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SYMPHONY TOURISM SERVICES

Overview

- 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).

- The Median Household Maintainer Age is **52**, **56%** of couples have children living at home (Above Average).

- Average Household Income of **$121,583** compared to BC at **$113,574**.

- **Top 3 Social Values**: Consumption Evangelism, Traditional Family, Multiculturalism

- **Top Tourism Activities**: Camping, Swimming, Hiking/Backpacking. **Above average** interest in Video Arcades, Adventure Sports, Snowboarding

- **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.

- **76%** currently use Facebook (Average), **41%** use Instagram (Average), **28%** use Twitter (Average) and **72%** use YouTube (Average).

Market Sizing
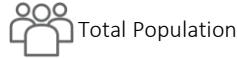
Total Population

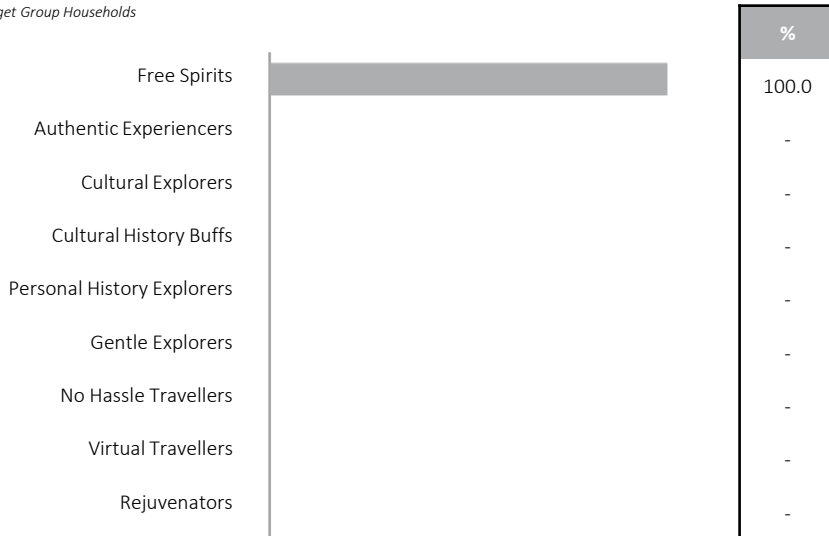Target Group: 1,029,520 | 20.2%
Market: 5,102,265

Total Households

Target Group: 323,033 | 16.0%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	27.8	49.6	310	181,001	9.0
Richmond, BC (CY)	14.6	59.2	370	79,821	4.0
Burnaby, BC (CY)	11.1	35.6	223	100,623	5.0
Vancouver, BC (CY)	9.0	9.6	60	302,650	15.0
Coquitlam, BC (CY)	6.7	39.3	245	55,346	2.7
Abbotsford, BC (CY)	3.6	22.1	138	52,233	2.6
Delta, BC (DM)	3.3	28.3	177	38,122	1.9
New Westminster, BC (CY)	2.1	19.1	119	35,558	1.8
Kelowna, BC (CY)	2.0	10.8	68	60,470	3.0
Saanich, BC (DM)	1.6	10.5	66	48,518	2.4

EQ Segments

% of Target Group Households

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

Top PRIZM Segments

% of Target Group Households

	%
10 - Asian Achievement	29.4
30 - South Asian Society	21.4
57 - Juggling Acts	13.5
03 - Asian Sophisticates	10.2
31 - Metro Melting Pot	8.7
18 - Multicultural Corners	4.4
15 - South Asian Enterprise	4.1
08 - Multiculture-ish	3.1
24 - All-Terrain Families	2.0
64 - Midtown Movers	1.8

Sources: DemoStats 2021, PRIZM 2021
Index: At least 10% above or below the average   Target Group   Source: Environics Analytics 2021
Top Geographic Markets ranked by percent group
PRIZM segments ranked on percent composition chosen from highest percent composition
1

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Demographic Profile

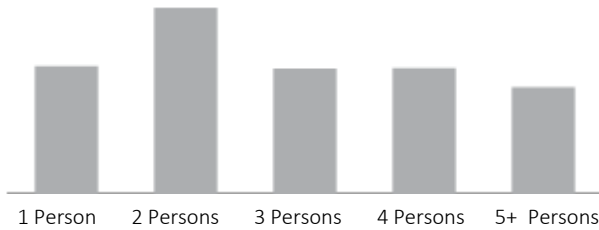**Total Population**
Target Group: 1,029,520 | 20.2%
Market: 5,102,265

Total Households
Target Group: 323,033 | 16.0%
Market: 2,018,734

Average Household Income

$121,583
(107)

Median Household Maintainer Age

52
(96)

Household Size*

%	19.0	27.7	18.7	18.7	15.9
Index	66	79	127	146	190

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

Marital Status**
57.5%
(101)
Married/Common-Law

Family Composition***
55.5%
(133)
Couples With Kids at Home

Education**
31.1%
(106)
High School Certificate Or Equivalent

Visible Minority Presence*
63.5%
(195)
Belong to a visible minority group

Non-Official Language*
7.3%
(218)
No knowledge of English or French

Immigrant Population*
45.8%
(161)
Born outside Canada

Psychographics**

Strong Values				Weak Values
Ostentatious Consumption	138	75		Attraction to Nature
Status via Home	134	79		Fulfilment Through Work
Advertising as Stimulus	130	79		Flexible Families
Importance of Aesthetics	130	80		Cultural Assimilation
Consumption Evangelism	129	83		Utilitarian Consumerism

