Asian Achievement

PRIZM Segments Included (by SESI): 10
Market: British Columbia

Overview

Of the 67 PRIZM Clusters identified in Canada, Asian Achievement rank **2nd**, making up **94,893** households, or **5%** of the total Households in British Columbia (2,018,734).

The Median Household Maintainer Age is **55**, **54.9%** of couples have children living at home (Above Average).

Above Average Household Income of **$128,169** compared to BC at $113,574.

Top 3 Social Values: Brand Genuineness, Ostentatious Consumption, and Importance of Aesthetics.

Top Tourism Activities: Swimming, Camping, and Hiking/Backpacking. **Above Average** interest in Adventure Sports, Snowboarding, and Dinner Theatres.

Below Average interest for travelling within Canada (Above Average for Whistler), Asian Achievement from British Columbia spent an average of **$1,611** (Average) on their last vacation.

72% currently use Facebook (Average), **39.2%** use Instagram (Average), **26.7%** use Twitter (Average) and **72.5%** use YouTube (Average).

Market Sizing
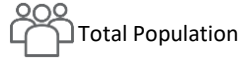
Total Population
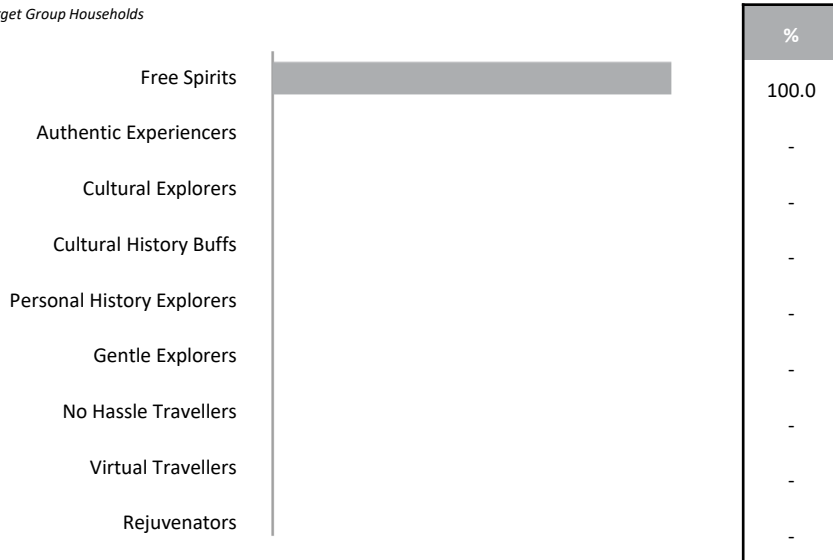Target Group: 297,724 | 5.8%
Market: 5,102,265
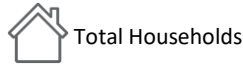
Total Households
Target Group: 94,893 | 4.7%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Richmond, BC (CY)	30.2	35.8	763	79,821	4.0
Burnaby, BC (CY)	28.4	26.7	569	100,623	5.0
Vancouver, BC (CY)	16.3	5.1	109	302,650	15.0
Coquitlam, BC (CY)	11.8	20.2	430	55,346	2.7
Surrey, BC (CY)	5.4	2.8	60	181,001	9.0
Saanich, BC (DM)	2.9	5.6	119	48,518	2.4
New Westminster, BC (CY)	1.7	4.5	97	35,558	1.8
Port Coquitlam, BC (CY)	1.4	5.7	120	23,343	1.2
North Vancouver, BC (CY)	0.5	1.9	41	26,626	1.3
Delta, BC (DM)	0.4	1.0	21	38,122	1.9

EQ Segments

% of Target Group Households

	%
Free Spirits	100.0
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households
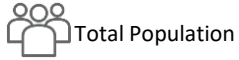
	%
10 - Asian Achievement	100.0

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

Target Group

Source: Environics Analytics 2021

Top Geographic Markets ranked by percent group
PRIZM segments ranked on percent composition chosen from highest percent composition

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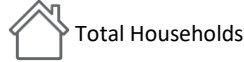British Columbia
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Demographic Profile

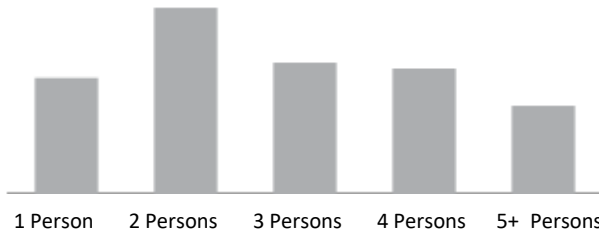**Total Population**
Target Group: 297,724 | 5.8%
Market: 5,102,265

Total Households
Target Group: 94,893 | 4.7%
Market: 2,018,734

Average Household Income
$128,169
(113)

Median Household Maintainer Age
55
(102)

Household Size*

%	18.0	28.8	20.3	19.3	13.6
Index	62	82	138	150	163

1 Person	2 Persons	3 Persons	4 Persons	5+ Persons

Marital Status**
57.1%
(100)
Married/Common-Law

Family Composition***
54.9%
(132)
Couples With Kids at Home

Education**
35.4%
(130)
University Degree

Visible Minority Presence*
67.9%
(208)
Belong to a visible minority group

Non-Official Language*
8.0%
(239)
No knowledge of English or French

Immigrant Population*
51.3%
(180)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Brand Genuineness	167	56	Cultural Assimilation
Ostentatious Consumption	150	58	Attraction to Nature
Importance of Aesthetics	148	60	Brand Apathy
Multiculturalism	147	64	Parochialism
Consumption Evangelism	146	70	Utilitarian Consumerism

Key Social Values

Brand Genuineness Index = 167	Multiculturalism Index = 147	Consumption Evangelism Index = 146
Consumptivity Index = 135	Attraction For Crowds Index = 134	Culture Sampling Index = 133
Global Consciousness Index = 127	Social Learning Index = 123	Community Involvement Index = 120
Ecological Concern Index = 119	Legacy Index = 119	Search for Roots Index = 118

Sources: DemoStats 2021, SocialValues 2021
Note: Base variables are default and vary based on database

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

Target Group   Source: Environics Analytics 2021

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

Psychographics to Canada and   2
Strong/Weak values ranked by Index

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.8	97
Gardening	56.9	95
Volunteer work	52.6	98
Home exercise & home workout	52.1	96
Fitness walking	48.7	94

