

**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**

Census Subdivision	Target Group			Market	
	% 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**



Total Population

Target Group: 20,989 | 7.9%  
Market: 264,588

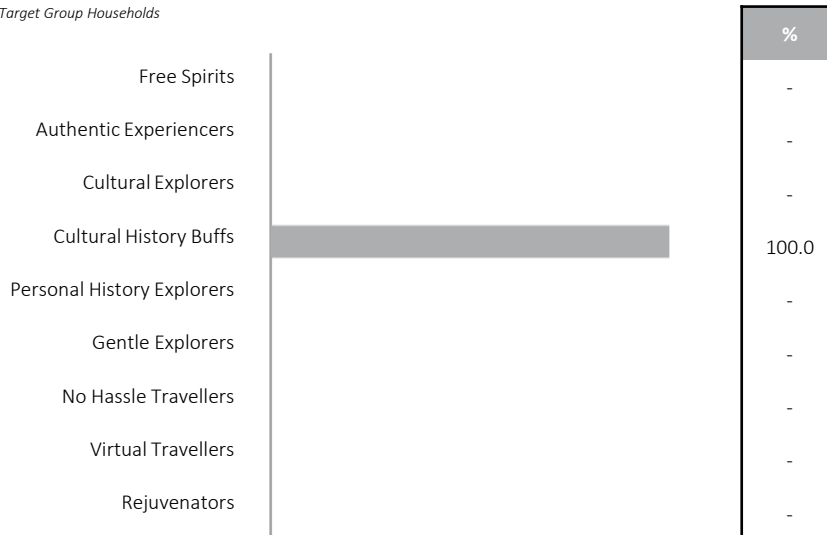


Total Households

Target Group: 9,421 | 8.2%  
Market: 115,180

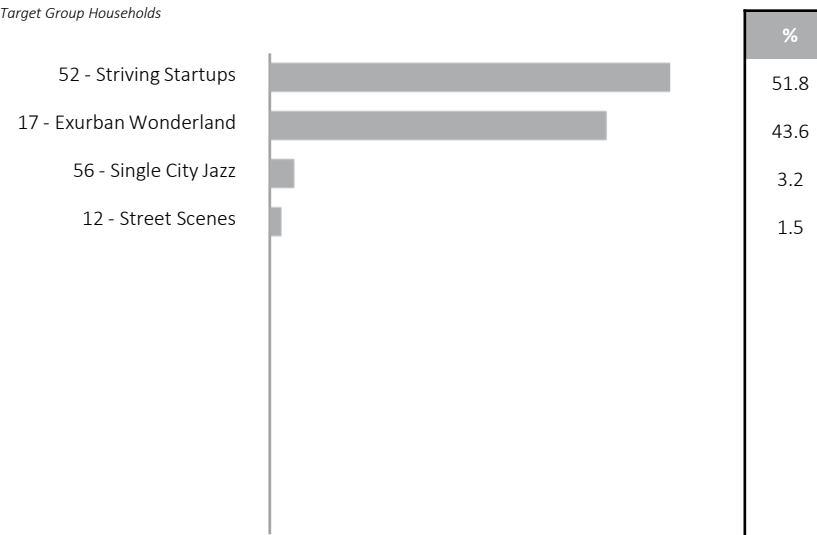
**EQ Segments**

% of Target Group Households

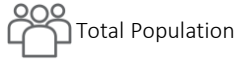


**Top PRIZM Segments**

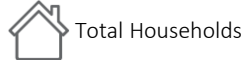
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 20,989 | 7.9%  
Market: 264,588

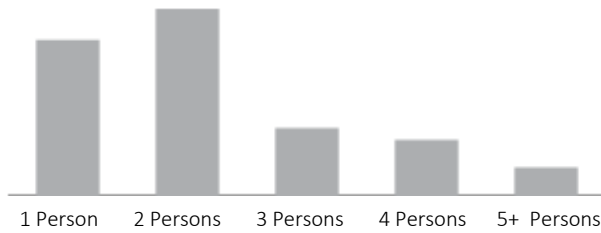


Total Households  
Target Group: 9,421 | 8.2%  
Market: 115,180

**Average Household Income**

\$98,531  
(97)

