Cultural Explorers

PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

bcrts — British Columbia Regional Tourism Secretariat

SYMPHONY TOURISM SERVICES

Overview

- Of the 9 EQ Traveller Types identified in Canada, Cultural Explorers rank **6th**, making up **200,674** households, or **9.9%** of the total Households in British Columbia (2,018,734).

- The Median Household Maintainer Age is **45**, **52%** of couples do not have children living at home (Above Average).

- Average Household Income of **$106,717** compared to BC at $113,574.

- **Top 3 Social Values**: Culture Sampling, Social Learning, Ecological Concern

- **Top Tourism Activities**: Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. **Above average** interest in Pilates/Yoga, Video Arcades, Beer/Food/Wine Festivals, Snowboarding, Music Festivals

- **Average** interest for travelling within Canada (Above Average for Toronto, Montreal and Saskatchewan), Cultural Explorers from British Columbia spent an average of **$1,730** (Average) on their last vacation.

- **78%** currently use Facebook (Average), **49%** use Instagram (Above Average), **32%** use Twitter (Above Average) and **78%** use YouTube (Average).

Market Sizing
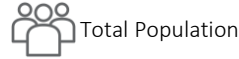
Total Population

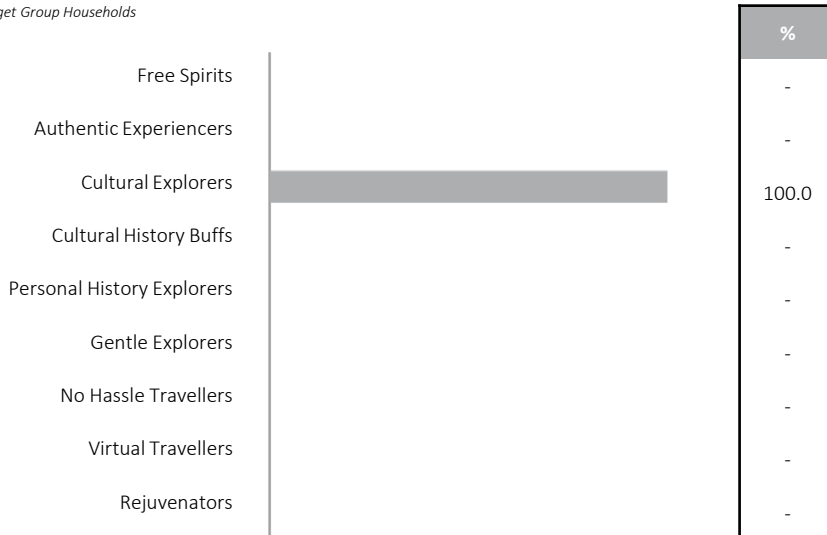Target Group: 398,769 | 7.8%
Market: 5,102,265

Total Households

Target Group: 200,674 | 9.9%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	54.7	36.3	365	302,650	15.0
Victoria, BC (CY)	14.6	58.8	592	49,647	2.5
Saanich, BC (DM)	5.0	20.9	210	48,518	2.4
North Vancouver, BC (CY)	4.5	33.6	338	26,626	1.3
Surrey, BC (CY)	2.9	3.2	32	181,001	9.0
Burnaby, BC (CY)	2.8	5.6	56	100,623	5.0
Coquitlam, BC (CY)	2.6	9.3	94	55,346	2.7
New Westminster, BC (CY)	2.5	14.2	143	35,558	1.8
Kelowna, BC (CY)	2.0	6.5	66	60,470	3.0
Esquimalt, BC (DM)	1.3	29.5	297	9,150	0.5

EQ Segments

% of Target Group Households

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

Top PRIZM Segments

% of Target Group Households
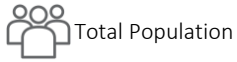
	%
52 - Friends & Roomies	36.5
12 - Eat, Play, Love	36.4
06 - Downtown Verve	14.9
22 - Indieville	12.2

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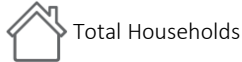
Demographic Profile

Total Population
Target Group: 398,769 | 7.8%
Market: 5,102,265
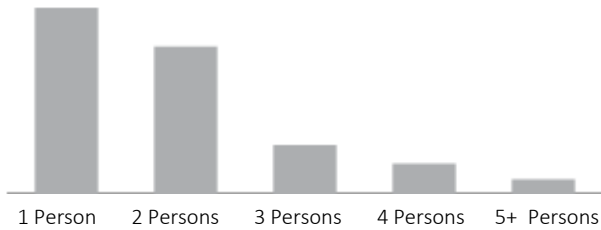
Total Households
Target Group: 200,674 | 9.9%
Market: 2,018,734

Average Household Income

$106,717
(94)

Median Household
Maintainer Age

45
(84)

Household Size*

%	43.5	34.4	11.4	7.2	3.4
Index	151	98	78	56	41

(1 Person, 2 Persons, 3 Persons, 4 Persons, 5+ Persons)

Marital Status**
47.9%
(84)
Married/Common-Law

Family Composition***
51.6%
(118)
Couples Without Kids at Home

Education**
44.7%
(164)
University Degree

Visible Minority Presence*
36.8%
(113)
Belong to a visible minority group

Non-Official Language*
2.6%
(78)
No knowledge of English or French

Immigrant Population*
32.5%
(114)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Culture Sampling	143	62	Attraction to Nature
Rejection of Authority	142	73	Obedience to Authority
Social Learning	138	73	Cultural Assimilation
Equal Relationship with Youth	136	76	Utilitarian Consumerism
Ecological Concern	133	77	Xenophobia

