

Overview

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).

The Median Household Maintainer Age is **51**, **50.7%** of couples have children living at home (Above Average).

Above Average Household Income of **\$143,652** compared to BC at \$113,574.

Top 3 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.

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.

74.8% currently use Facebook, **39.8%** use Instagram, **26.9%** use Twitter, and **68.6%** use YouTube.

Market Sizing



Total Population

Target Group: 152,262 | 3.0%
Market: 5,102,265



Total Households

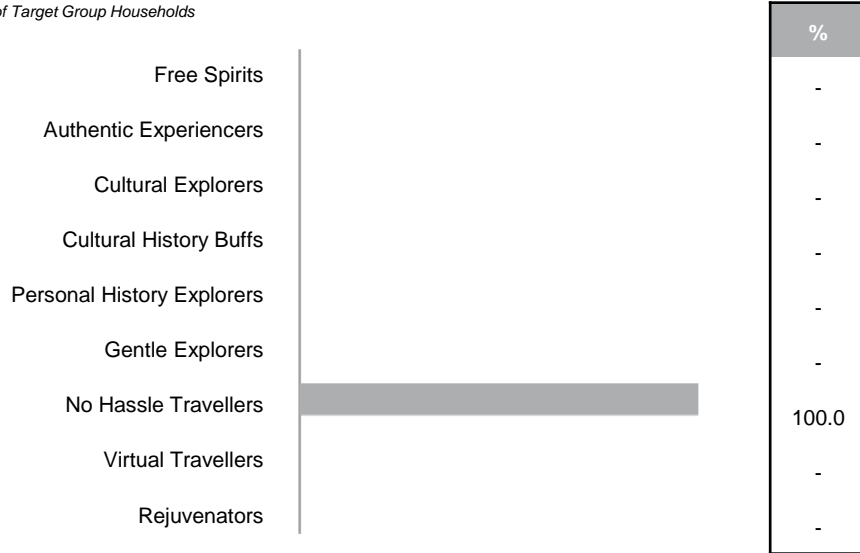
Target Group: 50,010 | 2.5%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Maple Ridge, BC (CY)	11.7	18.0	728	32,426	1.6
Kelowna, BC (CY)	10.9	9.0	363	60,470	3.0
Kamloops, BC (CY)	9.3	11.7	473	39,686	2.0
Chilliwack, BC (CY)	8.1	11.5	464	35,457	1.8
Surrey, BC (CY)	6.7	1.9	75	181,001	9.0
Abbotsford, BC (CY)	6.5	6.2	251	52,233	2.6
West Kelowna, BC (DM)	5.3	19.7	795	13,454	0.7
Langley, BC (DM)	5.2	5.7	232	45,647	2.3
Langford, BC (CY)	5.1	15.7	632	16,447	0.8
Sooke, BC (DM)	3.3	29.2	1,178	5,730	0.3

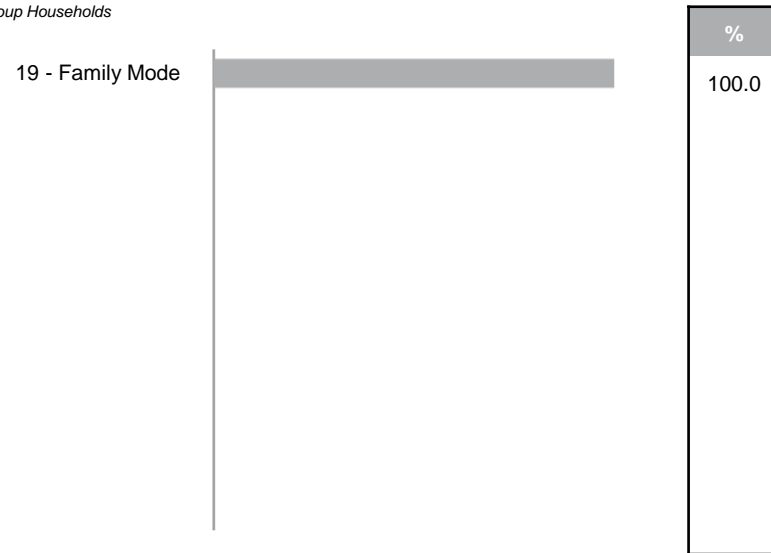
EQ Segments

% of Target Group Households



Top PRIZM Segments

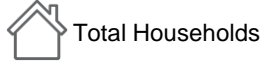
% of Target Group Households



Demographic Profile



Total Population
Target Group: 152,262 | 3.0%
Market: 5,102,265

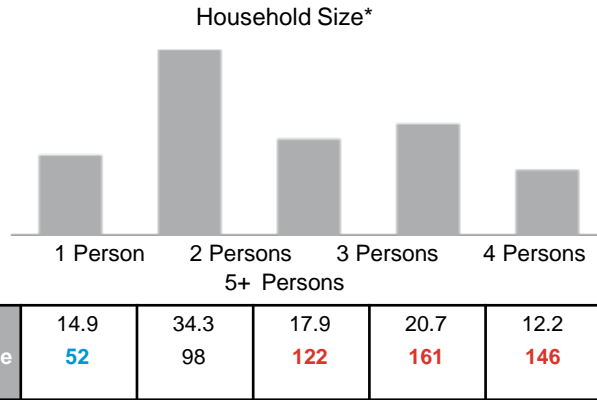


Total Households
Target Group: 50,010 | 2.5%
Market: 2,018,734

Average Household
Income
\$143,652
(126)

Median Household
Maintainer Age

51
(94)



Marital Status**

65.4
%
(115)
Married/Common-Law

Family Composition***

50.7
%
(121)
Couples With Kids at Home

Education**

31.5
%
(107)
High School Certificate Or Equivalent

Visible Minority Presence*

14.1
%
(43)
Belong to a visible minority group

Non-Official Language*

0.7
%
(21)
No knowledge of English or French

Immigrant Population*

14.5
%
(51)
Born outside Canada

Psychographics**

Strong Values

Weak Values

Need for Escape	13	70	Brand Genuineness
	4		Ostentatious Consumption
Flexible Families	12	74	Need for Status Recognition
	5	77	Active Government
Rejection of Orderliness	12	77	Intuition & Impulse
	4		
Cultural Assimilation	12	79	
	3		
Technology Anxiety	11		
	9		

Need for Escape
Index = **134**

Flexible Families
Index = **125**

National Pride
Index = **119**

Racial Fusion
Index = **117**

Emotional Control
Index = **114**

Ecological Fatalism
Index = **110**

Work Ethic
Index = 109

Primacy of the Family
Index = 107

Legacy
Index = 106

Effort Toward Health
Index = 106

Brand Apathy
Index = 105

Social Intimacy
Index = 102

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	84.4	100
Camping	58.9	117
Gardening	58.5	98
Swimming	57.8	110
Home exercise & home workout	55.4	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	46.5	89
Parks & city gardens	46.1	107
Bars & restaurant bars	37.3	101
Movies at a theatre/drive-in	37.1	101
Art galleries, museums & science centres	34.3	103

