# TOTA COMMUNITY RESEARCH PROGRAM 2020

## 2019 RDOS VISITOR FSA ANALYSIS BY PRIZM SEGMENT

# VISITOR RESEARCH TO THE RDOS

CONFIDENTIAL – DO NOT SHARE – INTERNAL USE ONLY

- The following summary Regional District Okanagan Similkameen (RDOS) visitor profiles are for internal use only by the participating Partners in the Research Program.

- This baseline research is used to understand the BC visitor to the RDOS.

- All content subject to non-disclosure agreements signed by each participating organization.

- Symphony Tourism Services will work with each partner to utilize the information for the marketing.

- Full profiles are accessible through the Google share folder which details each segment.

- Geo-targeting by postal codes of current visitors and new markets available.

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# INTRODUCTION

- The **Thompson Okanagan Tourism Association (TOTA)** through its commercial division **Symphony Tourism Services (STS)** provides custom research, marketing and consulting services to the Tourism Industry.

SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

| | | |
|---|---|---|
| Visitor Profiles | Target Markets | Comparative Analysis |
| Agency Campaign Execution | Marketing Strategy | Media Habits |
| Product and Experience Design | Analysis and Visualization | Website & Social Channel Content |
| Market Segmentation Analysis | Tactical Marketing Plan | Campaign Planning |

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# OBJECTIVES

- To provide market research for destination stewardship, strategic planning, target marketing and plan implementation.

- To provide market segmentation analysis of highest visitor volume to your district, using TELUS Insights as a baseline visitor count and origin and Environics Analytics segmentation for visitor profiles and market potential.

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# RESEARCH OVERVIEW

- Environics Analytics classifies Canada's neighbourhoods into 67 unique lifestyle types by integrating geographic, demographic and psychographic data to form the PRIZM database

- These segments can be used to better understand and communicate with your ideal customer

**ENVIRONICS**
ANALYTICS

All research queries are supported by detailed reports that summarize the following information:

- 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)

# RESEARCH OVERVIEW

- The following research consists of both Visitor and Market Research utilizing data from TELUS Insights and Environics Analytics.

- **Data excludes residents of the Thompson Okanagan.**

- FSA Data is profiled using **Monthly Unique Counts,** averaged across the season and rounded to the nearest 100.

- Market information is available by: Province, City and FSA

- Top Visitor Origin FSA's (First three characters of a postal code) by visitor count have been "rolled up" to the City level to profile Market Data by Environics Analytics PRIZM Clusters

- Additional Market Data can also be profiled by:
  - Sector (e.g. Hiking, Biking, Culinary)
  - Social Values (e.g. Global Consciousness, Multiculturalism)
  - Custom Variable Sets
  - Custom Geo-Profiles by your top markets
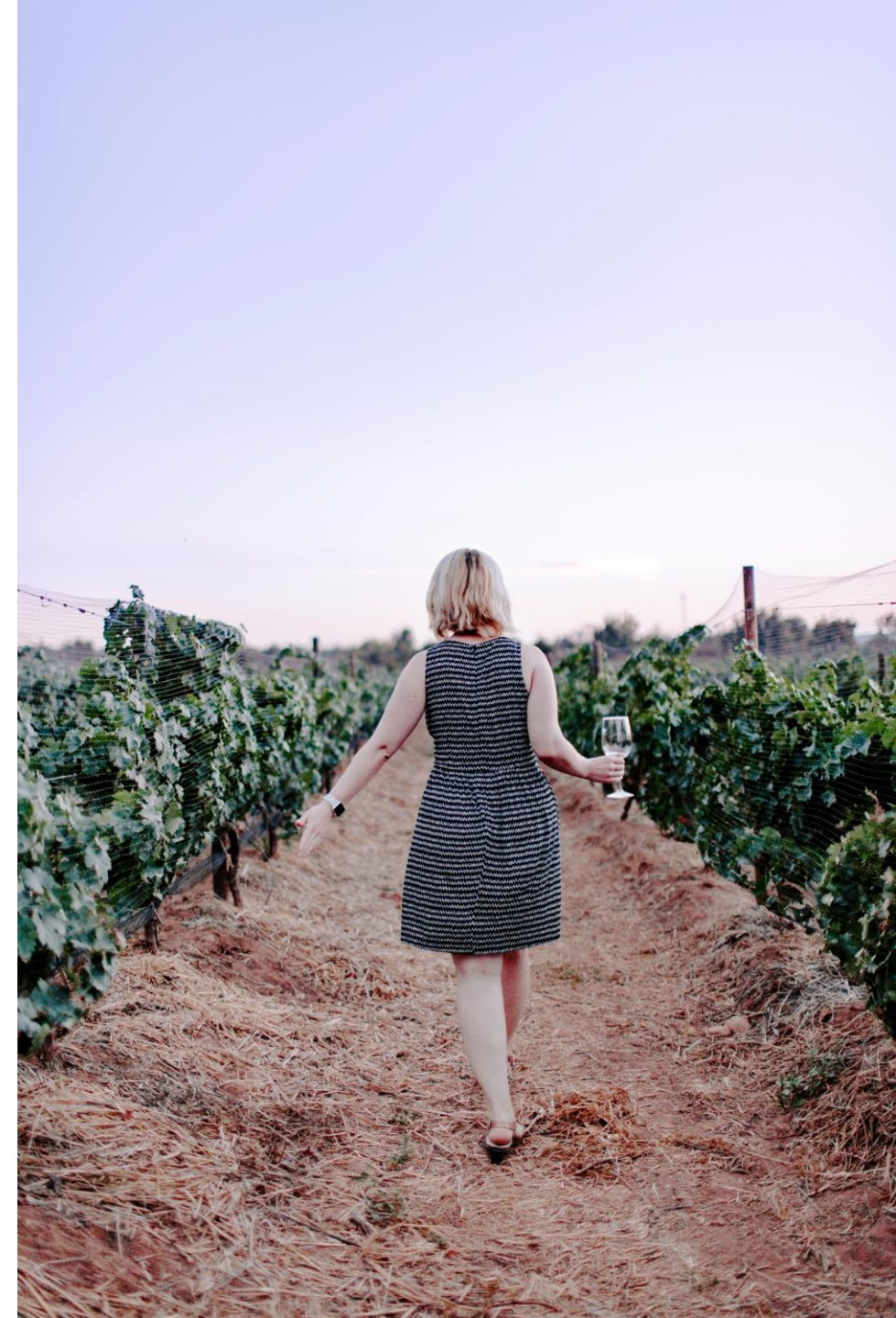
# DATA AND PRIVACY

- TELUS recognizes that Big Data comes with big responsibility to protect the privacy of individuals. They have implemented industry-leading standards to protect privacy every step of the way through:

    - De-Identification of data – meaning it cannot be traced back to an individual.

    - Aggregation of data into large data pools ensuring privacy is fully protected at all times.

    - Data extrapolation to be representative of the total Canadian Population.

- By de-identifying and aggregating the data, it is possible to preform geographic and movement analysis, while respecting privacy.

# DATA AND PRIVACY

- TELUS has implemented industry-leading Privacy and Design standards to ensure that privacy is not compromised.

- All the data analyzed by TELUS Insights is de-identified, meaning it cannot be traced back to an individual. It is also aggregated into large data pools to reveal mass-movement patterns and trends, and extrapolated to be representative of the total Canadian population as a further means of ensuring their privacy is protected at all times.

- For further information, please visit:
    - telus.com/insights
    - Or Email: telusinsights@telus.com

**TELUS®** Insights

# METHODOLOGY

TELUS Insights

Data was collected off of cellular network towers throughout the Thompson Okanagan to deliver insightful information on regional tourists.

Each tower is oriented to a specific region in order to determine where the visitors are within the area.

In order to be counted as a visitor to the region, a tourist must spend a minimum of 90 minutes stopped at a single location. Total Year to Date Visitation breaks down those visitors by 90 minutes as well as Single Overnight Stays.

Overnight guests were calculated based on where they spent the majority of nighttime hours (between 11:00pm and 6:00am).