Key Social Values

Culture Sampling Index = 143	Social Learning Index = 138	Ecological Concern Index = 133
Effort Toward Health Index = 130	Pursuit of Originality Index = 128	Racial Fusion Index = 128
Consumptivity Index = 126	Ecological Lifestyle Index = 124	Flexible Families Index = 123
Global Consciousness Index = 122	Multiculturalism Index = 119	Attraction For Crowds Index = 117

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
Strong/Weak values ranked by Index
2

Cultural Explorers

PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.6	102
Gardening	57.0	95
Fitness walking	55.5	107
Home exercise & home workout	54.0	100
Swimming	51.6	98

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	59.8	114
Parks & city gardens	47.3	109
Art galleries, museums & science centres	41.0	123
Movies at a theatre/drive-in	40.5	110
Bars & restaurant bars	39.9	108

Key Tourism Activities**

Swimming	Hiking & backpacking	Parks & city gardens	Camping	Cycling	Bars & restaurant bars	Photography	Canoeing & kayaking
51.6% (98)	50.8% (102)	47.3% (109)	46.3% (92)	41.0% (89)	39.9% (108)	39.5% (101)	35.2% (100)

Pilates & yoga	National or provincial park	Golfing	Specialty movie theatres/IMAX	Historical sites	Ice skating	Cross country skiing & snowshoeing	Fishing & hunting
28.6% (125)	28.2% (98)	23.2% (87)	22.6% (108)	21.3% (109)	21.0% (93)	20.9% (85)	17.6% (72)

Video arcades & indoor amusement centres	Sporting events	Zoos & aquariums	Downhill skiing	Beer, food & wine festivals	Adventure sports	Power boating & jet skiing	Snowboarding
17.3% (113)	17.2% (101)	15.6% (96)	15.4% (81)	14.7% (133)	12.7% (107)	11.7% (96)	10.8% (129)

Music festivals	ATV & snowmobiling	Theme parks, waterparks & water slides	Hockey	Film festivals	Curling	Marathon or similar event	Food & wine shows
10.2% (122)	10.0% (83)	10.0% (82)	10.0% (86)	9.6% (154)	8.4% (108)	7.2% (130)	5.9% (147)

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   3
**Ranked by percent composition

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Cultural Explorers
PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

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Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	38.0	94
Victoria	24.4	95
Whistler	21.4	103
Vancouver	21.2	86
Toronto	12.0	137
Other Alberta	10.9	87
Calgary	9.7	89
Montreal	7.2	119
Banff	7.2	77
Saskatchewan	6.4	145
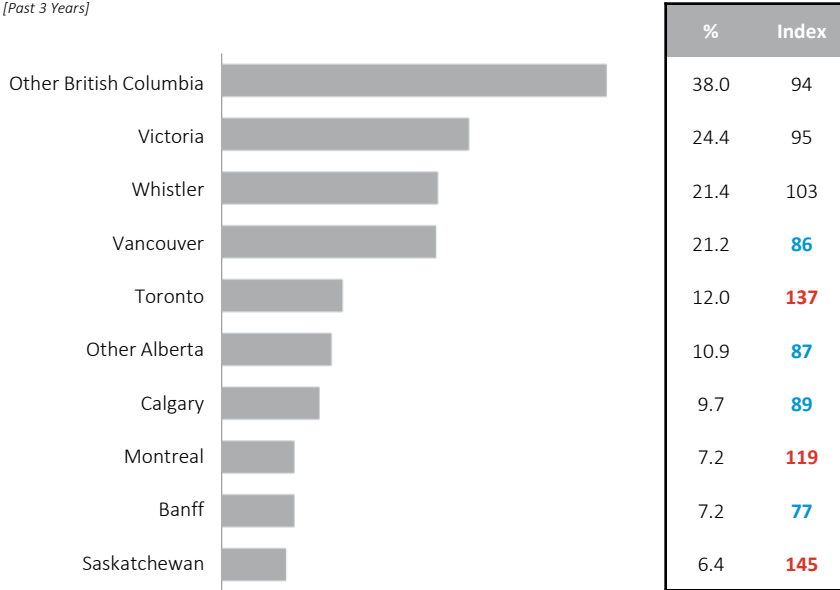
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	46.8	108
Book through a hotel directly	39.6	97
Book through an on-line travel agency	39.2	111
Book through airline/hotel website	34.0	117
Book through a full service travel agent	24.4	102
Other services	18.5	107
Book a package tour	12.6	109
Book through a discount/last minute agency	10.3	97

*Booked With [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
21.2%	9.5%	4.5%	0.9%	1.6%
(116)	(133)	(79)	(58)	(74)

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
2.5%	19.8%	1.3%	7.2%
(138)	(133)	(53)	(135)

Vacation Spending

Spent Last Vacation

$ 1,730
(104)
Average spend on last trip

%	28.8	17.2	19.5	11.5	7.1	15.9
Index	94	92	102	125	115	99

(Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More)
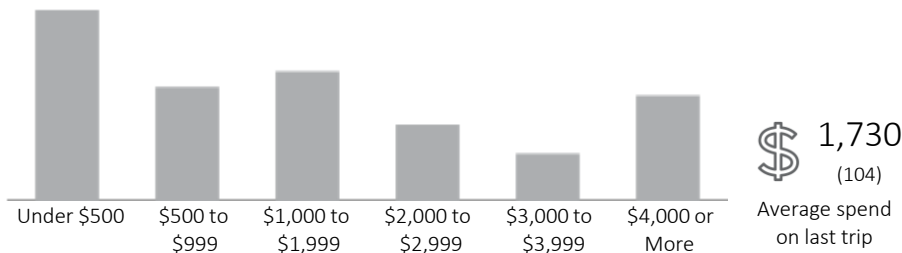
Travel Type & Frequency

