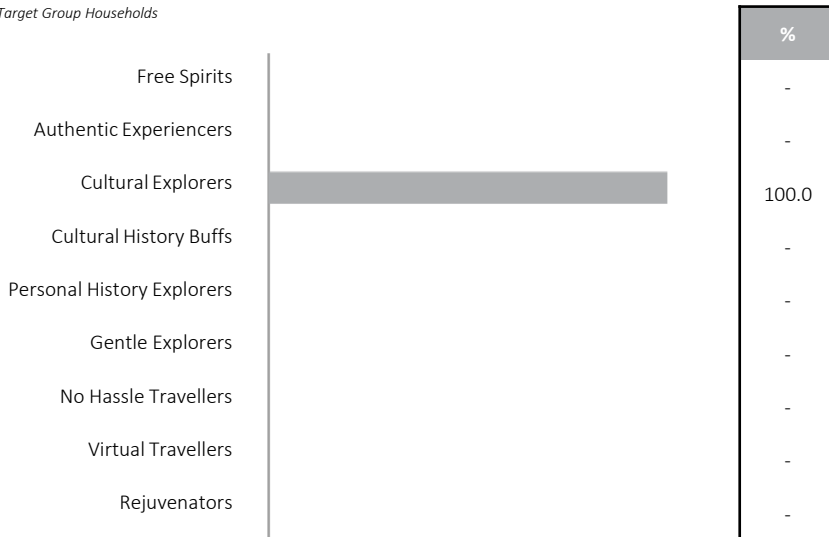


Overview

- Cultural Explorers make up 11,791 households, or 10% of the Okanagan Corridor Target area (115,180 households)
- The Average Household Maintainer Age is 52, 55% of couples have children living at home
- 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 ATV/Snowmobiling, Adventure Sports and Beer/Food/Wine Festivals
- Above average interest in travelling within Alberta. Cultural Explorers from the Okanagan Corridor Target area spent an average of \$1,700 on their last vacation
- On average Cultural Explorers from the Okanagan Corridor Target area spend 13hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal
- 79% currently use Facebook, 31% use Instagram and 24% use Twitter

EQ Segments

% of Target Group Households



Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	60.2	12.3	120	57,780	50.2
Vernon, BC (CY)	20.5	12.8	125	18,784	16.3
Penticton, BC (CY)	11.3	8.3	81	16,084	14.0
West Kelowna, BC (DM)	8.1	7.3	72	13,032	11.3
Summerland, BC (DM)	0.0	0.0	0	4,877	4.2
Osoyoos, BC (T)	0.0	0.0	0	2,389	2.1
Oliver, BC (T)	0.0	0.0	0	2,234	1.9

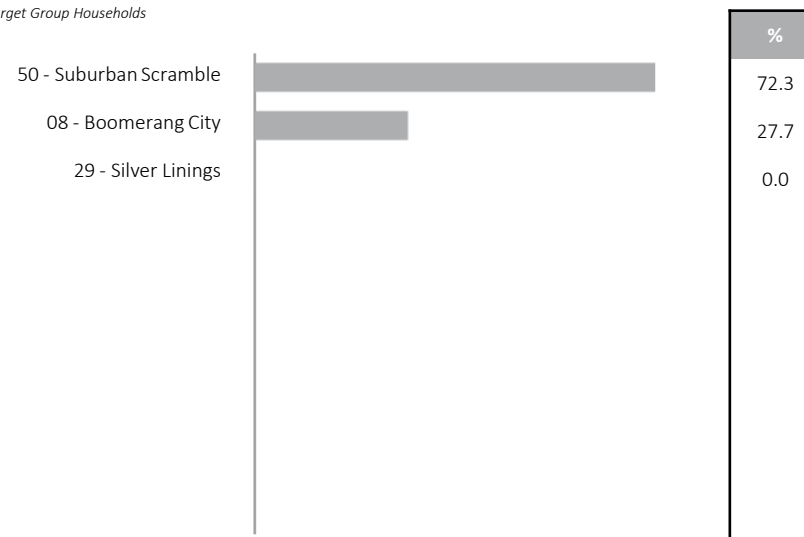
Market Sizing

Total Population
Target Group: 30,617 | 11.6%
Market: 264,588

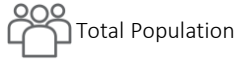
Total Households
Target Group: 11,791 | 10.2%
Market: 115,180

