

Suburban Sports

PRIZM Segments Included (by SESI): 25
Market: RDOS - Abbotsford

Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st for the Custom Abbotsford target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Suburban Sports make up 10,195 households, or 19% of the total Households in the Custom Abbotsford target area (52,465)
- The Median Household Maintainer Age is 52, 52% of couples have children living at home
- Above Average Household Income of \$122,769 compared to the Custom Abbotsford target area at \$103,384
- 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 Cross Country Skiing/Snowshoeing and Hockey
- Above average interest in travelling within Canada (Jasper), Suburban Sports from the Custom Abbotsford target area spent an average of \$1,527 on their last vacation
- On average, Suburban Sports from the Custom Abbotsford target area spent spend 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)
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter

Market Sizing



Total Population

Target Group: 34,431 | 22.0%
Market: 156,530



Total Households

Target Group: 10,195 | 19.4%
Market: 52,465

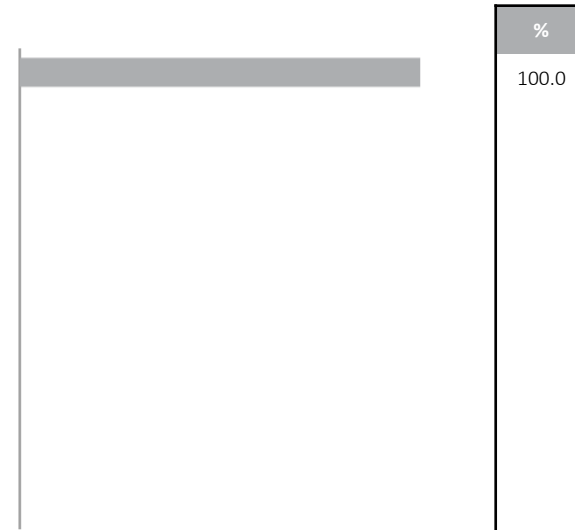
Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	28.0	19.5	97	52,381	29.0
Langley, BC (DM)	23.9	19.2	95	45,344	25.1
Maple Ridge, BC (CY)	23.0	25.9	128	32,447	18.0
Mission, BC (DM)	15.2	38.2	190	14,485	8.0
Chilliwack, BC (CY)	9.9	10.2	51	35,091	19.4
Fraser Valley G, BC (RDA)	0.0	1.1	6	791	0.4

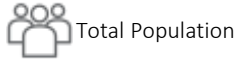
Top PRIZM Segments

% of Target Group Households

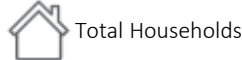
25 - Suburban Sports



Demographic Profile



Total Population
Target Group: 34,431 | 22.0%
Market: 156,530

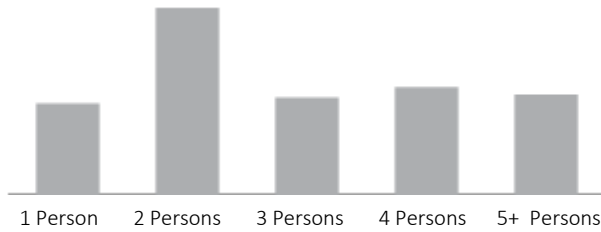


Total Households
Target Group: 10,195 | 19.4%
Market: 52,465

Average Household Income

\$122,769
(119)

Household Size*



Median Household Maintainer Age

52
(99)

Marital Status**

61.9%
(104)

Married/Common-Law

Family Composition***

52.0%
(107)

Couples With Kids at Home

Education**

33.4%
(97)

High School Certificate Or Equivalent

Visible Minority Presence*

28.4%
(73)

Belong to a visible minority group

Non-Official Language*

2.8%
(50)

No knowledge of English or French

Immigrant Population*

21.6%
(76)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Rejection of Orderliness	136	77	Sexism
Racial Fusion	133	79	Active Government
Primacy of the Family	124	79	Ostentatious Consumption
Need for Escape	120	80	Status via Home
National Pride	117	83	Patriarchy

Key Social Values

Racial Fusion Index = 133	Primacy of the Family Index = 124	Need for Escape Index = 120
National Pride Index = 117	Ethical Consumerism Index = 117	Legacy Index = 112
Work Ethic Index = 110	Community Involvement Index = 109	Flexible Families Index = 107
Pursuit of Originality Index = 106	Social Learning Index = 105	Consumptivity Index = 104

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.1	101
Gardening	61.8	104
Swimming	61.7	106
Camping	57.4	108
Volunteer work	53.7	99

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	49.1	97
Movies at a theatre/drive-in	42.8	100
Parks & city gardens	41.8	101
Bars & restaurant bars	36.2	102
Auditoriums, arenas & stadiums (any)	34.1	105