Business Trips

10.5 (93) — Average number of nights away in the past year for business trips

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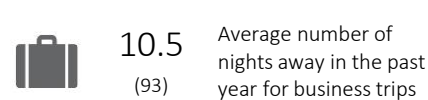
3.5 (97) — Average out-of-town vacations taken in the past 3 years
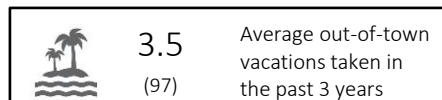
Average number of business trips by mode of transportation in the past year:

2.8 (90) | 5.3 (119) | 2.3 (115) | 4.5 (103)

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
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SYMPHONY TOURISM SERVICES

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 58.6% (103)	Friends/relatives 43.7% (103)	All-inclusive resort 15.5% (100)	Camping 23.7% (99)	Vacation rental by owner 30.3% **(127)**	Motel 16.4% **(84)**	Cottage 9.0% (96)
B&B 16.8% **(121)**	Condo/apartment 13.3% (104)	RV/camper 7.7% **(60)**	Cruise ship 11.2% (100)	Package tours 5.7% **(114)**	Spa resort 5.3% (97)	Boat 5.8% **(158)**

Airline Preferences**

Flown [Past Year]

Air Canada 43.9% **(121)**	West Jet 32.4% (107)	Air Transat 8.1% **(129)**	Porter Airlines 0.1% **(144)**	Other Canadian 5.0% **(89)**
Delta Airlines 6.4% **(118)**	United Airlines 5.2% **(82)**	American Airlines 3.7% **(85)**	Other American 7.5% (93)	
European Airlines 10.1% **(132)**	Asian Airlines 7.1% **(115)**	Other Charter 1.7% **(78)**	Other 11.2% **(160)**	

Car Rental*

Rented From [Past Year]

Enterprise 6.8% **(136)**	Budget 2.3% **(59)**	Avis 1.6% **(77)**	U-Haul 0.6% **(43)**
Hertz 2.3% (102)	National (!) 2.0% **(71)**	Discount (!) 1.6% **(181)**	Other Rentals 5.1% **(138)**

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
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Cultural Explorers

PRIZM Segments Included (by SESI): 06, 12, 22, 52
Market: British Columbia

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,135 minutes/week	1 hours/week	9 minutes/day	248 minutes/day
(92)	(97)	**(125)**	**(116)**	(105)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	39.5	**111**
Multi/Variety/Specialty	15.5	106
Adult Contemporary	15.3	**78**
Modern/Alternative Rock	13.9	**158**
Mainstream Top 40/CHR	12.7	103
Classic Hits	10.8	**80**
Classic Rock	9.0	92
Not Classified	6.2	**85**
Hot Adult Contemporary	6.2	**77**
Today's Country	4.5	**49**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	42.6	98
Evening local news	38.1	92
Suspense/crime dramas	31.0	107
News/current affairs	30.1	93
Primetime serial dramas	28.1	94
Home renovation/decoration shows	25.3	**110**
Cooking programs	24.2	109
Documentaries	24.1	97
Hockey (when in season)	22.1	102
Morning local news	21.7	96

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
National News	59.6	**112**
Local & Regional News	59.1	105
International News & World	55.6	107
Editorials	34.7	**112**
Food	34.0	**116**
Health	33.2	98
Movie & Entertainment	33.2	109
Business & Financial	30.7	**123**
Travel	30.5	**122**
Sports	27.7	**114**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	12.3	**120**
Other U.S. magazines	11.9	**123**
Maclean's	6.9	103
National Geographic	6.6	**110**
Canadian Living	6.1	102
Hello! Canada	5.3	**144**
CAA Magazine	4.5	**119**
Cineplex Magazine	4.1	**122**
Reader's Digest	4.1	**75**
People	3.7	**89**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.5	102
Send/receive a text/instant message	62.5	101
Do banking/pay bills online	56.4	**111**
Participate in an online social network	54.5	100
Use maps/directions service	52.0	105
Take pictures/video	49.4	101
Use apps	49.1	104
Internet search - business, services, products	48.6	106
Access a news site	45.7	107
Research products/services	38.3	**116**

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.6	101
Send/receive email	47.3	102
Use apps	46.0	108
Take pictures/video	45.9	101
Use maps/directions service	42.0	104
Participate in an online social network	41.1	108
Internet search - business, services, products	31.1	109
Access a news site	30.3	**112**
Do banking/pay bills online	28.3	**125**
Research products/services	23.9	**124**

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

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(!) Indicates small sample size