**Household Size\***



**Median Household Maintainer Age**

52  
(92)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	31.5	37.7	13.7	11.3	5.7
Index	106	94	104	104	97

**Marital Status\*\***

55.0%  
(96)

Married/Common-Law

**Family Composition\*\*\***

48.1%  
(94)

Couples Without Kids at Home

**Education\*\***

30.3%  
(98)

High School Certificate Or Equivalent

**Visible Minority Presence\***

8.5%  
(97)

Belong to a visible minority group

**Non-Official Language\***

0.4%  
**(78)**

No knowledge of English or French

**Immigrant Population\***

12.8%  
(92)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Racial Fusion	116	80	Sexism
National Pride	116	84	Pursuit of Intensity
Rejection of Orderliness	113	87	Pursuit of Novelty
Confidence in Small Business	113	88	Vitality
Flexible Families	113	89	Active Government

**Key Social Values**

Social Learning Index = 109	Primacy of Environmental Protection Index = 107	Ethical Consumerism Index = 106
Community Involvement Index = 105	Ecological Concern Index = 105	Multiculturalism Index = 105
Search for Roots Index = 102	Effort Toward Health Index = 101	Attraction to Nature Index = 100
Ecological Lifestyle Index = 98	Global Consciousness Index = 97	Social Responsibility Index = 97
















**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	89.1	101
Gardening	59.9	98
Swimming	57.7	100
Home exercise & home workout	56.0	100
Camping	55.6	97

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	52.0	97
Exhibitions, carnivals, fairs & markets	50.1	101
National or provincial park	38.9	95
Bars & restaurant bars	37.8	99
Art galleries, museums & science centres	34.9	100