Key Tourism Activities**

Camping  58.9% (117)	Swimming  57.8% (110)	Cycling  52.4% (114)	Hiking & backpacking  48.1% (96)	Parks & city gardens  46.1% (107)	Canoeing & kayaking  38.9% (110)	Photography  38.6% (98)	Bars & restaurant bars  37.3% (101)
Golfing  34.0% (128)	Fishing & hunting  31.1% (127)	National or provincial park  30.8% (107)	Ice skating  28.2% (124)	Cross country skiing & snowshoeing  27.7% (113)	Specialty movie theatres/IMAX  23.0% (109)	Downhill skiing  22.8% (120)	Pilates & yoga  22.5% (98)
Sporting events  21.9% (128)	Historical sites  19.1% (98)	Hockey  17.6% (152)	Zoos & aquariums  15.5% (96)	Video arcades & indoor amusement centres  14.4% (94)	Theme parks, waterparks & water slides  13.9% (114)	Power boating & jet skiing  13.7% (113)	ATV & snowmobiling  12.6% (104)
Adventure sports  10.5% (89)	Beer, food & wine festivals  9.8% (88)	Snowboarding  9.6% (115)	Curling  9.6% (123)	Marathon or similar event  7.1% (128)	Music festivals  7.0% (84)	Inline skating  5.9% (133)	Film festivals  4.1% (66)

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

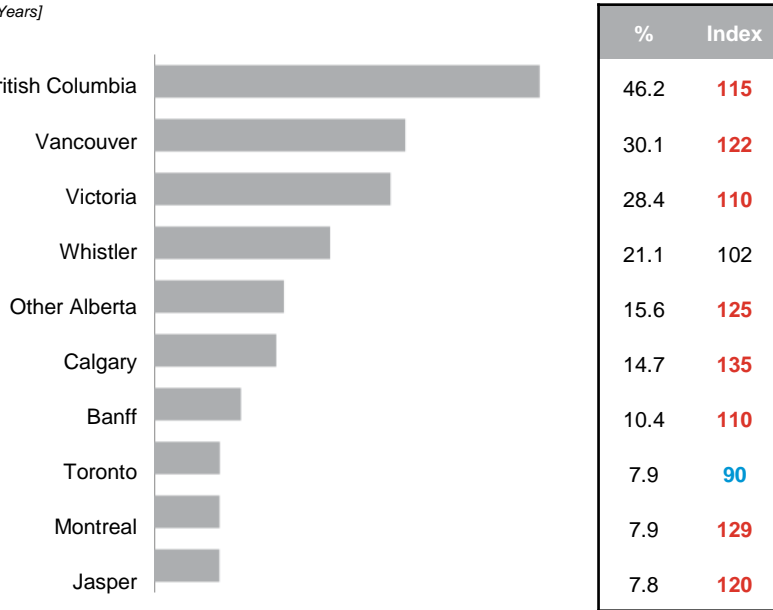
(1) Indicates small sample size Based on Household Population 12+

**Selected and ranked by percent composition 3
**Ranked by percent composition

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

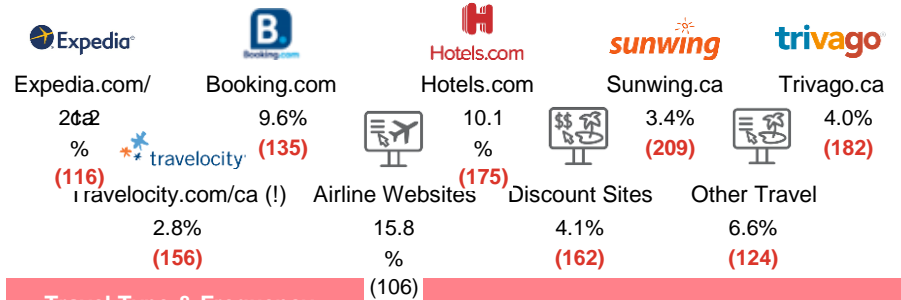


Vacation Booking*

Used [Past 3 Years]

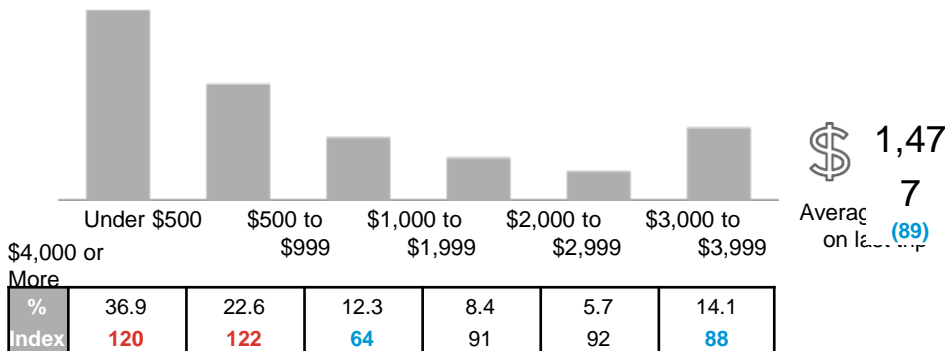


Booked With [Past Year]**



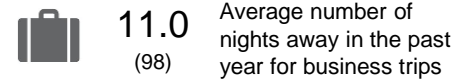
Vacation Spending

Spent Last Vacation

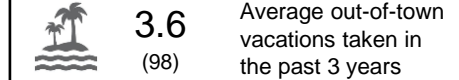


Travel Type & Frequency

Business Trips



Personal Trips

















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



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 59.3 % (105)	 Friends/relative 44.3 % (104)	 All-inclusive resort 39.0 % (127)	 Camping 28.8 % (120)	 Vacation rental by owner 21.0 % (110)	 Motel 20.9 % (107)	 Cottage 9.4 % (101)
 B&B 14.1 % (102)	 Condo/apartment 14.2 % (111)	 RV/camper 15.5 % (122)	 Cruise 11.0 % (97)	 Package 10.1 % (122)	 Spa 7.0 % (128)	 Boat 3.6 % (97)









Airline Preferences**

Flown [Past Year]

 Air Canada 28.7 % (93)	 WestJet 28.7 % (98)	 Air Transat 20.0 % (142)	 Porter 11.0 % (42)	 Other Canadian 6.0 % (135)
 Delta 16.1 % (123)	 United 11.1 % (131)	 American 11.1 % (193)	 Other American 14.7 % (147)	
 European Airlines 6.7 % (95)	 Asian Airlines 7.1 % (121)	 Other Charter 7.1 % (166)	 Other 6.7 % (95)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.2 % (153)	 Budget 6.4 % (164)	 Avis 3.4 % (161)	 U-Haul 3.0 % (204)
 Hertz 3.9 % (170)	 National (!) 5.3 % (186)	 Discount (!) 2.3 % (262)	 Other Rentals 2.2 % (142)

Media

Overall Level of Use

Radio



12 hours/week

k

(101)

Television



1,073 minutes/week

k

(92)

Newspaper



1 hours/week

(69)

Magazine



8 minutes/day

y

(99)

Internet



254 minutes/day

y

(107)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	30.6	86
Adult Contemporary	24.5	126
Classic Hits	17.4	128
Today's Country	14.2	153
Mainstream Top 40/CHR	13.1	106
Classic Rock	13.1	134
Multi/Variety/Specialty	12.3	84
Modern/Alternative Rock	10.4	118
Hot Adult Contemporary	8.5	106
Not Classified	6.1	84

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	43.0	99
Evening local news	39.8	96
News/current affairs	30.6	95
Primetime serial dramas	27.4	92
Suspense/crime dramas	25.8	89
Morning local news	25.5	112
Home renovation/decoration shows	24.7	107
Documentaries	24.6	98
Situation comedies	24.0	108
Hockey (when in season)	23.3	107

Top Newspaper Sections

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	52.7	93
National News	49.6	93
International News & World	48.7	94
Movie & Entertainment	27.9	92
Health	27.3	80
Food	25.4	87
Editorials	25.1	81
Travel	21.4	85
Sports	21.4	88
Business & Financial	21.2	85

Top Magazine Publications

Read [Past Month]