Key Social Values

Consumption Evangelism Index = 129	Traditional Family Index = 129	Multiculturalism Index = 123
Brand Genuineness Index = 120	Culture Sampling Index = 119	Global Consciousness Index = 118
Community Involvement Index = 116	Attraction For Crowds Index = 115	Consumptivity Index = 114
Legacy Index = 114	Racial Fusion Index = 111	Ecological Fatalism Index = 110

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

Free Spirits

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.3	98
Gardening	55.7	93
Volunteer work	53.6	100
Home exercise & home workout	52.1	96
Camping	49.6	99

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	53.5	102
Parks & city gardens	39.8	92
Movies at a theatre/drive-in	36.0	98
Bars & restaurant bars	35.9	97
Concerts - Theatres & halls	31.5	101

Key Tourism Activities**

Camping	Swimming	Hiking & backpacking	Cycling	Parks & city gardens	Bars & restaurant bars	Photography	Canoeing & kayaking
49.6%	48.0%	46.7%	41.8%	39.8%	35.9%	33.4%	31.9%
(99)	(91)	(93)	(91)	(92)	(97)	(85)	(90)

Golfing	Pilates & yoga	Specialty movie theatres/IMAX	National or provincial park	Downhill skiing	Ice skating	Cross country skiing & snowshoeing	Fishing & hunting
26.0%	22.8%	21.7%	21.1%	20.5%	20.2%	19.6%	18.6%
(98)	(100)	(103)	(73)	(108)	(89)	(80)	(76)

Video arcades & indoor amusement centres	Adventure sports	Zoos & aquariums	Sporting events	Historical sites	Power boating & jet skiing	Hockey	Theme parks, waterparks & water slides
18.4%	15.3%	15.1%	14.4%	13.8%	13.1%	11.3%	10.4%
(120)	(129)	(93)	(85)	(71)	(107)	(98)	(86)

Snowboarding	ATV & snowmobiling	Beer, food & wine festivals	Music festivals	Curling	Marathon or similar event	Film festivals	Dinner theatres
10.4%	9.1%	8.9%	7.2%	6.9%	6.5%	4.4%	3.6%
(124)	(75)	(80)	(86)	(89)	(118)	(70)	(94)

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

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	35.8	89
Victoria	27.6	107
Whistler	26.2	127
Vancouver	19.2	78
Toronto	9.1	103
Calgary	8.5	78
Other Alberta	8.3	67
Banff	7.7	82
Jasper	6.0	91
Montreal	5.6	93
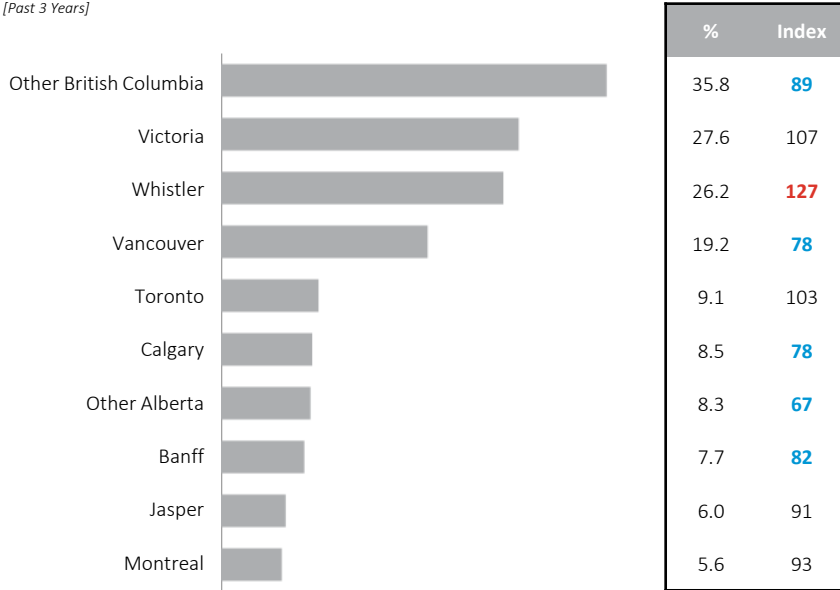
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	41.0	95
Book through an on-line travel agency	40.5	115
Book through a hotel directly	39.5	96
Book through airline/hotel website	29.1	101
Book through a full service travel agent	21.3	89
Other services	14.7	85
Book through a discount/last minute agency	12.6	119
Book a package tour	11.1	96

*Booked With [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
16.9%	5.1%	4.8%	0.8%	2.1%
(93)	(72)	(83)	(52)	(96)

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
1.4%	13.9%	2.0%	5.7%
(77)	(94)	(81)	(107)

Vacation Spending

Spent Last Vacation

%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	35.3	18.4	17.7	8.7	6.7	13.2
Index	115	99	93	94	108	82

$ 1,523
(92)
Average spend on last trip
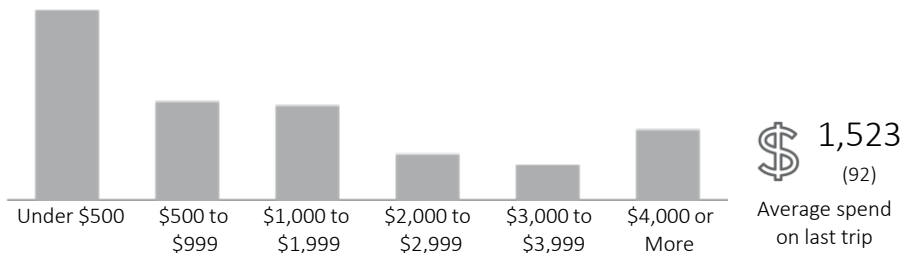
Travel Type & Frequency

