

No Hassle Travellers

PRIZM Segments Included (by SESI): 07, 10, 19, 21, 24, 33, 44, 47, 53

Market: Okanagan Corridor

Overview

- No Hassle Travellers make up 14,945 households, or 13% of the Okanagan Corridor Target area (115,180 households)
- The Average Household Maintainer Age is 62, 41% of couples have children living at home
- Top Social Value: Attraction to Nature:** How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Average interest in Camping, Visiting Parks/City Gardens and Hiking/Backpacking
- Average interest in travelling within British Columbia and Canada. No Hassle Travellers from the Okanagan Corridor Target area spent an average of \$1,800 on their last vacation
- On average No Hassle Travellers from the Okanagan Corridor Target area spend 13hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal
- 78% currently use Facebook, 29% use Instagram and 22% use Twitter

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	39.5	10.2	79	57,780	50.2
West Kelowna, BC (DM)	15.6	17.8	138	13,032	11.3
Vernon, BC (CY)	14.1	11.2	86	18,784	16.3
Summerland, BC (DM)	11.2	34.3	264	4,877	4.2
Penticton, BC (CY)	10.1	9.4	72	16,084	14.0
Osoyoos, BC (T)	8.0	49.8	384	2,389	2.1
Oliver, BC (T)	1.6	10.8	83	2,234	1.9