	%	Index
Other U.S. magazines	11.7	121
Other English-Canadian	10.7	105
Maclean's	10.4	155
National Geographic	9.3	156
Canadian Living	7.3	121
People	7.0	171
Reader's Digest	6.8	126
Chatelaine (English edition)	5.6	165
Hello! Canada	5.4	145
Cineplex Magazine	5.2	154

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.0	104
Send/receive a text/instant message	63.9	104
Participate in an online social network	63.3	117
Take pictures/video	52.6	107
Use apps	51.6	110
Do banking/pay bills online	51.6	102
Use maps/directions service	50.8	103
Access a news site	45.1	106
Internet search - business, services, products	42.6	93
Watch a subscription-based video service	39.5	107

Top Mobile Activities*

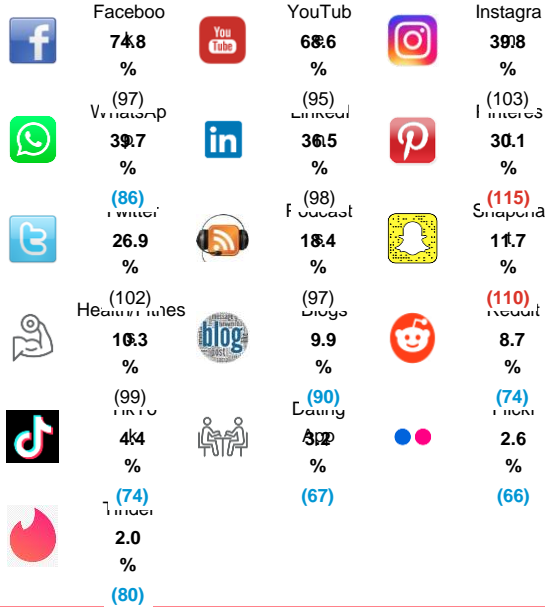
Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.3	104
Send/receive email	51.4	111
Take pictures/video	49.2	108
Use apps	46.8	110
Participate in an online social network	44.2	116
Use maps/directions service	42.2	105
Access a news site	28.1	104
Watch free streaming music videos	24.7	127
Internet search - business, services, products	23.8	83
Do banking/pay bills online	21.9	97

Media

Social Media Platforms

Usage (Currently Use)



Social Media Attitudes

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

"I am well informed about SM"
32% | Index = 104

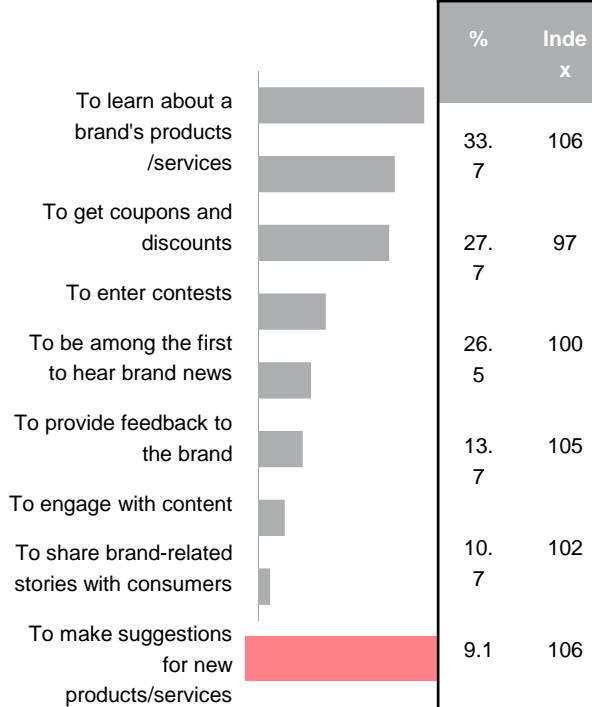
"Use SM to keep up on general news"
32% | Index = 90

"Use SM to keep up to date on news/events in my industry"
26% | Index = 100

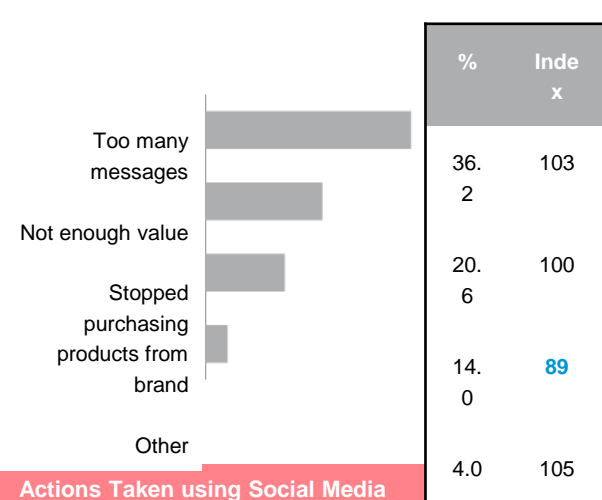
"Feel comfortable collaborating with others through SM"
26% | Index = 95

"I am open to receiving relevant marketing messages through social media channels"
18% | Index = 92

Reasons to Follow Brands

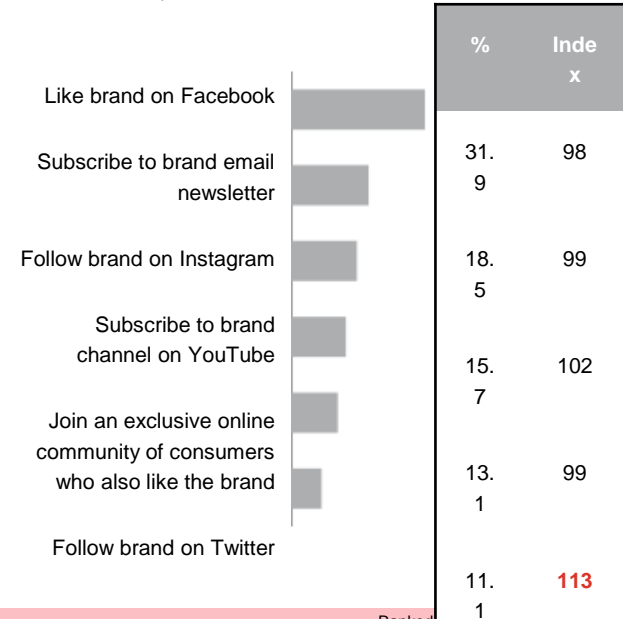


Reasons to Unfollow Brands



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I have tried a product/service based on a personal recommendation"
75% | Index = 103

"I would like to eat healthy foods more often"
74% | Index = 99

"I consider myself to be informed on current events or issues"
73% | Index = 104

"I generally achieve what I set out to do"
69% | Index = 99

"I value companies who give back to the community"
66% | Index = 98

"I am very concerned about the nutritional content of food products I buy"
65% | Index = 98

"I like to try new places to eat"
57% | Index = 105

"When I shop online I prefer to support Canadian retailers"
57% | Index = 100

"I make an effort to buy local produce/products"
57% | Index = **89**

"Family life and having children are most important to me"
56% | Index = 99

"I offer recommendations of products/services to other people"
53% | Index = 102

"I like to cook"
53% | Index = 93

"It's important to buy products from socially-responsible/environmentally-friendly companies"
52% | Index = 92

"I am interested in learning about different cultures"
50% | Index = **87**

"I like to try new and different products"
47% | Index = 98

"Free-trial/product samples can influence my purchase decisions"
44% | Index = 109

"I am adventurous/"outdoorsy""
43% | Index = 105

"Vegetarianism is a healthy option"
40% | Index = 108

"I prefer to shop online for convenience"
34% | Index = **111**

"Staying connected via social media is very important to me"
32% | Index = **117**

