SYMPHONY
TOURISM
SERVICES

September 2021

Cycling Enthusiast Sector Analysis

BRITISH COLUMBIA

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OBJECTIVES

- To create a profile of **"Cycling (Mountain/Road) Enthusiasts"** in British Columbia using Demographic and Psychographic Variables.

- Create a tool for Businesses, Communities and Government Organizations to understand the **Cycling** target groups and apply insights to marketing strategy and recovery plans.

INTRODUCTION

- This Sector Analysis profiles selected demographic and psychographic data within British Columbia as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2021 PRIZM Market Segmentation profiles.

- Through this project we aim to provide you with insights to aid in reaching and developing your marketing goals and recovery strategy.

SECTOR ANALYSIS

CYCLING ENTHUSIAST PROFILE
BRITISH COLUMBIA

The **Cycling Enthusiast Profile** was created through the analysis of demographic and psychographic variables as they relate to the 67 PRIZM Segments in British Columbia outlined by Environics Analytics. Variables include:

Primary Variables:
- Age of Household Maintainer
- Size of Household (% of children living at home)
- Household Income
- Visible Minority Status
- "I regularly participate in Cycling (Mountain/Road) Activities"
- I own a Bicycle/Bicycle Equipment

Secondary (Supporting) Variables:
- I have purchased a Bicycle/Bicycle Equipment in the past two years
- I intend to purchase a Bicycle/Bicycle Equipment in the next two years
- I often commute from Home to Work by Bicycle

Analysis of the variables above resulted in the creation of four target groups with an above average interest (compared to British Columbia population) in Cycling Activities.
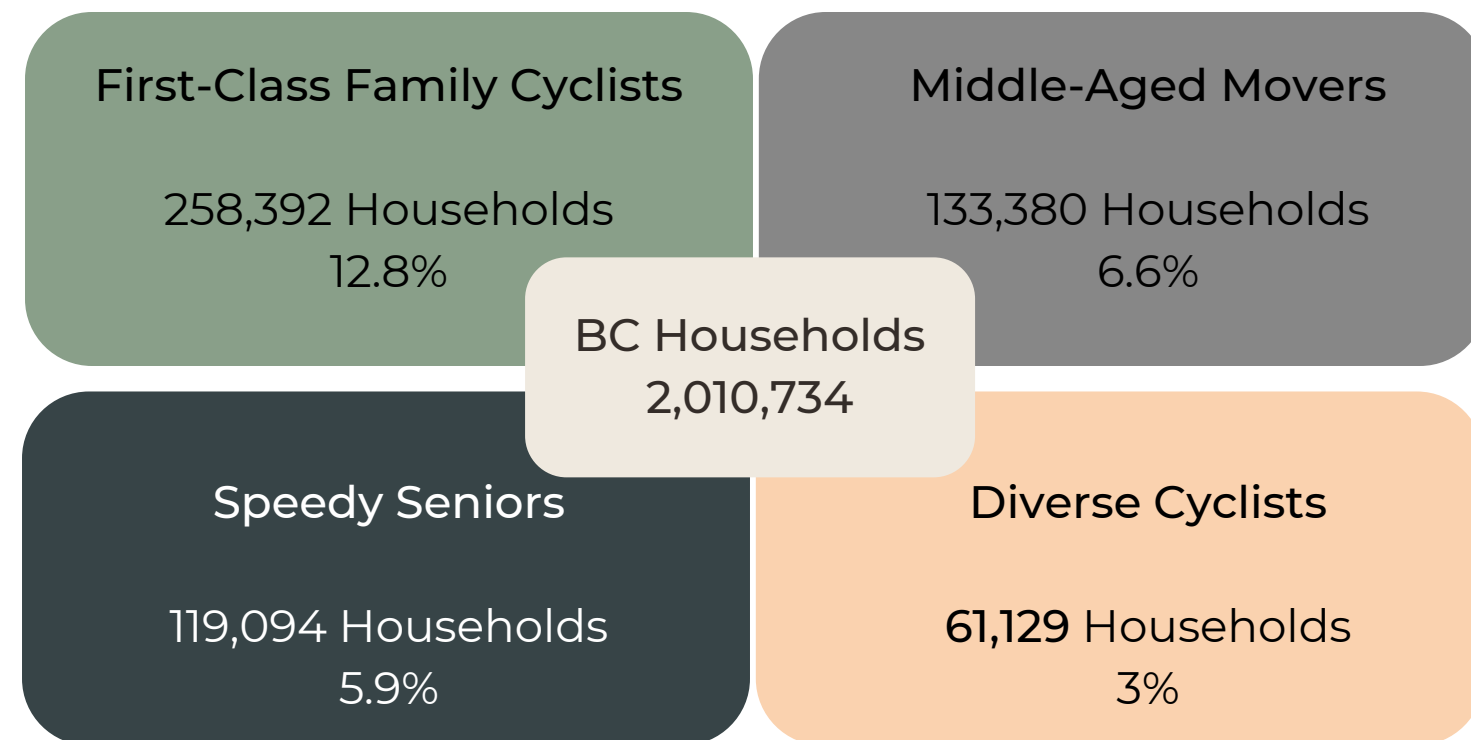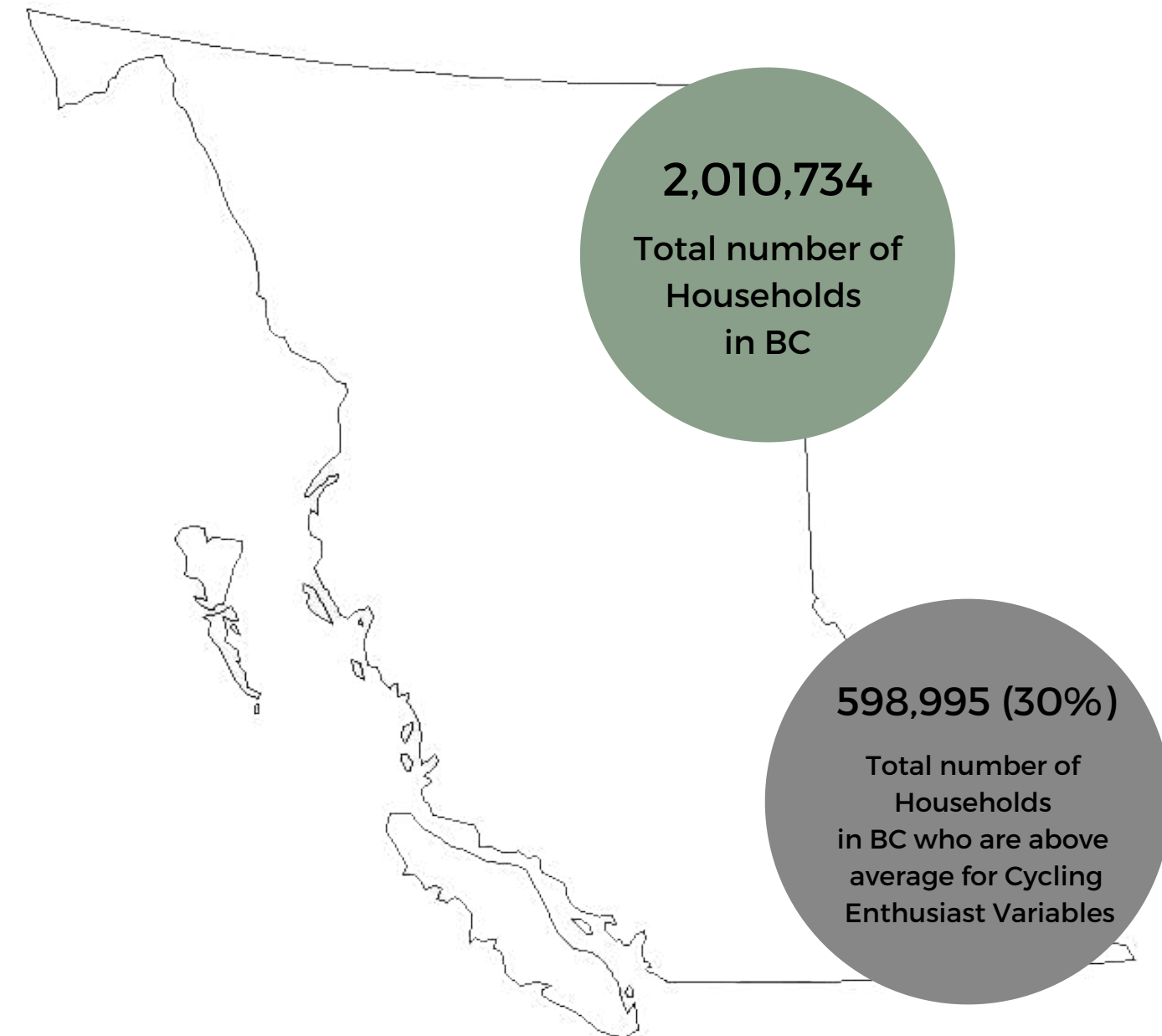
CYCLING ENTHUSIAST MARKET SIZE
BRITISH COLUMBIA

The Cycling Enthusiast Market consists of four distinct target groups. Each group has an above average interest in Key Cycling variables. Groups are organized based on their demographic and psychographic characteristics.