Market Sizing



Total Population

Target Group: 31,261 | 11.8%
Market: 264,588

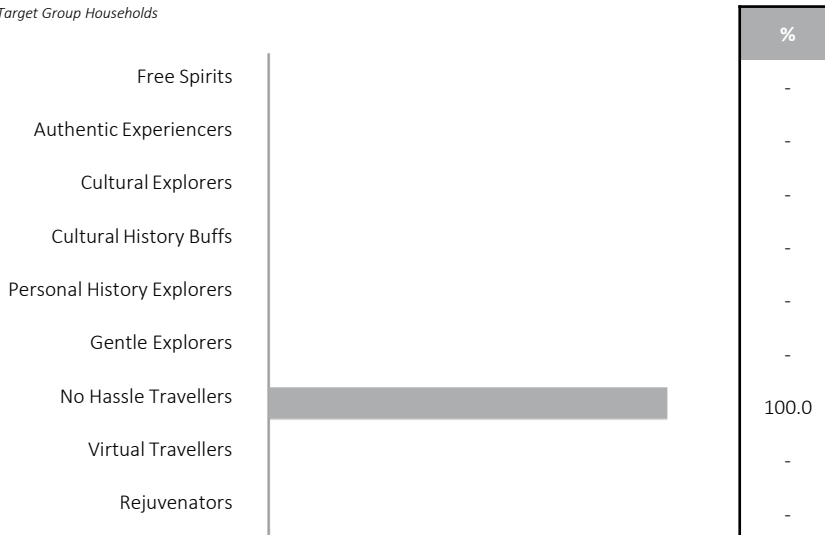


Total Households

Target Group: 14,945 | 13.0%
Market: 115,180

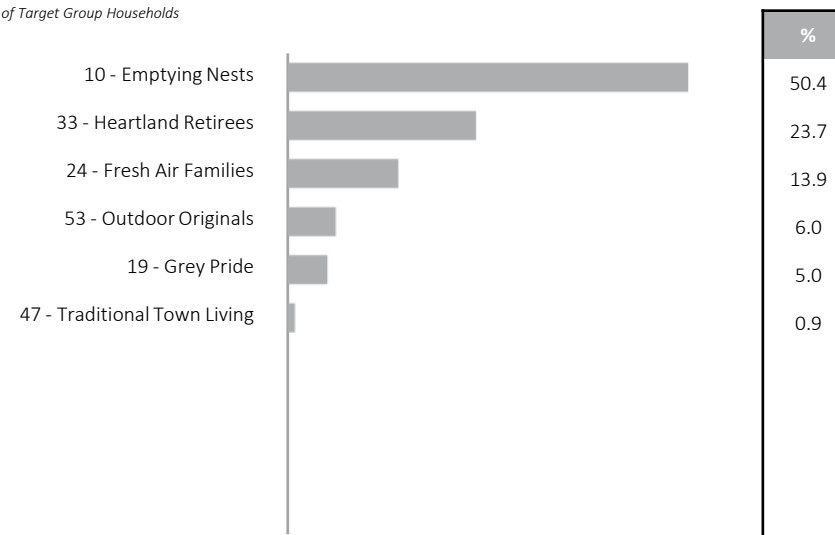
EQ Segments

% of Target Group Households



Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population

Target Group: 31,261 | 11.8%
Market: 264,588



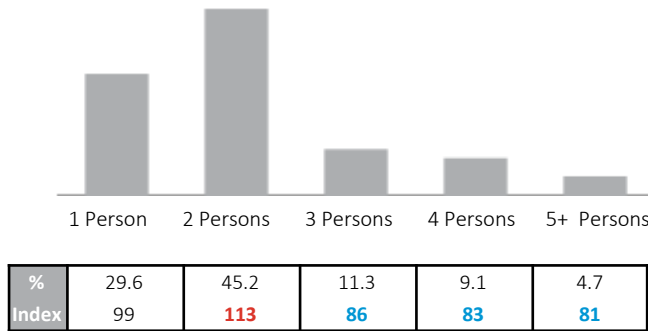
Total Households

Target Group: 14,945 | 13.0%
Market: 115,180

Average Household Income

\$100,802
(100)

Household Size*



Median Household Maintainer Age

62
(110)

Marital Status**



61.7%
(108)

Married/Common-Law

Family Composition***



59.3%
(116)

Couples Without Kids at Home

Education**



30.9%
(100)

High School Certificate Or Equivalent

Visible Minority Presence*



7.0%
(80)

Belong to a visible minority group

Non-Official Language*



0.5%
(87)

No knowledge of English or French

Immigrant Population*



14.9%
(107)

Born outside Canada

Psychographics**

Strong Values

Weak Values

National Pride	125	76	Active Government
Personal Control	123	78	Pursuit of Intensity
Rejection of Orderliness	121	78	Attraction For Crowds
Need for Escape	119	79	Advertising as Stimulus
Legacy	115	80	Sexism

Key Social Values

Attraction to Nature Index = 111	Primacy of Environmental Protection Index = 109	Ecological Concern Index = 109
Effort Toward Health Index = 108	Ethical Consumerism Index = 108	Community Involvement Index = 107
Social Learning Index = 105	Social Responsibility Index = 100	Search for Roots Index = 97
Ecological Lifestyle Index = 97	Global Consciousness Index = 92	Multiculturalism Index = 87

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.1	97
Gardening	62.9	103
Fitness walking	54.3	100
Camping	54.2	95
Swimming	53.9	93

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	53.1	99
Exhibitions, carnivals, fairs & markets	47.4	96
National or provincial park	40.5	99
Bars & restaurant bars	35.9	94
Art galleries, museums & science centres	35.1	100