Top PRIZM Segments

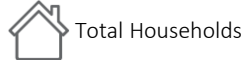
% of Target Group Households



Demographic Profile



Total Population
Target Group: 30,617 | 11.6%
Market: 264,588

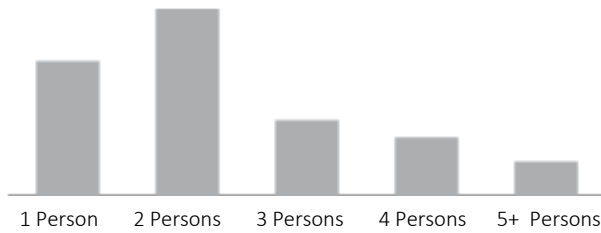


Total Households
Target Group: 11,791 | 10.2%
Market: 115,180

Average Household Income

\$93,695
(93)

Household Size*



Median Household Maintainer Age

52
(93)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	27.4	38.1	15.4	11.9	7.1
Index	92	95	117	109	120

Marital Status**

53.6%
(93)

Married/Common-Law

Family Composition***

44.9%
(88)

Couples Without Kids at Home

Education**

32.5%
(105)

High School Certificate Or Equivalent

Visible Minority Presence*

11.1%
(127)

Belong to a visible minority group

Non-Official Language*

0.7%
(135)

No knowledge of English or French

Immigrant Population*

13.5%
(97)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Need for Escape	121	78	Sexism
Racial Fusion	117	84	Pursuit of Intensity
National Pride	117	86	Advertising as Stimulus
Confidence in Small Business	116	87	Equal Relationship with Youth
Discriminating Consumerism	115	87	Enthusiasm for Technology

Key Social Values

Primacy of Environmental Protection Index = 113	Ethical Consumerism Index = 108	Social Learning Index = 105
Ecological Concern Index = 105	Effort Toward Health Index = 101	Search for Roots Index = 101
Multiculturalism Index = 101	Social Responsibility Index = 98	Attraction to Nature Index = 97
Ecological Lifestyle Index = 96	Community Involvement Index = 94	Global Consciousness Index = 94

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	90.5	102
Swimming	61.6	107
Camping	60.4	106
Gardening	59.5	97
Home exercise & home workout	55.3	99

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	53.3	99
Exhibitions, carnivals, fairs & markets	49.2	99
Bars & restaurant bars	41.3	108
National or provincial park	38.9	95
Movies at a theatre & drive-in	36.1	108

