

TOTA

THOMPSON OKANAGAN
TOURISM ASSOCIATION

REGIONAL DISTRICT OKANAGAN SIMILKAMEEN (RDOS)

Partnered Research Program
Similkameen Valley Planning Society
Summerland Chamber of Commerce

Refer to TOTA's Research Spotlight on the TOTA News
Centre for the latest information about visitors to the
Thompson Okanagan Region
<https://news.totabc.org/research>

BC Market Segments 2020 Vintage Nov 10, 2020



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION



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RESEARCH OVERVIEW

- Environics Analytics classifies Canada's neighbourhoods into 67 unique lifestyle segments by integrating geographic, demographic and psychographic data to form the PRIZM database
- These segments can be used to understand and communicate with your ideal customer
- The PRIZM database also sorts these 67 lifestyle segments into the 9 Explorer Quotient (EQ) profiles
- Target your audience by either segmentation type

ENVIRONICS
ANALYTICS

We provide the following information by each segment with corresponding postal codes for target marketing and campaign execution.

- Top Geographic Markets
- Demographic Profiles
- Psychographic Profiles
- Key Social Values
- Key Tourism Activities
- Travel Profile (Vacation Spending, Booking, Travel Type and Frequency)
- Accommodation, Airline and Car Rental preferences
- Media Usage (Traditional and Social Media)
- Product Preferences (Food and Beverage)

Refer to the Sample of the **Suburban Sports** segment for BC in the Appendix for a sample full report. This segment is number one in BC by household count.



RDOS TARGET AUDIENCES

- The research from the 2019 TELUS counts of visitors to the **Regional District Okanagan Similkameen (RDOS)** was re-analyzed using the latest release of the Environics Analytics 2020 Vintage data. Key findings were used to profile the following targets for marketing.
- Content creation, Digital Campaign or Social Media use of the Research
 - Review the visitor profiles to understand which market segmentation personas currently visiting the RDOS
 - Target those with the most potential
 - Identify new segments that are a fit for the RDOS travel experiences by reviewing all 53 segments from BC
 - Target those with the most potential
- Marketing objectives
 - Increase market penetration from existing visitor origin areas in BC and Alberta when the market opens again, pending PHO
 - Increase market share from existing personas from elsewhere in BC and Alberta when the market opens again, pending PHO
 - Target new segments that currently do not visit the RDOS

TARGET AUDIENCES

BC Market



RDOS TARGET AUDIENCES – BC MARKET



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

- TARGETS BY TYPE

1. ALL postal codes from the FSA counts of 2019 will be targeted for market penetration
2. ALL top segments found to have visited the RDOS in 2019 will be targeted elsewhere in BC to expand reach to this audience
3. ALL postal codes from location proximity: Kamloops, Kelowna and the Okanagan Corridor will be targeted (filtering possible)
4. NEW targets that would be potential for the Similkameen Valley experiences can be identified and targeted (future campaigns, e.g. Family or EQ)

- TOP RDOS VISITORS - BC 2019 – Counts Exclude Residents of the Thompson Okanagan Region

- Asian Avenues and Eat, Play, Love – MHHM Age 42- (*includes younger demographic range*) segments from the Vancouver market, Cultural Explorer
- South Asian Society – Surrey and Abbotsford – Free Spirit
- Suburban Sports #1 HH Count in BC – MHHM Age 41 - Abbotsford, Langley, Maple Ridge - Gentle Explorer
- Just Getting By and Scenic Retirement - Chilliwack - Gentle Explorer
- Friends and Roomies – Victoria – Cultural Explorer
- Slow-Lane Suburbs – Nelson - Rejuvenator
- Country & Western – Fruitvale - Rejuvenator
- Mature & Secure – North Vancouver – Authentic Experiencer





RDOS TARGET AUDIENCES – BC MARKET

- ADDITIONAL PRIZM SEGMENTS – NEW MARKETS – Filter ages by 25-64
 - Family Mode – No Hassle Traveller
 - Kick-Back Country - Rejuvenator
 - New Country - Rejuvenator

bcrt
British Columbia
Regional Data Online

Family Mode
PRIZM Segment (cluster) by MSA 10
Markets: British Columbia

Overview

- Of the 67 PRIZM Clusters identified in Canada, Family Mode ranks 37th, making up 51,487 households, or 3.6% of the total Households in British Columbia (2,012,897).
- The Median Household Mainstay Age is 51, 50% of couples have children living at home.
- Above Average Household Income of \$134,840 compared to BC at \$106,682.
- Top Social Values: Racial Fusion – People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives.
- Above average interest in Camping, Cycling, Hikes and Yoga.
- Above average interest in travelling within Canada (Alaska, Jasper, Nova Scotia), Family Mode from British Columbia spent an average of \$1,537 on their last vacation.
- On average, Family Mode from British Columbia spend 13hrs/week listening to the Radio, 18hrs/week watching TV, 2hrs/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal (8 min/week).
- 78% currently use Facebook, 35% use Instagram and 22% use Twitter.
- EQ Type: No Hassle Traveller

Market Sizing

Total Population
Target Group: 233,508 (3.6% of BC)
Market: 5,284,371

Total Households
Target Group: 51,487 (2.6% of BC)
Market: 2,012,897

Top Geographic Markets

Geographic Subdivision	% of Group	% of Market	Households	Pop Count	% of Market
Kelowna, BC (21)	11.5	9.8	594	18,222	0.9
Whitehorse, BC (21)	22.7	24.9	1162	18,447	1.8
Kamloops, BC (21)	8.6	12.8	439	18,433	2.0
Chilliwack, BC (21)	7.1	11.2	361	12,006	1.7
West Kelowna, BC (21)	8.9	8.7	459	12,381	1.6
Langley, BC (21)	8.9	9.2	452	18,849	2.8
Langford, BC (21)	6.6	17.1	332	18,926	3.8
Surrey, BC (21)	9.1	1.4	58	183,859	9.1
Victoria, BC (21)	6.4	22.8	1,041	9,708	21.8

Top PRIZM Segments

EQ - Family Mode

bcrt
British Columbia
Regional Data Online

Kick-Back Country
PRIZM Segment (cluster) by MSA 10
Markets: British Columbia

Overview

- Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country ranks 25th, making up 20,418 households, or 2% of the total Households in British Columbia (2,012,897).
- The Median Household Mainstay Age is 57, 52% of couples have children living at home.
- Above Average Household Income of \$155,483 compared to BC at \$106,682.
- Top Social Values: 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.
- Above average interest in Camping, Visiting Parks/Old Gardens, Cycling and Photography.
- Above average interest in travelling within Canada, Kick-Back Country from British Columbia spent an average of \$1,593 on their last vacation.
- On average, Kick-Back Country from British Columbia spend 13hrs/week listening to the Radio, 18hrs/week watching TV, 2hrs/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal.
- 78% currently use Facebook, 8% use Instagram and 22% use Twitter.
- EQ Type: Rejuvenator

Market Sizing

Total Population
Target Group: 81,348 (1.6% of BC)
Market: 5,064,371

Total Households
Target Group: 20,418 (1.0% of BC)
Market: 2,012,897

Top Geographic Markets

Geographic Subdivision	% of Group	% of Market	Households	Pop Count	% of Market
Langley, BC (21)	11.1	7.2	493	46,344	2.3
Abbotsford, BC (21)	2.8	2.9	181	11,382	1.8
Chilliwack, BC (21)	4.4	2.7	204	15,001	1.7
Whitehorse, BC (21)	8.6	8.8	376	12,487	2.8
Prince George, BC (21)	4.2	6.8	188	12,173	2.6
West Kelowna, BC (21)	8.1	11.2	318	12,782	3.1
Mission, BC (21)	2.0	4.2	161	14,488	3.7
Delta, BC (21)	8.9	22.0	2,393	1,222	1.1
Delta, BC (21)	2.8	23.4	4,000	1,427	0.1
West Kelowna, BC (21)	2.7	28.8	4,271	1,284	0.1

Top PRIZM Segments

EQ - Kick-Back Country

bcrt
British Columbia
Regional Data Online

New Country
PRIZM Segment (cluster) by MSA 10
Markets: British Columbia

Overview

- Of the 67 PRIZM Clusters identified in Canada, New Country ranks 40th, making up 12,153 households, or 0.7% of the total Households in British Columbia (2,012,897).
- The Median Household Mainstay Age is 56, 58% of couples have children living at home.
- Average Household Income of \$133,341 compared to BC at \$106,682.
- Top Social Values: 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.
- Above average interest in Camping, Visiting Parks and Old Gardens and Photography.
- Above average interest in travelling within Canada (Manitoba, Calgary, Jasper, Nova Scotia, Banff, Dawson, New Country from British Columbia spent an average of \$1,488 on their last vacation).
- On average, New Country from British Columbia spend 13hrs/week listening to the Radio, 18hrs/week watching TV, 4hrs/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal (8 min/week).
- 80% currently use Facebook, 54% use Instagram and 22% use Twitter.
- EQ Type: Rejuvenator

Market Sizing

Total Population
Target Group: 37,669 (0.7% of BC)
Market: 5,284,371

Total Households
Target Group: 12,153 (0.7% of BC)
Market: 2,012,897

Top Geographic Markets

Geographic Subdivision	% of Group	% of Market	Households	Pop Count	% of Market
Oriskany, BC (21)	12.3	2.3	141	10,291	2.7
Abbotsford, BC (21)	15.6	2.7	166	12,381	2.8
Maple Ridge, BC (21)	12.2	97.8	10,309	2,988	2.1
Langley, BC (21)	3.9	2.7	151	46,244	2.1
West Kelowna, BC (21)	4.4	100.8	10,010	275	0.0
Kamloops, BC (21)	5.8	90.7	5,171	2,287	0.1
Abbotsford, BC (21)	1.9	23.2	3,447	1,244	0.1
Abbotsford, BC (21)	1.0	1.3	141	11,173	2.4
Surrey, BC (21)	1.2	3.7	109	7,518	0.4
Maple Ridge, BC (21)	2.1	9.8	1,119	4,712	0.2

Top PRIZM Segments

EQ - New Country

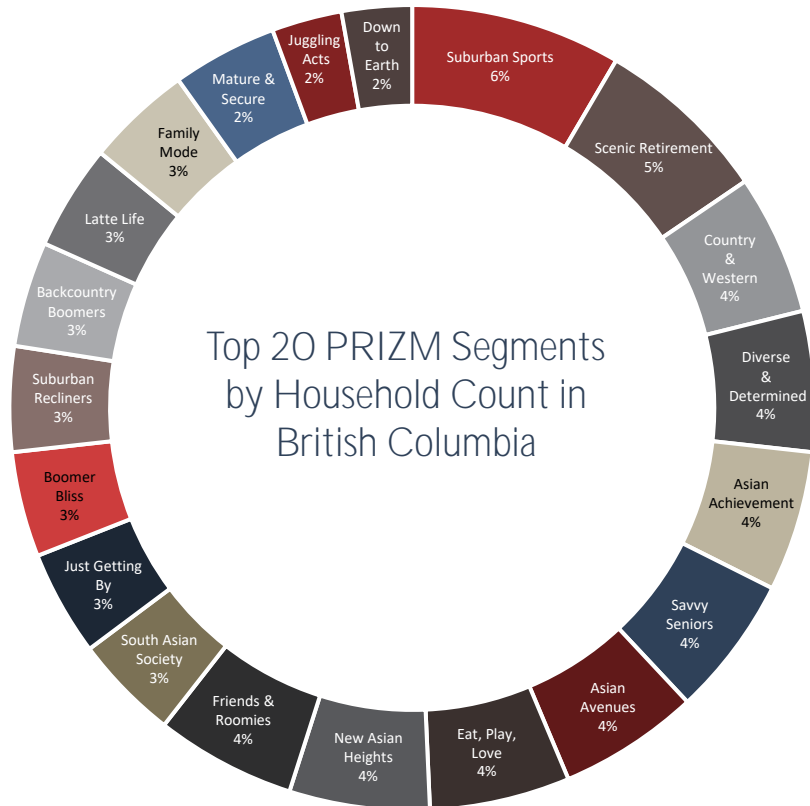




RDOS DISTRICT FSA ANALYSIS

TOP PRIZM SEGMENTS BY VISITOR ORIGIN CSD'S

Refer to the share folder for full profiles of each segment to the RDOS and BC



Top PRIZM Segments by Overall Visitor Origin CSD's

CSD (City)	TOP PRIZM Segment
Vancouver	Asian Avenues (22%) Eat, Play, Love (22%)
Surrey	South Asian Society (29%)
Abbotsford	Suburban Sports (19%) South Asian Society (17%)
Chilliwack	Just Getting By (12%) Scenic Retirement (11%)
Langley	Suburban Sports (17%)
Victoria	Friends & Roomies (19%)
Nelson	Slow-Lane Suburbs (20%)
Fruitvale	Country & Western (57%)
North Van	Mature & Secure (19%)
Maple Ridge	Suburban Sports (26%)