Information available includes:

**Regional Visitation**
- 90 minutes (Day Trippers)
- Single Overnight Stay

**Visitor Origin**
- Province
- Country

**Overnight Stay**
- Length of Stay
- Repeat Visitation

**Regional Movement**
- Canada
- International

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# RDOS DISTRICT
# FSA ANALYSIS BY
# 2020 PRIZM SEGMENTS

# DISTRICT FSA ANALYSIS

- Visitor Origin profiles are created through an analysis of the RDOS District **unique visitor origin** FSA's in British Columbia and Alberta as supplied by TELUS Insights

- The FSA's are "rolled up" and **averaged** at the CSD (City) level to determine top visitor origin by season within the RDOS District area, rounded to the nearest 100

- The top 5+ visitor origin CSD's from BC and Alberta are profiled by the Top ranking Environics Analytics **PRIZM Segments**

- Deliverables include up to 20 17-page custom geo-profiles including demographics, psychographics and media habits (Traditional and Social) and corresponding Postal Codes for Target Marketing
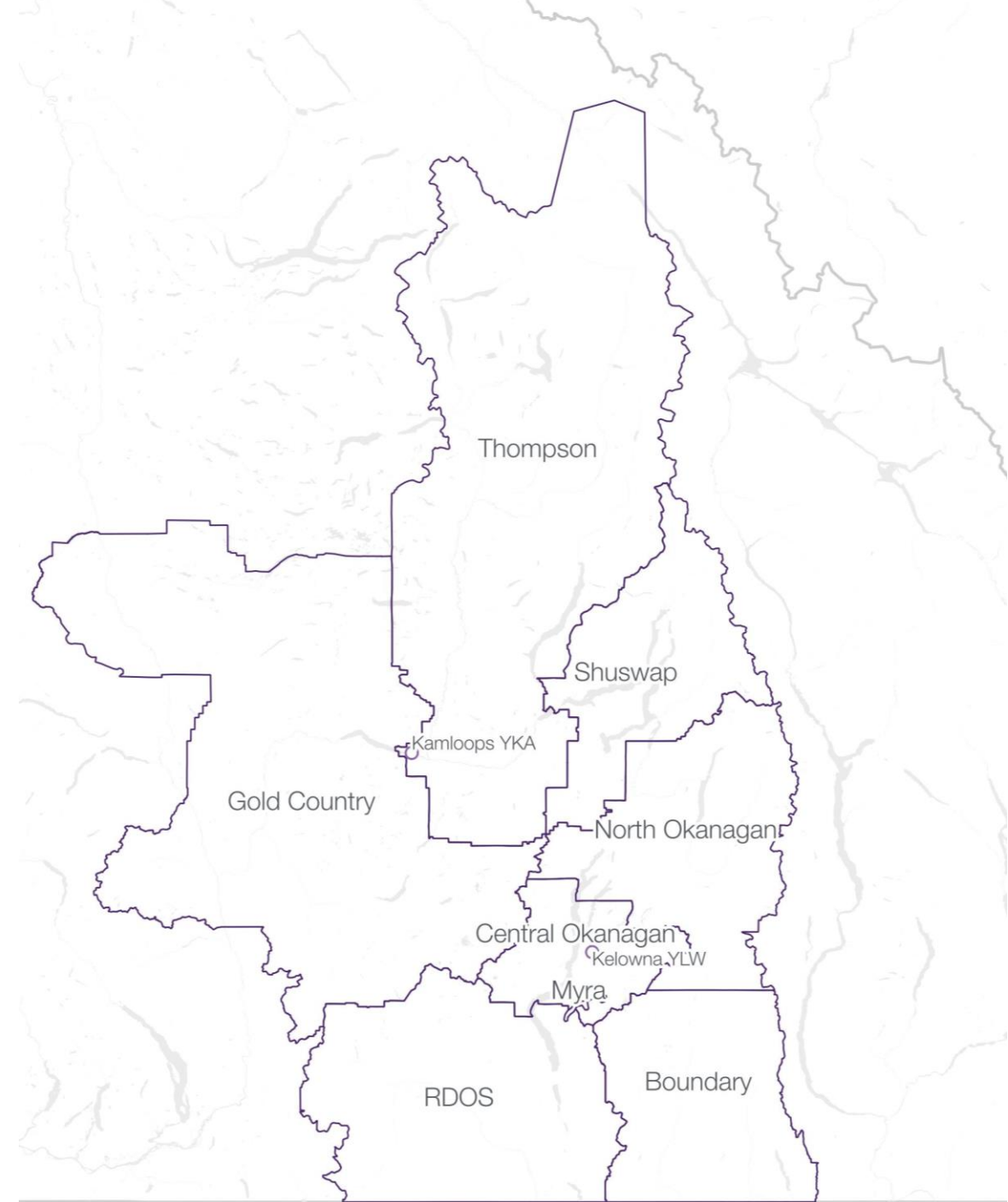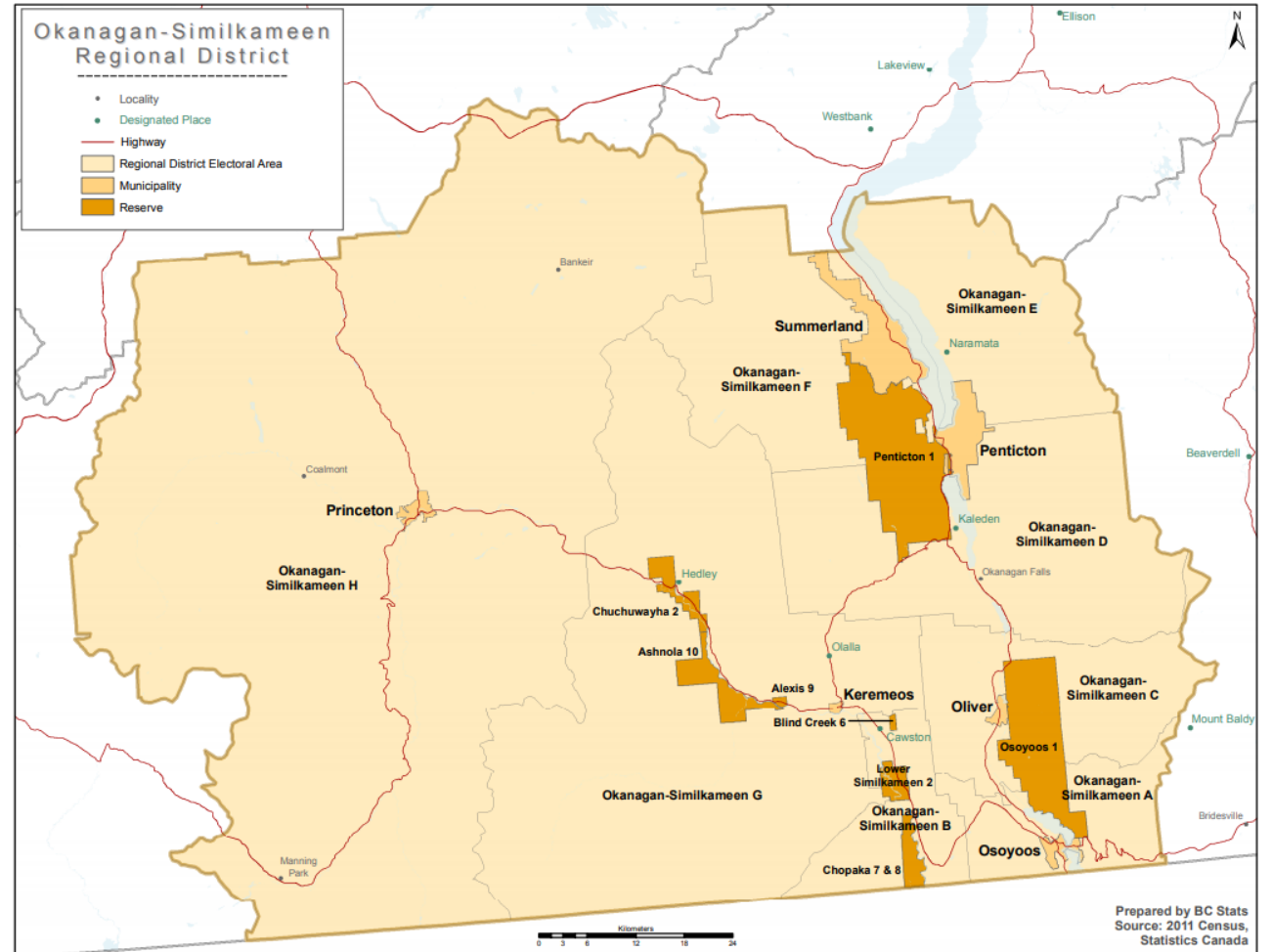
# Regional District Okanagan-Similkameen (RDOS)

2019 British Columbia Visitor FSA Analysis by PRIZM Segment

August 2020

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# DISTRICT FSA ANALYSIS
## TOP PRIZM SEGMENTS BY VISITOR ORIGIN CSD'S



Top 20 PRIZM Segments by Household Count in British Columbia

**Top PRIZM Segments by Overall Visitor Origin CSD's**

| CSD (City) | TOP PRIZM Segment |
|---|---|
| Vancouver | Asian Avenues (22%)<br>Eat, Play, Love (22%) |
| Surrey | *South Asian Society (29%)* |
| Abbotsford | **Suburban Sports (19%)**<br>*South Asian Society (17%)* |
| Chilliwack | Just Getting By (12%)<br>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%)** |

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# 2020 PRIZM SEGMENT SUMMARY

## SUBURBAN SPORTS

### General Canadian Summary:

- Middle-aged couples and families (with children of all ages at home)

- Moderate Education (high school/college degree)

- Blue-collar positions in service sector (natural resources, Trades)