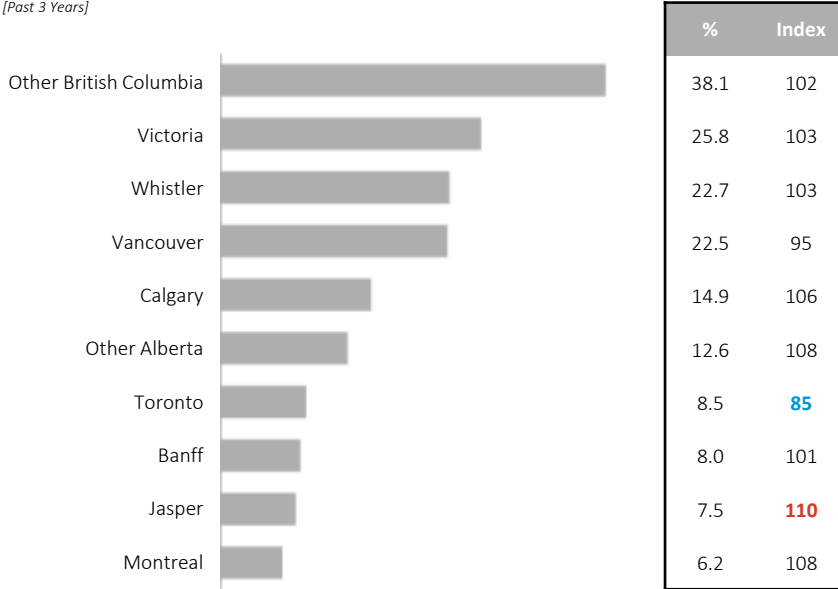
Key Tourism Activities**

Swimming 61.7% (106)	Camping 57.4% (108)	Hiking & backpacking 50.2% (105)	Cycling 49.1% (109)	Parks & city gardens 41.8% (101)	Photography 40.0% (109)	Canoeing & kayaking 36.6% (108)	Bars & restaurant bars 36.2% (102)
National or provincial park 33.7% (105)	Ice skating 26.1% (109)	Cross country skiing & snowshoeing 25.7% (111)	Pilates & yoga 25.5% (100)	Golfing 25.0% (107)	Downhill skiing 24.1% (109)	Fishing & hunting 23.6% (105)	Sporting events 21.7% (107)
Video arcades & indoor amusement centres 20.8% (94)	Specialty movie theatres/IMAX 19.6% (107)	Zoos & aquariums 19.3% (93)	Hockey 17.4% (120)	Historical sites 17.0% (98)	Power boating & jet skiing 14.8% (114)	Adventure sports 12.8% (115)	Theme parks, waterparks & water slides 12.6% (109)
Beer, food & wine festivals 11.5% (106)	Marathon or similar event 11.2% (113)	Snowboarding 10.8% (116)	ATV & snowmobiling 9.5% (108)	Curling 8.5% (109)	Inline skating 7.2% (126)	Music festivals 7.0% (93)	Film festivals 6.7% (120)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

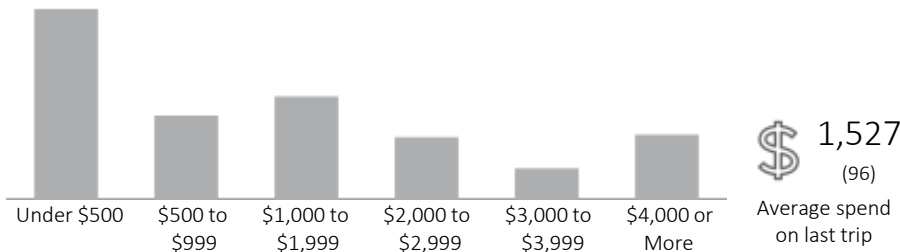


Booked With [Past Year]



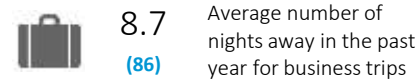
Vacation Spending

Spent Last Vacation

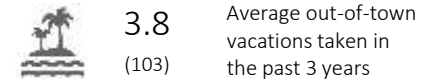


Travel Type & Frequency

Business Trips



Personal Trips



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



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 56.0% (102)	 Friends/relatives 42.7% (104)	 All-inclusive resort 18.2% (119)	 Camping 28.7% (107)	 Motel 22.8% (104)	 Vacation rental by owner 19.4% (107)	 Cottage 13.7% (132)
 B&B 14.1% (109)	 Condo/apartment 12.2% (112)	 Cruise ship 11.4% (111)	 RV/camper 15.5% (118)	 Package tours 3.9% (120)	 Spa resort 4.7% (113)	 Boat 2.1% (99)

Airline Preferences**

Flown [Past Year]

 Air Canada 38.1% (97)	 West Jet 33.9% (100)	 Air Transat 4.7% (77)	 Porter Airlines 0.6% (149)	 Other Canadian 5.9% (106)
 United Airlines 7.9% (106)	 Delta Airlines 5.2% (101)	 American Airlines 3.8% (109)	 Other American 7.8% (95)	
 European Airlines 6.7% (96)	 Asian Airlines 5.7% (90)	 Other Charter 1.8% (108)	 Other 9.1% (114)	

Car Rental*

Rented From [Past Year]

 Enterprise 5.6% (83)	 Budget 3.5% (78)	 Avis 1.5% (105)	 National 3.9% (132)
 Hertz 2.4% (97)	 Discount 0.5% (71)	 U-Haul 0.9% (108)	 Other Rentals 2.3% (118)

Media

Overall Level of Use

Radio



11 hours/week
(105)

Television



1,004 minutes/week
(95)

Newspaper



1 hours/week
(97)

Magazine



6 minutes/day
(84)

Internet



218 minutes/day
(97)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	33.6	103
Mainstream Top 40/CHR	22.7	96
Adult Contemporary	19.9	117
Today's Country	14.9	121
Classic Hits	12.5	103
Hot Adult Contemporary	12.3	113
Classic Rock	10.8	130
Modern/Alternative Rock	9.9	96
Multi/Variety/Specialty	8.9	118
Not Classified	7.4	99

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	42.8	95
Evening local news	35.8	100
Hockey (when in season)	28.7	112
Primetime serial dramas	27.7	101
Suspense/crime dramas	26.9	98
News/current affairs	26.2	93
Situation comedies	25.3	109
Cooking programs	24.4	99
Home renovation/decoration shows	24.2	96
Documentaries	23.8	98

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	55.2	100
International News & World	53.0	103
National News	49.7	96
Health	36.2	98
Movie & Entertainment	34.5	99
Sports	31.6	113
Food	31.2	99
Editorials	29.1	99
Travel	27.9	101
Business & Financial	20.3	99

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.2	110
Canadian Living	10.8	124
Other U.S. magazines	10.2	101
Reader's Digest	5.5	105
People	5.3	118
Maclean's	5.3	110
National Geographic	5.3	84
Cineplex Magazine	4.8	108
Canadian Geographic	3.2	97
Air Canada enRoute	3.0	96

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	71.7	102
Send/receive a text/instant message	63.6	104
Participate in an online social network	51.8	99
Take pictures/video	50.8	100
Use maps/directions service	48.6	102
Do banking/pay bills online	47.6	97
Use apps	47.2	98
Internet search - business, services, products	43.3	99
Access a news site	37.1	102
Watch a subscription-based video service	30.6	100