BC TARGET AUDIENCES

- (3) KAMLOOPS / KELOWNA and the OKANAGAN VALLEY CORRIDOR

- Postal Codes by geography are supplied for the Kamloops, Kelowna and communities throughout the Okanagan Corridor due to proximity and likely hood to travel to the Okanagan Similkameen
 - Okanagan Corridor (Authentic Experiencers 35%, Rejuvenators 17%; No Hassle Travellers 13%, Cultural Explorers 10%, Cultural History Buffs 8%, Gentle Explorers 5%, Virtual Travellers 3%, Free Sprits 2%)

Kamloops EQ Types by Household Count		
EQ Type	Count	% Pen
Authentic Experiencers	12,373	32.31
Rejuvenators	5,895	15.39
Cultural Explorers	5,503	14.37
Cultural History Buffs	3,819	9.97
No Hassle Travellers	3,512	9.17
Personal History Explorers	3,207	8.37
Gentle Explorers	2,012	5.25
Virtual Travellers	1,213	3.17
Free Sprits	759	1.98

Kelowna EQ Types by Household Count		
EQ Type	Count	% Pen
Authentic Experiencers	21,602	37.39
Cultural Explorers	7,095	12.28
Rejuvenators	6,439	11.14
No Hassle Travellers	5,906	10.22
Cultural History Buffs	5,164	8.94
Personal History Explorers	3,862	6.68
Gentle Explorers	3,783	6.55
Free Sprits	2,109	3.65
Virtual Travellers	1,820	3.15

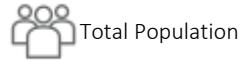
BC MARKET SEGMENT HIGHLIGHTS



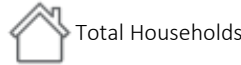
Overview

- Of the 67 PRIZM Clusters identified in Canada, Asian Avenues rank 7th, making up 81,208 households, or 4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 53, 53% of couples have children living at home
- Average Household Income of \$102,300 compared to BC at \$106,681
- **Top Social Value: Confidence in Advertising:** A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
- Above average interest in Ice Skating and Beer/Food and Wine Festivals
- Above average interest in travelling within Canada (Whistler, Toronto and Montreal) Asian Avenues from British Columbia spent an average of \$1,601 on their last vacation
- On average, Asian Avenues from British Columbia spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day)
- 75% currently use Facebook, 42% use Instagram and 23% use Twitter
- EQ Type: Personal History Explorer

Market Sizing



Total Population
Target Group: 247,959 | 4.9%
Market: 5,064,371



Total Households
Target Group: 81,208 | 4.0%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	84.9	22.7	561	303,965	15.1
Burnaby, BC (CY)	14.2	11.5	284	100,030	5.0
Richmond, BC (CY)	0.9	1.0	24	79,185	3.9
New Westminster, BC (CY)	0.0	0.1	2	35,751	1.8
Port Moody, BC (CY)	0.0	0.1	2	14,089	0.7
Coquitlam, BC (CY)	0.0	0.0	0	55,399	2.8

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Eat Play, Love rank 8th, making up 72,231 households, or 4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 42, 34% of couples have children living at home
- Average Household Income of \$111,888 compared to BC at \$106,681
- **Top Social Value: Culture Sampling** - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
- Above average interest in Hiking/Backpacking and Adventure Sports
- Above average interest in travelling within Canada (Montreal) Eat, Play, Love from British Columbia spent an average of \$1,894 on their last vacation
- On average, Eat, Play, Love from British Columbia spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (14 min/day)
- 77% currently use Facebook, 53% use Instagram and 37% use Twitter
- EQ Type: Cultural Explorer

Market Sizing



Total Population

Target Group: 120,469 | 2.4%
Market: 5,064,371



Total Households

Target Group: 72,231 | 3.6%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	92.7	22.0	613	303,965	15.1
North Vancouver, BC (CY)	3.5	9.5	264	26,419	1.3
Victoria, BC (CY)	1.7	2.5	69	48,640	2.4
New Westminster, BC (CY)	1.3	2.5	71	35,751	1.8
Burrard Inlet 3, BC (IRI)	0.6	47.0	1,310	987	0.0
Burnaby, BC (CY)	0.3	0.2	6	100,030	5.0
West Vancouver, BC (DM)	0.0	0.0	1	17,998	0.9

Top PRIZM Segments

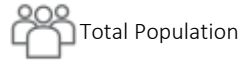
% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank 11th, making up 68,984 households, or 3% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 49, 65% of couples have children living at home
- Average Household Income of \$104,255 compared to BC at \$106,681
- **Top Social Value: Traditional Family** - The belief that society should guard against new definitions of what constitutes a “family” and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of "family," such as common law and same-sex marriages
- Above average interest in Video Arcades and Indoor Amusement Centred, Pilates/Yoga and Zoos/Aquariums
- Above average interest in travelling within Canada (Toronto and Ottawa) South Asian Society from British Columbia spent an average of \$1,726 on their last vacation
- On average, South Asian Society from British Columbia spend 10hrs/week listening to the Radio, 14hrs/week watching TV, 0hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 77% currently use Facebook, 44% use Instagram and 30% use Twitter
- EQ Type: Free Spirit

Market Sizing



Total Population
Target Group: 265,177 | 5.2%
Market: 5,064,371



Total Households
Target Group: 68,984 | 3.4%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	73.4	27.5	803	183,889	9.1
Abbotsford, BC (CY)	12.7	16.8	489	52,381	2.6
Delta, BC (DM)	8.9	16.1	468	38,106	1.9
Vancouver, BC (CY)	2.5	0.6	17	303,965	15.1
New Westminster, BC (CY)	1.3	2.6	75	35,751	1.8
Richmond, BC (CY)	0.6	0.5	15	79,185	3.9
Burnaby, BC (CY)	0.4	0.3	8	100,030	5.0
Mission, BC (DM)	0.1	0.4	12	14,485	0.7
Kelowna, BC (CY)	0.0	0.0	0	59,332	3.0
White Rock, BC (CY)	0.0	0.0	1	10,530	0.5

Top PRIZM Segments

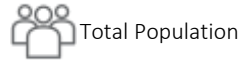
% of Target Group Households



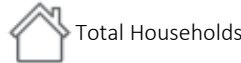
Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 52, 47% of couples have children living at home
- Above Average Household Income of \$120,592 compared to BC at \$106,681
- Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
- Above average interest in Camping, Fishing/Hunting, Cross Country Skiing/Snowshoeing
- Average interest in travelling within Canada (Above Average interest in travel to Jasper, AB); Suburban Sports from British Columbia spent an average of \$1,513 on their last vacation
- On average Suburban Sports from British Columbia spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter
- EQ Type: Gentle Explorer

Market Sizing



Total Population
Target Group: 370,528 | 7.3%
Market: 5,064,371



Total Households
Target Group: 123,442 | 6.1%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	8.3	19.5	317	52,381	2.6
Surrey, BC (CY)	7.4	5.0	81	183,889	9.1
Langley, BC (DM)	7.0	19.2	312	45,344	2.3
Maple Ridge, BC (CY)	6.8	25.9	421	32,447	1.6
Prince George, BC (CY)	4.7	18.0	293	32,172	1.6
Mission, BC (DM)	4.5	38.2	623	14,485	0.7
Kelowna, BC (CY)	4.1	8.6	140	59,332	3.0
Nanaimo, BC (CY)	4.0	11.9	195	41,687	2.1
Kamloops, BC (CY)	3.6	11.3	184	39,430	2.0
Delta, BC (DM)	3.4	11.0	179	38,106	1.9

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Just Getting By rank 12th, making up 65,327 households, or 3.2% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 51, 56% of couples have children living at home
- Below Average Household Income of \$62,460 compared to BC at \$106,681
- **Top Social Value: Primacy of Environmental Protection:** People strong on this construct prioritize the protection of the environment over economic advancement and job creation that could threaten the environment
- Above average interest in Visiting Parks/City Gardens and Adventure Sports
- Above average interest in travelling within Canada (Vancouver), Just Getting By from British Columbia spent an average of \$1,586 on their last vacation
- On average, Just Getting By from British Columbia spend 12hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 81% currently use Facebook, 35% use Instagram and 24% use Twitter
- EQ Type: Gentle Explorer

Market Sizing



Total Population
Target Group: 116,689 | 2.3%
Market: 5,064,371



Total Households
Target Group: 65,327 | 3.2%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Nanaimo, BC (CY)	10.0	15.6	480	41,687	2.1
Abbotsford, BC (CY)	9.3	11.6	356	52,381	2.6
Kelowna, BC (CY)	8.2	9.0	277	59,332	3.0
Chilliwack, BC (CY)	7.3	13.5	417	35,091	1.7
Prince George, BC (CY)	7.0	14.3	440	32,172	1.6
Kamloops, BC (CY)	6.1	10.1	310	39,430	2.0
Vancouver, BC (CY)	4.0	0.9	26	303,965	15.1
Victoria, BC (CY)	3.9	5.2	160	48,640	2.4
Vernon, BC (CY)	3.4	11.6	357	19,079	0.9
Langley, BC (CY)	3.3	16.6	512	12,850	0.6

Top PRIZM Segments


% of Target Group Households




Overview

- Of the 67 PRIZM Clusters identified in Canada Scenic Retirement rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 64, 39% of couples have children living at home
- Average Household Income of \$100,586 compared to BC at \$106,681
- 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 visiting Parks/City Gardens, Photography, Canoeing and Kayaking
- Above average interest in travelling within Canada (Vancouver, Victoria, Alberta, Calgary, Ontario, Jasper, Banff and Saskatchewan), Scenic Retirement from British Columbia spent an average of \$1,773 on their last vacation
- On average, Scenic Retirement from British Columbia spend 15hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.2hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 79% currently use Facebook, 30% use Instagram and 21% use Twitter
- EQ Type: Rejuvenator

Market Sizing

 Total Population
Target Group: 211,478 | 4.2%
Market: 5,064,371

 Total Households
Target Group: 94,025 | 4.7%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Cowichan, BC (DM)	4.3	30.4	651	13,376	0.7
Parksville, BC (CY)	3.6	52.2	1,116	6,458	0.3
Nanaimo, BC (CY)	3.4	7.8	166	41,687	2.1
Saltspring Island, BC (RDA)	3.4	64.8	1,388	4,975	0.2
Vernon, BC (CY)	3.3	16.3	348	19,079	0.9
Summerland, BC (DM)	3.3	61.9	1,322	5,001	0.2
Qualicum Beach, BC (T)	3.2	66.9	1,432	4,508	0.2
Kelowna, BC (CY)	3.1	4.9	105	59,332	3.0
Chilliwack, BC (CY)	3.1	8.3	178	35,091	1.7
Courtenay, BC (CY)	2.8	20.7	443	12,649	0.6

Top PRIZM Segments

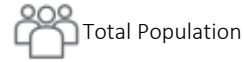
% of Target Group Households



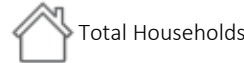
Overview

- Of the 67 PRIZM Clusters identified in Canada Scenic Retirement rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 64, 39% of couples have children living at home
- Average Household Income of \$100,586 compared to BC at \$106,681
- 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 visiting Parks/City Gardens, Photography, Canoeing and Kayaking
- Above average interest in travelling within Canada (Vancouver, Victoria, Alberta, Calgary, Ontario, Jasper, Banff and Saskatchewan), Scenic Retirement from British Columbia spent an average of \$1,773 on their last vacation
- On average, Scenic Retirement from British Columbia spend 15hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.2hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 79% currently use Facebook, 30% use Instagram and 21% use Twitter
- EQ Type: Rejuvenator

Market Sizing



Total Population
Target Group: 211,478 | 4.2%
Market: 5,064,371



Total Households
Target Group: 94,025 | 4.7%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Cowichan, BC (DM)	4.3	30.4	651	13,376	0.7
Parksville, BC (CY)	3.6	52.2	1,116	6,458	0.3
Nanaimo, BC (CY)	3.4	7.8	166	41,687	2.1
Saltspring Island, BC (RDA)	3.4	64.8	1,388	4,975	0.2
Vernon, BC (CY)	3.3	16.3	348	19,079	0.9
Summerland, BC (DM)	3.3	61.9	1,322	5,001	0.2
Qualicum Beach, BC (T)	3.2	66.9	1,432	4,508	0.2
Kelowna, BC (CY)	3.1	4.9	105	59,332	3.0
Chilliwack, BC (CY)	3.1	8.3	178	35,091	1.7
Courtenay, BC (CY)	2.8	20.7	443	12,649	0.6