"I am willing to pay more for eco-friendly products"
32% | Index = **86**

"Advertising is an important source of information to me"
26% | Index = **118**

"I lead a fairly busy social life"
24% | Index = 93

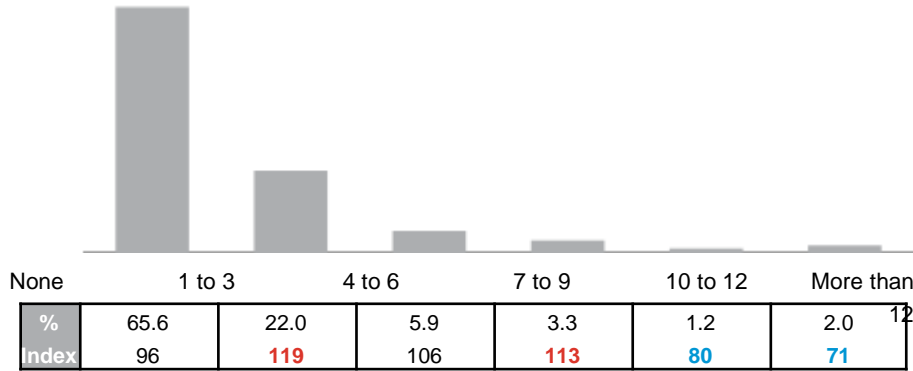
"I consider myself to be sophisticated"
23% | Index = **112**

"I enjoy being extravagant/indulgent"
20% | Index = **110**

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

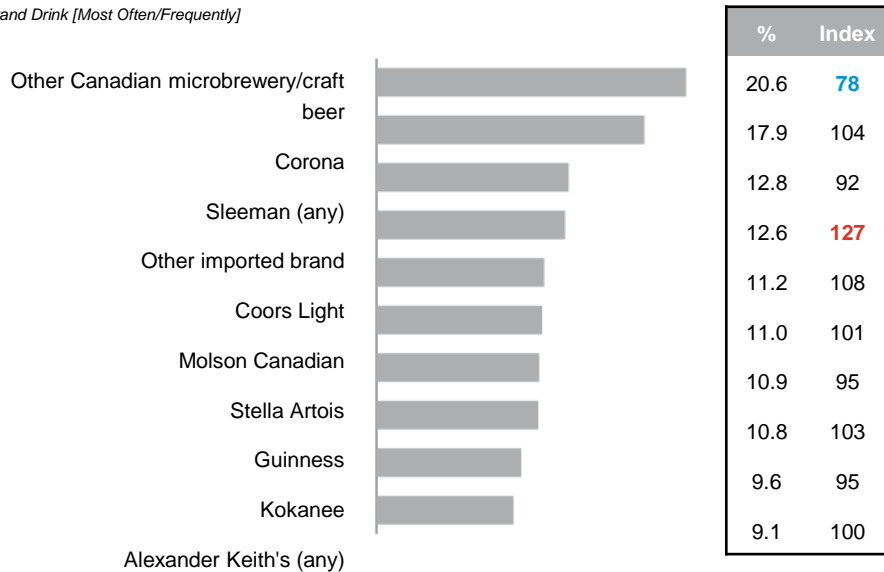
Drink [Past Month]	% Comp	Index
Canadian wine	24.6	114
Liqueurs (any)	11.2	101
Cider	10.8	91

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.7	94

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	20.6	78

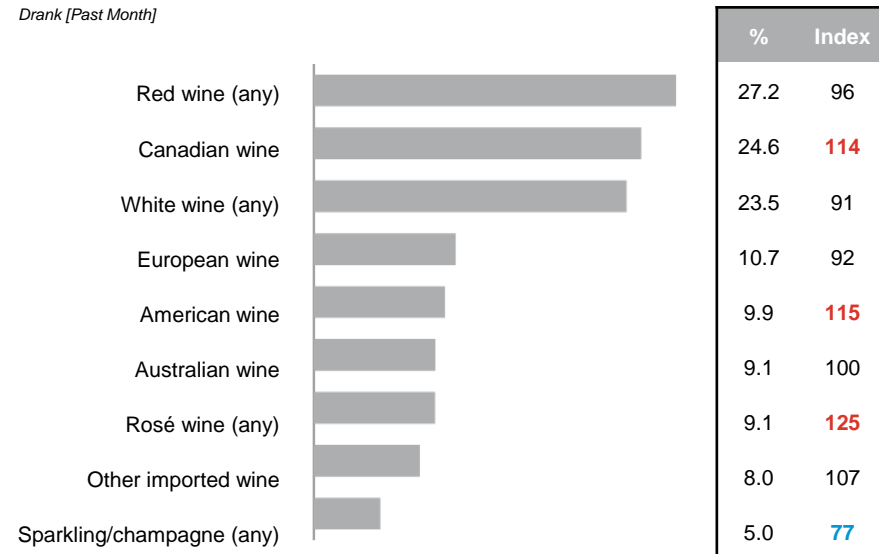
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