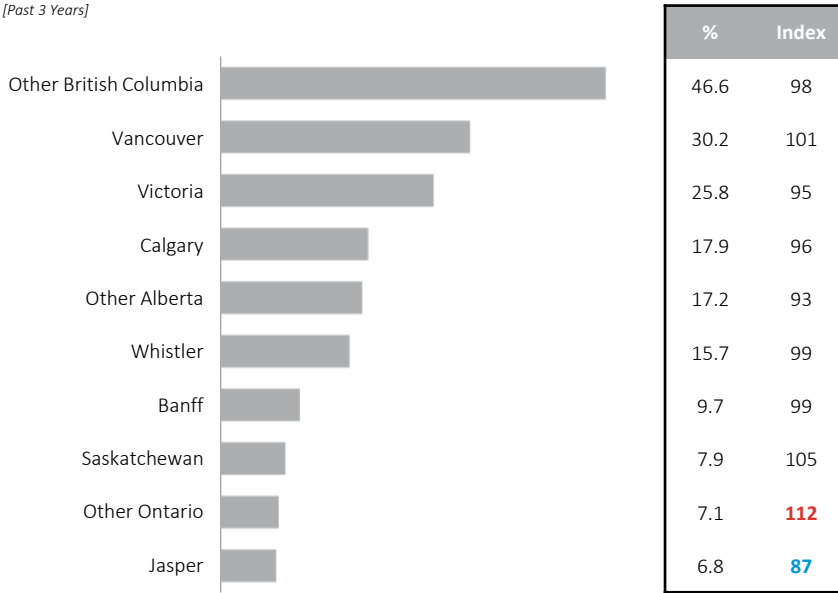
Key Tourism Activities**

Camping  54.2% (95)	Parks & city gardens  53.1% (99)	Hiking & backpacking  48.3% (93)	Exhibitions, carnivals, fairs & markets  47.4% (96)	Cycling  44.7% (96)	National or provincial park  40.5% (99)	Photography  38.0% (98)	Bars & restaurant bars  35.9% (94)
Canoeing & kayaking  34.6% (96)	Historical sites  28.1% (103)	Sporting events  26.7% (104)	Fishing & hunting  26.1% (99)	Cross country skiing & snowshoeing  24.7% (95)	Theatre - Community theatres  21.2% (102)	Downhill skiing  15.9% (92)	Concerts - Night clubs & bars  15.0% (97)
Concerts - Casinos (any)  14.9% (100)	Theatre - Festivals  14.7% (89)	Craft shows  13.9% (94)	ATV & snowmobiling  13.6% (97)	Adventure sports  12.6% (95)	Beer, food & wine festivals  11.7% (92)	Snowboarding  10.9% (94)	Music festivals  9.8% (91)
RV shows  4.8% (92)	Food & wine shows  4.2% (91)	Sportsman & outdoor shows  3.4% (99)	Health and living shows  3.0% (103)	Boat shows  2.7% (101)	Job fairs  2.6% (105)	Travel shows  1.6% (124)	Fitness, golf & ski shows (!)  1.6% (98)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

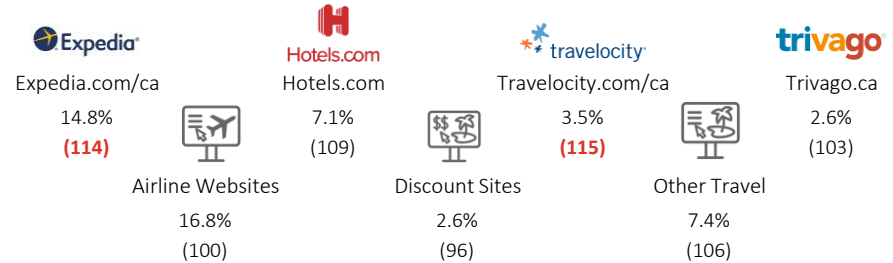


Vacation Booking**

Used [Past 3 Years]

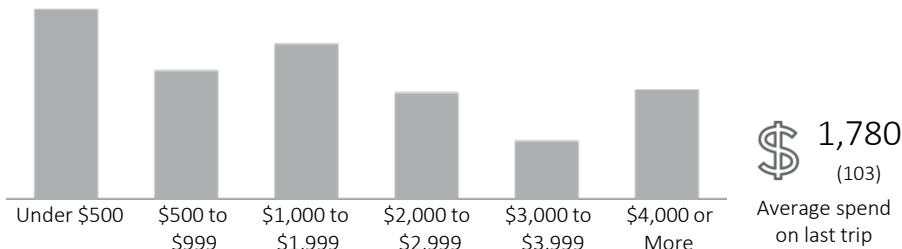


Booked With [Past Year]