Top PRIZM Segments

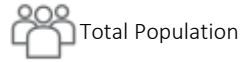
% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 10th, making up 71,682 households, or 4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 46, 56% of couples have children living at home
- Below Average Household Income of \$73,285 compared to BC at \$106,681
- **Top Social Value: Multiculturalism** - The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them
- Above average interest in Pilates/Yoga, Beer/Food/Wine Festivals and Music Festivals
- Above average interest in travelling within Canada (Toronto and Ontario), Friends & Roomies from British Columbia spent an average of \$1,762 on their last vacation
- On average, Friends & Roomies from British Columbia spend 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 80% currently use Facebook, 43% use Instagram and 42% use Twitter
- EQ Type: Cultural Explorer

Market Sizing



Total Population
Target Group: 130,783 | 2.6%
Market: 5,064,371



Total Households
Target Group: 71,682 | 3.6%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Victoria, BC (CY)	28.6	42.1	1,180	48,640	2.4
Vancouver, BC (CY)	12.9	3.0	85	303,965	15.1
Saanich, BC (DM)	8.3	12.3	346	48,362	2.4
Surrey, BC (CY)	8.0	3.1	88	183,889	9.1
Burnaby, BC (CY)	6.7	4.8	134	100,030	5.0
Coquitlam, BC (CY)	6.6	8.5	239	55,399	2.8
North Vancouver, BC (CY)	4.7	12.7	356	26,419	1.3
New Westminster, BC (CY)	4.0	8.0	225	35,751	1.8
Kelowna, BC (CY)	3.6	4.3	121	59,332	3.0
Esquimalt, BC (DM)	2.7	21.4	600	9,017	0.4

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Mature and Secure rank 18th, making up 45,753 households, or 2% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 57, 53% of couples have children living at home
- Above Average Household Income of \$155,295 compared to BC at \$106,681
- **Top Social Value: Legacy** - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
- Above average interest in Ice Skating, Visiting Specialty Theatres/IMAX and Downhill Skiing
- Average interest in travelling within Canada (Above average for Whistler, BC); Mature and Secure from British Columbia spent an average of \$1,651 on their last vacation
- On average Mature and Secure from British Columbia spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal
- 76% currently use Facebook, 35% use Instagram and 27% use Twitter
- EQ Type: Authentic Experiencer

Market Sizing



Total Population

Target Group: 139,393 | 2.8%
Market: 5,064,371



Total Households

Target Group: 45,753 | 2.3%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Vancouver, BC (DM)	21.7	30.4	1,336	32,703	1.6
Coquitlam, BC (CY)	12.4	10.2	450	55,399	2.8
Surrey, BC (CY)	10.5	2.6	115	183,889	9.1
Saanich, BC (DM)	9.6	9.1	400	48,362	2.4
Delta, BC (DM)	6.3	7.6	333	38,106	1.9
Port Coquitlam, BC (CY)	5.3	10.4	457	23,113	1.1
Richmond, BC (CY)	4.5	2.6	115	79,185	3.9
West Vancouver, BC (DM)	4.5	11.3	499	17,998	0.9
Port Moody, BC (CY)	4.2	13.7	603	14,089	0.7
North Vancouver, BC (CY)	4.2	7.2	318	26,419	1.3

Top PRIZM Segments


% of Target Group Households




Overview

- Of the 67 PRIZM Clusters identified in Canada Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 57, 48% of couples have children living at home
- Below Average Household Income of \$91,291 compared to BC at \$106,681
- **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
- Above average interest in visiting Parks/City Gardens, Photography, Canoeing and Kayaking
- Above average interest in travelling within Canada (Vancouver, Victoria, Alberta, Calgary, Nova Scotia, Jasper and Montreal), Country & Western from British Columbia spent an average of \$1,348 on their last vacation
- On average, Country & Western from British Columbia spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 84% currently use Facebook, 33% use Instagram and 22% use Twitter
- EQ Type: Rejuvenator

Market Sizing

 Total Population
Target Group: 220,156 | 4.3%
Market: 5,064,371

 Total Households
Target Group: 87,601 | 4.4%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Revelstoke, BC (CY)	3.2	73.6	1,691	3,763	0.2
Port Hardy, BC (DM)	1.8	71.4	1,646	2,161	0.1
Merritt, BC (CY)	1.6	45.0	1,034	3,117	0.2
Rosland, BC (CY)	1.6	80.0	1,839	1,752	0.1
Whistler, BC (DM)	1.5	23.7	542	5,686	0.3
Lake Cowichan, BC (T)	1.5	72.6	1,666	1,789	0.1
Princeton, BC (T)	1.5	79.8	1,835	1,592	0.1
Mackenzie, BC (DM)	1.4	70.2	1,605	1,742	0.1
Peace River B, BC (RDA)	1.3	65.6	1,514	1,697	0.1
Smithers, BC (T)	1.3	56.4	1,295	1,950	0.1

Top PRIZM Segments

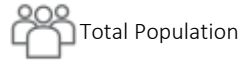
% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 17th, making up 51,487 households, or 2.6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 51, 50% of couples have children living at home
- Above Average Household Income of \$134,916 compared to BC at \$106,681
- Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
- Above average interest in Camping, Cycling, Pilates and Yoga
- Above average interest in travelling within Canada (Whistler, Jasper, Nova Scotia), Family Mode from British Columbia spent an average of \$1,557 on their last vacation
- On average, Family Mode from British Columbia spend 13hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 78% currently use Facebook, 35% use Instagram and 23% use Twitter
- EQ Type: No Hassle Traveller

Market Sizing



Total Population
Target Group: 153,508 | 3.0%
Market: 5,064,371



Total Households
Target Group: 51,487 | 2.6%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Kelowna, BC (CY)	11.3	9.8	384	59,332	3.0
Maple Ridge, BC (CY)	10.7	16.9	660	32,447	1.6
Kamloops, BC (CY)	9.6	12.6	490	39,430	2.0
Chilliwack, BC (CY)	7.5	11.0	431	35,091	1.7
Abbotsford, BC (CY)	6.9	6.7	263	52,381	2.6
West Kelowna, BC (DM)	5.5	21.4	836	13,286	0.7
Langley, BC (DM)	5.5	6.2	242	45,344	2.3
Langford, BC (CY)	5.3	17.1	668	15,925	0.8
Surrey, BC (CY)	5.1	1.4	56	183,889	9.1
Sooke, BC (DM)	3.3	29.8	1,163	5,708	0.3

Top PRIZM Segments

% of Target Group Households



Overview

- Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 25th, making up 29,418 households, or 2% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 57, 52% of couples have children living at home
- Above Average Household Income of \$135,443 compared to BC at \$106,681
- **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
- Above average interest in Camping, Visiting Parks/City Gardens, Cycling and Photography
- Above average interest in travelling within Canada, Kick-Back Country from British Columbia spent an average of \$1,599 on their last vacation
- On average Kick-Back Country from British Columbia spend 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Weekly Magazine usage is minimal
- 78% currently use Facebook, 34% use Instagram and 22% use Twitter
- EQ Type: Rejuvenator

Market Sizing



Total Population
Target Group: 81,348 | 1.6%
Market: 5,064,371



Total Households
Target Group: 29,418 | 1.5%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Langley, BC (DM)	11.1	7.2	493	45,344	2.3
Abbotsford, BC (CY)	5.3	3.0	203	52,381	2.6
Chilliwack, BC (CY)	4.4	3.7	254	35,091	1.7
Maple Ridge, BC (CY)	4.4	3.9	270	32,447	1.6
Prince George, BC (CY)	4.2	3.8	263	32,172	1.6
Fraser-Fort George D, BC (RDA)	3.1	51.2	3,488	1,783	0.1
Mission, BC (DM)	3.0	6.2	423	14,485	0.7
East Kootenay C, BC (RDA)	3.0	35.0	2,393	2,552	0.1
Fraser-Fort George A, BC (RDA)	2.8	59.4	4,060	1,407	0.1
Fraser-Fort George C, BC (RDA)	2.7	58.9	4,019	1,364	0.1

Top PRIZM Segments


% of Target Group Households




Overview

- Of the 67 PRIZM Clusters identified in Canada, New Country rank 44th, making up 13,155 households, or 0.7% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 56, 53% of couples have children living at home
- Average Household Income of \$110,341 compared to BC at \$106,681
- **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
- Above average interest in Camping, Visiting Parks and City Gardens and Photography
- Above average interest in travelling within Canada (Vancouver, Calgary, Jasper, Nova Scotia, Banff, Ontario), New Country from British Columbia spent an average of \$1,488 on their last vacation
- On average, New Country from British Columbia spend 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 80% currently use Facebook, 34% use Instagram and 21% use Twitter
- EQ Type: Rejuvenator

Market Sizing

 Total Population
Target Group: 37,669 | 0.7%
Market: 5,064,371

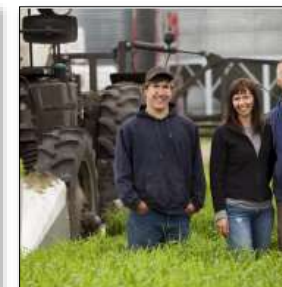
 Total Households
Target Group: 13,155 | 0.7%
Market: 2,010,897

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Chilliwack, BC (CY)	13.3	5.0	761	35,091	1.7
Abbotsford, BC (CY)	10.6	2.7	406	52,381	2.6
Spallumcheen, BC (DM)	10.2	67.5	10,304	1,988	0.1
Langley, BC (DM)	9.4	2.7	418	45,344	2.3
Fraser Valley D, BC (RDA)	4.4	100.0	15,072	575	0.0
Armstrong, BC (CY)	3.6	20.7	3,177	2,257	0.1
Okanagan-Similkameen C, BC (RDA)	2.8	23.2	3,547	1,566	0.1
Prince George, BC (CY)	2.3	1.0	147	32,172	1.6
Salmon Arm, BC (CY)	2.2	3.7	559	7,816	0.4
Comox Valley C (Puntledge -Black Creek), BC (RDA)	2.1	7.3	1,118	3,711	0.2

Top PRIZM Segments

% of Target Group Households



BC MARKET COMPOSITION





BC MARKET COMPOSITION

- The Canadian market is made up of 9 EQ types or 67 PRIZM segments of which 53 PRIZM segments make up the BC market
- While all segments make of the “menu” to choose from, targets can be selected by either EQ type or PRIZM segment
- All PRIZM segments are provided with EQ cross-referencing
- This combination will be used as the baseline for the creative. Other segments will be targeted for the campaign using the postal codes that relate to all the targets for digital and traditional marketing. Postal codes are supplied to clients and / or their agencies under NDAs for geo-targeting.
- The top PRIZM segment for the **Thompson Region** is **Suburban Sports** which cross-references as a **Gentle Explorer EQ type**. *NOTE: This segment has the largest household count in BC and they are found outside the City of Vancouver. This segment is found as a dominate segment throughout BC due to its volume.*