598,995 households or **30%** of the total households in British Columbia (2,010,734) index above average for Cycling related variables.

First-Class Family Cyclists

258,392 Households
12.8%

Middle-Aged Movers

133,380 Households
6.6%

BC Households
2,010,734

Speedy Seniors

119,094 Households
5.9%

Diverse Cyclists

61,129 Households
3%

2,010,734
Total number of Households in BC

598,995 (30%)
Total number of Households in BC who are above average for Cycling Enthusiast Variables

CYCLING ENTHUSIAST TARGET GROUPS
BRITISH COLUMBIA

First-Class Family Cyclists

- Maintainer Age: 53

- 285,392 or 12.8% of the total households in BC
  - 48% of Cycling Enthusiasts in BC (598,995)

- 48% have Children at home (26% above average)

- Below average visible minority

- Above Average Household Income of $143,124

Middle-Aged Movers

- Maintainer Age: 57

- 133,380 or 6.6% of the total households in BC
  - 22% of Cycling Enthusiasts in BC (598,995)

- 51% DO NOT have Children at home (16% above average)

- Below average visible minority

- Average Household Income of $105,001

Speedy Seniors

- Maintainer Age: 60

- 119,094 or 5.9% of the total households in BC
  - 20% of Cycling Enthusiasts in BC (598,995)

- 51% DO NOT have Children at home (17% above average)

- Below average visible minority

- Above Average Household Income of $131,582

Diverse Cyclists

- Maintainer Age: 52

- 61,129 or 3% of the total households in BC
  - 10% of Cycling Enthusiasts in BC (598,995)

- 40% have Children at home (average)

- Below average visible minority

- Average Household Income of $98,441

CYCLING ENTHUSIAST TARGET GROUPS
BY TOP CITY

First-Class Family Cyclists
Surrey

- Maintainer Age: 53

- 19,612 or 10.8% of the total households in Surrey

- 54% have Children at home

- Below average visible minority

- Above Average Household Income of $155,376

Middle-Aged Movers
Revelstoke

- Maintainer Age: 50

- 3,768 or 99.5% of the total households in Revelstoke

- 51% do NOT have Children at home

- Average visible minority

- Average Household Income of $106,990

Speedy Seniors
Nanaimo

- Maintainer Age: 61

- 7,868 or 18.6% of the total households in Nanaimo

- 53% DO NOT have Children at home.

- Above average visible minority (23% above average)

- Above Average Household Income of $123,732

Diverse Cyclists
Prince George

- Maintainer Age: 48

- 5,919 or 18.3% of the total households in Prince George

- 39% have Children at home.

- Above average visible minority (18% above average)

- Average Household Income of $107,327

FIRST-CLASS FAMILIY CYCLIST TARGET GROUP
BRITISH COLUMBIA

- The Median Household Maintainer Age is for First-Class Family Cyclists was 53, 48% of couples have children living at home (Above Average).

- Above Average Household Income of $143,124 compared to BC at $113,574.

- Top 3 Social Values: Need for Escape, Racial Fusion and National Pride

- Top Tourism Activities: Swimming, Camping, Cycling, Hiking/Backpacking. Above average interest in Camping, Cycling, Visiting National/Provincial Parks, Golfing, Fishing/Hunting

- Average interest for travelling within Canada (Above Average for British Columbia, Vancouver, Alberta, Calgary and Jasper), First-Class Family Cyclists from British Columbia spent an average of $1,597 (Average) on their last vacation.

- 76% currently use Facebook (Average), 38% use Instagram (Average), 25% use Twitter (Average) and 69% use YouTube (Average).

- Internet and Social Media Usage: 43% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).

First -Class Family Cyclists Geographic Markets		
City	Target Group Count	% of Target Group
Surrey	19,612	8%
Langley	18,697	7%
Abbostford	17,672	7%
Maple Ridge	17,164	7%
Kelowna	15,582	6%
Kamloops	11,351	4%
Chilliwack	10,913	%

- Full list of First -Class Family Cyclists Locations included in Google Share Folder in excel format

- Detailed profiles for First -Class Family Cyclists in Surrey located in Google Share Folder

MIDDLE-AGED MOVER TARGET GROUP
BRITISH COLUMBIA

- The Median Household Maintainer Age is for Middle-Aged Movers was 57, 51% of couples do not have children living at home (Above Average).

- Average Household Income of $105,001 compared to BC at $113,574.

- Top 3 Social Values: Attraction to Nature, Emotional Control, Ecological Fatalism

- Top Tourism Activities: Hiking/Backpacking, Swimming, Cycling. Above average interest in Hiking/Backpacking, Cycling, Photography, Canoeing/Kayaking. Fishing/Hunting

- Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Calgary, Jasper, Ottawa), Middle-Aged Movers from British Columbia spent an average of $1,739 (Average) on their last vacation.

- 82% currently use Facebook (Average), 31% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).

- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 11% access Travel Content Websites (Below Average).

Middle-Aged Mover Geographic Markets		
City	Target Group Count	% of Target Group
Revelstoke	3,768	3%
Prince Rupert	3,217	2%
Chilliwack	2,806	2%
Kitimat	2,044	2%
Northern Rockies	1,975	1%
Kamloops	1,852	1%
Cowichan Valley B	1,835	1%

- Full list of Middle-Aged Mover Locations included in Google Share Folder in excel format

- Detailed profiles for Middle-Aged Movers in Revelstoke located in Google Share Folder

SPEEDY SENIORS FAMILIES TARGET GROUP
BRITISH COLUMBIA

- The Median Household Maintainer Age is for Speedy Seniors was 60, 51% of couples do not have children living at home (Above Average).

- Above Average Household Income of $131,582 compared to BC at $113,574.

- Top 3 Social Values: National Pride, Work Ethic, Need for Escape

- Top Tourism Activities: Swimming, Camping, Cycling, Hiking/Backpacking. Above average interest in Cycling, Photography, Visiting National/Provincial Parks, Fishing/Hunting Visiting Historical Sites

- Average interest for travelling within Canada (Above Average for British Columbia, Vancouver, Alberta, Calgary), Speedy Seniors from British Columbia spent an average of $1,796 (Average) on their last vacation.

- 77% currently use Facebook (Average), 33% use Instagram (Below Average), 32% use Twitter (Below Average) and 69% use YouTube (Average).

- Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).

Speedy Seniors Geographic Markets		
City	Target Group Count	% of Target Group
Nanaimo	7,868	7%
Delta	6,569	6%
Surrey	6,454	5%
Saanich	6,258	5%
Kelowna	6,162	5%
Langley	4,452	4%
North Saanich	3,147	3%

- Full list of Speedy Senior Locations included in Google Share Folder in excel format

- Detailed profiles for Speedy Seniors in Nanaimo located in Google Share Folder

DIVERSE CYCLISTS TARGET GROUP
BRITISH COLUMBIA

- The Median Household Maintainer Age is for Diverse Cyclists was 52, 40% of couples have children living at home (Average).

- Below Average Household Income of $98,441 compared to BC at $113,574.