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.0	103
Take pictures/video	48.8	100
Send/receive email	48.0	104
Use apps	42.5	98
Participate in an online social network	41.9	99
Use maps/directions service	40.2	102
Internet search - business, services, products	28.8	103
Access a news site	23.7	108
Do banking/pay bills online	22.0	92
Compare products/prices while shopping	16.7	101

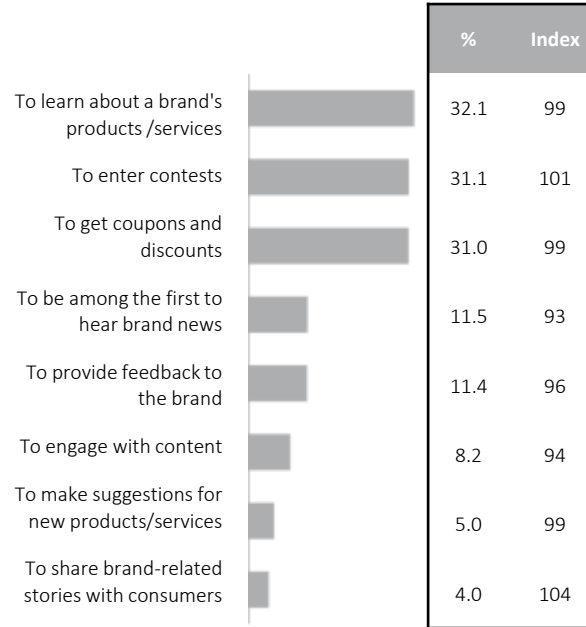
Media

Social Media Platforms

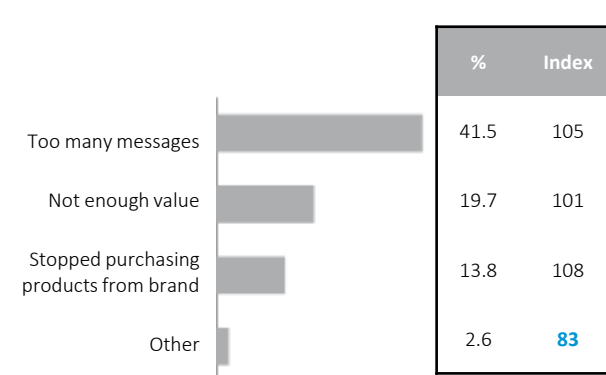
Usage [Currently Use]



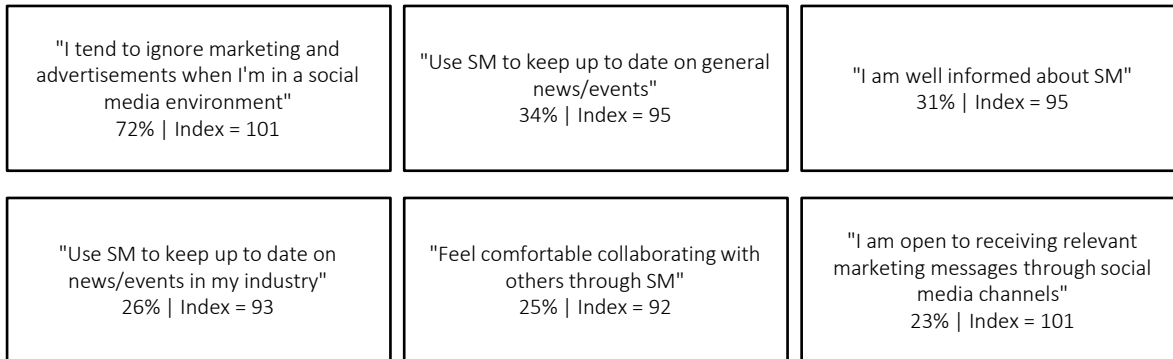
Reasons to Follow Brands



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"
77% | Index = 101

"I have tried a product/service based on a personal recommendation"
68% | Index = 100

"I am very concerned about the nutritional content of food products I buy"
66% | Index = 98

"I value companies who give back to the community"
65% | Index = 103

"I generally achieve what I set out to do"
64% | Index = 100

"I make an effort to buy local produce/products"
59% | Index = 97

"I am interested in learning about different cultures"
59% | Index = 101

"Family life and having children are most important to me"
59% | Index = 101

"I consider myself to be informed on current events or issues"
58% | Index = 100

"I like to cook"
56% | Index = 96

"I offer recommendations of products/services to other people"
53% | Index = 99

"I like to try new places to eat"
48% | Index = 96

"When I shop online I prefer to support Canadian retailers"
47% | Index = 97

"It's important to buy products from socially-responsible/environmentally-friendly companies"
47% | Index = 91

"I like to try new and different products"
46% | Index = 95

"Free-trial/product samples can influence my purchase decisions"
42% | Index = 101

"I am adventurous/"outdoorsy""
39% | Index = 103

"I am willing to pay more for eco-friendly products"
31% | Index = 97

"Staying connected via social media is very important to me"
28% | Index = 102

"Vegetarianism is a healthy option"
27% | Index = **84**

"I prefer to shop online for convenience"
26% | Index = 97

"Advertising is an important source of information to me"
23% | Index = 96

"I consider myself to be sophisticated"
21% | Index = 94

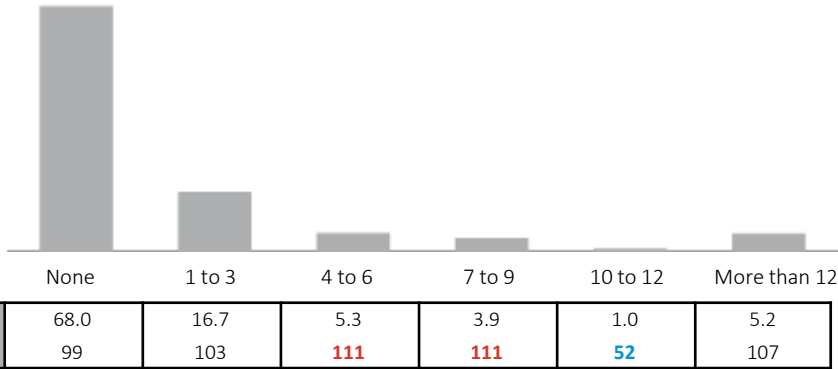
"I lead a fairly busy social life"
20% | Index = 100