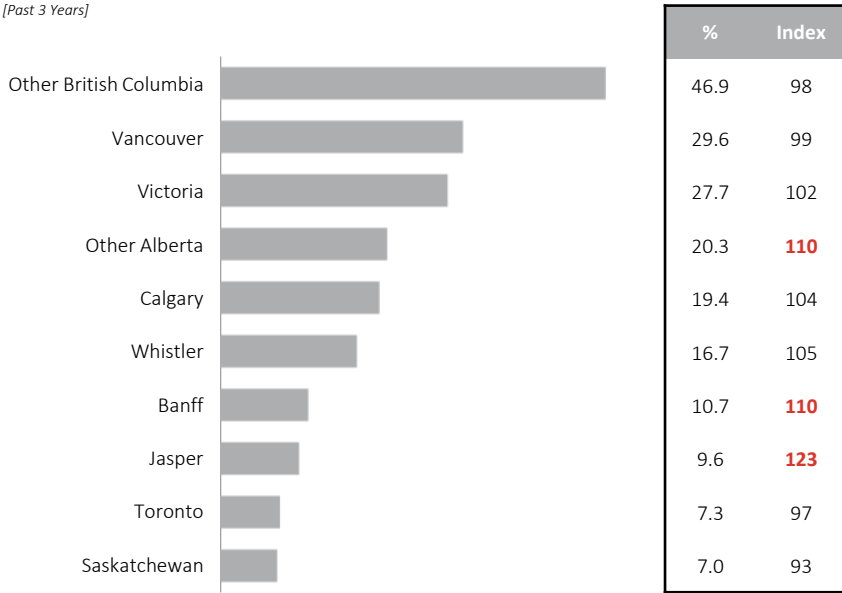
Key Tourism Activities**

Camping  60.4% (106)	Hiking & backpacking  53.6% (104)	Parks & city gardens  53.3% (99)	Exhibitions, carnivals, fairs & markets  49.2% (99)	Cycling  47.4% (102)	Bars & restaurant bars  41.3% (108)	Photography  40.0% (103)	National or provincial park  38.9% (95)
Canoeing & kayaking  37.0% (103)	Historical sites  27.7% (102)	Fishing & hunting  27.5% (104)	Cross country skiing & snowshoeing  26.8% (103)	Sporting events  24.3% (95)	Theatre - Community theatres  20.3% (97)	Downhill skiing  17.7% (102)	Theatre - Festivals  17.4% (106)
Concerts - Night clubs & bars  16.5% (107)	Concerts - Casinos (any)  16.1% (107)	ATV & snowmobiling  15.7% (112)	Craft shows  14.7% (99)	Adventure sports  14.6% (111)	Beer, food & wine festivals  14.1% (111)	Snowboarding  13.1% (114)	Music festivals  10.9% (101)
RV shows  6.7% (128)	Food & wine shows  5.4% (115)	Sportsman & outdoor shows  3.2% (94)	Health and living shows  3.1% (106)	Boat shows  3.0% (111)	Job fairs  2.7% (108)	Fitness, golf & ski shows (!)  2.0% (119)	Travel shows  1.3% (102)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

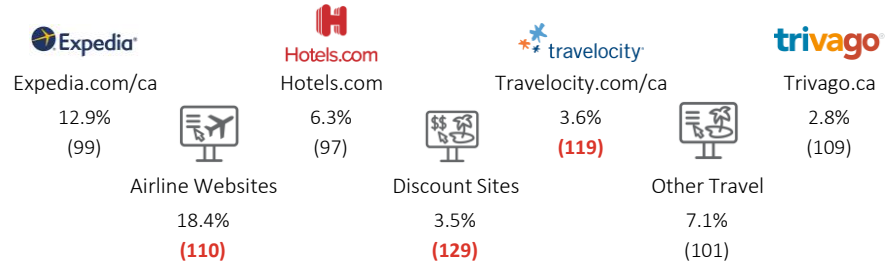


Vacation Booking**

Used [Past 3 Years]

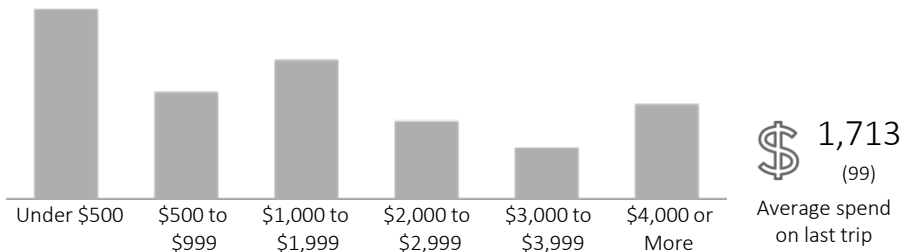


Booked With [Past Year]



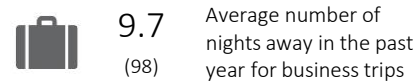
Vacation Spending

Spent Last Vacation

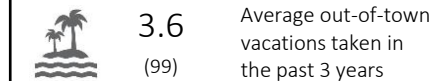


Travel Type & Frequency

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 61.1% (100)	 Friends/relatives 39.4% (101)	 All-inclusive resort 22.3% (111)	 Camping 31.8% (104)	 Motel 24.1% (100)	 Cottage 14.1% (117)	 Vacation rental by owner 18.4% (100)
 Condo/apartment 15.6% (115)	 B&B 12.5% (100)	 Cruise ship 11.9% (104)	 RV/camper 16.3% (104)	 Spa resort 8.8% (119)	 Package tours 7.8% (123)	 Boat 6.4% (126)









Airline Preferences**

Flown [Past Year]

 Air Canada 38.6% (101)	 West Jet 36.1% (99)	 Air Transat 6.7% (124)	 Porter Airlines 0.0% (51)	 Other Canadian 5.4% (101)
 United Airlines 7.7% (94)	 Delta Airlines 6.3% (107)	 American Airlines 5.2% (97)	 Other American 10.0% (100)	
 European Airlines 7.1% (97)	 Asian Airlines 8.6% (109)	 Other Charter 3.9% (119)	 Other 7.3% (96)	

Car Rental*

Rented From [Past Year]

 Enterprise 9.3% (104)	 Budget 4.9% (110)	 Avis 4.0% (137)	 Hertz 3.4% (107)
 U-Haul 2.6% (93)	 National 2.9% (105)	 Discount 1.2% (129)	 Other Rentals 5.5% (125)