- Top 3 Social Values: Multiculturalism, Attraction to Nature, Need for Escape

- Top Tourism Activities: Hiking/Backpacking, Cycling, Swimming. Above average interest in Hiking/Backpacking, Cycling, Canoeing/Kayaking, Visiting a National/Provincial Park, Golfing

- Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff and Jasper), Diverse Cyclists from British Columbia spent an average of $1,515 (Average) on their last vacation.

- 80% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Below Average) and 69% use YouTube (Average).

- Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).

Diverse Cyclists Geographic Markets		
City	Target Group Count	% of Target Group
Prince George	5,919	10%
Kelowna	3,473	6%
Kamloops	3,435	6%
Chilliwack	2,687	4%
Surrey	2,385	4%
Langford	2,344	4%
Maple Ridge	2,296	4%

- Full list of Diverse Cyclist Locations included in Google Share Folder in excel format

- Detailed profiles for Diverse Cyclists in Prince Geroge located in Google Share Folder

CYCLING ENTHUSIAST TARGET GROUPS
BY TOP CITY

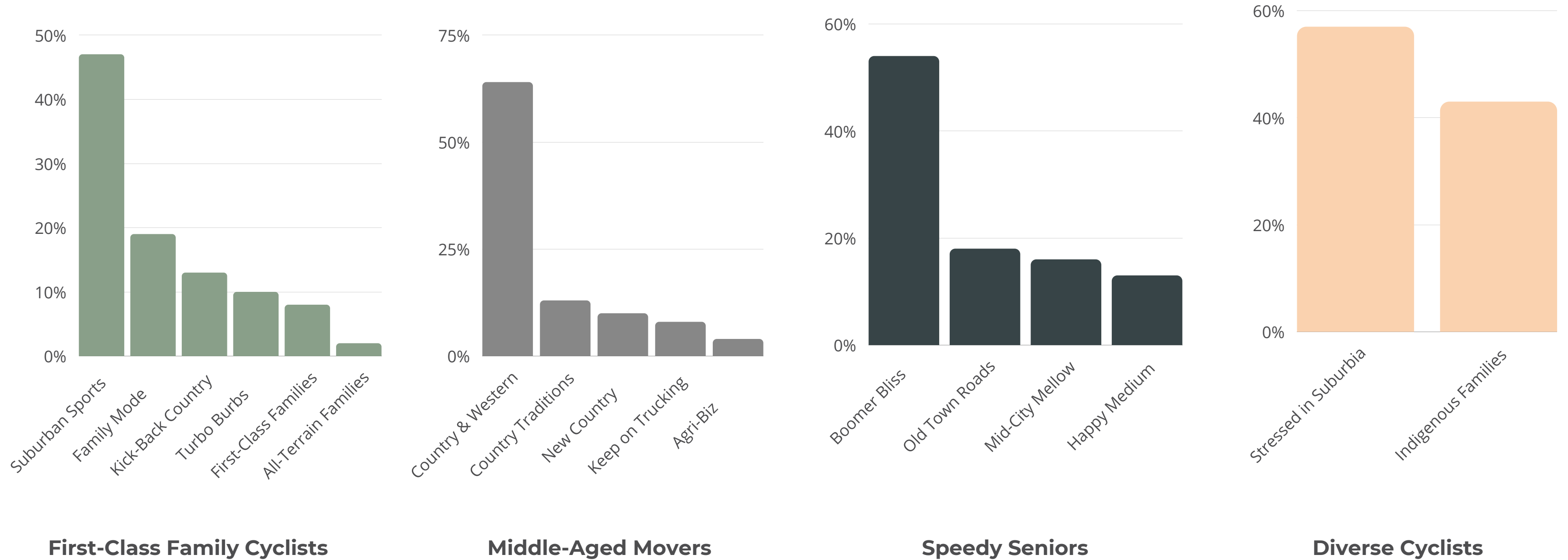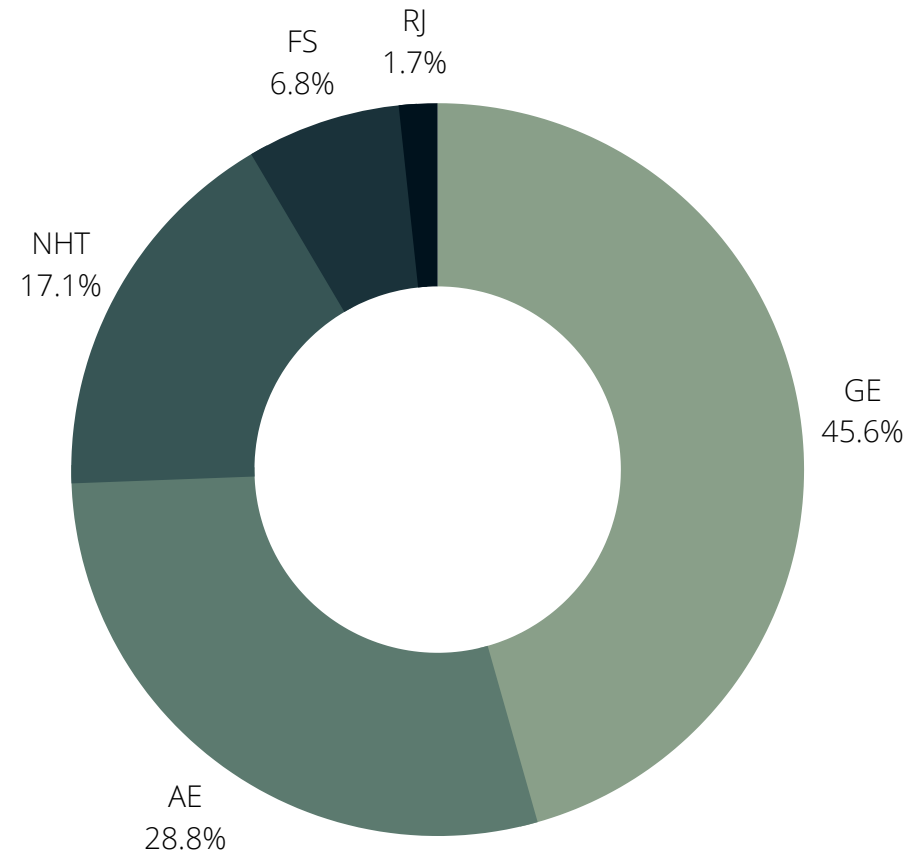| First-Class Family Cyclists Surrey	Middle-Aged Movers Revelstoke	Speedy Seniors Nanaimo	Diverse Cyclists Prince George
• The Median Household Maintainer Age is for First-Class Family Cyclists was 63, 54% of couples have children living at home (Average).	• The Median Household Maintainer Age is for Middle-Aged Movers was 50, 51% of couples do not have children living at home (Average).	• The Median Household Maintainer Age is for Speedy Seniors was 61, 53% of couples do not have children living at home (Average).	• The Median Household Maintainer Age is for Diverse Cyclists was 48, 39% of couples have children living at home (Average).
• Above Average Household Income of $155,376 compared to Surrey at $117,249.	• Average Household Income of $106,990 compared to Revelstoke at $106,913.	• Above Average Household Income of $123,732 compared to Nanaimo at $93,487.	• Average Household Income of $107,327 compared to Prince George at $110,863.
• Top 3 Social Values: Need for Escape, Racial Fusion, Legacy	• Top 3 Social Values: Ecological Fatalism, Emotional Control, Attraction to Nature	• Top 3 Social Values: Work Ethic, National Pride, Need for Escape	• Top 3 Social Values: Need for Escape, Racial Fusion, Multiculturalism
• Top Tourism Activities: Swimming, Camping, Cycling. Above average interest in Swimming, Cycling, Canoeing/Kayaking, Visiting National/Provincial Parks, Ice Skating	• Top Tourism Activities: Hiking/Backpacking, Camping, Cycling.	• Top Tourism Activities: Swimming, Hiking/Backpacking, Cycling. Above average interest in Downhill Skiing, Specialty Movie Theatres/IMAX, Attending Sporting Events	• Top Tourism Activities: Hiking/Backpacking, Camping, Swimming, Cycling, Visiting Parks/City Gardens
• Average interest for travelling within Canada (Above Average for British Columbia, Vancouver, Alberta, Calgary, Banff, Montreal), First-Class Family Cyclists from Surrey spent an average of $1,592 (Average) on their last vacation.	• Average interest for travelling within Canada, Middle-Aged Movers from Revelstoke spent an average of $1,770 (Average) on their last vacation.	• Average interest for travelling within Canada (Above Average for Vancouver, Victoria, Alberta), Speedy Seniors from Nanaimo spent an average of $1,875 (Above Average) on their last vacation.	• Average interest for travelling within Canada. Diverse Cyclists from Prince George spent an average of $1,435 (Average) on their last vacation.
• 76% currently use Facebook (Average), 42% use Instagram (Average), 26% use Twitter (Average) and 69% use YouTube (Average).	• 84% currently use Facebook (Average), 30% use Instagram (Average), 20% use Twitter (Average) and 71% use YouTube (Average).	• 74% currently use Facebook (Average), 31% use Instagram (Below Average), 23% use Twitter (Average) and 70% use YouTube (Average).	• 79% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Average) and 71% use YouTube (Average).
• Internet and Social Media Usage: 42% search for Businesses, Services and Products online (Below Average), 14% access Travel Content Websites (Above Average).	• Internet and Social Media Usage: 47% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).	• Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).	• Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 11% access Travel Content Websites (Average).