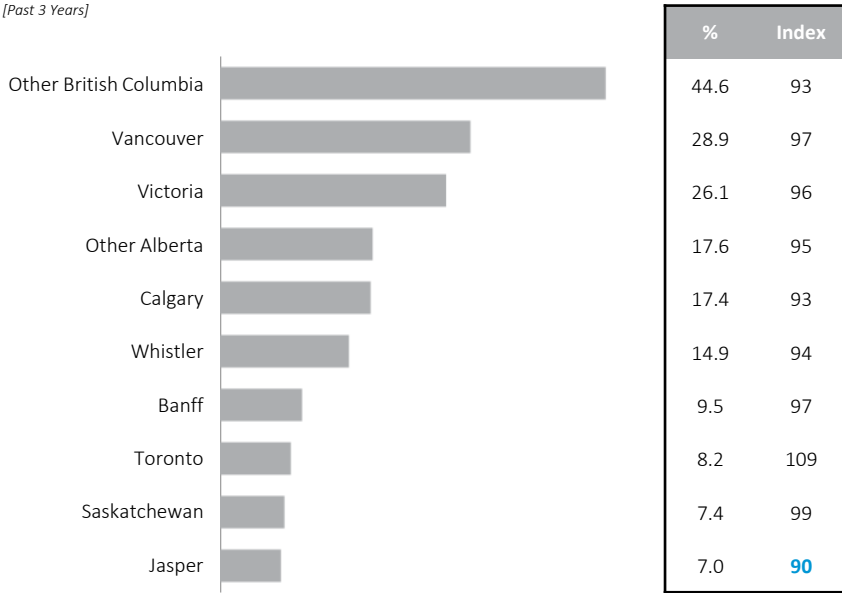
**Key Tourism Activities\*\***

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

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

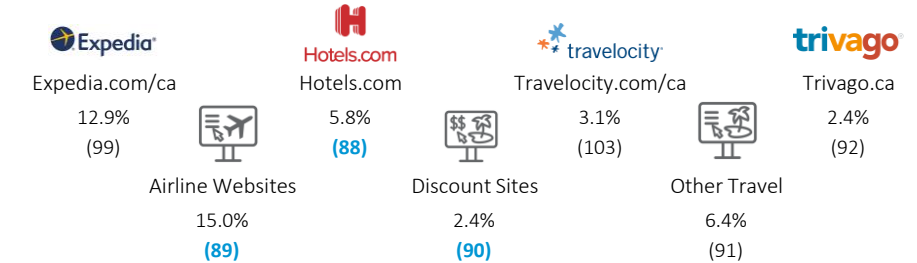


**Vacation Booking\*\***

Used [Past 3 Years]

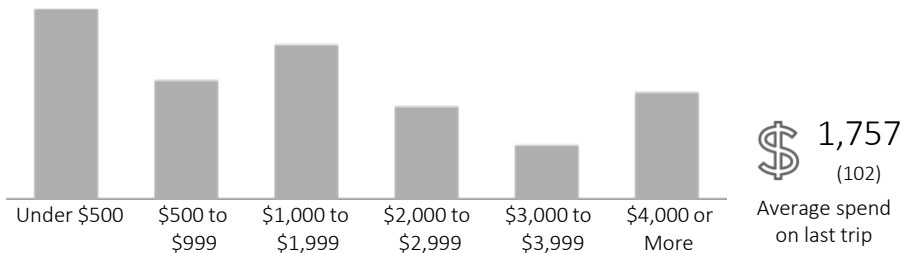


Booked With [Past Year]



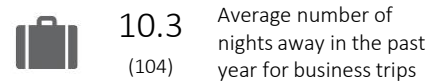
**Vacation Spending**

Spent Last Vacation

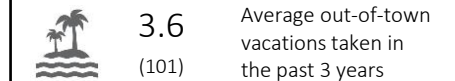


**Travel Type & Frequency**

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









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 37.3% (97)	 West Jet 36.3% (100)	 Air Transat 5.4% (98)	 Porter Airlines 0.1% <b>(78)</b>	 Other Canadian 5.5% (103)
 United Airlines 7.6% (92)	 Delta Airlines 6.5% (109)	 American Airlines 4.2% <b>(79)</b>	 Other American 9.9% (98)	
 European Airlines 6.9% (94)	 Asian Airlines 6.7% <b>(84)</b>	 Other Charter 2.9% <b>(88)</b>	 Other 6.8% <b>(90)</b>	

**Car Rental\***

Rented From [Past Year]

 Enterprise 10.0% <b>(112)</b>	 Budget 4.1% (94)	 Avis 2.5% <b>(86)</b>	 Hertz 3.3% (104)
 U-Haul 2.5% <b>(88)</b>	 National 2.3% <b>(82)</b>	 Discount 0.7% <b>(79)</b>	 Other Rentals 4.5% (102)

**Media**

**Overall Level of Use**

Radio



12 hours/week  
(96)

Television



1,348 minutes/week  
(103)

Newspaper



1 hours/week  
(99)

Magazine



8 minutes/day  
**(84)**

Internet



238 minutes/day  
(105)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	26.6	<b>87</b>
Adult Contemporary	18.1	93
Mainstream Top 40/CHR	15.1	96
Today's Country	14.0	93
AOR/Mainstream Rock	12.1	<b>116</b>
Classic Hits	11.1	92
Not Classified	10.6	108
Hot Adult Contemporary	10.4	109
Multi/Variety/Specialty	10.1	<b>90</b>
Classic Rock	7.6	99

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	48.5	105
Evening local news	40.5	97
News/current affairs	35.1	97
Primetime serial dramas	34.0	109
Hockey (when in season)	29.9	109
Documentaries	29.5	99
Suspense/crime dramas	29.1	104
Home renovation/decoration shows	26.8	100
Cooking programs	26.8	104
Morning local news	24.5	97