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	55.4	106
Parks & city gardens	40.0	93
Bars & restaurant bars	36.1	98
Movies at a theatre/drive-in	35.1	95
Art galleries, museums & science centres	33.2	99

Key Tourism Activities**

Swimming	Camping	Hiking & backpacking	Cycling	Parks & city gardens	Bars & restaurant bars	Photography	Canoeing & kayaking
46.6%	44.7%	44.5%	41.4%	40.0%	36.1%	34.4%	29.8%
(89)	(89)	(89)	(90)	(93)	(98)	(88)	(85)

Specialty movie theatres/IMAX	Pilates & yoga	Golfing	National or provincial park	Ice skating	Downhill skiing	Cross country skiing & snowshoeing	Video arcades & indoor amusement centres
23.3%	21.5%	20.5%	20.1%	19.5%	19.1%	18.4%	16.8%
(111)	(94)	(77)	(70)	(86)	(101)	(75)	(109)

Fishing & hunting	Zoos & aquariums	Sporting events	Adventure sports	Historical sites	Power boating & jet skiing	Hockey	Snowboarding
16.7%	14.8%	13.9%	13.1%	12.4%	12.3%	11.6%	10.9%
(68)	(91)	(82)	(111)	(64)	(101)	(100)	(130)

Theme parks, waterparks & water slides	Music festivals	ATV & snowmobiling	Curling	Beer, food & wine festivals	Film festivals	Marathon or similar event	Dinner theatres
10.1%	8.5%	7.8%	7.4%	6.7%	6.1%	4.6%	4.2%
(83)	(102)	(64)	(95)	(60)	(97)	(83)	(111)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
3

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SYMPHONY TOURISM SERVICES

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	33.0	82
Whistler	30.0	145
Victoria	27.1	105
Vancouver	19.2	78
Toronto	8.7	99
Calgary	8.4	77
Other Alberta	6.9	55
Banff	6.8	73
Montreal	5.8	96
Jasper	5.6	86
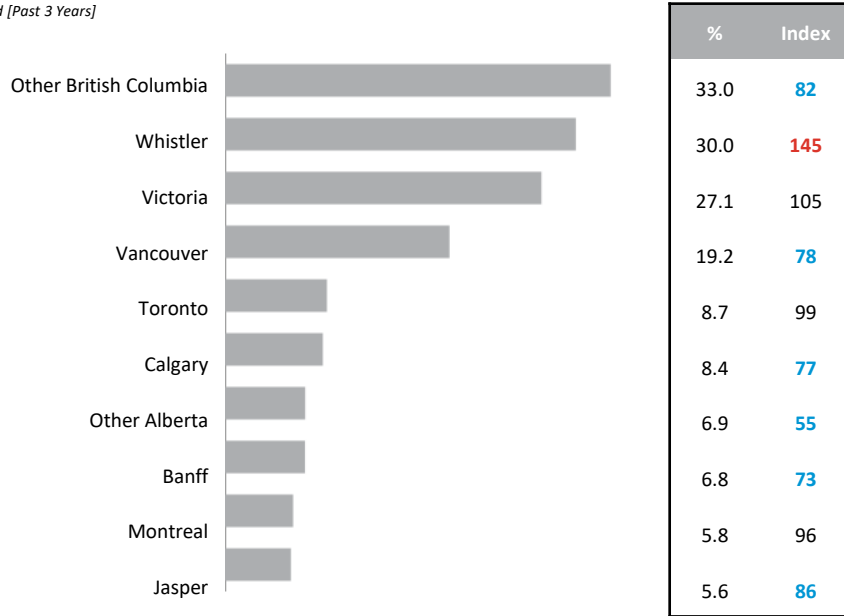
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an on-line travel agency	42.7	121
Book through an airline directly	41.6	96
Book through a hotel directly	36.4	89
Book through airline/hotel website	31.0	107
Book through a full service travel agent	22.7	95
Other services	14.7	85
Book a package tour	12.5	109
Book through a discount/last minute agency	12.1	115

*Booked With [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
20.2%	5.1%	4.1%	0.7%	1.4%
(110)	(71)	(71)	(43)	(62)

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
1.2%	14.9%	2.3%	5.7%
(65)	(100)	(91)	(106)

Vacation Spending

Spent Last Vacation

$ **1,611**
(97)
Average spend on last trip
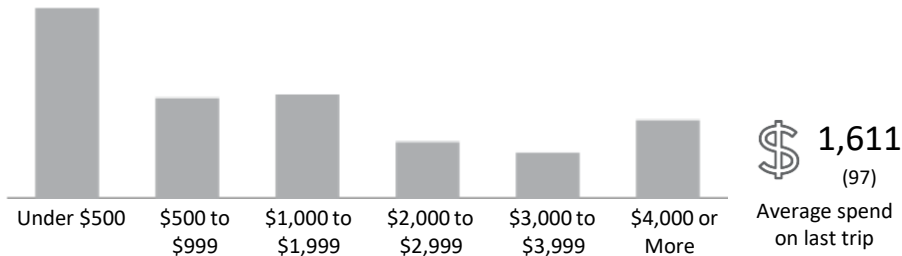
%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	33.0	17.5	18.0	9.9	8.0	13.6
Index	107	94	94	107	129	84

Travel Type & Frequency

Business Trips

9.8
(88)
Average number of nights away in the past year for business trips

Personal Trips
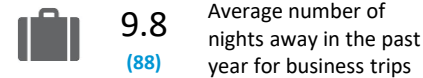
3.6
(100)
Average out-of-town vacations taken in the past 3 years
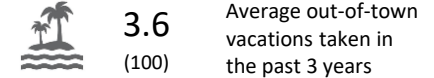
Average number of business trips by mode of transportation in the past year:

3.0	**4.9**	**3.3**	**3.7**
(95)	(110)	(165)	(83)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by national percent composition
4

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SYMPHONY TOURISM SERVICES

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 58.5% (103)	Friends/relatives 40.8% (96)	All-inclusive resort 15.2% (98)	Camping 19.4% (81)	Vacation rental by owner 23.8% (100)	Motel 12.4% (63)	Cottage 7.9% (85)
B&B 13.3% (96)	Condo/apartment 14.6% (114)	RV/camper 8.8% (69)	Cruise ship 11.2% (100)	Package tours 4.7% (96)	Spa resort 5.0% (92)	Boat 2.5% (67)