MARKET SEGMENTATION

CYCLING ENTHUSIAST TARGET GROUPS BY PRIZM SEGMENT
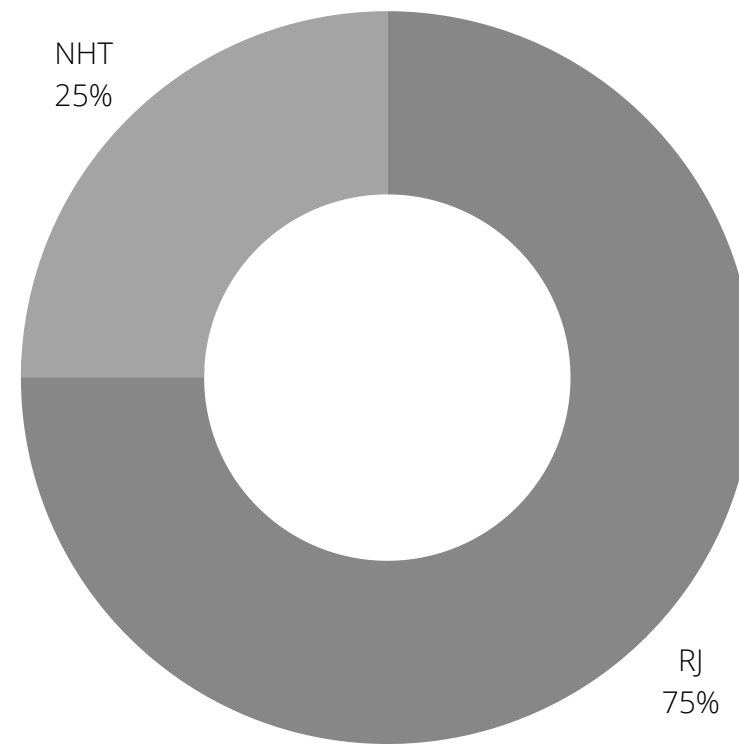## BRITISH COLUMBIA

First-Class Family Cyclists

Middle-Aged Movers
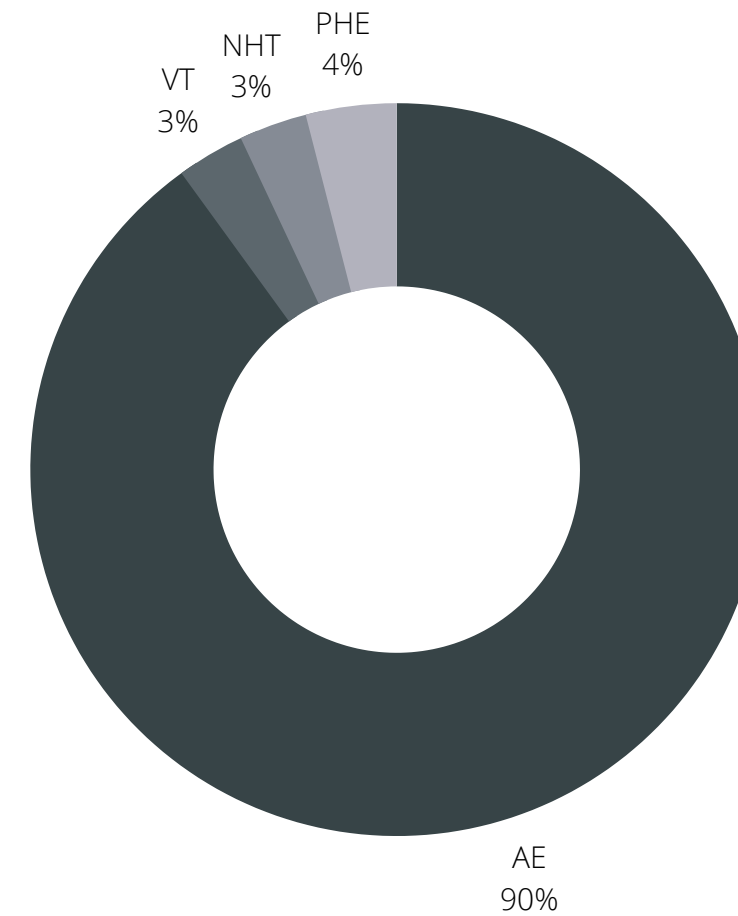
Speedy Seniors

Diverse Cyclists

CYCLING ENTHUSIAST TARGET GROUPS BY EQ TYPE
BRITISH COLUMBIA

First-Class Family Cyclists

GE 45.6%
AE 28.8%
NHT 17.1%
FS 6.8%
RJ 1.7%

Middle-Aged Movers

RJ 75%
NHT 25%

Speedy Seniors

AE 90%
PHE 4%
NHT 3%
VT 3%

Diverse Cyclists

GE 83%
PHE 17%

Authentic Experiencers (AE)
Cultural History Buffs (CHB)
Cultural Explorers (CE)

Free Spirits (FS)
Gentle Explorers (GE)
No Hassle Travellers (NHT)

Personal History Explorers (PHE)
Rejuvenators (RJ)
Virtual Travellers (VT)

PRIZM SEGMENTS INCLUDED IN TARGET GROUP

FIRST-CLASS
FAMILY CYCLISTS

2021 BC PRIZM SEGMENT SUMMARY
SUBURBAN SPORTS

General Canadian Summary	Category	British Columbia Highlights
• Middle-aged couples and families (with children of all ages at home) • Moderate Education (high school/college degree) • Blue-collar positions in service sector (natural resources, Trades) • Value community involvement and companies that treat their employees fairly • Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie • EQ Type: Gentle Explorer	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 52
	Children at Home	47.1% of couples have children living at home (Above Average).
	Household Income	Above Average Household Income of $127,861 compared to BC at $113,574.
	Top Social Values	Rejection of Orderliness, Need for Escape, and Racial Fusion
	Top Tourism Activities	Swimming, Camping, and Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Golfing.
	Travel	Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, and Jasper), Suburban Sports from British Columbia spent an average of $1,566 (Average) on their last vacation.
	Social Media	76.8% currently use Facebook, 36.9% use Instagram, 24.6% use Twitter, and 69.3% use YouTube.

2021 BC PRIZM SEGMENT SUMMARY
FAMILY MODE

General Canadian Summary	Category	British Columbia Highlights
• Middle-aged couples and families with children (ages 10+) at home • Moderate Education (high school/college degree) • Blue-collar positions in service sector (Retail, Public Administration) • Value outdoor adventure and interacting with people from different cultures • Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's • EQ Type: No Hassle Traveller	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 51
	Children at Home	50.7% of couples have children living at home (Above Average).
	Household Income	Above Average Household Income of $143,652 compared to BC at $113,574.
	Top Social Values	: Need for Escape, Flexible Families, and Rejection of Orderliness
	Top Tourism Activities	Camping, Swimming, and Cycling. Above Average interest in Canoeing/Kayaking, Golfing, and Fishing/Hunting.
	Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Victoria, Other Alberta, Calgary, Banff, Montreal, and Jasper), Family Mode from British Columbia spent an average of $1,477 (Below Average) on their last vacation.
	Social Media	74.8% currently use Facebook, 39.8% use Instagram, 26.9% use Twitter, and 68.6% use YouTube.

