

Overview

Market Sizing

Top Geographic Markets

- Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank **4th**, making up **276,802** households, or **13.7%** of the total Households in British Columbia (2,018,734).
- The Median Household Maintainer Age is **59**, **46%** of couples do not have children living at home (Above Average).
- Above Average Household Income of **\$160,372** compared to BC at \$113,574.
- Top 3 Social Values:** Culture Sampling, Legacy and National Pride
- Top Tourism Activities:** Swimming, Camping, Cycling **Above average** interest in Downhill Skiing and Sporting Events
- Average** interest for travelling within Canada. Authentic Experiencers from British Columbia spent an average of **\$1,769** (Average) on their last vacation.
- 75%** currently use Facebook (Average), **37%** use Instagram (Average), **25%** use Twitter (Average) and **70%** use YouTube (Average).



Total Population

Target Group: 732,081 | 14.3%
Market: 5,102,265



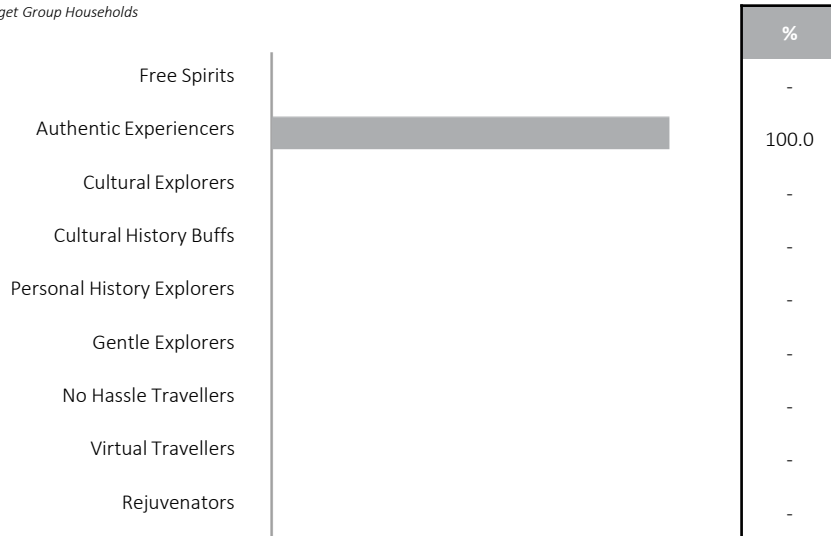
Total Households

Target Group: 276,802 | 13.7%
Market: 2,018,734

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Vancouver, BC (DM)	9.2	77.7	567	32,621	1.6
Surrey, BC (CY)	9.0	13.7	100	181,001	9.0
Saanich, BC (DM)	7.5	42.9	313	48,518	2.4
Delta, BC (DM)	5.1	36.9	269	38,122	1.9
Kelowna, BC (CY)	5.0	23.0	167	60,470	3.0
West Vancouver, BC (DM)	4.5	67.7	493	18,201	0.9
Langley, BC (DM)	4.1	25.0	183	45,647	2.3
Vancouver, BC (CY)	4.0	3.6	26	302,650	15.0
Coquitlam, BC (CY)	3.6	18.0	131	55,346	2.7
Nanaimo, BC (CY)	3.4	22.6	165	42,228	2.1

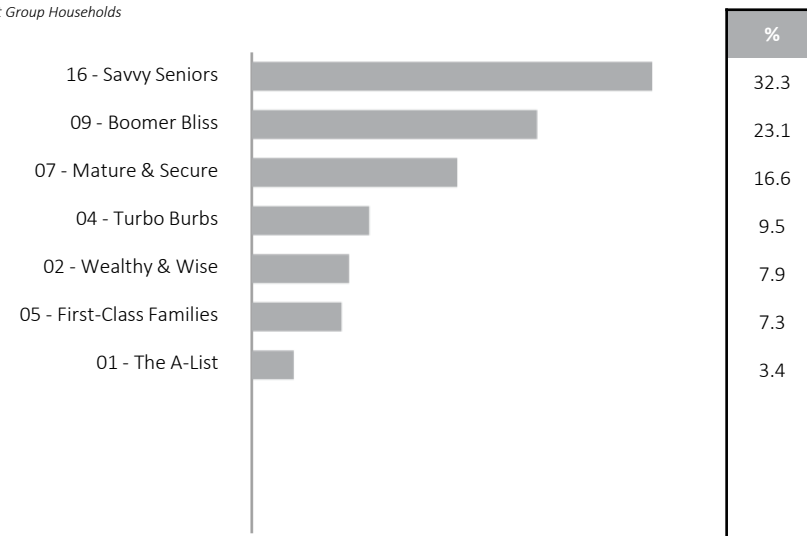
EQ Segments

% of Target Group Households

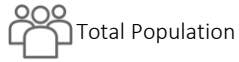


Top PRIZM Segments

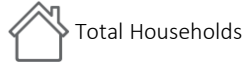
% of Target Group Households



Demographic Profile



Total Population
Target Group: 732,081 | 14.3%
Market: 5,102,265

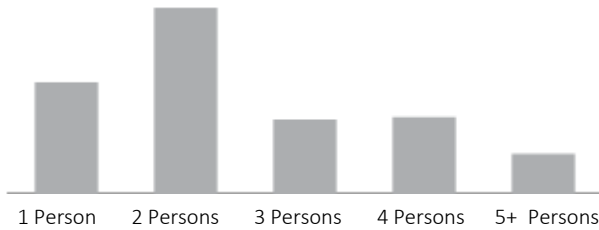


Total Households
Target Group: 276,802 | 13.7%
Market: 2,018,734

Average Household Income

\$160,372
(141)

Household Size*



Median Household Maintainer Age

59
(110)

Marital Status**

62.0%
(109)

Married/Common-Law

Family Composition***

45.7%
(104)

Couples Without Kids at Home

Education**

34.3%
(126)

University Degree

Visible Minority Presence*

23.9%
(73)

Belong to a visible minority group

Non-Official Language*

1.8%
(53)

No knowledge of English or French

Immigrant Population*

25.7%
(90)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Culture Sampling	122	77	Attraction to Nature
Legacy	116	78	Sexism
National Pride	114	84	Active Government
Effort Toward Health	114	85	Acceptance of Violence
North American Dream	114	85	Fatalism

Key Social Values

Culture Sampling Index = 122	Legacy Index = 116	National Pride Index = 114
Effort Toward Health Index = 114	Emotional Control Index = 113	Community Involvement Index = 112
Racial Fusion Index = 110	Social Learning Index = 109	Work Ethic Index = 109
Flexible Families Index = 109	Social Responsibility Index = 108	Need for Escape Index = 107