"I enjoy being extravagant/indulgent"
18% | Index = 97

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

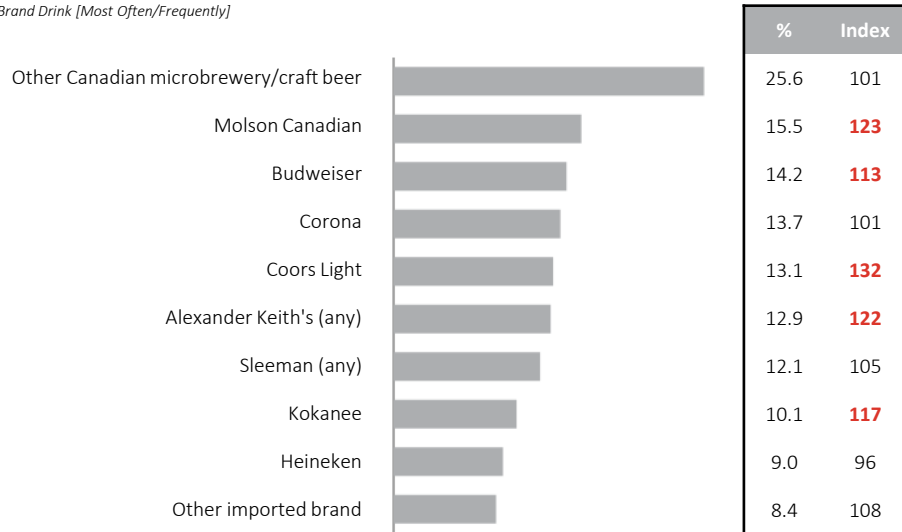
Drank [Past Month]	% Comp	Index
Canadian wine	21.1	105
Liqueurs (any)	10.0	107
Cider	9.9	101

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.4	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.6	101

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

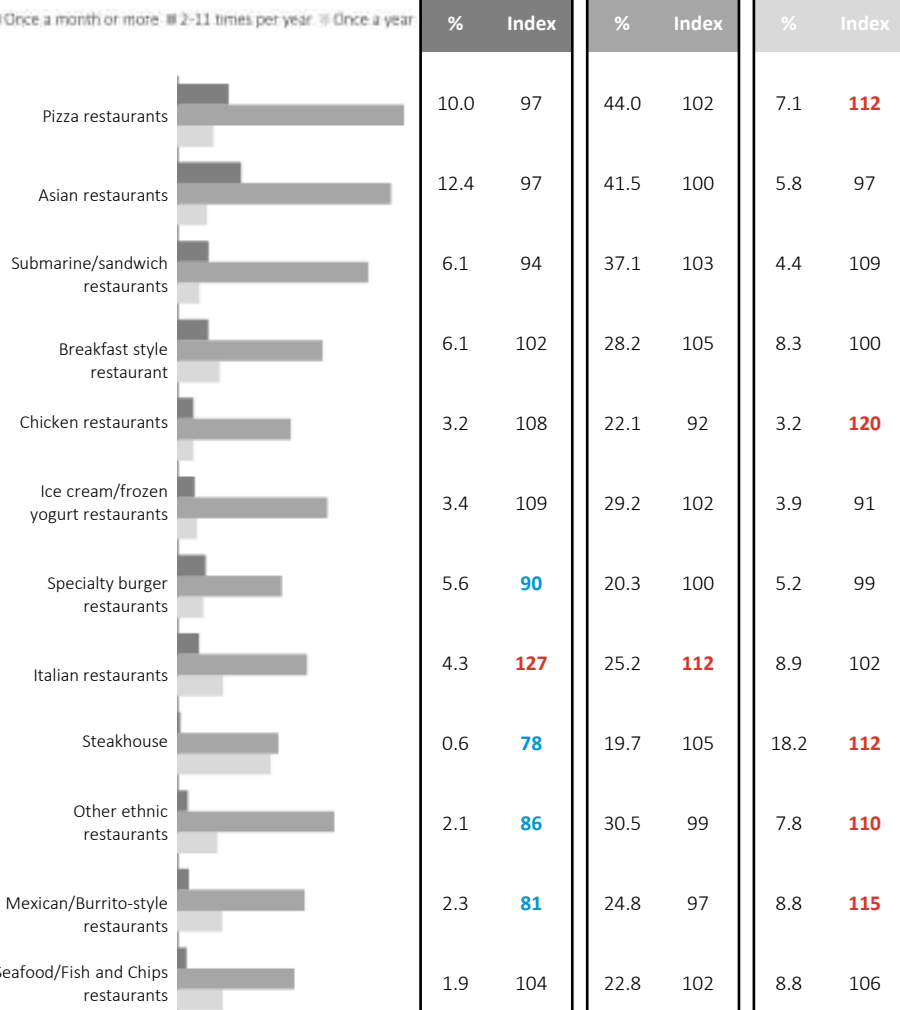
Drank [Past Month]



