

Gentle Explorers

PRIZM Segments Included (by SESI): 06, 14, 28, 30, 32, 41, 45, 46, 48, 49, 55, 59, 60, 64, 66

Market: Okanagan Corridor


Overview


- Gentle Explorers make up 7,362 households, or 6% of the Okanagan Corridor Target area (115,180 households)
- The Average Household Maintainer Age is 60, 46% 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
- Above average interest in Theatre-Festivals, Concerts, and Casinos
- Average interest in travelling within British Columbia and Alberta. Gentle Explorers from the Okanagan Corridor Target area spent an average of \$1,600 on their last vacation
- On average Gentle Explorers from the Okanagan Corridor Target area spend 14hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal
- 78% currently use Facebook, 31% use Instagram and 27% use Twitter

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	51.4	6.5	102	57,780	50.2
Penticton, BC (CY)	23.9	10.9	171	16,084	14.0
Vernon, BC (CY)	21.0	8.2	129	18,784	16.3
West Kelowna, BC (DM)	3.7	2.1	33	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

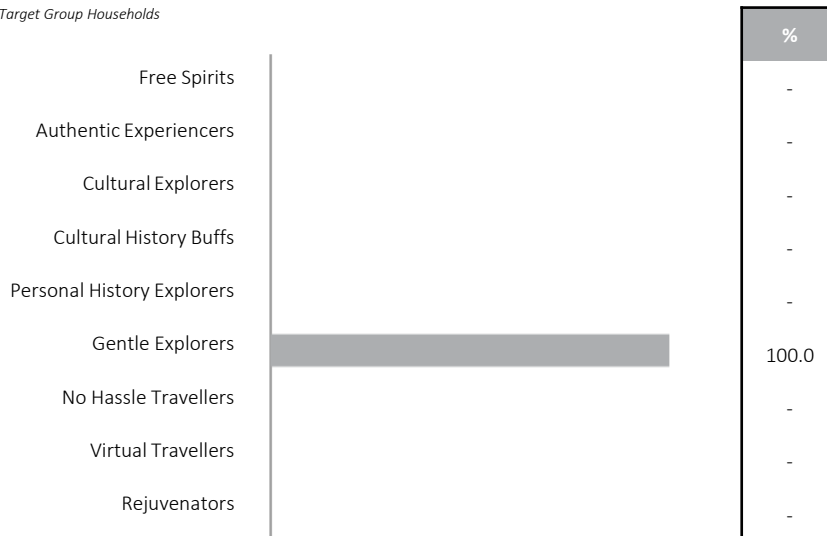
Market Sizing

 Total Population
Target Group: 13,110 | 5.0%
Market: 264,588

 Total Households
Target Group: 7,362 | 6.4%
Market: 115,180

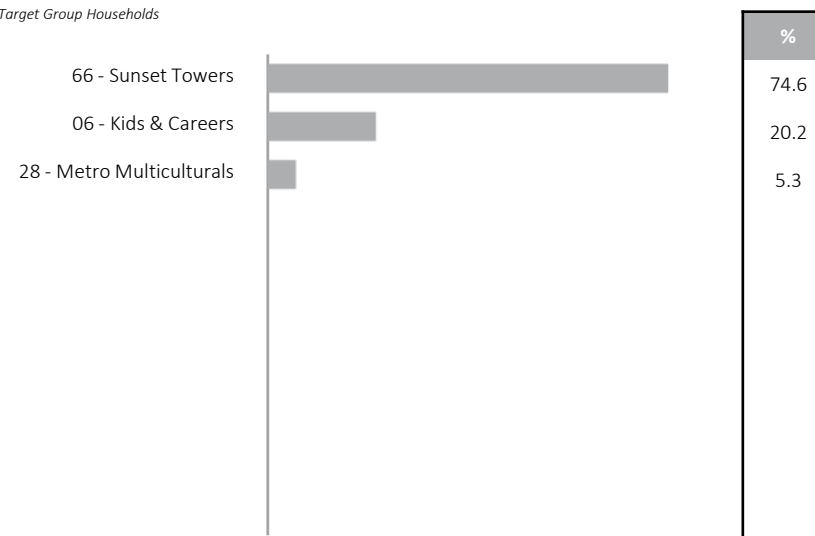
EQ Segments

% of Target Group Households

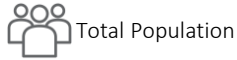


Top PRIZM Segments

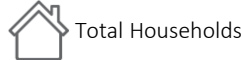
% of Target Group Households



Demographic Profile



Total Population
Target Group: 13,110 | 5.0%
Market: 264,588

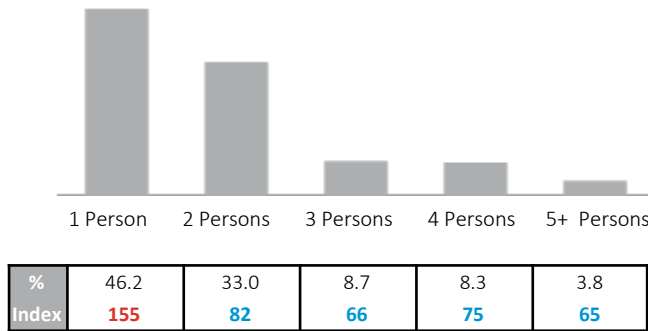


Total Households