Suburban Sports
PRIZM Segments Included (by SESI): 25
Market: British Columbia

Market Sizing



Total Population

Target Group: 370,528 | 7.3%
Market: 5,064,371



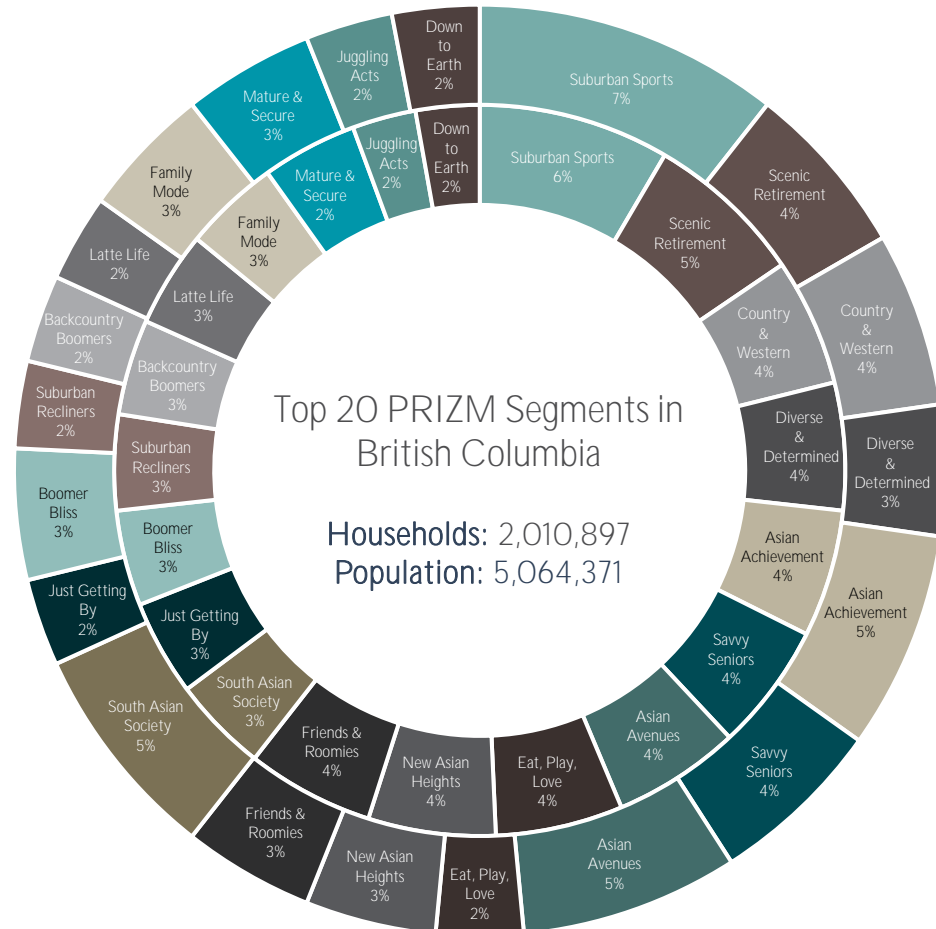
Total Households

Target Group: 123,442 | 6.1%
Market: 2,010,897



BRITISH COLUMBIA PRIZM SEGMENT COMPOSITION

TOP 20 SEGMENTS BY HOUSEHOLD COUNT



Outer Circle: Population
Inner Circle: Households

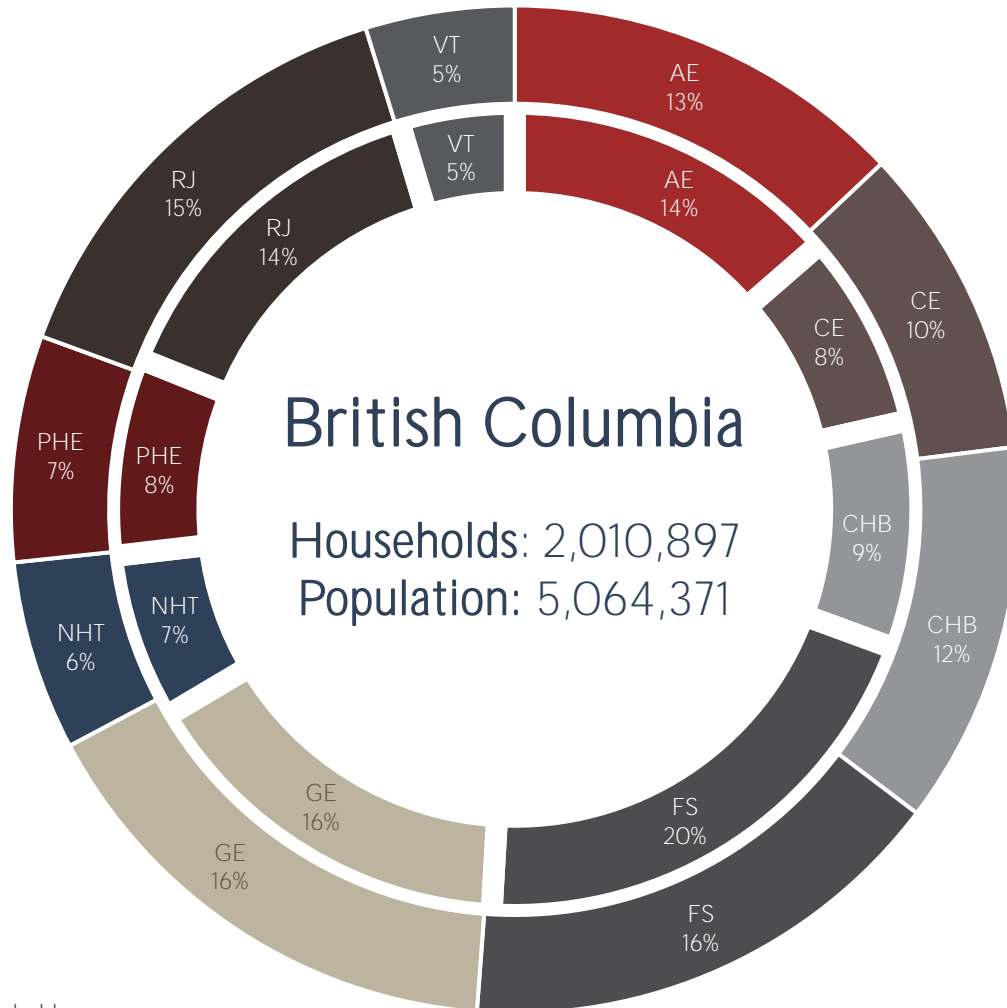
PRIZM SEGMENT	Household Count	Population Count
Suburban Sports	123,442 (6%)	370,528 (7%)
Scenic Retirement	94,025 (5%)	211,478 (4%)
Country & Western	87,601 (4%)	220,156 (4%)
Diverse & Determined	86,517 (4%)	174,217 (3%)
Asian Achievement	86,462 (4%)	273,428 (5%)
Savvy Seniors	85,564 (4%)	182,497 (4%)
Asian Avenues	81,208 (4%)	247,959 (5%)
Eat, Play, Love	72,231 (4%)	120,469 (2%)
New Asian Heights	71,787 (4%)	142,878 (3%)
Friends & Roomies	71,682 (4%)	130,783 (3%)
South Asian Society	68,984 (3%)	265,177 (5%)
Just Getting By	65,327 (3%)	116,689 (2%)
Boomer Bliss	59,001 (3%)	150,767 (3%)
Suburban Recliners	56,046 (3%)	110,053 (2%)
Backcountry Boomers	54,847 (3%)	117,600 (2%)
Latte Life	53,685 (3%)	83,417 (2%)
Family Mode	51,487 (3%)	153,508 (3%)
Mature & Secure	45,753 (2%)	139,393 (3%)
Juggling Acts	43,120 (2%)	104,447 (2%)
Down to Earth	41,978 (2%)	104,246 (2%)

Refer to BC PRIZM Segment Profiles for additional information



BRITISH COLUMBIA EQ COMPOSITION

BY HOUSEHOLD AND POPULATION COUNT



EQ Type	Household Count	Population
Gentle Explorer (GE)	322,371	788,161
Free Spirits (FS)	319,737	1,029,193
Rejuvenators (RJ)	294,476	724,438
Authentic Experiencers (AE)	260,859	688,581
Cultural History Buffs (CHB)	246,845	462,592
Cultural Explorers (CE)	202,079	398,123
Personal History Explorers (PHE)	145,982	401,775
No Hassle Traveller (NHT)	122,414	338,204
Virtual Travellers (VT)	96,134	233,304

Refer to BC EQ Profiles for additional information

Outer Circle: Households
Inner Circle: Population

SUBURBAN SPORTS #1 BC MARKET BY HOUSEHOLD COUNT

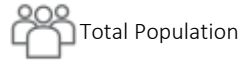
Segment Profile



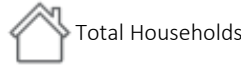
Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 52, 47% of couples have children living at home
- Above Average Household Income of \$120,592 compared to BC at \$106,681
- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
- Above average interest in Camping, Fishing/Hunting, Cross Country Skiing/Snowshoeing
- Average interest in travelling within Canada (Above Average interest in travel to Jasper, AB); Suburban Sports from British Columbia spent an average of \$1,513 on their last vacation
- On average Suburban Sports from British Columbia spend 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter
- EQ Type: Gentle Explorer

Market Sizing



Total Population
Target Group: 370,528 | 7.3%
Market: 5,064,371



Total Households
Target Group: 123,442 | 6.1%
Market: 2,010,897

Top Geographic Markets

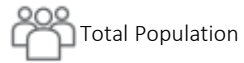
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	8.3	19.5	317	52,381	2.6
Surrey, BC (CY)	7.4	5.0	81	183,889	9.1
Langley, BC (DM)	7.0	19.2	312	45,344	2.3
Maple Ridge, BC (CY)	6.8	25.9	421	32,447	1.6
Prince George, BC (CY)	4.7	18.0	293	32,172	1.6
Mission, BC (DM)	4.5	38.2	623	14,485	0.7
Kelowna, BC (CY)	4.1	8.6	140	59,332	3.0
Nanaimo, BC (CY)	4.0	11.9	195	41,687	2.1
Kamloops, BC (CY)	3.6	11.3	184	39,430	2.0
Delta, BC (DM)	3.4	11.0	179	38,106	1.9

Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population
Target Group: 370,528 | 7.3%
Market: 5,064,371



Total Households
Target Group: 123,442 | 6.1%
Market: 2,010,897

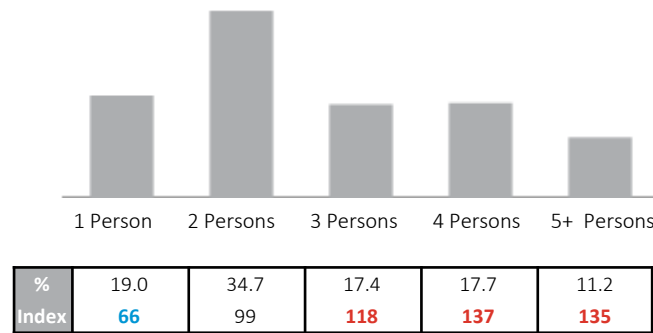
Average Household Income

\$120,592
(113)

Median Household
Maintainer Age

52
(97)

Household Size*



Marital Status**

61.1%
(107)

Married/Common-Law

Family Composition***

47.3%
(113)

Couples With Kids at Home

Education**

32.8%
(112)

High School Certificate Or
Equivalent

Visible Minority Presence*

17.2%
(52)

Belong to a visible minority
group

Non-Official Language*

1.2%
(36)

No knowledge of English or
French

Immigrant Population*

16.9%
(58)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Rejection of Orderliness	131	77	Sexism
Racial Fusion	128	80	Status via Home
Primacy of the Family	121	80	Active Government
Need for Escape	119	81	Ostentatious Consumption
National Pride	116	84	Joy of Consumption

Key Social Values

Racial Fusion Index = 128	Primacy of the Family Index = 121	Need for Escape Index = 119
National Pride Index = 116	Ethical Consumerism Index = 115	Work Ethic Index = 111
Legacy Index = 111	Flexible Families Index = 109	Community Involvement Index = 109
Social Learning Index = 104	Culture Sampling Index = 104	Pursuit of Originality Index = 104

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	83.6	99
Gardening	68.3	105
Swimming	62.9	109
Camping	59.6	113
Home exercise & home workout	53.1	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	51.4	93
Parks & city gardens	45.7	103
Movies at a theatre/drive-in	40.9	106
Bars & restaurant bars	38.7	99
National or provincial park	36.6	109

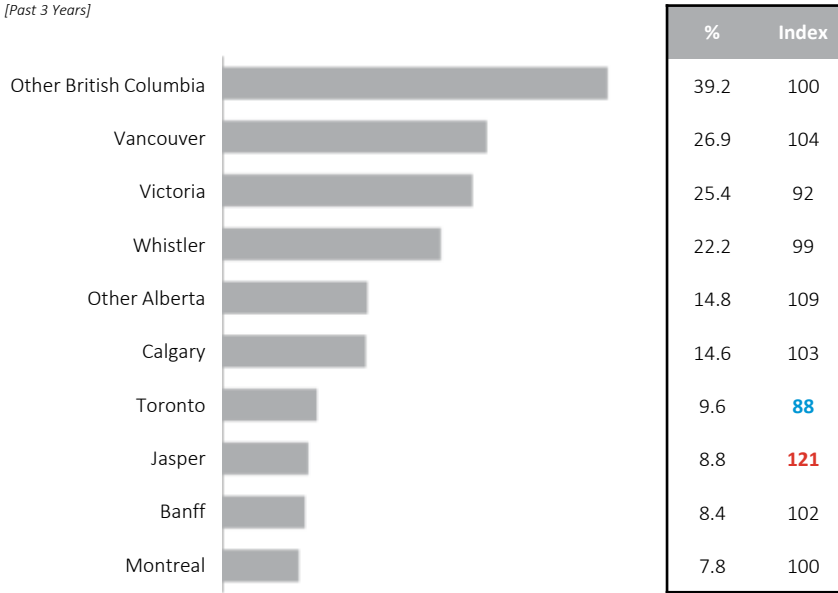
Key Tourism Activities**

Swimming  62.9% (109)	Camping  59.6% (113)	Hiking & backpacking  50.7% (102)	Cycling  47.6% (109)	Parks & city gardens  45.7% (103)	Photography  42.2% (105)	Bars & restaurant bars  38.7% (99)	Canoeing & kayaking  38.5% (109)
National or provincial park  36.6% (109)	Fishing & hunting  27.4% (119)	Golfing  27.2% (109)	Cross country skiing & snowshoeing  26.6% (110)	Pilates & yoga  26.4% (104)	Ice skating  24.5% (108)	Downhill skiing  22.8% (114)	Specialty movie theatres/IMAX  20.9% (102)
Sporting events  20.4% (108)	Historical sites  20.2% (109)	Zoos & aquariums  18.9% (103)	Video arcades & indoor amusement centres  17.2% (104)	Power boating & jet skiing  16.3% (124)	Adventure sports  15.3% (118)	Hockey  15.2% (128)	ATV & snowmobiling  12.3% (112)
Theme parks, waterparks & water slides  11.9% (117)	Snowboarding  11.3% (133)	Beer, food & wine festivals  10.5% (89)	Marathon or similar event  9.3% (120)	Curling  8.8% (126)	Music festivals  8.6% (90)	Inline skating  8.0% (135)	Film festivals  7.4% (99)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