Source: Environics PRIZM Marketer's Guide 2021

Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY
KICK-BACK COUNTRY

General Canadian Summary		
	Category	**British Columbia Highlights**
• Rural, middle-aged upscale families and couples, the wealthiest rural lifestyle segment	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 23rd, making up 33,008 households, or 1.6% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 57
• Mixed Education with positions in management, mining, construction, trades and transport	**Children at Home**	48.1% of couples do not have children living at home (Above Average).
• Value a country lifest6yle, with their gardens, pets. They enjoy travel (cruises and beach resort packages)	**Household Income**	Above Average Household Income of $142,581 compared to BC at $113,574.
	Top Social Values	Attraction to Nature, Cultural Assimilation, and Personal Control.
• Top Geography: British Columbia, New Brunswick	**Top Tourism Activities**	Swimming, Camping, and Cycling. Above Average interest in Photography, Visiting National/Provincial Parks, and Fishing/Hunting.
• EQ Type: Rejuvenators	**Travel**	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, and Ottawa), Kick-Back Country from British Columbia spent an average of $1,765 (Average) on their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	**Social Media**	77.7% currently use Facebook, 33.3% use Instagram (Below Average), 22.8% use Twitter (Below Average), and 69.4% use YouTube.

Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY
TURBO BURBS

General Canadian Summary	Category	British Columbia Highlights
• Middle-aged upscale suburbanites, the wealthiest suburban segment, with children between the ages of 10 and 25 • Mixed Education with jobs in management, finance, education and government • Value success, travel and an on-the-go lifestyle. As consumers, many think of themselves as leaders and influencers among their peers • Top Geography: Kelowna, St. John's • EQ Type: Authentic Experiencers	Household Count	Of the 67 PRIZM Clusters identified in Canada, Turbo Burbs rank 29th, making up 26,283 households, or 1.3% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 56
	Children at Home	48.6% of couples have children living at home (Above Average).
	Household Income	Above Average Household Income of $188,877 compared to BC at $113,574.
	Top Social Values	Personal Control, Legacy, and Racial Fusion.
	Top Tourism Activities	Swimming, Camping, and Cycling. Above Average interest in Visiting National/Provincial Parks, Golfing, and Cross-Country Skiing/Snowshoeing
	Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, and Calgary), Turbo Burbs from British Columbia spent an average of $1,727 (Average) on their last vacation.
	Social Media	74.3% currently use Facebook, 37.5% use Instagram, 26.2% use Twitter, and 68.4% use YouTube.

2021 BC PRIZM SEGMENT SUMMARY
FIRST-CLASS FAMILIES

General Canadian Summary

- Large, well-off suburban families, more than 40 percent of households contain four or more people

- University Educated, with white-collar jobs in management, education and government. They earn incomes that are nearly twice the national average

- Enjoy many team sports—baseball, basketball, football, hockey, volleyball, Many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce.

- Top Geography: Hamilton, Oshawa

- EQ Type: Authentic Experiencers

Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, First-Class Families rank 36th, making up 20,092 households, or 1% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	55.9% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of $176,477 compared to BC at $113,574.
Top Social Values	Legacy, Vitality, and Equal Relationship with Youth
Top Tourism Activities	Swimming, Camping, and Cycling. Above Average interest in Ice Skating, Downhill Skiing, and Power Boating/Jet Skiing.
Travel	Average interest for travelling within Canada (Above Average for Whistler and Quebec City), First-Class Families from British Columbia spent an average of $1,699 (Average) on their last vacation.
Social Media	74.4% currently use Facebook, 39.8% use Instagram, 26.9% use Twitter, and 68.7% use YouTube.

Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY
ALL-TERRAIN FAMILIES

General Canadian Summary

- Younger and Middle-Aged couples and families with children under the age of 15

- Moderate Education (high school/college degree/Trades)

- Blue-collar positions in Mining, Oil and Gas Industries

- Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them

- Top Geography: St. Johns, Fredericton, Lethbridge, Red Deer

- EQ Type: Free Spirit

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 48th, making up 6,367 households, or 0.3% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 44
Children at Home	49.6% of couples have children living at home (Above Average)
Household Income	Above Average Household Income of $141,639 compared to BC at $113,574.
Top Social Values	Need for Escape, Flexible Families, Personal Control.
Top Tourism Activities	Camping, Swimming, Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Canoeing/Kayaking.
Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Victoria, Calgary, Alberta, Banff, Montreal, Jasper, Toronto), All-Terrain Families from British Columbia spent an average of $1,399 (Below Average) on their last vacation.
Social Media	73.8% currently use Facebook (Average), 43% use Instagram (Above Average), 27.7% use Twitter (Average) and 69% use YouTube (Average).

MIDDLE-AGED MOVERS

2021 BC PRIZM SEGMENT SUMMARY
COUNTRY & WESTERN

General Canadian Summary

- Older, middle-income western homeowners

- Mixed Education

- Farming and Blue-Collar employment

- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles

- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta

- EQ Type: Rejuvenator

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	52.7% of couples do not have children living at home (Above Average).
Household Income	Below Average Household Income of $97,206 compared to BC at $113,574.
Top Social Values	Attraction to Nature, Emotional Control, and Utilitarian Consumerism.
Top Tourism Activities	Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.
Travel	Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, Other Alberta, Calgary, Jasper, Ottawa, and Manitoba), Country & Western from British Columbia spent an average of $1,750 (Average) on their last vacation.
Social Media	83.4% currently use Facebook, 30.7% use Instagram (Below Average), 20.5% use Twitter (Below Average), and 68.9% use YouTube.

2021 BC PRIZM SEGMENT SUMMARY
COUNTRY TRADITIONS

General Canadian Summary	Category	British Columbia Highlights
• Rural, upper-middle-income couples and families. With half the maintainers over 55, households are split between couples and families with children of all ages • Mixed Education, blue-collar and service sector jobs including construction, health care, social services and public admin • Value working with their hands, travelling within Canada, communing with nature • Top Geography: Halifax, Southern Ontario • EQ Type: No Hassle Traveller	Household Count	Of the 67 PRIZM Clusters identified in Canada, Country Traditions rank 38th, making up 17,047 households, or 0.8% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 57
	Children at Home	48.8% of couples do not have children living at home (Above Average).
	Household Income	Above Average Household Income of $126,106 compared to BC at $113,574.
	Top Social Values	Attraction to Nature, Utilitarian Consumerism, and Rejection of Orderliness
	Top Tourism Activities	Swimming, Camping, and Cycling. Above Average interest in Photography, Fishing/Hunting, and Visiting National/Provincial Parks.
	Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, and Ottawa), Country Traditions from British Columbia spent an average of $1,764 (Average) on their last vacation.
	Social Media	76.3% currently use Facebook, 31.8% use Instagram (Below Average), 22.6% use Twitter (Below Average), and 70.7% use YouTube.

Source: Environics PRIZM Marketer's Guide 2021

2021 BC PRIZM SEGMENT SUMMARY
NEW COUNTRY

General Canadian Summary		

	Category	British Columbia Highlights
• One of the wealthiest rural segments with maintainers between the ages of 45-64 years old	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, New Country rank 41st, making up 13,735 households, or 0.7% of the total Households in British Columbia (2,018,734).
• Mixed Education (high school/college degree/University Degree)	**Maintainer Age**	Median Household Maintainer Age is 57
	Children at Home	47.4% of couples do not have children living at home (Average).
• Blue-collar employment in the fields of Agriculture, Mining and Manufacturing	**Household Income**	Average Household Income of $115,631 compared to BC at $113,574.
• Value community involvement and purchasing from small businesses rather than larger corporations	**Top Social Values**	Attraction to Nature, Duty, and Utilitarian Consumerism.
	Top Tourism Activities	Swimming, Camping, and Cycling. Above Average interest in Photography, Visiting National/Provincial Parks, and Fishing/Hunting.
• Top Geography: Manitoba, Ontario, Prince Edward Island, Saskatchewan	**Travel**	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, Banff, and Ottawa), New Country from British Columbia spent an average of $1,718 (Below Average) on their last vacation.
• EQ Type: Rejuvenator	**Social Media**	80.5% currently use Facebook, 32.6% use Instagram (Below Average), 21.5% use Twitter (Below Average), and 68.8% use YouTube.