- Value community involvement and companies that treat their employees fairly

- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie

- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020



Source: Environics Analytics- Envision 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897) |
| Maintainer Age | Median Household Maintainer Age is 52 |
| Children at Home | 47% of couples have children living at home |
| Household Income | Above Average Household Income of $120,592 compared to BC at $106,681 |
| Top Social Value | 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 |
| Media Habits | • 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<br><br>• 79% currently use Facebook, 36% use Instagram and 23% use Twitter |

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## SCENIC RETIREMENT



### General Canadian Summary:

- Older and more mature, middle-income suburbanites

- Mixed Education - College/High School

- Blue-collar and service sector jobs as well as pensions and government transfers

- Value traditional media and home-based hobby crafts

- Top Geography: Vernon, Nanaimo, Kelowna

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments 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) |
| Maintainer Age | Median Household Maintainer Age is 64 |
| Children at Home | 39% of couples have children living at home |
| Household Income | Average Household Income of $100,586 compared to BC at $106,681 |
| Top Social Value | **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 |
| Media Habits | • 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)<br><br>• 79% currently use Facebook, 30% use Instagram and 21% use Twitter |

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## COUNTRY AND WESTERN



### General Canadian Summary:

- Older, middle-income western homeowners

- Mixed Education

- Farming and Blue-Collar employment

- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles

- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments 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) |
| Maintainer Age | Median Household Maintainer Age is 57 |
| Children at Home | 48% of couples have children living at home |
| Household Income | Below Average Household Income of $91,291 compared to BC at $106,681 |
| Top Social Value | **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 |
| Media Habits | • 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)<br><br>• 84% currently use Facebook, 33% use Instagram and 22% use Twitter |

Source: Environics Analytics- Envision 2020

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# 2020 PRIZM SEGMENT SUMMARY

## ASIAN AVENUES

### General Canadian Summary:

- Urban, middle-income Asian families and singles with children over the age of 25

- Mixed Education (high school/college degree)

- White-collar and service jobs

- Value the maintenance of their cultural traditions, community involvement and sharing their opinions on products/services with family and friends

- Top Geography: Vancouver, Burnaby, Toronto, Ottawa, Montréal

- EQ Type: Personal History Explorer

Source: Environics PRIZM Marketer's Guide 2020



| Category | British Columbia Highlights |
| --- | --- |
| Household Count | Of the 67 PRIZM Segments identified in Canada, Asian Avenues rank 7th, making up 81,208 households, or 4% of the total Households in British Columbia (2,010,897) |
| Maintainer Age | Median Household Maintainer Age is 53 |
| Children at Home | 53% of couples have children living at home |
| Household Income | Average Household Income of $102,300 compared to BC at $106,681 |
| Top Social Value | **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 |
| Media Habits | • 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)<br><br>• 75% currently use Facebook, 42% use Instagram and 23% use Twitter |

Source: Environics Analytics-Envision 2020

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# 2020 PRIZM SEGMENT SUMMARY

## EAT, PLAY, LOVE



### General Canadian Summary:

- Younger urban singles. Over half of households contain single or divorced individuals

- University Education (Most educated of all 67 segments)

- White-collar positions in Business, Science, Education and Management

- Value experience-intensive lifestyles, adventure sports, concerts, gourmet cooking

- Top Geography: Toronto, Ottawa, Victoria, Edmonton, Calgary

- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments 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) |
| Maintainer Age | Median Household Maintainer Age is 42 |
| Children at Home | 34% of couples have children living at home |
| Household Income | Average Household Income of $111,888 compared to BC at $106,681 |
| Top Social Value | **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 |
| Media Habits | • 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)<br><br>• 77% currently use Facebook, 53% use Instagram and 37% use Twitter |

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# 2020 PRIZM SEGMENT SUMMARY

## FRIENDS AND ROOMIES



### General Canadian Summary:

- Younger, diverse lower-middle-income city dwellers

- Mixed Education (High School/University)

- Service Sector and White-Collar positions

- Value in-person and online entertainment, music, podcasts and video games

- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton

- EQ Type: Cultural Explorer

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments identified in Canada, Friends & Roomies rank 10th, making up 71,682 households, or 4% of the total Households in British Columbia (2,010,897) |
| Maintainer Age | Median Household Maintainer Age is 46 |
| Children at Home | 56% of couples have children living at home |
| Household Income | Below Average Household Income of $73,285 compared to BC at $106,681 |
| Top Social Value | **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 |
| Media Habits | • 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)<br><br>• 80% currently use Facebook, 43% use Instagram and 42% use Twitter |

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# 2020 PRIZM SEGMENT SUMMARY

## SOUTH ASIAN SOCIETY



### General Canadian Summary:

- Middle- aged, middle income South Asian Families with children of mixed ages

- Grade 9/High School Education

- Positions in Manufacturing, Trades and Services

- Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising

- Top Geography: Abbotsford-Mission, Vancouver, Kelowna, Calgary, Toronto

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments 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) |
| Maintainer Age | Median Household Maintainer Age is 49 |
| Children at Home | 65% of couples have children living at home |
| Household Income | Average Household Income of $104,255 compared to BC at $106,681 |
| Top Social Value | **Top Social Value: Traditional 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 |
| Media Habits | • 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)<br><br>• 77% currently use Facebook, 44% use Instagram and 30% use Twitter |

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# 2020 PRIZM SEGMENT SUMMARY

## JUST GETTING BY

### General Canadian Summary:

- Younger, low-income city singles and families

- Mixed Education (Grade 9/High School/College

- Low-level positions in the Services, Trades and Manufacturing

- Value leisure activities, visiting chain restaurants and keeping up to date on entertainment and celebrity gossip

- Top Geography: Saint John, Sault Ste. Marie, North Bay, Belleville

- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments 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) |
| Maintainer Age | Median Household Maintainer Age is 51 |
| Children at Home | 56% of couples have children living at home |
| Household Income | Below Average Household Income of $62,460 compared to BC at $106,681 |
| Top Social Value | **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 |
| Media Habits | • 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)<br><br>• 81% currently use Facebook, 35% use Instagram and 24% use Twitter |

Source: Environics Analytics-Envision 2020

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# 2020 PRIZM SEGMENT SUMMARY

## MATURE AND SECURE

### General Canadian Summary:

- Older couples and families with children (ages 10+) at home

- Highly Educated (University/College Degree)

- White-collar positions in Business, Finance, Science and Education

- Value their health and local (Canadian) made products/services

- Top Geography: Calgary, Vancouver, Edmonton, Montréal, Toronto, Ottawa, Gatineau, Winnipeg, London and Hamilton

- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments 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) |
| Maintainer Age | Median Household Maintainer Age is 57 |
| Children at Home | 53% of couples have children living at home |
| Household Income | Above Average Household Income of $155,295 compared to BC at $106,681 |
| Top Social Value | 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 |
| Media Habits | • 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<br><br>• 76% currently use Facebook, 35% use Instagram and 27% use Twitter |

Source: Environics Analytics-Envision 2020

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# 2020 PRIZM SEGMENT SUMMARY

## SLOW-LANE SUBURBS





### General Canadian Summary:

- Older and mature suburban singles and couples

- Mixed Education - College/High School

- Service sector and white-collar jobs in health, food services, sales or retail

- Value leisure-intensive lifestyles, casinos, community theatre, beer/food/wine festivals

- Top Geography: Sault Ste. Marie, Thunder Bay, North Bay, Sarnia

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

| Category | British Columbia Highlights |
|---|---|
| Household Count | Of the 67 PRIZM Segments identified in Canada, Slow-Lane Suburbs rank 28th, making up 28,299 households, or 1.4% of the total Households in British Columbia (2,010,897) |
| Maintainer Age | Median Household Maintainer Age is 56 |
| Children at Home | 52% of couples have children living at home |
| Household Income | Below Average Household Income of $87,080 compared to BC at $106,681 |
| Top Social Value | **Top Social Value: National Pride:** The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world |
| Media Habits | • 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)<br><br>• 81% currently use Facebook, 34% use Instagram and 22% use Twitter |

Source: Environics Analytics- Envision 2020

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# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
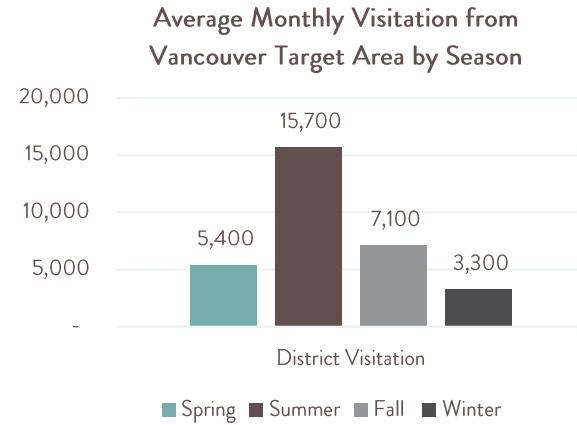
## Vancouver Target Area

## Overview

- The **Vancouver Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Vancouver** Target Area was the top BC visitor origin location across all seasons in 2019.