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.6	98
Gardening	61.6	103
Swimming	55.6	106
Fitness walking	55.1	106
Home exercise & home workout	54.1	100

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	53.7	102
Parks & city gardens	44.8	104
Bars & restaurant bars	39.9	108
Movies at a theatre/drive-in	38.5	105
Art galleries, museums & science centres	34.7	104

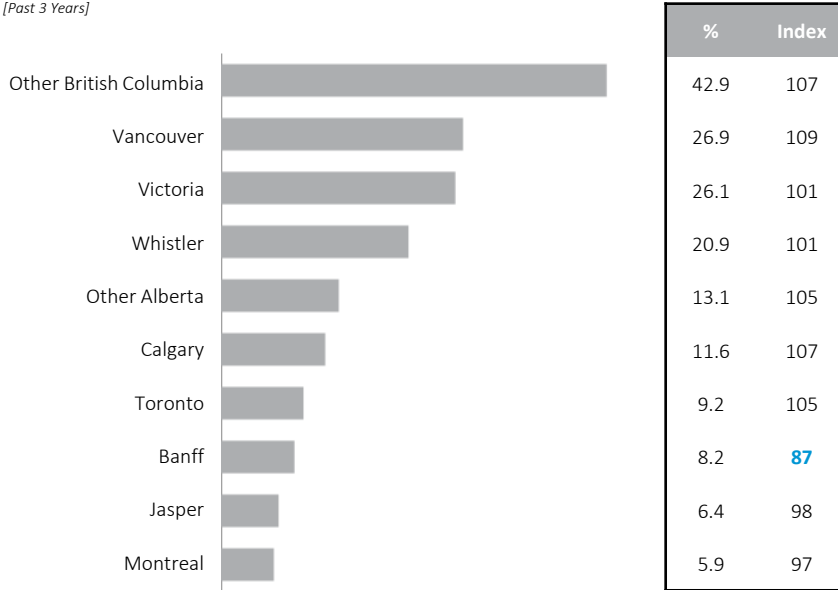
Key Tourism Activities**

Swimming  55.6% (106)	Camping  49.4% (98)	Cycling  48.8% (106)	Hiking & backpacking  47.7% (95)	Parks & city gardens  44.8% (104)	Bars & restaurant bars  39.9% (108)	Photography  39.6% (101)	Canoeing & kayaking  34.1% (97)
National or provincial park  30.7% (107)	Golfing  27.3% (103)	Cross country skiing & snowshoeing  26.1% (106)	Ice skating  23.8% (105)	Fishing & hunting  23.2% (95)	Specialty movie theatres/IMAX  22.6% (108)	Pilates & yoga  22.5% (98)	Downhill skiing  21.7% (114)
Sporting events  19.2% (113)	Historical sites  19.1% (98)	Zoos & aquariums  16.9% (104)	Video arcades & indoor amusement centres  14.8% (96)	Theme parks, waterparks & water slides  13.1% (107)	Hockey  12.2% (106)	Power boating & jet skiing  11.9% (97)	ATV & snowmobiling  11.4% (93)
Adventure sports  10.8% (91)	Beer, food & wine festivals  10.7% (97)	Curling  8.0% (103)	Snowboarding  7.6% (91)	Music festivals  7.1% (85)	Film festivals  6.2% (99)	Marathon or similar event  5.5% (100)	Inline skating  4.7% (106)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

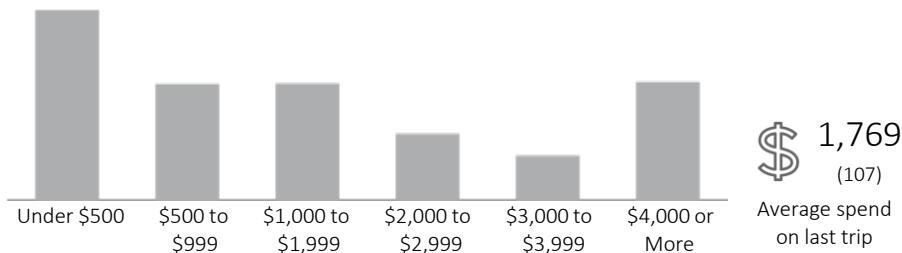


Booked With [Past Year]**



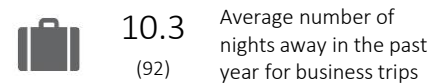
Vacation Spending

Spent Last Vacation

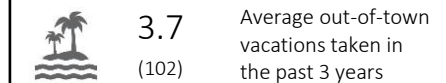


Travel Type & Frequency

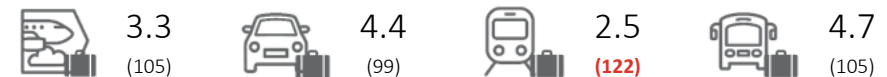
Business Trips



Personal Trips

















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



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 58.0% (103)	 Friends/relatives 42.6% (100)	 All-inclusive resort 17.9% (115)	 Camping 22.1% (92)	 Vacation rental by owner 23.1% (97)	 Motel 19.5% (99)	 Cottage 10.1% (108)
 B&B 14.2% (102)	 Condo/apartment 15.8% (124)	 RV/camper 13.3% (105)	 Cruise ship 12.7% (113)	 Package tours 5.7% (115)	 Spa resort 6.3% (115)	 Boat 4.2% (114)









Airline Preferences**

Flown [Past Year]

 Air Canada 38.9% (107)	 West Jet 29.6% (98)	 Air Transat 6.6% (105)	 Porter Airlines 0.2% (191)	 Other Canadian 5.9% (105)
 Delta Airlines 5.5% (102)	 United Airlines 7.4% (117)	 American Airlines 5.2% (120)	 Other American 9.3% (115)	
 European Airlines 9.0% (118)	 Asian Airlines 5.9% (94)	 Other Charter 2.9% (134)	 Other 6.7% (96)	

Car Rental*

Rented From [Past Year]

 Enterprise 4.8% (97)	 Budget 4.3% (109)	 Avis 2.4% (114)	 U-Haul 1.8% (125)
 Hertz 2.5% (108)	 National (!) 3.3% (115)	 Discount (!) 0.9% (105)	 Other Rentals 3.7% (102)

Media

Overall Level of Use

Radio



12 hours/week
(103)

Television



1,173 minutes/week
(100)

Newspaper



1 hours/week
(120)

Magazine



9 minutes/day
(106)