Business Trips

11.0
(98)
Average number of nights away in the past year for business trips

Personal Trips
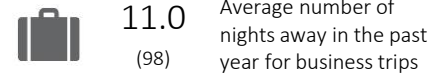
3.7
(101)
Average out-of-town vacations taken in the past 3 years
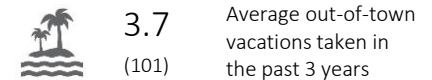
Average number of business trips by mode of transportation in the past year:

3.1 (99)	5.0 (112)	2.8 (139)	4.1 (93)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
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(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition   4
**Ranked by national percent composition

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Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 58.1% (103)	Friends/relatives 40.0% (94)	All-inclusive resort 14.4% (93)	Camping 25.1% (105)	Vacation rental by owner 23.1% (97)	Motel 14.7% (75)	Cottage 9.4% (101)
B&B 14.4% (104)	Condo/apartment 13.8% (108)	RV/camper 11.6% (92)	Cruise ship 10.4% (93)	Package tours 4.4% (89)	Spa resort 5.2% (96)	Boat 2.1% (57)

Airline Preferences**

Flown [Past Year]

Air Canada 39.6% (109)	West Jet 29.8% (98)	Air Transat 6.3% (100)	Porter Airlines 0.0% (47)	Other Canadian 5.2% (92)
Delta Airlines 6.3% (118)	United Airlines 5.8% (93)	American Airlines 3.8% (87)	Other American 9.5% (117)	
European Airlines 7.2% (95)	Asian Airlines 7.8% (125)	Other Charter 1.5% (72)	Other 4.7% (66)	

Car Rental*

Rented From [Past Year]

Enterprise 3.8% (76)	Budget 2.3% (60)	Avis 1.3% (64)	U-Haul 0.9% (58)
Hertz 1.9% (85)	National (!) 1.9% (66)	Discount (!) 0.4% (49)	Other Rentals 3.7% (99)

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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	964 minutes/week	1 hours/week	5 minutes/day	252 minutes/day
(94)	(82)	(73)	(62)	(106)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.8	98
Adult Contemporary	20.8	106
Mainstream Top 40/CHR	20.6	166
Classic Hits	12.5	92
Hot Adult Contemporary	11.7	146
Multi/Variety/Specialty	11.1	76
Classic Rock	9.8	100
Modern/Alternative Rock	9.2	105
Today's Country	9.0	98
Ethnic/Multi-cultural	8.2	317

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	40.1	92
Evening local news	34.4	83
Primetime serial dramas	29.2	98
News/current affairs	27.1	84
Suspense/crime dramas	25.5	88
Documentaries	20.7	83
Situation comedies	20.7	93
Hockey (when in season)	19.6	91
Cooking programs	19.6	88
Home renovation/decoration shows	19.4	84

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.7	91
National News	49.3	92
International News & World	47.4	92
Health	35.1	103
Movie & Entertainment	29.9	98
Editorials	28.3	91
Food	27.9	96
Business & Financial	22.5	90
Travel	22.1	88
Sports	19.9	82

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	8.1	83
Other English-Canadian	7.7	75
Canadian Living	4.5	76
National Geographic	3.9	65
Reader's Digest	3.9	72
Maclean's	3.6	54
Cineplex Magazine	3.0	89
People	2.9	71
Hello! Canada	2.6	71
Better Homes & Gardens	2.6	93

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	66.9	97
Send/receive a text/instant message	60.6	98
Participate in an online social network	54.3	100
Use maps/directions service	51.0	103
Take pictures/video	50.8	104
Do banking/pay bills online	49.2	97
Use apps	49.0	104
Internet search - business, services, products	46.9	102
Access a news site	41.0	96
Watch a subscription-based video service	35.2	96

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.3	100
Send/receive email	48.6	105
Take pictures/video	48.0	105
Use apps	46.2	109
Use maps/directions service	44.5	111
Participate in an online social network	40.0	105
Internet search - business, services, products	33.4	117
Access a news site	28.3	104
Watch other online free streaming videos	22.6	115
Do banking/pay bills online	22.6	100

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+
6

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Free Spirits
PRIZM Segments Included (by SESI): 03, 08, 10, 15, 18, 24, 30, 31, 57, 61, 64
Market: British Columbia

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Media

Social Media Platforms

Usage [Currently Use]

Platform	% (Index)	Platform	% (Index)	Platform	% (Index)
Facebook	**75.7%** (98)	YouTube	**72.4%** (101)	WhatsApp	**60.4%** (131)
LinkedIn	**42.1%** (113)	Instagram	**40.6%** (105)	Twitter	**27.5%** (105)
Pinterest	**22.1%** (84)	Podcasts	**17.2%** (91)	Reddit	**15.2%** (129)
Snapchat	**13.7%** (128)	Health/Fitness	**11.6%** (111)	Blogs	**10.1%** (92)
TikTok	**9.0%** (151)	Dating App	**5.3%** (112)	Flickr	**4.6%** (117)
Tinder	**3.1%** (121)				
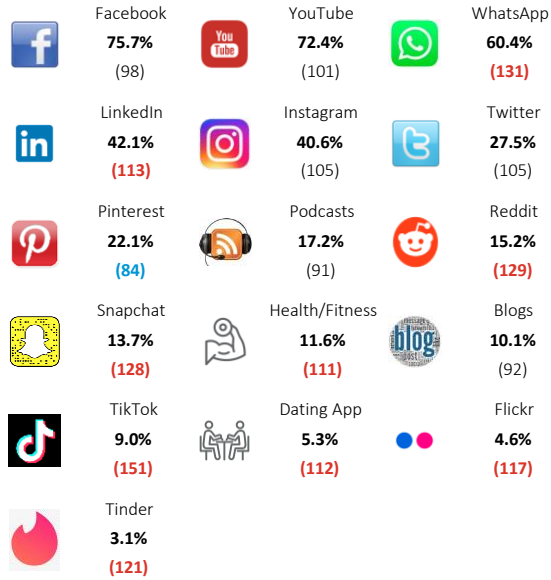
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	32.8	103
To get coupons and discounts	30.4	106
To enter contests	27.8	105
To be among the first to hear brand news	15.2	**116**
To provide feedback to the brand	10.1	96
To engage with content	7.8	91
To share brand-related stories with consumers	6.2	**114**
To make suggestions for new products/services	5.1	**123**

