

Overview


- Authentic Experiencers make up 40,628 households, or 35% of the Okanagan Corridor Target area (115,180 households)
- The Average Household Maintainer Age is 57, 49% of couples have children living at home
- Top Social Value: Effort Towards Health:** The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet
- Average interest in Camping, Visiting Parks/City Gardens, Hiking and Cycling
- Average interest in travelling within British Columbia and Canada. Authentic Experiencers from the Okanagan Corridor Target area spent an average of \$1,700 on their last vacation
- On average Authentic Experiencers from the Okanagan Corridor Target area spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal
- 78% currently use Facebook, 30% use Instagram and 24% use Twitter

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	53.2	37.4	106	57,780	50.2
Vernon, BC (CY)	15.5	33.5	95	18,784	16.3
West Kelowna, BC (DM)	15.0	46.6	132	13,032	11.3
Penticton, BC (CY)	13.8	35.0	99	16,084	14.0
Summerland, BC (DM)	2.3	19.4	55	4,877	4.2
Osoyoos, BC (T)	0.2	2.9	8	2,389	2.1
Oliver, BC (T)	0.0	0.8	2	2,234	1.9

Market Sizing

 Total Population
Target Group: 96,527 | 36.5%
Market: 264,588

 Total Households
Target Group: 40,628 | 35.3%
Market: 115,180

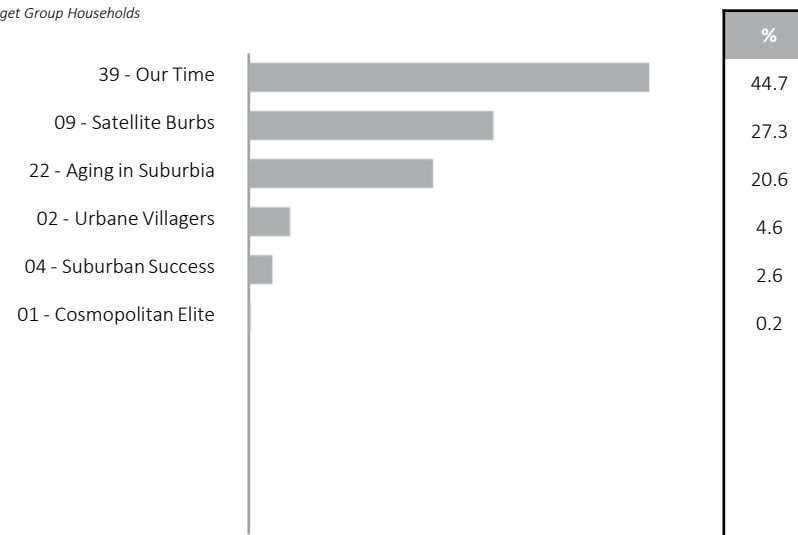
EQ Segments

% of Target Group Households

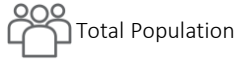


Top PRIZM Segments

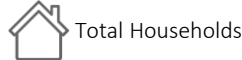
% of Target Group Households



Demographic Profile



Total Population
Target Group: 96,527 | 36.5%
Market: 264,588

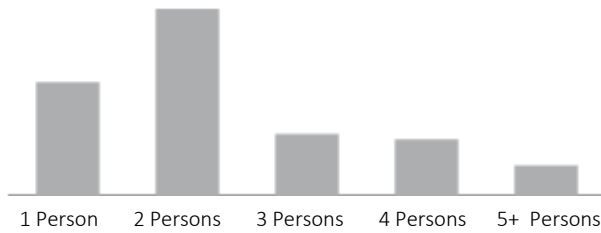


Total Households
Target Group: 40,628 | 35.3%
Market: 115,180

Average Household Income

\$118,547
(117)

Household Size*



Median Household Maintainer Age

57
(100)

Marital Status**

61.3%
(107)

Married/Common-Law

Family Composition***

50.8%
(99)

Couples Without Kids at Home

Education**

30.5%
(99)

High School Certificate Or Equivalent

Visible Minority Presence*

8.3%
(95)

Belong to a visible minority group

Non-Official Language*

0.4%
(83)

No knowledge of English or French

Immigrant Population*

14.1%
(101)