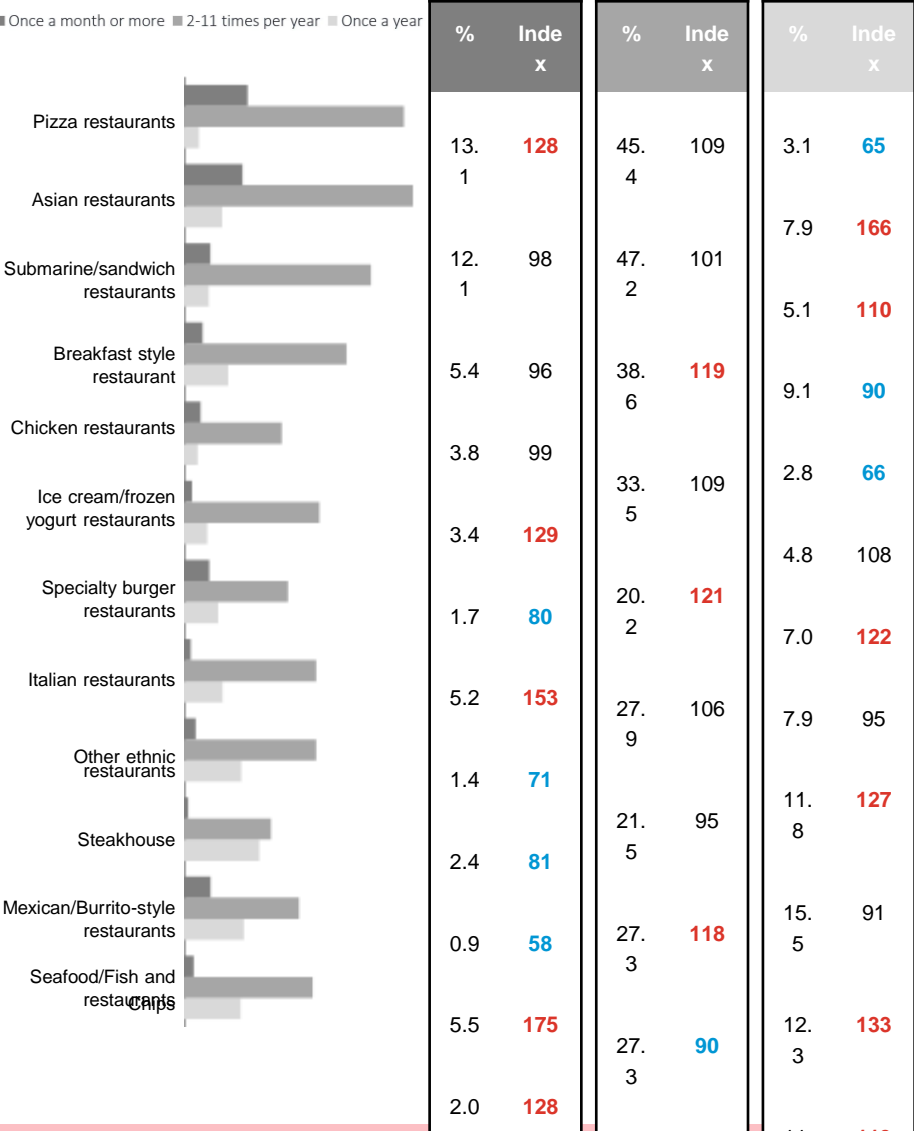


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

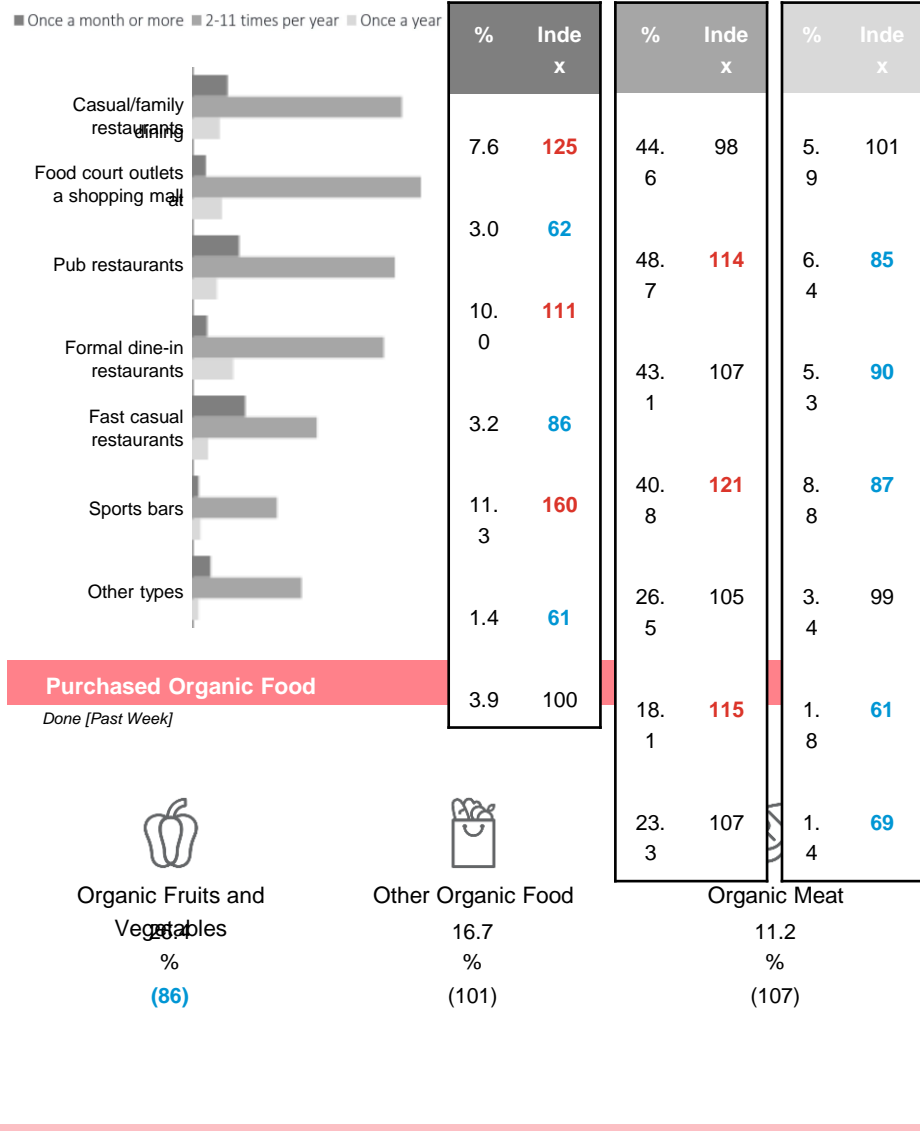
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
% (86)



Other Organic Food
% (101)

Organic Meat
% (107)

Product Preferences

Demographics



Rent
13.8
%

(43)



Own
86.2
%

(128)

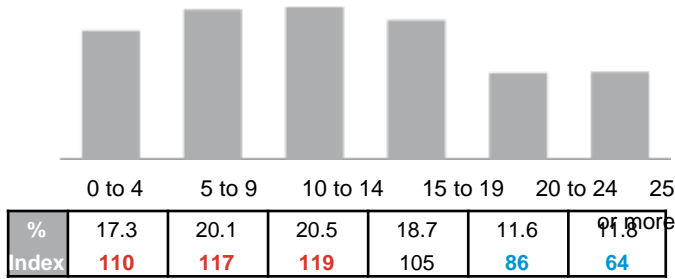


Households with
Children at Home

50.9
%

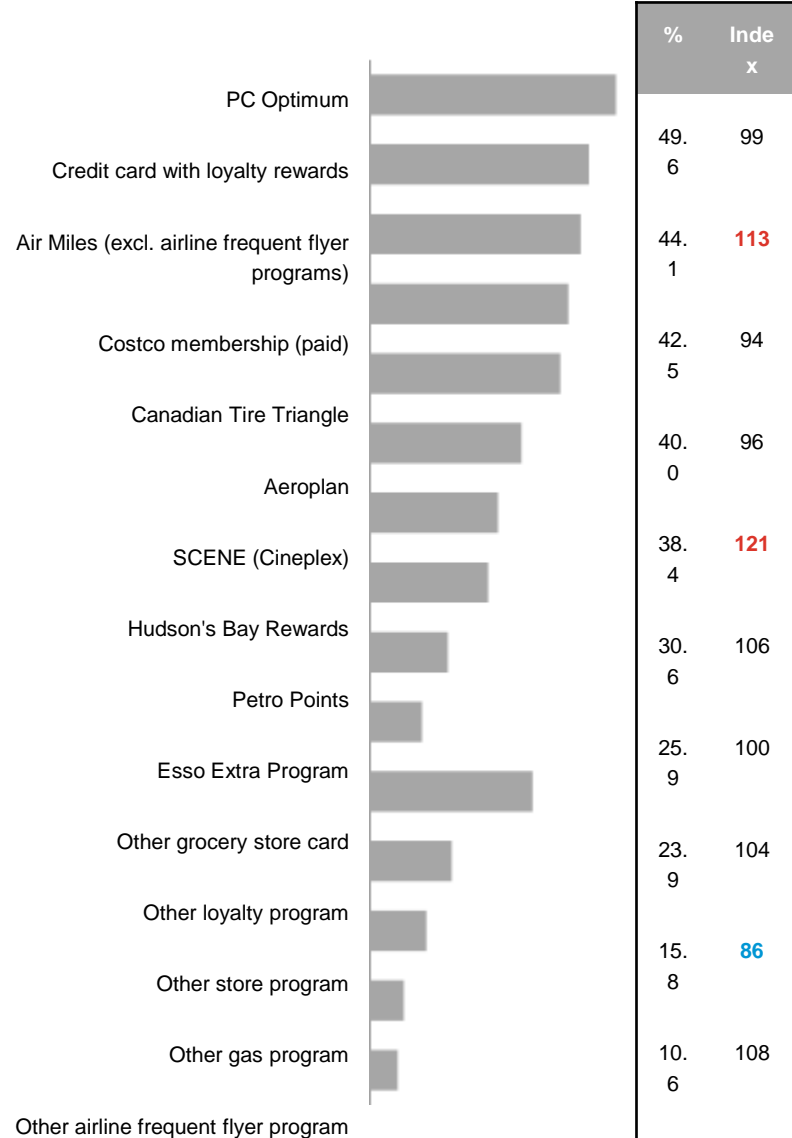
(137)

