TOTA
THOMPSON OKANAGAN TOURISM ASSOCIATION

Suburban Sports

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

Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st for the Custom Langley target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Suburban Sports make up 7,895 households, or 17% of the total Households in the Custom Langley target area (46,602)
- The Median Household Maintainer Age is 52, 52% of couples have children living at home
- Above Average Household Income of $123,029 compared to the Custom Langley target area at $111,019
- **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 Hockey and Power Boating/Jet Skiing
- Average interest in travelling within Canada, Suburban Sports from the Custom Langley target area spent an average of $1,510 on their last vacation
- On average, Suburban Sports from the Custom Langley target area spent spend 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)
- 79% currently use Facebook, 37% use Instagram and 24% use Twitter

Market Sizing

Total Population

Target Group: 26,061 | 20.6%
Market: 126,789

Total Households

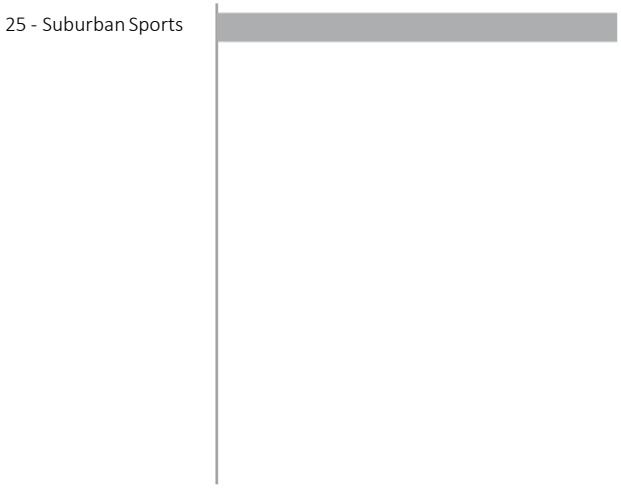
Target Group: 7,895 | 16.9%
Market: 46,602

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	34.3	19.5	193	52,381	17.8
Surrey, BC (CY)	30.7	5.0	49	183,889	62.4
Langley, BC (DM)	29.2	19.2	190	45,344	15.4
Langley, BC (CY)	5.6	13.1	130	12,850	4.4
Matsqui 4, BC (IRI)	0.1	10.0	99	279	0.1

Top PRIZM Segments

% of Target Group Households



Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Demographic Profile

Total Population

Target Group: 26,061 | 20.6%
Market: 126,789

Total Households

Target Group: 7,895 | 16.9%
Market: 46,602

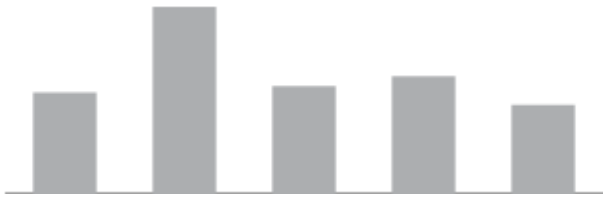
Average Household Income

$123,029
(111)

Median Household Maintainer Age

52
(98)

Household Size*



	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	16.8	31.0	17.9	19.5	14.8
Index	65	94	113	133	138

Marital Status**

61.1%
(103)

Married/Common-Law

Family Composition***

52.0%
(114)

Couples With Kids at Home

Education**

34.7%
(102)

High School Certificate Or Equivalent

Visible Minority Presence*

19.1%
(89)

Belong to a visible minority group

Non-Official Language*

1.6%
(101)

No knowledge of English or French

Immigrant Population*

17.6%
(87)

Born outside Canada

Psychographics**

Strong Values		Weak Values	
Rejection of Orderliness	131	79	Sexism
Racial Fusion	130	81	Active Government
Primacy of the Family	124	81	Status via Home
Need for Escape	119	83	Ostentatious Consumption
National Pride	115	84	Patriarchy

Key Social Values

Racial Fusion Index = 130	Primacy of the Family Index = 124	Need for Escape Index = 119
National Pride Index = 115	Ethical Consumerism Index = 115	Legacy Index = 113
Work Ethic Index = 111	Flexible Families Index = 110	Community Involvement Index = 110
Culture Sampling Index = 106	Consumptivity Index = 105	Pursuit of Originality Index = 104

Sources: DemoStats 2020, SocialValues 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

*Based on Households **Based on Household Population 15+
*** Based on Census Family Households

Psychographics benchmarked to Canada, and Strong/Weak values ranked by index

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	83.2	99
Gardening	65.6	101
Swimming	63.2	104
Camping	60.2	105
Home exercise & home workout	52.5	96

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	49.6	97
Parks & city gardens	44.3	98
Movies at a theatre/drive-in	42.7	101
Bars & restaurant bars	36.5	99
National or provincial park	35.4	99