Reasons to Unfollow Brands

	%	Index
Too many messages	33.7	96
Not enough value	21.0	101
Stopped purchasing products from brand	15.3	97
Other	3.2	**84**
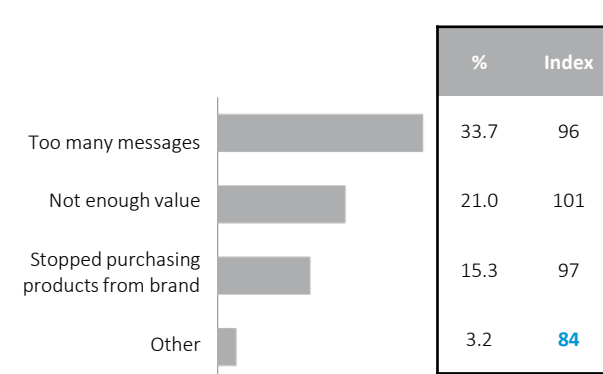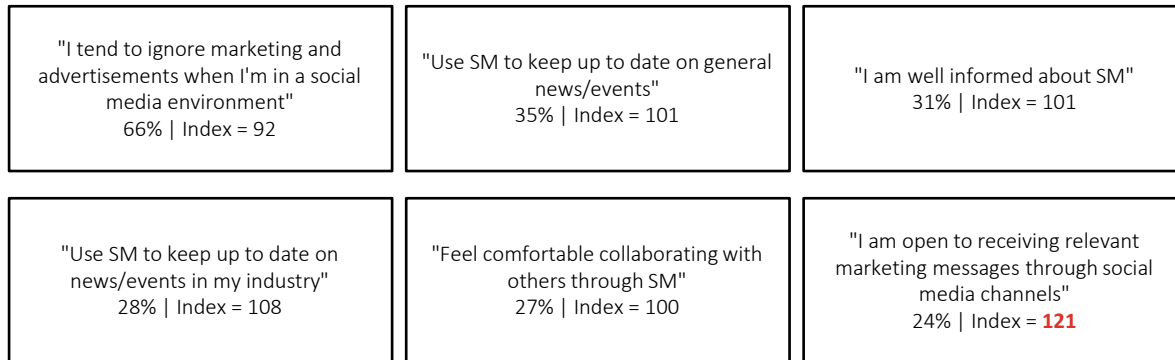
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	32.9	101
Subscribe to brand email newsletter	21.4	**115**
Follow brand on Instagram	16.9	109
Subscribe to brand channel on YouTube	15.6	**118**
Follow brand on Twitter	11.2	**129**
Join an exclusive online community of consumers who also like the brand	9.4	95

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
66% | Index = 92

"Use SM to keep up to date on general news/events"
35% | Index = 101

"I am well informed about SM"
31% | Index = 101

"Use SM to keep up to date on news/events in my industry"
28% | Index = 108

"Feel comfortable collaborating with others through SM"
27% | Index = 100

"I am open to receiving relevant marketing messages through social media channels"
24% | Index = **121**

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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 75% | Index = 100	"I have tried a product/service based on a personal recommendation" 72% | Index = 98	"I generally achieve what I set out to do" 66% | Index = 96	"I am very concerned about the nutritional content of food products I buy" 66% | Index = 100	"I consider myself to be informed on current events or issues" 64% | Index = 91
"I value companies who give back to the community" 62% | Index = 92	"I make an effort to buy local produce/products" 59% | Index = 92	"I am interested in learning about different cultures" 56% | Index = 98	"I offer recommendations of products/services to other people" 55% | Index = 104	"It's important to buy products from socially-responsible/environmentally-friendly companies" 55% | Index = 97
"I like to try new places to eat" 53% | Index = 97	"Family life and having children are most important to me" 52% | Index = 92	"I like to cook" 52% | Index = 92	"When I shop online I prefer to support Canadian retailers" 52% | Index = 91	"I like to try new and different products" 48% | Index = 100
"Free-trial/product samples can influence my purchase decisions" 41% | Index = 102	"I am adventurous/"outdoorsy"" 41% | Index = 99	"Vegetarianism is a healthy option" 39% | Index = 107	"I am willing to pay more for eco-friendly products" 36% | Index = 97	"I prefer to shop online for convenience" 33% | Index = 108
"Staying connected via social media is very important to me" 28% | Index = 102	"I lead a fairly busy social life" 26% | Index = 100	"Advertising is an important source of information to me" 21% | Index = 95	"I consider myself to be sophisticated" 18% | Index = 91	"I enjoy being extravagant/indulgent" 17% | Index = 91

Product Preferences

Beer Consumption

Drinks [Past Week]
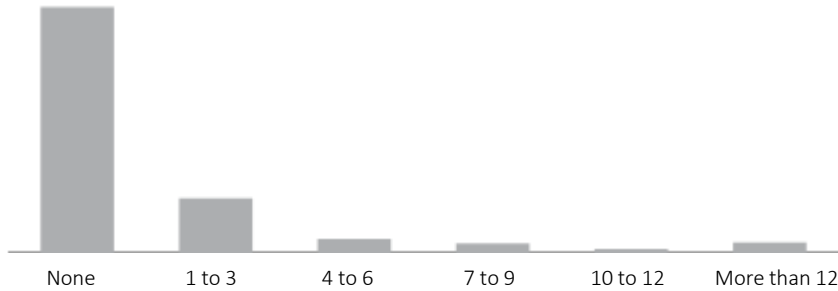
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	72.7	16.2	4.2	2.7	1.1	3.1
Index	106	87	76	94	74	109

