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SYMPHONY TOURISM SERVICES

Overview

- 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).

- The Median Household Maintainer Age is **54**, **45%** of couples have children living at home (Average).

- Average Household Income of **$122,879** compared to BC at $113,574.

- **Top 3 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

- **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.

- **77%** currently use Facebook (Average), **36%** use Instagram (Average), **24%** use Twitter (Average) and **69%** use YouTube (Average).

Market Sizing
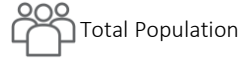
Total Population

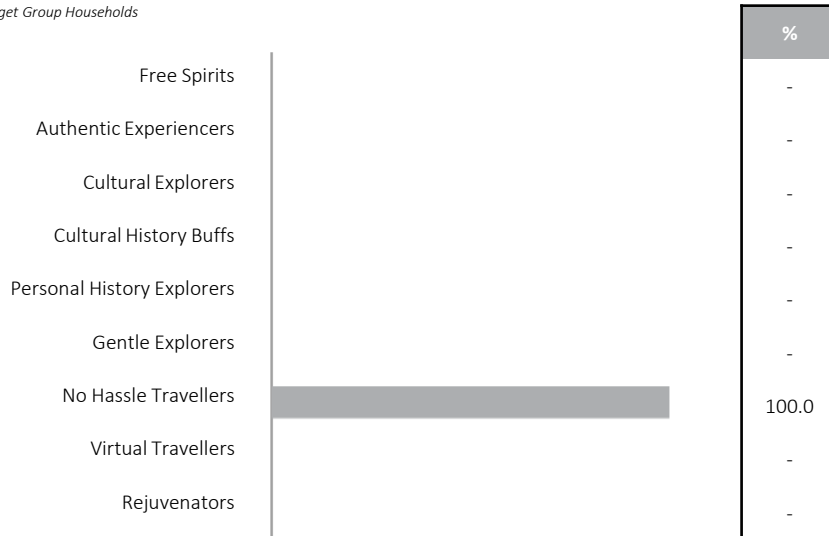Target Group: 334,368 | 6.6%
Market: 5,102,265

Total Households

Target Group: 118,852 | 5.9%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	7.8	5.1	87	181,001	9.0
Kamloops, BC (CY)	5.6	16.9	287	39,686	2.0
Maple Ridge, BC (CY)	5.2	19.0	323	32,426	1.6
Kelowna, BC (CY)	5.0	9.8	166	60,470	3.0
Chilliwack, BC (CY)	4.4	14.8	252	35,457	1.8
Abbotsford, BC (CY)	3.6	8.3	141	52,233	2.6
Langley, BC (DM)	3.0	7.7	131	45,647	2.3
West Kelowna, BC (DM)	2.8	24.6	418	13,454	0.7
Prince Rupert, BC (CY)	2.5	55.7	944	5,259	0.3
Langford, BC (CY)	2.2	16.0	271	16,447	0.8

EQ Segments

% of Target Group Households

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

Top PRIZM Segments

% of Target Group Households
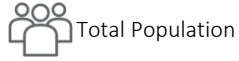
	%
19 - Family Mode	42.1
58 - Old Town Roads	18.1
26 - Country Traditions	14.3
36 - Middle-Class Mosaic	11.4
37 - Keep on Trucking	9.1
48 - Agri-Biz	5.0

No Hassle Traveller

PRIZM Segments Included (by SESI): 19, 26, 36, 37, 48, 58, 65
Market: British Columbia

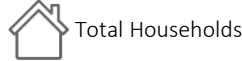SYMPHONY TOURISM SERVICES

Demographic Profile

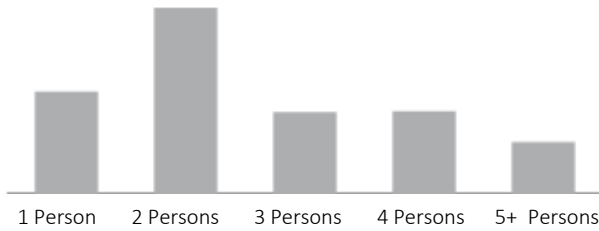**Total Population**
Target Group: 334,368 | 6.6%
Market: 5,102,265

Total Households
Target Group: 118,852 | 5.9%
Market: 2,018,734

Average Household Income

$122,879
(108)

Median Household Maintainer Age

54
(100)

Household Size*

%	20.3	36.8	16.1	16.4	10.3
Index	**70**	105	**110**	**128**	**123**

1 Person · 2 Persons · 3 Persons · 4 Persons · 5+ Persons

Marital Status**
62.5%
(110)
Married/Common-Law

Family Composition***
44.6%
(107)
Couples With Kids at Home

Education**
31.6%
(107)
High School Certificate Or Equivalent

Visible Minority Presence*
15.0%
(46)
Belong to a visible minority group

Non-Official Language*
1.0%
(31)
No knowledge of English or French

Immigrant Population*
16.4%
(57)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Need for Escape	**123**	**75**	Need for Status Recognition
Rejection of Orderliness	**118**	**77**	Ostentatious Consumption
Emotional Control	**116**	**78**	Brand Genuineness
Technology Anxiety	**116**	**78**	Active Government
Attraction to Nature	**112**	**78**	Pursuit of Novelty

Key Social Values

Need for Escape Index = **123**	Emotional Control Index = **116**	Attraction to Nature Index = **112**
Racial Fusion Index = **111**	Flexible Families Index = **111**	National Pride Index = **111**
Legacy Index = 109	Work Ethic Index = 107	Brand Apathy Index = 106
Primacy of the Family Index = 105	Ecological Fatalism Index = 105	Social Intimacy Index = 104

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
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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.1	101
Gardening	60.5	101
Home exercise & home workout	56.1	103
Camping	55.7	**111**
Swimming	55.5	105

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	46.9	**89**
Parks & city gardens	43.9	102
Bars & restaurant bars	36.1	98
Movies at a theatre/drive-in	35.5	97
Art galleries, museums & science centres	32.1	96