- The Vancouver Market consists of **31** FSA's. Visitors to the RDOS district originate from **29** of them.
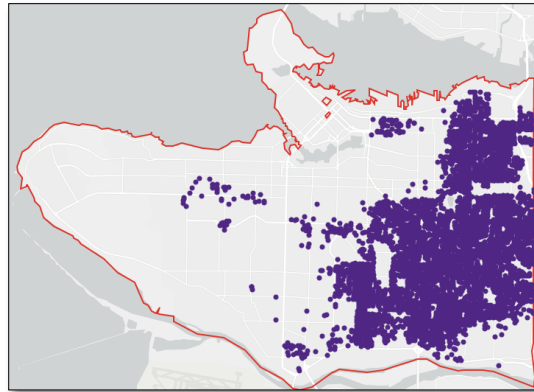
### Asian Avenues PRIZM Summary – Canada

- Urban, middle-income Asian families and singles with children over the age of 25

- Mixed Education (high school/college degree)

- White-collar and service jobs

- Value the maintenance of their cultural traditions, community involvement and sharing their opinions on products/services with family and friends

- Top Geography: Vancouver, Burnaby, Toronto, Ottawa, Montreal

## Vancouver Target Area Market Size and Average Monthly Visitation

**Vancouver Target Area Market Size**

**311,298 (Household Count)**

### Average Monthly Visitation from Vancouver Target Area by Season

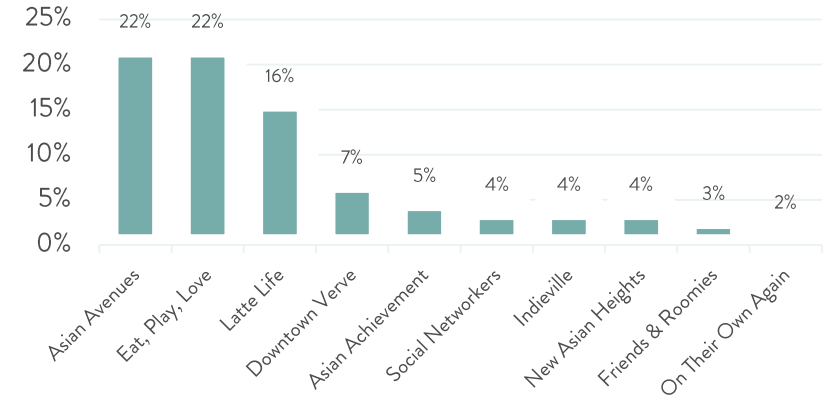| | Spring | Summer | Fall | Winter |
|---|---|---|---|---|
| District Visitation | 5,400 | 15,700 | 7,100 | 3,300 |

## Top PRIZM Segment in Vancouver Target Area – Asian Avenues



**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

## Top PRIZM Segment Breakdown in Vancouver Target Area

| Segment | % |
|---|---|
| Asian Avenues | 22% |
| Eat, Play, Love | 22% |
| Latte Life | 16% |
| Downtown Verve | 7% |
| Asian Achievement | 5% |
| Social Networkers | 4% |
| Indieville | 4% |
| New Asian Heights | 4% |
| Friends & Roomies | 3% |
| On Their Own Again | 2% |

| Category | Custom Vancouver Target Area PRIZM Highlight |
|---|---|
| Household Count | **Asian Avenues** make up 68,913 households, or 22% of the total Households in the Custom Vancouver target area (311,298) |
| Maintainer Age | Median Household Maintainer Age is 53 |
| Children at Home | 53% of couples have children living at home |
| Household Income | Average Household Income of $102,885 compared to the Custom Vancouver target area at $112,266 |
| Top Social Value | **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 |
| Media Habits | • 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (12 min/day)<br><br>• 73% currently use Facebook, 42% use Instagram and 23% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

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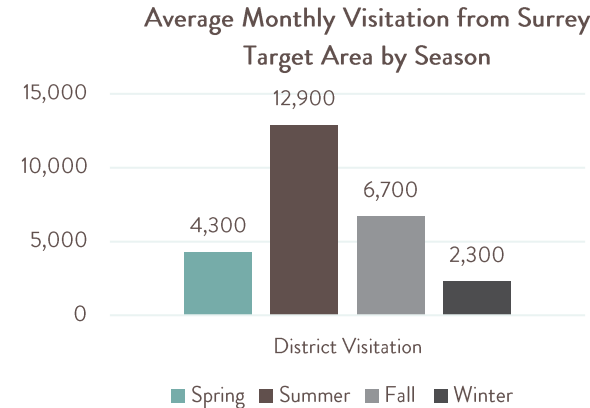# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
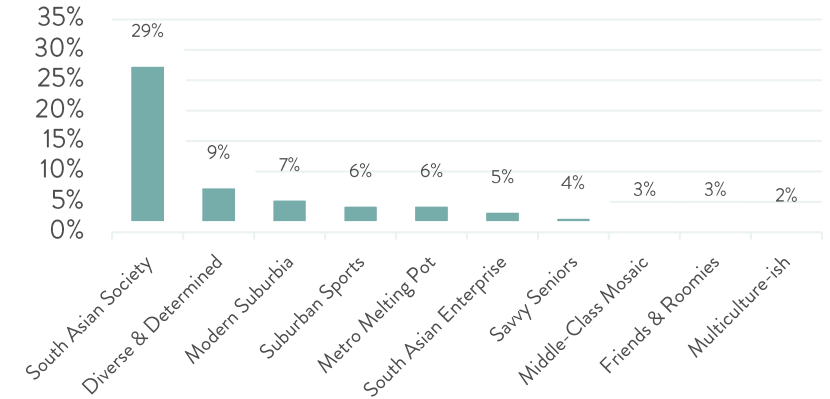## Surrey Target Area

## Overview

- The **Surrey Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Surrey** Target Area was the second top BC visitor origin location across all seasons in 2019.

- The **Surrey** Market consists of **9** FSA's. Visitors to the RDOS district originate from all **9** of them.

### South Asian Society PRIZM Summary – Canada

- Middle- aged, middle income South Asian Families with children of mixed ages

- Grade 9/High School Education

- Positions in Manufacturing, Trades and Services

- Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising

- Top Geography: Abbotsford-Mission, Vancouver, Kelowna, Calgary, Toronto

## Surrey Target Area Market Size and Average Monthly Visitation

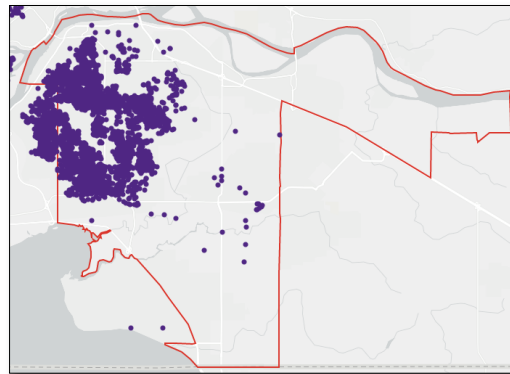**Surrey Target Area Market Size**

**174,317 (Household Count)**

### Average Monthly Visitation from Surrey Target Area by Season

| Season | Visitation |
|--------|-----------|
| Spring | 4,300 |
| Summer | 12,900 |
| Fall | 6,700 |
| Winter | 2,300 |

District Visitation

Legend: Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in Surrey Target Area

| Segment | Percentage |
|---------|-----------|
| South Asian Society | 29% |
| Diverse & Determined | 9% |
| Modern Suburbia | 7% |
| Suburban Sports | 6% |
| Metro Melting Pot | 6% |
| South Asian Enterprise | 5% |
| Savvy Seniors | 4% |
| Middle-Class Mosaic | 3% |
| Friends & Roomies | 3% |
| Multiculture-ish | 2% |

## Top PRIZM Segment in Surrey Target Area – South Asian Society

**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom Surrey Target Area PRIZM Highlight |
|----------|-------------------------------------------|
| Household Count | **South Asian Society** make up 50,659 households, or 29% of the total Households in the Custom Surrey target area (174,317) |
| Maintainer Age | Median Household Maintainer Age is 49 |
| Children at Home | 66% of couples have children living at home |
| Household Income | Average Household Income of $103,820 compared to the Custom Surrey target area at $109,629 |
| Top Social Value | **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. |
| Media Habits | • 10hrs/week listening to the Radio, 14hrs/week watching TV, 0hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)<br><br>• 77% currently use Facebook, 44% use Instagram and 30% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code
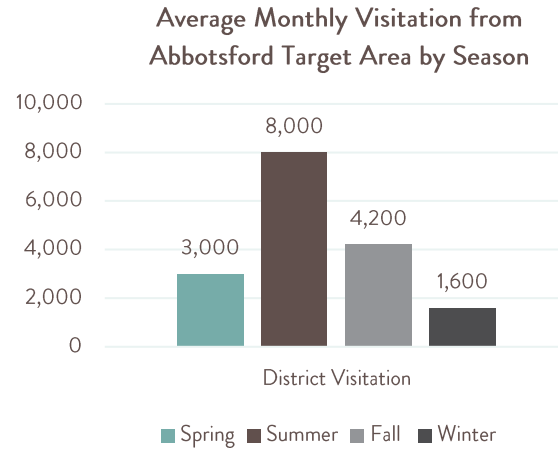
TOTA

## Overview

- The **Abbotsford Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Abbotsford** Target Area was the third BC visitor origin location during Spring, the fourth during Summer and Fall and the fifth during Winter.