Born outside Canada

Psychographics**

Strong Values

Weak Values

National Pride	126	75	Sexism
Personal Control	119	80	Pursuit of Intensity
Legacy	116	83	Pursuit of Novelty
Emotional Control	116	84	Acceptance of Violence
Rejection of Orderliness	114	85	Equal Relationship with Youth

Key Social Values

Effort Toward Health Index = 112	Primacy of Environmental Protection Index = 109	Ecological Concern Index = 106
Social Learning Index = 105	Community Involvement Index = 105	Ethical Consumerism Index = 103
Social Responsibility Index = 100	Search for Roots Index = 99	Attraction to Nature Index = 98
Global Consciousness Index = 97	Ecological Lifestyle Index = 94	Multiculturalism Index = 94

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	88.3	100
Gardening	62.9	103
Swimming	58.4	101
Camping	58.3	102
Home exercise & home workout	57.2	102

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	55.5	103
Exhibitions, carnivals, fairs & markets	51.7	104
National or provincial park	43.0	105
Bars & restaurant bars	38.1	100
Art galleries, museums & science centres	35.3	101

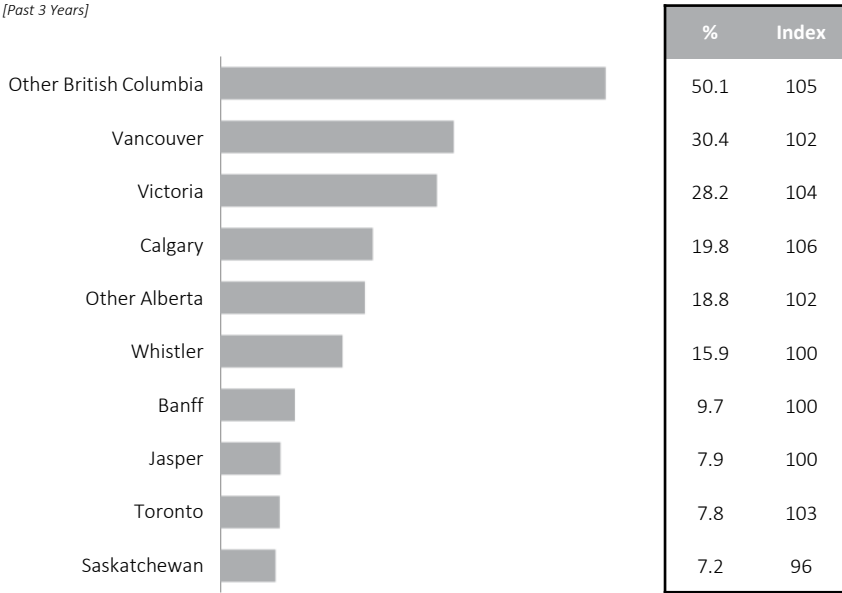
Key Tourism Activities**

Camping  58.3% (102)	Parks & city gardens  55.5% (103)	Hiking & backpacking  52.0% (101)	Exhibitions, carnivals, fairs & markets  51.7% (104)	Cycling  48.1% (104)	National or provincial park  43.0% (105)	Photography  38.5% (99)	Bars & restaurant bars  38.1% (100)
Canoeing & kayaking  36.9% (103)	Cross country skiing & snowshoeing  27.7% (106)	Sporting events  26.9% (105)	Historical sites  26.6% (98)	Fishing & hunting  25.9% (98)	Theatre - Community theatres  21.4% (103)	Downhill skiing  17.8% (103)	Theatre - Festivals  16.0% (97)
Concerts - Night clubs & bars  15.0% (97)	Craft shows  14.9% (101)	Concerts - Casinos (any)  14.0% (93)	ATV & snowmobiling  13.6% (97)	Adventure sports  13.0% (98)	Beer, food & wine festivals  12.2% (96)	Snowboarding  11.5% (100)	Music festivals  10.7% (99)
RV shows  4.8% (92)	Food & wine shows  4.1% (89)	Sportsman & outdoor shows  2.7% (79)	Health and living shows  2.7% (91)	Job fairs  2.3% (95)	Boat shows  2.3% (85)	Fitness, golf & ski shows (!)  1.3% (80)	Travel shows  1.0% (78)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