Target Group: 7,362 | 6.4%
Market: 115,180

Average Household Income

\$86,242
(85)

Household Size*



Median Household Maintainer Age

60
(107)

Marital Status**

52.5%
(91)

Married/Common-Law

Family Composition***

54.3%
(106)

Couples Without Kids at Home

Education**

28.7%
(93)

High School Certificate Or Equivalent

Visible Minority Presence*

7.8%
(88)

Belong to a visible minority group

Non-Official Language*

0.3%
(64)

No knowledge of English or French

Immigrant Population*

14.6%
(105)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Rejection of Orderliness	127	83	Sexism
Legacy	119	84	Fatalism
Need for Escape	118	85	Pursuit of Novelty
National Pride	118	85	Advertising as Stimulus
Personal Control	118	86	Active Government

Key Social Values

Social Learning Index = 114	Community Involvement Index = 108	Primacy of Environmental Protection Index = 108
Global Consciousness Index = 106	Ecological Lifestyle Index = 105	Effort Toward Health Index = 103
Ecological Concern Index = 103	Ethical Consumerism Index = 102	Search for Roots Index = 100
Multiculturalism Index = 99	Attraction to Nature Index = 99	Social Responsibility Index = 97

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

Top 5 Activities Participated*	% Comp	Index
Reading	85.6	97
Gardening	59.0	96
Home exercise & home workout	58.6	105
Fitness walking	58.0	107
Hiking & backpacking	53.9	104

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	51.4	96
Exhibitions, carnivals, fairs & markets	49.0	99
National or provincial park	41.1	101
Art galleries, museums & science centres	36.8	105
Bars & restaurant bars	34.9	91

