


Overview


- Personal History Explorers make up 6,128 households, or 5% of the Okanagan Corridor Target area (115,180 households)
- The Average Household Maintainer Age is 50, 53% of couples have children living at home
- Top Social Value: Ethical Consumerism:** The willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns
- Above average interest in Concerts, Food/Wine and Health Shows
- Above average interest in travelling within Ontario and Montreal. Personal History Explorers from the Okanagan Corridor Target area spent an average of \$1,700 on their last vacation
- On average Personal History Explorers from the Okanagan Corridor Target area spend 13hrs/week listening to the Radio, 25hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal
- 83% currently use Facebook, 31% use Instagram and 25% use Twitter

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	63.0	6.7	126	57,780	50.2
Vernon, BC (CY)	22.2	7.2	136	18,784	16.3
Penticton, BC (CY)	13.8	5.3	99	16,084	14.0
West Kelowna, BC (DM)	0.5	0.3	5	13,032	11.3
Summerland, BC (DM)	0.2	0.3	5	4,877	4.2
Oliver, BC (T)	0.2	0.6	12	2,234	1.9
Osoyoos, BC (T)	0.0	0.0	0	2,389	2.1

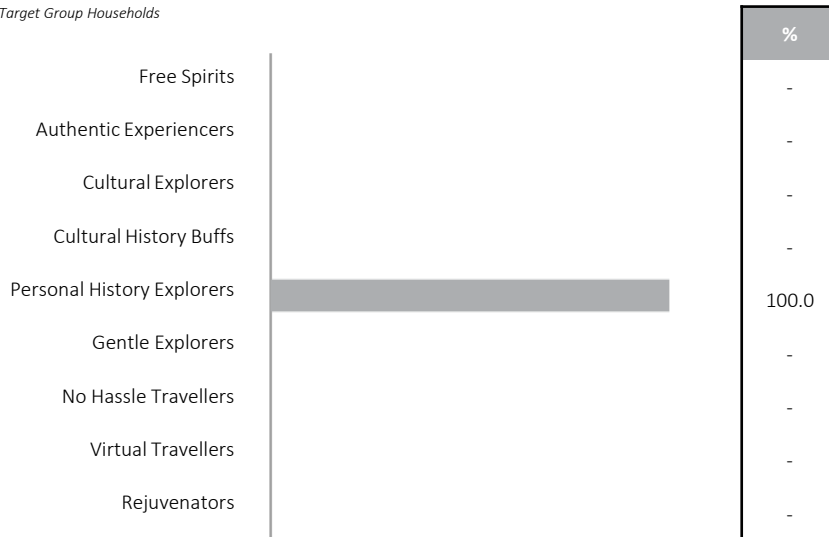
Market Sizing

 Total Population
Target Group: 10,663 | 4.0%
Market: 264,588

 Total Households
Target Group: 6,128 | 5.3%
Market: 115,180

EQ Segments

% of Target Group Households

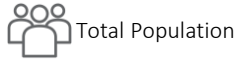


Top PRIZM Segments

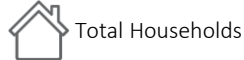
% of Target Group Households



Demographic Profile



Total Population
Target Group: 10,663 | 4.0%
Market: 264,588

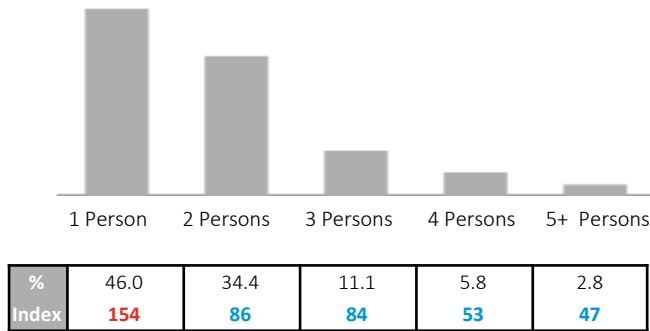


Total Households
Target Group: 6,128 | 5.3%
Market: 115,180

Average Household Income

\$61,088
(60)