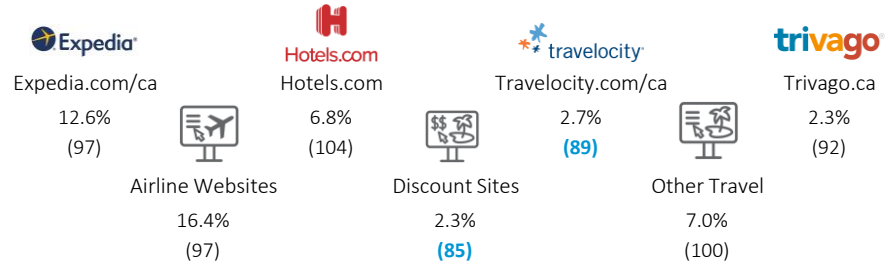


Vacation Booking**

Used [Past 3 Years]

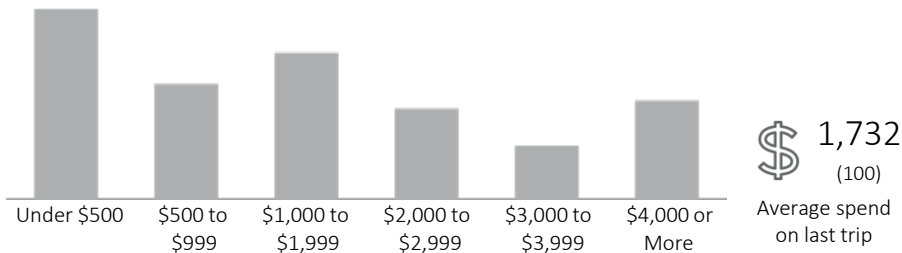


Booked With [Past Year]



Vacation Spending

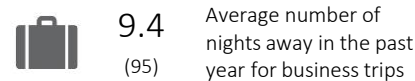
Spent Last Vacation



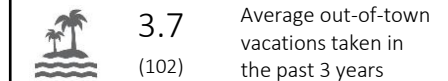
%	27.3	16.6	21.0	13.1	7.8	14.2
Index	99	100	99	104	97	100

Travel Type & Frequency

Business Trips



Personal Trips

















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



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 63.7% (105)	 Friends/relatives 41.0% (105)	 All-inclusive resort 20.5% (102)	 Camping 32.5% (106)	 Motel 24.2% (101)	 Cottage 11.9% (98)	 Vacation rental by owner 18.6% (101)
 Condo/apartment 13.7% (101)	 B&B 12.6% (101)	 Cruise ship 10.4% (91)	 RV/camper 15.0% (96)	 Spa resort 7.2% (97)	 Package tours 5.9% (93)	 Boat 4.9% (98)









Airline Preferences**

Flown [Past Year]

 Air Canada 39.9% (104)	 West Jet 37.1% (102)	 Air Transat 5.0% (92)	 Porter Airlines 0.1% (102)	 Other Canadian 5.4% (100)
 United Airlines 9.0% (109)	 Delta Airlines 5.9% (99)	 American Airlines 5.6% (106)	 Other American 10.7% (107)	
 European Airlines 7.5% (102)	 Asian Airlines 8.5% (108)	 Other Charter 3.0% (89)	 Other 7.1% (93)	

Car Rental*

Rented From [Past Year]

 Enterprise 8.8% (99)	 Budget 4.4% (100)	 Avis 2.8% (95)	 Hertz 3.3% (103)
 U-Haul 2.7% (96)	 National 3.0% (107)	 Discount 0.9% (99)	 Other Rentals 4.3% (98)

Media

Overall Level of Use

Radio



12 hours/week
(96)

Television



1,240 minutes/week
(95)

Newspaper



1 hours/week
(101)

Magazine



9 minutes/day
(92)

Internet



228 minutes/day
(100)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	31.7	104
Adult Contemporary	19.2	98
Mainstream Top 40/CHR	16.9	108
Today's Country	14.4	95
Classic Hits	13.0	108
Multi/Variety/Specialty	11.0	99
Hot Adult Contemporary	10.4	109
AOR/Mainstream Rock	9.2	88
Not Classified	8.8	91
Classic Rock	7.4	97