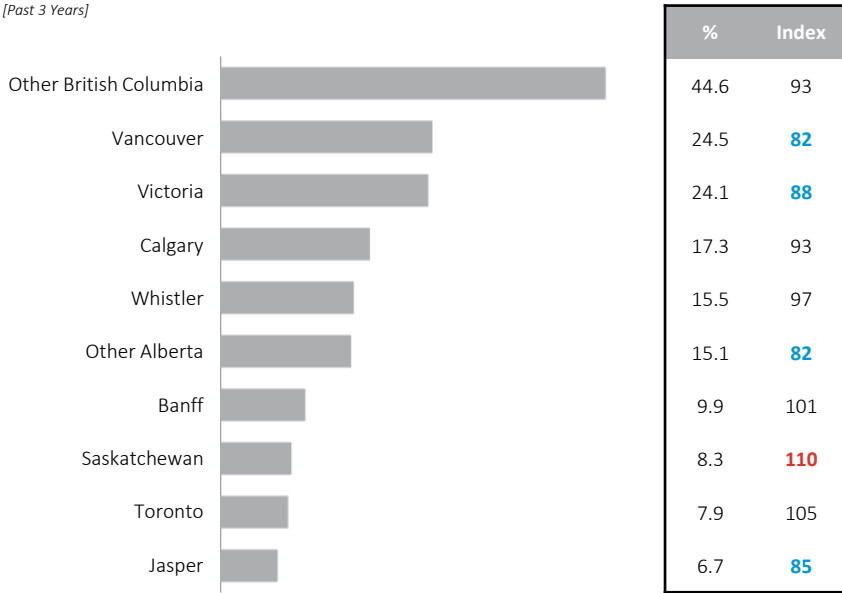
Key Tourism Activities**

Hiking & backpacking  53.9% (104)	Parks & city gardens  51.4% (96)	Camping  49.6% (87)	Exhibitions, carnivals, fairs & markets  49.0% (99)	Cycling  44.6% (96)	National or provincial park  41.1% (101)	Photography  39.7% (102)	Bars & restaurant bars  34.9% (91)
Canoeing & kayaking  33.4% (93)	Historical sites  28.0% (103)	Fishing & hunting  25.1% (95)	Sporting events  22.9% (90)	Cross country skiing & snowshoeing  22.9% (88)	Theatre - Community theatres  19.2% (92)	Theatre - Festivals  19.0% (115)	Downhill skiing  17.5% (101)
Concerts - Casinos (any)  16.6% (110)	Beer, food & wine festivals  15.4% (121)	Concerts - Night clubs & bars  13.7% (89)	Craft shows  13.3% (90)	Music festivals  13.1% (121)	ATV & snowmobiling  12.2% (87)	Adventure sports  11.2% (85)	Snowboarding  8.4% (73)
RV shows  4.3% (83)	Food & wine shows  4.2% (90)	Sportsman & outdoor shows  4.0% (117)	Boat shows  3.6% (135)	Travel shows  2.2% (166)	Health and living shows  2.0% (70)	Job fairs  1.7% (69)	Fitness, golf & ski shows (!)  1.3% (77)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

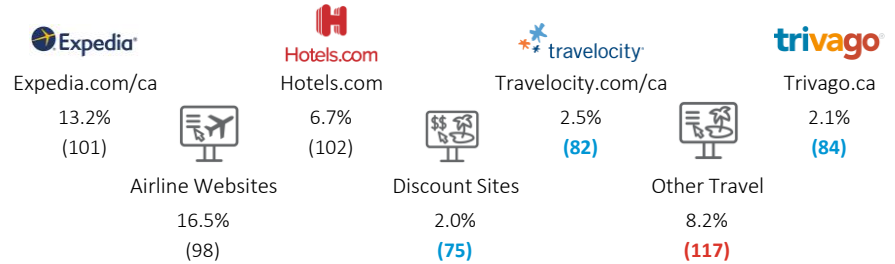


Vacation Booking**

Used [Past 3 Years]

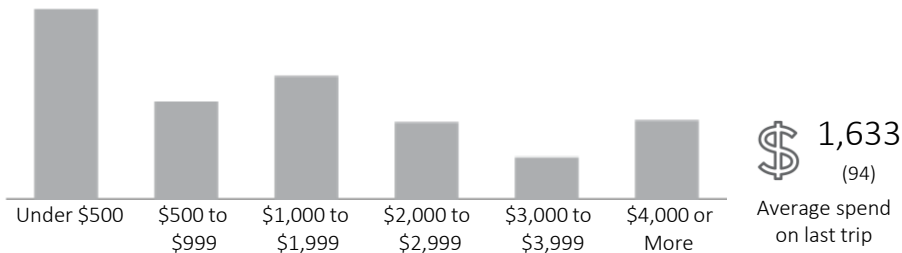


Booked With [Past Year]



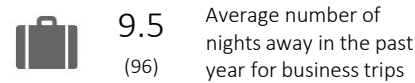
Vacation Spending

Spent Last Vacation

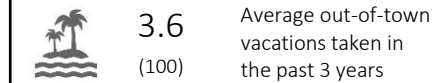


Travel Type & Frequency

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 55.8% (92)	 Friends/relatives 40.3% (103)	 All-inclusive resort 18.0% (90)	 Camping 25.6% (84)	 Motel 23.8% (99)	 Cottage 9.0% (75)	 Vacation rental by owner 15.9% (86)
 Condo/apartment 10.1% (74)	 B&B 12.6% (101)	 Cruise ship 12.7% (111)	 RV/camper 11.9% (76)	 Spa resort 5.2% (71)	 Package tours 5.7% (90)	 Boat 3.9% (77)