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	16.1	75
Cider	10.8	91
Liqueurs (any)	7.4	67

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.8	87

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	30.0	114

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	30.0	114
Corona	18.8	109
Sleeman (any)	14.2	102
Molson Canadian	13.1	120
Stella Artois	12.5	109
Heineken	11.0	98
Guinness	9.6	92
Kokanee	9.5	94
Budweiser	9.5	84
Other imported brand	9.3	93
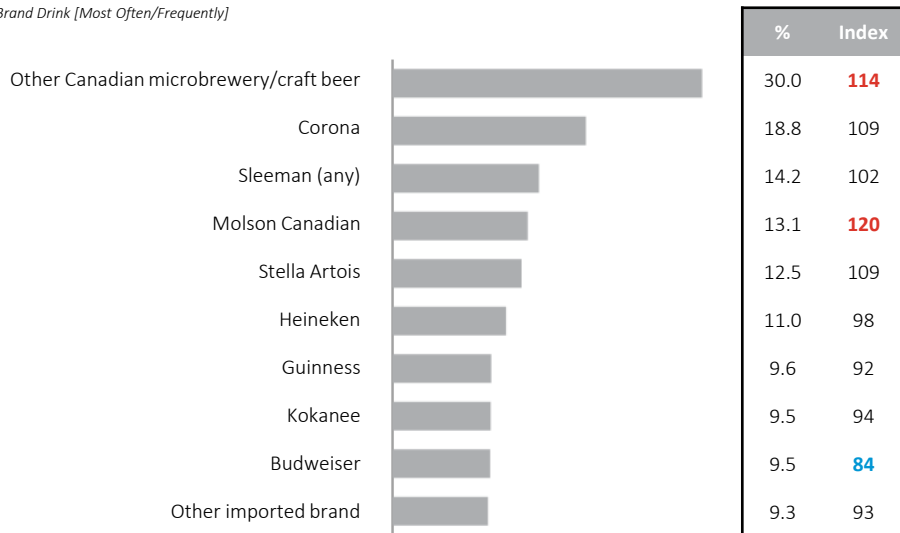
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	24.1	85
White wine (any)	19.8	77
Canadian wine	16.1	75
European wine	10.1	87
Australian wine	7.1	77
American wine	6.8	80
Other imported wine	6.2	83
Rosé wine (any)	5.4	75
Sparkling/champagne (any)	4.6	71

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

	%	Index	%	Index	%	Index
Pizza restaurants	10.6	103	41.3	99	5.2	110
Asian restaurants	15.3	124	41.8	90	4.4	93
Submarine/sandwich restaurants	7.3	129	31.1	96	4.8	103
Breakfast style restaurant	3.9	100	29.7	97	10.8	107
Chicken restaurants	2.1	80	16.2	97	6.1	143
Ice cream/frozen yogurt restaurants	2.1	100	32.7	124	4.4	99
Specialty burger restaurants	3.5	102	25.5	113	6.9	120
Italian restaurants	2.3	119	23.1	100	8.4	100
Other ethnic restaurants	3.9	131	32.7	108	8.7	93
Steakhouse	0.7	47	18.3	123	17.2	100
Mexican/Burrito-style restaurants	1.8	58	23.1	108	9.8	105
Seafood/Fish and Chips restaurants	1.2	79	18.4	78	9.2	89

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	7.0	116	44.0	97	6.6	114
Food court outlets at a shopping mall	8.4	176	42.8	100	8.5	114
Pub restaurants	7.0	77	36.0	89	6.4	108
Formal dine-in restaurants	3.4	90	34.0	101	10.8	108
Fast casual restaurants	6.7	95	30.1	119	3.4	97
Sports bars	2.2	97	16.5	105	3.6	122
Other types	4.8	122	19.4	89	1.6	83
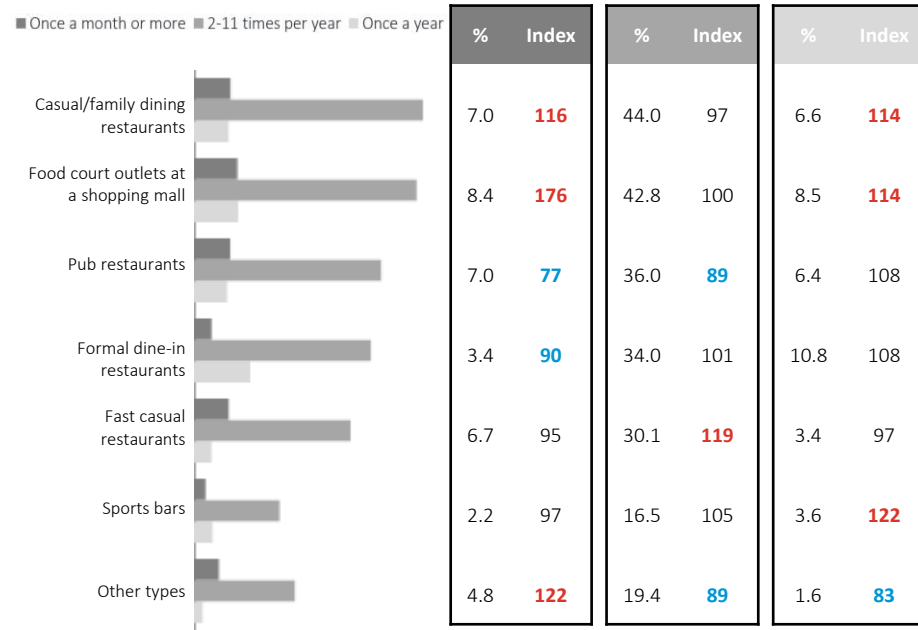
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
28.8%
(94)