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

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SYMPHONY TOURISM SERVICES

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	78.2%	(101)
YouTube	77.6%	(108)
WhatsApp	59.1%	(128)
Instagram	47.8%	(124)
LinkedIn	46.6%	(125)
Twitter	32.2%	(123)
Podcasts	25.2%	(133)
Pinterest	24.0%	(92)
Reddit	17.1%	(145)
Health/Fitness	13.4%	(128)
Blogs	13.3%	(121)
Snapchat	10.8%	(101)
TikTok	7.6%	(127)
Dating App	7.4%	(157)
Flickr	4.7%	(122)
Tinder	3.9%	(154)
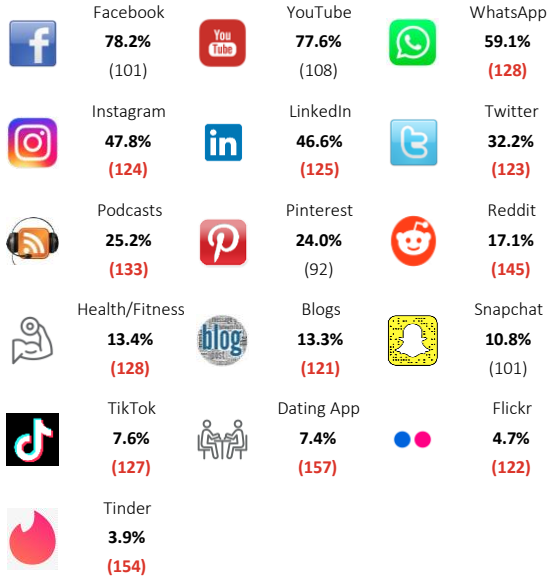
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	32.2	101
To get coupons and discounts	31.7	111
To enter contests	28.6	108
To be among the first to hear brand news	15.5	119
To provide feedback to the brand	11.9	113
To engage with content	10.7	125
To make suggestions for new products/services	5.9	144
To share brand-related stories with consumers	5.2	97

Reasons to Unfollow Brands

	%	Index
Too many messages	39.2	112
Not enough value	26.5	128
Stopped purchasing products from brand	19.0	121
Other	4.1	108
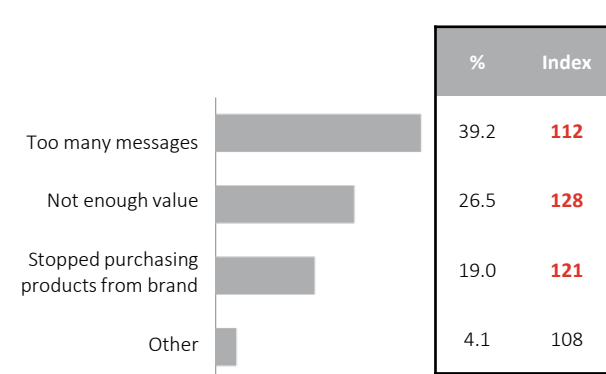
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	36.8	113
Follow brand on Instagram	22.2	144
Subscribe to brand email newsletter	20.7	111
Subscribe to brand channel on YouTube	14.2	107
Follow brand on Twitter	12.3	142
Join an exclusive online community of consumers who also like the brand	11.3	114

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
72% | Index = 100

"Use SM to keep up to date on general news/events"
38% | Index = 110

"I am well informed about SM"
35% | Index = 113

"Feel comfortable collaborating with others through SM"
31% | Index = 112

"Use SM to keep up to date on news/events in my industry"
28% | Index = 107

"I am open to receiving relevant marketing messages through social media channels"
22% | Index = 108

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
Based on Household Population 18+
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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 77% | Index = 103	"I consider myself to be informed on current events or issues" 72% | Index = 103	"I have tried a product/service based on a personal recommendation" 69% | Index = 94	"I am very concerned about the nutritional content of food products I buy" 67% | Index = 102	"I value companies who give back to the community" 67% | Index = 101
"I generally achieve what I set out to do" 67% | Index = 97	"I make an effort to buy local produce/products" 66% | Index = 103	"I am interested in learning about different cultures" 64% | Index = 111	"It's important to buy products from socially-responsible/environmentally-friendly companies" 60% | Index = 106	"I like to try new places to eat" 58% | Index = 105
"I offer recommendations of products/services to other people" 58% | Index = 110	"I like to cook" 57% | Index = 101	"When I shop online I prefer to support Canadian retailers" 57% | Index = 100	"I like to try new and different products" 52% | Index = 108	"Family life and having children are most important to me" 49% | Index = 87
"I am willing to pay more for eco-friendly products" 44% | Index = 119	"Vegetarianism is a healthy option" 42% | Index = 115	"Free-trial/product samples can influence my purchase decisions" 39% | Index = 99	"I am adventurous/"outdoorsy"" 38% | Index = 93	"I prefer to shop online for convenience" 33% | Index = 107
"I lead a fairly busy social life" 27% | Index = 103	"Staying connected via social media is very important to me" 27% | Index = 98	"I consider myself to be sophisticated" 24% | Index = 117	"Advertising is an important source of information to me" 21% | Index = 95	"I enjoy being extravagant/indulgent" 20% | Index = 109

Product Preferences

Beer Consumption

Drinks [Past Week]

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	66.8	19.6	7.1	2.8	0.8	2.8
Index	97	106	**129**	97	**53**	99
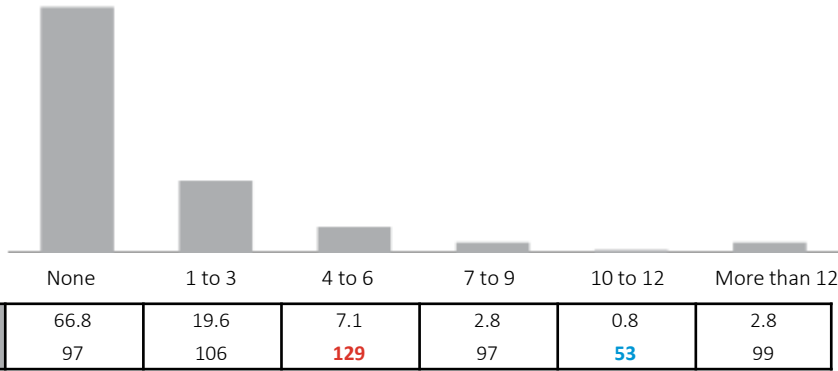
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	21.3	99
Cider	13.4	**113**
Liqueurs (any)	10.5	94