Key Tourism Activities**

Camping	Swimming	Cycling	Hiking & backpacking	Parks & city gardens	Photography	Canoeing & kayaking	Bars & restaurant bars
55.7% **(111)**	55.5% (105)	51.2% **(112)**	50.4% (101)	43.9% (102)	40.9% (104)	37.7% (107)	36.1% (98)

National or provincial park	Fishing & hunting	Golfing	Cross country skiing & snowshoeing	Ice skating	Pilates & yoga	Specialty movie theatres/IMAX	Downhill skiing
31.6% **(110)**	31.5% **(129)**	31.4% **(118)**	27.9% **(114)**	25.8% **(114)**	21.5% (94)	21.0% (100)	20.7% **(109)**

Historical sites	Sporting events	Zoos & aquariums	Hockey	ATV & snowmobiling	Theme parks, waterparks & water slides	Video arcades & indoor amusement centres	Power boating & jet skiing
20.7% (107)	19.3% **(113)**	16.6% (103)	14.6% **(126)**	14.4% **(118)**	14.0% **(115)**	13.1% **(85)**	12.6% (104)

Adventure sports	Beer, food & wine festivals	Curling	Snowboarding	Music festivals	Marathon or similar event	Inline skating	Film festivals
10.5% **(89)**	10.0% **(90)**	8.2% (106)	8.1% (97)	7.5% **(89)**	5.4% (97)	5.3% **(119)**	4.6% **(73)**

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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SYMPHONY TOURISM SERVICES

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	44.2	110
Vancouver	28.9	117
Victoria	26.5	103
Whistler	19.2	93
Other Alberta	15.5	124
Calgary	13.2	122
Banff	11.2	119
Jasper	7.5	115
Toronto	7.3	83
Montreal	6.2	102
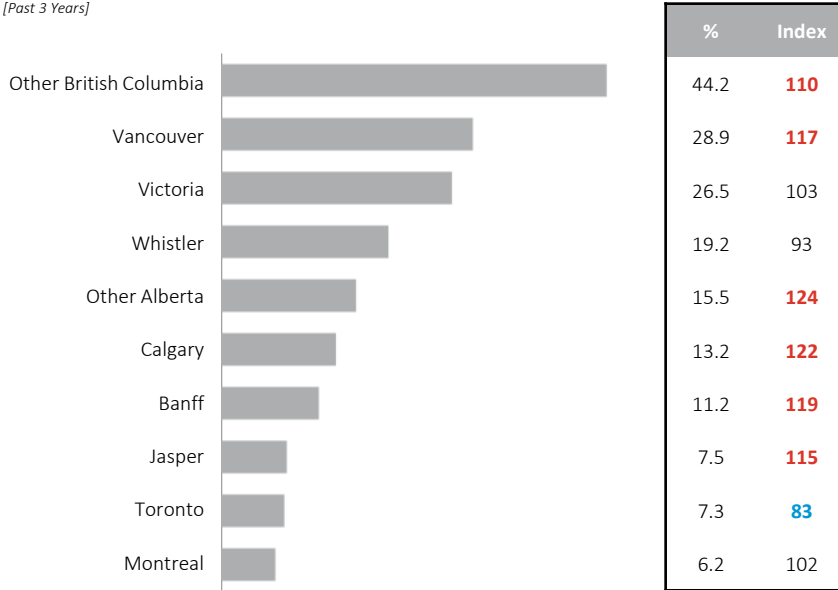
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through a hotel directly	43.7	106
Book through an airline directly	42.2	98
Book through an on-line travel agency	34.1	97
Book through airline/hotel website	29.1	100
Book through a full service travel agent	24.4	102
Other services	18.7	109
Book a package tour	10.2	89
Book through a discount/last minute agency	10.0	95

*Booked With [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
18.6%	8.1%	7.7%	2.5%	3.0%
(102)	(113)	(133)	(153)	(134)

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
2.2%	14.0%	3.6%	5.2%
(121)	(94)	(145)	(98)

Vacation Spending

Spent Last Vacation

%	32.4	21.3	16.5	8.0	5.4	16.3
Index	105	115	87	87	88	101

Categories: Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More

$ 1,596
(96)
Average spend on last trip
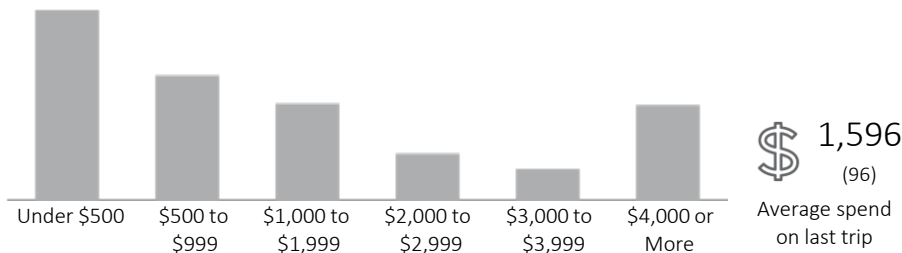
Travel Type & Frequency

Business Trips

11.5
(103)
Average number of nights away in the past year for business trips

Personal Trips
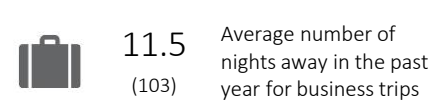
3.6
(99)
Average out-of-town vacations taken in the past 3 years
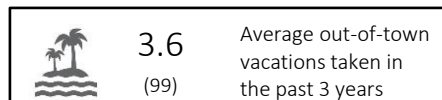
Average number of business trips by mode of transportation in the past year:

3.1	4.2	1.6	4.8
(100)	(93)	(79)	(109)

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

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 55.7% (98)	Friends/relatives 43.8% (103)	All-inclusive resort 16.8% (108)	Camping 26.3% **(110)**	Vacation rental by owner 23.4% (98)	Motel 23.0% **(117)**	Cottage 9.3% (100)
B&B 12.7% (92)	Condo/apartment 12.1% (94)	RV/camper 15.2% **(120)**	Cruise ship 10.9% (97)	Package tours 4.9% (98)	Spa resort 5.7% (104)	Boat 3.5% (94)

Airline Preferences**

Flown [Past Year]