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.2	98
Evening local news	40.5	97
News/current affairs	35.5	98
Primetime serial dramas	31.4	100
Documentaries	28.0	94
Hockey (when in season)	27.7	101
Suspense/crime dramas	27.4	98
Home renovation/decoration shows	26.7	100
Cooking programs	25.7	100
Morning local news	25.5	101

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	60.3	102
National News	51.4	101
International News & World	49.3	98
Editorials	34.9	100
Movie & Entertainment	32.2	101
Health	31.2	103
Food	31.1	99
Sports	28.9	101
Travel	28.8	101
Business & Financial	28.4	101

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	12.6	98
Other U.S. magazines	10.3	98
Maclean's	9.8	95
National Geographic	9.5	92
Other English-Canadian	9.2	92
Chatelaine (English edition)	6.8	100
Cineplex Magazine	6.6	103
Reader's Digest	6.4	90
People	6.3	95
Canadian Geographic	5.0	103

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.6	101
Send/receive a text/instant message	58.8	102
Participate in an online social network	48.2	100
Use apps	47.7	101
Do banking/pay bills online	45.2	102
Take pictures/video	43.9	99
Use maps/directions service	41.0	101
Internet search - business, services, products	36.1	97
Access a news site	34.0	99
Listen to music via streaming video service	28.4	100

Top Mobile Activities*

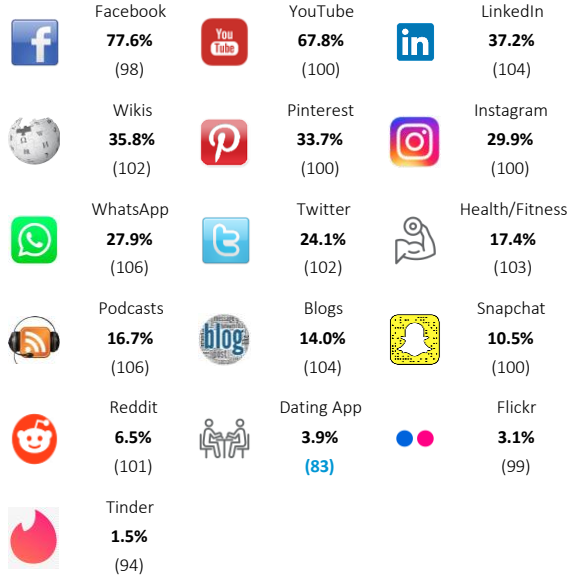
Activity [Past Week]

	%	Index
Send/receive a text/instant message	52.7	102
Send/receive email	47.8	104
Use apps	42.0	102
Take pictures/video	41.7	100
Participate in an online social network	36.2	103
Use maps/directions service	34.4	102
Access a news site	22.3	99
Do banking/pay bills online	20.8	101
Listen to music via streaming video service	20.0	105
Internet search - business, services, products	18.8	99

