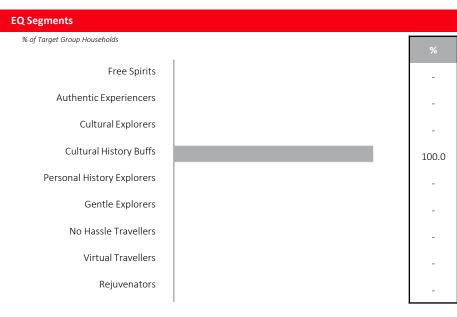
Top PRIZM S

% of Target Gr

Overview

- Cultural History Buffs make up 9,421 households, or 8% of the Okanagan Corridor Target area (115,180 households)
- The Average Household Maintainer Age is 52, 52% of couples have children living at home
- Top Social Value: Social Learning: An attraction to, and interest in, diversity. The feeling that there is a great deal to learn through contact and conversation with people different from oneself, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This construct is also associated with a respect for other people and cultures, as well as a heightened social conscience
- Average interest in Camping, Biking, Parks/City Gardens
- Average interest in travelling within British Columbia and Alberta. Cultural History Buffs from the Okanagan Corridor Target area spent an average of \$1,800 on their last vacation
- On average Cultural History Buffs from the Okanagan Corridor Target area spend 12hrs/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
- 80% currently use Facebook, 30% use Instagram and 24% use Twitter



Top Geographic Markets

			Target Group	C	Ma	rket
	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
	Kelowna, BC (CY)	54.8	8.9	109	57,780	50.2
	West Kelowna, BC (DM)	16.5	12.0	146	13,032	11.3
	Penticton, BC (CY)	14.8	8.7	106	16,084	14.0
	Vernon, BC (CY)	13.8	6.9	85	18,784	16.3
	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					
	ကိုိ Total Pop	oulation	ſ	🐴 Total Ho	ouseholds	
	Target Group: Market:	, ,	9% T	0 1	o: 9,421 8. : 115,180	2%
IZM Se	egments					
arget Gro	up Households					%
5	2 - Striving Startups					51.8
17 - Ex	kurban Wonderland					43.6
	56 - Single City Jazz					3.2

Target Group

Source: Environics Analytics 2020

12 - Street Scenes

1.5

Cultural History Buffs PRIZM Segments Included (by SESI): 12, 17, 38, 52, 56

Market: Okanagan Corridor

Demographic Profile		Psychographics**				
Total Population Target Group: 20,989 7.9% Market: 264,588	Total Households Target Group: 9,421 8.2% Market: 115,180	Stron Racial F National		116		Values xism rsuit of Intensity
Average Household Income Hou	ousehold Size*	Rejection of Order				rsuit of Novelty
\$98,531 ⁽⁹⁷⁾		Confidence in Small Bus	ısiness	113	88 Vit	ality
Median Household Maintainer Age 52 ^{1 Person 2 Persons}	3 Persons 4 Persons 5+ Persons	Flexible Fai	amilies	113 8	89 Ac	tive Government
(92) % 31.5 37.7 Index 106 94	13.7 11.3 5.7 104 104 97	Social Learning Index = 109	Primad	cy of Envir Protectic Index = 1		Ethical Consumerism Index = 106
Marital Status** Family Composition** 55.0% 096 48.1% (94)		Community Involvement Index = 105	Eco	ological Cc Index = 1		Multiculturalism Index = 105
Married/Common-Law Couples Without Kids at Ho Visible Minority Presence* Non-Official Language	Equivalent	Search for Roots Index = 102	Effo	ort Toward Index = 1		Attraction to Nature Index = 100
8.5%0.4%(97)(97)Belong to a visible minority groupNo knowledge of English French	h or Born outside Canada	Ecological Lifestyle Index = 98	Glob	bal Conscio Index = S		Social Responsibility Index = 97

Sources: DemoStats 2019, SocialValues 2019 Note: Base variables are default and vary based on database

ENVIRONICS

Index: At least 10% above or below the average

2

Sports & Leisure

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

Top 5 Activities Participated*		Index	Top 5 Activities Attended*	% Comp	Index
Reading	89.1	101	Parks & city gardens	52.0	97
Gardening	59.9	98	Exhibitions, carnivals, fairs & markets	50.1	101
Swimming	57.7	100	National or provincial park	38.9	95
Home exercise & home workout	56.0	100	Bars & restaurant bars	37.8	99
Camping	55.6	97	Art galleries, museums & science centres	34.9	100