Airline Preferences**

Flown [Past Year]

Air Canada 42.4% (116)	West Jet 27.0% (89)	Air Transat 7.3% (117)	Porter Airlines 0.0% (35)	Other Canadian 3.6% (64)
Delta Airlines 5.8% (107)	United Airlines 5.8% (93)	American Airlines 5.0% (114)	Other American 8.8% (109)	
European Airlines 6.7% (88)	Asian Airlines 9.6% (153)	Other Charter 1.6% (74)	Other 5.0% (71)	

Car Rental*

Rented From [Past Year]

Enterprise 3.5% (71)	Budget 1.8% (45)	Avis 1.1% (51)	U-Haul 0.7% (48)
Hertz 1.6% (72)	National (!) 1.0% (34)	Discount (!) 0.3% (38)	Other Rentals 3.0% (82)

Sources: Opticks Powered by Numeris 2021

Note: Base variables are default and vary based on database

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

Source: Environics Analytics 2021

Based on Household Population 12+

*Ranked by national values

**Ranked by national percent composition within row

Asian Achievement

PRIZM Segments Included (by SESI): 10

Market: British Columbia

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	979 minutes/week	1 hours/week	5 minutes/day	245 minutes/day
(99)	(84)	(90)	(63)	(103)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	37.3	105
Adult Contemporary	23.1	118
Mainstream Top 40/CHR	19.3	156
Multi/Variety/Specialty	13.8	94
Hot Adult Contemporary	13.6	170
Modern/Alternative Rock	11.8	134
Classic Hits	10.9	81
Classic Rock	9.7	99
Sports	7.4	193
Today's Country	7.3	79

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	40.5	93
Evening local news	35.6	86
Primetime serial dramas	30.3	101
News/current affairs	29.4	91
Suspense/crime dramas	26.6	91
Situation comedies	23.0	103
Cooking programs	21.7	98
Hockey (when in season)	21.5	99
Documentaries	21.5	86
Home renovation/decoration shows	18.7	81

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	50.7	90
National News	50.0	94
International News & World	47.5	92
Health	36.1	106
Movie & Entertainment	30.4	100
Food	30.0	103
Editorials	29.7	96
Business & Financial	25.9	104
Travel	24.2	96
Sports	22.2	92

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	8.2	85
Other English-Canadian	7.5	74
National Geographic	4.4	73
Canadian Living	4.2	69
Cineplex Magazine	3.6	108
Maclean's	3.1	46
Reader's Digest	2.8	52
Time	2.6	93
People	2.5	60
CAA Magazine	2.4	63

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.0	99
Send/receive a text/instant message	59.0	96
Participate in an online social network	52.9	98
Do banking/pay bills online	49.3	97
Use maps/directions service	49.3	100
Take pictures/video	49.3	101
Use apps	49.1	104
Internet search - business, services, products	47.0	102
Access a news site	43.6	102
Watch a subscription-based video service	36.5	99

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	56.4	99
Send/receive email	50.3	109
Take pictures/video	46.9	103
Use apps	46.4	109
Use maps/directions service	43.7	109
Participate in an online social network	40.1	106
Internet search - business, services, products	34.2	120
Access a news site	30.5	113
Watch other online free streaming videos	23.4	119
Do banking/pay bills online	23.2	103

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Asian Achievement
PRIZM Segments Included (by SESI): 10
Market: British Columbia

SYMPHONY TOURISM SERVICES

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
YouTube	72.5%	(101)
Facebook	72.0%	(93)
WhatsApp	66.7%	(145)
LinkedIn	41.7%	(112)
Instagram	39.2%	(101)
Twitter	26.7%	(102)
Pinterest	19.9%	(76)
Podcasts	17.4%	(92)
Reddit	17.2%	(147)
Snapchat	12.8%	(120)
Health/Fitness	11.3%	(109)
Blogs	11.2%	(102)
TikTok	7.0%	(116)
Dating App	4.8%	(101)
Flickr	4.6%	(119)
Tinder	2.9%	(116)
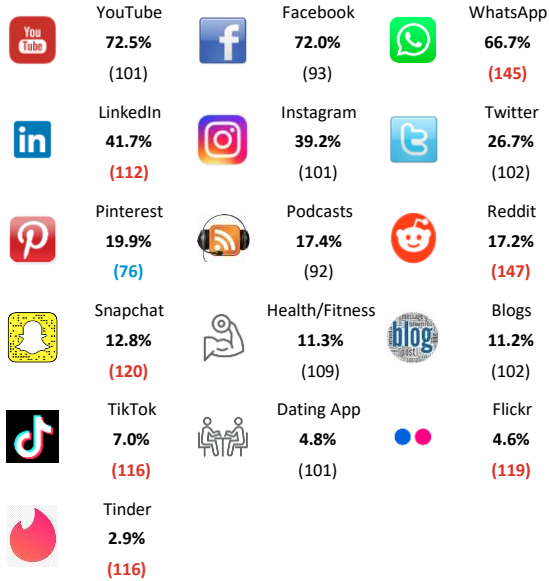
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	31.4	99
To get coupons and discounts	30.4	106
To enter contests	25.2	95
To be among the first to hear brand news	14.9	114
To provide feedback to the brand	9.0	85
To engage with content	7.9	92
To share brand-related stories with consumers	5.8	109
To make suggestions for new products/services	4.1	99
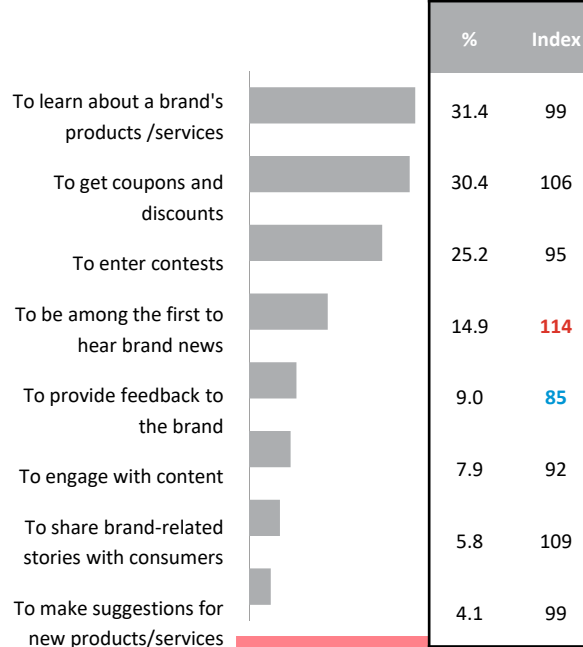
Reasons to Unfollow Brands