Source: Environics PRIZM Marketer's Guide 2021

Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY
KEEP ON TRUCKING

General Canadian Summary	Category	British Columbia Highlights
• Younger and middle-aged couples and families with a high concentration of peoples with Aboriginal Origin	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, Keep on Trucking rank 45th, making up 10,794 households, or 0.5% of the total Households in British Columbia (2,018,734).
• Mixed Education (high school/college degree/University Degree)	**Maintainer Age**	Median Household Maintainer Age is 54
	Children at Home	44.8% of couples do not have children living at home (Average).
• Blue-collar positions in service sector, mining, oil and gas	**Household Income**	Average Household Income of $117,613 compared to BC at $113,574.
• Value small-town community involvement, living a healthy lifestyle and social equality	**Top Social Values**	Financial Concern Regarding the Future, Ecological Fatalism, and Multiculturalism.
• Top Geography: Saskatchewan, Prince Edward Island, Ontario and Halifax	**Top Tourism Activities**	Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.
• EQ Type: No Hassle Traveller	**Travel**	Average interest for travelling within Canada (Above Average for Other Alberta, Banff, Jasper, and Ottawa), Keep on Trucking from British Columbia spent an average of $1,618 (Average) on their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	**Social Media**	81.4% currently use Facebook, 32.5% use Instagram (Below Average), 21.4% use Twitter (Below Average), and 69.2% use YouTube.

2021 BC PRIZM SEGMENT SUMMARY
AGRI-BIZ

General Canadian Summary	Category	British Columbia Highlights
• Middle-income farmers and blue-collar workers. Agri-Biz is one of Canada's most rustic lifestyles • Mixed Education (Grade 9/High School/Trade School) • Blue-collar and Farming employment. Agri-Biz has the highest proportion of Farmers in Canada • Value outdoor activities, fishing, hunting and boating • Top Geography: British Columbia, Southern Ontario, Saskatchewan, Newfoundland, Alberta • EQ Type: No Hassle Traveller	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, Agri-Biz rank 49th, making up 5,932 households, or 0.3% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 57
	Children at Home	50% of couples have children living at home
	Household Income	Average Household Income of $109,622 compared to BC at $113,574.
	Top Social Values	Attraction to Nature, Emotional Control, Need for Escape.
	Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Cycling, Photography, Visiting National/Provincial Parks, Fishing/Hunting.
	Travel	Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa, Manitoba), Agri-Biz from British Columbia spent an average of $1,769 (Average) on their last vacation.
	Social Media	82% currently use Facebook (Average), 30% use Instagram (Below Average), 20% use Twitter (Below Average) and 68% use YouTube (Average).

Source: Environics PRIZM Marketer's Guide 2021

Source: Environics Analytics- Envision 2021

SPEEDY SENIORS

2021 BC PRIZM SEGMENT SUMMARY
BOOMER BLISS

General Canadian Summary	Category	British Columbia Highlights
• Couples and Families with older children (ages 10+) at home • Highly Educated (University/College Degree) • White-collar positions in Management, Education, Health and Government Services • Value environmental protection and eco-friendly products • Top Geography: London, Hamilton, St. Catharines, Victoria, Nanaimo, Sault Ste. Marie, Chatham-Kent, Peterborough and Kingston • EQ Type: Authentic Experiencers	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, Boomer Bliss rank 13th, making up 63,809 households, or 3% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 62
	Children at Home	54.5% of couples do not have children living at home (Above Average).
	Household Income	Above Average Household Income of $149,946 compared to BC at $113,574.
	Top Social Values	Work Ethic, National Pride, and Culture Sampling.
	Top Tourism Activities	Swimming, Cycling, and Camping. Above Average interest in Parks/City Gardens, Photography, and Bars/Restaurant Bars.
	Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, and Montreal), Boomer Bliss from British Columbia spent an average of $1,840 (Above Average) on their last vacation.
	Social Media	74.7% currently use Facebook, 32.5% use Instagram (Below Average), 23.3% use Twitter (Below Average), and 68.9% use YouTube.

2021 BC PRIZM SEGMENT SUMMARY
OLD TOWN ROADS

General Canadian Summary
• Older, lower-middle-income town couples and singles
• Mixed Education
• Lower-Income jobs in manufacturing, farming, services and trades
• Value investing in Canadian made goods/services
• Top Geography: Prince Edward Island, Southern Ontario, Nova Scotia, New Brunswick, British Columbia
• EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Old Town Roads rank 35th, making up 21,518 households, or 1.1% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 60
Children at Home	53% of couples do not have children living at home (Above Average)
Household Income	Below Average Household Income of $87,797 compared to BC at $113,574
Top Social Values	Attraction to Nature, Emotional Control, and Utilitarian Consumerism
Top Tourism Activities	Hiking/Backpacking, Swimming, and Camping. Above Average interest in Cycling, Photography, and Visiting Parks/City Gardens
Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Banff, Calgary, Jasper, Manitoba, and Ottawa), Old Town Roads from British Columbia spent an average of $1,760 (Average) on their last vacation.
Social Media	82.7% currently use Facebook, 30.3% use Instagram (Below Average), 20.2% use Twitter (Below Average), and 68.6% use YouTube.

Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY
MID-CITY MELLOW

General Canadian Summary	Category	British Columbia Highlights
• Older and mature city homeowners, a collection of both older couples and middle-aged families raising older children • Mixed Education, with service, white-collar and blue-collar jobs • Value the virtues of other cultures, environmental protection, preservation of their moral, spiritual and cultural nature • Top Geography: Winnipeg, Edmonton, Hamilton, Toronto • EQ Type: Personal History Explorers	**Household Count**	Of the 67 PRIZM Clusters identified in Canada, Mid-City Mellow rank 37th, making up 18,870 households, or 0.9% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 58
	Children at Home	47.9% of couples have children living at home (Above Average).
	Household Income	Above Average Household Income of $134,926 compared to BC at $113,574
	Top Social Values	Legacy, Need for Escape, and Personal Control
	Top Tourism Activities	Swimming, Camping, and Cycling. Above Average interest in Visiting National/Provincial Parks, Golfing, and Ice Skating.
	Travel	Average interest for travelling within Canada (Above Average for Calgary), Mid-City Mellow from British Columbia spent an average of $1,719 (Average) on their last vacation.
	Social Media	75.3% currently use Facebook, 36.2% use Instagram, 24.6% use Twitter, and 68.4% use YouTube.

2021 BC PRIZM SEGMENT SUMMARY
HAPPY MEDIUM

General Canadian Summary
• Suburban, middle-income couples and families
• Mixed Education (High School/College)
• Blue-collar and Service Sector Positions in manufacturing, construction, mining and public administration
• Enjoy home based activities such as sewing and woodworking as well as spectator sports and shopping at second hand stores
• Top Geography: Greater Sudbury, Belleville, Fredericton, Saint John
• EQ Type: Virtual Traveller

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Happy Medium rank 39th, making up 14,897 households, or 0.7% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	49.5% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of $111,932 compared to BC at $113,574.
Top Social Values	Attraction to Nature, Utilitarian Consumerism, and Need for Escape.
Top Tourism Activities	Swimming, Camping, Hiking/Backpacking. Above Average interest in Cycling, Photography, and Fishing/Hunting.
Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, Banff, and Ottawa), Happy Medium from British Columbia spent an average of $1,768 (Average) on their last vacation.
Social Media	78.7% currently use Facebook, 32.1% use Instagram (Below Average), 21.7% use Twitter (Below Average), and 69.9% use YouTube.

