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SYMPHONY
TOURISM
SERVICES

Overview

- Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank **3rd**, making up **296,119** households, or **14.7%** of the total Households in British Columbia (2,018,734).

- The Median Household Maintainer Age is **59**, **54%** of couples do not have children living at home (Above Average).

- Average Household Income of **$106,423** compared to BC at $113,574.

- **Top 3 Social Values**: Attraction to Nature, Emotional Control, Community Involvement

- **Top Tourism Activities**: Swimming, Hiking/Backpacking, Camping. **Above average** interest in Cycling, Photography, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golfing

- **Average** interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa), Rejuvenators from British Columbia spent an average of **$1,775** (Average) on their last vacation.

- **80%** currently use Facebook (Average), **61%** use Instagram (Below Average), **21%** use Twitter (Below Average) and **69%** use YouTube (Average).

Market Sizing
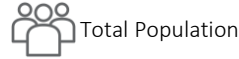
Total Population

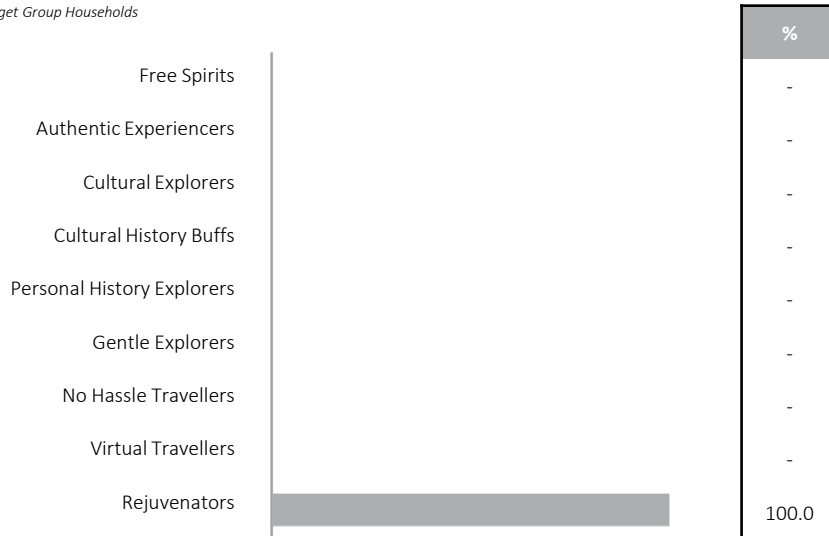Target Group: 721,800 | 14.1%
Market: 5,102,265

Total Households

Target Group: 296,119 | 14.7%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Nanaimo, BC (CY)	2.6	18.0	122	42,228	2.1
Chilliwack, BC (CY)	2.3	18.9	129	35,457	1.8
Langley, BC (DM)	2.1	13.3	91	45,647	2.3
Kelowna, BC (CY)	2.0	9.9	67	60,470	3.0
North Cowichan, BC (DM)	2.0	43.2	294	13,661	0.7
Vernon, BC (CY)	2.0	29.7	202	19,653	1.0
Kamloops, BC (CY)	1.8	13.3	91	39,686	2.0
Courtenay, BC (CY)	1.6	35.8	244	13,052	0.6
Prince George, BC (CY)	1.5	13.5	92	32,424	1.6
Penticton, BC (CY)	1.5	25.5	174	17,104	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	-
Virtual Travellers	-
Rejuvenators	100.0

Top PRIZM Segments

% of Target Group Households
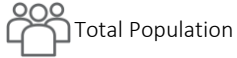
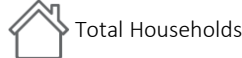|	%
21 - Scenic Retirement	31.6
50 - Country & Western	29.0
41 - Down to Earth	13.6
14 - Kick-Back Country	11.1
45 - Slow-Lane Suburbs	10.1
33 - New Country	4.6