Product Preferences

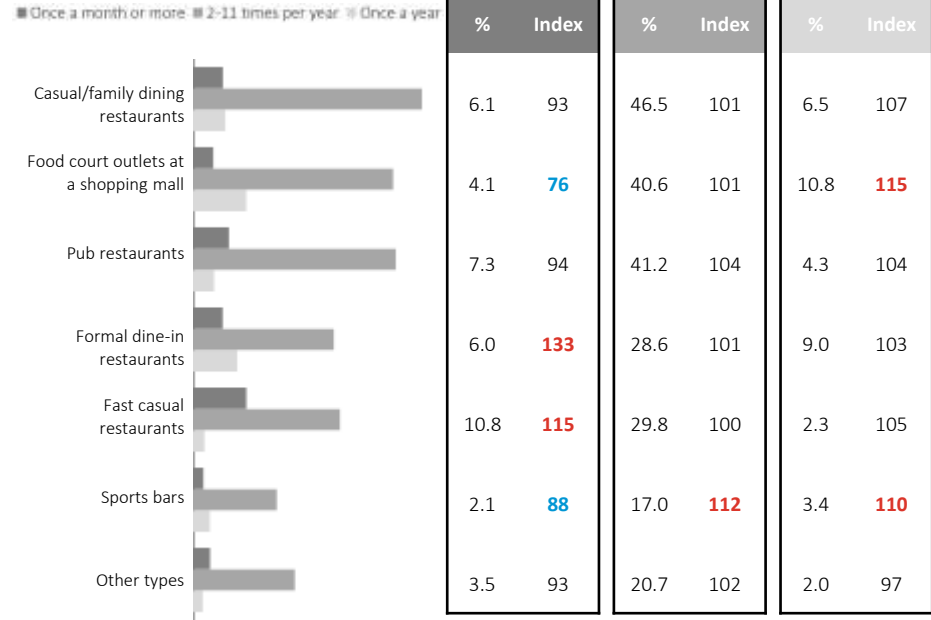
Restaurant Type Visited*

Frequency of Visiting [Past Year]



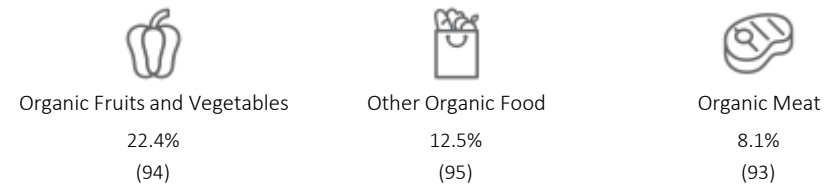
Restaurant Service Type*

Frequency of Visiting [Past Year]



Purchased Organic Food

Done [Past Week]



Product Preferences

Demographics



Rent
21.2%
(69)



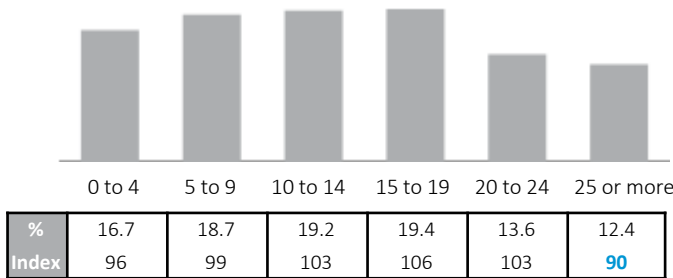
Own
78.8%
(114)



Households with
Children at Home

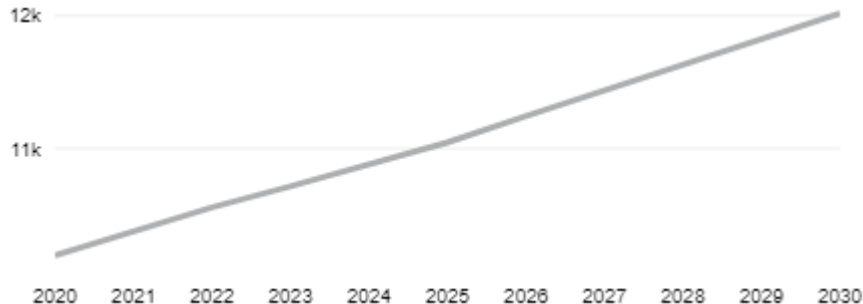
51.8%
(118)

Age of Children at Home



Demographic Trends

Household Projections



	2020	2023	2025	2030
Count	10,195	10,716	11,046	12,017
% Change	-	5.1	8.3	17.9
Index	-	105	106	115