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	19.1	**121**

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	36.8	**140**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	36.8	**140**
Corona	20.8	**121**
Heineken	15.2	**136**
Sleeman (any)	14.7	105
Guinness	14.3	**137**
Other imported brand	13.6	**137**
Stella Artois	12.6	**110**
Coors Light	10.6	102
Alexander Keith's (any)	10.4	**114**
Kokanee	9.7	96
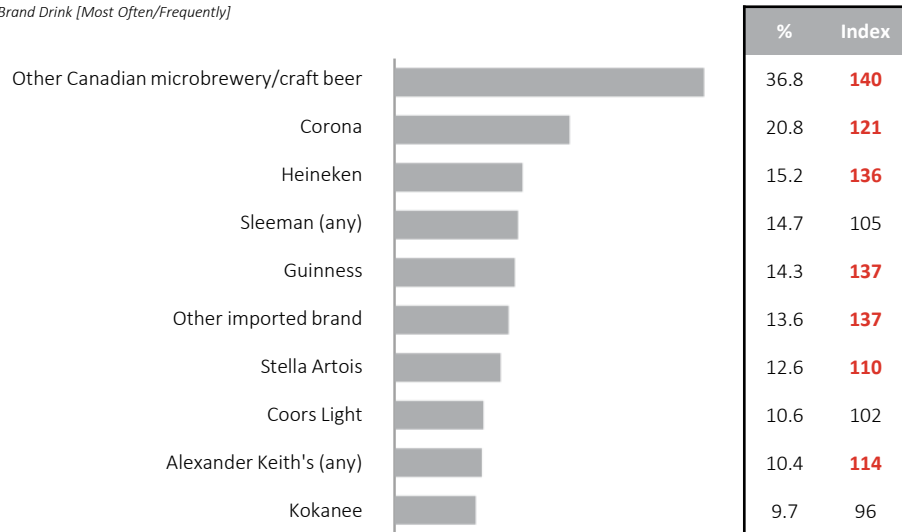
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	30.2	106
White wine (any)	25.8	100
Canadian wine	21.3	99
European wine	15.5	**134**
Other imported wine	11.0	**147**
American wine	9.0	105
Sparkling/champagne (any)	8.3	**127**
Australian wine	8.2	**90**
Rosé wine (any)	7.6	105

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

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	10.4	101	40.4	97	4.8	101
Asian restaurants	16.5	133	41.6	89	3.9	82
Submarine/sandwich restaurants	7.9	140	24.4	75	3.6	78
Breakfast style restaurant	4.5	117	31.2	101	9.9	99
Chicken restaurants	2.7	103	13.4	80	4.6	108
Ice cream/frozen yogurt restaurants	2.6	125	28.5	108	6.4	143
Specialty burger restaurants	5.4	157	23.3	103	4.0	70
Italian restaurants	3.2	163	27.6	119	8.2	98
Other ethnic restaurants	6.0	200	32.5	107	6.1	65
Steakhouse	1.7	113	17.0	114	14.2	83
Mexican/Burrito-style restaurants	5.2	166	20.3	95	6.9	74
Seafood/Fish and Chips restaurants	2.4	152	21.6	92	11.4	110

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Casual/family dining restaurants	8.3	137	38.5	85	5.9	102
Food court outlets at a shopping mall	5.9	125	38.5	90	8.9	120
Pub restaurants	10.2	113	40.5	101	4.1	70
Formal dine-in restaurants	5.4	145	32.5	97	10.5	104
Fast casual restaurants	6.3	90	22.9	90	4.5	128
Sports bars	3.3	143	17.1	109	2.1	72
Other types	5.8	149	23.7	109	1.9	97

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
36.7%
(120)

Other Organic Food
18.7%
(113)

Organic Meat
13.5%
(130)

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
Based on Household Population 12+

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bcrts
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Secretariat

SYMPHONY
TOURISM
SERVICES

Product Preferences

Demographics

Rent
58.2%
(180)

Own
41.8%
(62)

Households with
Children at Home
23.2%
(62)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	19.8	17.6	15.3	15.2	12.7	19.3
Index	126	103	88	86	94	104
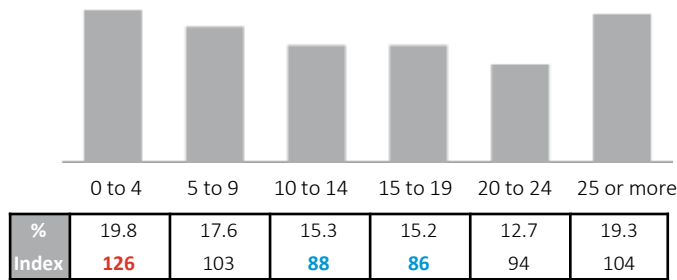
Demographic Trends