Key Tourism Activities**

Swimming 63.2% (104)	Camping 60.2% (105)	Cycling 48.5% (107)	Hiking & backpacking 48.0% (104)	Parks & city gardens 44.3% (98)	Photography 42.7% (103)	Canoeing & kayaking 37.9% (104)	Bars & restaurant bars 36.5% (99)
National or provincial park 35.4% (99)	Golfing 26.3% (98)	Pilates & yoga 25.9% (99)	Fishing & hunting 25.3% (109)	Ice skating 25.0% (105)	Cross country skiing & snowshoeing 24.2% (104)	Downhill skiing 21.9% (104)	Sporting events 21.0% (101)
Specialty movie theatres/IMAX 20.5% (100)	Video arcades & indoor amusement centres 19.6% (109)	Zoos & aquariums 19.0% (103)	Historical sites 18.2% (92)	Hockey 16.3% (119)	Power boating & jet skiing 15.9% (112)	Adventure sports 14.0% (104)	Theme parks, waterparks & water slides 13.9% (97)
ATV & snowmobiling 11.0% (100)	Snowboarding 10.5% (112)	Beer, food & wine festivals 10.0% (95)	Curling 9.6% (113)	Marathon or similar event 9.5% (112)	Inline skating 8.1% (116)	Music festivals 7.8% (88)	Film festivals 6.9% (107)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Source: Environics Analytics 2020

(!) Indicates small sample size
Based on Household Population 12+

*Selected and ranked by percent composition
**Ranked by percent composition

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Travel Profile

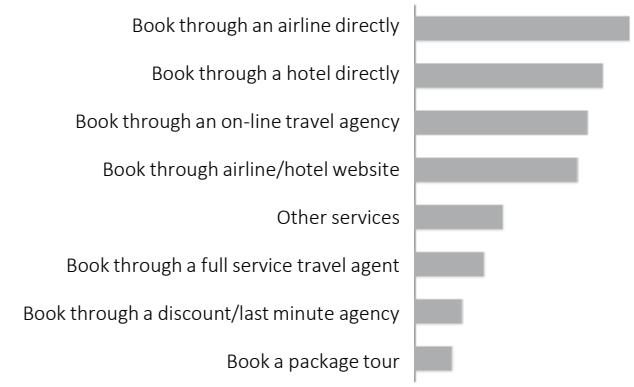
Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	39.1	102
Vancouver	25.2	91
Victoria	24.3	97
Whistler	23.0	96
Calgary	13.5	92
Other Alberta	13.4	93
Toronto	9.3	90
Jasper	8.4	96
Banff	8.1	87
Montreal	7.1	97

Vacation Booking**

Used [Past 3 Years]



	%	Index
Book through an airline directly	47.5	100
Book through a hotel directly	41.6	97
Book through an on-line travel agency	38.3	96
Book through airline/hotel website	36.1	104
Other services	19.6	101
Book through a full service travel agent	15.5	86
Book through a discount/last minute agency	10.7	85
Book a package tour	8.5	82

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
18.2%	4.8%	4.9%	2.8%	2.3%
(100)	(82)	(101)	(111)	(91)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.8%	16.4%	1.3%	5.3%
(111)	(96)	(72)	(85)

Vacation Spending

Spent Last Vacation

	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	35.9	16.0	18.0	12.1	7.4	10.7
Index	107	93	93	105	109	91

$ 1,510 (98)

Average spend on last trip

Travel Type & Frequency

Business Trips

7.8 (90) Average number of nights away in the past year for business trips

Personal Trips

3.8 (100) Average out-of-town vacations taken in the past 3 years

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

3.4 (108) | 3.0 (95) | 1.6 (83) | 2.2 (93)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

*Selected and ranked by percent composition
**Ranked by percent composition
Based on Household Population 12+

TOTA
THOMPSON OKANAGAN TOURISM ASSOCIATION

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
54.8%	39.0%	17.2%	32.1%	22.3%	20.8%	12.6%
(95)	(98)	(93)	**(113)**	(100)	(99)	**(114)**

B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
13.8%	13.0%	12.5%	16.8%	4.6%	5.6%	2.6%
(104)	(96)	(93)	**(114)**	**(86)**	**(90)**	(95)

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
34.0%	34.0%	5.0%	0.7%	5.3%
(93)	(96)	**(82)**	**(68)**	(98)

United Airlines	Delta Airlines	American Airlines	Other American
6.4%	5.5%	3.6%	7.1%
(87)	**(90)**	(97)	**(88)**

European Airlines	Asian Airlines	Other Charter	Other
6.7%	5.7%	1.2%	8.4%
(86)	(96)	**(88)**	(100)

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
5.8%	4.6%	2.1%	4.2%
(89)	**(77)**	**(82)**	(103)

Hertz	Discount	U-Haul	Other Rentals
2.1%	0.7%	1.3%	2.9%
(76)	**(68)**	(90)	(95)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Source: Environics Analytics 2020

*Ranked by national values
**Ranked by national values within row
Based on Household Population 12+