Air Canada 31.7% **(87)**	West Jet 30.1% (100)	Air Transat 6.5% (104)	Porter Airlines 0.1% (92)	Other Canadian 6.3% **(112)**
Delta Airlines 5.4% (100)	United Airlines 7.3% **(116)**	American Airlines 5.8% **(132)**	Other American 9.3% **(114)**	
European Airlines 6.7% **(88)**	Asian Airlines 6.0% (97)	Other Charter 2.7% **(124)**	Other 6.2% **(88)**	

Car Rental*

Rented From [Past Year]

Enterprise 5.6% **(112)**	Budget 5.7% **(145)**	Avis 2.9% **(136)**	U-Haul 2.4% **(161)**
Hertz 2.8% **(123)**	National (!) 4.2% **(146)**	Discount (!) 1.3% **(148)**	Other Rentals 4.2% **(113)**

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2021
Based on Household Population 12+
*Ranked by national values
**Ranked by national percent composition within row
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SYMPHONY TOURISM SERVICES

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,180 minutes/week	1 hours/week	9 minutes/day	238 minutes/day
(104)	(101)	**(83)**	(107)	(101)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	32.5	91
Adult Contemporary	21.2	109
Classic Hits	16.4	**121**
Multi/Variety/Specialty	15.1	103
Today's Country	12.6	**136**
Classic Rock	11.4	**117**
Mainstream Top 40/CHR	10.5	**85**
Modern/Alternative Rock	7.7	**88**
Not Classified	7.3	100
Hot Adult Contemporary	7.1	**89**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	43.4	100
Evening local news	42.7	103
News/current affairs	33.4	104
Primetime serial dramas	29.7	99
Suspense/crime dramas	28.5	98
Documentaries	25.8	103
Morning local news	25.6	**113**
Situation comedies	24.0	108
Home renovation/decoration shows	23.4	102
Cooking programs	22.7	103

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	55.2	98
National News	51.1	96
International News & World	50.1	97
Health	30.6	**90**
Movie & Entertainment	28.3	93
Editorials	27.4	**89**
Food	26.2	**90**
Sports	22.6	93
Business & Financial	22.4	**90**
Travel	22.4	**89**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	10.9	107
Other U.S. magazines	10.3	106
Maclean's	8.2	**123**
National Geographic	7.6	**126**
Canadian Living	6.6	109
Reader's Digest	6.5	**120**
People	5.4	**132**
Chatelaine (English edition)	4.3	**128**
Air Canada enRoute	4.2	**125**
Cineplex Magazine	4.1	**122**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.3	101
Send/receive a text/instant message	63.1	102
Participate in an online social network	58.1	107
Do banking/pay bills online	49.9	99
Take pictures/video	49.2	101
Use maps/directions service	48.2	97
Use apps	47.3	101
Internet search - business, services, products	44.3	96
Access a news site	43.0	101
Watch a subscription-based video service	38.0	103

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	58.3	102
Send/receive email	46.6	101
Take pictures/video	46.0	101
Use apps	42.2	99
Use maps/directions service	39.2	97
Participate in an online social network	39.1	103
Access a news site	25.5	94
Internet search - business, services, products	25.3	**88**
Watch free streaming music videos	20.9	107
Do banking/pay bills online	20.7	92

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
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Ranked on Household Population 12+
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SYMPHONY TOURISM SERVICES

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	Index
Facebook	77.3%	(100)
YouTube	69.4%	(96)
Instagram	36.2%	(94)
WhatsApp	36.0%	(78)
LinkedIn	33.4%	(90)
Pinterest	30.6%	(117)
Twitter	24.3%	(93)
Podcasts	18.0%	(95)
Snapchat	10.4%	(97)
Blogs	10.1%	(92)
Health/Fitness	9.4%	(90)
Reddit	8.4%	(72)
TikTok	4.5%	(76)
Dating App	3.4%	(72)
Flickr	3.0%	(77)
Tinder	2.0%	(80)	
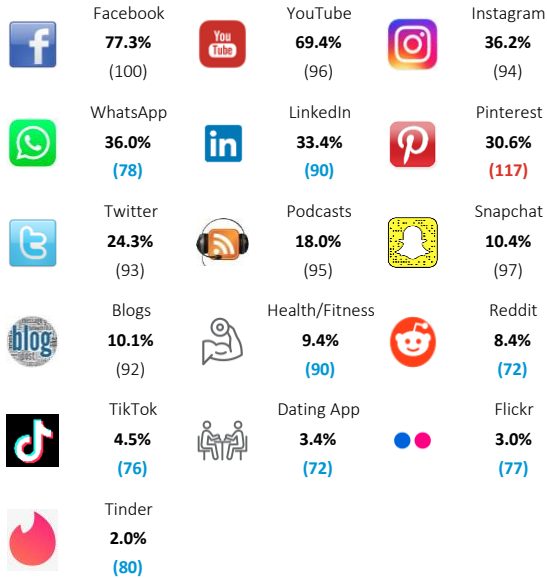
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	32.1	101
To get coupons and discounts	27.4	96
To enter contests	26.2	99
To be among the first to hear brand news	12.6	96
To provide feedback to the brand	10.1	96
To engage with content	8.6	100
To share brand-related stories with consumers	5.2	96
To make suggestions for new products/services	2.8	68

Reasons to Unfollow Brands

	%	Index
Too many messages	34.9	100
Not enough value	19.1	92
Stopped purchasing products from brand	14.7	93
Other	4.0	106
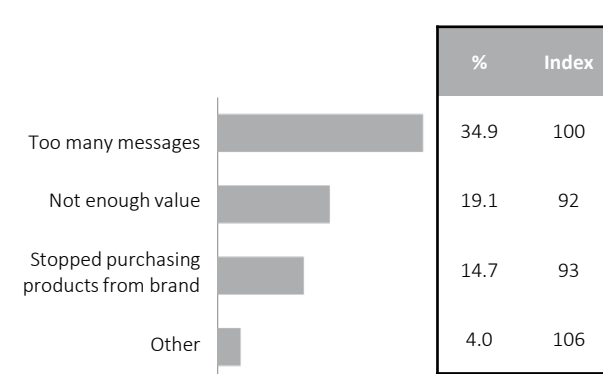
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	31.8	97
Subscribe to brand email newsletter	17.1	92
Follow brand on Instagram	13.8	89
Subscribe to brand channel on YouTube	12.5	94
Join an exclusive online community of consumers who also like the brand	10.4	105
Follow brand on Twitter	6.1	70