	%	Index
Too many messages	32.6	93
Not enough value	20.5	99
Stopped purchasing products from brand	15.2	96
Other	3.1	82
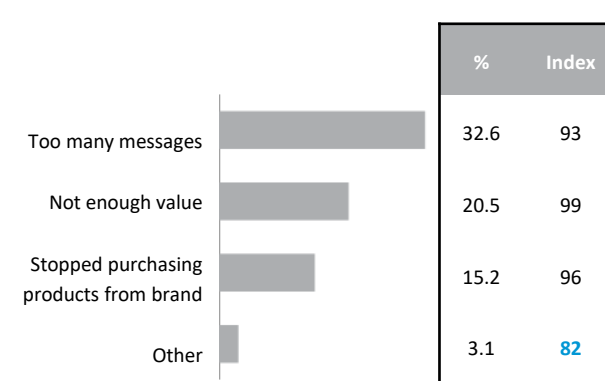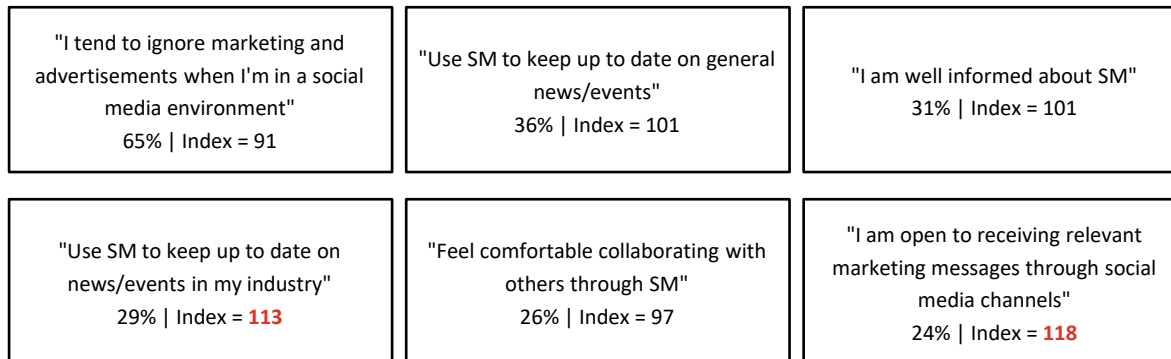
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	31.3	96
Subscribe to brand email newsletter	21.5	115
Follow brand on Instagram	16.0	104
Subscribe to brand channel on YouTube	15.1	114
Follow brand on Twitter	10.6	121
Join an exclusive online community of consumers who also like the brand	8.3	84

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 65% | Index = 91	"Use SM to keep up to date on general news/events" 36% | Index = 101	"I am well informed about SM" 31% | Index = 101
"Use SM to keep up to date on news/events in my industry" 29% | Index = 113	"Feel comfortable collaborating with others through SM" 26% | Index = 97	"I am open to receiving relevant marketing messages through social media channels" 24% | Index = 118

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SYMPHONY TOURISM SERVICES

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% | Index = 101	"I have tried a product/service based on a personal recommendation" 73% | Index = 100	"I am very concerned about the nutritional content of food products I buy" 67% | Index = 101	"I generally achieve what I set out to do" 66% | Index = 96	"I consider myself to be informed on current events or issues" 64% | Index = 91
"I value companies who give back to the community" 62% | Index = 93	"I make an effort to buy local produce/products" 59% | Index = 93	"I am interested in learning about different cultures" 58% | Index = 102	"I like to try new places to eat" 55% | Index = 100	"I offer recommendations of products/services to other people" 55% | Index = 104
"It's important to buy products from socially-responsible/environmentally-friendly companies" 54% | Index = 96	"When I shop online I prefer to support Canadian retailers" 52% | Index = 92	"Family life and having children are most important to me" 51% | Index = 90	"I like to cook" 47% | Index = 82	"I like to try new and different products" 45% | Index = 94
"Vegetarianism is a healthy option" 41% | Index = 111	"Free-trial/product samples can influence my purchase decisions" 38% | Index = 95	"I am willing to pay more for eco-friendly products" 38% | Index = 103	"I am adventurous/"outdoorsy"" 37% | Index = 91	"I prefer to shop online for convenience" 32% | Index = 104
"I lead a fairly busy social life" 27% | Index = 105	"Staying connected via social media is very important to me" 25% | Index = 89	"Advertising is an important source of information to me" 22% | Index = 101	"I enjoy being extravagant/indulgent" 19% | Index = 104	"I consider myself to be sophisticated" 17% | Index = 84

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SYMPHONY TOURISM SERVICES

Product Preferences

Beer Consumption

Drinks [Past Week]

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	71.7	17.1	4.4	2.7	1.3	2.7
Index	104	93	79	93	86	97
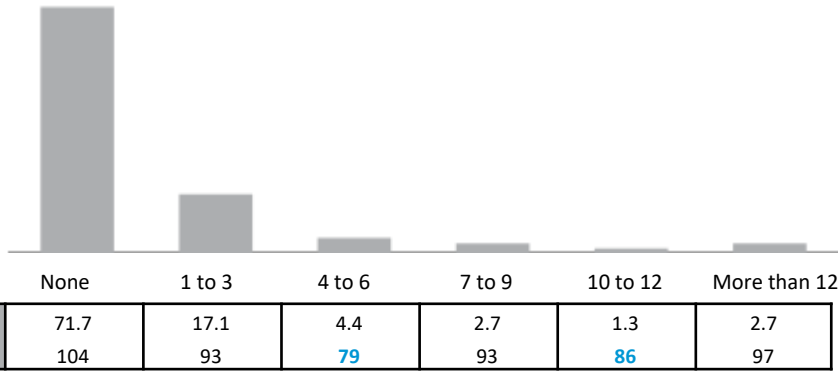
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	16.9	79
Cider	10.5	88
Liqueurs (any)	6.5	58