Internet



225 minutes/day
(95)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	39.7	112
Adult Contemporary	22.1	113
Multi/Variety/Specialty	15.8	108
Classic Hits	14.5	107
Classic Rock	10.9	112
Today's Country	10.7	115
Mainstream Top 40/CHR	10.6	86
Modern/Alternative Rock	10.0	113
Hot Adult Contemporary	8.5	107
Not Classified	8.1	111

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	42.9	99
Evening local news	40.8	98
News/current affairs	33.6	104
Primetime serial dramas	29.0	97
Suspense/crime dramas	27.9	96
Documentaries	25.3	102
Morning local news	23.8	105
Home renovation/decoration shows	23.5	102
Hockey (when in season)	22.3	103
Cooking programs	20.1	91

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.0	103
National News	54.7	102
International News & World	52.9	102
Health	36.0	106
Editorials	33.3	108
Movie & Entertainment	32.9	108
Food	30.3	104
Business & Financial	27.6	111
Travel	26.7	106
Sports	26.3	108

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.3	111
Other U.S. magazines	10.7	110
Maclean's	7.8	117
Canadian Living	7.4	123
National Geographic	6.0	99
Reader's Digest	5.7	106
People	5.4	133
Chatelaine (English edition)	4.9	144
CAA Magazine	4.9	128
Hello! Canada	3.9	105

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	71.3	104
Send/receive a text/instant message	62.0	100
Participate in an online social network	51.9	96
Do banking/pay bills online	51.5	102
Take pictures/video	49.6	101
Use maps/directions service	48.6	98
Use apps	47.6	101
Internet search - business, services, products	45.1	98
Access a news site	44.0	103
Watch a subscription-based video service	39.4	107

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	56.2	98
Send/receive email	48.2	104
Take pictures/video	45.7	100
Use apps	42.8	101
Use maps/directions service	38.8	97
Participate in an online social network	36.8	97
Access a news site	28.8	106
Internet search - business, services, products	26.7	93
Do banking/pay bills online	22.6	100
Watch free streaming music videos	19.4	99

Media

Social Media Platforms

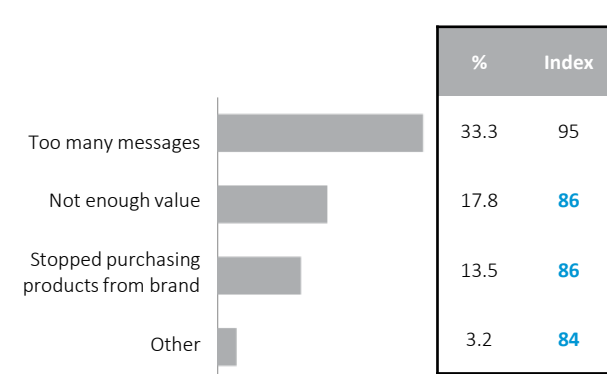
Usage [Currently Use]