Key Tourism Activities**

Camping	Hiking & backpacking	Parks & city gardens	Exhibitions, carnivals, fairs & markets	Cycling	National or provincial park	Photography	Bars & restaurant bars
<u>Å</u>	бъ	*0		Å	AR		2
	<u>S</u>			Å	<u>₩</u> ₩	\bigcirc	ΥΥ
55.6%	53.7%	52.0%	50.1%	46.0%	38.9%	38.6%	37.8%
(97)	(104)	(97)	(101)	(99)	(95)	(100)	(99)
Canoeing & kayaking	Fishing & hunting	Cross country skiing & snowshoeing	Historical sites	Sporting events	Theatre - Community theatres	Downhill skiing	Theatre - Festivals
ŝ						×₩	
35.2%	26.5%	26.2%	25.7%	23.8%	20.0%	17.7%	16.4%
(98)	(101)	(101)	(94)	(93)	(96)	(102)	(100)
Concerts - Night clubs & bars	Craft shows	Concerts - Casinos (any)	ATV & snowmobiling	Beer, food & wine festivals	Adventure sports	Snowboarding	Music festivals
		1	50	₽ P	-	THE	(())
16.2%	14.0%	13.9%	13.3%	13.2%	12.5%	12.3%	11.9%
(105)	(95)	(93)	(95)	(104)	(94)	(107)	(111)
RV shows	Sportsman & outdoor shows	Food & wine shows	Health and living shows	Boat shows	Job fairs	Fitness, golf & ski shows (!)	Travel shows
			T		A A		22
5.2%	4.9%	3.9%	3.0%	2.6%	2.2%	1.6%	1.0%
(99)	(143)	(83)	(104)	(94)	(88)	(95)	(75)

Sources: Opticks Powered by Numeris 2019 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

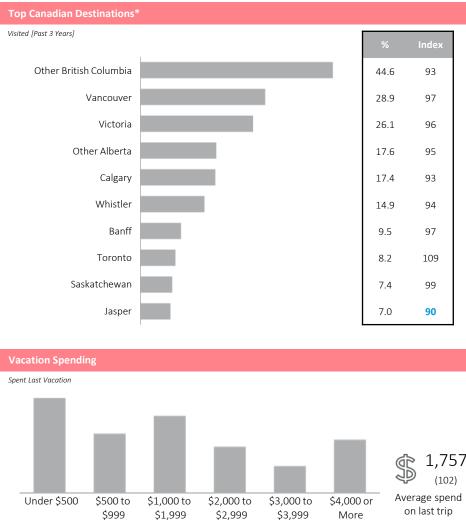
Source: Environics Analytics 2020

(!) Indicates small sample size Based on Household Population 12+ *Selected and ranked by percent composition **Ranked by percent composition 3

ENVIRONICS

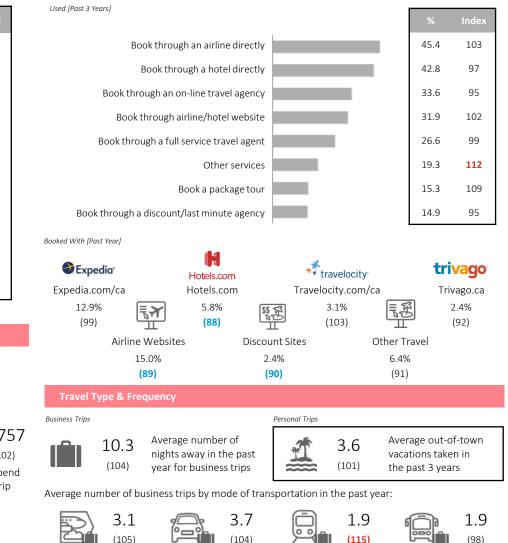
Cultural History Buffs PRIZM Segments Included (by SESI): 12, 17, 38, 52, 56 Market: Okanagan Corridor

Travel Profile



%	26.5	16.6	21.5	12.9	7.6	14.9
Index	97	100	101	103	95	105

Vacation Booking**



Sources: Opticks Powered by Numeris 2019 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020