Household Size*



Median Household Maintainer Age

50
(88)

Marital Status**

38.8%
(68)

Married/Common-Law

Family Composition***

47.5%
(93)

Couples Without Kids at Home

Education**

31.8%
(103)

High School Certificate Or Equivalent

Visible Minority Presence*

11.6%
(133)

Belong to a visible minority group

Non-Official Language*

0.7%
(127)

No knowledge of English or French

Immigrant Population*

13.4%
(96)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Confidence in Small Business	122	77	Sexism
Rejection of Authority	122	85	Vitality
Discriminating Consumerism	119	88	Concern for Appearance
Ethical Consumerism	119	89	Parochialism
Interest in the Unexplained	118	90	Pursuit of Intensity

Key Social Values

Ethical Consumerism Index = 119	Social Learning Index = 115	Multiculturalism Index = 115
Community Involvement Index = 113	Primacy of Environmental Protection Index = 112	Ecological Lifestyle Index = 111
Ecological Concern Index = 111	Global Consciousness Index = 108	Search for Roots Index = 106
Attraction to Nature Index = 102	Social Responsibility Index = 101	Effort Toward Health Index = 92

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	91.9	104
Home exercise & home workout	60.3	108
Fitness walking	57.4	106
Swimming	55.0	95
Gardening	53.6	87

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	49.0	91
Exhibitions, carnivals, fairs & markets	44.7	90
National or provincial park	35.4	87
Art galleries, museums & science centres	34.3	98
Bars & restaurant bars	34.1	89