Media

Overall Level of Use

Radio



13 hours/week
(99)

Television



1,312 minutes/week
(101)

Newspaper



1 hours/week
(88)

Magazine



8 minutes/day
(89)

Internet



237 minutes/day
(104)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	28.1	92
Adult Contemporary	19.8	101
Mainstream Top 40/CHR	15.7	100
Today's Country	15.7	104
AOR/Mainstream Rock	12.5	120
Classic Hits	12.5	104
Multi/Variety/Specialty	10.3	92
Hot Adult Contemporary	9.8	103
Not Classified	9.2	94
Classic Rock	8.7	113

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	47.6	103
Evening local news	41.4	99
News/current affairs	35.0	96
Documentaries	31.1	104
Primetime serial dramas	30.1	96
Hockey (when in season)	28.4	104
Suspense/crime dramas	27.8	100
Home renovation/decoration shows	26.8	100
Cooking programs	25.1	97
Morning local news	24.5	97

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.8	98
International News & World	50.3	100
National News	48.9	96
Editorials	35.8	103
Food	31.7	101
Movie & Entertainment	29.8	93
Sports	28.2	99
Business & Financial	26.6	95
Health	26.5	87
Travel	26.1	92

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	13.2	103
National Geographic	12.0	116
Other English-Canadian	10.3	102
Other U.S. magazines	10.0	96
Maclean's	9.4	91
People	7.3	110
Chatelaine (English edition)	6.4	95
Time	5.7	122
Reader's Digest	5.5	78
Cineplex Magazine	5.5	87

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	67.3	99
Send/receive a text/instant message	59.8	103
Participate in an online social network	50.0	104
Use apps	49.4	105
Take pictures/video	45.9	104
Do banking/pay bills online	43.5	99
Use maps/directions service	43.4	107
Internet search - business, services, products	36.8	99
Access a news site	33.6	98
Listen to music via streaming video service	31.1	109

Top Mobile Activities*

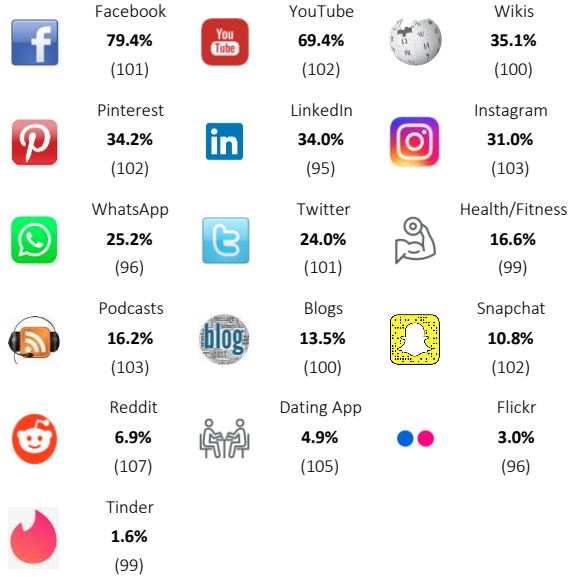
Activity [Past Week]

	%	Index
Send/receive a text/instant message	53.2	103
Send/receive email	48.0	104
Take pictures/video	43.8	105
Use apps	42.8	104
Participate in an online social network	36.5	104
Use maps/directions service	36.0	107
Access a news site	23.1	102
Do banking/pay bills online	22.3	108
Listen to music via streaming video service	20.1	105
Internet search - business, services, products	19.8	104

Media

Social Media Platforms

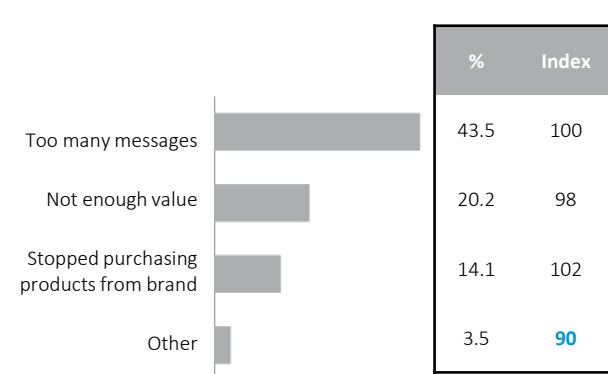
Usage [Currently Use]