Airline Preferences**

Flown [Past Year]

 Air Canada 36.9% (96)	 West Jet 39.8% (110)	 Air Transat 5.2% (96)	 Porter Airlines 0.0% (49)	 Other Canadian 5.1% (95)
 United Airlines 6.4% (78)	 Delta Airlines 5.1% (86)	 American Airlines 4.7% (89)	 Other American 11.0% (110)	
 European Airlines 8.0% (108)	 Asian Airlines 5.0% (63)	 Other Charter 3.1% (93)	 Other 6.9% (90)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.9% (89)	 Budget 3.2% (72)	 Avis 2.4% (81)	 Hertz 2.9% (90)
 U-Haul 3.8% (134)	 National 2.3% (83)	 Discount 0.7% (75)	 Other Rentals 3.7% (84)

Media

Overall Level of Use

Radio



14 hours/week
(108)

Television



1,464 minutes/week
(112)

Newspaper



1 hours/week
(130)

Magazine



12 minutes/day
(130)

Internet



221 minutes/day
(97)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	36.7	120
Adult Contemporary	21.4	110
Mainstream Top 40/CHR	17.3	111
Today's Country	11.9	79
Classic Hits	11.1	92
Not Classified	10.6	109
Multi/Variety/Specialty	10.1	90
Hot Adult Contemporary	9.4	99
Classic Rock	7.9	103
AOR/Mainstream Rock	6.9	66

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	48.4	105
Evening local news	44.4	107
News/current affairs	39.6	109
Documentaries	31.7	106
Primetime serial dramas	30.9	99
Hockey (when in season)	29.2	107
Cooking programs	27.8	108
Home renovation/decoration shows	26.7	100
Suspense/crime dramas	25.4	91
Morning local news	23.7	94

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	61.2	104
International News & World	53.1	105
National News	50.3	99
Editorials	39.2	112
Health	35.7	118
Food	34.6	110
Movie & Entertainment	34.6	109
Travel	34.3	120
Sports	30.6	107
Business & Financial	30.4	108

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	16.7	130
Maclean's	12.5	120
National Geographic	10.8	105
Reader's Digest	10.1	144
Chatelaine (English edition)	8.6	126
Other U.S. magazines	7.8	74
Other English-Canadian	7.2	72
Good Housekeeping	7.2	168
Cineplex Magazine	6.5	102
People	6.0	89

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.1	100
Send/receive a text/instant message	55.7	96
Participate in an online social network	48.0	100
Take pictures/video	44.2	100
Use apps	43.3	92
Do banking/pay bills online	40.6	92
Internet search - business, services, products	40.3	108
Use maps/directions service	37.8	93
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	47.3	92
Send/receive email	44.1	96
Take pictures/video	38.9	93
Use apps	36.5	89
Participate in an online social network	33.1	94
Use maps/directions service	30.7	91
Access a news site	20.7	92
Listen to music via streaming video service	18.1	95
Internet search - business, services, products	17.1	90
Do banking/pay bills online	17.0	82

Media

Social Media Platforms

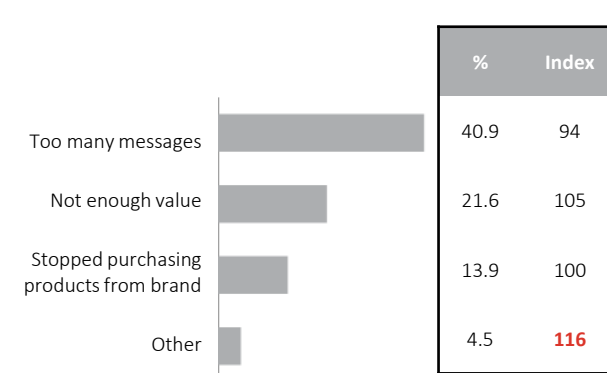
Usage [Currently Use]