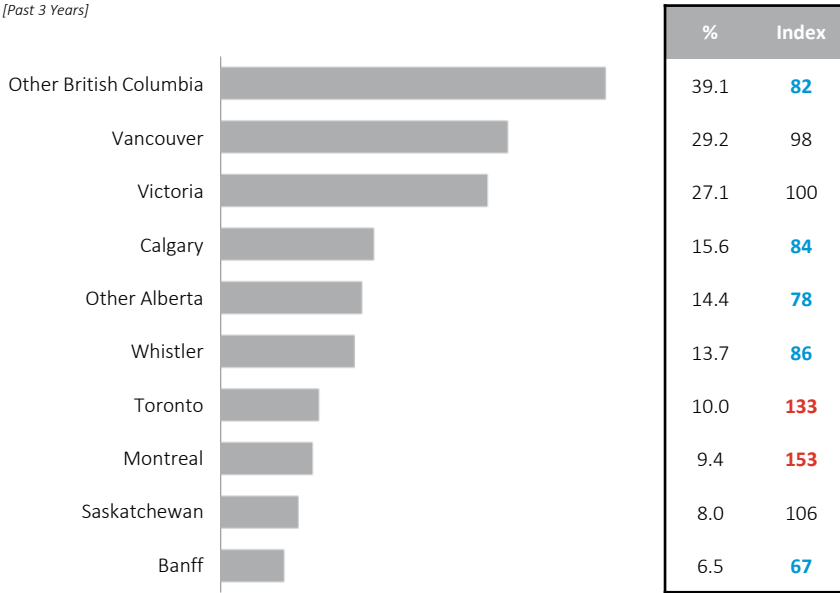
Key Tourism Activities**

Hiking & backpacking  51.4% (99)	Camping  51.1% (89)	Parks & city gardens  49.0% (91)	Exhibitions, carnivals, fairs & markets  44.7% (90)	Cycling  43.2% (93)	Photography  40.6% (105)	National or provincial park  35.4% (87)	Bars & restaurant bars  34.1% (89)
Canoeing & kayaking  31.6% (88)	Fishing & hunting  26.3% (100)	Historical sites  25.3% (93)	Cross country skiing & snowshoeing  23.3% (89)	Sporting events  19.6% (77)	Theatre - Community theatres  19.2% (92)	Downhill skiing  18.5% (107)	Concerts - Night clubs & bars  17.4% (113)
Theatre - Festivals  17.2% (104)	Craft shows  15.8% (107)	Concerts - Casinos (any)  15.6% (104)	Adventure sports  14.0% (106)	Beer, food & wine festivals  13.1% (102)	ATV & snowmobiling  11.8% (84)	Music festivals  11.4% (106)	Snowboarding  10.4% (90)
Sportsman & outdoor shows  6.9% (202)	Food & wine shows  5.5% (118)	RV shows  4.5% (85)	Health and living shows  3.7% (126)	Fitness, golf & ski shows (!)  3.0% (180)	Boat shows  2.5% (92)	Job fairs  2.2% (89)	Travel shows  1.1% (86)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

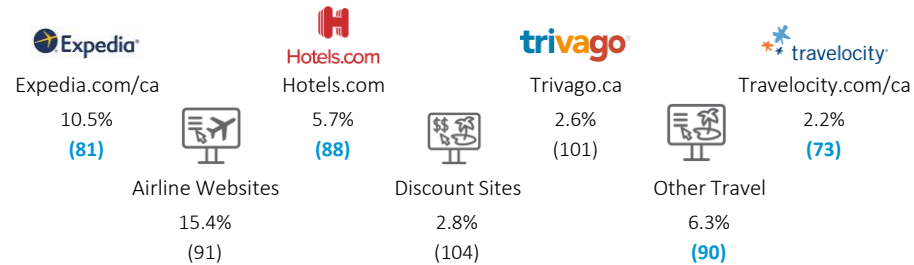


Vacation Booking**

Used [Past 3 Years]

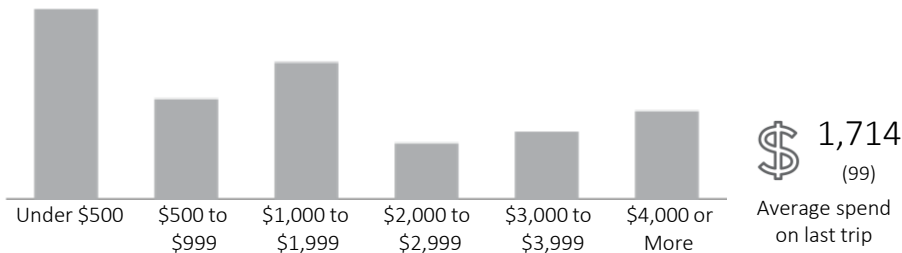


Booked With [Past Year]



Vacation Spending

Spent Last Vacation

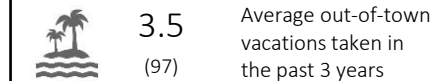


Travel Type & Frequency

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 50.9% (84)	 Friends/relatives 33.0% (85)	 All-inclusive resort 12.4% (62)	 Camping 21.3% (70)	 Motel 21.3% (88)	 Cottage 11.6% (96)	 Vacation rental by owner 17.6% (95)
 Condo/apartment 12.8% (94)	 B&B 11.3% (91)	 Cruise ship 8.7% (76)	 RV/camper 15.2% (97)	 Spa resort 4.3% (59)	 Package tours 6.0% (95)	 Boat 4.2% (83)









Airline Preferences**

Flown [Past Year]

 Air Canada 34.8% (90)	 West Jet 37.7% (104)	 Air Transat 6.3% (116)	 Porter Airlines 0.0% (22)	 Other Canadian 6.1% (114)
 United Airlines 6.8% (82)	 Delta Airlines 7.9% (134)	 American Airlines 2.8% (53)	 Other American 7.2% (72)	
 European Airlines 5.3% (72)	 Asian Airlines 4.7% (60)	 Other Charter 2.9% (88)	 Other 6.8% (89)	