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 102

"Use SM to keep up to date on general news/events"
33% | Index = 95

"I am well informed about SM"
31% | Index = 99

"Feel comfortable collaborating with others through SM"
26% | Index = 96

"Use SM to keep up to date on news/events in my industry"
25% | Index = 97

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

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+

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 = 98	"I consider myself to be informed on current events or issues" 72% | Index = 103	"I generally achieve what I set out to do" 70% | Index = 101	"I value companies who give back to the community" 67% | Index = 100
"I am very concerned about the nutritional content of food products I buy" 64% | Index = 98	"I make an effort to buy local produce/products" 62% | Index = 96	"Family life and having children are most important to me" 59% | Index = 105	"When I shop online I prefer to support Canadian retailers" 59% | Index = 103	"I like to cook" 58% | Index = 101
"I like to try new places to eat" 56% | Index = 103	"It's important to buy products from socially-responsible/environmentally-friendly companies" 54% | Index = 96	"I am interested in learning about different cultures" 52% | Index = 91	"I offer recommendations of products/services to other people" 51% | Index = 97	"I like to try new and different products" 47% | Index = 97
"I am adventurous/"outdoorsy"" 44% | Index = 107	"Free-trial/product samples can influence my purchase decisions" 41% | Index = 103	"Vegetarianism is a healthy option" 36% | Index = 97	"I am willing to pay more for eco-friendly products" 33% | Index = **89**	"I prefer to shop online for convenience" 31% | Index = 102
"Staying connected via social media is very important to me" 29% | Index = 105	"I lead a fairly busy social life" 25% | Index = 95	"Advertising is an important source of information to me" 25% | Index = **110**	"I consider myself to be sophisticated" 20% | Index = 101	"I enjoy being extravagant/indulgent" 19% | Index = 102

Product Preferences

Beer Consumption

Drinks [Past Week]

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	66.9	20.1	6.0	3.1	1.7	2.3
Index	97	109	108	107	109	**81**
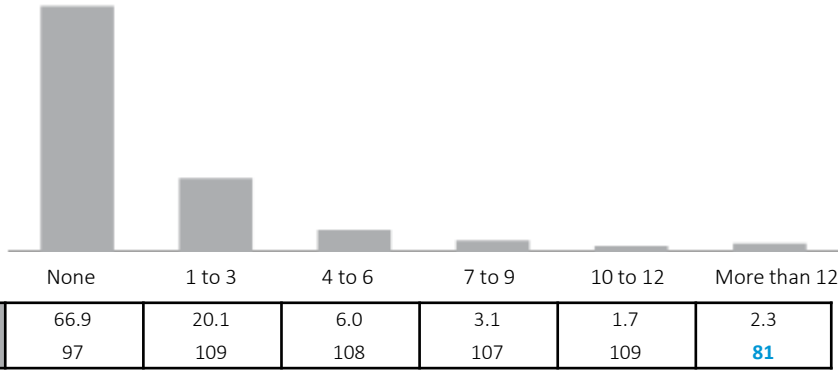
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	24.7	**115**
Liqueurs (any)	12.7	**113**
Cider	11.6	98

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.1	96

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	19.8	**75**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	19.8	**75**
Corona	16.2	94
Sleeman (any)	13.6	98
Budweiser	11.7	104
Coors Light	11.4	**110**
Stella Artois	11.2	98
Molson Canadian	10.6	97
Kokanee	10.5	104
Other imported brand	10.5	105
Alexander Keith's (any)	9.8	107
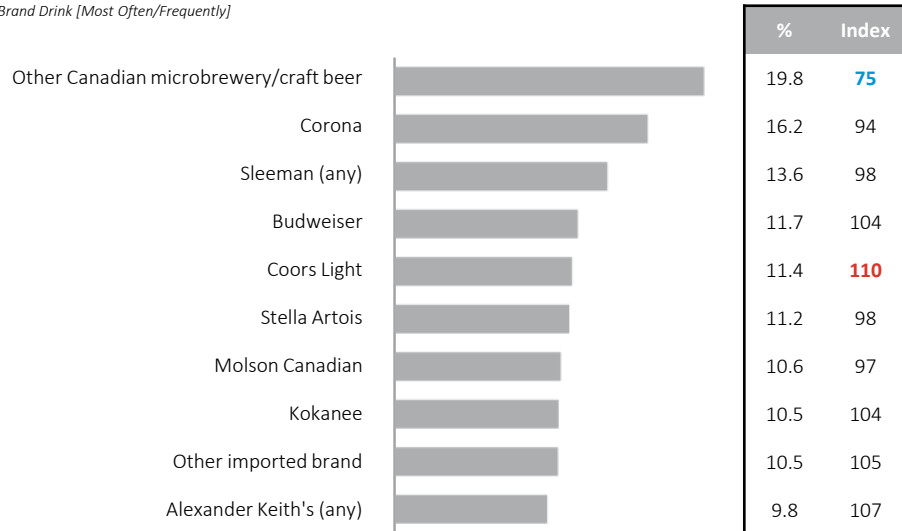
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	28.6	101
White wine (any)	26.6	103
Canadian wine	24.7	**115**
European wine	10.9	94
Australian wine	9.5	104
American wine	9.3	109
Rosé wine (any)	8.8	**121**
Other imported wine	7.0	93
Sparkling/champagne (any)	6.1	94

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
ranked by percent composition
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SYMPHONY TOURISM SERVICES

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	11.2	109	43.8	105	4.0	84
Asian restaurants	10.0	81	49.7	107	6.3	132
Submarine/sandwich restaurants	5.1	91	37.6	116	4.8	103
Breakfast style restaurant	3.6	94	32.0	104	9.8	98
Chicken restaurants	2.8	105	18.5	111	3.3	76
Ice cream/frozen yogurt restaurants	2.1	101	24.0	91	4.3	96
Specialty burger restaurants	3.5	103	21.2	94	6.2	107
Italian restaurants	1.5	76	23.4	101	7.9	94
Other ethnic restaurants	2.0	68	27.5	91	10.9	117
Steakhouse	1.4	97	14.3	97	16.2	95
Mexican/Burrito-style restaurants	4.2	134	21.7	101	11.1	119
Seafood/Fish and Chips restaurants	1.7	107	25.7	109	10.6	103