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,065 minutes/week	1 hours/week	6 minutes/day	213 minutes/day
(96)	(92)	**(86)**	**(90)**	(98)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	32.1	99
Mainstream Top 40/CHR	19.4	105
Adult Contemporary	19.2	102
Classic Hits	14.0	93
Today's Country	13.2	**112**
Hot Adult Contemporary	12.4	**113**
Classic Rock	11.5	**119**
Modern/Alternative Rock	10.7	**88**
Multi/Variety/Specialty	9.3	**89**
AOR/Mainstream Rock	8.7	**115**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	46.7	98
Evening local news	37.8	96
Primetime serial dramas	29.8	99
Hockey (when in season)	29.8	104
News/current affairs	27.7	**90**
Suspense/crime dramas	27.5	96
Situation comedies	27.4	104
Home renovation/decoration shows	25.4	94
Documentaries	25.3	94
Cooking programs	24.4	96

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.7	99
International News & World	54.2	99
National News	50.8	98
Health	38.2	100
Movie & Entertainment	34.8	100
Travel	31.2	95
Food	30.7	96
Editorials	30.1	96
Sports	28.5	101
Business & Financial	20.9	**87**

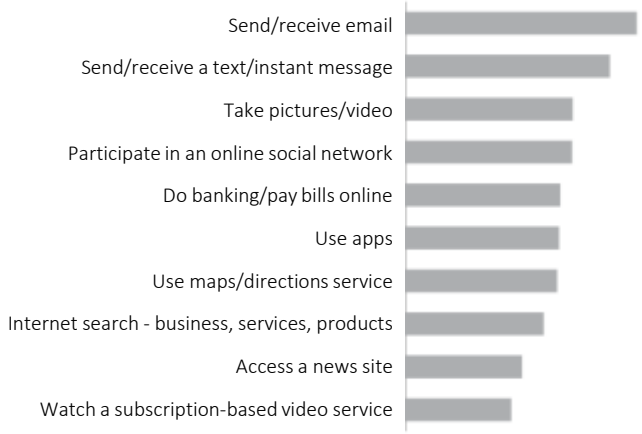
Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	11.9	103
Other U.S. magazines	11.2	99
Other English-Canadian	10.1	92
People	6.0	99
National Geographic	6.0	**84**
Reader's Digest	5.9	99
Maclean's	5.6	**84**
Cineplex Magazine	5.0	103
Canadian Geographic	4.1	**85**
Hello! Canada	3.1	**63**

Top Internet Activities*

Activity [Past Week]



	%	Index
Send/receive email	72.7	99
Send/receive a text/instant message	64.3	100
Take pictures/video	52.7	98
Participate in an online social network	52.4	96
Do banking/pay bills online	48.7	94
Use apps	48.4	94
Use maps/directions service	47.8	99
Internet search - business, services, products	43.5	100
Access a news site	36.7	97
Watch a subscription-based video service	33.4	100

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.0	100
Send/receive email	50.6	102
Take pictures/video	50.2	100
Use apps	43.3	95
Participate in an online social network	41.5	98
Use maps/directions service	38.3	98
Internet search - business, services, products	28.7	106
Access a news site	23.7	102
Do banking/pay bills online	21.3	**89**
Compare products/prices while shopping	18.5	99

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

*Selected and ranked by percent composition
Based on Household Population 12+

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Media

Social Media Platforms

Usage [Currently Use]

Facebook **79.1%** (101)	YouTube **70.6%** (100)	WhatsApp **39.9%** (100)
LinkedIn **39.1%** (101)	Instagram **36.6%** (98)	Pinterest **32.8%** (103)
Twitter **24.2%** (98)	Podcasts **19.4%** (102)	Snapchat **12.1%** (96)
Blogs **10.8%** (97)	Health/Fitness **9.4%** (104)	Reddit **8.6%** **(111)**
Dating App **4.1%** **(88)**	Flickr **3.6%** (103)	Tinder **1.9%** (102)

Reasons to Follow Brands

	%	Index
To enter contests	31.3	102
To get coupons and discounts	31.2	102
To learn about a brand's products /services	30.4	100
To provide feedback to the brand	12.2	100
To be among the first to hear brand news	10.5	99
To engage with content	7.5	100
To make suggestions for new products/services	5.6	99
To share brand-related stories with consumers	4.8	94

Reasons to Unfollow Brands

	%	Index
Too many messages	40.8	102
Not enough value	20.5	103
Stopped purchasing products from brand	12.7	101
Other	2.6	93

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	34.7	100
Subscribe to brand email newsletter	20.4	101
Follow brand on Instagram	13.6	99
Subscribe to brand channel on YouTube	13.4	95
Join an exclusive online community of consumers who also like the brand	10.8	98
Follow brand on Twitter	7.0	100

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 99

"Use SM to keep up to date on general news/events"
34% | Index = 94

"I am well informed about SM"
30% | Index = 99

"Feel comfortable collaborating with others through SM"
26% | Index = 96

"Use SM to keep up to date on news/events in my industry"
24% | Index = 95

"I am open to receiving relevant marketing messages through social media channels"
21% | Index = 101