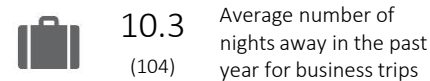
Vacation Spending

Spent Last Vacation

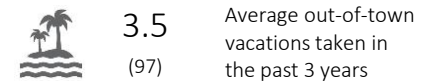


Travel Type & Frequency

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 59.5% (98)	 Friends/relatives 36.9% (95)	 All-inclusive resort 19.6% (98)	 Camping 28.7% (94)	 Motel 24.8% (103)	 Cottage 11.0% (91)	 Vacation rental by owner 18.4% (100)
 Condo/apartment 12.0% (88)	 B&B 13.3% (106)	 Cruise ship 13.8% (120)	 RV/camper 16.6% (106)	 Spa resort 7.5% (101)	 Package tours 5.5% (86)	 Boat 4.5% (89)









Airline Preferences**

Flown [Past Year]

 Air Canada 37.4% (97)	 West Jet 36.1% (99)	 Air Transat 4.7% (86)	 Porter Airlines 0.2% (298)	 Other Canadian 4.9% (91)
 United Airlines 8.8% (107)	 Delta Airlines 5.0% (85)	 American Airlines 5.8% (110)	 Other American 9.8% (97)	
 European Airlines 8.0% (109)	 Asian Airlines 7.5% (95)	 Other Charter 3.4% (101)	 Other 8.5% (112)	

Car Rental*

Rented From [Past Year]

 Enterprise 8.5% (95)	 Budget 4.2% (96)	 Avis 2.5% (87)	 Hertz 2.8% (88)
 U-Haul 2.7% (95)	 National 2.8% (100)	 Discount 0.8% (90)	 Other Rentals 3.3% (74)

Media

Overall Level of Use

Radio



13 hours/week
(106)

Television



1,357 minutes/week
(104)

Newspaper



1 hours/week
(112)

Magazine



11 minutes/day
(116)

Internet



210 minutes/day
(93)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	32.8	108
Adult Contemporary	21.5	110
Today's Country	16.2	107
Mainstream Top 40/CHR	15.7	100
Multi/Variety/Specialty	13.2	118
Classic Hits	10.9	90
Not Classified	10.3	106
AOR/Mainstream Rock	9.1	88
Hot Adult Contemporary	7.9	83
Modern/Alternative Rock	6.8	102

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	46.2	100
Evening local news	45.9	110
News/current affairs	40.1	110
Primetime serial dramas	32.7	105
Documentaries	30.2	101
Morning local news	30.0	119
Suspense/crime dramas	28.2	101
Home renovation/decoration shows	25.9	97
Situation comedies	24.9	102
Hockey (when in season)	24.3	89

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	60.0	102
National News	53.1	105
International News & World	52.8	105
Editorials	35.3	101
Movie & Entertainment	34.7	109
Health	31.9	105
Food	30.9	98
Travel	30.2	106
Business & Financial	30.1	107
Sports	28.0	98

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	12.3	96
Other U.S. magazines	11.8	113
Maclean's	11.8	113
Other English-Canadian	11.0	109
Reader's Digest	9.1	129
National Geographic	8.6	83
Chatelaine (English edition)	8.4	123
People	7.8	117
Cineplex Magazine	7.3	116
Hello! Canada	6.5	131

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	66.2	97
Send/receive a text/instant message	54.6	95
Do banking/pay bills online	43.4	98
Participate in an online social network	42.6	88
Use apps	40.7	86
Take pictures/video	39.8	90
Use maps/directions service	38.3	95
Internet search - business, services, products	36.1	97
Access a news site	34.2	99
Research products/services	25.3	104

Top Mobile Activities*

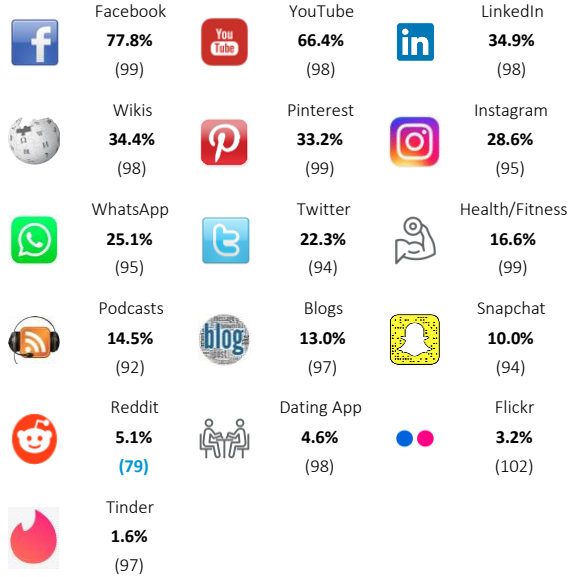
Activity [Past Week]