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	5.9	98	47.4	104	5.7	98
Food court outlets at a shopping mall	2.8	59	45.1	105	6.3	84
Pub restaurants	9.9	110	42.0	104	6.3	107
Formal dine-in restaurants	3.4	90	35.7	106	8.7	86
Fast casual restaurants	8.9	126	25.2	99	3.2	92
Sports bars	1.8	77	15.7	100	2.6	89
Other types	3.1	79	22.8	105	2.0	100
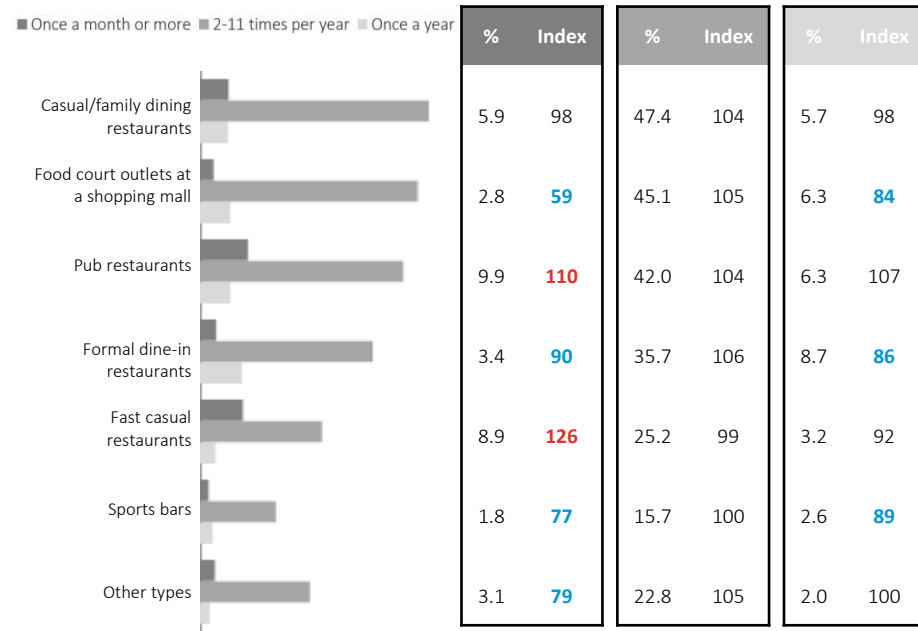
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
28.8%
(94)

Other Organic Food
17.2%
(104)

Organic Meat
10.4%
(100)

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
18.4%
(57)

Own
81.4%
(121)

Households with Children at Home
43.8%
(118)

Age of Children at Home
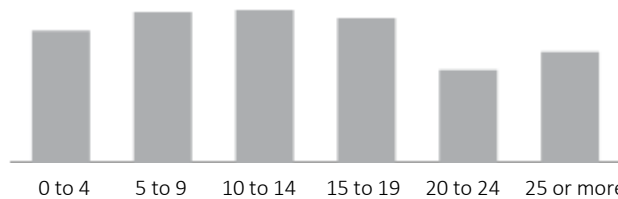
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	16.8	19.2	19.5	18.4	11.8	14.2
Index	107	112	113	104	87	76

Demographic Trends

Household Projections
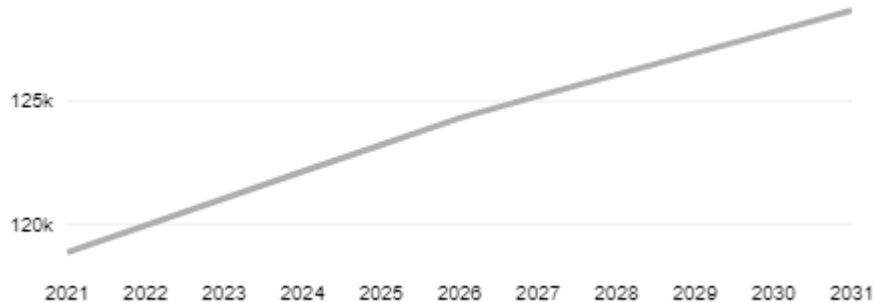
Name	2021	2024	2026	2031
Count	118,852	122,139	124,318	128,697
% Change	-	2.8	4.6	8.3
Index	-	99	99	95

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

Loyalty Programs*

Member

	%	Index
PC Optimum	48.9	97
Air Miles (excl. airline frequent flyer programs)	42.7	95
Costco membership (paid)	41.9	100
Credit card with loyalty rewards	41.0	105
Canadian Tire Triangle	36.5	115
Aeroplan	29.3	101
SCENE (Cineplex)	23.8	92
Hudson's Bay Rewards	21.3	92
Petro Points	18.4	100
Esso Extra Program	9.9	101
Other grocery store card	32.7	104
Other loyalty program	14.7	109
Other store program	11.6	107
Other gas program	8.4	117
Other airline frequent flyer program	5.8	69

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]