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 78% | Index = 99	"I have tried a product/service based on a personal recommendation" 70% | Index = 97	"I am very concerned about the nutritional content of food products I buy" 68% | Index = 100	"I value companies who give back to the community" 67% | Index = 99	"I generally achieve what I set out to do" 66% | Index = 97
"Family life and having children are most important to me" 62% | Index = 102	"I am interested in learning about different cultures" 60% | Index = 99	"I make an effort to buy local produce/products" 60% | Index = 95	"I consider myself to be informed on current events or issues" 59% | Index = 99	"I like to cook" 56% | Index = 98
"I offer recommendations of products/services to other people" 53% | Index = 99	"I like to try new places to eat" 51% | Index = 94	"When I shop online I prefer to support Canadian retailers" 50% | Index = 99	"It's important to buy products from socially-responsible/environmentally-friendly companies" 48% | Index = **88**	"I like to try new and different products" 45% | Index = 92
"Free-trial/product samples can influence my purchase decisions" 44% | Index = 100	"I am adventurous/"outdoorsy"" 40% | Index = 102	"I am willing to pay more for eco-friendly products" 30% | Index = 94	"Staying connected via social media is very important to me" 27% | Index = 102	"I prefer to shop online for convenience" 26% | Index = 92
"Vegetarianism is a healthy option" 25% | Index = 95	"Advertising is an important source of information to me" 24% | Index = 98	"I lead a fairly busy social life" 23% | Index = 95	"I consider myself to be sophisticated" 22% | Index = 94	"I enjoy being extravagant/indulgent" 17% | Index = 92

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	68.2	17.8	5.2	4.2	1.3	3.3
Index	100	101	101	99	78	114

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	20.9	91
Cider	9.7	91
Liqueurs (any)	9.1	104

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.9	94

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	23.0	98

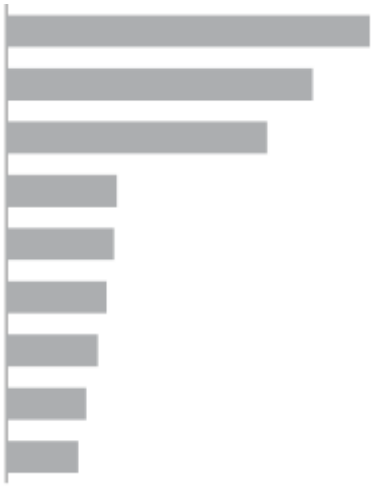
Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	23.0	98
Molson Canadian	15.4	118
Corona	14.6	97
Alexander Keith's (any)	14.5	102
Budweiser	13.4	106
Coors Light	13.3	119
Sleeman (any)	13.1	103
Kokanee	9.5	99
Heineken	9.1	94
Other imported brand	8.9	101

Wine Details

Drank [Past Month]



	%	Index
Red wine (any)	29.2	99
White wine (any)	24.6	90
Canadian wine	20.9	91
Rosé wine (any)	8.9	108
Other imported wine	8.6	94
European wine	8.1	88
American wine	7.3	88
Sparkling/champagne (any)	6.4	101
Australian wine	5.7	76

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Pizza restaurants	9.3	105	46.3	102	5.7	91
Asian restaurants	12.0	100	42.5	96	4.6	98
Submarine/sandwich restaurants	7.1	97	35.8	100	5.9	98
Breakfast style restaurant	7.0	97	30.3	95	8.0	104
Chicken restaurants	3.2	106	19.8	92	3.5	100
Ice cream/frozen yogurt restaurants	3.1	113	29.8	99	3.0	86
Specialty burger restaurants	4.5	95	20.3	90	4.6	98
Italian restaurants	2.9	103	24.1	102	8.4	100
Steakhouse	0.8	87	19.9	103	18.5	106
Other ethnic restaurants	1.9	69	27.9	98	7.1	96
Mexican/Burrito-style restaurants	2.1	81	23.6	100	8.6	106
Seafood/Fish and Chips restaurants	1.7	83	26.2	104	8.5	93

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.5	96	46.6	98	5.6	120
Food court outlets at a shopping mall	4.0	101	40.3	97	12.4	110
Pub restaurants	6.9	97	43.1	95	5.1	105
Formal dine-in restaurants	4.2	109	30.5	95	8.4	105
Fast casual restaurants	10.5	107	30.3	107	1.4	105
Sports bars	1.6	112	17.4	91	3.5	97
Other types	3.3	99	18.6	92	2.4	102

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
23.9%	11.6%	9.4%
(89)	(93)	(94)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

*Ranked by national percent composition of Visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Product Preferences

Demographics

Rent

19.8%

(80)

Own

80.2%

(107)