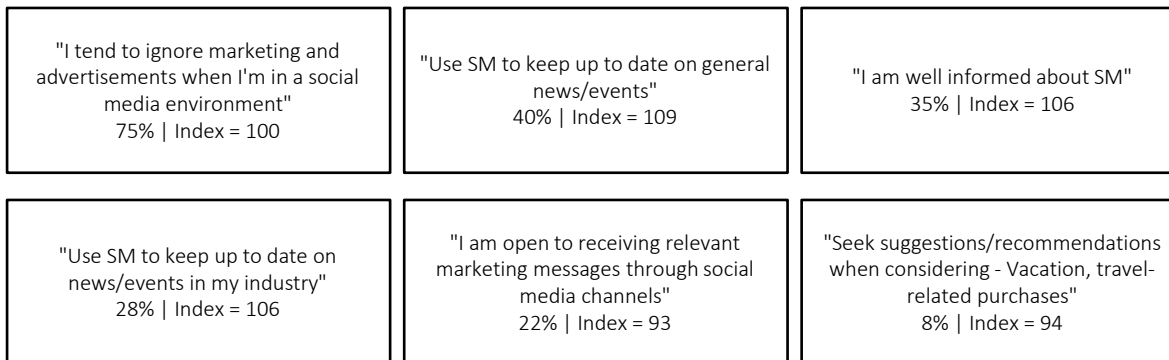
Reasons to Follow Brands



Reasons to Unfollow Brands

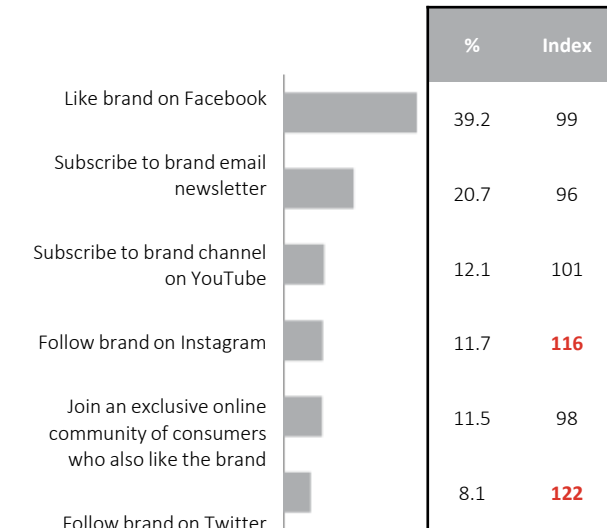


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
81% | Index = 101

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

"I value companies who give back to the community"
72% | Index = 103

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

"I am interested in learning about different cultures"
66% | Index = 98

"I would rather spend a quiet evening at home than go out to a party"
62% | Index = 91

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

"I like to try new places to eat"
59% | Index = 104

"It's important to buy products from socially-responsible/environmentally-friendly companies"
58% | Index = 103

"I like to cook"
56% | Index = 95

"I offer recommendations of products/services to other people"
56% | Index = 92

"My friends' opinions are an important source of information for me"
48% | Index = **112**

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

"Free-trial/product samples can influence my purchase decisions"
44% | Index = 96

"I am adventurous/"outdoorsy""
41% | Index = 100

"I like to try new and different products"
41% | Index = 91

"I tend to pass up my favourite brand if something else is on sale"
39% | Index = 101

"I am willing to pay more for eco-friendly products"
34% | Index = 102

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

"I lead a fairly busy social life"
29% | Index = 96

"Advertising is an important source of information to me"
27% | Index = 96

"I prefer to shop online for convenience"
25% | Index = **83**

"I consider myself to be sophisticated"
24% | Index = 93

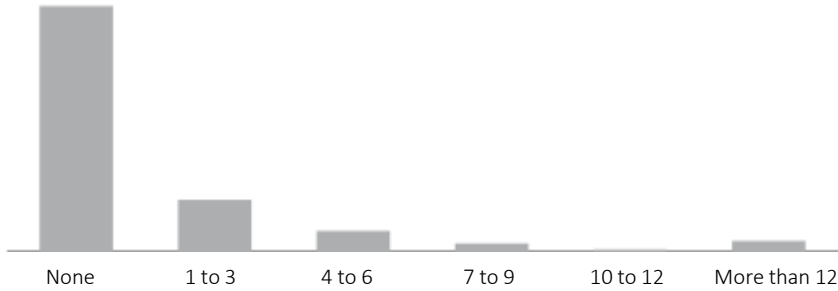
"I enjoy being extravagant/indulgent"
18% | Index = **83**