Car Rental*

Rented From [Past Year]

 Enterprise 10.5% (118)	 Budget 3.7% (84)	 Avis 2.1% (71)	 Hertz 2.7% (84)
 U-Haul 2.1% (75)	 National 1.6% (58)	 Discount 0.4% (42)	 Other Rentals 3.9% (90)

Media

Overall Level of Use

Radio



13 hours/week
(101)

Television



1,515 minutes/week
(116)

Newspaper



1 hours/week
(110)

Magazine



9 minutes/day
(98)

Internet



256 minutes/day
(113)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	21.9	72
AOR/Mainstream Rock	15.9	153
Not Classified	14.0	144
Adult Contemporary	13.7	70
Today's Country	13.2	88
Mainstream Top 40/CHR	12.1	77
Multi/Variety/Specialty	10.2	91
Classic Hits	9.0	75
Hot Adult Contemporary	8.5	89
Classic Rock	7.6	99

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	49.2	106
Evening local news	37.3	90
News/current affairs	35.7	98
Documentaries	34.7	116
Primetime serial dramas	33.5	107
Cooking programs	28.8	112
Hockey (when in season)	28.3	103
Suspense/crime dramas	27.9	100
Home renovation/decoration shows	25.0	94
Game shows	23.6	155

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	55.9	95
International News & World	53.9	107
National News	46.5	92
Editorials	35.5	102
Food	33.3	106
Movie & Entertainment	31.4	99
Sports	31.0	108
Health	27.7	91
Business & Financial	27.2	97
Travel	26.9	94

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	13.9	108
National Geographic	13.6	131
Maclean's	11.8	113
Other English-Canadian	11.6	115
Other U.S. magazines	9.9	95
Reader's Digest	7.1	100
Good Housekeeping	6.2	144
Sports Illustrated	5.5	137
Cineplex Magazine	5.4	84
Chatelaine (English edition)	5.0	74

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.9	104
Send/receive a text/instant message	57.9	100
Use apps	55.2	117
Participate in an online social network	53.1	110
Take pictures/video	50.3	114
Internet search - business, services, products	45.6	122
Do banking/pay bills online	43.8	99
Access a news site	42.3	123
Use maps/directions service	39.9	99
Watch other online free streaming videos	33.5	126

Top Mobile Activities*

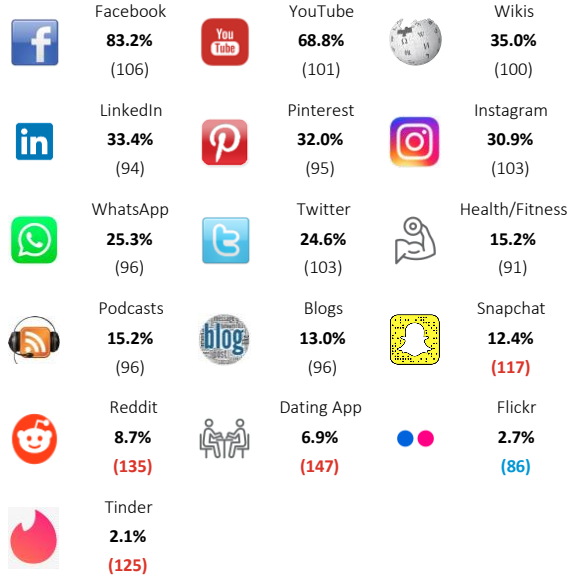
Activity [Past Week]

	%	Index
Send/receive a text/instant message	52.9	103
Send/receive email	50.8	110
Use apps	48.1	117
Take pictures/video	45.9	110
Participate in an online social network	35.8	102
Use maps/directions service	33.6	100
Access a news site	28.1	125
Internet search - business, services, products	23.4	123
Do banking/pay bills online	22.9	111
Watch other online free streaming videos	16.9	113