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.8	94

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	32.4	123

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	32.4	123
Corona	20.2	118
Sleeman (any)	16.6	119
Stella Artois	15.0	131
Heineken	13.9	123
Molson Canadian	13.3	121
Guinness	10.7	103
Other imported brand	10.3	104
Budweiser	9.9	88
Kokanee	8.9	88
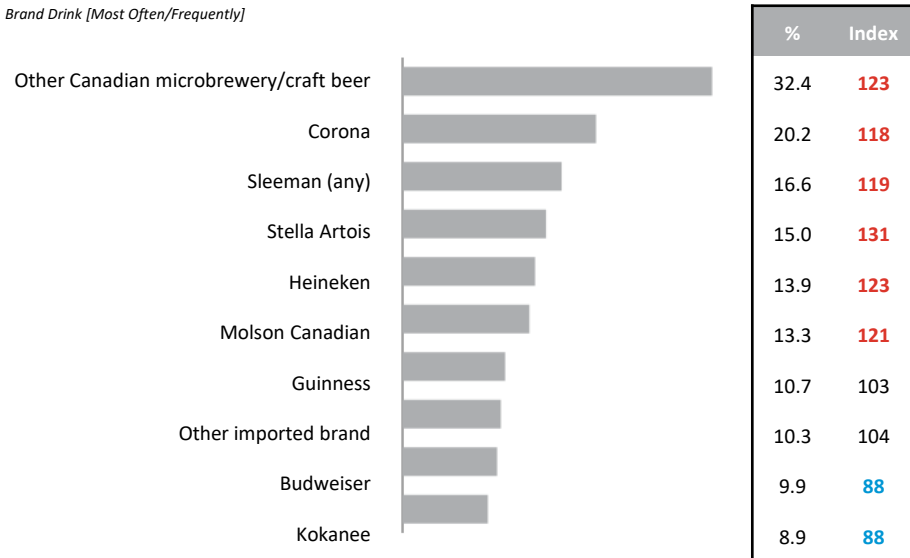
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	25.6	90
White wine (any)	22.7	88
Canadian wine	16.9	79
European wine	11.5	99
American wine	7.4	86
Other imported wine	7.1	95
Australian wine	6.3	70
Sparkling/champagne (any)	6.1	93
Rosé wine (any)	5.0	68

Sources: Opticks Powered by Numeris 2021

Note: Base variables are default and vary based on database

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

Target Group   Source: Environics Analytics 2021

(!) Indicates small sample size

Based on Household Population 12+

*Selected and ranked by percent composition 9

ranked by percent composition

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SYMPHONY TOURISM SERVICES

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	10.5	102	39.5	94	5.0	105
Asian restaurants	16.9	**137**	39.9	**86**	4.2	**89**
Submarine/sandwich restaurants	5.9	104	29.2	**90**	5.2	**112**
Breakfast style restaurant	4.0	104	31.0	101	12.0	**119**
Chicken restaurants	2.6	97	16.3	98	4.2	99
Ice cream/frozen yogurt restaurants	1.4	**68**	33.1	**125**	4.5	102
Specialty burger restaurants	3.8	**110**	26.3	**116**	6.5	**113**
Italian restaurants	1.7	**88**	23.4	101	9.0	107
Other ethnic restaurants	4.4	**146**	32.1	106	8.5	91
Steakhouse	0.5	**37**	17.4	**117**	19.7	**115**
Mexican/Burrito-style restaurants	1.5	**47**	21.0	98	8.8	95
Seafood/Fish and Chips restaurants	1.3	**83**	18.4	**78**	9.0	**87**

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	7.3	**121**	45.2	100	5.6	95
Food court outlets at a shopping mall	10.8	**228**	41.7	97	9.3	**124**
Pub restaurants	6.4	**71**	34.6	**86**	7.4	**125**
Formal dine-in restaurants	5.0	**134**	34.0	101	10.0	99
Fast casual restaurants	6.6	93	28.5	**112**	2.8	**81**
Sports bars	2.5	109	18.1	**115**	4.0	**136**
Other types	6.3	**160**	20.4	94	1.6	**78**

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
28.7%	13.9%	7.8%
(94)	**(84)**	**(75)**

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021

*Ranked by national percent composition of visited [Pst Yr]

Ranked by percent composition 10
Based on Household Population 12+

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SYMPHONY TOURISM SERVICES

Product Preferences

Demographics

Rent
26.5%
(82)

Own
73.5%
(109)

Households with Children at Home
53.1%
(143)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	12.3	13.5	14.8	17.1	16.8	25.5
Index	**78**	**79**	**86**	97	**124**	**137**
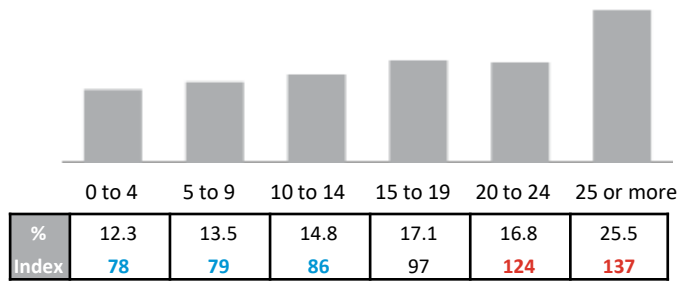
Demographic Trends

Household Projections
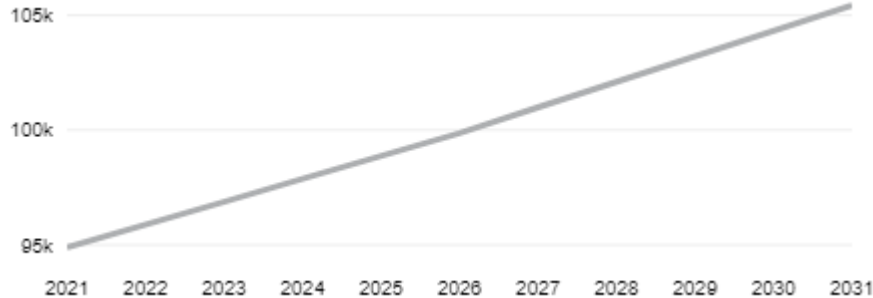
Name	2021	2024	2026	2031
Count	94,893	97,882	99,868	105,429
% Change	-	3.1	5.2	11.1
Index	-	**113**	**113**	**128**