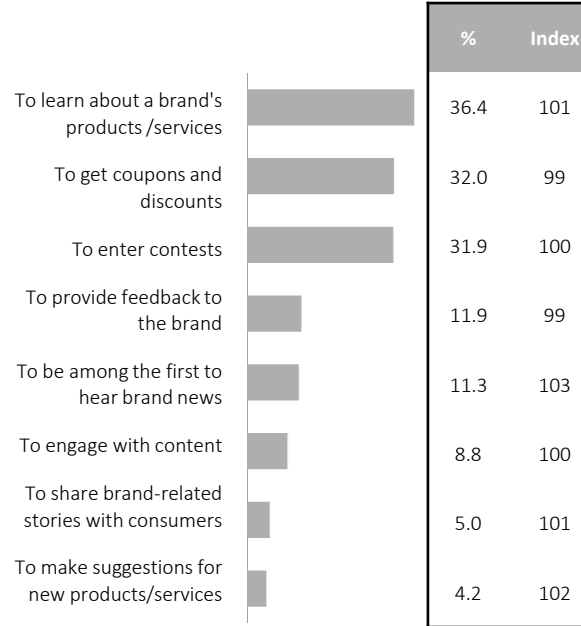
Media

Social Media Platforms

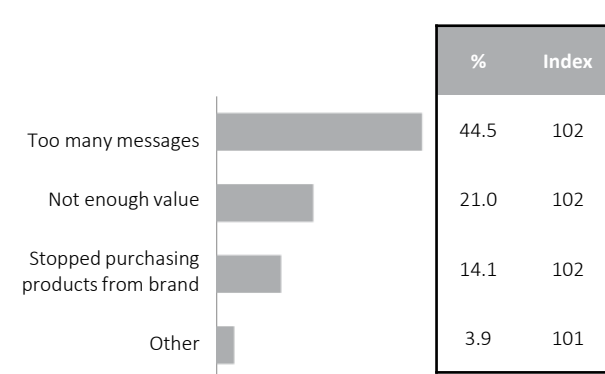
Usage [Currently Use]



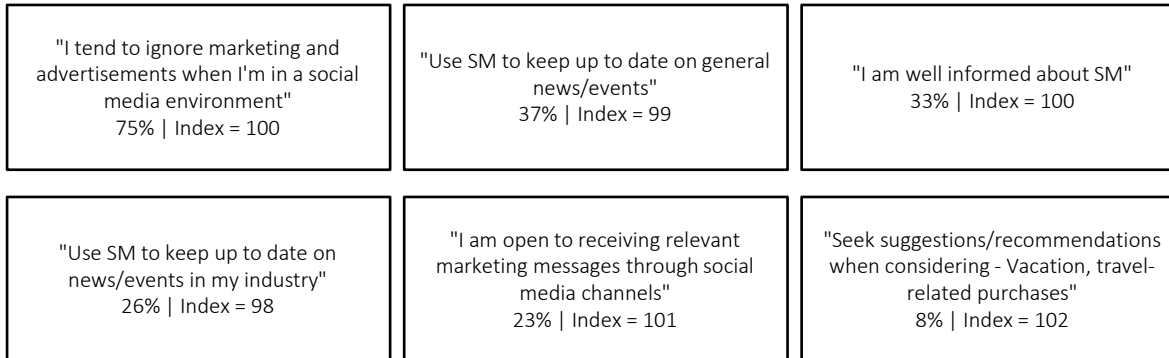
Reasons to Follow Brands



Reasons to Unfollow Brands

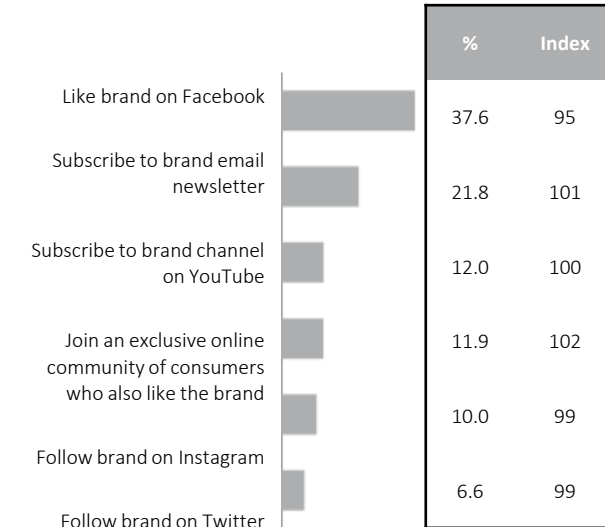


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
80% | Index = 99

"Once I find a brand I like, I stick with it"
72% | Index = 100

"I would rather spend a quiet evening at home than go out to a party"
70% | Index = 103

"I value companies who give back to the community"
70% | Index = 100

"I am interested in learning about different cultures"
68% | Index = 102

"I consider myself to be informed on current events or issues"
68% | Index = 99

"I make an effort to buy local produce/products"
63% | Index = 100

"I offer recommendations of products/services to other people"
61% | Index = 101

"I like to cook"
59% | Index = 99

"I like to try new places to eat"
59% | Index = 103

"It's important to buy products from socially-responsible/environmentally-friendly companies"
56% | Index = 99

"Free-trial/product samples can influence my purchase decisions"
48% | Index = 102

"I like to try new and different products"
46% | Index = 104

"My friends' opinions are an important source of information for me"
45% | Index = 104