*Selected and ranked by percent composition **Ranked by percent composition

4 Based on Household Population 12+



Travel Profile

Used [Past 3 Years]

		R	<u>Śta</u>			
Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Cottage	Vacation rental by owner
59.3%	37.3%	18.7%	28.0%	23.1%	11.2%	18.2%
(97)	(96)	(93)	(92)	(96)	(93)	(99)
			同 武			
Condo/apartment	B&B	Cruise ship	RV/camper	Spa resort	Package tours	Boat
13.0%	11.5%	9.9%	15.0%	6.0%	5.8%	4.4%
(96)	(93)	(87)	(96)	(81)	(92)	(86)

Flown [Past Year]				
🋞 AIR CANADA	WESTJET 🆈	Air transat	porter	*
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
37.3%	36.3%	5.4%	0.1%	5.5%
(97)	(100)	(98)	(78)	(103)
UNITED	DELTA AIR LINES	American Airlines 🔪		
United Airlines	Delta Airlines	American Airlines	Other American	
7.6%	6.5%	4.2%	9.9%	
(92)	(109)	(79)	(98)	
	স	J. S.		
European Airlines	Asian Airlines	Other Charter	Other	
6.9%	6.7%	2.9%	6.8%	
(94)	(84)	(88)	(90)	

Car Rental*

Rented From [Past Year]

Enterprise	Budget	AVIS * Avis	Hertz
10.0%	4.1%	2.5%	3.3%
(112)	(94)	(86)	(104)
(112)	(54)	(00)	(104)
UHAUL	≋ National	- Discount	
U-Haul	National	Discount	Other Rentals
2.5%	2.3%	0.7%	4.5%
(88)	(82)	(79)	(102)

Sources: Opticks Powered by Numeris 2019 Note: Base variables are default and vary based on database Index: At least 10% above or Target Group below the average

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

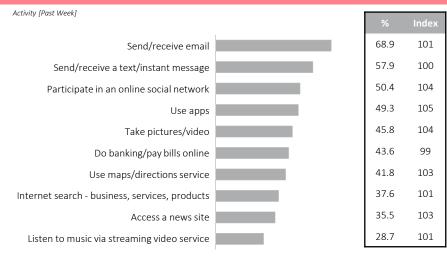
Cultural History Buffs PRIZM Segments Included (by SESI): 12, 17, 38, 52, 56

Market: Okanagan Corridor

Media

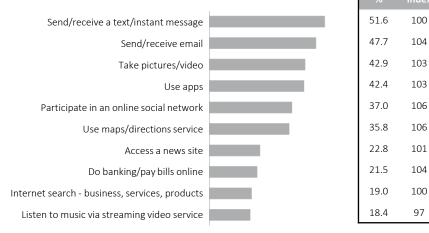
Overall Level of Use										
Radio			Television	News	spaper	Magazi	ne	Interr	iet	
<u> </u>								((()))]	
12 hours/week		1	,348 minutes/week	1 hour	rs/week	8 minutes	/day	238 minut	es/day	
(96)			(103)	(9	99)	(84)		(105)	
Top Radio Programs*			Top Television Programs*		Top Newspaper Sections*			Top Magazine Publications*		
Programs [Weekly]			Programs [Average Week]		Frequency Read [Occasionally/Frequent	tly]		Read [Past Month]		
	%	Index		% Index		%	Index		%	Index
News/Talk	26.6	87	Movies	48.5 105	Local & Regional News	57.6	98	Canadian Living	12.6	98
Adult Contemporary	18.1	93	Evening local news	40.5 97	International News & World	50.1	100	Other English-Canadian	10.4	104
Mainstream Top 40/CHR	15.1	96	News/current affairs	35.1 97	National News	48.9	97	Other U.S. magazines	10.4	99
Today's Country	14.0	93	Primetime serial dramas	34.0 109	Editorials	33.6	96	National Geographic	10.0	96
AOR/Mainstream Rock	12.1	116	Hockey (when in season)	29.9 109	Movie & Entertainment	32.0	100	Maclean's	9.2	89
Classic Hits	11.1	92	Documentaries	29.5 99	Sports	30.3	106	Reader's Digest	6.7	95
Not Classified	10.6	108	Suspense/crime dramas	29.1 104	Food	30.1	96	Cineplex Magazine	5.6	88
Hot Adult Contemporary	10.4	109	Home renovation/decoration shows	26.8 100	Health	29.5	97	People	5.4	81
Multi/Variety/Specialty	10.1	90	Cooking programs	26.8 104	Business & Financial	28.8	103	Chatelaine (English edition)	5.4	80
Classic Rock	7.6	99	Morning local news	24.5 97	Travel	28.0	98	Good Housekeeping	4.7	109