Other Organic Food
14.5%
(88)

Organic Meat
8.2%
(79)

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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Product Preferences

Demographics

Rent
30.4%
(94)

Own
69.6%
(103)

Households with Children at Home
52.2%
(141)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	14.2	15.6	16.2	17.5	15.5	21.1
Index	**90**	91	94	98	**115**	**114**
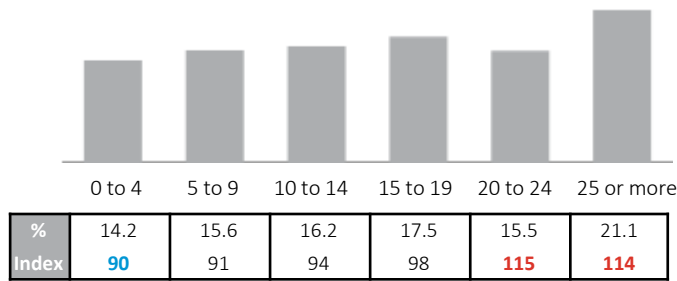
Demographic Trends

Household Projections
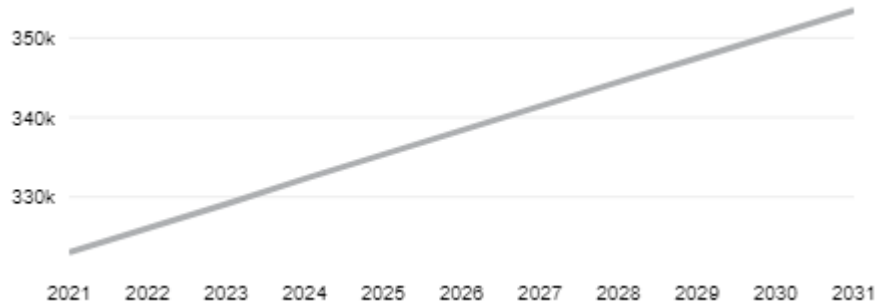
Name	2021	2024	2026	2031
Count	323,033	332,270	338,403	353,464
% Change	-	2.9	4.8	9.4
Index	-	102	102	109

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

Loyalty Programs*

Member

	%	Index
PC Optimum	48.5	97
Air Miles (excl. airline frequent flyer programs)	44.3	98
Costco membership (paid)	38.9	93
Credit card with loyalty rewards	35.0	**90**
SCENE (Cineplex)	29.2	**113**
Canadian Tire Triangle	28.4	**89**
Aeroplan	26.3	91
Hudson's Bay Rewards	22.2	96
Petro Points	16.2	**89**
Esso Extra Program	8.5	**87**
Other grocery store card	28.9	92
Other loyalty program	13.2	98
Other store program	9.0	**84**
Other airline frequent flyer program	7.8	93
Other gas program	4.7	**65**

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

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

Source: Environics Analytics 2021

Target Group

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

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SYMPHONY TOURISM SERVICES

Internet Activity

Activity [Past Week]

Activity	Internet Activity* %	Index	Internet Activity via Mobile %	Index	Internet Activity via Tablet %	Index
Send/receive email	66.9	97	48.6	105	10.5	85
Send/receive a text/instant message	60.6	98	57.3	100	6.1	87
Participate in an online social network	54.3	100	40.0	105	7.2	78
Do banking/pay bills online	49.2	97	22.6	100	5.6	90
Take pictures/video	50.8	104	48.0	105	4.9	74
Use apps	49.0	104	46.2	109	12.2	100
Use maps/directions service	51.0	103	44.5	111	5.6	98
Internet search - business, services, products	46.9	102	33.4	117	9.6	85
Watch a subscription-based video service (e.g. Netflix)	35.2	96	14.7	91	8.5	92
Watch free streaming music videos	34.7	110	22.3	114	7.9	115
Watch other online free streaming videos	32.3	107	22.6	115	5.3	94
Compare products/prices while shopping	29.6	102	19.2	110	2.9	77
Play/download online games	25.9	100	15.8	105	6.4	102
Research products/services	34.8	105	22.1	115	6.1	91
Listen to music via streaming video service (e.g. YouTube)	27.2	111	17.9	115	3.2	99
Share/refer/link friends to a website or an article	20.4	92	15.7	100	2.6	87
Listen to Internet-only music service (e.g. Spotify)	21.9	98	17.9	102	1.7	91
Purchase products or services	24.5	94	11.8	112	3.2	96
Consult consumer reviews	26.1	106	17.3	121	4.2	88
Use online telephone directory	16.3	84	11.5	91	1.4	56
Use ad blocking software	19.7	101	6.7	102	3.6	96
Download any video content (free or paid)	11.6	92	4.2	106	1.8	91
Read or look into online newspapers	10.6	84	6.5	106	2.5	80
Download music/MP3 files (free or paid)	13.3	101	8.9	102	1.1	58
Click on an Internet advertisement	11.2	84	6.6	94	1.5	80
Listen to a podcast	14.0	98	11.6	106	1.0	62
Listen to a radio broadcast via streaming audio	7.9	100	5.1	109	0.7	74
Download/print/redeem discount coupon	10.0	93	7.2	113	0.4	75
Watch a TV broadcast via streaming video	9.1	115	3.8	120	2.3	108
Enter online contests	9.3	100	6.0	99	0.8	62
Place/respond to an online classified advertisement	9.3	86	5.6	85	1.0	71
Receive store offers by SMS	7.6	93	7.5	92	-	-
Read or look into online magazines	6.5	86	2.9	85	1.2	71
Scan mobile tagging barcode/QR	7.1	106	7.1	110	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.0	85	-	-	-	-
Purchase group deal (e.g. Groupon)	2.4	75	1.4	79	-	-