Internet Activity*	%	Index	Internet Activity via Mobile %	Index	Internet Activity via Tablet %	Index
Send/receive email	69.3	101	46.6	101	14.3	**116**
Send/receive a text/instant message	63.1	102	58.3	102	8.4	**120**
Participate in an online social network	58.1	107	39.1	103	11.5	**123**
Do banking/pay bills online	49.9	99	20.7	92	7.5	**119**
Take pictures/video	49.2	101	46.0	101	8.0	**119**
Use apps	47.3	101	42.2	99	11.4	93
Use maps/directions service	48.2	97	39.2	97	7.5	**132**
Internet search - business, services, products	44.3	96	25.3	**88**	12.7	**113**
Watch a subscription-based video service (e.g. Netflix)	38.0	103	18.1	**111**	8.5	93
Watch free streaming music videos	34.1	108	20.9	107	7.9	**116**
Watch other online free streaming videos	28.1	93	16.8	**85**	4.8	**86**
Compare products/prices while shopping	26.8	92	15.5	**89**	4.5	**118**
Play/download online games	27.3	105	16.4	109	7.2	**115**
Research products/services	33.1	100	19.2	100	7.5	**111**
Listen to music via streaming video service (e.g. YouTube)	26.3	108	16.9	109	4.0	**125**
Share/refer/link friends to a website or an article	22.9	104	16.5	105	3.6	**119**
Listen to Internet-only music service (e.g. Spotify)	23.3	104	18.1	103	2.4	**126**
Purchase products or services	26.7	102	11.0	104	3.9	**115**
Consult consumer reviews	25.4	103	12.8	**89**	5.2	108
Use online telephone directory	20.8	107	14.2	**112**	2.8	**112**
Use ad blocking software	19.5	100	7.6	**117**	4.8	**129**
Download any video content (free or paid)	12.5	99	3.4	**87**	2.3	**113**
Read or look into online newspapers	13.2	105	5.9	96	3.8	**123**
Download music/MP3 files (free or paid)	13.8	105	10.2	**117**	1.7	94
Click on an Internet advertisement	15.1	**113**	7.2	103	2.4	**126**
Listen to a podcast	14.0	98	11.3	103	2.4	**144**
Listen to a radio broadcast via streaming audio	8.7	**110**	5.1	108	1.1	**116**
Download/print/redeem discount coupon	11.5	107	7.1	**111**	0.4	**74**
Watch a TV broadcast via streaming video	7.5	94	2.6	**83**	2.1	100
Enter online contests	10.0	107	6.8	**113**	2.2	**178**
Place/respond to an online classified advertisement	12.3	**114**	7.9	**120**	1.8	**130**
Receive store offers by SMS	9.5	**116**	9.4	**117**	-	-
Read or look into online magazines	8.5	**113**	3.8	**111**	2.1	**130**
Scan mobile tagging barcode/QR	8.0	**118**	7.6	**117**	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.9	**122**	-	-	-	-
Purchase group deal (e.g. Groupon)	4.4	**135**	2.0	**111**	-	-

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

Website Type	Internet %	Internet Index	Mobile %	Mobile Index	Tablet %	Tablet Index
Access a news site	43.0	101	25.5	94	11.6	**118**
Access food/recipes content	29.4	100	14.9	96	8.6	**114**
Access health-related content	17.8	92	9.8	92	4.7	107
Access professional sports content	11.2	107	8.1	108	2.7	108
Access restaurant guides/reviews	15.3	100	10.7	99	2.4	**84**
Access travel content	12.2	93	6.2	96	2.9	101
Access real estate listings/sites	11.5	103	3.0	**73**	2.7	**128**
Access a radio station's website	9.6	104	5.8	**114**	1.3	96
Access home decor-related content	9.6	**117**	4.5	107	2.2	**126**
Access celebrity gossip content	8.1	94	4.6	**82**	0.6	**79**
Access a TV station's website	9.8	107	4.5	108	1.7	95
Access fashion or beauty-related content	8.5	95	5.8	94	0.9	95
Access automotive news/content	7.0	108	4.5	105	1.8	**146**

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	40.4	**110**
Flyers delivered to the door or in the mail	39.1	107
General information from the Internet/websites	31.7	103
Coupons	27.4	96
Apps/online flyers	24.0	97
Local store catalogues	21.4	102
Direct email offers	20.9	93
Flyers inserted into a daily newspaper	17.1	95
Mail order	7.5	109
Yellow Pages (print)	5.7	**118**
Yellow Pages (online)	3.9	**115**

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	28.9	102
On bus exteriors	21.5	**85**
On street furniture (e.g. bus benches)	16.8	94
Digital billboards	16.5	**115**
On transit shelters	16.0	**83**
Inside shopping malls	11.2	**75**
Inside buses	9.7	**80**
Inside public washrooms	9.3	99
On subway/metro platforms	5.9	**70**
Screens inside elevators	5.4	**66**
Inside subway/metro cars	4.5	**67**
Inside movie theaters	4.4	**74**
Inside airports	3.6	94
Inside commuter trains	3.5	**52**
On taxis	2.7	**81**

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021   *Ranked by national percent composition for internet activity
Based on Household Population 12+ 13
ranked by percent composition

Social Media Usage

Social Media Overview

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

- **60%** of No Hassle Travellers from British Columbia tend to access social media on their mobile phones during the morning hours, **56%** during the afternoon hours.

- **6%** seek recommendations for Vacation/Travel Information via social media (Below Average).

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
%	46.1	6.3	30.2	9.4	3.0	2.1	2.9
Index	103	91	101	93	86	106	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
%	34.5	30.0	12.7	15.9	4.9	2.0
Index	106	99	104	101	72	82
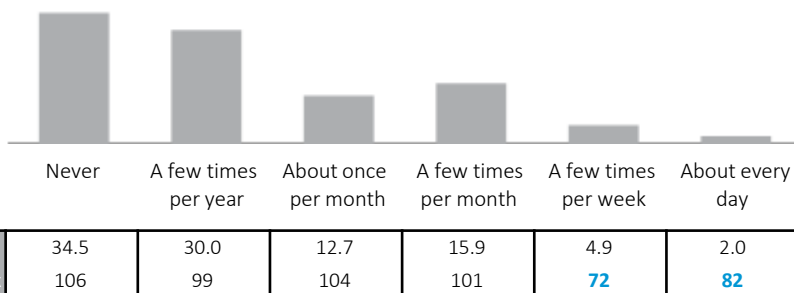
Seek Recommendations via Social Media*