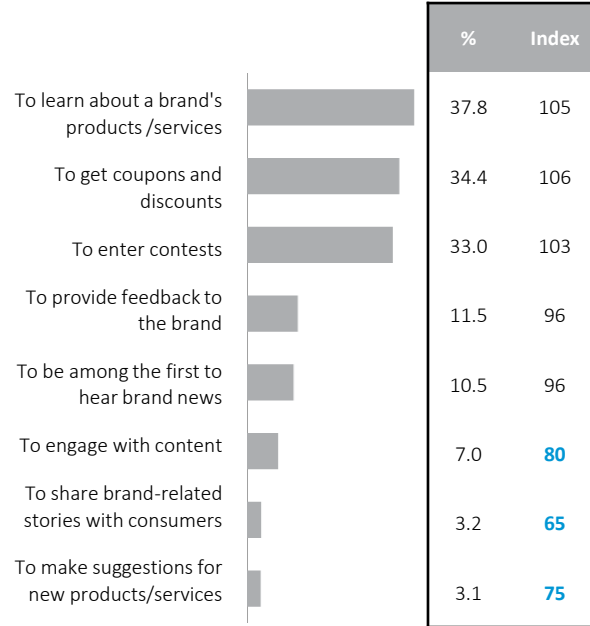
Media

Social Media Platforms

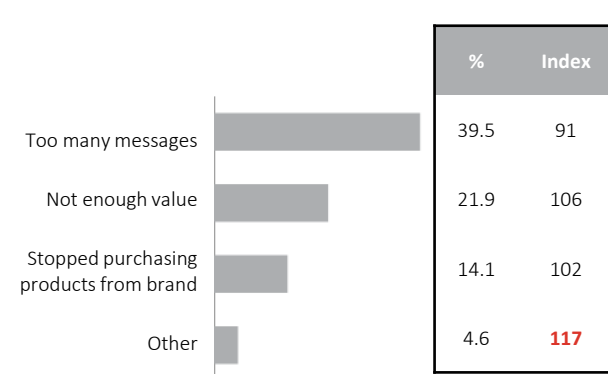
Usage [Currently Use]