Reasons to Follow Brands

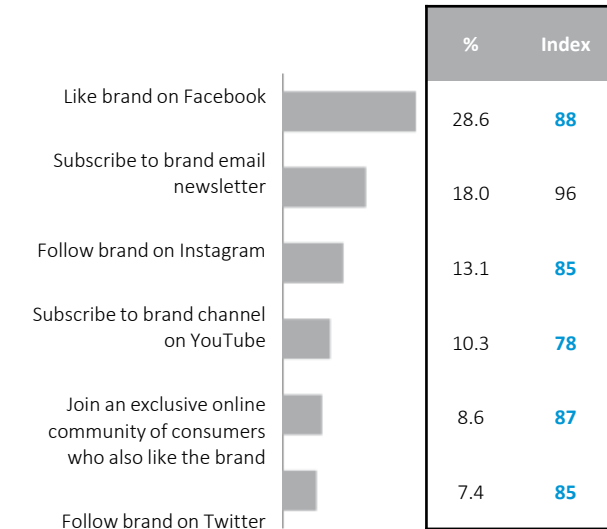


Reasons to Unfollow Brands

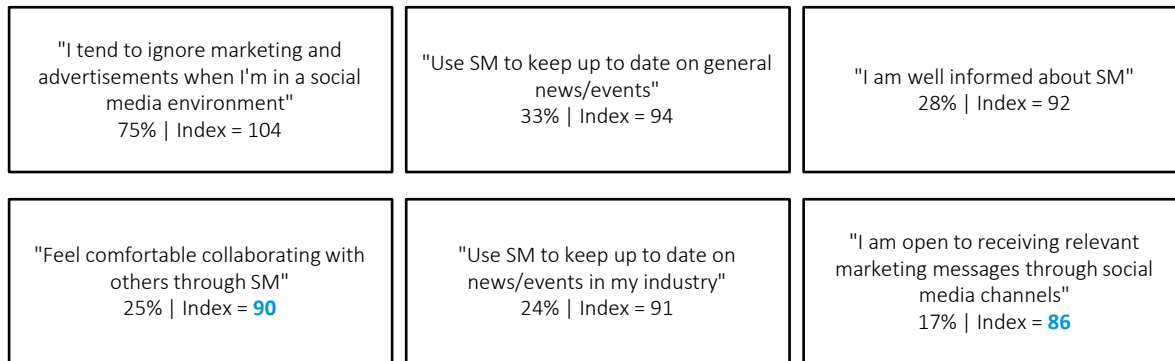


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

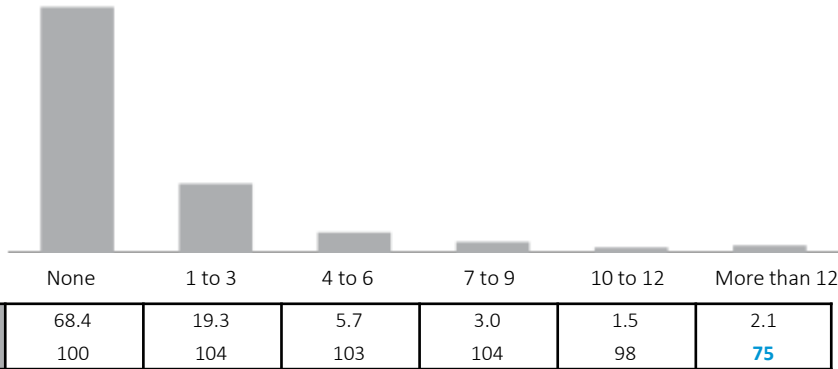
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% Index = 101	"I have tried a product/service based on a personal recommendation" 75% Index = 102	"I consider myself to be informed on current events or issues" 71% Index = 102	"I generally achieve what I set out to do" 70% Index = 102	"I value companies who give back to the community" 68% Index = 102
"I am very concerned about the nutritional content of food products I buy" 68% Index = 103	"I make an effort to buy local produce/products" 66% Index = 103	"Family life and having children are most important to me" 59% Index = 104	"I am interested in learning about different cultures" 58% Index = 101	"It's important to buy products from socially-responsible/environmentally-friendly companies" 58% Index = 102
"When I shop online I prefer to support Canadian retailers" 57% Index = 101	"I like to try new places to eat" 55% Index = 101	"I like to cook" 55% Index = 97	"I offer recommendations of products/services to other people" 52% Index = 99	"I like to try new and different products" 48% Index = 100
"I am adventurous/"outdoorsy" 40% Index = 98	"I am willing to pay more for eco-friendly products" 39% Index = 105	"Free-trial/product samples can influence my purchase decisions" 39% Index = 97	"Vegetarianism is a healthy option" 37% Index = 101	"I prefer to shop online for convenience" 30% Index = 98
"I lead a fairly busy social life" 29% Index = 111	"Staying connected via social media is very important to me" 27% Index = 98	"I consider myself to be sophisticated" 22% Index = 110	"Advertising is an important source of information to me" 22% Index = 97	"I enjoy being extravagant/indulgent" 19% Index = 104

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

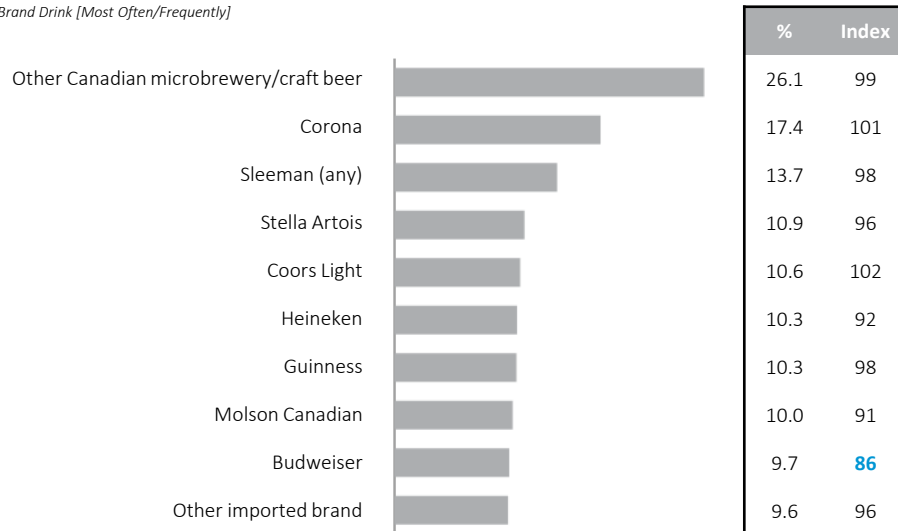
Drank [Past Month]	% Comp	Index
Canadian wine	23.2	108
Cider	11.8	100
Liqueurs (any)	9.9	89