"Online streaming services do not replace radio"
43% | Index = 97

"I am adventurous/"outdoorsy"
41% | Index = 98

"I tend to pass up my favourite brand if something else is on sale"
38% | Index = 100

"I am willing to pay more for eco-friendly products"
33% | Index = 101

"I am willing to pay a little extra to save time shopping"
32% | Index = 99

"I prefer to shop online for convenience"
31% | Index = 105

"I lead a fairly busy social life"
31% | Index = 104

"Advertising is an important source of information to me"
28% | Index = 102

"I consider myself to be sophisticated"
26% | Index = 100

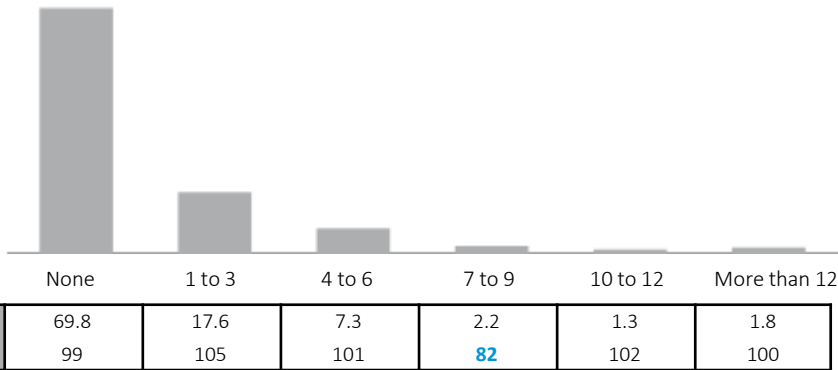
"I enjoy being extravagant/indulgent"
23% | Index = 106

"I buy the latest high-tech gadgets before most people I know"
8% | Index = 94

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

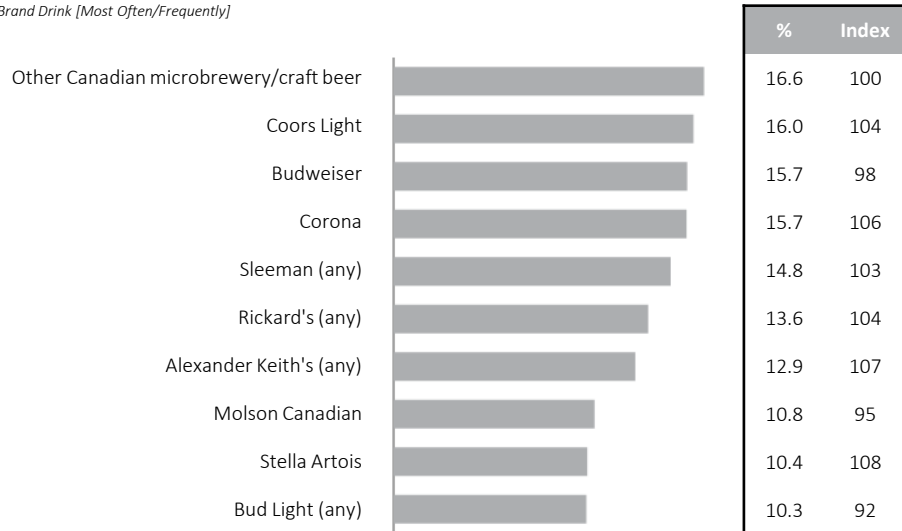
Drank [Past Month]	% Comp	Index
Canadian wine	23.1	102
Cider	13.6	106
Liqueurs (any)	11.3	96

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	17.6	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	16.6	100