"I buy the latest high-tech gadgets before most people I know"
9% | Index = 103

Product Preferences

Beer Consumption

Drinks (Past Week)



%	72.0	15.3	6.2	2.5	0.8	3.2
Index	102	92	86	92	65	175

Drinks

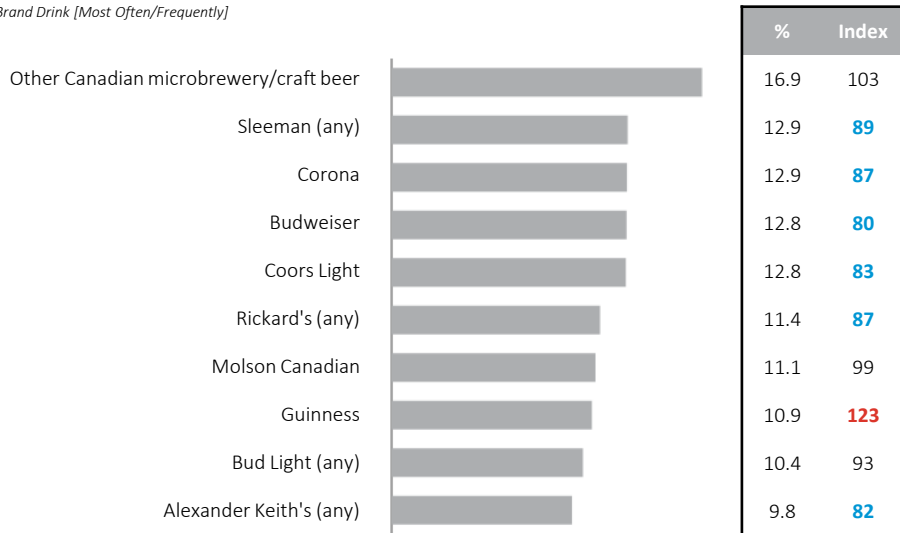
Drank [Past Month]	% Comp	Index
Canadian wine	22.9	101
Cider	10.6	83
Liqueurs (any)	8.5	73

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	19.8	112

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	16.9	103

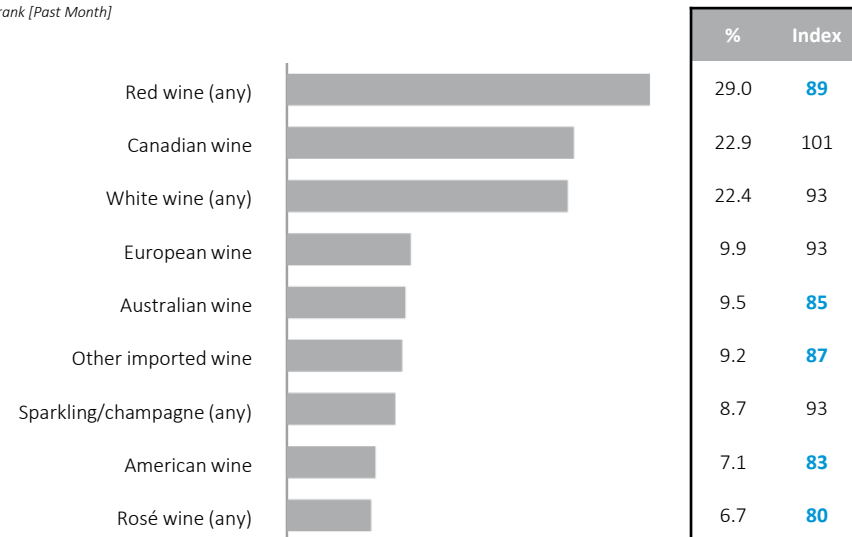
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