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.6	98
International News & World	50.1	100
National News	48.9	97
Editorials	33.6	96
Movie & Entertainment	32.0	100
Sports	30.3	106
Food	30.1	96
Health	29.5	97
Business & Financial	28.8	103
Travel	28.0	98

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Canadian Living	12.6	98
Other English-Canadian	10.4	104
Other U.S. magazines	10.4	99
National Geographic	10.0	96
Maclean's	9.2	<b>89</b>
Reader's Digest	6.7	95
Cineplex Magazine	5.6	<b>88</b>
People	5.4	<b>81</b>
Chatelaine (English edition)	5.4	<b>80</b>
Good Housekeeping	4.7	109

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	68.9	101
Send/receive a text/instant message	57.9	100
Participate in an online social network	50.4	104
Use apps	49.3	105
Take pictures/video	45.8	104
Do banking/pay bills online	43.6	99
Use maps/directions service	41.8	103
Internet search - business, services, products	37.6	101
Access a news site	35.5	103
Listen to music via streaming video service	28.7	101

**Top Mobile Activities\***

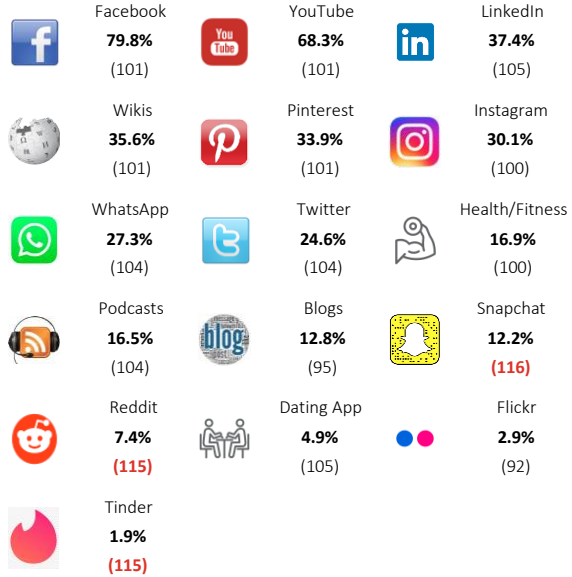
Activity [Past Week]

	%	Index
Send/receive a text/instant message	51.6	100
Send/receive email	47.7	104
Take pictures/video	42.9	103
Use apps	42.4	103
Participate in an online social network	37.0	106
Use maps/directions service	35.8	106
Access a news site	22.8	101
Do banking/pay bills online	21.5	104
Internet search - business, services, products	19.0	100
Listen to music via streaming video service	18.4	97

**Media**

**Social Media Platforms**

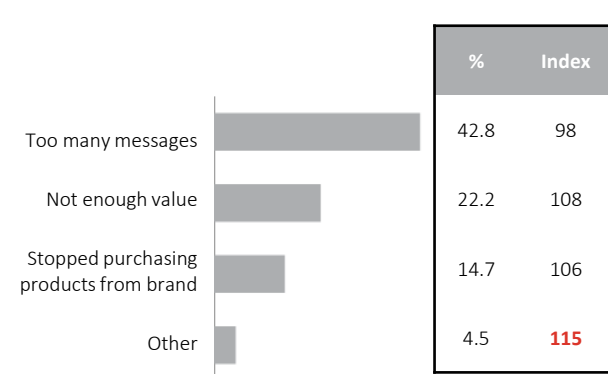
Usage [Currently Use]