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

Loyalty Programs*

Member

	%	Index
PC Optimum	48.6	97
Air Miles (excl. airline frequent flyer programs)	45.1	100
Costco membership (paid)	40.5	97
Credit card with loyalty rewards	34.2	**88**
SCENE (Cineplex)	33.5	**130**
Canadian Tire Triangle	27.2	**86**
Aeroplan	25.2	**87**
Hudson's Bay Rewards	22.4	97
Petro Points	15.1	**83**
Esso Extra Program	8.5	**87**
Other grocery store card	26.7	**85**
Other loyalty program	13.5	100
Other airline frequent flyer program	9.2	109
Other store program	8.0	**75**
Other gas program	3.5	**48**

Sources: DemoStats 2021, DemoStats Trends 2021, Opticks Powered by Numeris 2021

Note: Base variables are default and vary based on database

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

Source: Environics Analytics 2021

Target Group

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

Based on Households

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SYMPHONY TOURISM SERVICES

Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	68.0	99		50.3	109		9.8	79
Send/receive a text/instant message	59.0	96		56.4	99		4.8	69
Participate in an online social network	52.9	98		40.1	106		7.1	77
Do banking/pay bills online	49.3	97		23.2	103		5.4	86
Take pictures/video	49.3	101		46.9	103		3.6	53
Use apps	49.1	104		46.4	109		12.5	102
Use maps/directions service	49.3	100		43.7	109		4.8	85
Internet search - business, services, products	47.0	102		34.2	120		9.8	88
Watch a subscription-based video service (e.g. Netflix)	36.5	99		15.0	92		9.9	108
Watch free streaming music videos	33.8	107		22.8	117		7.8	114
Watch other online free streaming videos	31.6	104		23.4	119		6.1	109
Compare products/prices while shopping	28.9	99		19.3	111		3.3	88
Play/download online games	25.9	100		16.4	109		6.1	98
Research products/services	34.9	106		22.4	117		6.7	99
Listen to music via streaming video service (e.g. YouTube)	25.6	105		15.8	101		3.2	100
Share/refer/link friends to a website or an article	20.4	93		16.0	102		2.6	86
Listen to Internet-only music service (e.g. Spotify)	22.2	99		18.5	106		1.9	104
Purchase products or services	23.7	91		9.6	91		2.7	80
Consult consumer reviews	27.9	113		20.0	140		5.5	113
Use online telephone directory	16.3	84		11.7	92		1.6	62
Use ad blocking software	21.1	109		6.2	95		2.9	78
Download any video content (free or paid)	11.3	90		3.6	93		2.1	103
Read or look into online newspapers	10.7	86		6.6	107		2.6	85
Download music/MP3 files (free or paid)	12.4	94		8.4	97		1.3	69
Click on an Internet advertisement	10.8	81		6.1	87		1.3	70
Listen to a podcast	12.9	90		10.7	98		0.9	52
Listen to a radio broadcast via streaming audio	7.6	96		4.9	105		0.7	72
Download/print/redeem discount coupon	10.5	98		7.5	116		0.5	89
Watch a TV broadcast via streaming video	8.1	102		2.7	86		2.4	115
Enter online contests	8.8	95		5.9	97		0.4	34
Place/respond to an online classified advertisement	9.6	89		5.3	81		0.7	48
Receive store offers by SMS	7.0	86		6.9	85		-	-
Read or look into online magazines	5.2	69		2.5	73		1.0	60
Scan mobile tagging barcode/QR	7.1	105		7.1	109		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	1.8	76		-	-		-	-
Purchase group deal (e.g. Groupon)	2.6	81		1.8	100		-	-

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Asian Achievement
PRIZM Segments Included (by SESI): 10
Market: British Columbia

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Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	43.6	102	30.5	113	7.1	73
Access food/recipes content	28.6	98	17.8	115	6.0	80
Access health-related content	19.3	100	12.8	120	5.6	127
Access professional sports content	10.8	104	8.7	116	2.4	96
Access restaurant guides/reviews	18.2	119	14.4	133	4.4	156
Access travel content	13.5	102	7.6	118	2.8	99
Access real estate listings/sites	8.9	80	5.2	126	1.3	65
Access a radio station's website	9.5	103	5.4	108	1.0	72
Access home decor-related content	7.0	85	4.3	101	1.1	66
Access celebrity gossip content	9.5	111	6.8	120	0.9	113
Access a TV station's website	8.8	96	5.8	140	0.9	49
Access fashion or beauty-related content	10.7	121	9.3	151	1.2	118
Access automotive news/content	5.8	89	4.3	100	0.3	22

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Coupons	31.3	110
Flyers delivered to the door or in the mail	31.2	85
General information from the Internet/websites	30.8	100
Flyers inserted into a community newspaper	30.0	82
Direct email offers	25.9	115
Apps/online flyers	24.6	99
Local store catalogues	18.3	87
Flyers inserted into a daily newspaper	16.1	90
Mail order	4.8	70
Yellow Pages (print)	1.9	38
Yellow Pages (online)	1.0	29

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	28.2	100
On bus exteriors	26.5	105
On transit shelters	21.6	113
On street furniture (e.g. bus benches)	21.2	119
Inside shopping malls	17.9	120
Digital billboards	14.8	104
Inside buses	14.6	120
On subway/metro platforms	11.2	133
Screens inside elevators	10.0	123
Inside public washrooms	9.8	104
Inside commuter trains	8.5	126
Inside subway/metro cars	8.1	122
Inside movie theaters	7.3	123
Inside airports	3.3	85
On taxis	3.3	100

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021   *Ranked by national percent composition for internet activity

Based on Household Population 12+ 13
ranked by percent composition

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SYMPHONY TOURISM SERVICES

Social Media Usage

Social Media Overview

Internet and Social Media Usage: 47% search for businesses, services and products online (Average), **13.5%** access Travel Content Websites (Average)

65.2% of Asian Achievement from British Columbia tend to access social media on their mobile phones during the morning hours, **62.9%** during the afternoon hours.

14.5% seek recommendations for Vacation/Travel Information via social media (Above Average).