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.0	102

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.1	99

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

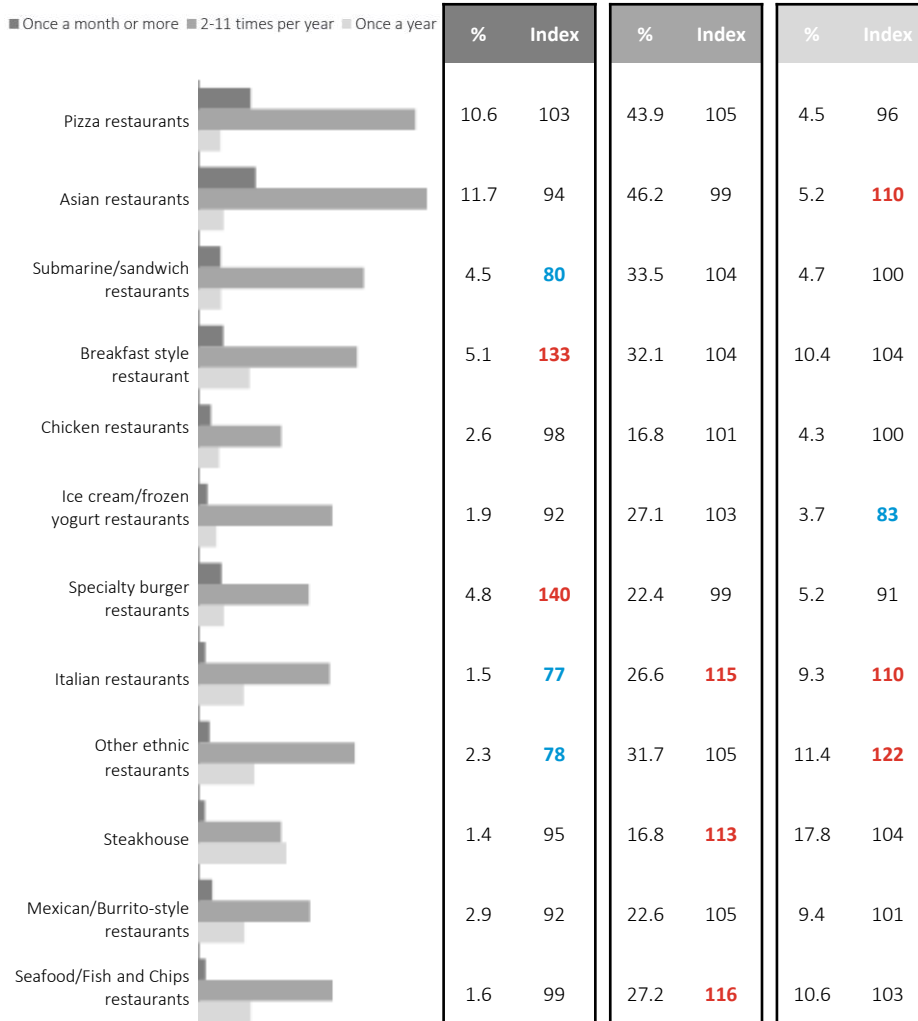


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

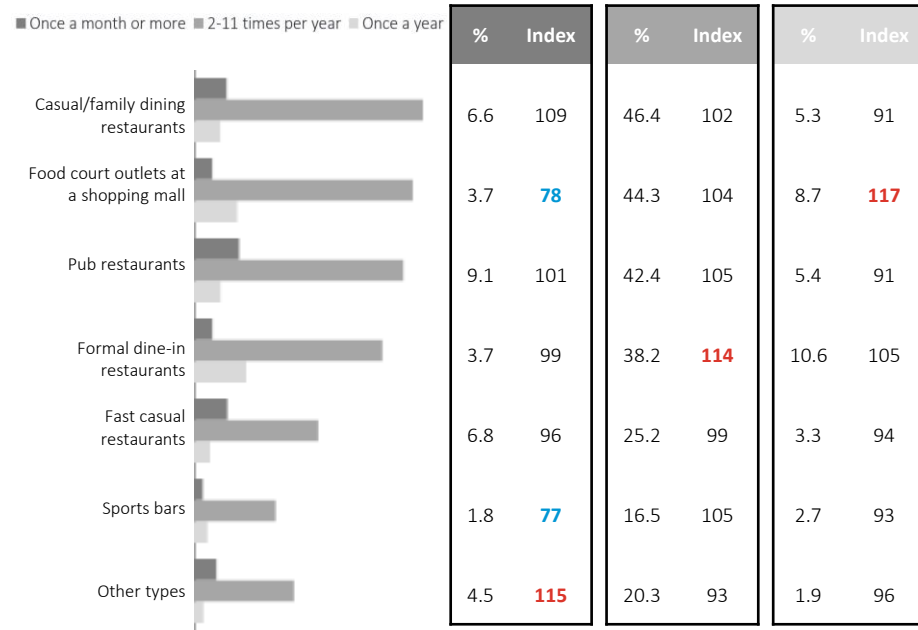
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
29.3%
(95)



Other Organic Food
16.7%
(101)



Organic Meat
11.3%
(109)

Product Preferences

Demographics



Rent
17.3%
(54)

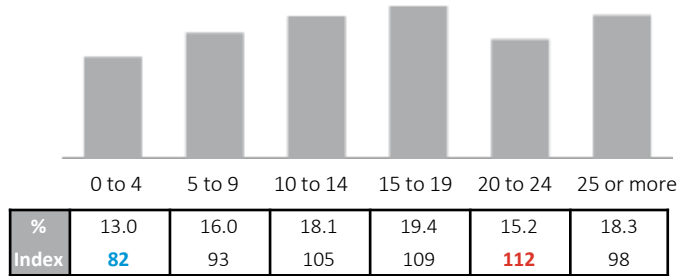


Own
82.7%
(122)

Age of Children at Home

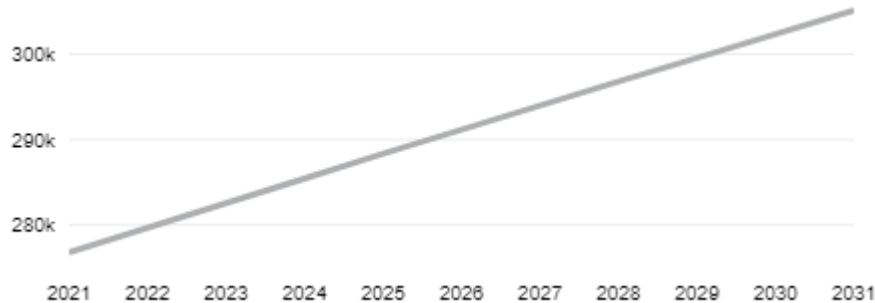


Households with
Children at Home
40.2%
(108)



Demographic Trends

Household Projections

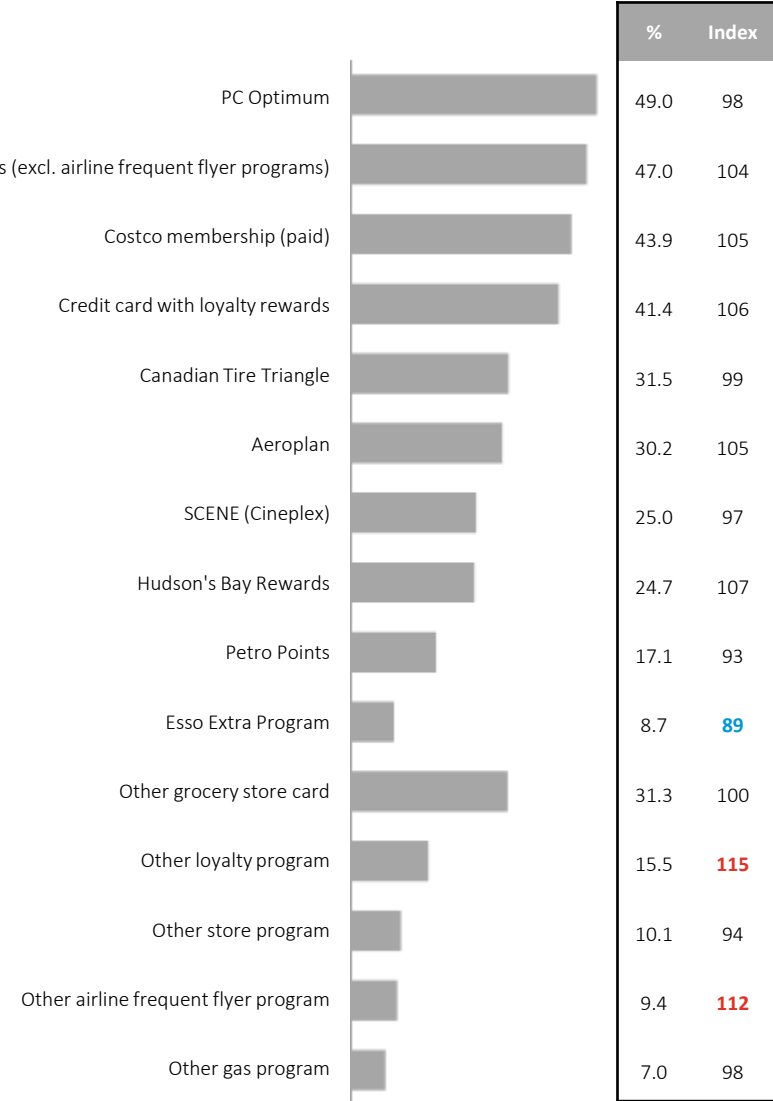


Name	2021	2024	2026	2031
Count	276,802	285,430	291,199	305,114
% Change	-	3.1	5.2	10.2
Index	-	112	112	118