**Reasons to Follow Brands**

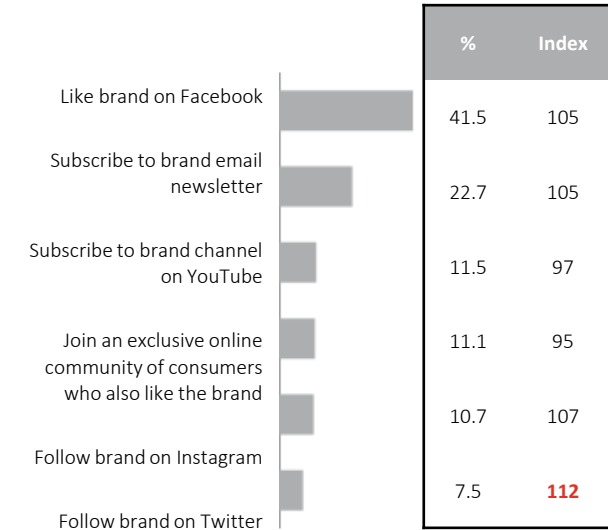


**Reasons to Unfollow Brands**

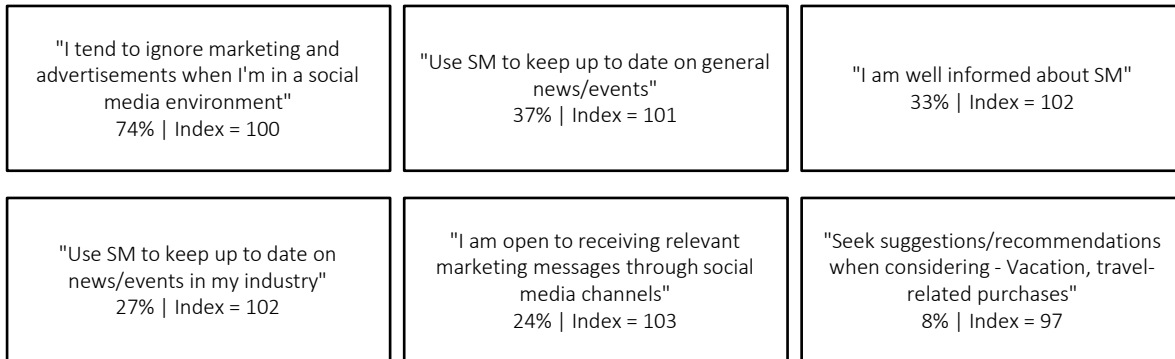


**Actions Taken using Social Media**

Variables with Response "Yes"



**Social Media Attitudes**



**Product Preferences**

Variables with "Agree" Statements

"I would like to eat healthy foods more often"  
80% | Index = 100

"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 consider myself to be informed on current events or issues"  
66% | Index = 96

"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

"I like to try new places to eat"  
57% | Index = 100

"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 am adventurous/"outdoorsy"  
42% | Index = 102

"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

"I lead a fairly busy social life"  
29% | Index = 98

"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

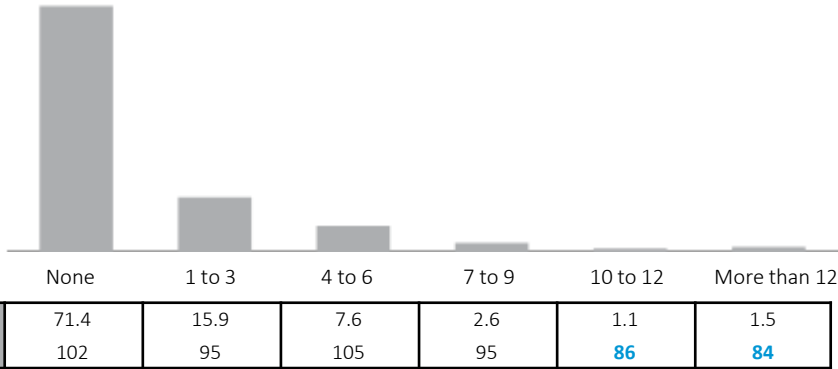
"I buy the latest high-tech gadgets before most people I know"  
9% | Index = **113**