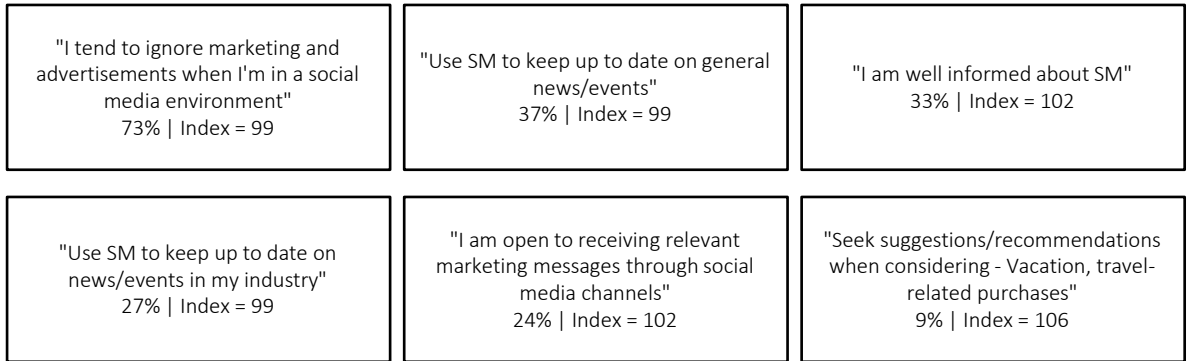
Reasons to Follow Brands



Reasons to Unfollow Brands

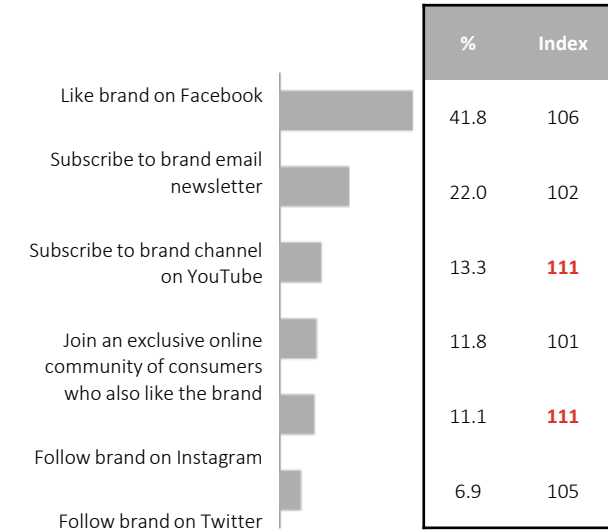


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

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

"Once I find a brand I like, I stick with it"
72% | Index = 101

"I consider myself to be informed on current events or issues"
69% | Index = 101

"I value companies who give back to the community"
68% | Index = 98

"I would rather spend a quiet evening at home than go out to a party"
68% | Index = 100

"I am interested in learning about different cultures"
67% | Index = 100

"I offer recommendations of products/services to other people"
62% | Index = 102

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

"I like to cook"
60% | Index = 102

"It's important to buy products from socially-responsible/environmentally-friendly companies"
57% | Index = 100

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

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

"I like to try new and different products"
45% | Index = 102

"Online streaming services do not replace radio"
45% | Index = 102

"I am adventurous/"outdoorsy""
44% | Index = 106

"My friends' opinions are an important source of information for me"
44% | Index = 101

"I tend to pass up my favourite brand if something else is on sale"
40% | Index = 104

"I am willing to pay a little extra to save time shopping"
33% | Index = 104

"I am willing to pay more for eco-friendly products"
33% | Index = 100

"I prefer to shop online for convenience"
31% | Index = 104

"Advertising is an important source of information to me"
30% | Index = 107

"I lead a fairly busy social life"
28% | Index = 94

"I consider myself to be sophisticated"
28% | Index = 109

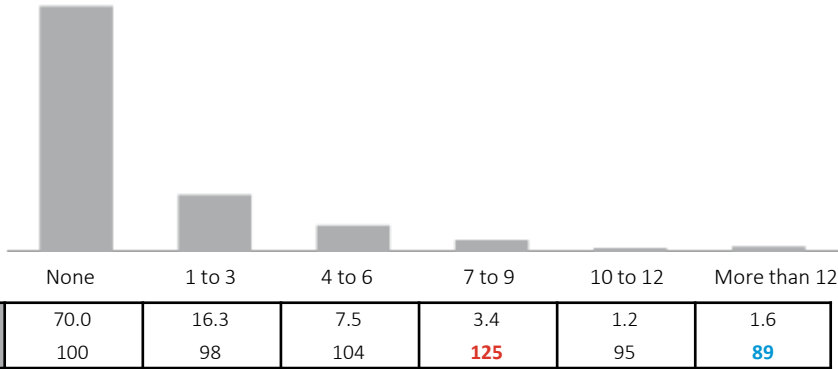
"I enjoy being extravagant/indulgent"
23% | Index = 106