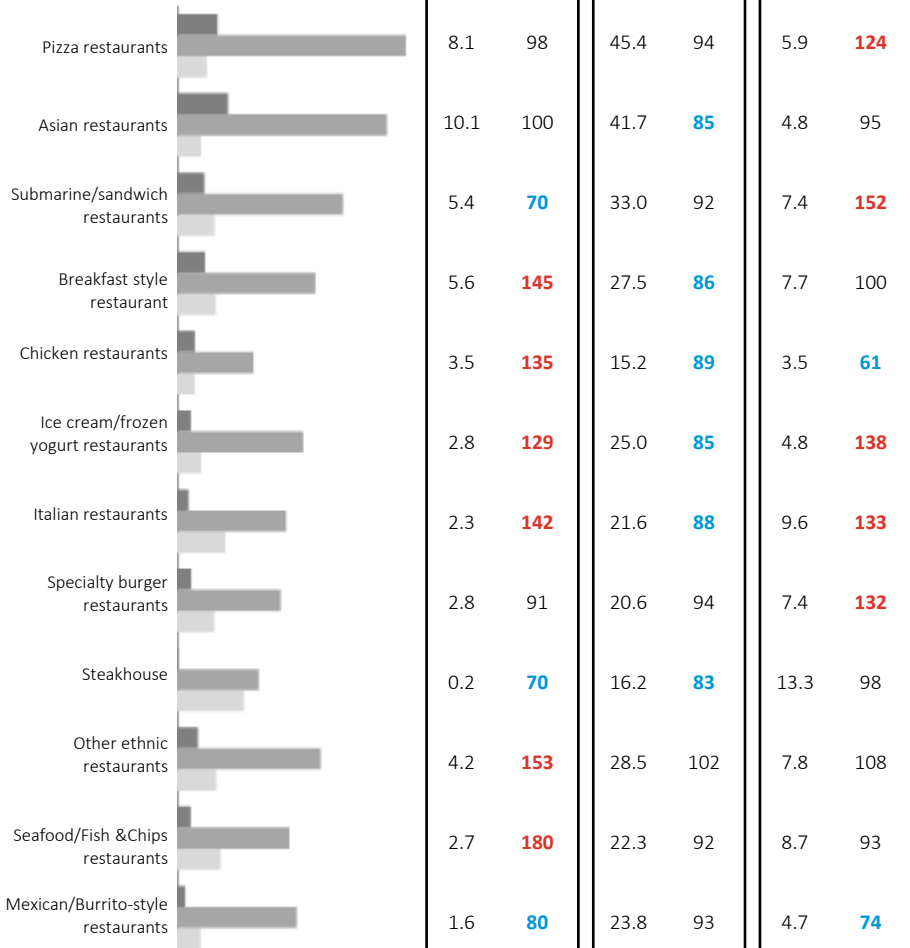


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

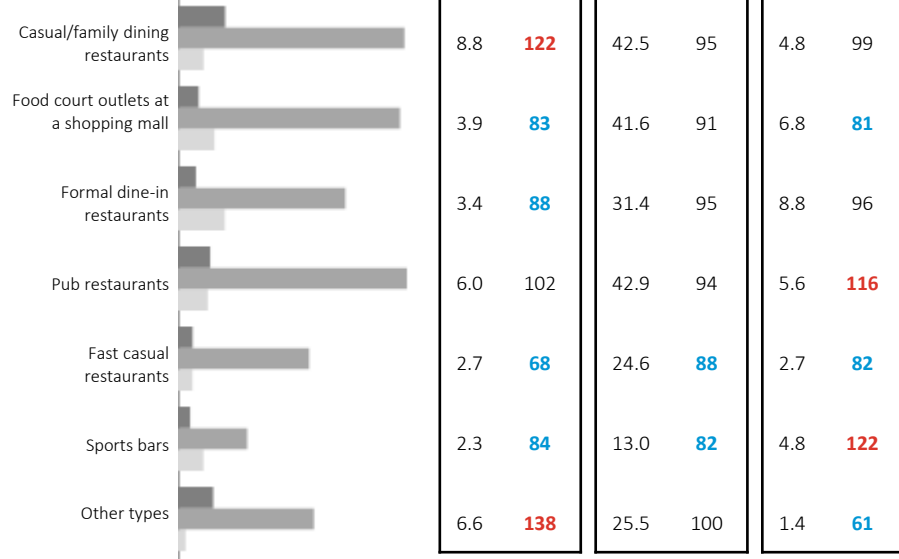
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
31.8%
(94)



Other Organic Food
15.0%
(99)



Organic Meat
11.0%
(83)