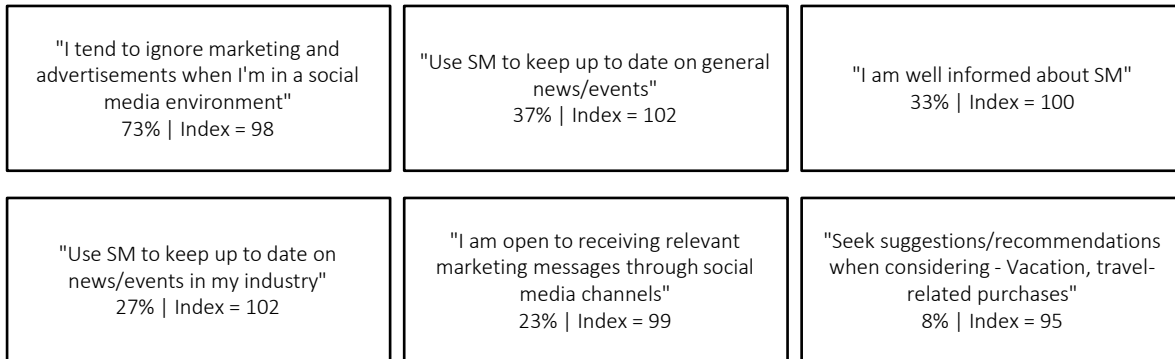
Reasons to Follow Brands



Reasons to Unfollow Brands

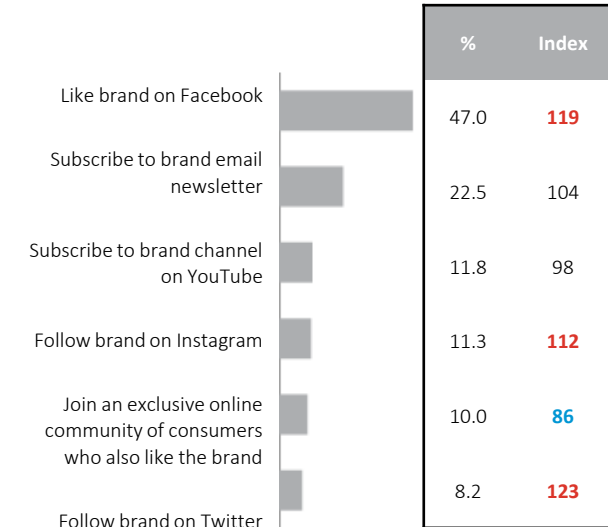


Social Media Attitudes



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

"I am interested in learning about different cultures"
71% | Index = 106

"Once I find a brand I like, I stick with it"
68% | Index = 95

"I value companies who give back to the community"
67% | Index = 96

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

"I make an effort to buy local produce/products"
66% | Index = 104

"It's important to buy products from socially-responsible/environmentally-friendly companies"
62% | Index = **111**

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

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

"I like to cook"
55% | Index = 94

"I like to try new places to eat"
50% | Index = **87**

"I tend to pass up my favourite brand if something else is on sale"
44% | Index = **113**

"Online streaming services do not replace radio"
43% | Index = 99

"Free-trial/product samples can influence my purchase decisions"
41% | Index = **88**

"I am adventurous/"outdoorsy""
41% | Index = 98

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

"I like to try new and different products"
37% | Index = **84**

"I am willing to pay more for eco-friendly products"
29% | Index = **88**

"I am willing to pay a little extra to save time shopping"
29% | Index = **89**

"I lead a fairly busy social life"
28% | Index = 93

"I prefer to shop online for convenience"
27% | Index = 91

"I consider myself to be sophisticated"
25% | Index = 97

"Advertising is an important source of information to me"
23% | Index = **85**

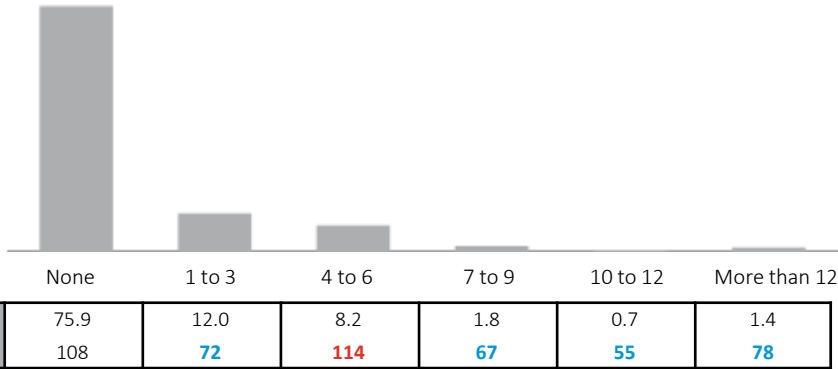
"I enjoy being extravagant/indulgent"
18% | Index = **86**

"I buy the latest high-tech gadgets before most people I know"
11% | Index = **133**