	%	Index
Send/receive a text/instant message	48.5	94
Send/receive email	40.7	88
Take pictures/video	37.1	89
Use apps	35.6	87
Use maps/directions service	30.9	92
Participate in an online social network	30.5	87
Access a news site	21.6	96
Do banking/pay bills online	18.1	87
Internet search - business, services, products	17.1	90
Listen to music via streaming video service	16.6	87

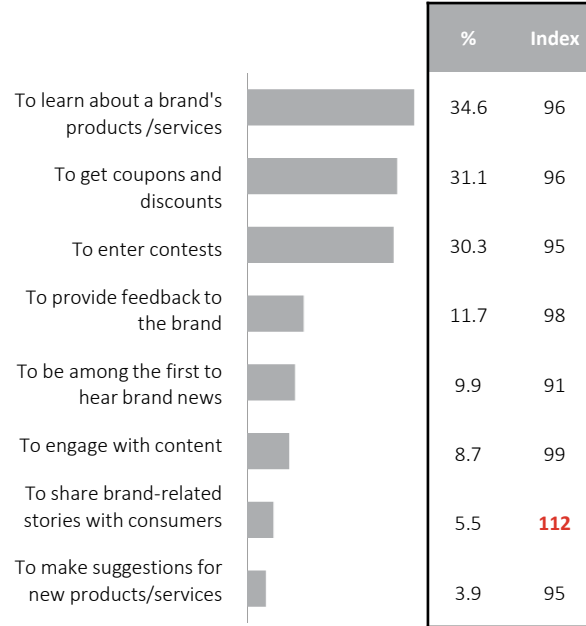
Media

Social Media Platforms

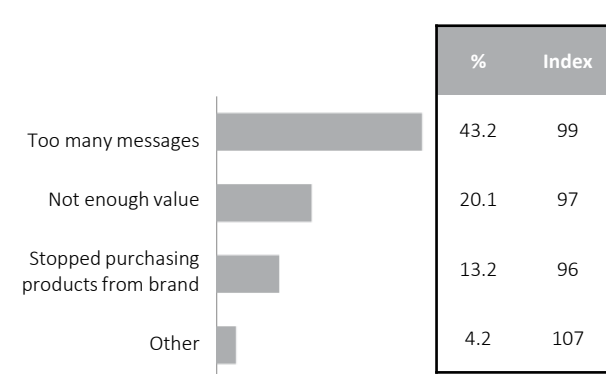
Usage [Currently Use]