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SYMPHONY TOURISM SERVICES

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	41.0	96	28.3	104	7.1	73
Access food/recipes content	27.7	94	15.9	102	6.1	81
Access health-related content	18.4	95	11.4	106	4.2	95
Access professional sports content	10.2	98	8.0	107	2.0	79
Access restaurant guides/reviews	17.3	113	13.1	121	3.3	115
Access travel content	12.5	95	6.5	101	2.4	84
Access real estate listings/sites	11.0	98	6.0	144	2.1	100
Access a radio station's website	8.7	94	5.0	100	1.0	73
Access home decor-related content	8.5	103	5.0	118	1.6	92
Access celebrity gossip content	9.5	110	6.2	110	0.7	92
Access a TV station's website	7.0	76	4.1	100	1.2	66
Access fashion or beauty-related content	9.8	110	6.5	106	1.1	114
Access automotive news/content	5.6	87	4.3	100	0.4	32

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	31.9	87
Coupons	31.3	110
Flyers inserted into a community newspaper	31.2	85
General information from the Internet/websites	31.0	101
Apps/online flyers	24.8	100
Direct email offers	23.8	106
Local store catalogues	18.7	89
Flyers inserted into a daily newspaper	16.7	93
Mail order	5.7	83
Yellow Pages (print)	2.5	52
Yellow Pages (online)	1.4	40

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	28.4	112
Billboards	27.6	98
On transit shelters	21.8	114
On street furniture (e.g. bus benches)	19.7	111
Inside shopping malls	18.0	121
Digital billboards	15.7	110
Inside buses	14.5	119
On subway/metro platforms	10.2	120
Inside public washrooms	10.0	106
Screens inside elevators	9.0	110
Inside commuter trains	8.9	132
Inside subway/metro cars	7.9	119
Inside movie theaters	6.7	112
On taxis	3.4	105
Inside airports	3.3	85

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+ ranked by percent composition
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Social Media Usage

Social Media Overview

- **Internet and Social Media Usage: 47%** search for Businesses, Services and Products online (Average), **13%** access Travel Content Websites (Average).

- **67%** of Free Spirits from British Columbia tend to access social media on their mobile phones during the morning hours, **63%** during the afternoon hours.

- **13%** seek recommendations for Vacation/Travel Information via social media (Above Average).

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	13.0	164
Banking/credit cards	9.5	180
Big-ticket items	9.3	160
Entertainment	9.2	174
Car/Auto-related	8.1	163
Home décor	7.7	164
Fashion-related	7.6	160
Health-related	7.4	156
Child-related	7.4	178
Smaller-ticket items	6.8	154
Insurance	6.7	186
Choosing non-profits for donations	5.0	154
Other	5.2	102

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
%	40.8	8.3	31.6	10.4	4.1	1.8	2.9
Index	91	**120**	106	103	**117**	91	102

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
%	30.0	28.8	11.7	16.9	9.5	3.2
Index	92	95	96	107	**139**	**130**

Top Social Media Attitudes**

66% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
79% | Index = 94

"I tend to ignore marketing and advertisements when I'm in a social media environment"
66% | Index = 92

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
64% | Index = 94

"Use SM to stay connected with personal contacts"
43% | Index = 95

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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SYMPHONY TOURISM SERVICES

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	50.9	110
View friends' photos online	46.2	96
Chat in online chats	42.9	105
Read article comments	39.6	100
Listen to radio or stream music online	37.8	108
Read status updates/tweets	37.3	101
Share links with friends and colleagues	32.5	112
Click links in news feeds	26.8	117
Read blogs	17.9	112
Play games with others online	15.1	94
Post photos online	14.5	108
Chat in online forums	12.9	126
Rate or review products online	12.7	137
Update your status on a social network	12.4	116
Check in with locations	11.9	134
Share your GPS location	11.6	140
Comment on articles or blogs	9.7	112
Post videos online	8.2	144
Publish blog, Tumblr, online journal	6.1	164

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	47.4	99
Keep up to date on general news/events	45.4	98
Stay connected with family	44.9	97
Keep up to date on news/events in my industry	29.5	115
Stay connected with work/professional contacts	23.1	128

Number of Connections

Across all social media

	%	Index
0-49	33.3	96
50-99	16.3	97
100-149	10.2	90
150-199	6.2	102
200-299	8.1	90
300-399	6.6	128
400-499	4.0	111
500-1000	9.0	114
More than 1000	6.4	114

Social Media Access

Typically use

Mobile

	%	Index
Morning	67.0	107
Afternoon	63.0	107
Dinner Time	49.9	113
Evening	62.4	109
Late Night	49.3	118

Tablet

	%	Index
Morning	16.0	77
Afternoon	18.5	91
Dinner Time	14.9	95
Evening	29.7	99
Late Night	16.9	96

Laptop

	%	Index
Morning	24.8	88
Afternoon	31.5	96
Dinner Time	19.8	101
Evening	37.0	102
Late Night	16.6	98

Desktop

	%	Index
Morning	21.7	96
Afternoon	26.8	105
Dinner Time	12.1	95
Evening	26.2	107
Late Night	13.7	109