"I buy the latest high-tech gadgets before most people I know"
9% | Index = **112**

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

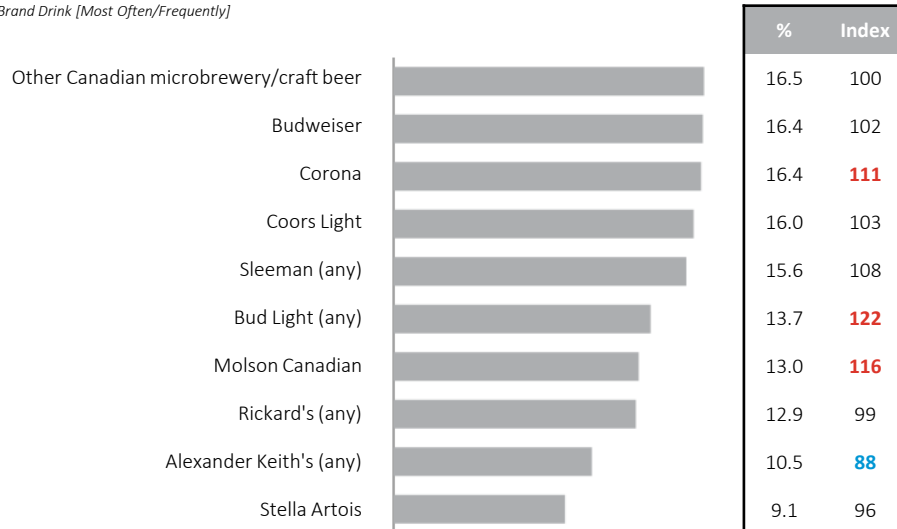
Drank [Past Month]	% Comp	Index
Canadian wine	22.6	99
Cider	13.4	105
Liqueurs (any)	13.3	113

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	17.8	101

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	16.5	100

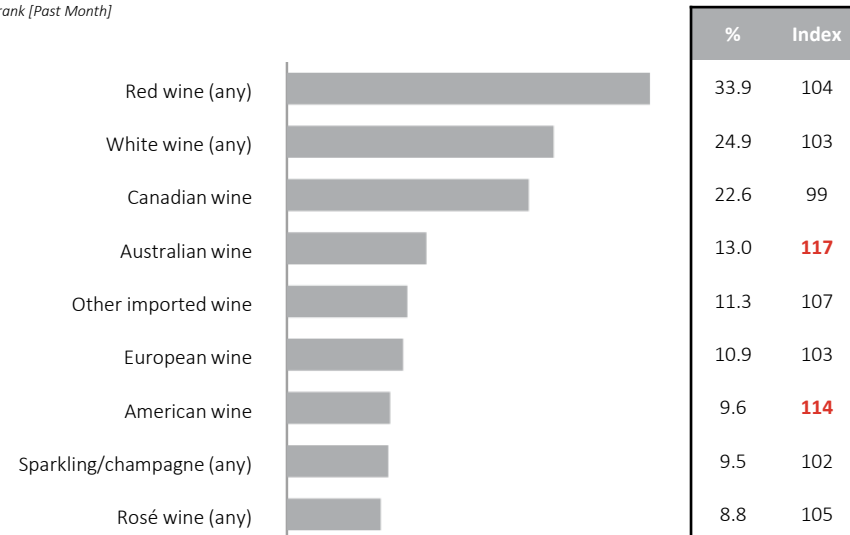
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