Top Internet Activities*



Top Mobile Activities*

Activity [Past Week]



Sources: Opticks Powered by Numeris 2019 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Media

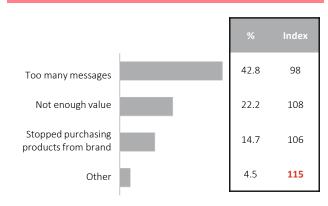


	Reasons to Follow Brand	ls		
inkedIn 37.4%			%	Index
(105) stagram	To learn about a brand's products /services		37.2	104
30.1% (100)	To get coupons and discounts		33.2	102
lth/Fitness 16.9%	To enter contests		32.4	102
(100) napchat	To be among the first to hear brand news		12.3	112
12.2% (116)	To provide feedback to the brand		11.9	100
Flickr 2.9%	To engage with content		8.3	94
(92)	To share brand-related stories with consumers		4.8	98
	To make suggestions for new products/services		4.4	106
SM to kee	ep up to date on general			

"I tend to ignore marketing and advertisements when I'm in a social media environment" 74% Index = 100	"Use SM to keep up to date on general news/events" 37% Index = 101	"I am well informed about SM" 33% Index = 102
"Use SM to keep up to date on news/events in my industry" 27% Index = 102	"I am open to receiving relevant marketing messages through social media channels" 24% Index = 103	"Seek suggestions/recommendations when considering - Vacation, travel- related purchases" 8% Index = 97

11

Reasons to Unfollow Brands



Actions Taken using Social I	Media		
Variables with Response "Yes"			
	1		Index
Like brand on Facebook		41.5	105
Subscribe to brand email newsletter		22.7	105
Subscribe to brand channel on YouTube		11.5	97
Join an exclusive online community of consumers		11.1	95
who also like the brand		10.7	107
Follow brand on Instagram		7.5	112

Sources: AskingCanadians Social 2019 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Ranked by percent composition Based on Household Population 18+ 7



Cultural History Buffs PRIZM Segments Included (by SESI): 12, 17, 38, 52, 56

Market: Okanagan Corridor

Product Preferences

Variables with "Agree" Statements

"Once I find a brand I like, I stick with it" 71% Index = 100	"I value companies who give back to the community" 69% Index = 99	"I am interested in learning about different cultures" 68% Index = 101	"I would rather spend a quiet evening at home than go out to a party" 67% Index = 99
"I make an effort to buy local produce/products" 61% Index = 98	"I offer recommendations of products/services to other people" 60% Index = 99	"I like to cook" 59% Index = 100	"It's important to buy products from socially-responsible/environmentally- friendly companies" 57% Index = 102
_			
"Free-trial/product samples can influence my purchase decisions" 45% Index = 97	"My friends' opinions are an important source of information for me" 44% Index = 102	"I like to try new and different products" 44% Index = 99	"Online streaming services do not replace radio" 42% Index = 97
"I tend to pass up my favourite brand if something else is on sale" 40% Index = 105	"I am willing to pay more for eco- friendly products" 32% Index = 99	"I am willing to pay a little extra to save time shopping" 31% Index = 98	"I prefer to shop online for convenience" 30% Index = 101
"Advertising is an important source of information to me" 27% Index = 98	"I consider myself to be sophisticated" 25% Index = 98	"I enjoy being extravagant/indulgent" 21% Index = 96	"I buy the latest high-tech gadgets before most people I know" 9% Index = 113
	it" 71% Index = 100 "I make an effort to buy local produce/products" 61% Index = 98 "Free-trial/product samples can influence my purchase decisions" 45% Index = 97	it" the community" 71% Index = 100 69% Index = 99 "I make an effort to buy local produce/products" "I offer recommendations of produce/services to other people" 61% Index = 98 "My friends' opinions are an important source of information for me" "Free-trial/product samples can influence my purchase decisions" "My friends' opinions are an important source of information for me" 'I tend to pass up my favourite brand if something else is on sale" "I am willing to pay more for ecofriendly products" 'I tend to pass up my favourite brand if something else is on sale" "I am willing to pay more for ecofriendly products" 32% Index = 99 "I consider myself to be sophisticated" Advertising is an important source of information to me" "I consider myself to be sophisticated"	it" the community" different cultures" 71% index = 100 69% index = 99 different cultures" "I make an effort to buy local produce/products" "I offer recommendations of products/services to other people" "I like to cook" 61% index = 98 60% index = 99 "I like to cook" 59% index = 100 "Free-trial/product samples can influence my purchase decisions" "My friends' opinions are an important source of information for me" "I like to try new and different products" 45% Index = 97 "I am willing to pay more for ecofifsementing else is on sale" "I am willing to pay a little extra to save time shopping" 1' tend to pass up my favourite brand if something else is on sale" "I am willing to pay more for ecofifsementy products" "I am willing to pay a little extra to save time shopping" Advertising is an important source of information to me" "I consider myself to be sophisticated" "I enjoy being extravagant/indulgent"