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

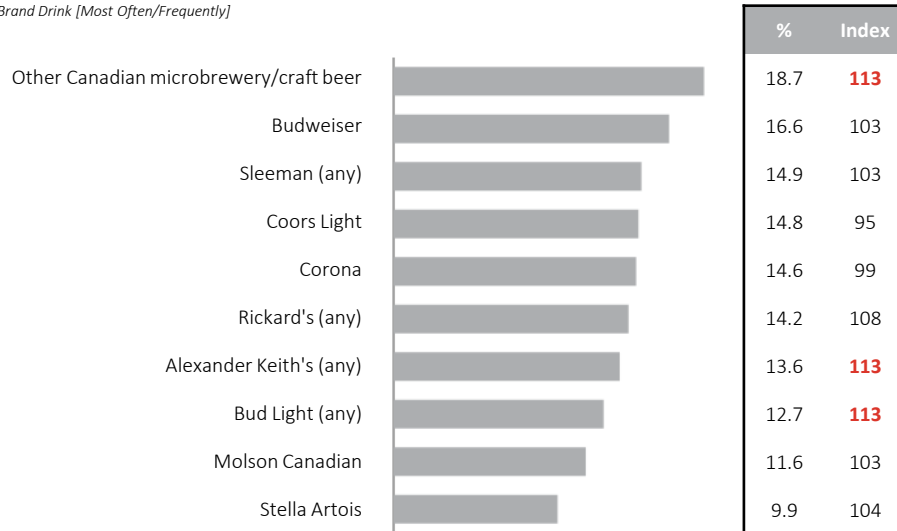
Drank [Past Month]	% Comp	Index
Canadian wine	22.2	98
Cider	12.0	94
Liqueurs (any)	11.0	94

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

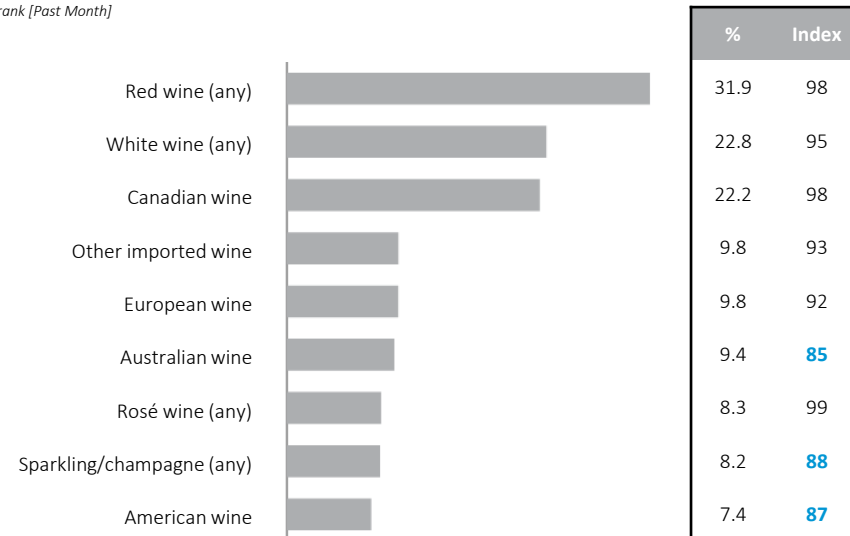
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