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

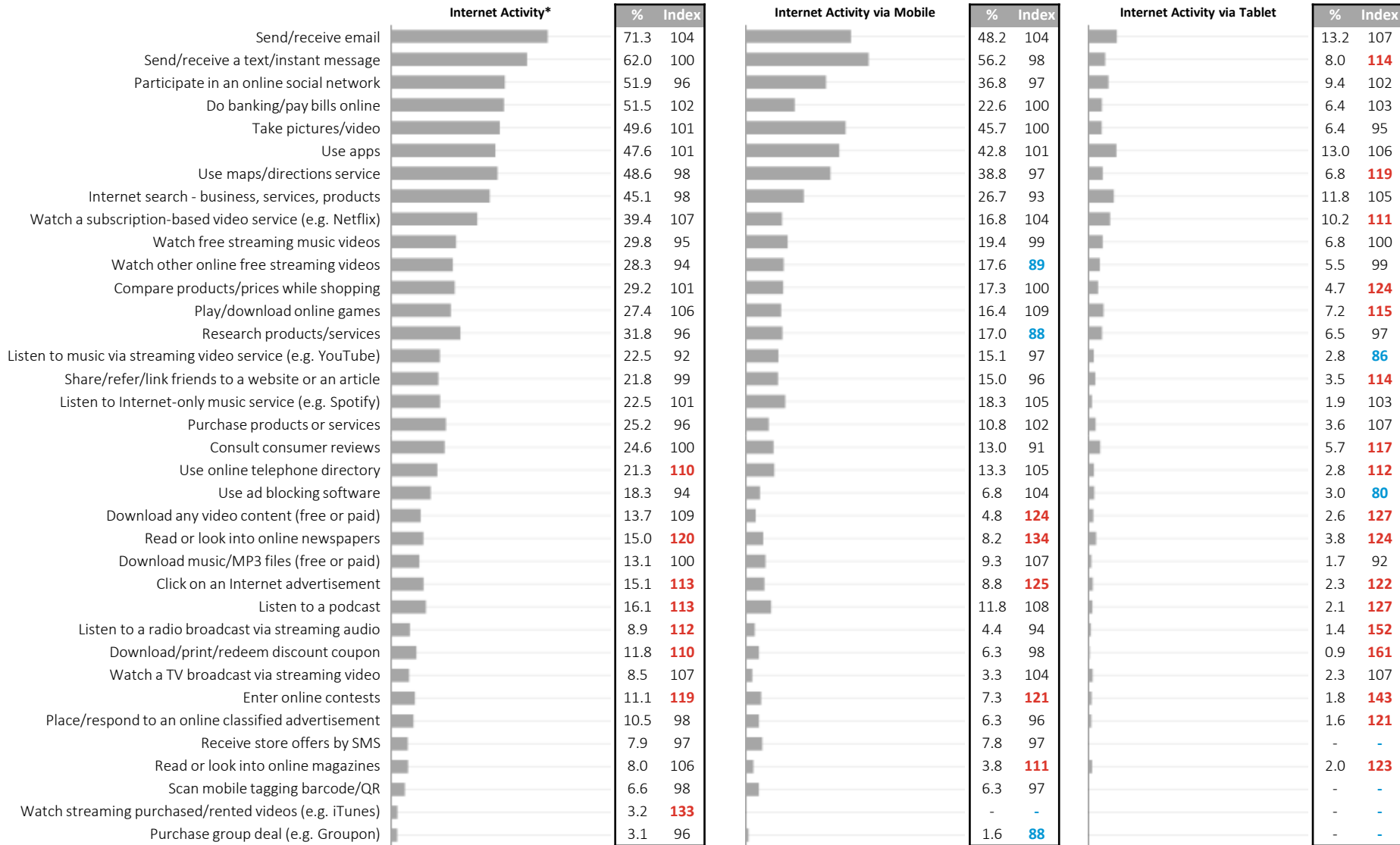
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]