Household Projections
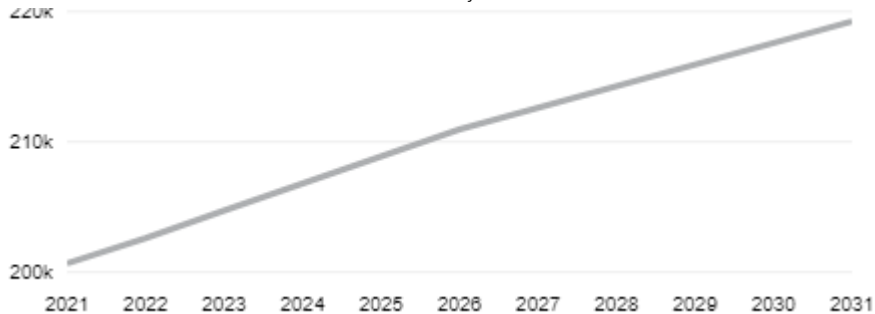
Name	2021	2024	2026	2031
Count	200,674	206,820	210,958	219,249
% Change	-	3.1	5.1	9.3
Index	-	110	110	107

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

Loyalty Programs*

Member

	%	Index
PC Optimum	54.9	109
Air Miles (excl. airline frequent flyer programs)	45.7	101
Credit card with loyalty rewards	37.6	97
Costco membership (paid)	36.6	87
Aeroplan	32.6	113
Hudson's Bay Rewards	29.1	126
Canadian Tire Triangle	27.9	88
SCENE (Cineplex)	26.5	103
Petro Points	17.4	95
Esso Extra Program	9.8	100
Other grocery store card	33.9	108
Other airline frequent flyer program	13.3	158
Other store program	12.5	117
Other loyalty program	11.9	88
Other gas program	6.0	84

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

Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile %	Index	Internet Activity via Tablet %	Index
Send/receive email	70.5	102	47.3	102	11.6	94
Send/receive a text/instant message	62.5	101	57.6	101	8.1	117
Participate in an online social network	54.5	100	41.1	108	9.3	100
Do banking/pay bills online	56.4	111	28.3	125	5.6	89
Take pictures/video	49.4	101	45.9	101	5.0	75
Use apps	49.1	104	46.0	108	11.9	97
Use maps/directions service	52.0	105	42.0	104	4.4	77
Internet search - business, services, products	48.6	106	31.1	109	8.8	79
Watch a subscription-based video service (e.g. Netflix)	34.8	95	13.8	85	10.6	115
Watch free streaming music videos	31.5	100	18.6	95	5.1	74
Watch other online free streaming videos	33.7	112	23.5	119	5.5	99
Compare products/prices while shopping	33.5	115	19.3	111	4.2	111
Play/download online games	24.9	96	13.8	92	4.6	74
Research products/services	38.3	116	23.9	124	5.5	82
Listen to music via streaming video service (e.g. YouTube)	25.0	102	16.2	104	3.1	96
Share/refer/link friends to a website or an article	22.7	103	16.0	102	2.7	88
Listen to Internet-only music service (e.g. Spotify)	25.6	115	19.8	114	2.4	126
Purchase products or services	28.6	109	10.8	102	3.6	107
Consult consumer reviews	25.9	105	17.0	119	3.8	78
Use online telephone directory	18.5	96	13.1	103	1.8	71
Use ad blocking software	21.0	108	6.4	99	2.4	65
Download any video content (free or paid)	14.0	111	4.6	117	2.0	100
Read or look into online newspapers	14.7	117	7.2	116	2.5	81
Download music/MP3 files (free or paid)	16.9	129	8.8	101	3.9	218
Click on an Internet advertisement	12.7	95	6.3	90	1.8	94
Listen to a podcast	17.6	124	13.3	122	1.1	66
Listen to a radio broadcast via streaming audio	9.2	117	5.6	119	0.7	75
Download/print/redeem discount coupon	10.9	102	6.6	103	0.5	88
Watch a TV broadcast via streaming video	9.9	125	4.2	133	2.6	122
Enter online contests	9.2	99	5.6	92	0.7	59
Place/respond to an online classified advertisement	10.9	102	6.2	94	0.9	67
Receive store offers by SMS	7.5	92	7.3	90	-	-
Read or look into online magazines	10.1	134	5.8	170	1.3	81
Scan mobile tagging barcode/QR	8.0	119	8.0	123	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	1.8	75	-	-	-	-
Purchase group deal (e.g. Groupon)	3.4	105	2.1	119	-	-

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SYMPHONY TOURISM SERVICES

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

Website Type	%	Index	%	Index	%	Index
Access a news site	45.7	107	30.3	**112**	10.5	107
Access food/recipes content	32.8	**112**	18.9	**121**	6.6	**88**
Access health-related content	25.2	**130**	14.8	**139**	4.1	94
Access professional sports content	10.6	102	8.3	**111**	2.1	**86**
Access restaurant guides/reviews	16.3	107	12.5	**116**	4.0	**141**
Access travel content	15.4	**117**	7.0	108	2.4	**85**
Access real estate listings/sites	10.9	98	5.1	**122**	3.1	**149**
Access a radio station's website	9.2	100	5.4	106	0.9	**67**
Access home decor-related content	8.3	101	5.1	**121**	1.4	**80**
Access celebrity gossip content	10.3	**120**	7.5	**132**	0.8	103
Access a TV station's website	10.0	109	4.8	**116**	1.7	98
Access fashion or beauty-related content	11.9	**134**	7.6	**123**	1.1	**110**
Access automotive news/content	5.9	**90**	4.6	106	0.5	**38**