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

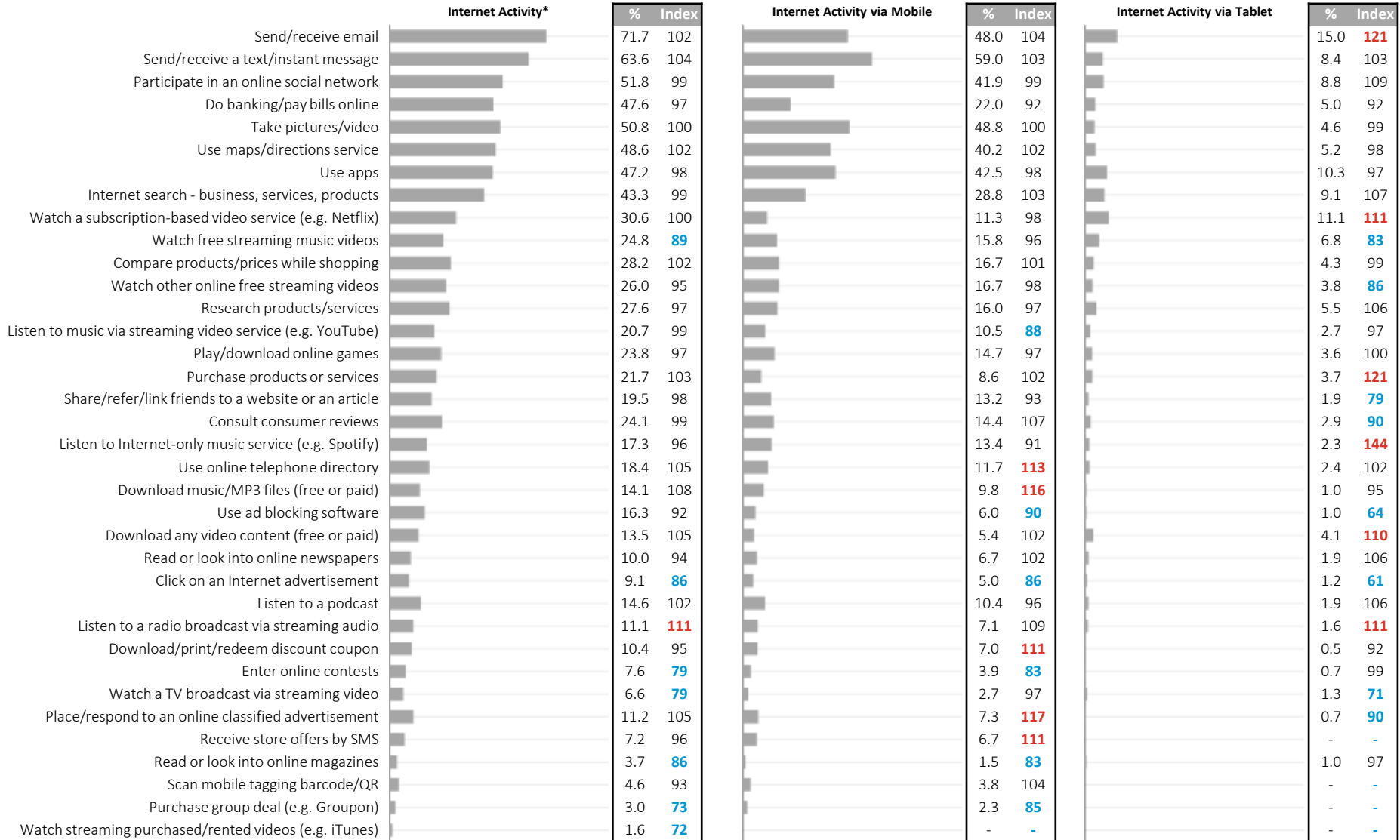
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.1	102	23.7	108	8.8	98
Access food/recipes content	30.1	94	16.7	92	6.9	112
Access health-related content	17.8	98	10.8	101	3.4	94
Access professional sports content	13.4	120	10.6	125	2.4	111
Access restaurant guides/reviews	13.3	89	10.2	92	2.4	92
Access travel content	12.8	93	6.7	88	3.2	114
Access real estate listings/sites	12.7	110	6.7	113	2.6	103
Access a radio station's website	10.3	94	5.2	111	2.0	97
Access home decor-related content	8.4	103	3.3	102	2.0	109
Access a TV station's website	7.1	102	1.9	104	0.7	128
Access celebrity gossip content	6.4	112	5.4	115	0.8	100
Access fashion or beauty-related content	7.3	87	5.5	87	1.6	83
Access automotive news/content	6.2	116	3.3	111	0.8	117

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	43.2	102
Flyers delivered to the door or in the mail	39.0	102
General information from the Internet/websites	36.6	111
Coupons	31.3	93
Apps/online flyers	28.0	97
Flyers inserted into a daily newspaper	21.3	95
Local store catalogues	21.2	104
Direct email offers	17.4	87
Mail order	6.6	112
Yellow Pages (print)	3.3	78
Yellow Pages (online)	0.8	75

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	27.2	102
On bus exteriors	25.1	100
On street furniture (e.g. bus benches)	20.5	115
On transit shelters	16.7	97
Digital billboards	14.1	95
Inside shopping malls	13.7	87
Inside public washrooms	10.1	103
On subway/metro platforms	8.1	109
Inside buses	7.9	84
Inside subway/metro cars	6.0	113
Inside movie theaters	6.0	110
Screens inside elevators	5.9	91
Inside airports	5.7	105
Inside commuter trains	5.5	91
On taxis	3.0	101

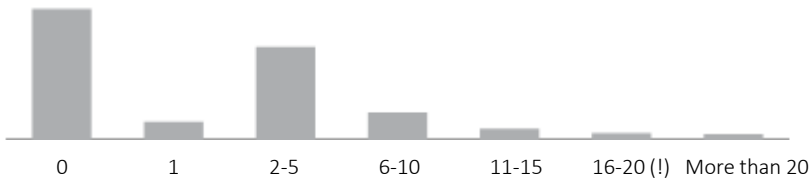
Social Media Usage

Social Media Overview

- 62% of Suburban Sports from the Custom Abbotsford target area spent tend to access social media on their mobile phones during the morning hours, 59% during the afternoon hours
- 9% seek recommendations for Vacation/Travel Information via social media (Average)
- 86% believe that Social media companies should not be allowed to own or share their personal information

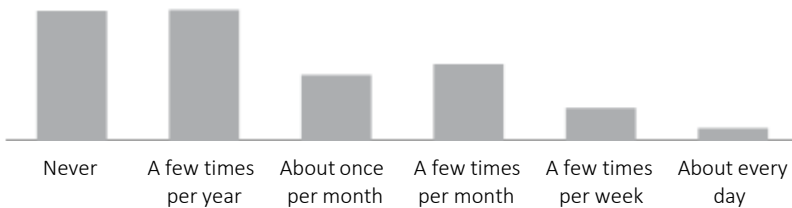
Brand Interaction

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



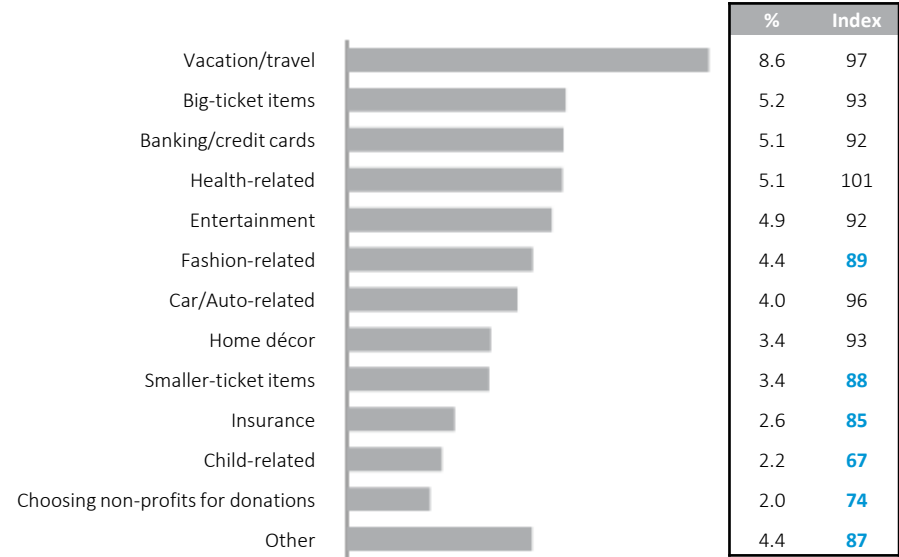
%	44.6	6.2	31.7	9.4	3.8	2.4	2.0
Index	104	84	100	96	95	93	109