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

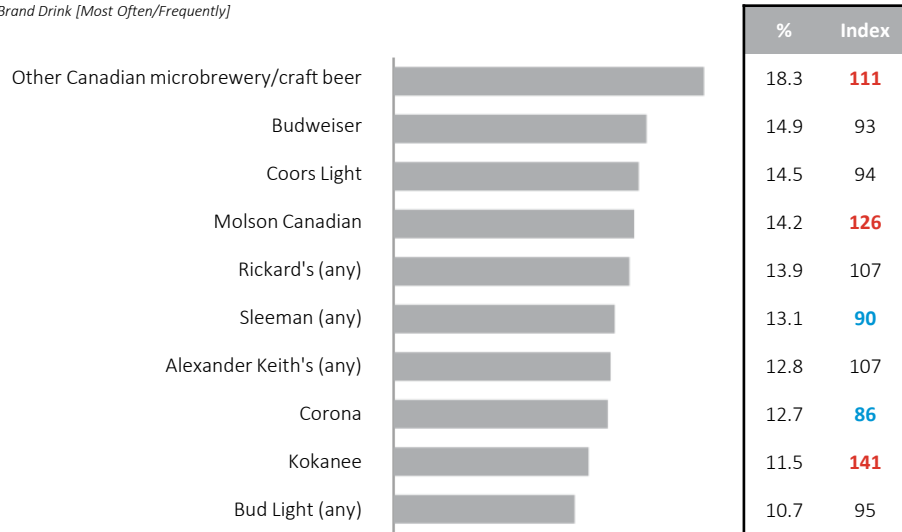
Drank [Past Month]	% Comp	Index
Canadian wine	20.5	90
Cider	10.4	82
Liqueurs (any)	10.4	88

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	18.8	106

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.3	111

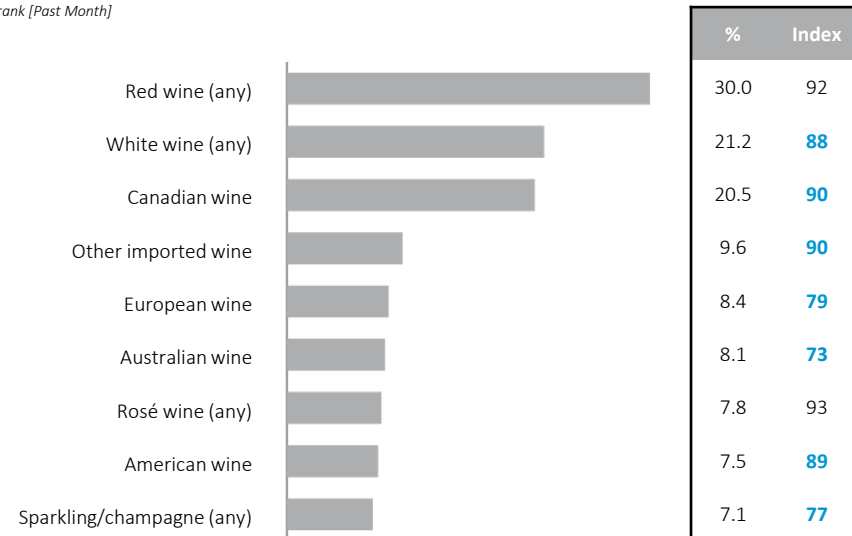
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