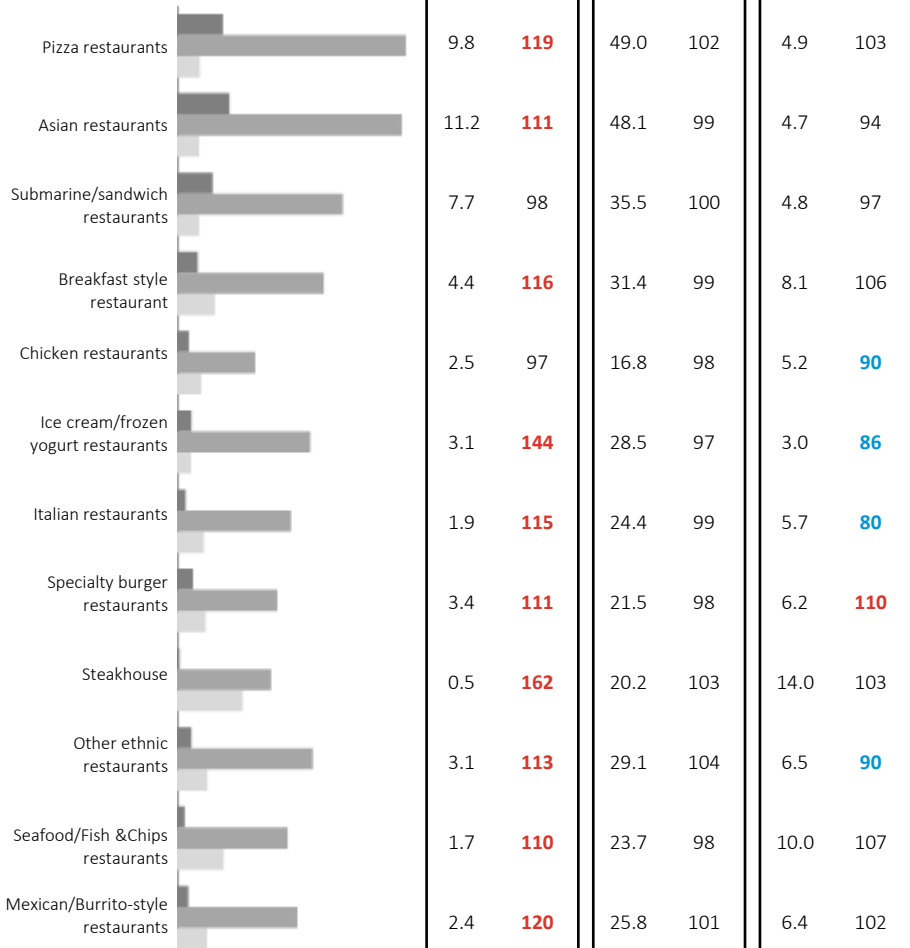


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

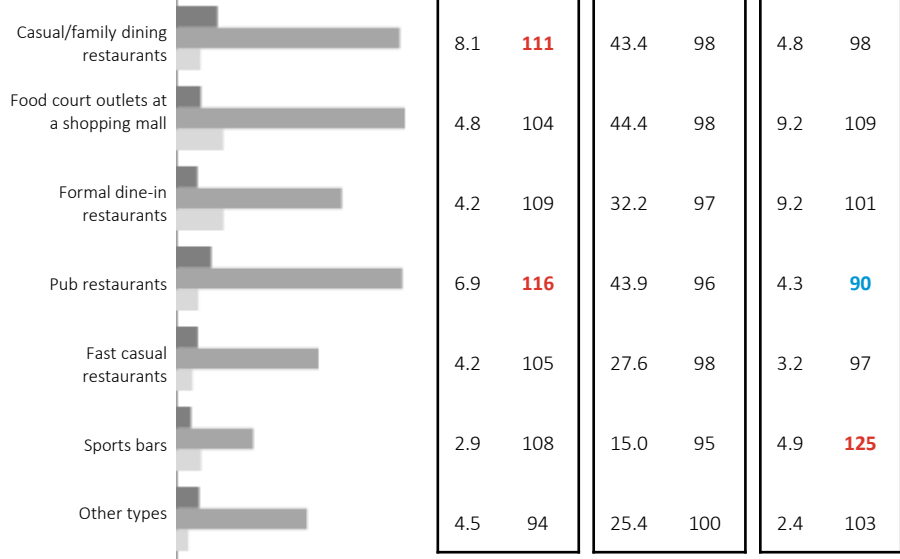
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
32.3%  
(96)



Other Organic Food  
16.2%  
(107)



Organic Meat  
12.1%  
(91)