- The Abbotsford Market consists of **4** FSA's. Visitors to the RDOS district originate from all **4** of them.
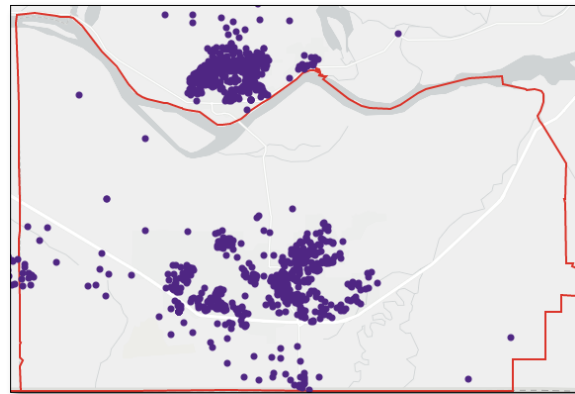
### Suburban Sports PRIZM Summary – Canada

- Middle-aged couples and families (with children of all ages at home)

- Moderate Education (high school/college degree)

- Blue-collar positions in service sector (natural resources, Trades)

- Value community involvement and companies that treat their employees fairly

- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie

## Abbotsford Target Area Market Size and Average Monthly Visitation

Abbotsford Target Area Market Size

52,465 (Household Count)

### Average Monthly Visitation from Abbotsford Target Area by Season



- Spring: 3,000
- Summer: 8,000
- Fall: 4,200
- Winter: 1,600

District Visitation

■ Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in Abbotsford Target Area



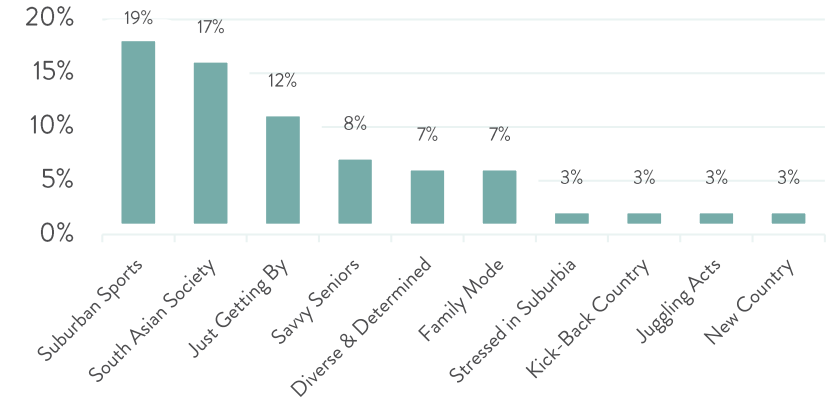| Segment | % |
|---|---|
| Suburban Sports | 19% |
| South Asian Society | 17% |
| Just Getting By | 12% |
| Savvy Seniors | 8% |
| Diverse & Determined | 7% |
| Family Mode | 7% |
| Stressed in Suburbia | 3% |
| Kick-Back Country | 3% |
| Juggling Acts | 3% |
| New Country | 3% |

## Top PRIZM Segment in Abbotsford Target Area – Suburban Sports



**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom Abbotsford Target Area PRIZM Highlight |
|---|---|
| Household Count | **Suburban Sports** make up 10,195 households, or 19% of the total Households in the Custom Abbotsford target area (52,465) |
| Maintainer Age | Median Household Maintainer Age is 52 |
| Children at Home | 52% of couples have children living at home |
| Household Income | Above Average Household Income of $122,769 compared to the Custom Abbotsford target area at $103,384 |
| Top Social Value | **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 |
| Media Habits | • 11hrs/week listening to the Radio, 17hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day)<br><br>• 79% currently use Facebook, 36% use Instagram and 23% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

TOTA

# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
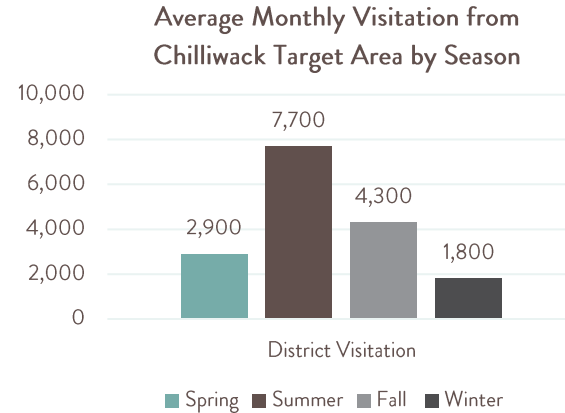## Chilliwack Target Area

## Overview

- The **Chilliwack Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Chilliwack** Target Area was the fourth BC visitor origin location during Spring, the fifth during Summer and the third during Fall and Winter.

- The Chilliwack Market consists of 3 FSA's. Visitors to the RDOS district originate from all **3** of them.

### Just Getting By PRIZM Summary – Canada

- Younger, low-income city singles and families, with younger children

- Low education levels

- Positions in Sales, Service, Trades and Manufacturing

- Enjoy living an active and mobile/youthful lifestyle

- Top Geography: Saint John, Sault Ste. Marie, North Bay, Belleville

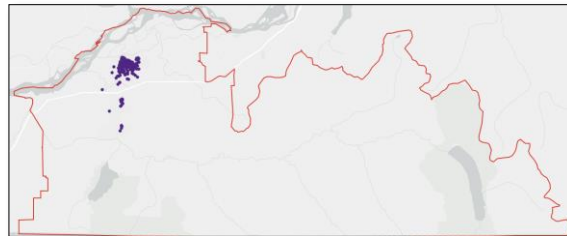## Chilliwack Target Area Market Size and Average Monthly Visitation

Chilliwack Target Area Market Size

38,525 (Household Count)

### Average Monthly Visitation from Chilliwack Target Area by Season

- Spring: 2,900
- Summer: 7,700
- Fall: 4,300
- Winter: 1,800

District Visitation

■ Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in Chilliwack Target Area

- Just Getting By: 12%
- Scenic Retirement: 11%
- Family Mode: 10%
- Suburban Sports: 9%
- Stressed in Suburbia: 7%
- Juggling Acts: 6%
- Suburban Recliners: 6%
- Value Villagers: 5%
- Silver Flats: 4%
- New Country: 4%

## Top PRIZM Segment in Chilliwack Target Area – Just Getting By

**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom Chilliwack Target Area PRIZM Highlight |
|---|---|
| Household Count | **Just Getting By** make up 4,753 households, or 12% of the total Households in the Custom Chilliwack target area (38,525) |
| Maintainer Age | Median Household Maintainer Age is 45 |
| Children at Home | 56% of couples have children living at home |
| Household Income | Below Average Household Income of $55,266 compared to the Custom Chilliwack target area at $93,744 |
| Top Social Value | **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 |
| Media Habits | • 12hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day)<br><br>• 81% currently use Facebook, 33% use Instagram and 23% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

TOTA

# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
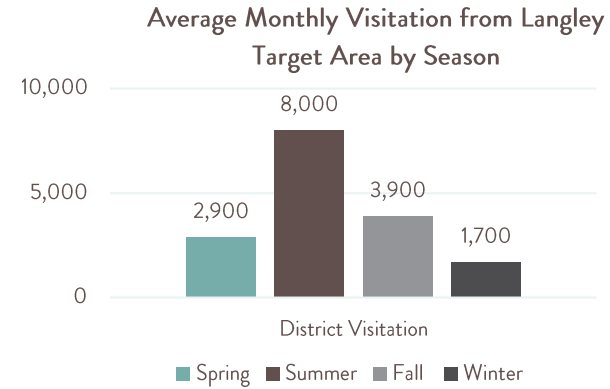## Langley Target Area

## Overview

- The **Langley Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Langley** Target Area was the fifth BC visitor origin location during Spring and Fall, the third during Summer and the fourth during Winter.