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
General information from the Internet/websites	32.4	106
Flyers delivered to the door or in the mail	32.3	**88**
Flyers inserted into a community newspaper	29.6	**81**
Coupons	25.0	**88**
Apps/online flyers	24.0	97
Direct email offers	22.9	102
Local store catalogues	21.7	103
Flyers inserted into a daily newspaper	19.8	**111**
Mail order	6.4	93
Yellow Pages (print)	3.6	**73**
Yellow Pages (online)	2.5	**74**

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	34.8	**137**
Billboards	29.2	103
On transit shelters	26.0	**136**
On street furniture (e.g. bus benches)	21.4	**121**
Inside buses	20.1	**165**
Inside shopping malls	17.7	**119**
Digital billboards	15.0	105
On subway/metro platforms	14.2	**168**
Screens inside elevators	12.8	**157**
Inside public washrooms	11.3	**120**
Inside commuter trains	11.2	**167**
Inside subway/metro cars	10.7	**160**
Inside movie theaters	9.3	**156**
Inside airports	5.3	**136**
On taxis	4.4	**134**

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

Social Media Usage

Social Media Overview

- **Internet and Social Media Usage: 49%** search for Businesses, Services and Products online (Average), **15%** access Travel Content Websites (Above Average).

- **69%** of Cultural Explorers from British Columbia tend to access social media on their mobile phones during the morning hours, **64%** during the afternoon hours.

- **8%** seek recommendations for Vacation/Travel Information via social media (Average).

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	7.6	96
Entertainment	6.1	116
Big-ticket items	5.7	99
Fashion-related	5.3	111
Home décor	5.3	111
Car/Auto-related	5.0	101
Health-related	4.9	103
Banking/credit cards	4.4	84
Smaller-ticket items	4.2	96
Child-related	3.9	96
Insurance	3.5	97
Choosing non-profits for donations	3.1	96
Other	4.7	92

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
%	41.7	5.9	31.4	11.1	3.8	2.8	3.2
Index	93	86	105	110	108	142	110

Rate or Review Products or Services
[Frequency of Participation]
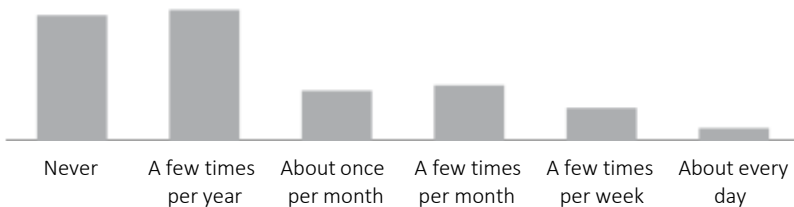
	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	30.7	32.1	12.3	13.6	8.1	3.2
Index	94	106	101	87	119	129

Top Social Media Attitudes**

72% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
80% | Index = 96

"I tend to ignore marketing and advertisements when I'm in a social media environment"
72% | Index = 100

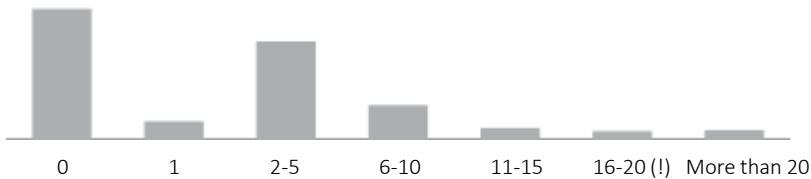"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
65% | Index = 97

"Use SM to stay connected with personal contacts"
47% | Index = 104

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
**Selected and ranked by highest percent composition

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Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	52.7	114
View friends' photos online	49.8	104
Chat in online chats	44.9	110
Read status updates/tweets	43.8	118
Read article comments	40.7	103
Listen to radio or stream music online	37.4	107
Share links with friends and colleagues	34.0	117
Click links in news feeds	28.6	125
Read blogs	20.9	131
Play games with others online	16.9	105
Post photos online	14.0	104
Update your status on a social network	12.5	117
Rate or review products online	11.2	122
Chat in online forums	10.8	105
Comment on articles or blogs	10.3	119
Check in with locations	10.0	114
Share your GPS location	9.4	113
Post videos online	5.6	98
Publish blog, Tumblr, online journal	4.6	124

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	50.9	110
Stay connected with personal contacts	49.7	104
Stay connected with family	44.0	95
Keep up to date on news/events in my industry	28.6	112
Stay connected with work/professional contacts	21.9	121

Number of Connections

Across all social media

	%	Index
0-49	28.0	81
50-99	14.2	85
100-149	11.4	100
150-199	6.8	111
200-299	8.0	88
300-399	7.3	142
400-499	4.0	113
500-1000	10.7	135
More than 1000	9.7	175

Social Media Access

Typically use

Mobile

	%	Index
Morning	69.4	111
Afternoon	63.5	108
Dinner Time	51.9	118
Evening	64.5	113
Late Night	47.7	114

Tablet

	%	Index
Morning	18.3	88
Afternoon	18.4	91
Dinner Time	14.2	90
Evening	28.0	93
Late Night	17.4	99

Laptop

	%	Index
Morning	30.6	108
Afternoon	34.6	106
Dinner Time	20.2	103
Evening	36.9	102
Late Night	17.1	101

Desktop

	%	Index
Morning	21.7	95
Afternoon	25.9	102
Dinner Time	13.4	105
Evening	23.5	96
Late Night	12.2	97

Social Media Usage

Facebook

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	78.2%	**18.7%**
	(101)	(96)