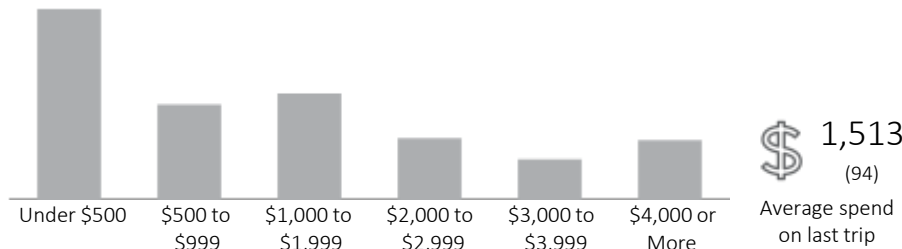
Vacation Booking**

Used [Past 3 Years]



Vacation Spending

Spent Last Vacation



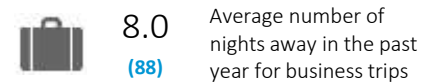
%	34.4	17.2	19.1	11.2	7.3	10.8
Index	108	99	100	97	112	79

Booked With [Past Year]

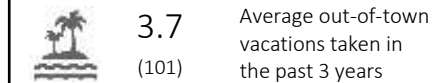


Travel Type & Frequency

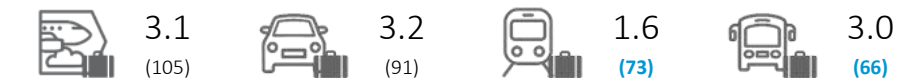
Business Trips



Personal Trips



Average number of business trips by mode of transportation in the past year:



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 56.5% (96)	 Friends/relatives 39.7% (100)	 All-inclusive resort 16.8% (103)	 Camping 29.3% (118)	 Motel 22.4% (106)	 Vacation rental by owner 21.2% (101)	 Cottage 12.2% (130)
 B&B 14.6% (94)	 Condo/apartment 12.6% (93)	 Cruise ship 12.6% (97)	 RV/camper 16.0% (133)	 Package tours 4.9% (105)	 Spa resort 5.8% (93)	 Boat 2.7% (105)

Airline Preferences**

Flown [Past Year]

 Air Canada 36.6% (90)	 West Jet 33.6% (100)	 Air Transat 5.1% (74)	 Porter Airlines 0.9% (104)	 Other Canadian 5.6% (105)
 United Airlines 6.7% (97)	 Delta Airlines 5.4% (89)	 American Airlines 3.5% (101)	 Other American 7.7% (88)	
 European Airlines 6.9% (91)	 Asian Airlines 5.8% (85)	 Other Charter 1.9% (103)	 Other 8.4% (101)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.5% (100)	 Budget 4.7% (89)	 Avis 2.3% (107)	 National 4.4% (123)
 Hertz 2.3% (87)	 Discount 1.1% (71)	 U-Haul 1.7% (112)	 Other Rentals 3.0% (92)

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.0	92
Adult Contemporary	18.5	98
Mainstream Top 40/CHR	15.6	104
Classic Hits	14.1	113
Today's Country	12.2	141
Hot Adult Contemporary	11.7	110
AOR/Mainstream Rock	10.4	143
Modern/Alternative Rock	10.0	98
Classic Rock	10.0	123
Multi/Variety/Specialty	9.8	84

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.1	100
Evening local news	37.3	97
Hockey (when in season)	29.4	114
Primetime serial dramas	28.9	104
Suspense/crime dramas	27.8	100
News/current affairs	27.6	89
Documentaries	27.3	96
Situation comedies	26.9	108
Home renovation/decoration shows	24.8	99
Cooking programs	23.8	96

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.5	97
International News & World	53.7	101
National News	51.0	98
Health	37.2	103
Movie & Entertainment	33.2	98
Editorials	30.1	96
Food	29.9	92
Travel	29.5	99
Sports	29.4	103
Business & Financial	22.9	90

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.3	108
Canadian Living	10.5	122
Other U.S. magazines	10.1	101
National Geographic	6.6	96
Maclean's	6.3	97
People	6.2	120
Reader's Digest	5.4	124
Canadian Geographic	4.9	109
Cineplex Magazine	4.6	109
Air Canada enRoute	3.7	91

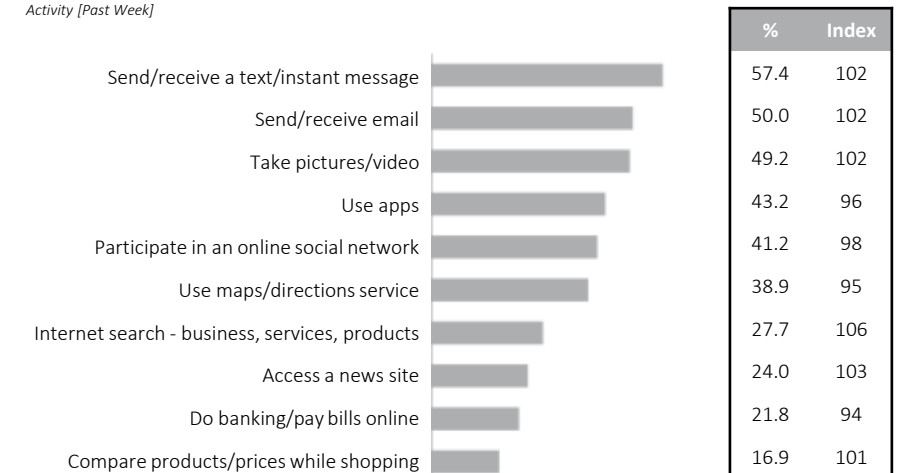
Top Internet Activities*

Activity [Past Week]



Top Mobile Activities*

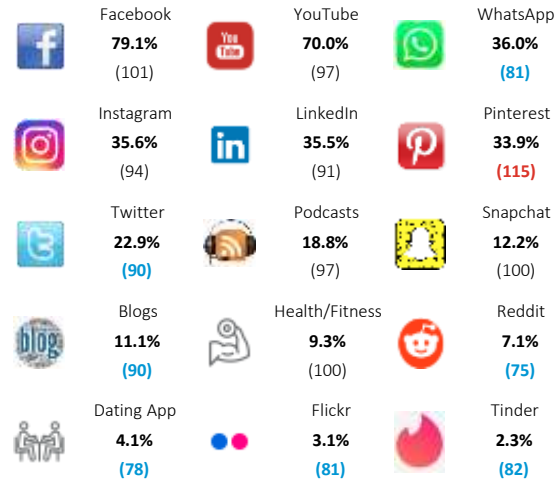
Activity [Past Week]



Media

Social Media Platforms

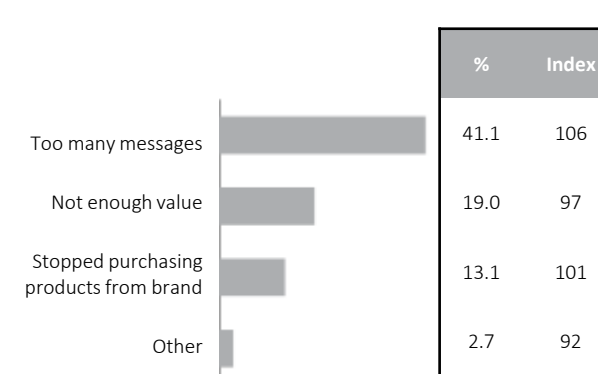
Usage [Currently Use]



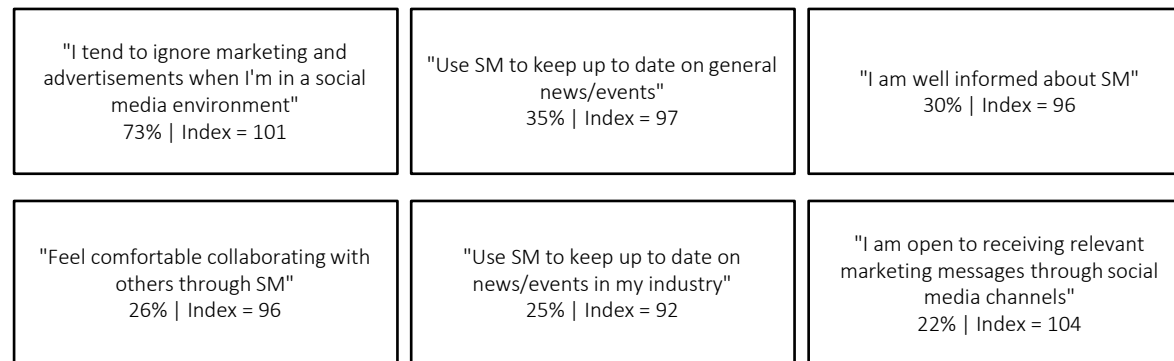
Reasons to Follow Brands



Reasons to Unfollow Brands

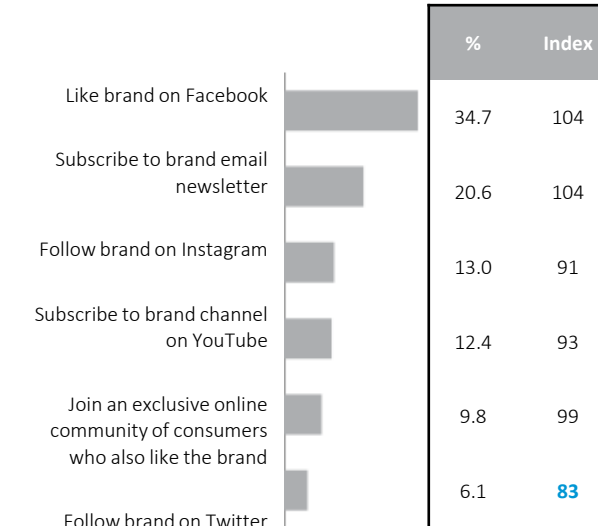


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

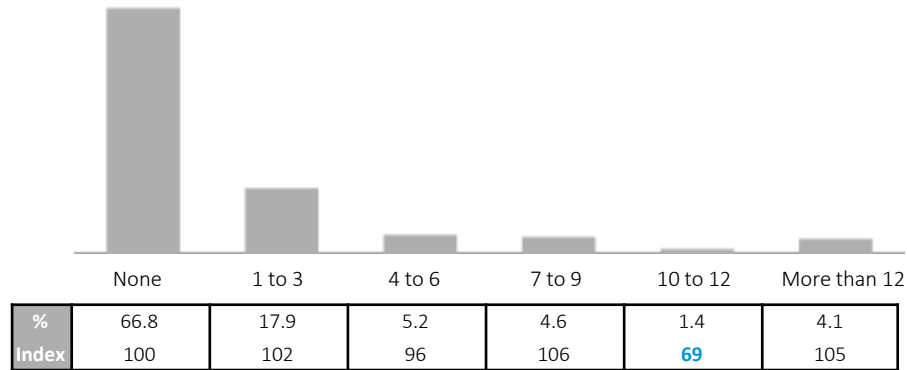
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 79% Index = 102	"I have tried a product/service based on a personal recommendation" 70% Index = 98	"I am very concerned about the nutritional content of food products I buy" 68% Index = 100	"I generally achieve what I set out to do" 68% Index = 99	"I value companies who give back to the community" 66% Index = 101
"Family life and having children are most important to me" 62% Index = 106	"I make an effort to buy local produce/products" 61% Index = 98	"I am interested in learning about different cultures" 61% Index = 99	"I consider myself to be informed on current events or issues" 60% Index = 98	"I like to cook" 57% Index = 101
"I offer recommendations of products/services to other people" 54% Index = 101	"I like to try new places to eat" 51% Index = 93	"It's important to buy products from socially-responsible/environmentally-friendly companies" 50% Index = 93	"When I shop online I prefer to support Canadian retailers" 50% Index = 100	"I like to try new and different products" 47% Index = 91
"Free-trial/product samples can influence my purchase decisions" 43% Index = 102	"I am adventurous/"outdoorsy"" 41% Index = 107	"I am willing to pay more for eco-friendly products" 32% Index = 92	"Vegetarianism is a healthy option" 27% Index = 86	"Staying connected via social media is very important to me" 27% Index = 105
"I prefer to shop online for convenience" 27% Index = 93	"Advertising is an important source of information to me" 26% Index = 102	"I consider myself to be sophisticated" 22% Index = 101	"I lead a fairly busy social life" 22% Index = 100	"I enjoy being extravagant/indulgent" 18% Index = 95