Age of Children at Home



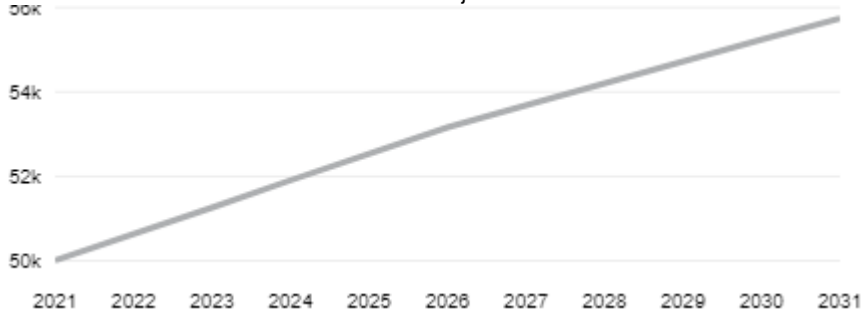
Loyalty Programs*

Member



Demographic Trends

Household Projections

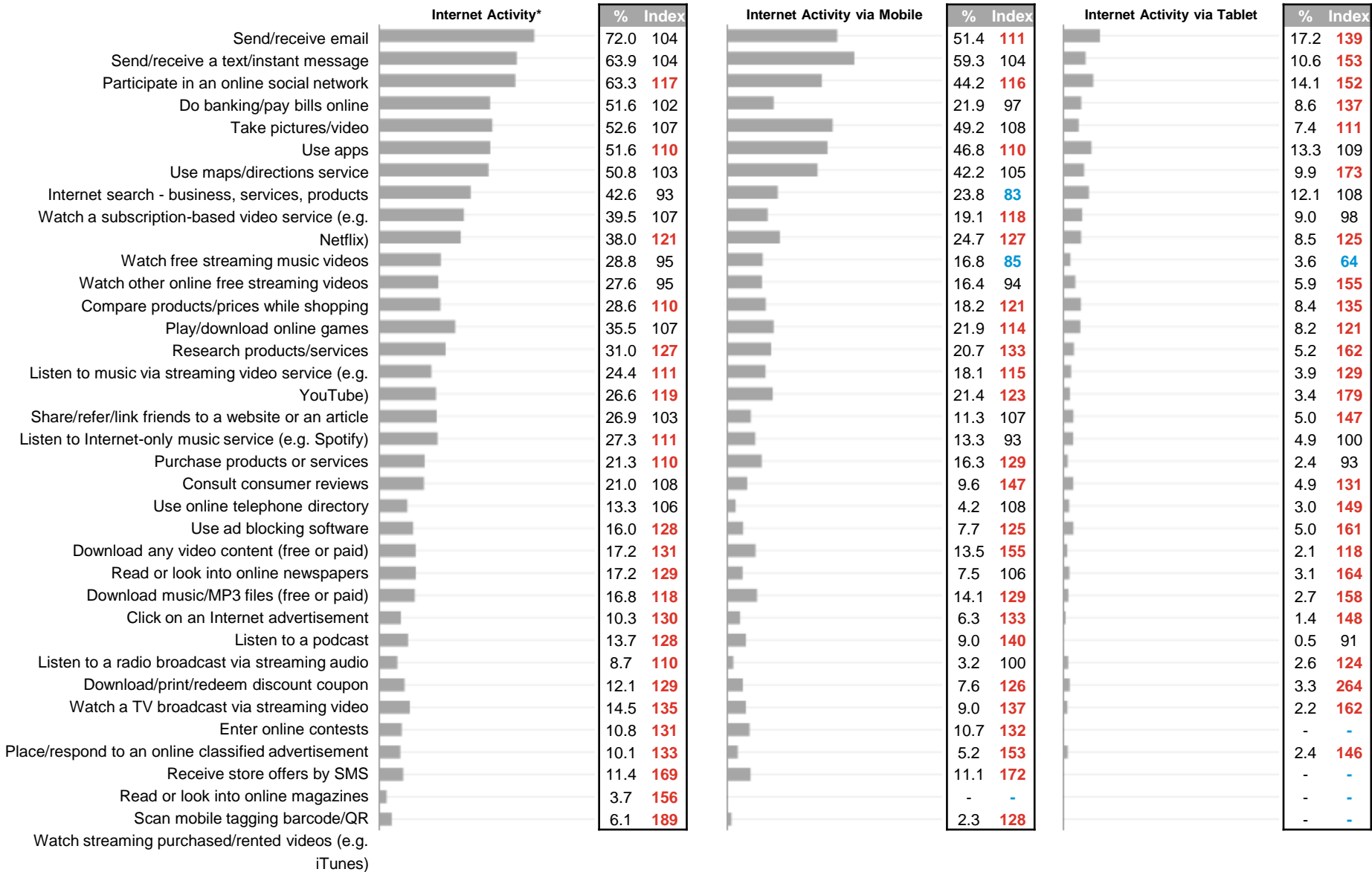


Name	2021	2024	2026	2031
Count	50,010	51,905	53,161	55,741
% Change	-	3.8	6.3	11.5
Index	-	136	135	132