	%	Index
Use Daily	58.6	103
Use Weekly	12.8	92
Use Monthly	6.4	116

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.5	103
Comment/Like other users' posts	46.4	103
Use Messenger	43.8	100
Watch videos	40.4	104
Watch live videos	16.5	104
Post photos	13.8	102
Update my status	11.2	101
Click on an ad	10.8	107
Like or become a fan of a page	10.1	99
Post videos	4.8	89
Create a Facebook group or fan page	3.6	96
Give to a Facebook fundraiser (!)	2.5	98
Create a Facebook fundraiser (!)	2.3	103

LinkedIn

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	46.6%	**45.1%**
	(125)	(84)

	%	Index
Use Daily	10.5	145
Use Weekly	14.0	127
Use Monthly	19.1	115

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	12.4	163
View a job posting	8.0	142
Search and review other profiles	7.1	159
Watch videos	5.8	144
Comment on content	4.1	172
Create a connection	3.9	132
Update your profile information	3.2	154
Post an article, video or picture (!)	2.2	135
Participate in LinkedIn forums (!)	2.1	132
Click on an ad (!)	2.1	107
Request a recommendation (!)	1.7	113
Join a LinkedIn group (!)	1.4	108

Instagram

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	47.8%	**43.2%**
	(124)	(83)

	%	Index
Use Daily	28.9	133
Use Weekly	13.2	124
Use Monthly	5.0	87

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	35.8	128
Like photos/videos	29.2	127
Send direct messages	18.3	143
Comment on photos/videos	17.7	136
Watch live videos	13.8	125
View a brand's page	11.4	140
Post photos/videos	11.1	143
Watch IGTV videos	8.8	136
Click on ads	6.8	146

Pinterest

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	24.0%	**64.6%**
	(92)	(104)

	%	Index
Use Daily	4.8	85
Use Weekly	8.1	86
Use Monthly	9.5	99

Reddit

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	17.1%	**73.8%**
	(145)	(92)

	%	Index
Use Daily	6.5	133
Use Weekly	6.5	164
Use Monthly	3.7	141

Participate In* (at least a few times per month)	% Comp	Index
View content	12.4	134
Follow specific Subreddits	6.6	127
Vote on content	5.8	125
Post content	3.0	120

WhatsApp

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	59.1%	**33.3%**
	(128)	(73)

	%	Index
Use Daily	32.5	136
Use Weekly	15.0	123
Use Monthly	10.2	114

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	40.7	129
Send/receive images	37.7	132
Use group chats	28.8	131
Use voice calls	16.9	129
Send/receive documents and files	16.8	122

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SYMPHONY TOURISM SERVICES

Social Media Usage

Twitter

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	32.2%	**58.7%**
	(123)	(91)

	%	Index
Use Daily	16.4	**136**
Use Weekly	8.5	**115**
Use Monthly	6.2	**111**

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	21.7	**128**
Watch videos	12.5	**141**
Tweet	7.6	**120**
Respond to tweets	7.6	**138**
Send or receive direct messages	7.4	**132**
Retweet	6.7	**119**
Share a link to a blog post or article of interest	6.3	**126**
Follow users who follow you	6.0	**145**
Watch live videos	5.8	**126**
Actively follow new users	5.4	**127**
Click on an ad	3.3	102

YouTube

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	77.6%	**12.9%**
	(108)	**(77)**

	%	Index
Use Daily	35.5	**120**
Use Weekly	30.1	101
Use Monthly	11.6	99

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	54.8	**115**
Like or dislike videos	16.3	**110**
Watch live videos	15.5	108
Share videos	9.6	**112**
Leave comment or post response on video	8.3	100
Click on an ad	7.4	**110**
Embed a video on a web page or blog	4.4	**111**
Create and post a video	3.6	108

Snapchat

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	10.8%	**81.6%**
	(101)	(99)

	%	Index
Use Daily	3.2	**84**
Use Weekly	3.4	**116**
Use Monthly	3.7	106

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	3.6	**71**
Send direct text messages	3.4	**78**
Send photos/videos	3.2	**76**
Read Snapchat discover/News	2.4	109
Use filters or effects	2.3	**72**
Use group chat	2.3	**81**
View a brand's snaps	1.6	**89**
View ads	1.6	**88**
Use video chat	1.4	**73**

Audio Podcasts

	Currently Use	Did Not Use
	25.2%	**58.5%**
	(133)	**(88)**

Frequency of Use
[Past Year]

	%	Index
Use Daily	9.3	**154**
Use Weekly	9.1	**127**
Use Monthly	6.0	**113**

Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	7.6	**149**
Listen to a news podcast	7.2	**146**
Listen to another genre of podcast	6.8	**123**
Listen to a business podcast	5.8	**158**
Listen to a comedy podcast	5.2	**137**
Listen to a technology focused podcast	3.7	**177**
Subscribe to a news podcast	3.2	**143**
Subscribe to another genre of podcast	3.1	**130**
Subscribe to a comedy podcast (!)	3.0	**144**
Subscribe to a educational podcast	2.7	**121**
Listen to a sports podcast	2.5	**127**
Subscribe to a sports podcast**	2.2	108
Subscribe to a business podcast (!)	2.1	**164**
Subscribe to a technology podcast (!)	1.9	**157**

Other Social Media Platforms

Tinder

	Currently Use	Did Not Use
	3.9%	**92.6%**
	(154)	(99)

Tik Tok

	Currently Use	Did Not Use
	7.6%	**84.6%**
	(127)	(97)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.6	**208**
Use Weekly (!)	1.0	**185**

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
**a few times per month or more
17