Households with Children at Home

52.1%

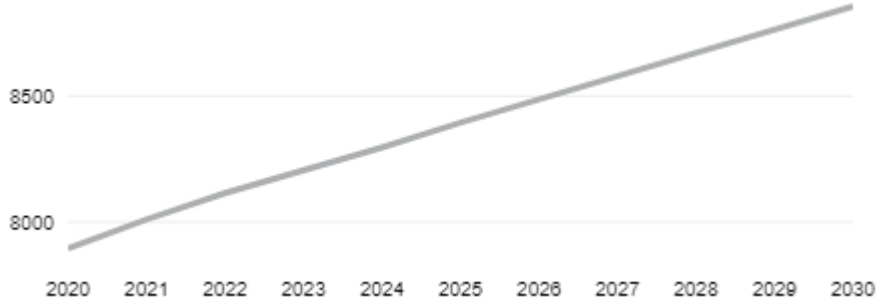
(122)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	16.9	18.0	17.9	18.7	13.8	14.6
Index	94	97	99	103	107	102

Demographic Trends

Household Projections

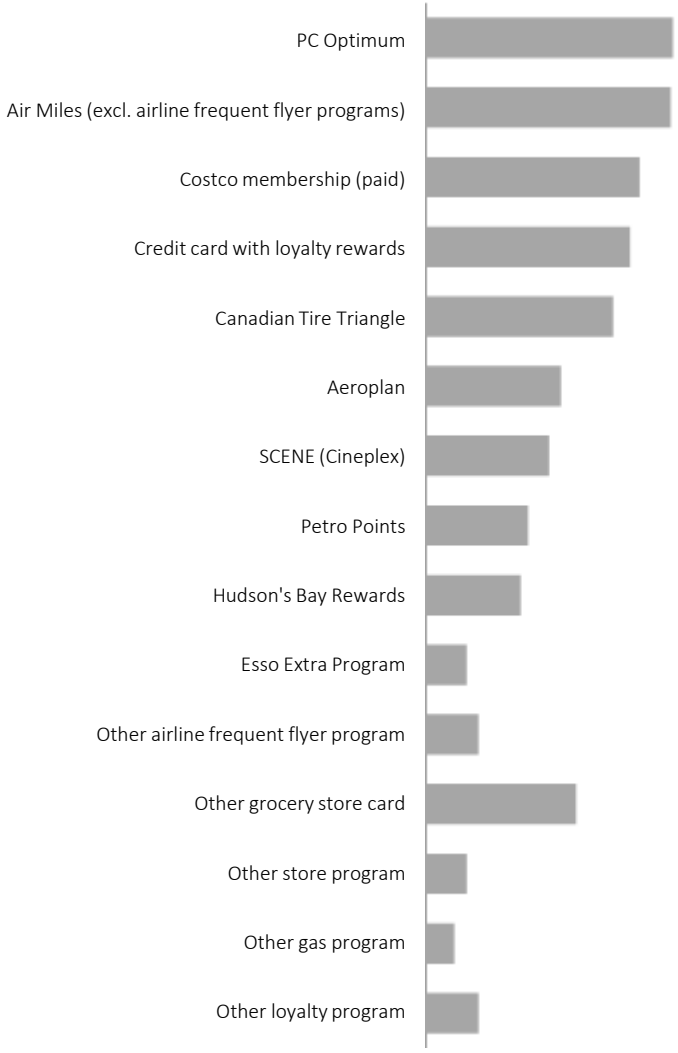


	2020	2023	2025	2030
Count	7,895	8,205	8,394	8,856
% Change	-	3.9	6.3	12.2
Index	-	79	79	88

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

Loyalty Programs*

Member



	%	Index
PC Optimum	50.8	98
Air Miles (excl. airline frequent flyer programs)	50.3	100
Costco membership (paid)	44.0	100
Credit card with loyalty rewards	42.0	96
Canadian Tire Triangle	38.5	104
Aeroplan	27.8	98
SCENE (Cineplex)	25.4	95
Petro Points	21.1	93
Hudson's Bay Rewards	19.6	**87**
Esso Extra Program	8.6	104
Other airline frequent flyer program	11.0	92
Other grocery store card	31.0	99
Other store program	8.6	91
Other gas program	6.0	**90**
Other loyalty program	11.0	100

Sources: DemoStats 2020, DemoStats Trends 2020, Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Source: Environics Analytics 2020

Target Group

*Ranked by percent composition and based on Household Population 12+
Based on Households

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Internet Activity

Activity [Past Week]