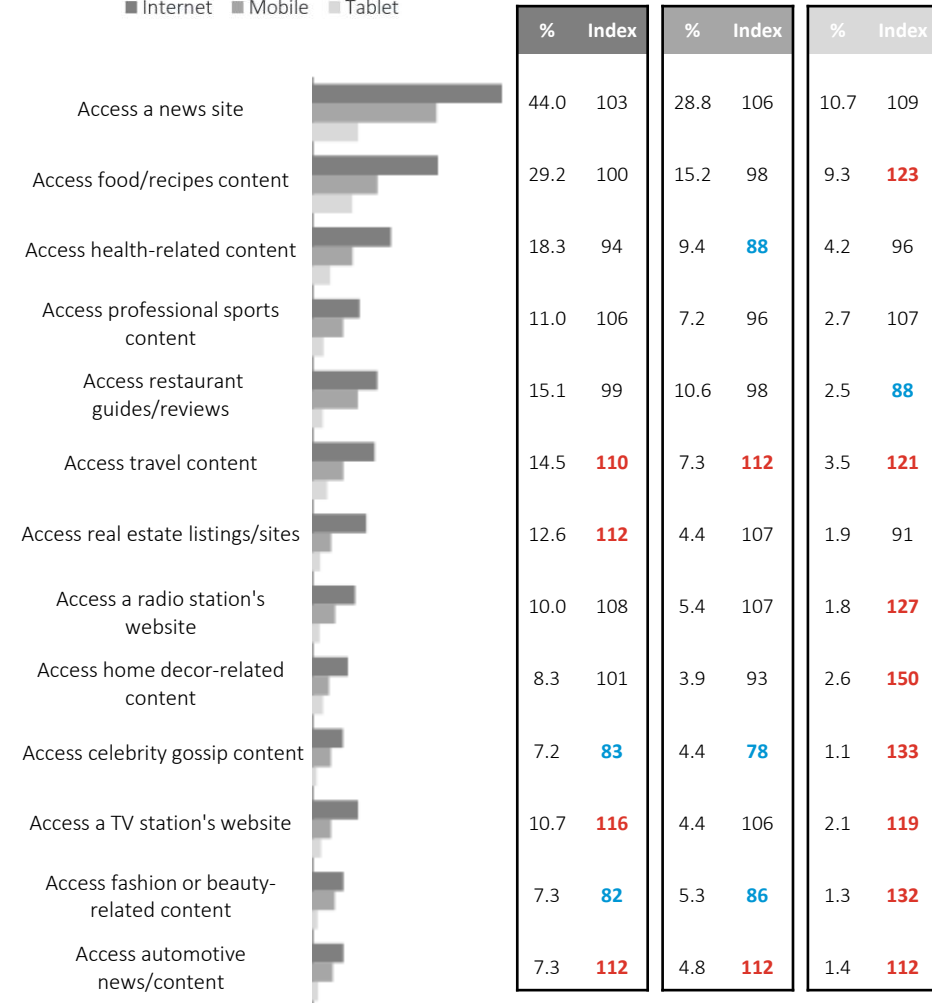


Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet



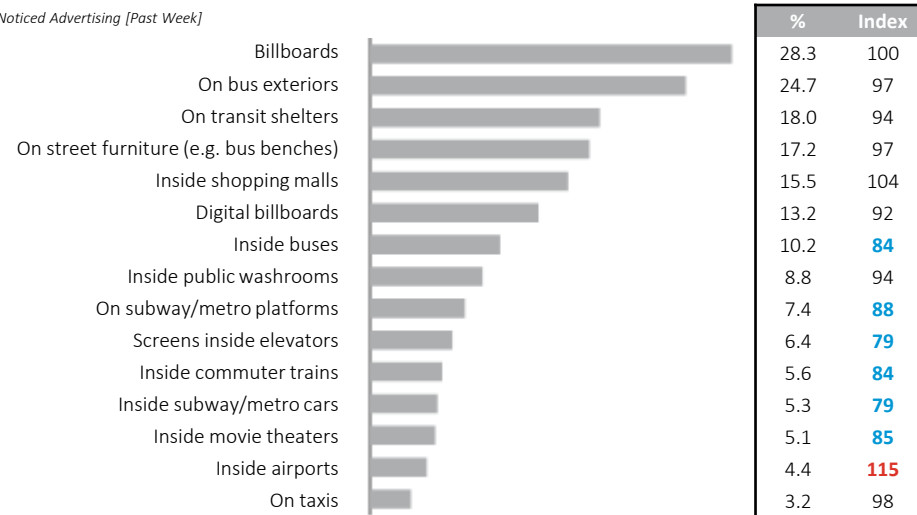
Direct Media Usage

Frequency of Use [Occasionally/Frequently]



Out of Home Advertising

Noticed Advertising [Past Week]



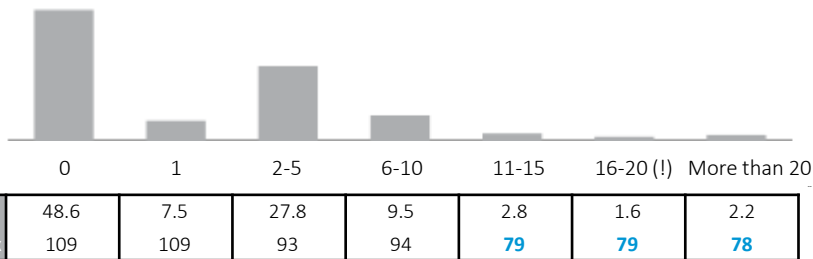
Social Media Usage

Social Media Overview

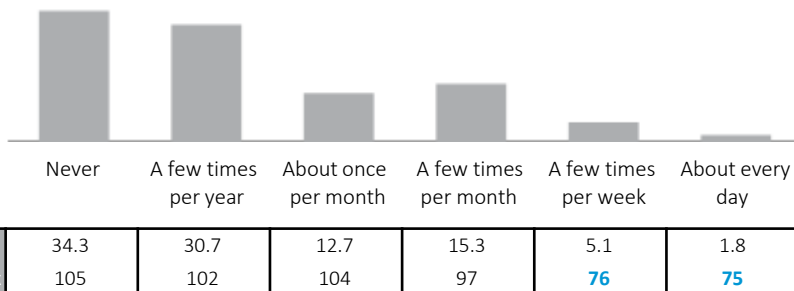
- **Internet and Social Media Usage: 45%** search for Businesses, Services and Products online (Average), **15%** access Travel Content Websites (Above Average).
- **59%** of Authentic Experiencers from British Columbia tend to access social media on their mobile phones during the morning hours, **56%** during the afternoon hours.
- **7%** seek recommendations for Vacation/Travel Information via social media (Below Average).

Brand Interaction

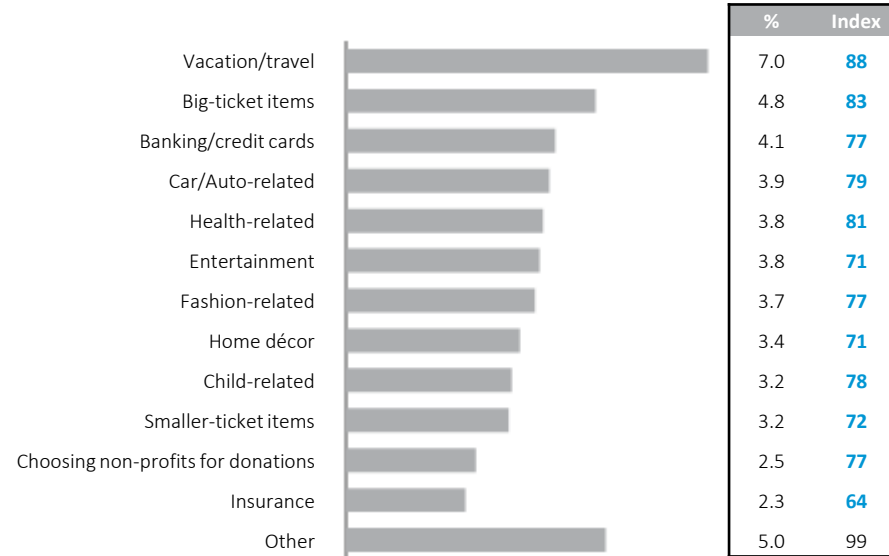
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

75% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
85% | Index = 101

"I tend to ignore marketing and advertisements when I'm in a social media environment"
75% | Index = 104

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
69% | Index = 102

"Use SM to stay connected with personal contacts"
41% | Index = 91

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	43.2	90
Watch video online	41.5	90
Chat in online chats	36.7	90
Read article comments	35.1	89
Listen to radio or stream music online	33.7	96
Read status updates/tweets	32.6	88
Share links with friends and colleagues	26.0	89
Click links in news feeds	19.9	87
Play games with others online	15.0	93
Read blogs	13.8	86
Post photos online	11.6	86
Chat in online forums	9.5	92
Share your GPS location	7.9	96
Update your status on a social network	7.9	74
Comment on articles or blogs	7.4	85
Check in with locations	7.3	83
Rate or review products online	7.0	75
Post videos online	4.4	78
Publish blog, Tumblr, online journal	2.4	64

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	43.5	94
Stay connected with personal contacts	43.2	91
Stay connected with family	42.6	92
Keep up to date on news/events in my industry	22.6	88
Stay connected with work/professional contacts	15.4	85