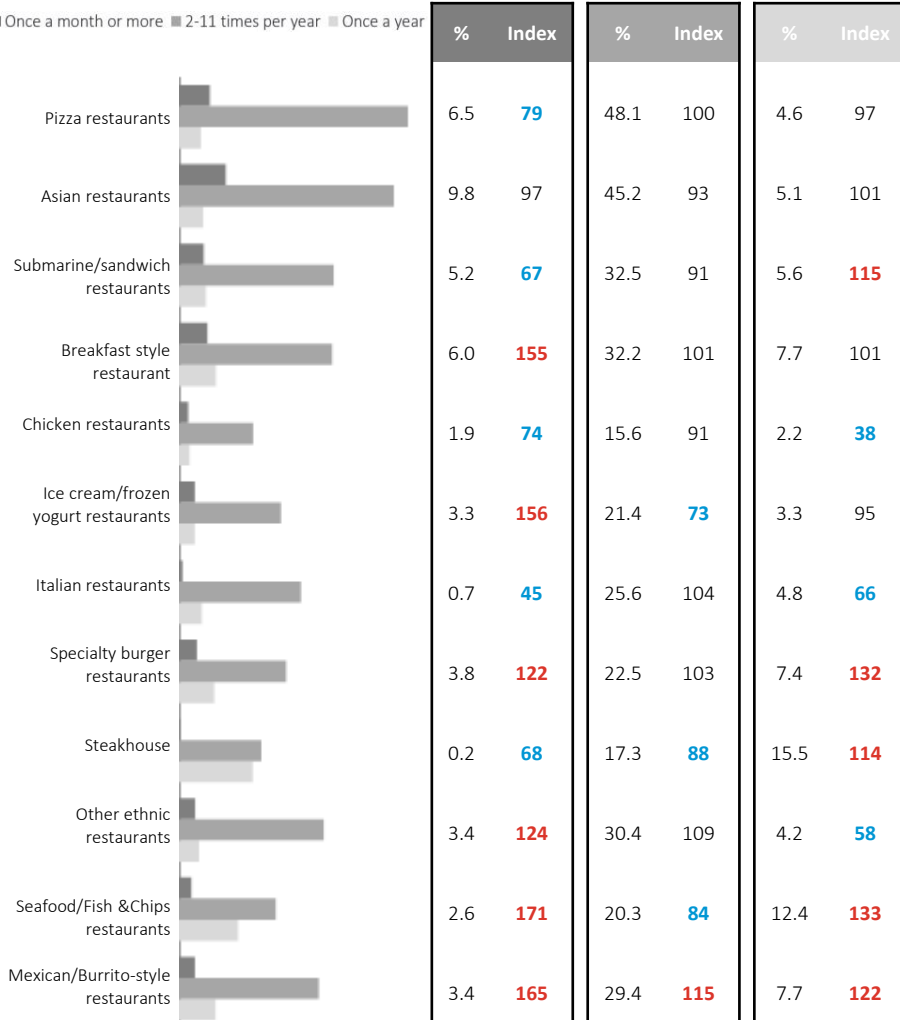


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

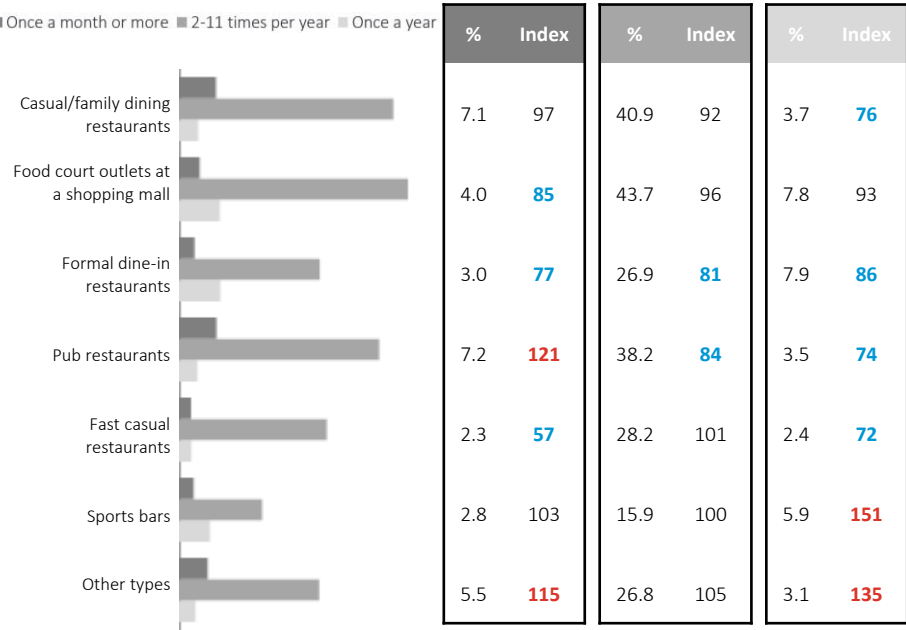
■ Once a month or more ■ 2-11 times per year ■ Once a year



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]