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

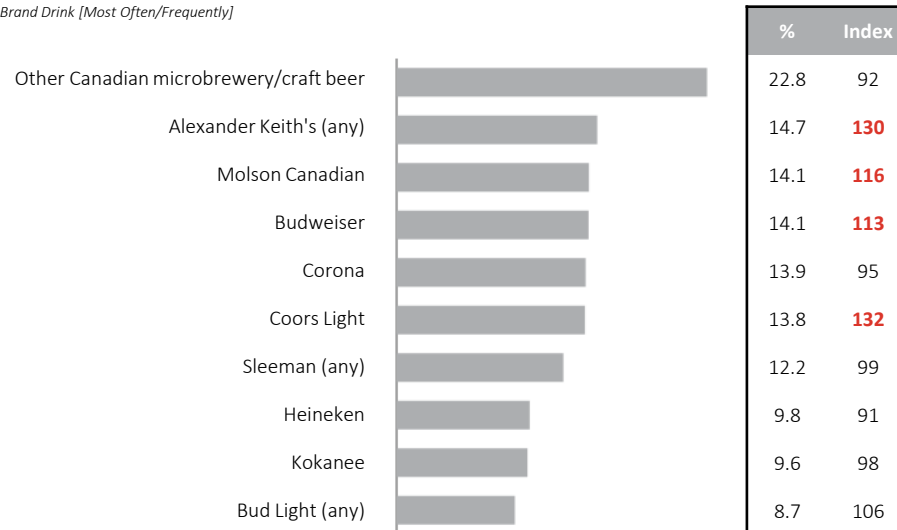
Drank [Past Month]	% Comp	Index
Canadian wine	21.4	96
Cider	10.3	89
Liqueurs (any)	10.0	103

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.2	93

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.8	92

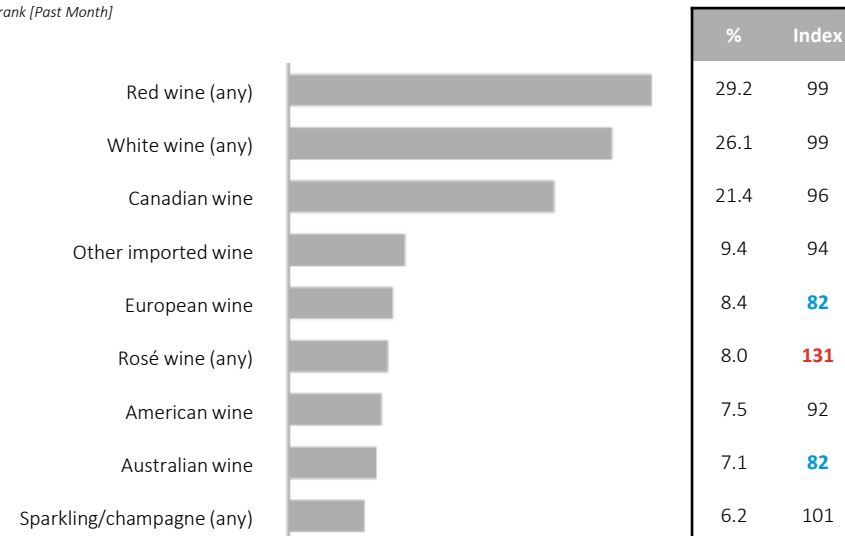
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

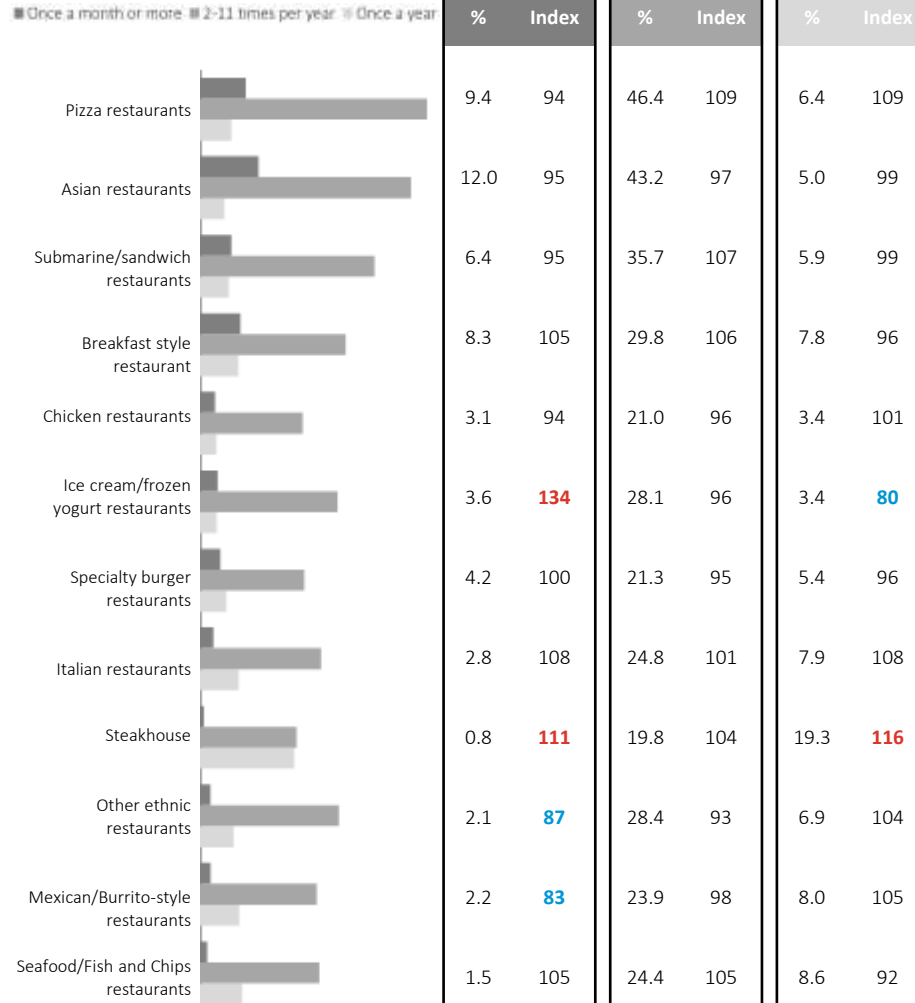
Drank [Past Month]



Product Preferences

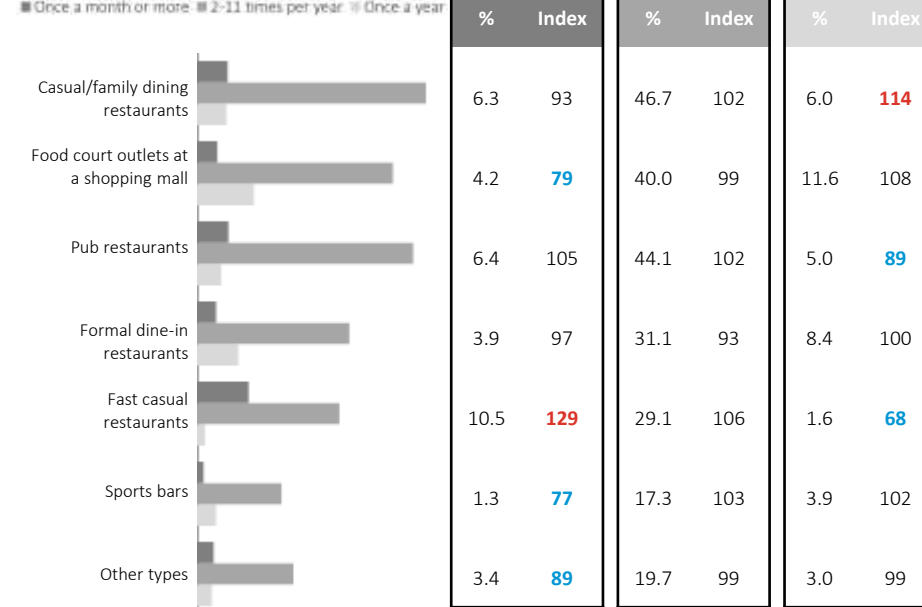
Restaurant Type Visited*

Frequency of Visiting [Past Year]



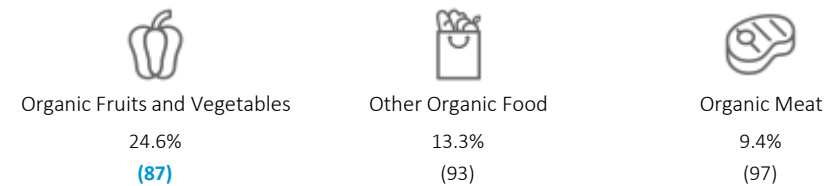
Restaurant Service Type*

Frequency of Visiting [Past Year]



Purchased Organic Food

Done [Past Week]



Product Preferences

Demographics



Rent
20.8%
(64)

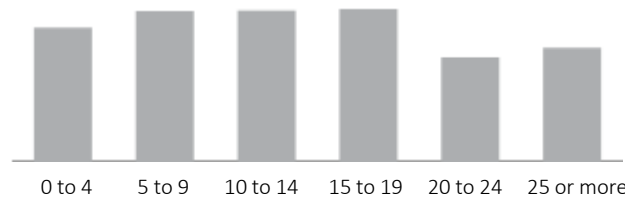


Own
79.2%
(117)



Households with
Children at Home
47.1%
(126)

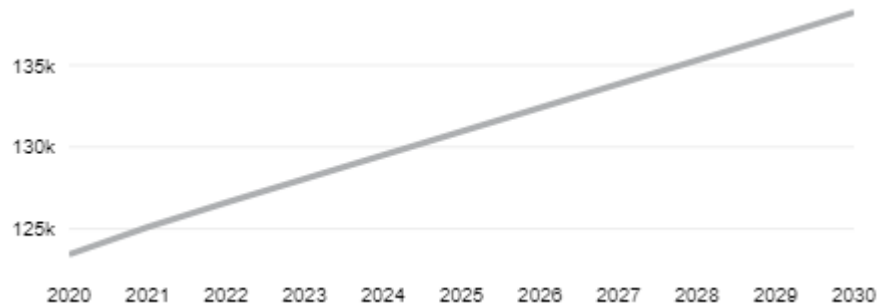
Age of Children at Home



%	16.6	18.7	18.7	18.9	12.9	14.2
Index	104	108	108	104	96	79

Demographic Trends

Household Projections



	2020	2023	2025	2030
Count	123,442	128,057	130,927	138,229
% Change	-	3.7	6.1	12.0
Index	-	107	107	107

Note: Index compares % change from 2020 target group households to % change from 2020 market households