	%	Index
Vacation/travel	5.6	70
Health-related	4.3	91
Big-ticket items	4.2	72
Banking/credit cards	4.1	77
Entertainment	3.7	70
Car/Auto-related	3.6	73
Smaller-ticket items	3.5	80
Home décor	3.4	71
Fashion-related	3.2	67
Child-related	3.0	72
Choosing non-profits for donations	2.5	77
Insurance	2.0	55
Other	5.5	109
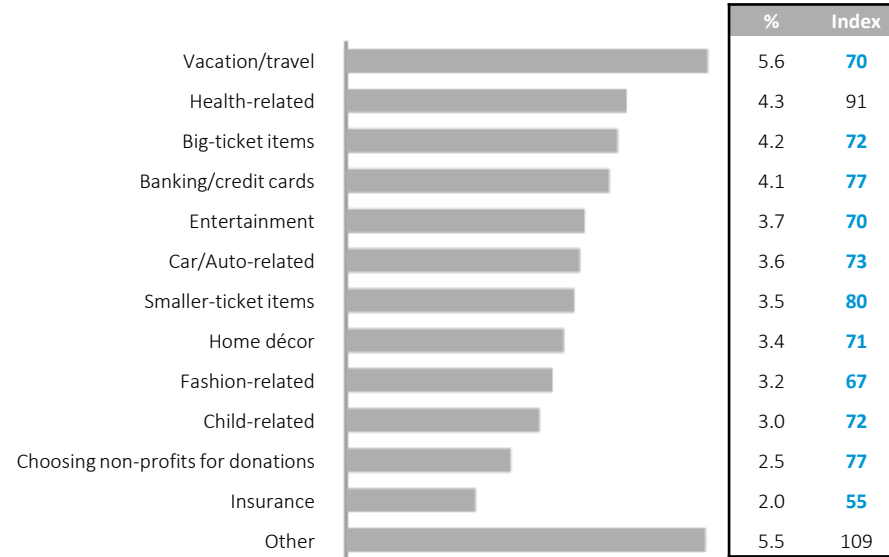
Top Social Media Attitudes**

74% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
88% | Index = 105

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 102
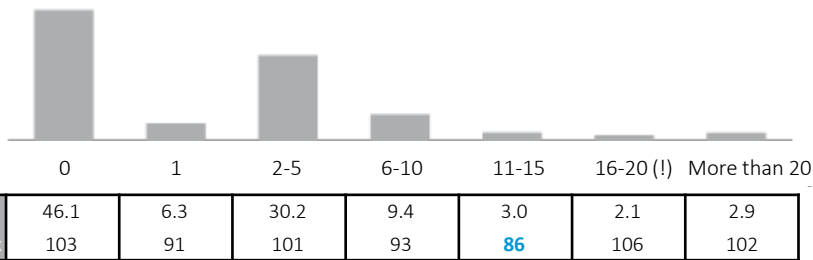
"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
71% | Index = 105

"Use SM to stay connected with personal contacts"
47% | Index = 103

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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TOURISM
SERVICES

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	50.1	105
Watch video online	42.4	92
Chat in online chats	39.5	97
Read article comments	38.1	96
Read status updates/tweets	36.0	97
Listen to radio or stream music online	33.6	96
Share links with friends and colleagues	26.3	90
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	85
Update your status on a social network	9.6	89
Chat in online forums	9.0	88
Check in with locations	7.3	83
Comment on articles or blogs	7.0	81
Rate or review products online	6.9	75
Share your GPS location	6.2	75
Post videos online	5.2	91
Publish blog, Tumblr, online journal	2.2	60

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	48.6	105
Stay connected with personal contacts	48.0	100
Keep up to date on general news/events	45.1	97
Keep up to date on news/events in my industry	24.1	94
Stay connected with work/professional contacts	15.1	83

Number of Connections

Across all social media

	%	Index
0-49	35.6	103
50-99	17.2	103
100-149	12.2	108
150-199	5.6	93
200-299	10.6	117
300-399	3.7	73
400-499	4.1	115
500-1000	7.1	90
More than 1000	3.8	69

Social Media Access

Typically use

Mobile

	%	Index
Morning	60.3	97
Afternoon	56.4	96
Dinner Time	40.4	92
Evening	54.6	95
Late Night	37.2	89

Tablet

	%	Index
Morning	23.8	115
Afternoon	21.4	105
Dinner Time	16.9	108
Evening	29.8	99
Late Night	18.4	104

Laptop

	%	Index
Morning	28.5	100
Afternoon	32.0	98
Dinner Time	18.7	95
Evening	34.5	96
Late Night	16.8	99

Desktop

	%	Index
Morning	21.8	96
Afternoon	23.2	91
Dinner Time	12.1	95
Evening	22.9	94
Late Night	11.2	89

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **77.3%** (100) Did Not Use **20.1%** (103)

	%	Index
Use Daily	58.7	103
Use Weekly	13.1	94
Use Monthly	4.9	89

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	53.9	100
Comment/Like other users' posts	47.1	104
Use Messenger	46.7	107
Watch videos	38.1	98
Watch live videos	15.2	96
Post photos	13.5	100
Update my status	10.6	96
Like or become a fan of a page	9.9	97
Click on an ad	8.8	87
Post videos	4.9	91
Create a Facebook group or fan page	2.8	75
Give to a Facebook fundraiser (!)	1.4	56
Create a Facebook fundraiser (!)	1.3	58

LinkedIn

Frequency of Use
[Past Year]

Currently Use **33.4%** (90) Did Not Use **58.3%** (108)

	%	Index
Use Daily	5.8	80
Use Weekly	9.8	89
Use Monthly	16.1	96

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.0	79
View a job posting	3.7	66
Watch videos	3.2	79
Search and review other profiles	3.0	67
Create a connection	2.1	70
Comment on content	1.4	60
Click on an ad (!)	1.1	55
Update your profile information	1.0	50
Participate in LinkedIn forums (!)	0.9	58
Post an article, video or picture (!)	0.9	58
Request a recommendation (!)	0.8	53
Join a LinkedIn group (!)	0.7	53

Instagram

Frequency of Use
[Past Year]

Currently Use **36.2%** (94) Did Not Use **55.9%** (108)

	%	Index
Use Daily	19.2	89
Use Weekly	10.4	98
Use Monthly	6.0	104

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	25.6	92
Like photos/videos	21.6	94
Comment on photos/videos	11.6	89
Send direct messages	10.9	85
Watch live videos	10.3	94
Post photos/videos	7.1	90
View a brand's page	6.9	85
Watch IGTV videos	5.0	77
Click on ads	3.8	82