8

Product Preferences

Beer Co	nsumption					
Drinks (Pasi	t Week)					
			_			
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	71.4	15.9	7.6	2.6	1.1	1.5
Index	102	95	105	95	86	84

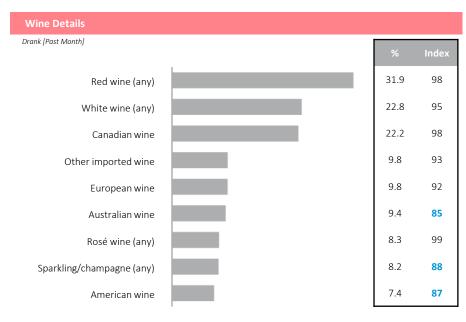
Top 10 Beers*		
Brand Drink [Most Often/Frequently]	%	Index
Other Canadian microbrewery/craft beer	18.7	113
Budweiser	16.6	103
Sleeman (any)	14.9	103
Coors Light	14.8	95
Corona	14.6	99
Rickard's (any)	14.2	108
Alexander Keith's (any)	13.6	113
Bud Light (any)	12.7	113
Molson Canadian	11.6	103
Stella Artois	9.9	104

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	22.2	98
Cider	12.0	94
Liqueurs (any)	11.0	94

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	18.6	105

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.7	113



Product Preferences

Restaurant Type \	/isited*							
Frequency of Visiting [Past Year]								
Once a month or more	2-11 times per year 🗏 Once a year	%	Index	%	Index	%	Index	
Pizza restaurants		9.8	119	49.0	102	4.9	103	
Asian restaurants		11.2	111	48.1	99	4.7	94	
Submarine/sandwich restaurants		7.7	98	35.5	100	4.8	97	
Breakfast style restaurant		4.4	116	31.4	99	8.1	106	
Chicken restaurants		2.5	97	16.8	98	5.2	90	
lce cream/frozen yogurt restaurants		3.1	144	28.5	97	3.0	86	
Italian restaurants		1.9	115	24.4	99	5.7	80	
Specialty burger restaurants		3.4	111	21.5	98	6.2	110	
Steakhouse		0.5	16 2	20.2	103	14.0	103	
Other ethnic restaurants		3.1	113	29.1	104	6.5	90	
Seafood/Fish &Chips restaurants		1.7	110	23.7	98	10.0	107	
Mexican/Burrito-style restaurants		2.4	120	25.8	101	6.4	102	

Restaurant Service Type*

Frequency of Visiting [Past Year]

riequency of visiting [i u	,						
Once a month or more	2-11 times per year Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants		8.1	111	43.4	98	4.8	98
Food court outlets at a shopping mall		4.8	104	44.4	98	9.2	109
Formal dine-in restaurants		4.2	109	32.2	97	9.2	101
Pub restaurants		6.9	116	43.9	96	4.3	90
Fast casual restaurants	_	4.2	105	27.6	98	3.2	97
Sports bars		2.9	108	15.0	95	4.9	125
Other types	—	4.5	94	25.4	100	2.4	103

Purchased Organic Food

Done [Past Week]





Organic Meat

12.1% (91)