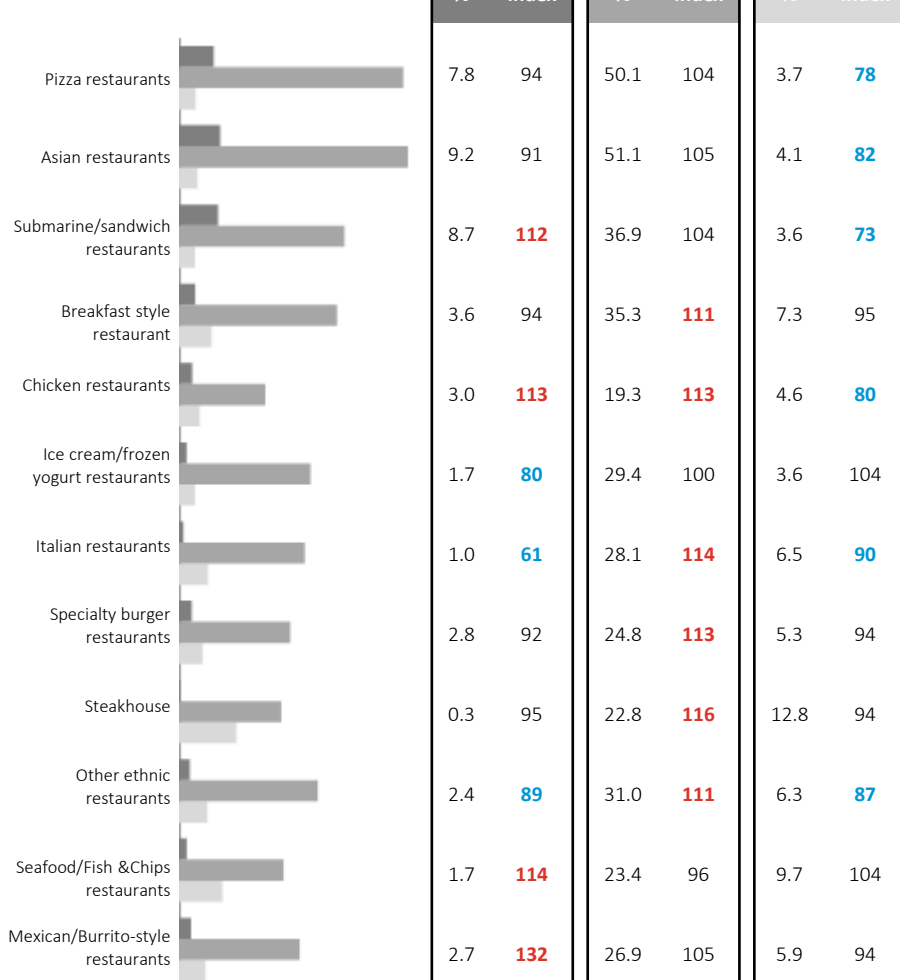


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

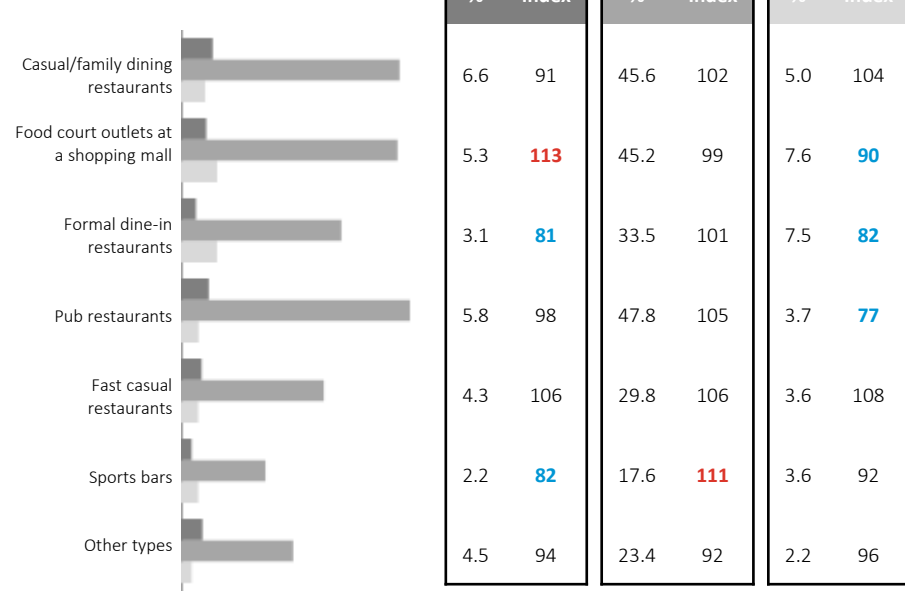
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
34.7%
(103)



Other Organic Food
16.3%
(108)



Organic Meat
13.2%
(99)