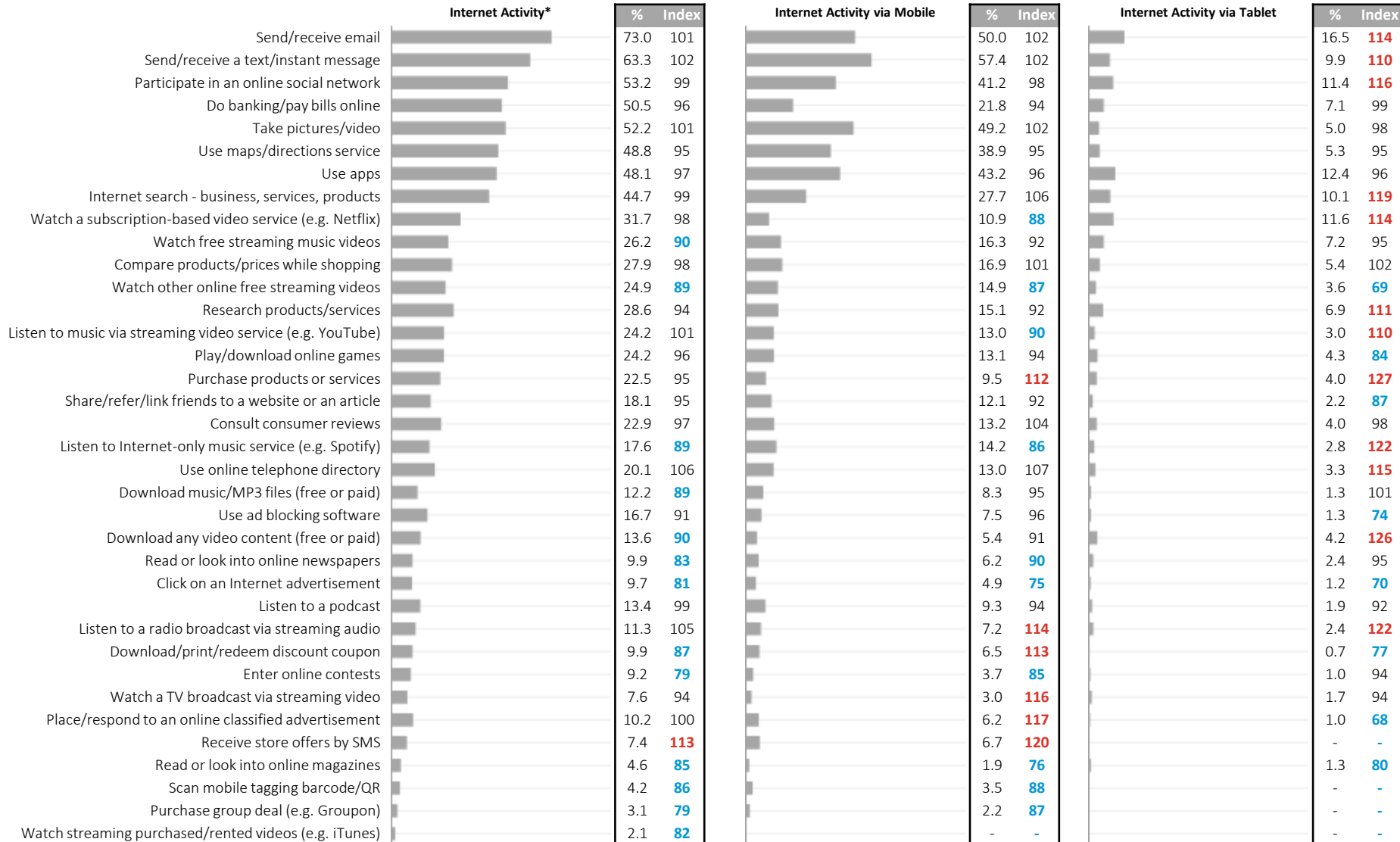
Loyalty Programs*

Member

	%	Index
PC Optimum	51.4	97
Air Miles (excl. airline frequent flyer programs)	49.7	102
Costco membership (paid)	44.1	103
Credit card with loyalty rewards	43.0	102
Canadian Tire Triangle	38.2	117
Aeroplan	28.0	95
SCENE (Cineplex)	26.1	91
Petro Points	21.8	99
Hudson's Bay Rewards	20.3	88
Esso Extra Program	9.1	108
Other airline frequent flyer program	9.8	93
Other grocery store card	31.6	99
Other store program	8.9	90
Other gas program	6.7	111
Other loyalty program	11.6	103

Internet Activity

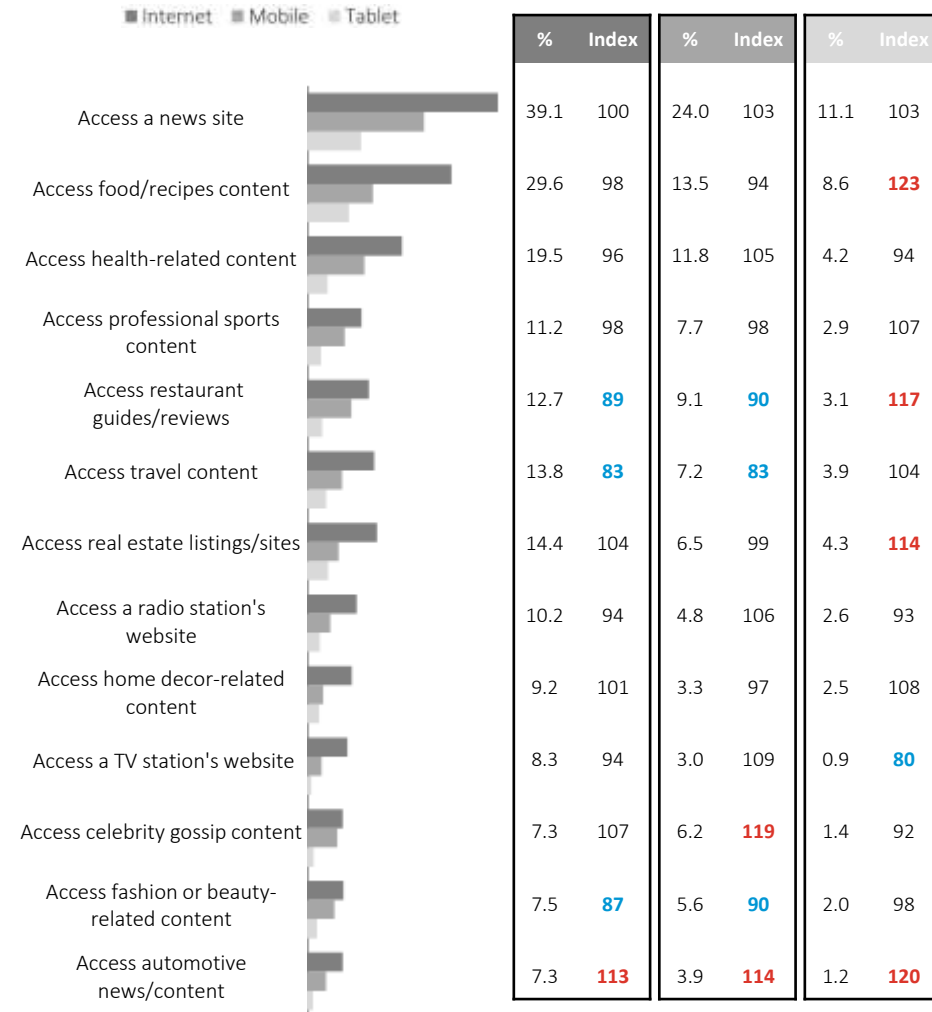
Activity [Past Week]



Internet Activity

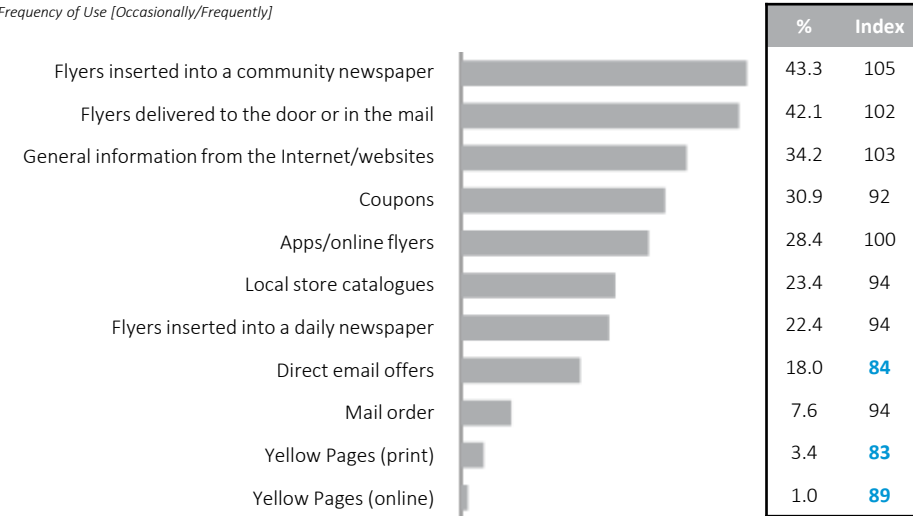
Top Website Types*

Activity [Past Week]



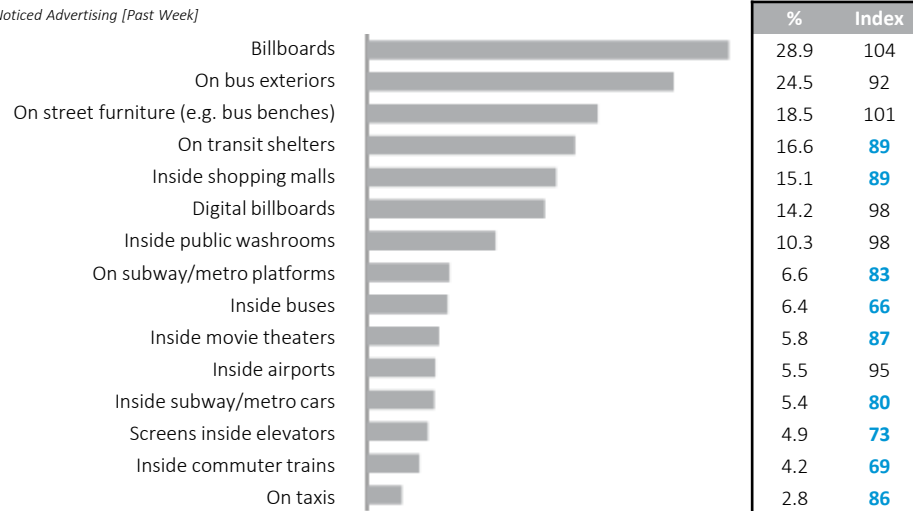
Direct Media Usage

Frequency of Use [Occasionally/Frequently]



Out of Home Advertising

Noticed Advertising [Past Week]



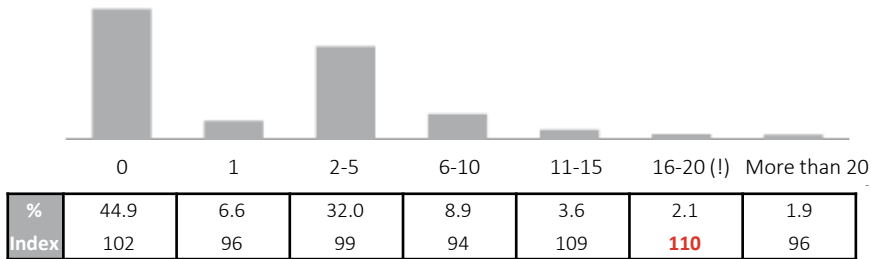
Social Media Usage

Social Media Overview

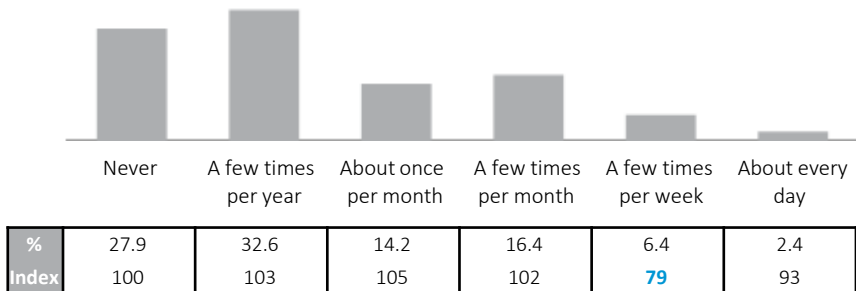
- 51% of Suburban Sports from British Columbia tend to access social media on their mobile phones during the morning hours, 58% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 87% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

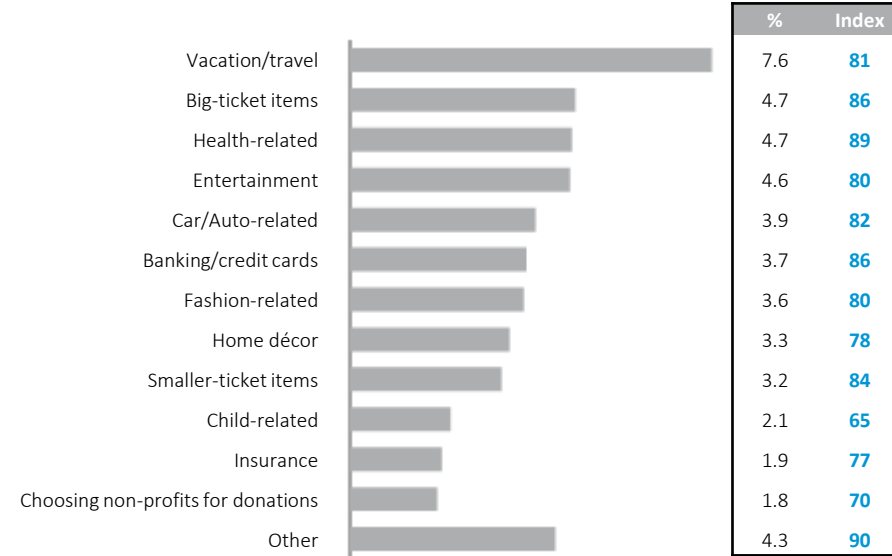
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Suburban Sports from British Columbia are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
87% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 101