Number of Connections

Across all social media

	%	Index
0-49	39.1	113
50-99	18.2	109
100-149	9.8	87
150-199	6.4	105
200-299	8.5	95
300-399	4.5	87
400-499	2.9	81
500-1000	6.5	82
More than 1000	4.0	72

Social Media Access

Typically use



Mobile

	%	Index
Morning	59.0	94
Afternoon	56.1	96
Dinner Time	39.1	89
Evening	54.5	95
Late Night	35.2	85



Tablet

	%	Index
Morning	26.1	126
Afternoon	24.4	120
Dinner Time	17.4	111
Evening	33.6	112
Late Night	18.9	107



Laptop

	%	Index
Morning	29.7	104
Afternoon	31.7	97
Dinner Time	16.6	85
Evening	33.5	93
Late Night	14.3	84



Desktop

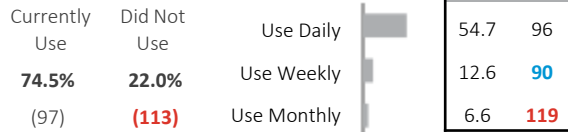
	%	Index
Morning	24.5	108
Afternoon	26.9	105
Dinner Time	13.2	104
Evening	24.4	100
Late Night	12.6	100

Social Media Usage

Facebook



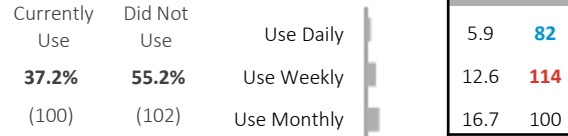
Frequency of Use
[Past Year]



LinkedIn



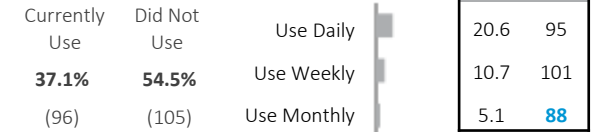
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	50.0	93
Comment/Like other users' posts	41.3	92
Use Messenger	39.0	89
Watch videos	33.5	86
Watch live videos	12.4	78
Post photos	10.9	81
Like or become a fan of a page	8.6	84
Update my status	8.4	76
Click on an ad	8.1	80
Post videos	3.8	70
Create a Facebook group or fan page	2.2	58
Give to a Facebook fundraiser (!)	1.6	61
Create a Facebook fundraiser (!)	1.4	60

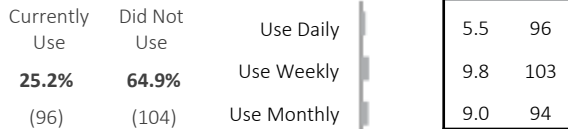
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.8	89
View a job posting	4.2	74
Search and review other profiles	3.8	84
Watch videos	3.3	83
Create a connection	2.5	83
Comment on content	1.7	70
Update your profile information	1.4	68
Click on an ad (!)	1.4	71
Join a LinkedIn group (!)	1.2	90
Request a recommendation (!)	1.2	76
Post an article, video or picture (!)	1.2	72
Participate in LinkedIn forums (!)	1.1	68

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	26.1	93
Like photos/videos	21.1	92
Comment on photos/videos	12.1	93
Send direct messages	10.6	84
Watch live videos	10.0	91
View a brand's page	6.7	83
Post photos/videos	6.6	85
Watch IGTV videos	4.9	76
Click on ads	4.0	85

Pinterest



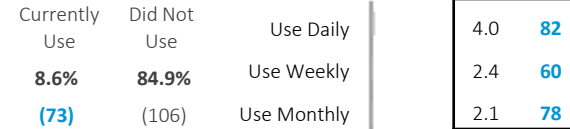
Frequency of Use
[Past Year]



Reddit



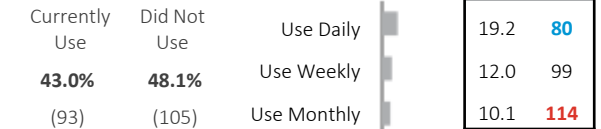
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	6.5	71
Follow specific Subreddits	3.9	75
Vote on content	3.4	72
Post content	1.8	72

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	26.8	85
Send/receive images	23.7	83
Use group chats	17.1	78
Send/receive documents and files	10.2	74
Use voice calls	9.3	71

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
25.3%	66.1%	Use Daily	11.1	92
(96)	(102)	Use Weekly	6.9	94
		Use Monthly	5.8	105

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
69.8%	18.3%	Use Daily	26.0	88
(97)	(110)	Use Weekly	29.2	98
		Use Monthly	14.0	119

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
8.8%	85.3%	Use Daily	3.3	87
(82)	(104)	Use Weekly	2.1	73
		Use Monthly	2.7	77

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.6	92
Watch videos	8.2	93
Retweet	5.0	89
Tweet	4.9	77
Respond to tweets	4.4	81
Send or receive direct messages	4.2	75
Share a link to a blog post or article of interest	4.0	79
Watch live videos	3.7	82
Actively follow new users	3.3	78
Follow users who follow you	3.0	72
Click on an ad	2.5	80

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	43.2	91
Watch live videos	11.9	82
Like or dislike videos	11.1	75
Share videos	6.8	79
Leave comment or post response on video	5.8	69
Click on an ad	5.0	74
Embed a video on a web page or blog	2.3	59
Create and post a video	2.2	65

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.3	87
Send photos/videos	3.5	81
Send direct text messages	3.3	77
Use filters or effects	2.3	71
Use group chat	2.1	73
Read Snapchat discover/News	1.8	81
Use video chat	1.4	75
View ads	1.4	74
View a brand's snaps	1.3	73

Audio Podcasts



Currently Use	Did Not Use
19.0%	65.1%
(101)	(98)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.1	85
Use Weekly	8.1	113
Use Monthly	5.6	107

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.2	94
Listen to a news podcast	5.1	104
Listen to an educational podcast	4.2	81
Listen to a business podcast	3.8	104
Listen to a comedy podcast	3.6	96
Subscribe to another genre of podcast	2.0	81
Subscribe to a sports podcast**	1.9	95
Listen to a technology focused podcast	1.9	89
Subscribe to a news podcast	1.9	83
Subscribe to an educational podcast	1.8	81
Listen to a sports podcast	1.8	89
Subscribe to a comedy podcast (!)	1.6	75
Subscribe to a business podcast (!)	1.3	97
Subscribe to a technology podcast (!)	1.1	89

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
1.8%	95.8%
(73)	(102)

Tik Tok



Currently Use	Did Not Use
4.2%	90.4%
(69)	(104)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.4	47
Use Weekly (!)	0.7	122