Rate or Review Products or Services
[Frequency of Participation]



%	29.0	29.1	14.6	17.0	7.3	2.9
Index	103	103	98	101	86	89

Seek Recommendations via Social Media*



Top Social Media Attitudes**

Suburban Sports from the Custom Abbotsford target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
 86% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
 72% | Index = 101

"I tend to ignore marketing and advertisements when I'm in a social media environment"
 72% | Index = 101

"Use SM to stay connected with personal contacts"
 44% | Index = 96

Social Media Usage

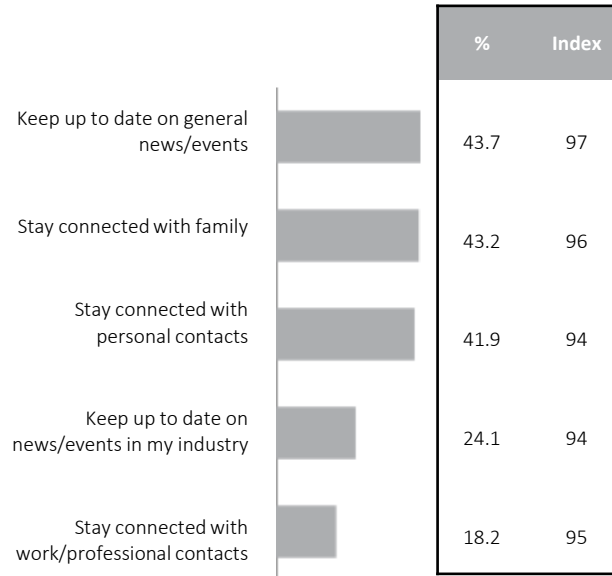
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	48.4	99
Watch video online	42.2	97
Read article comments	42.0	96
Listen to radio or stream music online	34.8	96
Read status updates/tweets	34.5	92
Chat in online chats	33.8	91
Share links with friends and colleagues	25.9	91
Click links in news feeds	23.9	93
Play games with others online	13.7	94
Read blogs	13.7	87
Post photos online	12.8	91
Rate or review products online	10.2	87
Update your status on a social network	9.9	81
Check in with locations	9.8	89
Chat in online forums	9.1	89
Comment on articles or blogs	8.6	98
Share your GPS location	8.3	85
Post videos online	4.8	80
Publish blog, Tumblr, online journal	2.4	82

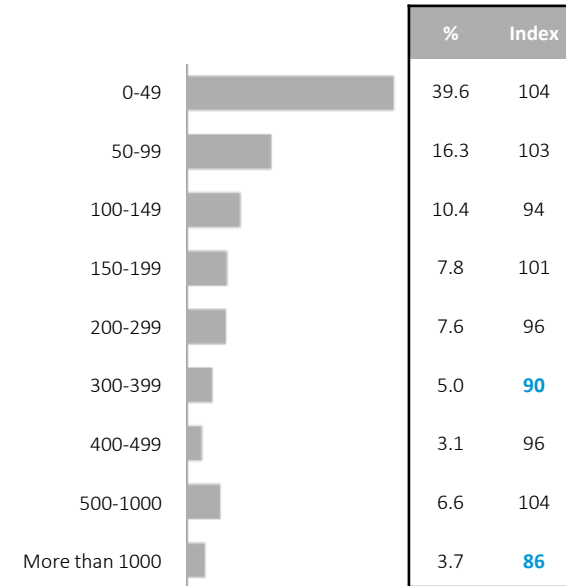
Social Media Uses*

A few times per week or more



Number of Connections

Across all social media

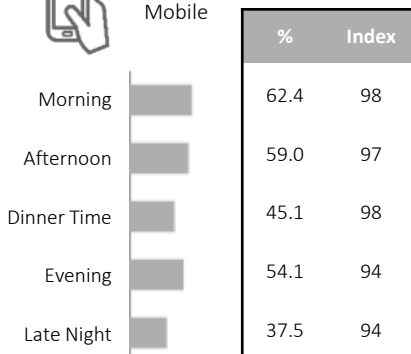


Social Media Access

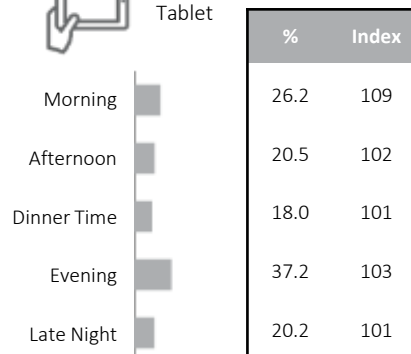
Typically use



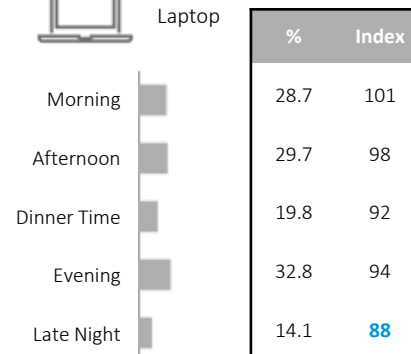
Mobile



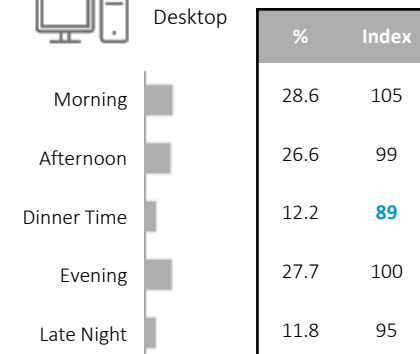
Tablet



Laptop



Desktop

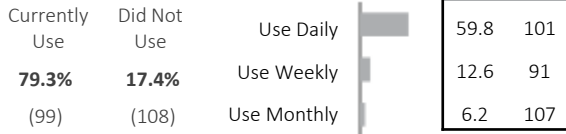


Social Media Usage

Facebook



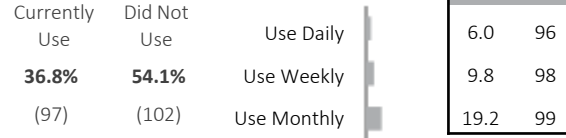
Frequency of Use
[Past Year]