	Internet Activity*		Internet Activity via Mobile		Internet Activity via Tablet	
	%	Index	%	Index	%	Index
Send/receive email	72.7	99	50.6	102	16.2	97
Send/receive a text/instant message	64.3	100	59.0	100	9.4	91
Participate in an online social network	52.4	96	41.5	98	11.4	95
Do banking/pay bills online	48.7	94	21.3	89	6.3	96
Take pictures/video	52.7	98	50.2	100	5.0	80
Use maps/directions service	47.8	99	38.3	98	5.9	93
Use apps	48.4	94	43.3	95	12.5	90
Internet search - business, services, products	43.5	100	28.7	106	10.6	110
Watch a subscription-based video service (e.g. Netflix)	33.4	100	11.9	95	11.7	117
Watch free streaming music videos	25.4	100	16.6	104	6.6	95
Compare products/prices while shopping	29.5	99	18.5	99	4.9	89
Watch other online free streaming videos	24.0	92	14.7	93	3.6	76
Research products/services	28.7	97	15.4	105	6.8	98
Listen to music via streaming video service (e.g. YouTube)	24.4	97	13.1	91	3.5	111
Play/download online games	24.4	96	14.2	94	4.0	91
Purchase products or services	21.8	90	9.9	93	4.4	103
Share/refer/link friends to a website or an article	17.7	95	12.4	96	1.8	82
Consult consumer reviews	22.7	92	13.4	98	3.7	71
Listen to Internet-only music service (e.g. Spotify)	16.9	93	13.4	90	2.7	99
Use online telephone directory	19.6	93	12.9	93	2.7	70
Download music/MP3 files (free or paid)	12.9	91	9.2	96	1.0	89
Use ad blocking software	17.2	98	7.0	86	1.2	82
Download any video content (free or paid)	12.6	92	5.1	92	4.0	97
Read or look into online newspapers	9.0	84	5.7	88	2.0	86
Click on an Internet advertisement	9.2	84	4.7	81	1.4	65
Listen to a podcast	12.4	103	8.6	101	1.5	81
Listen to a radio broadcast via streaming audio	11.3	105	7.4	109	2.2	99
Download/print/redeem discount coupon	9.9	87	7.1	107	0.6	86
Enter online contests	7.5	79	3.8	79	0.9	89
Watch a TV broadcast via streaming video	6.8	89	2.9	104	1.3	84
Place/respond to an online classified advertisement	10.6	98	7.0	105	0.8	101
Receive store offers by SMS	7.5	94	6.8	102	-	-
Read or look into online magazines	4.1	104	1.9	104	1.1	97
Scan mobile tagging barcode/QR	4.4	86	3.4	78	-	-
Purchase group deal (e.g. Groupon)	2.9	69	2.1	71	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.0	86	-	-	-	-

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	36.7	97	23.7	102	9.2	94
Access food/recipes content	31.9	100	14.9	103	8.8	101
Access health-related content	18.8	93	11.5	102	3.6	76
Access professional sports content	11.3	93	8.0	92	2.8	88
Access restaurant guides/reviews	13.0	84	9.2	87	3.4	79
Access travel content	13.0	77	6.8	75	3.8	82
Access real estate listings/sites	13.8	90	6.4	94	3.7	82
Access a radio station's website	9.9	90	4.5	100	2.4	88
Access home decor-related content	8.5	94	3.0	92	2.3	81
Access a TV station's website	7.3	89	2.7	84	0.8	97
Access celebrity gossip content	6.7	98	5.8	97	1.1	76
Access fashion or beauty-related content	8.0	90	6.1	91	1.6	83
Access automotive news/content	7.0	90	4.0	85	1.0	109

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	44.9	104
Flyers delivered to the door or in the mail	42.9	101
General information from the Internet/websites	33.1	105
Coupons	32.6	99
Apps/online flyers	28.3	100
Flyers inserted into a daily newspaper	21.8	100
Local store catalogues	20.9	87
Direct email offers	17.3	93
Mail order	7.7	96
Yellow Pages (print)	2.9	69
Yellow Pages (online)	1.1	76

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	26.7	99
On bus exteriors	24.5	101
On street furniture (e.g. bus benches)	19.0	105
On transit shelters	16.6	101
Inside shopping malls	13.7	87
Digital billboards	13.3	99
Inside public washrooms	10.8	99
Inside buses	6.8	87
On subway/metro platforms	6.3	97
Inside subway/metro cars	5.8	100
Inside movie theaters	5.6	100
Screens inside elevators	5.5	100
Inside airports	5.2	94
Inside commuter trains	4.1	97
On taxis	2.5	91

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020

*Ranked by national percent composition for internet activity
Based on Household Population 12+
Ranked by percent composition

Suburban Sports

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

Social Media Usage

Social Media Overview

- 62% of Suburban Sports from the Custom Langley target area spent 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 (Average)
- 86% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