Reasons to Follow Brands

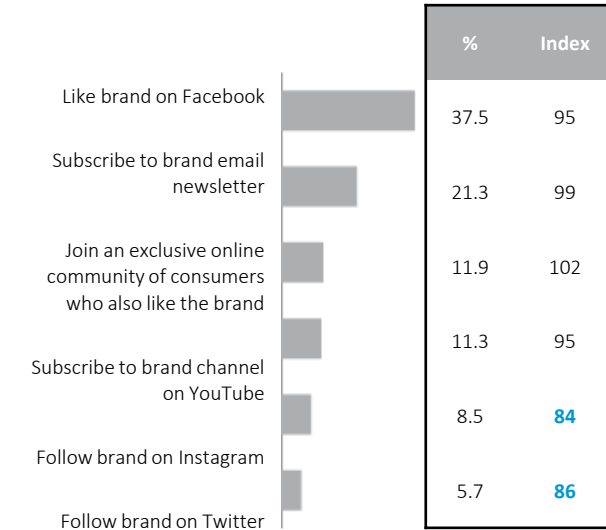


Reasons to Unfollow Brands

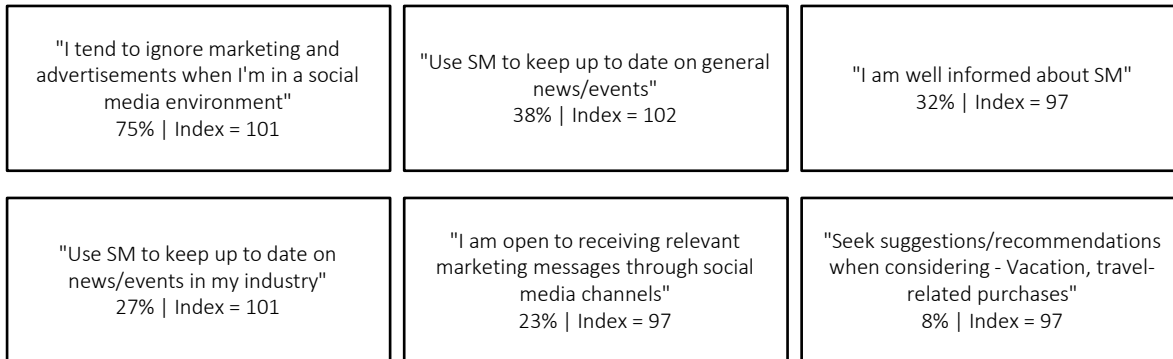


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

Variables with "Agree" Statements

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

"I consider myself to be informed on current events or issues"
72% | Index = 105

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

"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"
68% | Index = 100

"I am interested in learning about different cultures"
65% | Index = 97

"I make an effort to buy local produce/products"
64% | Index = 103

"I offer recommendations of products/services to other people"
60% | Index = 99

"I like to try new places to eat"
60% | Index = 105

"I like to cook"
59% | Index = 100

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

"Free-trial/product samples can influence my purchase decisions"
47% | Index = 102

"Online streaming services do not replace radio"
45% | Index = 104

"I like to try new and different products"
43% | Index = 98

"My friends' opinions are an important source of information for me"
40% | Index = 94

"I am adventurous/"outdoorsy"
39% | Index = 94

"I tend to pass up my favourite brand if something else is on sale"
37% | Index = 95

"I am willing to pay a little extra to save time shopping"
33% | Index = 102

"I am willing to pay more for eco-friendly products"
33% | Index = 99

"I lead a fairly busy social life"
32% | Index = 105

"I prefer to shop online for convenience"
28% | Index = 95

"Advertising is an important source of information to me"
27% | Index = 99

"I consider myself to be sophisticated"
23% | Index = **90**

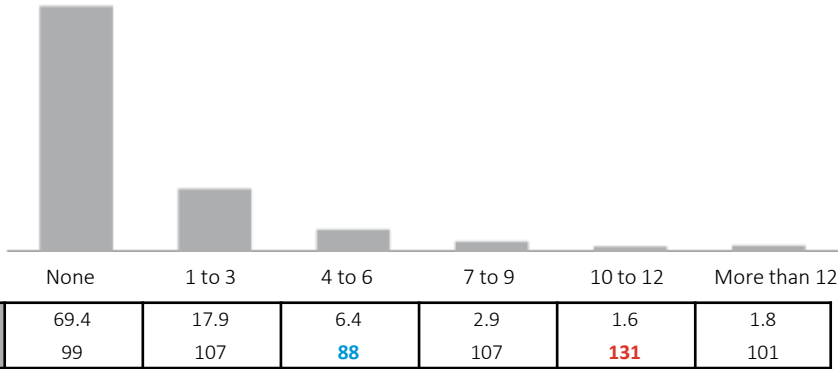
"I enjoy being extravagant/indulgent"
20% | Index = 94

"I buy the latest high-tech gadgets before most people I know"
7% | Index = **83**