- The **Langley** Market consists of **4** FSA's. Visitors to the RDOS district originate from all **4** of them.
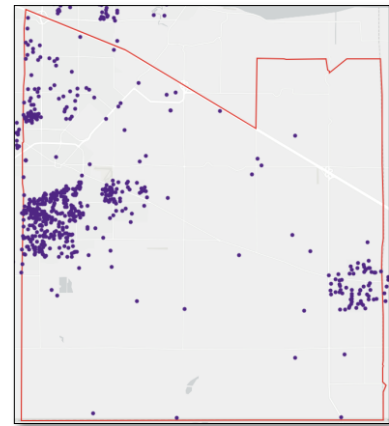
### Suburban Sports PRIZM Summary – Canada

- Middle-aged couples and families (with children of all ages at home)

- Moderate Education (high school/college degree)

- Blue-collar positions in service sector (natural resources, Trades)

- Value community involvement and companies that treat their employees fairly

- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie

## Langley Target Area Market Size and Average Monthly Visitation

Langley Target Area Market Size

46,602 (Household Count)

### Average Monthly Visitation from Langley Target Area by Season

| | |
|---|---|
| 10,000 | |
| | 8,000 |
| 5,000 | 3,900 |
| 2,900 | 1,700 |
| 0 | |

District Visitation

■ Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in Langley Target Area

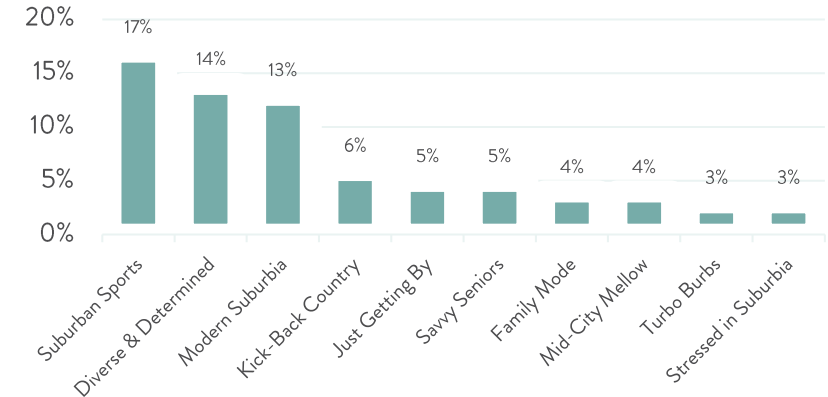| | |
|---|---|
| Suburban Sports | 17% |
| Diverse & Determined | 14% |
| Modern Suburbia | 13% |
| Kick-Back Country | 6% |
| Just Getting By | 5% |
| Savvy Seniors | 5% |
| Family Mode | 4% |
| Mid-City Mellow | 4% |
| Turbo Burbs | 3% |
| Stressed in Suburbia | 3% |

## Top PRIZM Segment in Langley Target Area – Suburban Sports



**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom Langley Target Area PRIZM Highlight |
|---|---|
| Household Count | **Suburban Sports** make up 7,895 households, or 17% of the total Households in the Custom Langley target area (46,602) |
| Maintainer Age | Median Household Maintainer Age is 52 |
| Children at Home | 52% of couples have children living at home |
| Household Income | Above Average Household Income of $123,029 compared to the Custom Langley target area at $111,019 |
| Top Social Value | **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 |
| Media Habits | • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day)<br><br>• 79% currently use Facebook, 37% use Instagram and 24% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

TOTA

# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
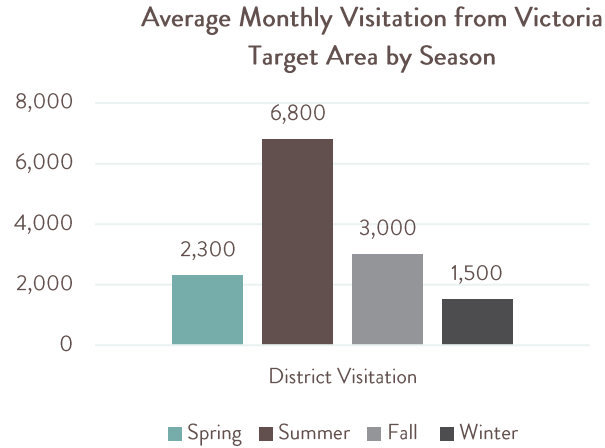## Victoria Target Area

## Overview

- The **Victoria Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Victoria** Target Area was the sixth BC visitor origin location across all seasons in 2019.

- The **Victoria** Market consists of **15** FSA's. Visitors to the district originate from all **15** of them.

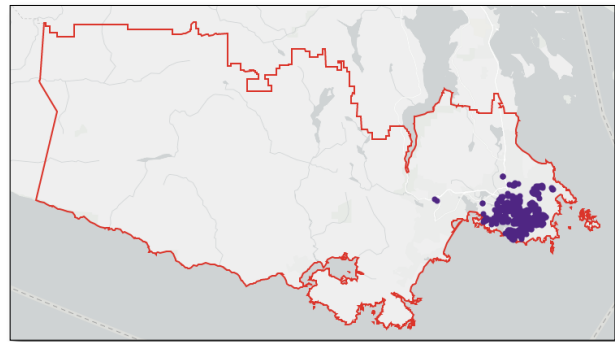### Friends and Roomies PRIZM Summary – Canada

- Younger, diverse lower-middle-income city dwellers

- Mixed Education (High School/University)

- Service Sector and White-Collar positions

- Value in-person and online entertainment, music, podcasts and video games

- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton

## Victoria Target Area Market Size and Average Monthly Visitation

**Victoria Target Area Market Size**

**154,280 (Household Count)**

### Average Monthly Visitation from Victoria Target Area by Season

| Season | Visitation |
|--------|-----------|
| Spring | 2,300 |
| Summer | 6,800 |
| Fall | 3,000 |
| Winter | 1,500 |

District Visitation

■ Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in Victoria Target Area

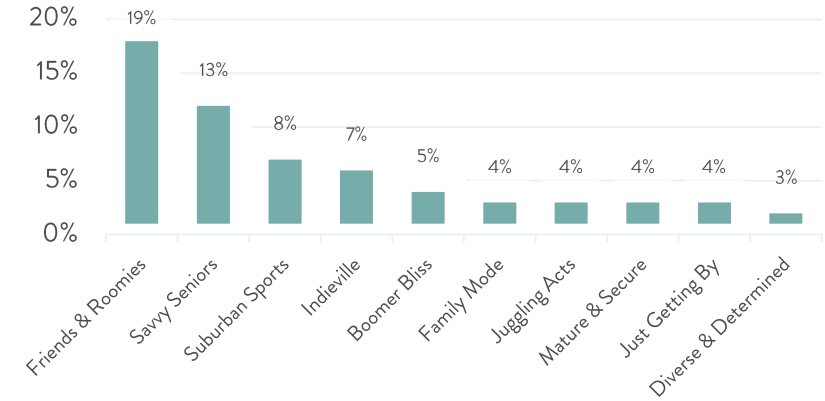| Segment | Percentage |
|---------|-----------|
| Friends & Roomies | 19% |
| Savvy Seniors | 13% |
| Suburban Sports | 8% |
| Indieville | 7% |
| Boomer Bliss | 5% |
| Family Mode | 4% |
| Juggling Acts | 4% |
| Mature & Secure | 4% |
| Just Getting By | 4% |
| Diverse & Determined | 3% |

## Top PRIZM Segment in Victoria Target Area – Friends and Roomies

**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

## Custom Victoria Target Area PRIZM Highlight

| Category | Custom Victoria Target Area PRIZM Highlight |
|----------|---------------------------------------------|
| Household Count | **Friends & Roomies** make up 29,427 households, or 19% of the total Households in the Custom Victoria target area (154,280) |
| Maintainer Age | Median Household Maintainer Age is 45 |
| Children at Home | 47% of couples have children living at home |
| Household Income | Below Average Household Income of $71,960 compared to the Custom Victoria target area at $103,194 |
| Top Social Value | **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 |
| Media Habits | • 11hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)<br>• 81% currently use Facebook, 40% use Instagram and 25% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

TOTA

# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
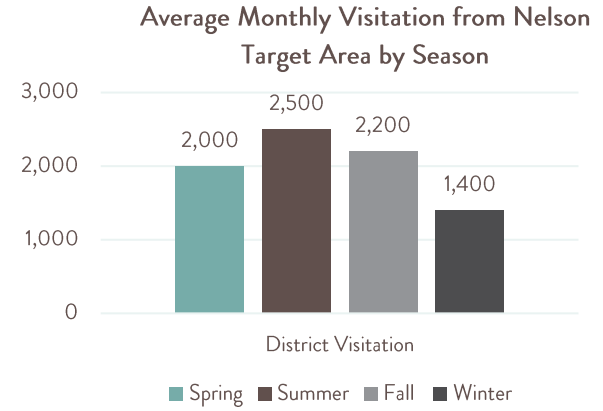## Nelson (FSA –V1L) Target Area

## Overview

- The **Nelson Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Nelson Target Area** was the seventh BC visitor origin location during Spring and Winter, the eighteenth during Summer and the eleventh during Fall.