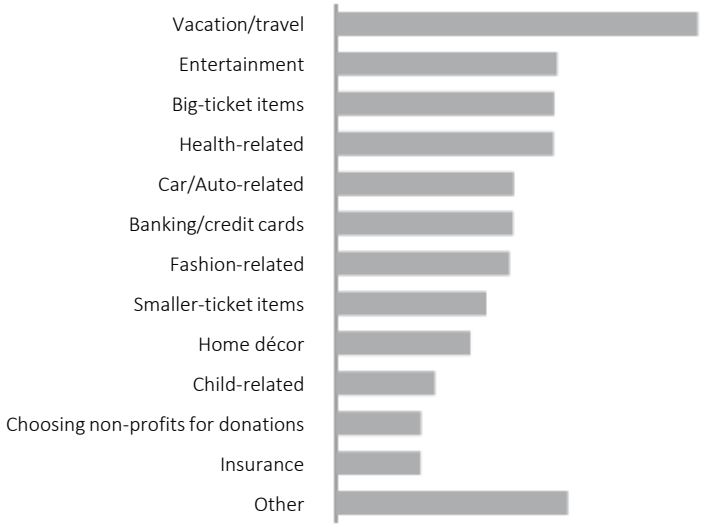
Number of Brands Interacted with via Social Media
[Past Year]

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	45.1	6.1	30.8	9.0	4.3	2.9	1.9
Index	100	94	102	95	102	105	97

Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	27.4	32.6	14.2	16.9	6.7	2.1
Index	99	102	95	101	103	100

Seek Recommendations via Social Media*



	%	Index
Vacation/travel	8.2	95
Entertainment	5.0	98
Big-ticket items	4.9	98
Health-related	4.9	98
Car/Auto-related	4.0	**90**
Banking/credit cards	4.0	97
Fashion-related	3.9	91
Smaller-ticket items	3.4	97
Home décor	3.0	**87**
Child-related	2.2	**81**
Choosing non-profits for donations	1.9	96
Insurance	1.9	**85**
Other	5.2	96

Top Social Media Attitudes**

Suburban Sports from the Custom Langley 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 = 99

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 100

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 99

"Use SM to stay connected with personal contacts"
43% | Index = 96

TOTA
THOMPSON OKANAGAN TOURISM ASSOCIATION

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	46.6	99
Watch video online	44.0	102
Read article comments	42.3	100
Read status updates/tweets	37.2	98
Listen to radio or stream music online	36.9	100
Chat in online chats	34.9	95
Share links with friends and colleagues	26.6	95
Click links in news feeds	25.0	102
Play games with others online	15.1	95
Read blogs	14.7	97
Post photos online	13.5	100
Check in with locations	10.2	95
Comment on articles or blogs	9.8	99
Update your status on a social network	9.6	94
Chat in online forums	9.4	101
Rate or review products online	8.8	102
Share your GPS location	8.2	94
Post videos online	3.9	95
Publish blog, Tumblr, online journal	2.3	**76**

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	45.2	98
Stay connected with personal contacts	42.1	96
Stay connected with family	41.6	96
Keep up to date on news/events in my industry	23.9	95
Stay connected with work/professional contacts	17.5	96

Number of Connections

Across all social media

	%	Index
0-49	39.1	102
50-99	14.1	99
100-149	11.4	99
150-199	7.5	101
200-299	8.1	100
300-399	5.0	91
400-499	3.8	103
500-1000	7.8	102
More than 1000	3.2	**89**

Social Media Access

Typically use

Mobile

	%	Index
Morning	62.1	100
Afternoon	58.7	100
Dinner Time	43.4	102
Evening	54.5	101
Late Night	38.6	100

Tablet

	%	Index
Morning	23.6	104
Afternoon	20.8	102
Dinner Time	16.3	99
Evening	35.2	103
Late Night	18.3	101

Laptop

	%	Index
Morning	32.1	100
Afternoon	32.4	102
Dinner Time	17.8	102
Evening	32.1	96
Late Night	13.7	98

Desktop

	%	Index
Morning	28.2	102
Afternoon	26.2	96
Dinner Time	13.2	97
Evening	28.7	104
Late Night	12.7	97

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

*Ranked by percent composition
Based on Household Population 18+

TOTA
THOMPSON OKANAGAN TOURISM ASSOCIATION

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Social Media Usage

Facebook

Currently Use	Did Not Use
79.1%	**17.0%**
(101)	(100)

Frequency of Use
[Past Year]

	%	Index
Use Daily	61.2	103
Use Weekly	11.4	91
Use Monthly	5.8	99

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.1	100
Comment/Like other users' posts	46.3	101
Use Messenger	40.3	100
Watch videos	37.9	105
Watch live videos	13.9	101
Post photos	12.4	95
Update my status	12.0	99
Like or become a fan of a page	11.3	98
Click on an ad	10.5	103
Post videos	4.2	93
Create a Facebook group or fan page	2.1	90
Give to a Facebook fundraiser (!)	1.5	96
Create a Facebook fundraiser (!)	0.9	84

LinkedIn

Currently Use	Did Not Use
39.1%	**53.1%**
(101)	(100)

Frequency of Use
[Past Year]

	%	Index
Use Daily	6.6	92
Use Weekly	11.9	100
Use Monthly	18.9	106

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.4	91
Watch videos	3.7	88
View a job posting	3.5	82
Comment on content	3.4	100
Search and review other profiles	3.1	92
Create a connection	2.8	89
Click on an ad (!)	2.6	100
Update your profile information	1.8	76
Post an article, video or picture (!)	1.6	88
Join a LinkedIn group (!)	1.1	74
Participate in LinkedIn forums (!)	0.8	71
Request a recommendation (!)	0.5	67