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
%	42.9	8.9	29.2	10.7	3.1	1.8	3.4
Index	96	129	98	106	88	88	117
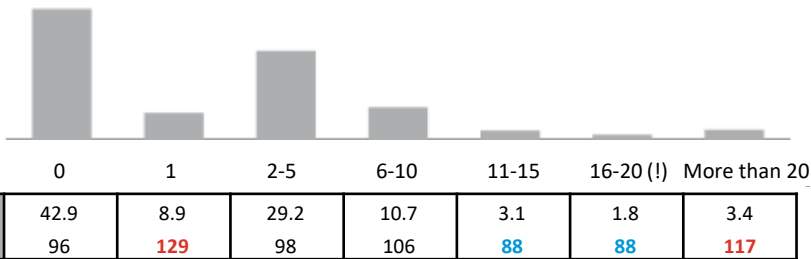
Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	30.2	28.2	11.9	16.6	9.6	3.6
Index	92	93	97	105	142	145
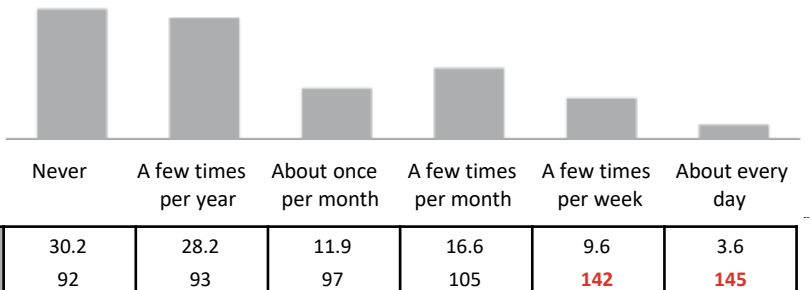
Seek Recommendations via Social Media*

	%	Index
Vacation/travel	14.5	182
Big-ticket items	10.0	172
Entertainment	9.1	172
Banking/credit cards	8.8	167
Car/Auto-related	8.7	175
Fashion-related	8.2	173
Child-related	8.1	197
Home décor	8.1	170
Health-related	7.7	163
Smaller-ticket items	7.5	169
Insurance	7.0	195
Choosing non-profits for donations	5.2	159
Other	5.3	105
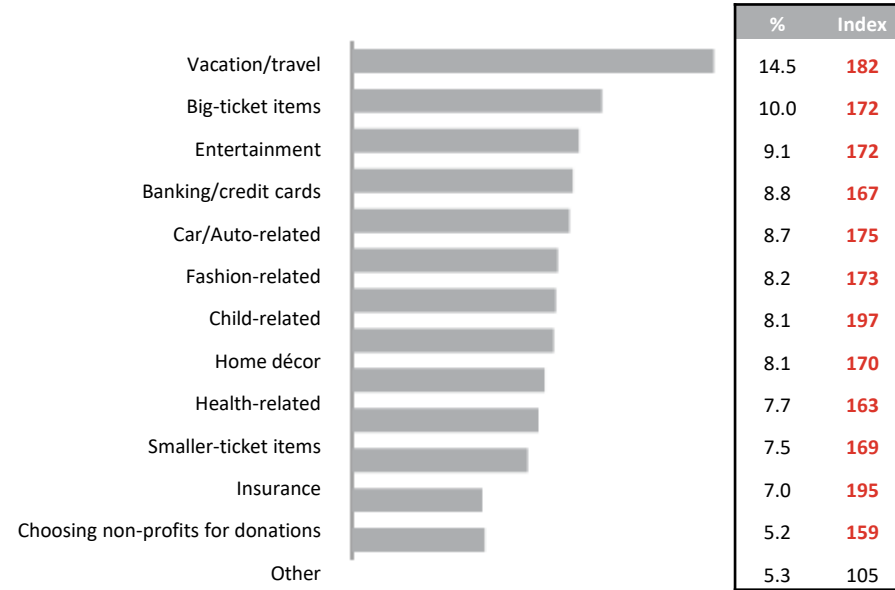
Top Social Media Attitudes**

76% believe that Social Media companies should not be allowed to own or share their personal information.

65% tend to ignore marketing and advertisements on Social Media.

"Social media companies should not be allowed to own or share my personal information"
76% | Index = 91

"I tend to ignore marketing and advertisements when I'm in a social media environment"
65% | Index = 91

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
61% | Index = 91

"Use SM to stay connected with personal contacts"
39% | Index = 87

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group   Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 18+
*Ranked by percent composition 14
**Selected and ranked by highest percent composition

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	51.4	111
View friends' photos online	43.7	91
Chat in online chats	42.2	103
Read article comments	40.7	103
Listen to radio or stream music online	38.6	110
Read status updates/tweets	36.3	98
Share links with friends and colleagues	33.2	114
Click links in news feeds	27.2	119
Read blogs	19.3	121
Play games with others online	14.9	92
Post photos online	13.7	102
Rate or review products online	13.2	143
Chat in online forums	12.9	126
Share your GPS location	12.4	150
Check in with locations	11.9	135
Update your status on a social network	11.2	105
Comment on articles or blogs	10.8	126
Post videos online	8.1	143
Publish blog, Tumblr, online journal	6.0	163

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	44.4	96
Stay connected with personal contacts	43.2	91
Stay connected with family	42.5	92
Keep up to date on news/events in my industry	30.5	119
Stay connected with work/professional contacts	25.2	139

Number of Connections

Across all social media

	%	Index
0-49	35.8	103
50-99	16.8	100
100-149	8.9	79
150-199	5.8	96
200-299	7.5	84
300-399	6.0	117
400-499	3.2	90
500-1000	9.3	117
More than 1000	6.7	120

Social Media Access

Typically use

Mobile
	%	Index
Morning	65.2	105
Afternoon	62.9	107
Dinner Time	49.8	113
Evening	64.2	112
Late Night	49.9	120

Tablet
	%	Index
Morning	14.8	71
Afternoon	16.8	83
Dinner Time	13.1	83
Evening	30.0	100
Late Night	17.1	97

Laptop
	%	Index
Morning	23.7	83
Afternoon	31.4	96
Dinner Time	15.4	79
Evening	36.2	100
Late Night	15.7	92

Desktop
	%	Index
Morning	21.4	94
Afternoon	27.1	106
Dinner Time	11.4	89
Evening	28.6	117
Late Night	15.2	121