- The **Nelson** Market consists of **1 large FSA. Note:** FSA geographical boundaries can cross traditional city lines, depending on the urbanity of the area, such as the case with FSA **V1L** (a rural area).
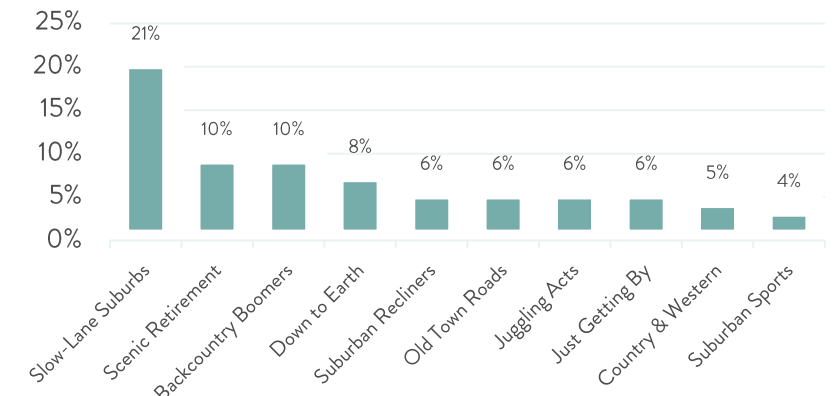
### Slow-Lane Suburbs– Canada

- Older and mature suburban singles and couples

- High School/College Education

- Service sector and White-Collar jobs in health, food services, sales, retail

- Value active, leisure-intensive lifestyles, casinos, community theatres

- **Top Geography:** Sault Ste. Matie, Thunder Bay, North Bay, Sarnia, Peterborough

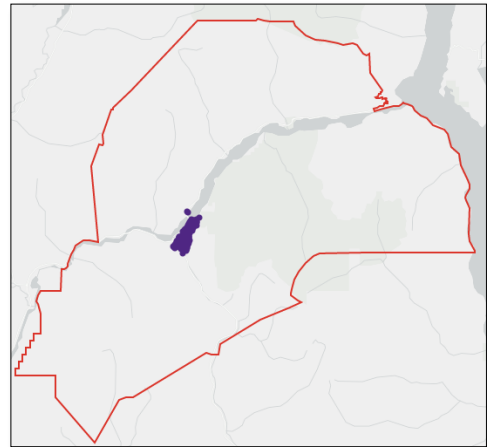## Nelson Target Area Market Size and Average Monthly Visitation

**Nelson Target Area Market Size**

**8,412 (Household Count)**

### Average Monthly Visitation from Nelson Target Area by Season

| Season | Visitation |
|--------|-----------|
| Spring | 2,000 |
| Summer | 2,500 |
| Fall | 2,200 |
| Winter | 1,400 |

District Visitation

■ Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in Nelson Target Area

| Segment | % |
|---------|---|
| Slow-Lane Suburbs | 21% |
| Scenic Retirement | 10% |
| Backcountry Boomers | 10% |
| Down to Earth | 8% |
| Suburban Recliners | 6% |
| Old Town Roads | 6% |
| Juggling Acts | 6% |
| Just Getting By | 6% |
| Country & Western | 5% |
| Suburban Sports | 4% |

## Top PRIZM Segment in Nelson Target Area – Slow-Lane Suburbs

**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom Nelson Target Area PRIZM Highlight |
|----------|-------------------------------------------|
| Household Count | **Slow-Lane Suburbs** make up 1,733 households, or 21% of the total Households in the Custom Nelson target area (8,412) |
| Maintainer Age | Median Household Maintainer Age is 54 |
| Children at Home | 58% of couples have children living at home |
| Household Income | Average Household Income of $87,499 compared to the Custom Nelson target area at $84,888 |
| Top Social Value | **Top Social Value: National Pride:** The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world |
| Media Habits | • 14hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)<br><br>• 82% currently use Facebook, 35% use Instagram and 24% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

TOTA

# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
## Fruitvale/Rossland (FSA–V0G) Target Area

## Overview

- The **Fruitvale/Rossland Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Fruitvale/Rossland** Target Area was the eighth BC visitor origin location during Spring, Fall and Winter and the twentieth market during Summer.

- The **Fruitvale/Rossland** Market consists of **1 large** FSA. **Note:** FSA geographical boundaries can cross traditional city lines, depending on the urbanity of the area, such as the case with FSA **V0G** (a rural area).
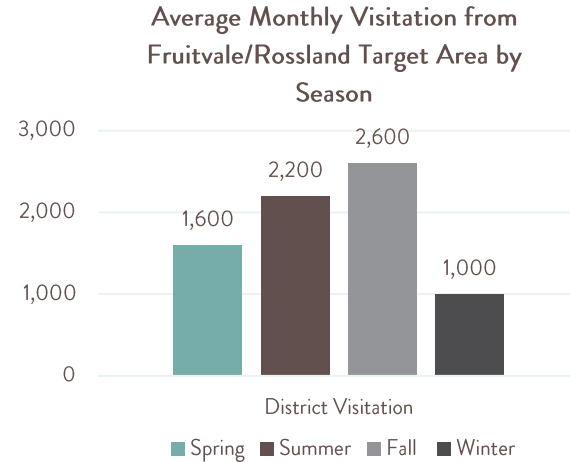
### Country & Western PRIZM Summary – Canada

- Older, middle-income western homeowners

- Mixed Education

- Farming and Blue-Collar employment

- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles

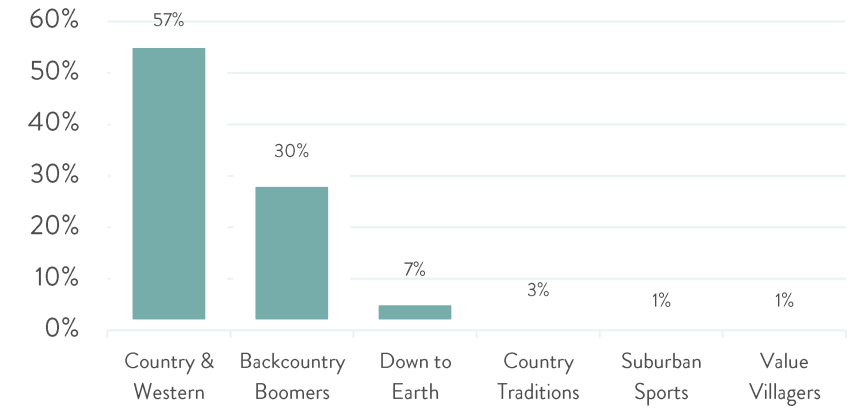- **Top Geography:** Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta

## Fruitvale/Rossland Target Area Market Size and Average Monthly Visitation
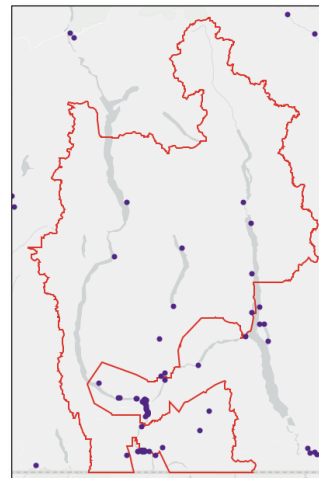
**Fruitvale/Rossland Target Area Market Size**

**10,937 (Household Count)**

### Average Monthly Visitation from Fruitvale/Rossland Target Area by Season

- Spring: 1,600
- Summer: 2,200
- Fall: 2,600
- Winter: 1,000

District Visitation

Legend: ■ Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in Fruitvale/Rossland Target Area

- Country & Western: 57%
- Backcountry Boomers: 30%
- Down to Earth: 7%
- Country Traditions: 3%
- Suburban Sports: 1%
- Value Villagers: 1%

## Top PRIZM Segment in Fruitvale/Rossland Target Area – Country and Western



**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom Fruitvale/Rossland Target Area PRIZM Highlight |
|---|---|
| Household Count | **Country & Western** make up 6,220 households, or 57% of the total Households in the Custom Fruitvale/Rossland target area (10,937) |
| Maintainer Age | Median Household Maintainer Age is 60 |
| Children at Home | 46% of couples have children living at home |
| Household Income | Average Household Income of $85,309 compared to the Custom Fruitvale/Rossland target area at $86,306 |
| Top Social Value | **Top Social Value: Emotional Control:** The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences |
| Media Habits | • 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (11 min/day)<br><br>• 85% currently use Facebook, 31% use Instagram and 21% use Twitter |

CSD = Census Subdivision (City) Level of Geography
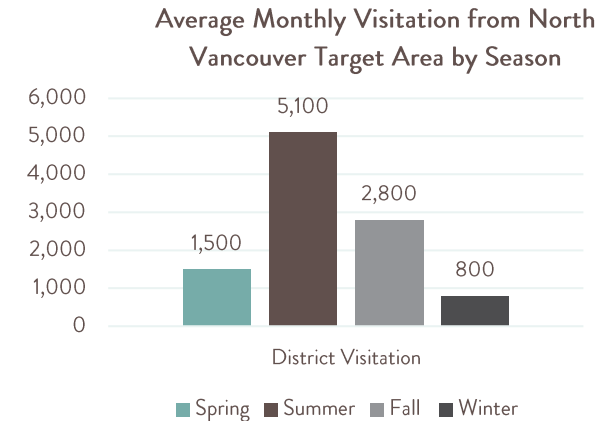FSA = Forward Sortation Area – First three characters of a postal code

TOTA

## Overview

- The **North Vancouver Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **North Vancouver** Target Area was the tenth BC visitor origin location during Spring, the seventh during Summer and Fall and the eleventh during Winter.