Instagram

Currently Use	Did Not Use
36.6%	**54.0%**
(98)	(102)

Frequency of Use
[Past Year]

	%	Index
Use Daily	18.8	94
Use Weekly	10.3	107
Use Monthly	6.8	100

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	25.1	100
Like photos/videos	20.9	98
Comment on photos/videos	11.5	90
Watch live videos	9.2	92
Send direct messages	8.9	93
Post photos/videos	6.3	88
View a brand's page	6.2	95
Click on ads	4.7	103
Watch IGTV videos	4.4	99

Pinterest

Currently Use	Did Not Use
32.8%	**56.0%**
(103)	(98)

Frequency of Use
[Past Year]

	%	Index
Use Daily	7.0	101
Use Weekly	12.7	100
Use Monthly	12.4	110

Reddit

Currently Use	Did Not Use
8.6%	**85.1%**
(111)	(100)

Frequency of Use
[Past Year]

	%	Index
Use Daily	2.1	95
Use Weekly	2.5	109
Use Monthly	3.5	124

Participate In* (at least a few times per month)	% Comp	Index
View content	5.6	109
Vote on content	3.6	107
Follow specific Subreddits	3.3	106
Post content	1.8	106

WhatsApp

Currently Use	Did Not Use
39.9%	**51.0%**
(100)	(100)

Frequency of Use
[Past Year]

	%	Index
Use Daily	15.3	94
Use Weekly	12.4	99
Use Monthly	10.7	114

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	22.6	98
Send/receive images	19.3	97
Use group chats	12.6	94
Send/receive documents and files	7.9	93
Use voice calls	7.0	87

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

*Ranked by percent composition
Based on Household Population 18+

TOTA
THOMPSON OKANAGAN TOURISM ASSOCIATION

Suburban Sports

PRIZM Segments Included (by SESI): 25

Market: RDOS - Langley

Social Media Usage

Twitter

Currently Use	Did Not Use
24.2%	**66.3%**
(98)	(101)

Frequency of Use
[Past Year]

	%	Index
Use Daily	10.1	96
Use Weekly	7.1	100
Use Monthly	6.1	102

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	14.8	99
Watch videos	8.6	96
Tweet	6.5	108
Retweet	5.5	106
Respond to tweets	5.2	100
Send or receive direct messages	5.2	99
Share a link to a blog post or article of interest	4.7	96
Follow users who follow you	4.6	105
Watch live videos	4.5	93
Actively follow new users	3.9	97
Click on an ad	3.7	103

YouTube

Currently Use	Did Not Use
70.6%	**16.8%**
(100)	(101)

Frequency of Use
[Past Year]

	%	Index
Use Daily	24.1	97
Use Weekly	30.4	104
Use Monthly	15.5	99

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	45.2	102
Like or dislike videos	10.6	92
Watch live videos	9.4	94
Share videos	6.2	93
Leave comment or post response on video	5.4	105
Click on an ad	5.3	90
Embed a video on a web page or blog	2.9	93
Create and post a video	1.5	87

Snapchat

Currently Use	Did Not Use
12.1%	**79.9%**
(96)	(101)

Frequency of Use
[Past Year]

	%	Index
Use Daily	3.6	95
Use Weekly	3.9	99
Use Monthly	4.3	99

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.5	99
Send direct text messages	4.2	91
Send photos/videos	4.1	99
Use group chat	3.5	112
Read Snapchat discover/News	3.0	93
Use filters or effects	2.9	92
View a brand's snaps	1.8	89
Use video chat	1.3	80
View ads	1.2	88

Audio Podcasts

Currently Use	Did Not Use
19.4%	**63.5%**
(102)	(99)

Frequency of Use
[Past Year]

	%	Index
Use Daily	6.2	103
Use Weekly	6.4	93
Use Monthly	6.4	113

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.4	101
Listen to an educational podcast	4.3	105
Listen to a news podcast	3.8	92
Listen to a business podcast	3.6	99
Listen to a comedy podcast	2.9	108
Subscribe to another genre of podcast	2.1	96
Listen to a technology focused podcast	2.0	104
Subscribe to a educational podcast	1.9	97
Subscribe to a sports podcast**	1.6	90
Subscribe to a news podcast	1.6	99
Subscribe to a technology podcast (!)	1.6	109
Subscribe to a comedy podcast (!)	1.5	99
Subscribe to a business podcast (!)	1.5	98
Listen to a sports podcast	1.5	78

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
1.9%	**96.4%**
(102)	(100)

Tik Tok

Currently Use	Did Not Use
0.9%	**96.7%**
(77)	(101)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.8	110
Use Weekly (!)	0.3	86

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

*Ranked by percent composition
**a few times per month or more
Based on Household Population 18+