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

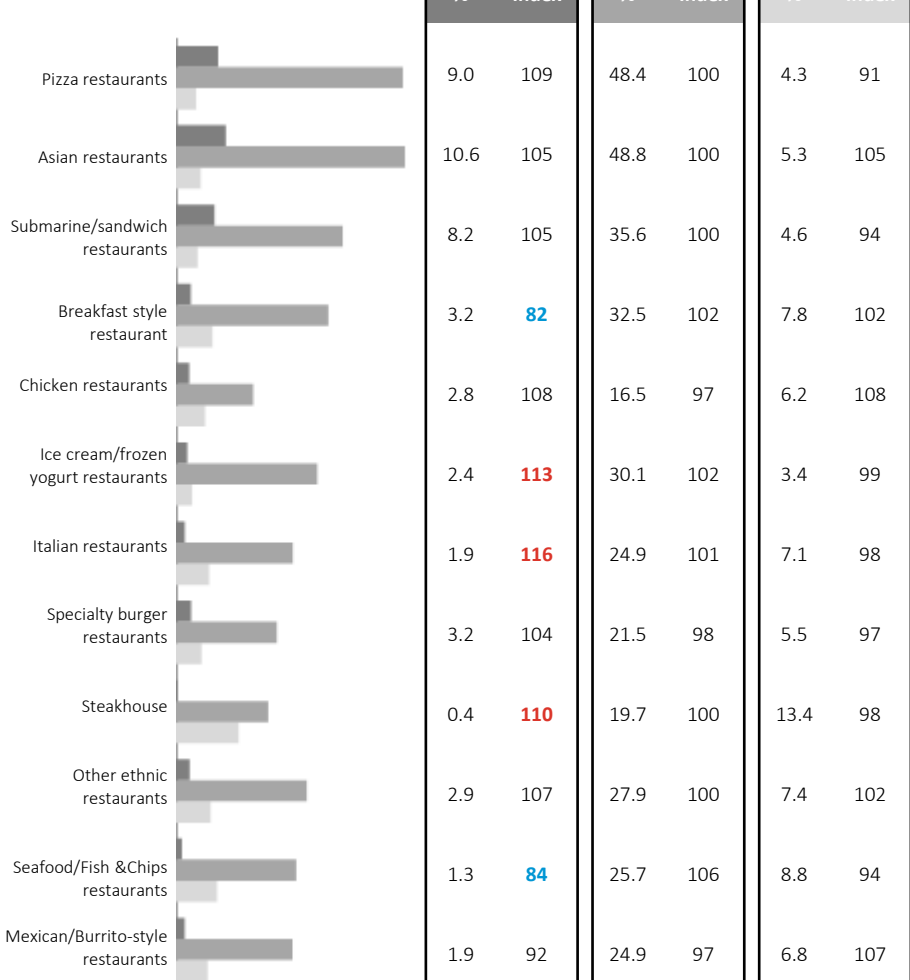


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

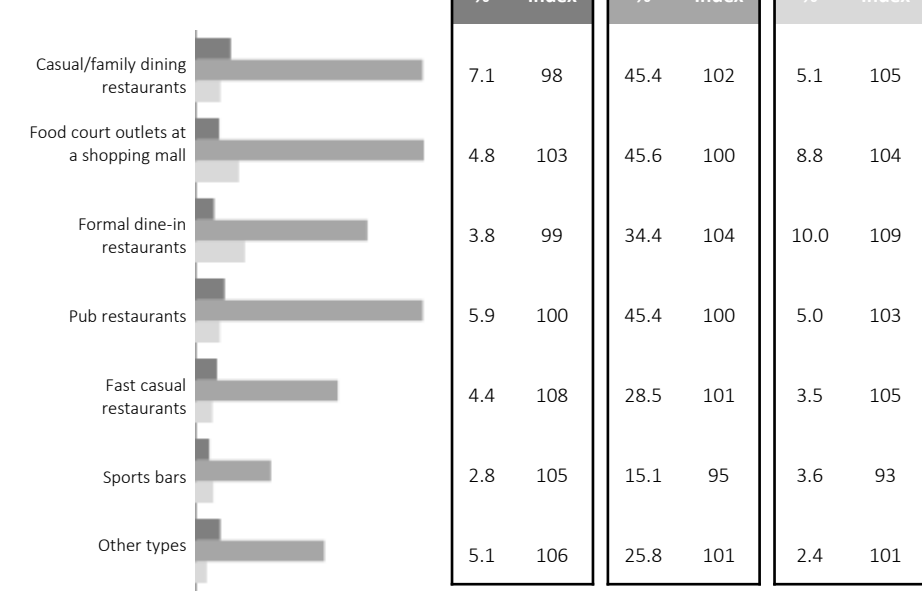
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
34.0%
(101)



Other Organic Food
14.7%
(97)



Organic Meat
13.8%
(103)