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

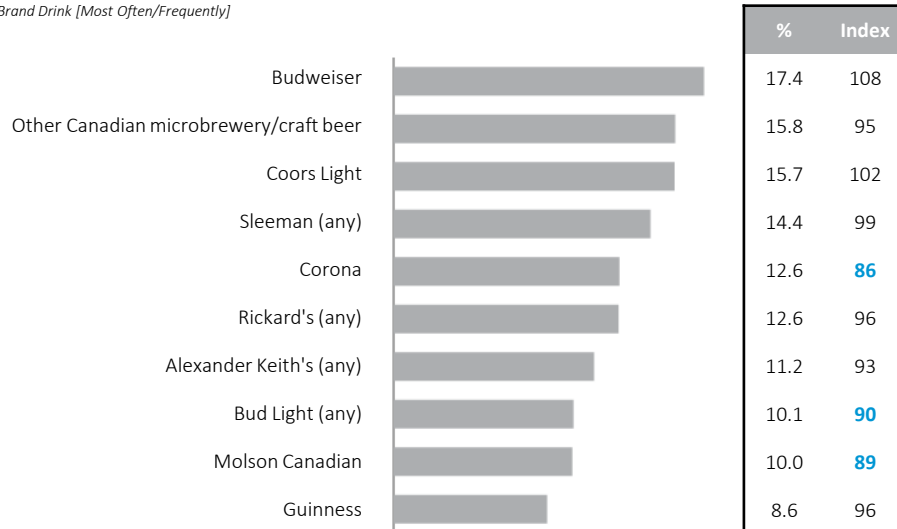
Drank [Past Month]	% Comp	Index
Canadian wine	23.5	103
Liqueurs (any)	12.6	107
Cider	12.3	96

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	17.2	97

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	15.8	95

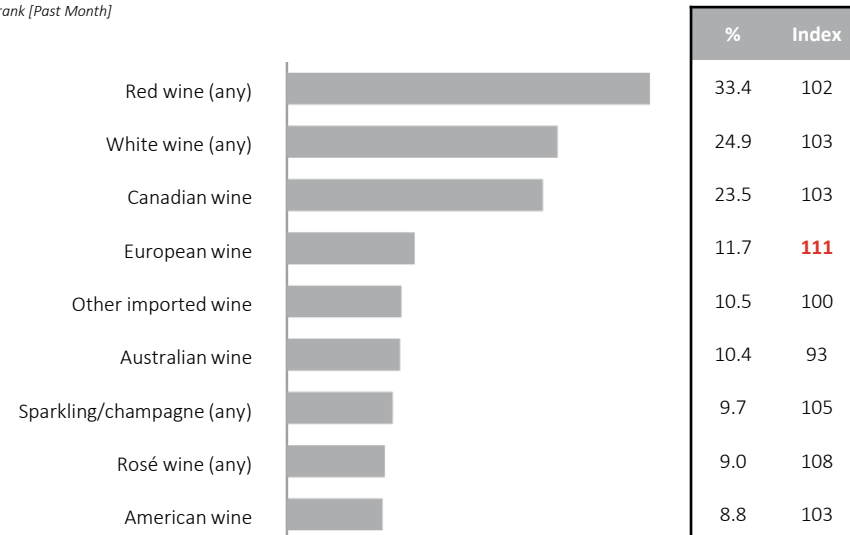
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