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

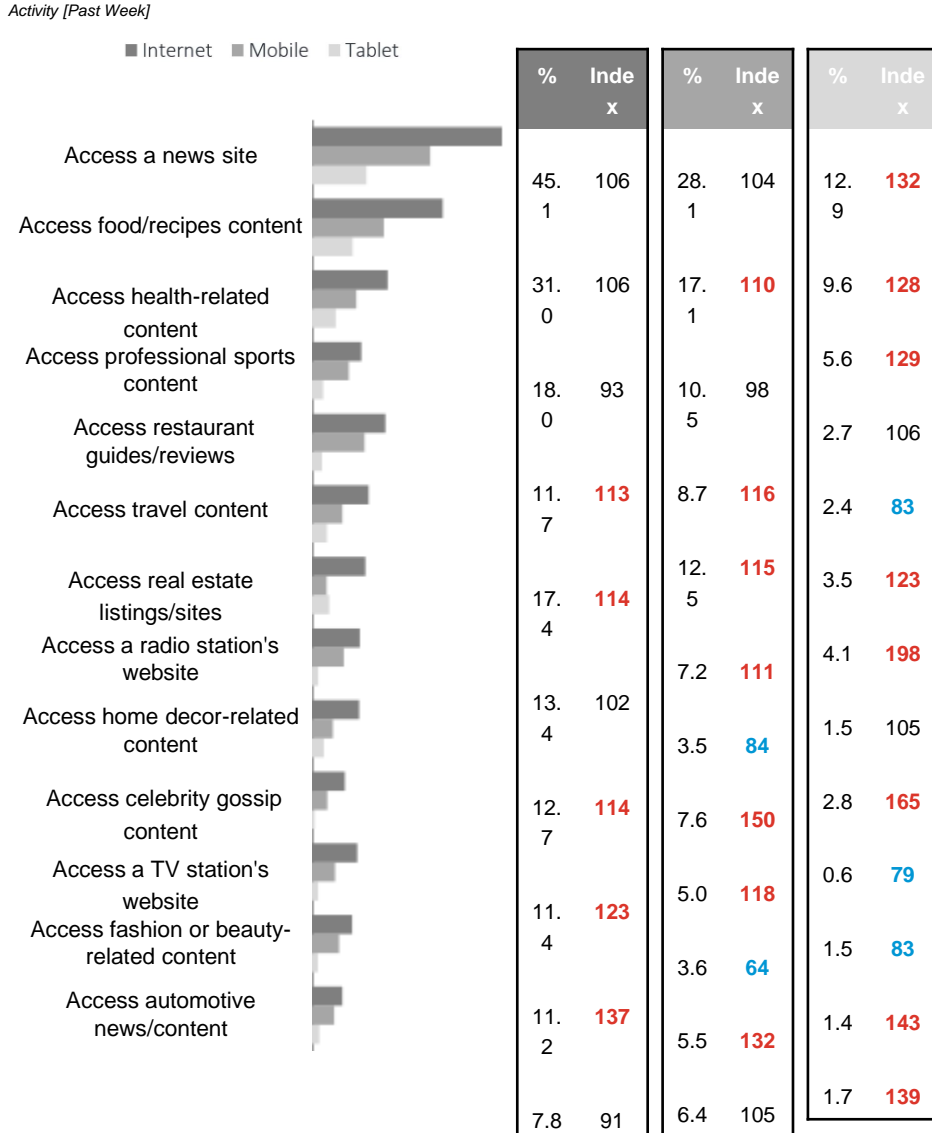
Internet Activity

Activity [Past Week]

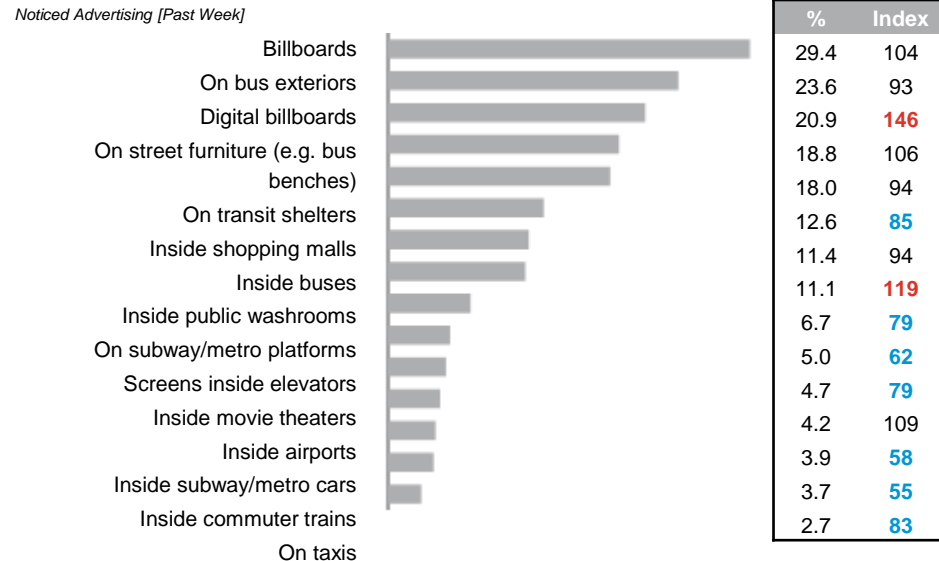


Internet Activity

Top Website Types*



Direct Media Usage



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

Index: e

Source: Environics Analytics 2021

*Ranked by national percent composition for internet activity

Based on Household Population 12+ ranked by percent composition

Social Media Usage

Social Media Overview

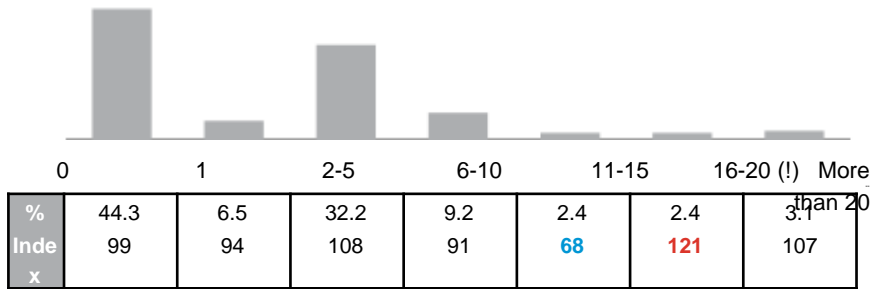
Internet and Social Media Usage: 42.6% search for Businesses, Services and Products online (Average), **11.7%** access Travel Content Websites (Above Average).

63.2% of Family Mode from British Columbia tend to access social media on their mobile phones during the morning hours (Average), **58.5%** during the afternoon hours (Average).

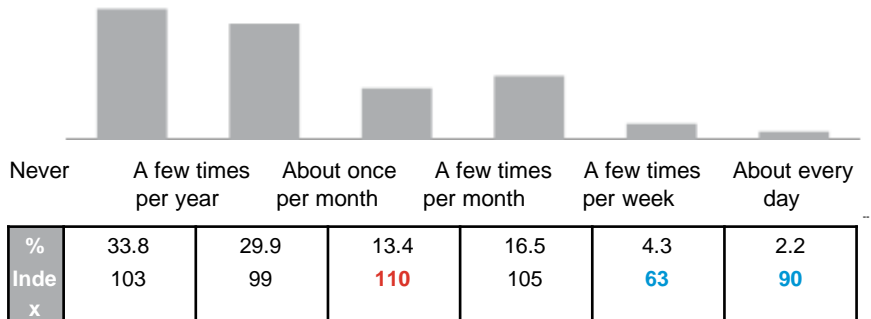
5.5% seek recommendations for Vacation/Travel Information via social media (Below Average).

Brand Interaction

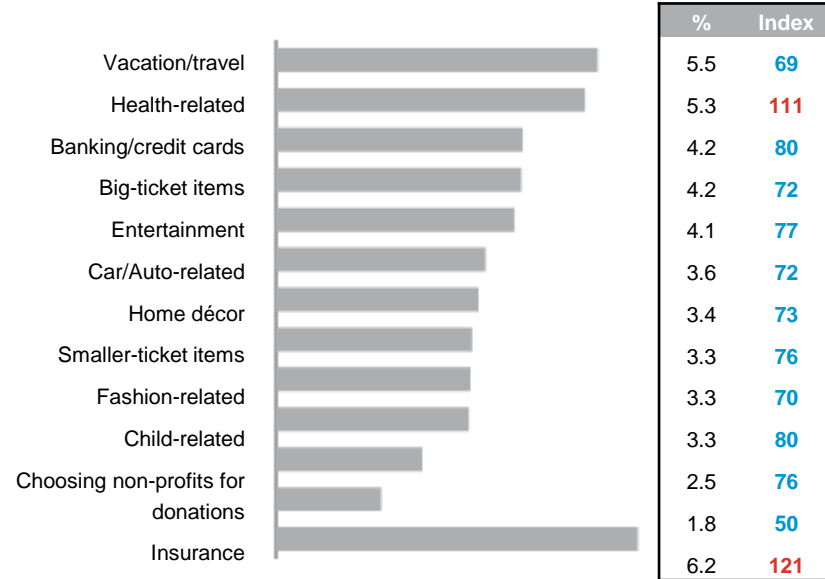
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

87% believe that Social Media companies should not be allowed to own or share their personal information (Average).

72% tend to ignore marketing and advertisements on Social Media (Average).