- The **North Vancouver** Market consists of **9** FSA's. Visitors to the district originate from all **9** of them.

### Mature and Secure PRIZM Summary – Canada

- Older and Mature upscale city dwellers

- University Education

- White-collar and Management jobs in Business, Finance, Science and Education

- Value their health, traditional and digital media and staying active through yoga and fitness classes

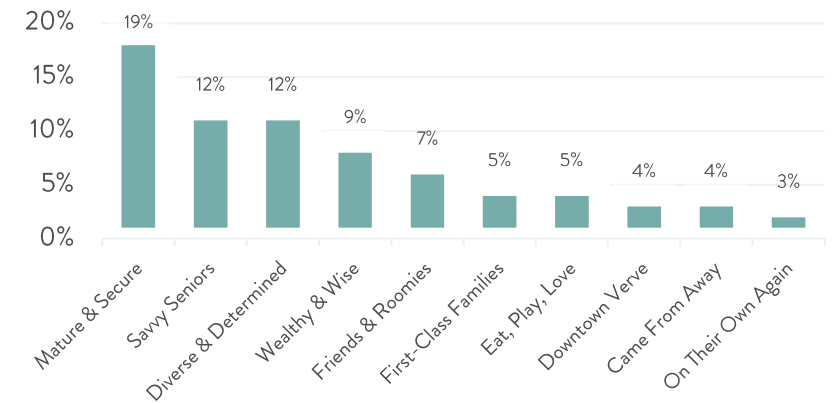- Top Geography: Ottawa, Winnipeg, London, Hamilton, Toronto

## North Vancouver Target Area Market Size and Average Monthly Visitation

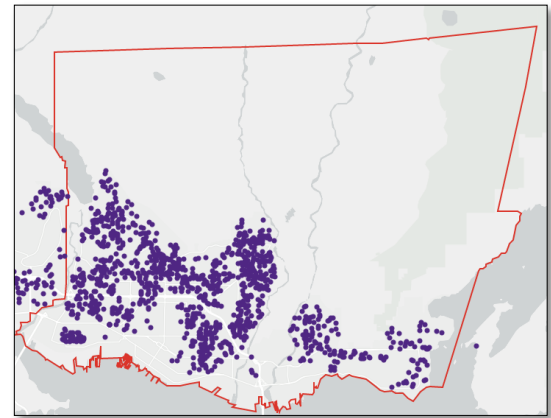**North Vancouver Target Area Market Size**

**61,602 (Household Count)**

### Average Monthly Visitation from North Vancouver Target Area by Season

- Spring: 1,500
- Summer: 5,100
- Fall: 2,800
- Winter: 800

District Visitation

■ Spring ■ Summer ■ Fall ■ Winter

## Top PRIZM Segment Breakdown in North Vancouver Target Area

- Mature & Secure: 19%
- Savvy Seniors: 12%
- Diverse & Determined: 12%
- Wealthy & Wise: 9%
- Friends & Roomies: 7%
- First-Class Families: 5%
- Eat, Play, Love: 5%
- Downtown Verve: 4%
- Came From Away: 4%
- On Their Own Again: 3%

## Top PRIZM Segment in North Vancouver Target Area – Mature and Secure

**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom North Vancouver Target Area PRIZM Highlight |
|---|---|
| Household Count | **Mature & Secure** make up 11,913 households, or 19% of the total Households in the Custom North Vancouver target area (61,602) |
| Maintainer Age | Median Household Maintainer Age is 57 |
| Children at Home | 56% of couples have children living at home |
| Household Income | Above Average Household Income of $169,550 compared to the Custom North Vancouver target area at $138,771 |
| Top Social Value | **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 |
| Media Habits | • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)<br>• 76% currently use Facebook, 35% use Instagram and 28% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

TOTA

# Regional District Okanagan-Similkameen (RDOS)– 2019 Visitor Origin Analysis by PRIZM Segment
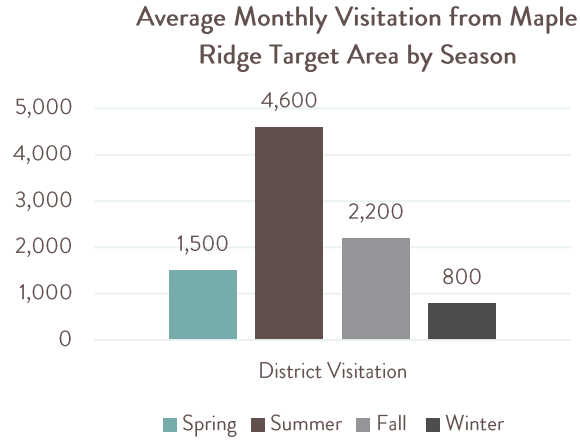## Maple Ridge Target Area

## Overview

- The **Maple Ridge Target Area** was created using monthly unique visitor origin FSA's as supplied by TELUS Insights, "rolled up" and averaged at the CSD (City) level.

- The **Maple Ridge Target Area** was the tenth BC visitor origin location during Spring and Fall, the ninth during Summer and the twelfth during Winter.

- The **Maple Ridge Market** consists of **3** FSA's. Visitors to the district originate from all **3** of them.

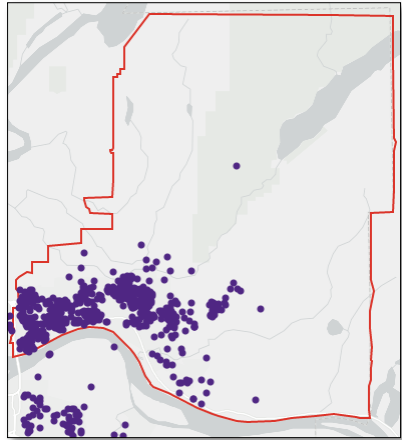### Suburban Sports PRIZM Summary – Canada

- Middle-aged couples and families (with children of all ages at home)

- Moderate Education (high school/college degree)

- Blue-collar positions in service sector (natural resources, Trades)

- Value community involvement and companies that treat their employees fairly

- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie

## Maple Ridge Target Area Market Size and Average Monthly Visitation

**Maple Ridge Target Area Market Size**

**32,463 (Household Count)**

### Average Monthly Visitation from Maple Ridge Target Area by Season

| Season | Visitation |
|--------|-----------|
| Spring | 1,500 |
| Summer | 4,600 |
| Fall | 2,200 |
| Winter | 800 |

District Visitation

■ Spring  ■ Summer  ■ Fall  ■ Winter

## Top PRIZM Segment Breakdown in Maple Ridge Target Area

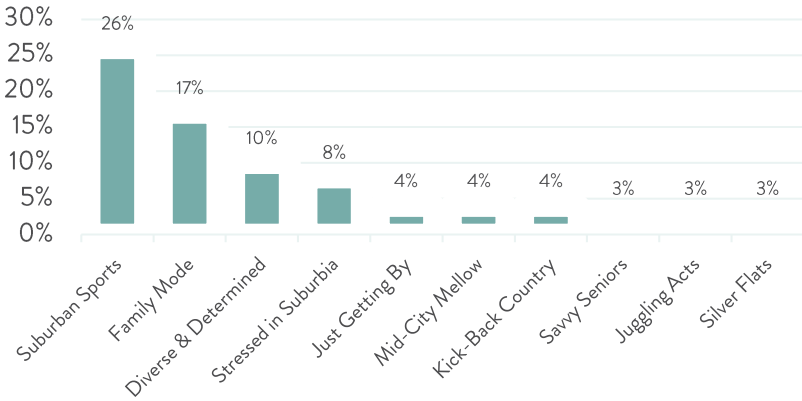| Segment | Percentage |
|---------|-----------|
| Suburban Sports | 26% |
| Family Mode | 17% |
| Diverse & Determined | 10% |
| Stressed in Suburbia | 8% |
| Just Getting By | 4% |
| Mid-City Mellow | 4% |
| Kick-Back Country | 4% |
| Savvy Seniors | 3% |
| Juggling Acts | 3% |
| Silver Flats | 3% |

## Top PRIZM Segment in Maple Ridge Target Area – Suburban Sports

**Note:** Red outline defines the custom target area as identified by visitor origin FSA's within a City (CSD).

The purple dots represent the top PRIZM Segment within the custom target area

| Category | Custom Maple Ridge Target Area PRIZM Highlight |
|----------|-----------------------------------------------|
| Household Count | **Suburban Sports** make up 8,393 households, or 26% of the total Households in the Custom Maple Ridge target area (32,463) |
| Maintainer Age | Median Household Maintainer Age is 53 |
| Children at Home | 52% of couples have children living at home |
| Household Income | Average Household Income of $123,165 compared to the Custom Maple Ridge target area at $115,861 |
| Top Social Value | **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 |
| Media Habits | • 12hrs/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)<br>• 79% currently use Facebook, 37% use Instagram and 25% use Twitter |

CSD = Census Subdivision (City) Level of Geography
FSA = Forward Sortation Area – First three characters of a postal code

TOTA

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