Pinterest

Frequency of Use
[Past Year]

Currently Use **30.6%** (117) Did Not Use **58.9%** (94)

	%	Index
Use Daily	6.5	114
Use Weekly	11.1	117
Use Monthly	11.2	117

Reddit

Frequency of Use
[Past Year]

Currently Use **8.4%** (72) Did Not Use **85.0%** (106)

	%	Index
Use Daily	4.0	82
Use Weekly	2.3	58
Use Monthly	2.0	74

Participate In* (at least a few times per month)	% Comp	Index
View content	6.8	74
Follow specific Subreddits	4.3	83
Vote on content	3.8	80
Post content	1.8	71
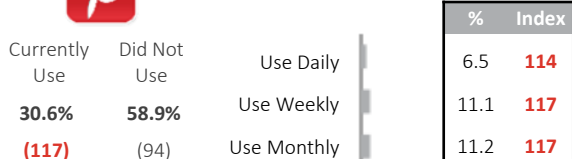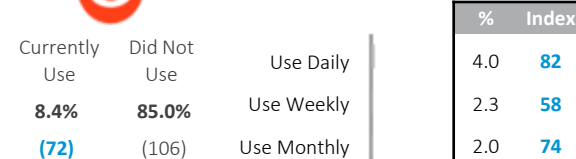
WhatsApp

Frequency of Use
[Past Year]

Currently Use **36.0%** (78) Did Not Use **56.9%** (124)

	%	Index
Use Daily	14.2	60
Use Weekly	11.2	92
Use Monthly	9.2	103

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	22.3	71
Send/receive images	19.4	68
Use group chats	14.1	64
Use voice calls	8.3	63
Send/receive documents and files	8.1	59

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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Social Media Usage

Twitter

Frequency of Use
[Past Year]

Currently Use **24.3%** (93)
Did Not Use **68.1%** (105)

	%	Index
Use Daily	10.5	87
Use Weekly	6.9	93
Use Monthly	5.2	93
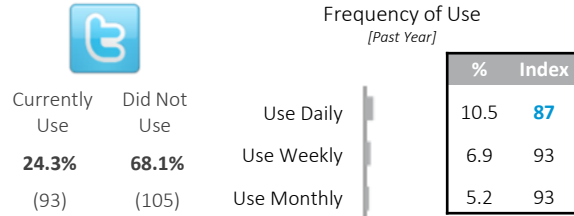
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.3	91
Watch videos	6.8	77
Tweet	5.3	84
Retweet	4.8	86
Send or receive direct messages	4.6	82
Share a link to a blog post or article of interest	4.4	88
Respond to tweets	4.1	75
Actively follow new users	3.5	81
Watch live videos	3.1	69
Follow users who follow you	2.7	65
Click on an ad	2.3	73

YouTube

Frequency of Use
[Past Year]

Currently Use **69.4%** (96)
Did Not Use **18.9%** (114)

	%	Index
Use Daily	24.4	82
Use Weekly	30.9	104
Use Monthly	13.0	110
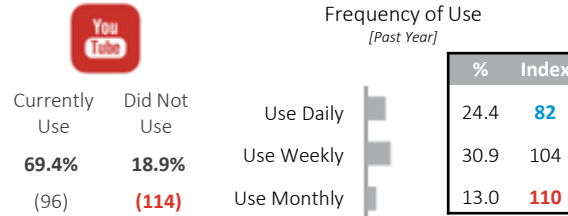
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	42.7	90
Like or dislike videos	12.4	84
Watch live videos	12.0	83
Leave comment or post response on video	7.4	89
Share videos	6.5	76
Click on an ad	5.0	74
Embed a video on a web page or blog	2.8	71
Create and post a video	2.4	74

Snapchat

Frequency of Use
[Past Year]

Currently Use **10.4%** (97)
Did Not Use **84.2%** (102)

	%	Index
Use Daily	4.0	104
Use Weekly	2.9	102
Use Monthly	3.1	88
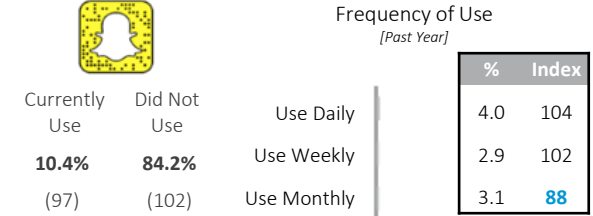
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.6	113
Send photos/videos	4.3	101
Send direct text messages	4.2	96
Use filters or effects	2.8	86
Use group chat	2.7	95
Use video chat	1.6	83
Read Snapchat discover/News	1.5	68
View ads	1.3	70
View a brand's snaps	1.3	70

Audio Podcasts

Currently Use **18.0%** (95)
Did Not Use **67.3%** (101)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.5	91
Use Weekly	7.0	99
Use Monthly	5.1	97
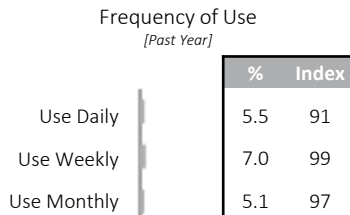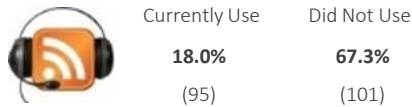
Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.9	108
Listen to a news podcast	4.5	90
Listen to an educational podcast	4.3	83
Listen to a comedy podcast	3.4	89
Listen to a business podcast	3.0	83
Subscribe to a educational podcast	2.1	96
Subscribe to another genre of podcast	2.1	85
Subscribe to a comedy podcast (!)	1.9	93
Subscribe to a news podcast	1.9	82
Listen to a technology focused podcast	1.7	82
Listen to a sports podcast	1.5	77
Subscribe to a sports podcast**	1.3	65
Subscribe to a technology podcast (!)	1.1	94
Subscribe to a business podcast (!)	0.8	64

Other Social Media Platforms

Tinder
Currently Use **2.0%** (80)
Did Not Use **95.0%** (101)

Tik Tok
Currently Use **4.5%** (76)
Did Not Use **90.1%** (103)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.5	61
Use Weekly (!)	0.4	75

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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