"Social media companies should not be allowed to own or share my personal information" 87% Index = 104	"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" 71% Index = 105	"Use SM to stay connected with family" 46% Index = 106

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	50.3	105
Watch video online	41.7	90
Chat in online chats	39.8	97
Read status updates/tweets	36.3	98
Read article comments	34.8	88
Listen to radio or stream music online	34.8	99
Share links with friends and colleagues	25.9	89
Click links in news feeds	18.8	82
Play games with others online	17.4	108
Post photos online	13.6	101
Read blogs	13.5	84
Chat in online forums	9.1	89
Update your status on a social network	9.1	85
Check in with locations	8.1	92
Rate or review products online	6.5	70
Comment on articles or blogs	6.4	74
Share your GPS location	5.8	71
Post videos online	5.0	88
Publish blog, Tumblr, online journal	2.3	61

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	46.9	101
Stay connected with personal contacts	46.3	97
Keep up to date on general news/events	43.6	94
Keep up to date on news/events in my industry	25.6	99
Stay connected with work/professional contacts	16.7	93

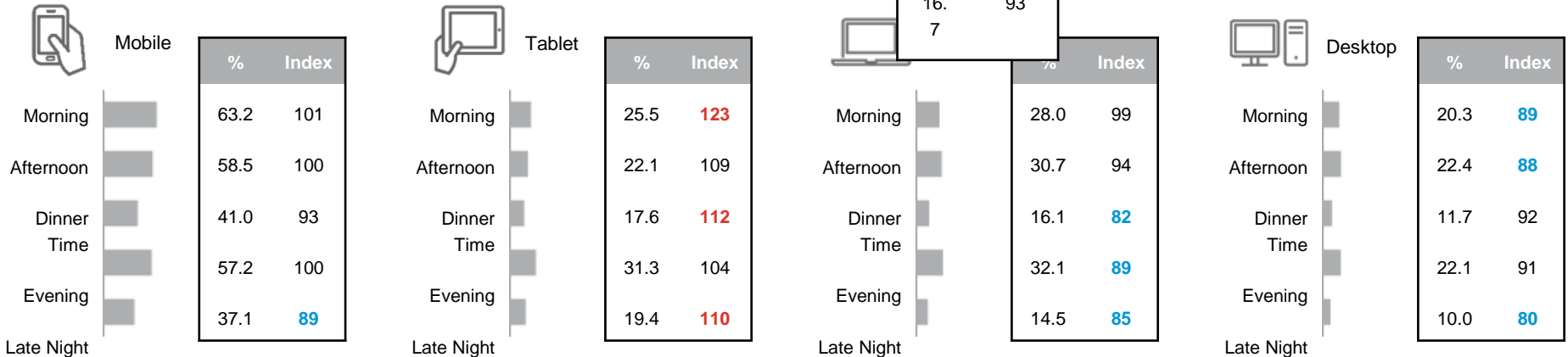
Number of Connections

Across all social media

	%	Index
0-49	34.6	100
50-99	16.3	98
100-149	11.7	104
150-199	6.1	101
200-299	10.7	119
300-399	3.8	73
400-499	5.1	144
500-1000	7.7	97
More than 1000	3.9	71

Social Media Access

Typically use



Social Media Usage

Facebook



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
74.8% (97)	22.3% (114)	Use Daily	55.8	98
		Use Weekly	13.1	94
		Use Monthly	5.5	99

LinkedIn



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
36.5% (98)	55.2% (102)	Use Daily	6.0	84
		Use Weekly	11.5	104
		Use Monthly	17.1	103

Instagram



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
39.8% (103)	53.7% (103)	Use Daily	22.0	101
		Use Weekly	11.5	108
		Use Monthly	5.5	95

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	51.7	96
Use Messenger	45.0	103
Comment/Like other users' posts	44.6	99
Watch videos	35.8	92
Watch live videos	14.5	91
Post photos	12.9	95
Update my status	10.2	92
Like or become a fan of a page	10.1	98
Click on an ad	8.4	83
Post videos	4.4	81
Create a Facebook group or fan page	2.5	68
Give to a Facebook fundraiser (!)	1.5	59
Create a Facebook fundraiser (!)	1.5	64

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	7.7	101
Watch videos	4.0	100
Search and review other profiles	3.8	85
View a job posting	3.4	60
Create a connection	2.3	77
Comment on content	1.6	67
Update your profile information	1.3	61
Click on an ad (!)	1.2	63
Post an article, video or picture (!)	1.2	76
Participate in LinkedIn forums (!)	0.9	57
Request a recommendation (!)	0.9	60
Join a LinkedIn group (!)	0.8	58

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	28.9	103
Like photos/videos	24.7	107
Comment on photos/videos	13.0	100
Send direct messages	11.9	93
Watch live videos	11.8	107
View a brand's page	8.2	100
Post photos/videos	7.9	101
Watch IGTV videos	5.6	86
Click on ads	4.7	101

Pinterest



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
30.1% (115)	61.1% (98)	Use Daily	6.1	107
		Use Weekly	11.9	125
		Use Monthly	10.4	108

Reddit



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
8.7% (74)	85.1% (106)	Use Daily	4.7	97
		Use Weekly	1.9	47
		Use Monthly	2.1	79

WhatsApp



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
39.7% (86)	53.6% (117)	Use Daily	14.5	61
		Use Weekly	13.9	114
		Use Monthly	9.6	108

Participate In* (at least a few times per month)	% Comp	Index
View content	7.3	79
Follow specific Subreddits	5.2	100
Vote on content	4.0	85
Post content	2.2	89

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	24.7	78
Send/receive images	20.8	73
Use group chats	14.7	67
Use voice calls	8.5	65
Send/receive documents and files	8.0	58

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
26.9%	66.1%		12.1	101
(102)	(102)	Use Weekly	7.2	98
		Use Monthly	5.3	95

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
68.6%	20.0%		25.3	85
(95)	(120)	Use Weekly	28.8	97
		Use Monthly	13.1	111

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
11.7%	83.5%		4.5	118
(110)	(101)	Use Weekly	3.2	111
		Use Monthly	3.5	102

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	17.7	105
Watch videos	8.2	93
Tweet	6.0	95
Retweet	5.6	100
Share a link to a blog post or article of interest	5.4	107
Send or receive direct messages	5.4	95
Respond to tweets	4.7	85
Actively follow new users	3.9	92
Watch live videos	3.9	86
Click on an ad	2.9	91
Follow users who follow you	2.8	68

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	41.8	88
Like or dislike videos	11.8	80
Watch live videos	11.0	76
Leave comment or post response on video	6.6	80
Share videos	6.5	76
Click on an ad	5.0	74
Embed a video on a web page or blog	2.5	64
Create and post a video	2.0	60

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.5	131
Send photos/videos	5.0	117
Send direct text messages	4.4	102
Use group chat	3.0	108
Use filters or effects	2.8	89
Use video chat	1.7	90
Read Snapchat discover/News	1.7	77
View ads	1.4	76
View a brand's snaps	1.4	75

Other Social Media Platforms



Currently Use	Did Not Use
18.4%	66.2%
(97)	(100)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.8	97
Use Weekly	7.7	108
Use Monthly	4.7	90

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	6.5	119
Listen to a news podcast	4.9	99
Listen to a comedy podcast	4.0	105
Listen to an educational podcast	3.8	74
Listen to a business podcast	3.3	89
Subscribe to another genre of podcast	2.6	106
Subscribe to a comedy podcast (!)	2.3	109
Subscribe to a educational podcast	2.2	99
Listen to a technology focused podcast	2.0	96
Subscribe to a news podcast	2.0	88
Listen to a sports podcast	1.7	88
Subscribe to a sports podcast**	1.5	75
Subscribe to a technology podcast (!)	1.4	113
Subscribe to a business podcast (!)	1.0	76

Tinder



Currently Use	Did Not Use
2.0%	95.3%
(80)	(102)

Tik Tok



Currently Use	Did Not Use
4.4%	90.7%
(74)	(104)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.6	74
Use Weekly (!)	0.5	94