DIVERSE CYCLISTS

2021 BC PRIZM SEGMENT SUMMARY
STRESSED IN SUBURBIA

General Canadian Summary
• Middle-Income, younger and middle-aged suburban families
• Mixed Education - College/High School
• Blue-collar and service sector jobs
• Value leisure activities (cross-country skiing, golf, country music concerts and dinner theatres)
• Top Geography: Red Deer, Barrie, Kitchener, Oshawa, Kingston
• EQ Type: Gentle Explorer

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Stressed in Suburbia rank 21st, making up 35,103 households, or 1.7% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 49
Children at Home	42.4% of couples have children living at home (Average).
Household Income	Average Household Income of $108,377 compared to BC at $113,574.
Top Social Values	Need for Escape, Racial Fusion, and Flexible Families
Top Tourism Activities	Hiking/Backpacking, Swimming, and Camping. Above Average interest in Cycling, Canoeing/Kayaking, and Visiting National/Provincial Parks.
Travel	Above Average interest for travelling within Canada (Above Average for Vancouver, Other Alberta, Banff, Jasper, and Montreal), Stressed in Suburbia from British Columbia spent an average of $1,468 (Below Average) on their last vacation.
Social Media	77.2% currently use Facebook, 38% use Instagram, 24.5% use Twitter, and 69.7% use YouTube.

2021 BC PRIZM SEGMENT SUMMARY
INDIGENOUS FAMILIES

General Canadian Summary	Category	British Columbia Highlights
• Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin • Mixed Education (Grade 9/High School) • Positions in health care, education and the trades • Value volunteering within their communities and outdoor activities such as hiking, skiing and boating • Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta	Household Count	Of the 67 PRIZM Clusters identified in Canada, Indigenous Families rank 30th, making up 26,026 households, or 1.3% of the total Households in British Columbia (2,018,734).
	Maintainer Age	Median Household Maintainer Age is 55
	Children at Home	38.5% of couples do not have children living at home (Below Average).
	Household Income	Below Average Household Income of $85,039 compared to BC at $113,574.
	Top Social Values	Multiculturalism, Attraction to Nature, and Community Involvement
	Top Tourism Activities	Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Canoeing/Kayaking, and Visiting Parks/City Gardens.
	Travel	Average interest for travelling within Canada (Above Average for Other Alberta, Banff, Jasper, and Manitoba), Indigenous Families from British Columbia spent an average of $1,583 (Average) on their last vacation.
	Social Media	84.1% currently use Facebook, 34.3% use Instagram (Below Average), 21.6% use Twitter (Below Average), and 68.7% use YouTube.

TOP EQ TYPES

2021 EQ TYPE SUMMARY
AUTHENTIC EXPERIENCERS

General Canadian Summary

- Affluent, highly educated mature singles and couples with older children; living in urban and suburban neighbourhoods

- Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit

- Tend to be older, highly educated and adventurous

- Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way

- Drawn to nature and are likely to seek it out far and wide

- Travel is an important part of their lives, so they are likely to go often and for a while

Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	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).
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	46% of couples do not have children living at home (Above Average).
Household Income	Above Average Household Income of $160,372 compared to BC at $113,574.
Top Social Values	Culture Sampling, Legacy and National Pride
Top Tourism Activities	Swimming, Camping, Cycling Above average interest in Downhill Skiing and Sporting Events
Travel	Average interest for travelling within Canada. Authentic Experiencers from British Columbia spent an average of $1,769 (Average) on their last vacation.
Social Media	75% currently use Facebook (Average), 37% use Instagram (Average), 25% use Twitter (Average) and 70% use YouTube (Average).

Source: Environics Analytics- Envision 2021

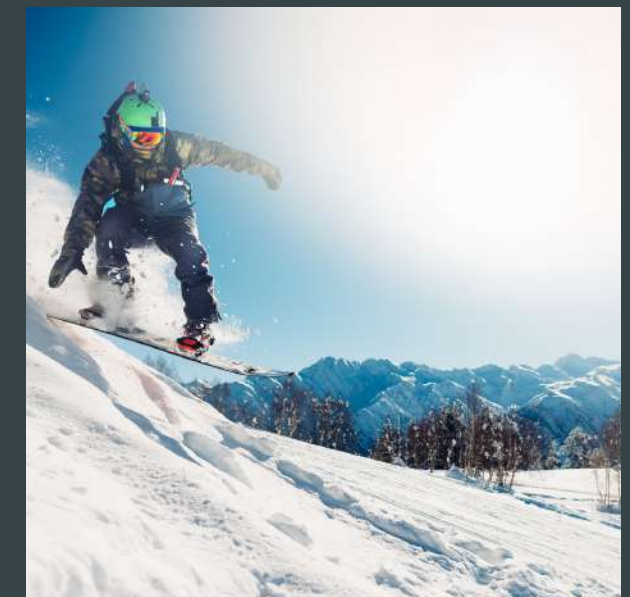# 2021 EQ TYPE SUMMARY
FREE SPIRITS

General Canadian Summary

- Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas

- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others

- Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest

- They seek some structure when they travel so they can indulge in worry-free hedonistic activities

- Enjoy the best they can afford in terms of accommodations and restaurants

Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	•Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 323,033 households, or 16% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	56% of couples have children living at home (Above Average).
Household Income	Average Household Income of $121,583 compared to BC at $113,574.
Top Social Values	Consumption Evangelism, Traditional Family, Multiculturalism
Top Tourism Activities	Camping, Swimming, Hiking/Backpacking. Above average interest in Video Arcades, Adventure Sports, Snowboarding
Travel	Average interest for travelling within Canada (Above Average for Whistler). Free Spirits from British Columbia spent an average of $1,523 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average).

Source: Environics Analytics- Envision 2021
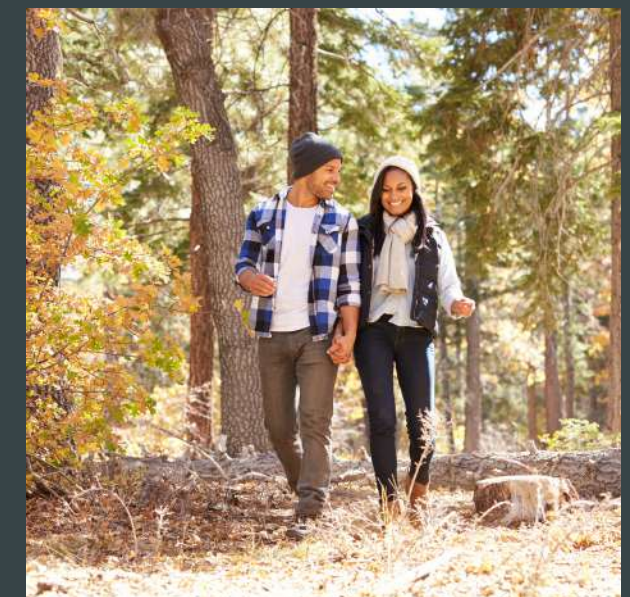
2021 EQ TYPE SUMMARY
GENTLE EXPLORERS

General Canadian Summary

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel

- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home

- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so

- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures

- They prefer creature comforts and the security of group travel

- Travel is an opportunity to act more vividly and spontaneously than when at home

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 320,030 households, or 15.9% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	43% of couples do not have children living at home (Average).
Household Income	Below Average Household Income of $99,208 compared to BC at $113,574.
Top Social Values	Need for Escape, Racial Fusion, Flexible Families
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing
Travel	Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Jasper). Gentle Explorers from British Columbia spent an average of $1,558 (Average) on their last vacation.
Social Media	79% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average).

2021 EQ TYPE SUMMARY
NO HASSLE TRAVELLERS

General Canadian Summary

- Mature singles and couples, without children at home, who are in or nearing retirement

- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life

- Average Canadians/Americans leading busy lives, understated and cautious with spending money

- Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations

- Prefer quiet weekend getaways close by

Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 8th, making up 118,852 households, or 5.9% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	45% of couples have children living at home (Average).
Household Income	Average Household Income of $122,879 compared to BC at $113,574.
Top Social Values	Need for Escape, Emotional Control, Attraction to Nature
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Camping, Cycling, Visiting National/Provincial Parks, Fishing/Hunting, Golfing
Travel	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper), No Hassle Travellers from British Columbia spent an average of $1,596 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 36% use Instagram (Average), 24% use Twitter (Average) and 69% use YouTube (Average).

Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY
PERSONAL HISTORY EXPLORERS

General Canadian Summary

- Diverse families living in both urban and rural areas; lower levels of educational attainment and earning below-average incomes

- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style and security

- They are a more culturally diverse group

- Social people who enjoy being with others when travelling and favour group travel

| Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 7th, making up 147,316 households, or 7.3% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	46% of couples have children living at home (Above Average).
Household Income	Below Average Household Income of $102,730 compared to BC at $113,574.
Top Social Values	Ecological Fatalism, Traditional Family, Multiculturalism
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Snowboarding, Film Festivals
Travel	Average interest for travelling within Canada (Above Average for Victoria, Toronto, Montreal), Personal History Explorers from British Columbia spent an average of $1,650 (Average) on their last vacation.
Social Media	74% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 74% use YouTube (Average).

2021 EQ TYPE SUMMARY
REJUVENATORS

General Canadian Summary

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes

- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves

- They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US

- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 3rd, making up 296,119 households, or 14.7% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	54% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of $106,423 compared to BC at $113,574.
Top Social Values	Attraction to Nature, Emotional Control, Community Involvement
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Cycling, Photography, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golfing
Travel	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa), Rejuvenators from British Columbia spent an average of $1,775 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 61% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).
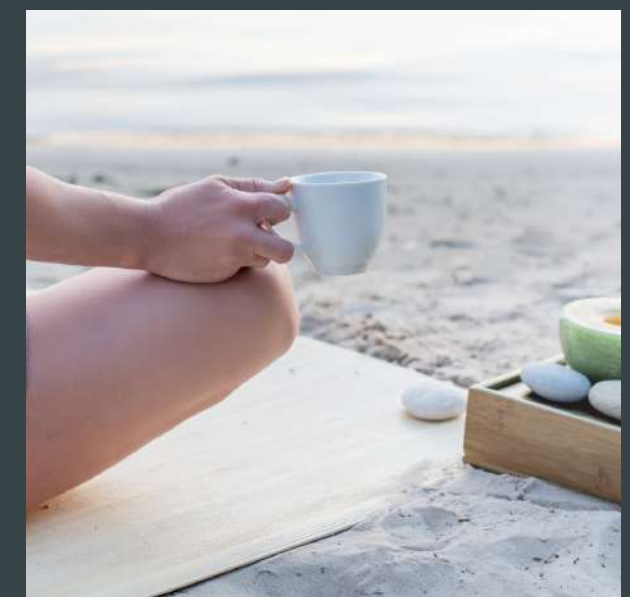
2021 EQ TYPE SUMMARY
VIRTUAL TRAVELLERS

General Canadian Summary

- Middle-aged families with lower levels of educational attainment; living outside of urban areas

- Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends or relatives

- For Virtual Travellers, travelling is a chore, not an experience to be enjoyed

- They are fearful of change and complexity in their lives and like to maintain control when travelling

- They are highly unlikely to venture far from home

Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Virtual Travellers rank 9th, making up 92,619 households, or 4.6% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	The Median Household Maintainer Age is 58, 53% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of $105,134 compared to BC at $113,574.
Top Social Values	Attraction to Nature, Emotional Control, Racial Fusion.
Top Tourism Activities	Swimming, Camping, Hiking/Backpacking. Above average interest in Photography, Fishing/Hunting, Visiting National/Provincial Parks and Historical Sites
Travel	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Ottawa), Virtual Travellers from British Columbia spent an average of $1,773 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 36% use Instagram (Average), 22% use Twitter (Below Average) and 69% use YouTube (Average).

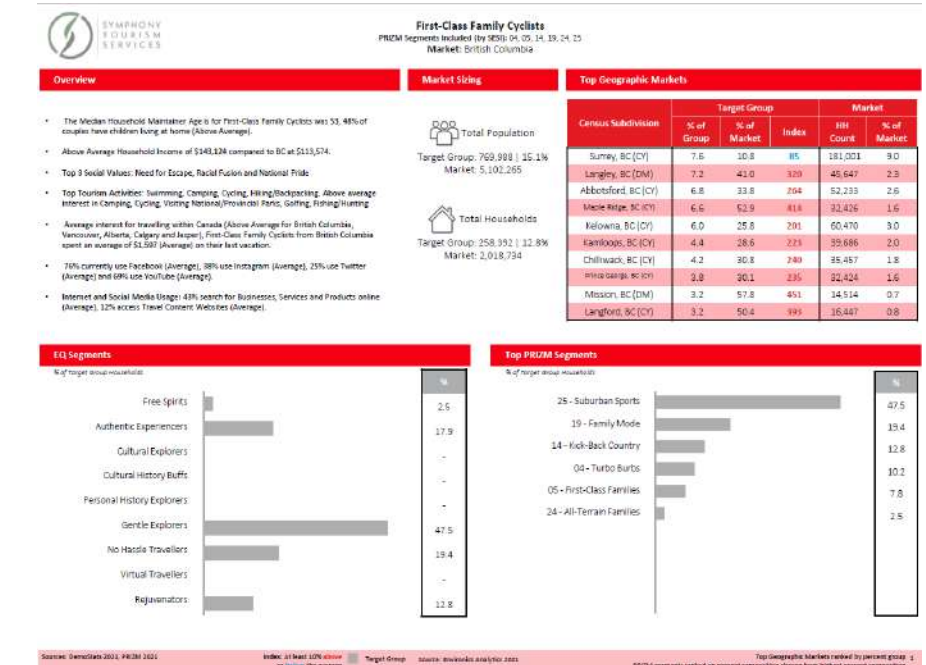Source: Environics Analytics- Envision 2021

ADDITIONAL RESOURCES

SUMMARY OF REPORTS

Project Deliverables:

- First-Class Family Cyclists - BC Profile
- Middle-Aged Movers - BC Profile
- Speedy Seniors - BC Profile
- Diverse Cyclists - BC Profile

- **First-Class Family Cyclists**
  - Surrey Profile
- **Middle-Aged Movers**
  - Revelstoke Profile
- **Speedy Seniors**
  - Nanaimo Profile
- **Diverse Cyclists**
  - Prince George Profile

Profile Details:

- Each EQ, PRIZM and Visitor Profile Includes 17 pages of detailed information:
  - Demographics
  - Key Social Values
  - Key Tourism Activities
  - Travel Profile (Vacation Booking, Vacation Spend etc.)
  - Traditional and Digital (Social) Media usage
  - Product Preferences
  - Internet Activity

RESOURCES

Destination Canada - Explorer Quotient (EQ) Program & Toolkit

Environics Analytics PRIZM Segmentation System

PRIZM Marketer's Guide 2021

ABOUT SYMPHONY

- Symphony Tourism Services is a small consulting company created as a resource to support the tourism industry in the Thompson Okanagan region and across British Columbia. STS is a subsidiary of the Thompson Okanagan Tourism Association (TOTA).

- STS currently supplies research, marketing, consulting and project management services ranging from economic development and tourism development consulting, custom visitor and market research, and digital marketing campaign development and execution.

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ABOUT ENVIRONICS

Environics Analytics is one of North America's leading data analytics and marketing services companies.

PRIZM provides insights into more than 30,000 variables including demographics, consumer preferences, lifestyles and values.

Environics Analytics Research provides a deeper understanding of customers and markets through geographic analysis and customized segmentation.
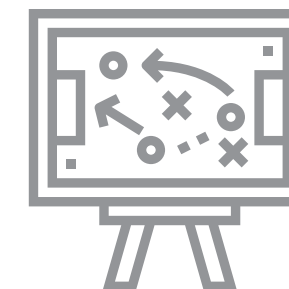
Market Reports Available for:
- BC
- Alberta
- Ontario
- United States
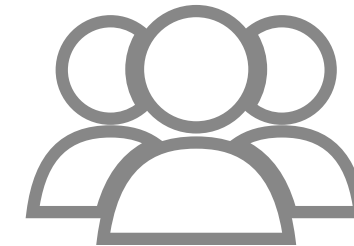
Understand your Customers

Identify Top Markets

Execute your Strategy

ABOUT EQ

- Explorer Quotient, also known as EQ, was developed by Destination Canada in partnership with Environics Analytics.

- EQ is a proprietary market segmentation system based on the science of psychographics; developed to provide tourism businesses with insights into why and how people like to travel

- EQ goes beyond traditional market research of defining people. It looks deeper at views of the world to learn exactly why different types of travellers seek out entirely different travel experiences.

DESTINATION CANADA EQ RESOURCES

- EQ TOOLKIT

- EQ PROFILES

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