LinkedIn



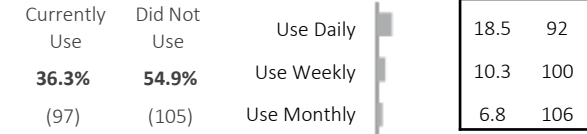
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	53.4	96
Comment/Like other users' posts	47.6	98
Use Messenger	39.9	96
Watch videos	37.5	99
Watch live videos	13.9	91
Post photos	12.0	92
Update my status	11.9	85
Like or become a fan of a page	9.8	84
Click on an ad	9.8	91
Post videos	4.7	81
Create a Facebook group or fan page	3.1	75
Give to a Facebook fundraiser (!)	2.2	76
Create a Facebook fundraiser (!)	1.7	77

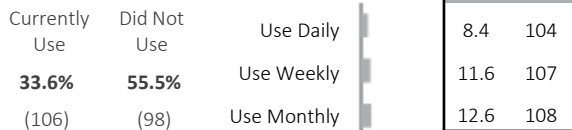
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.7	84
Watch videos	4.8	85
Search and review other profiles	4.4	85
Comment on content	3.2	85
View a job posting	3.2	66
Click on an ad (!)	3.1	104
Create a connection	2.6	72
Post an article, video or picture (!)	1.8	74
Update your profile information	1.8	79
Join a LinkedIn group (!)	1.7	76
Participate in LinkedIn forums (!)	1.5	75
Request a recommendation (!)	1.1	66

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	25.5	95
Like photos/videos	21.0	97
Comment on photos/videos	11.9	89
Watch live videos	10.0	90
Send direct messages	8.8	80
Post photos/videos	6.7	81
View a brand's page	6.1	96
Click on ads	4.7	96
Watch IGTV videos	4.1	83

Pinterest



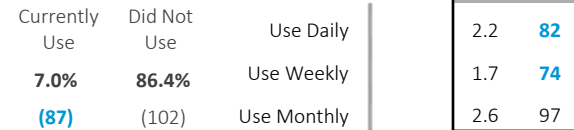
Frequency of Use
[Past Year]



Reddit



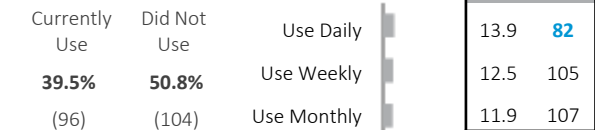
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	4.7	83
Follow specific Subreddits	3.0	81
Vote on content	3.0	87
Post content	1.7	71

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	20.8	87
Send/receive images	18.2	85
Use group chats	12.0	81
Use voice calls	6.4	70
Send/receive documents and files	6.4	71

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	9.5	92
22.6%	68.7%	Use Weekly	6.0	79
(92)	(106)	Use Monthly	6.8	110

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	24.4	90
70.3%	18.0%	Use Weekly	29.7	101
(98)	(109)	Use Monthly	15.8	110

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	4.2	80
12.8%	79.6%	Use Weekly	4.6	104
(92)	(103)	Use Monthly	3.6	99

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.1	93
Watch videos	6.4	90
Send or receive direct messages	5.1	93
Tweet	4.7	83
Respond to tweets	4.6	86
Share a link to a blog post or article of interest	4.1	96
Follow users who follow you	4.0	86
Retweet	4.0	80
Actively follow new users	3.5	87
Watch live videos	3.2	78
Click on an ad	2.8	100

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	44.4	97
Like or dislike videos	11.2	82
Watch live videos	9.5	85
Share videos	5.8	77
Click on an ad	4.9	77
Leave comment or post response on video	4.7	77
Embed a video on a web page or blog	3.0	73
Create and post a video	2.3	73

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.9	89
Send direct text messages	4.9	79
Send photos/videos	4.5	87
Use group chat	4.2	99
Use filters or effects	3.3	77
Read Snapchat discover/News	3.1	79
View a brand's snaps	2.2	77
View ads	1.8	75
Use video chat	1.6	68

Audio Podcasts



Currently Use	Did Not Use
16.5%	65.1%
(99)	(98)

Frequency of Use
[Past Year]

	%	Index
Use Daily	4.7	91
Use Weekly	6.4	110
Use Monthly	5.1	98

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.7	99
Listen to a news podcast	4.2	96
Listen to a business podcast	3.8	107
Listen to an educational podcast	3.7	94
Subscribe to another genre of podcast	2.5	91
Subscribe to an educational podcast	2.3	108
Listen to a comedy podcast	2.1	106
Listen to a technology focused podcast	2.1	102
Subscribe to a news podcast	1.8	99
Subscribe to a technology podcast (!)	1.8	118
Subscribe to a business podcast (!)	1.8	110
Listen to a sports podcast	1.6	76
Subscribe to a sports podcast**	1.6	90
Subscribe to a comedy podcast (!)	0.9	98

Other Social Media Platforms



Tinder

Currently Use	Did Not Use
2.9%	94.8%
(93)	(101)



Tik Tok

Currently Use	Did Not Use
1.0%	96.3%
(71)	(101)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.5	108
Use Weekly (!)	0.5	78