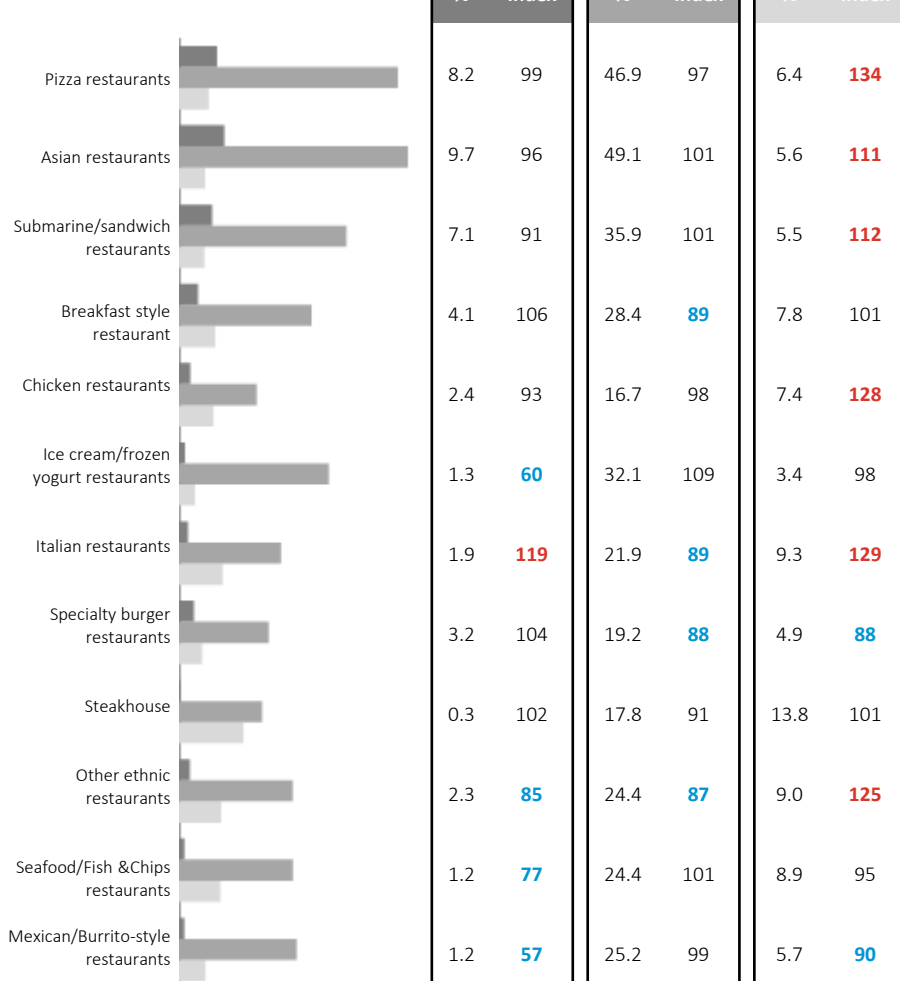


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

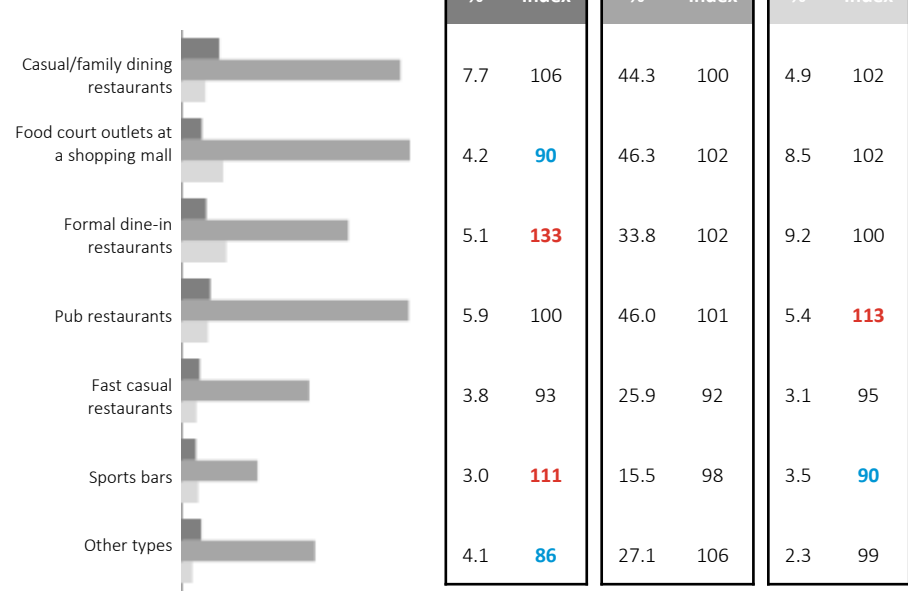
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
33.2%
(98)



Organic Meat
14.7%
(110)



Other Organic Food
14.2%
(94)