"Use SM to stay connected with personal contacts"
45% | Index = 99

Social Media Usage

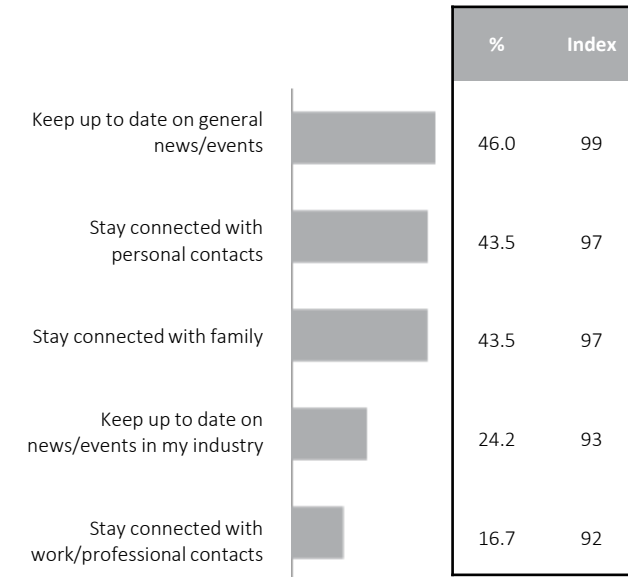
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	47.3	98
Watch video online	43.5	98
Read article comments	42.9	101
Read status updates/tweets	36.0	96
Chat in online chats	35.6	90
Listen to radio or stream music online	35.3	99
Share links with friends and colleagues	27.1	92
Click links in news feeds	24.0	96
Play games with others online	15.2	97
Read blogs	14.6	85
Post photos online	13.4	94
Check in with locations	10.1	87
Chat in online forums	9.6	92
Comment on articles or blogs	9.6	92
Update your status on a social network	9.3	88
Rate or review products online	8.8	82
Share your GPS location	8.4	81
Post videos online	4.4	77
Publish blog, Tumblr, online journal	2.2	62

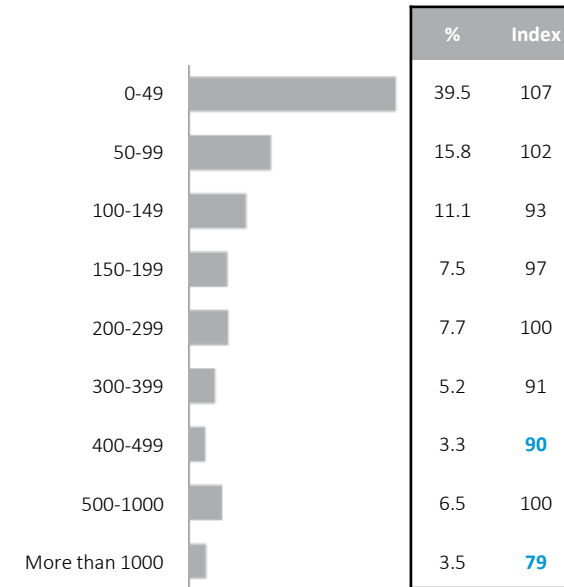
Social Media Uses*

A few times per week or more



Number of Connections

Across all social media

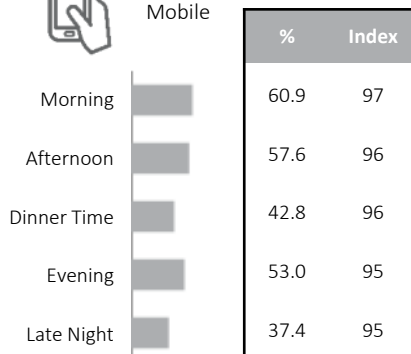


Social Media Access

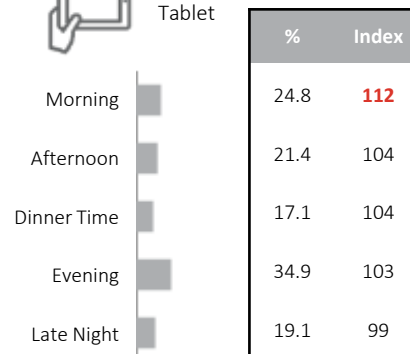
Typically use



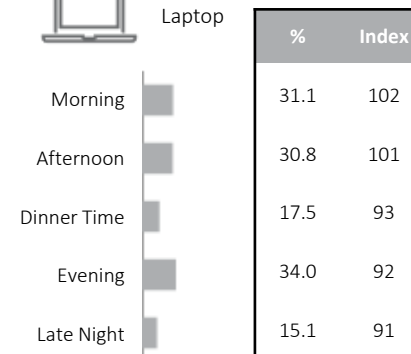
Mobile



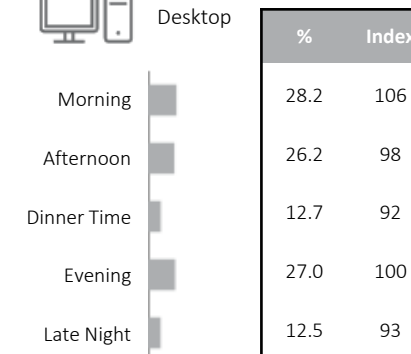
Tablet



Laptop

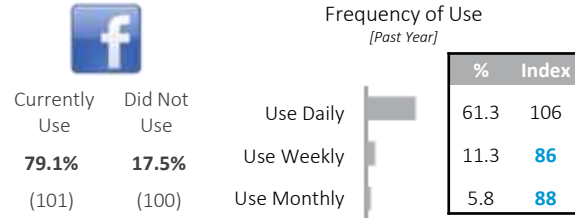


Desktop



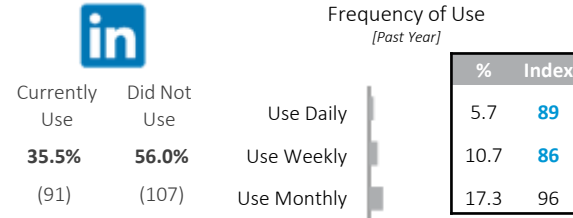
Social Media Usage

Facebook



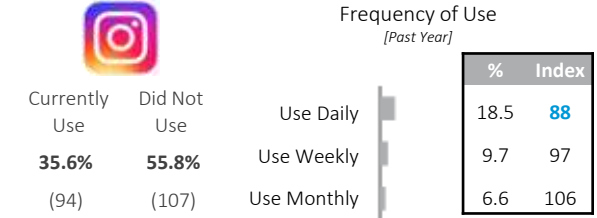
Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.2	100
Comment/Like other users' posts	47.8	106
Use Messenger	41.4	102
Watch videos	38.1	104
Watch live videos	13.6	94
Post photos	12.4	98
Update my status	11.1	95
Like or become a fan of a page	10.3	90
Click on an ad	9.8	98
Post videos	4.3	81
Create a Facebook group or fan page	2.4	64
Give to a Facebook fundraiser (!)	1.4	65
Create a Facebook fundraiser (!)	0.9	51

LinkedIn



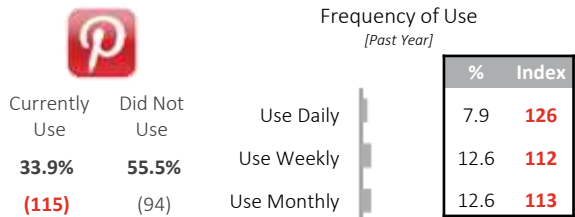
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	5.6	78
Watch videos	3.5	81
View a job posting	3.0	56
Search and review other profiles	3.0	73
Comment on content	2.7	82
Create a connection	2.1	60
Click on an ad (!)	2.1	87
Update your profile information	1.5	60
Post an article, video or picture (!)	1.4	60
Join a LinkedIn group (!)	1.1	66
Participate in LinkedIn forums (!)	0.8	49
Request a recommendation (!)	0.5	34

Instagram



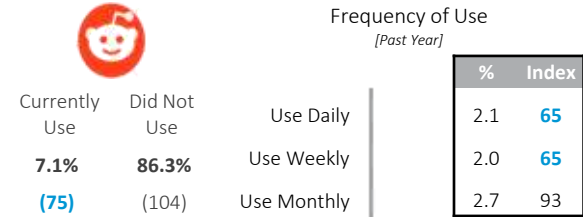
Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	24.6	92
Like photos/videos	20.5	93
Comment on photos/videos	11.6	90
Watch live videos	9.8	84
Send direct messages	8.4	77
Post photos/videos	6.4	78
View a brand's page	5.6	82
Click on ads	4.2	87
Watch IGTV videos	3.8	80

Pinterest



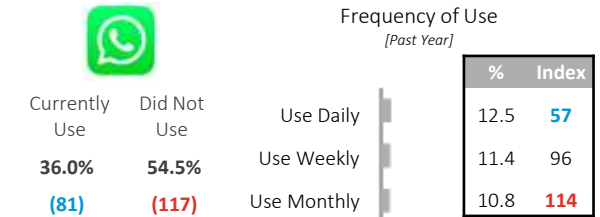
Participate In* (at least a few times per month)	% Comp	Index
View content	4.6	69
Follow specific Subreddits	2.8	73
Vote on content	2.7	74
Post content	1.4	65

Reddit



Participate In* (at least a few times per month)	% Comp	Index
View content	4.6	69
Follow specific Subreddits	2.8	73
Vote on content	2.7	74
Post content	1.4	65

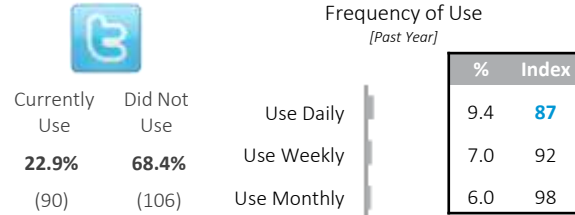
WhatsApp



Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	18.7	67
Send/receive images	15.9	63
Use group chats	9.8	55
Send/receive documents and files	5.9	50
Use voice calls	5.8	53

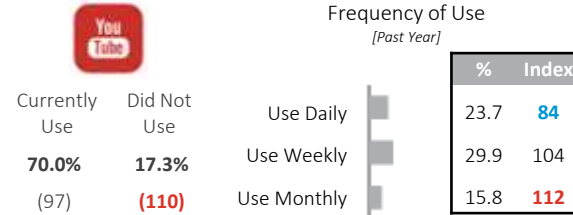
Social Media Usage

Twitter



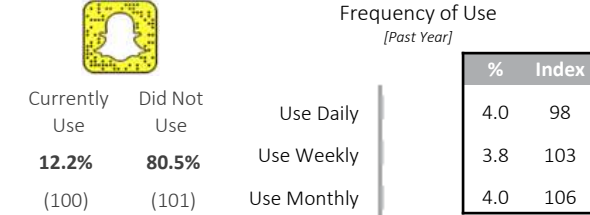
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.8	90
Watch videos	7.2	87
Tweet	5.3	90
Send or receive direct messages	4.8	88
Retweet	4.6	91
Respond to tweets	4.5	93
Share a link to a blog post or article of interest	4.2	89
Follow users who follow you	4.2	98
Watch live videos	3.8	81
Actively follow new users	3.5	86
Click on an ad	2.6	102

YouTube



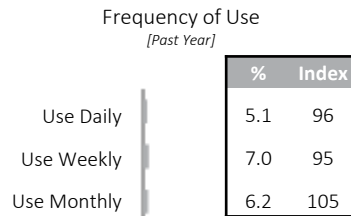
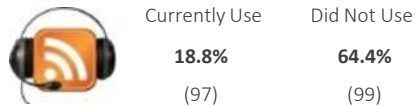
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	44.0	95
Like or dislike videos	10.6	79
Watch live videos	9.0	79
Share videos	5.3	69
Leave comment or post response on video	4.7	79
Click on an ad	4.4	74
Embed a video on a web page or blog	2.5	62
Create and post a video	1.7	56

Snapchat



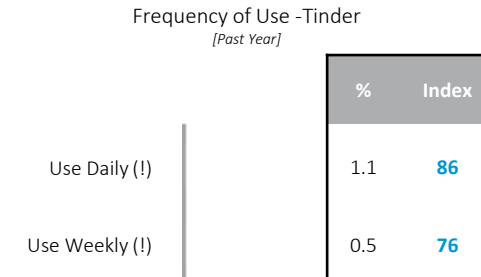
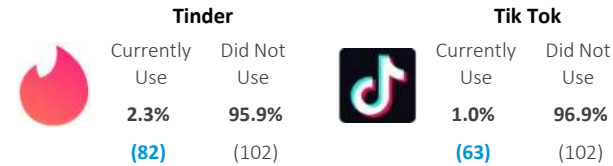
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.9	105
Send photos/videos	4.3	104
Send direct text messages	4.3	93
Use group chat	3.4	116
Read Snapchat discover/News	3.1	95
Use filters or effects	3.0	83
View a brand's snaps	1.7	86
View ads	1.4	82
Use video chat	1.3	76

Audio Podcasts



Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.8	101
Listen to a news podcast	4.0	83
Listen to an educational podcast	3.6	93
Listen to a business podcast	3.4	104
Listen to a comedy podcast	2.3	84
Subscribe to another genre of podcast	1.9	89
Subscribe to a educational podcast	1.9	97
Listen to a technology focused podcast	1.8	93
Subscribe to a news podcast	1.6	88
Listen to a sports podcast	1.3	67
Subscribe to a technology podcast (!)	1.3	104
Subscribe to a business podcast (!)	1.2	95
Subscribe to a sports podcast**	1.2	69
Subscribe to a comedy podcast (!)	1.0	71

Other Social Media Platforms





SYMPHONY
TOURISM
SERVICES

INSPIRED NAVIGATION

Contact: Simone Carlyse-Smith, Managing Director
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