Subscribe to a technology podcast (!)	1.4	97
Subscribe to a business podcast (!)	1.2	81
Subscribe to a comedy podcast (!)	1.2	66

Other Social Media Platforms

Tinder
Currently Use: **1.9%** (77)
Did Not Use: **96.4%** (101)

Tik Tok
Currently Use: **0.7%** (73)
Did Not Use: **96.5%** (101)

Frequency of Use - Tinder [Past Year]

	%	Index
Use Daily (!)	0.8	68
Use Weekly (!)	0.6	81

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+