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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Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **75.7%** (98)
Did Not Use **19.6%** (100)

	%	Index
Use Daily	50.9	89
Use Weekly	18.1	129
Use Monthly	6.0	109

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	52.6	98
Watch videos	40.1	103
Use Messenger	40.0	92
Comment/Like other users' posts	39.8	88
Watch live videos	18.3	115
Post photos	14.2	105
Update my status	12.6	114
Click on an ad	12.6	125
Like or become a fan of a page	12.2	119
Post videos	7.6	142
Create a Facebook group or fan page	6.5	175
Give to a Facebook fundraiser (!)	5.3	209
Create a Facebook fundraiser (!)	4.6	202

LinkedIn

Frequency of Use
[Past Year]

Currently Use **42.1%** (113)
Did Not Use **46.0%** (85)

	%	Index
Use Daily	9.2	128
Use Weekly	12.5	113
Use Monthly	17.4	104

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	9.1	120
View a job posting	7.7	136
Search and review other profiles	6.1	137
Watch videos	4.9	124
Create a connection	4.3	145
Click on an ad (!)	3.7	189
Comment on content	3.5	148
Update your profile information	3.4	163
Post an article, video or picture (!)	2.9	177
Request a recommendation (!)	2.8	183
Participate in LinkedIn forums (!)	2.7	165
Join a LinkedIn group (!)	2.5	187

Instagram

Frequency of Use
[Past Year]

Currently Use **40.6%** (105)
Did Not Use **47.8%** (92)

	%	Index
Use Daily	24.7	114
Use Weekly	10.7	101
Use Monthly	4.9	85

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	31.4	112
Like photos/videos	25.6	111
Send direct messages	14.7	116
Comment on photos/videos	14.1	109
Watch live videos	12.3	111
View a brand's page	10.0	124
Watch IGTV videos	9.3	143
Post photos/videos	8.3	107
Click on ads	6.1	130

Pinterest

Frequency of Use
[Past Year]

Currently Use **22.1%** (84)
Did Not Use **65.4%** (105)

	%	Index
Use Daily	4.8	84
Use Weekly	9.7	102
Use Monthly	6.8	71

Reddit

Frequency of Use
[Past Year]

Currently Use **15.2%** (129)
Did Not Use **73.1%** (91)

	%	Index
Use Daily	6.5	134
Use Weekly	4.9	124
Use Monthly	3.5	133

Participate In* (at least a few times per month)	% Comp	Index
View content	12.6	137
Follow specific Subreddits	6.9	133
Vote on content	5.9	126
Post content	3.9	157

WhatsApp

Frequency of Use
[Past Year]

Currently Use **60.4%** (131)
Did Not Use **29.5%** (65)

	%	Index
Use Daily	38.0	160
Use Weekly	14.6	119
Use Monthly	7.1	80

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	46.7	148
Send/receive images	43.5	152
Use group chats	35.3	161
Send/receive documents and files	23.8	173
Use voice calls	21.5	164

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

Social Media Usage

Twitter

	Currently Use	Did Not Use
	27.5%	**60.4%**
	(105)	(94)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	13.0	107
Use Weekly	7.9	108
Use Monthly	5.7	102

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.3	108
Watch videos	10.6	120
Tweet	8.4	132
Watch live videos	6.9	151
Respond to tweets	6.9	125
Retweet	6.8	122
Send or receive direct messages	6.7	119
Share a link to a blog post or article of interest	6.3	125
Follow users who follow you	5.8	140
Actively follow new users	5.7	133
Click on an ad	5.2	162

YouTube

	Currently Use	Did Not Use
	72.4%	**15.3%**
	(101)	(92)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	36.9	124
Use Weekly	27.2	91
Use Monthly	7.4	63

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	53.3	112
Like or dislike videos	19.0	128
Watch live videos	18.0	125
Share videos	11.8	138
Leave comment or post response on video	11.0	132
Click on an ad	9.9	147
Embed a video on a web page or blog	6.6	166
Create and post a video	4.9	147

Snapchat

	Currently Use	Did Not Use
	13.7%	**76.8%**
	(128)	(93)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	5.2	136
Use Weekly	3.0	102
Use Monthly	5.0	145

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.7	135
Send photos/videos	6.5	151
Send direct text messages	6.3	146
Use filters or effects	5.4	170
Use group chat	4.3	153
Read Snapchat discover/News	3.8	174
View ads	3.5	188
Use video chat	3.3	177
View a brand's snaps	3.3	182

Audio Podcasts

	Currently Use	Did Not Use
	17.2%	**68.1%**
	(91)	(103)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	5.6	93
Use Weekly	6.2	87
Use Monthly	5.2	99

Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	5.3	104
Listen to another genre of podcast	5.0	91
Listen to a comedy podcast	4.6	121
Listen to a news podcast	4.5	91
Listen to a business podcast	3.9	105
Subscribe to a sports podcast**	3.6	179
Subscribe to another genre of podcast	3.6	147
Subscribe to a news podcast	3.0	130
Listen to a sports podcast	2.9	148
Subscribe to a comedy podcast (!)	2.7	130
Subscribe to a educational podcast	2.5	113
Listen to a technology focused podcast	2.4	114
Subscribe to a business podcast (!)	1.8	137
Subscribe to a technology podcast (!)	1.4	120

Other Social Media Platforms

Tinder

	Currently Use	Did Not Use
	3.1%	**91.2%**
	(121)	(97)

Tik Tok

	Currently Use	Did Not Use
	9.0%	**81.6%**
	(151)	(94)

Frequency of Use - Tinder *[Past Year]*

	%	Index
Use Daily (!)	1.0	130
Use Weekly (!)	0.6	107

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
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