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average · Target Group · Source: Environics Analytics 2021
*Ranked by percent composition · 15
Based on Household Population 18+

Social Media Usage

Facebook

Frequency of Use *[Past Year]*

	%	Index
Use Daily	47.1	83
Use Weekly	17.2	123
Use Monthly	6.9	126

Currently Use **72.0%** (93)
Did Not Use **22.6%** (116)

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	49.4	92
Watch videos	37.5	97
Use Messenger	35.4	81
Comment/Like other users' posts	35.0	78
Watch live videos	16.9	106
Post photos	13.3	99
Update my status	12.4	112
Click on an ad	11.6	115
Like or become a fan of a page	11.4	111
Post videos	7.2	135
Create a Facebook group or fan page	6.5	174
Give to a Facebook fundraiser (!)	5.0	199
Create a Facebook fundraiser (!)	4.5	198

LinkedIn

Frequency of Use *[Past Year]*

	%	Index
Use Daily	9.5	132
Use Weekly	12.4	113
Use Monthly	17.1	103

Currently Use **41.7%** (112)
Did Not Use **47.7%** (88)

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	8.8	115
View a job posting	7.5	133
Search and review other profiles	5.8	130
Watch videos	4.8	120
Create a connection	4.1	137
Update your profile information	3.4	162
Comment on content	3.3	139
Click on an ad (!)	3.3	170
Participate in LinkedIn forums (!)	2.5	157
Post an article, video or picture (!)	2.4	147
Join a LinkedIn group (!)	2.2	171
Request a recommendation (!)	2.2	146

Instagram

Frequency of Use *[Past Year]*

	%	Index
Use Daily	25.4	117
Use Weekly	9.7	92
Use Monthly	3.7	64

Currently Use **39.2%** (101)
Did Not Use **48.9%** (94)

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	31.5	113
Like photos/videos	25.9	112
Send direct messages	15.5	122
Comment on photos/videos	14.0	108
Watch live videos	13.1	118
View a brand's page	11.3	139
Watch IGTV videos	10.0	154
Post photos/videos	8.4	107
Click on ads	6.3	135

Pinterest

Frequency of Use *[Past Year]*

	%	Index
Use Daily	4.0	71
Use Weekly	8.9	94
Use Monthly	6.3	66

Currently Use **19.9%** (76)
Did Not Use **67.7%** (109)

Reddit

Frequency of Use *[Past Year]*

	%	Index
Use Daily	7.9	164
Use Weekly	6.0	152
Use Monthly	2.9	109

Currently Use **17.2%** (147)
Did Not Use **72.0%** (90)

Participate In* (at least a few times per month)	% Comp	Index
View content	14.8	161
Follow specific Subreddits	7.7	149
Vote on content	6.8	146
Post content	3.8	152

WhatsApp

Frequency of Use *[Past Year]*

	%	Index
Use Daily	43.2	181
Use Weekly	15.1	124
Use Monthly	7.6	86

Currently Use **66.7%** (145)
Did Not Use **23.4%** (51)

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	52.3	166
Send/receive images	48.6	170
Use group chats	41.3	188
Send/receive documents and files	28.1	203
Use voice calls	22.7	173

Sources: AskingCanadians Social 2021

Note: Base variables are default and vary based on database

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

Target Group   Source: Environics Analytics 2021

(!) Indicates small sample size

*Ranked by percent composition   16

Based on Household Population 18+

Asian Achievement

PRIZM Segments Included (by SESI): 10

Market: British Columbia

Social Media Usage

Twitter

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	26.7%	**61.5%**	Use Daily		13.6	**113**
	(102)	(95)	Use Weekly		7.2	97
			Use Monthly		5.0	**89**

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.9	**112**
Watch videos	10.6	**120**
Tweet	7.5	**118**
Send or receive direct messages	6.8	**120**
Watch live videos	6.3	**138**
Respond to tweets	6.2	**113**
Retweet	5.9	106
Share a link to a blog post or article of interest	5.6	**111**
Follow users who follow you	5.6	**135**
Actively follow new users	5.4	**126**
Click on an ad	5.1	**159**

YouTube

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	72.5%	**15.3%**	Use Daily		39.5	**133**
	(101)	(92)	Use Weekly		25.3	**85**
			Use Monthly		7.4	**63**

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	55.2	**116**
Like or dislike videos	19.0	**129**
Watch live videos	18.3	**127**
Share videos	12.2	**142**
Click on an ad	10.8	**160**
Leave comment or post response on video	9.9	**119**
Embed a video on a web page or blog	6.5	**164**
Create and post a video	4.7	**141**

Snapchat

Frequency of Use
[Past Year]

	Currently Use	Did Not Use			%	Index
	12.8%	**77.8%**	Use Daily		5.3	**138**
	(120)	(95)	Use Weekly		2.6	**88**
			Use Monthly		4.4	**127**

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.1	**123**
Send photos/videos	5.9	**137**
Send direct text messages	5.6	**128**
Use filters or effects	4.9	**152**
Use group chat	4.0	**144**
Read Snapchat discover/News	3.8	**173**
View a brand's snaps	3.4	**183**
View ads	3.2	**174**
Use video chat	3.0	**157**

Audio Podcasts

	Currently Use	Did Not Use
	17.4%	**68.8%**
	(92)	(104)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.5	92
Use Weekly	6.5	92
Use Monthly	5.1	96

Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	5.1	100
Listen to another genre of podcast	5.0	**90**
Listen to a comedy podcast	4.4	**116**
Subscribe to a sports podcast**	4.2	**210**
Listen to a news podcast	4.1	**84**
Subscribe to another genre of podcast	4.0	**165**
Listen to a business podcast	3.7	101
Listen to a sports podcast	3.1	**157**
Subscribe to a news podcast	3.1	**137**
Subscribe to a comedy podcast (!)	2.5	**122**
Subscribe to a educational podcast	2.4	109
Listen to a technology focused podcast	1.9	**90**
Subscribe to a business podcast (!)	1.6	**128**
Subscribe to a technology podcast (!)	1.4	**113**

Other Social Media Platforms

Tinder

	Currently Use	Did Not Use
	2.9%	**91.3%**
	(116)	(97)

Tik Tok

	Currently Use	Did Not Use
	7.0%	**82.8%**
	(116)	(95)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.1	**145**
Use Weekly (!)	0.5	97