Demographic Profile

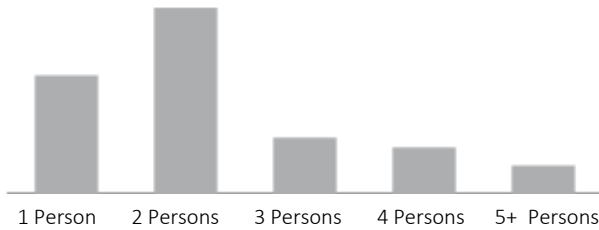**Total Population**

Target Group: 721,800 | 14.1%
Market: 5,102,265

Total Households

Target Group: 296,119 | 14.7%
Market: 2,018,734

Average Household Income

$106,423
(94)

Median Household Maintainer Age

59
(110)

Household Size*

%	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
	27.2	42.7	12.9	10.7	6.5
Index	94	**121**	**88**	**83**	**78**

Marital Status

61.9%
(109)

Married/Common-Law

Family Composition*

54.1%
(123)

Couples Without Kids at Home

Education

30.7%
(104)

High School Certificate Or Equivalent

Visible Minority Presence*

5.4%
(17)

Belong to a visible minority group

Non-Official Language*

0.4%
(11)

No knowledge of English or French

Immigrant Population*

12.3%
(43)

Born outside Canada

Psychographics**

Strong Values			Weak Values
Attraction to Nature	**126**	**65**	Pursuit of Novelty
Emotional Control	**124**	**69**	Attraction For Crowds
Utilitarian Consumerism	**123**	**70**	Active Government
Obedience to Authority	**115**	**72**	Ostentatious Consumption
Rejection of Orderliness	**115**	**73**	Pursuit of Intensity

Key Social Values

Attraction to Nature	Emotional Control	Community Involvement
Index = **126**	Index = **124**	Index = **110**
Need for Escape	**Racial Fusion**	**Brand Apathy**
Index = 108	Index = 107	Index = 106
Legacy	**National Pride**	**Primacy of the Family**
Index = 106	Index = 104	Index = 103
Ecological Fatalism	**Work Ethic**	**Traditional Family**
Index = 103	Index = 102	Index = 102

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

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.9	103
Gardening	64.6	108
Home exercise & home workout	57.8	107
Volunteer work	57.0	106
Fitness walking	54.8	105

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	47.9	91
Parks & city gardens	43.7	101
Bars & restaurant bars	36.2	98
National or provincial park	34.9	121
Movies at a theatre/drive-in	33.1	90

Key Tourism Activities**

Swimming	Hiking & backpacking	Camping	Cycling	Photography	Parks & city gardens	Canoeing & kayaking	Bars & restaurant bars
54.6% (104)	54.0% (108)	52.3% (104)	50.5% (110)	46.2% (118)	43.7% (101)	38.2% (108)	36.2% (98)

Fishing & hunting	National or provincial park	Cross country skiing & snowshoeing	Golfing	Historical sites	Ice skating	Pilates & yoga	Specialty movie theatres/IMAX
35.5% (145)	34.9% (121)	30.8% (125)	28.5% (107)	25.5% (131)	22.3% (98)	19.6% (86)	19.5% (93)

Downhill skiing	Sporting events	Zoos & aquariums	ATV & snowmobiling	Theme parks, waterparks & water slides	Hockey	Power boating & jet skiing	Beer, food & wine festivals
19.3% (101)	17.9% (105)	17.6% (109)	17.2% (142)	14.5% (119)	11.6% (100)	11.6% (95)	11.5% (103)

Video arcades & indoor amusement centres	Adventure sports	Music festivals	Curling	Film festivals	Snowboarding	Inline skating	Dinner theatres
10.9% (71)	10.2% (86)	8.0% (96)	7.7% (98)	6.0% (96)	5.5% (66)	5.2% (115)	4.7% (123)

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	45.2	112
Vancouver	31.5	128
Victoria	24.1	94
Other Alberta	17.7	142
Whistler	15.1	73
Calgary	13.4	123
Banff	12.7	135
Jasper	7.3	111
Ottawa	6.9	148
Toronto	6.5	75
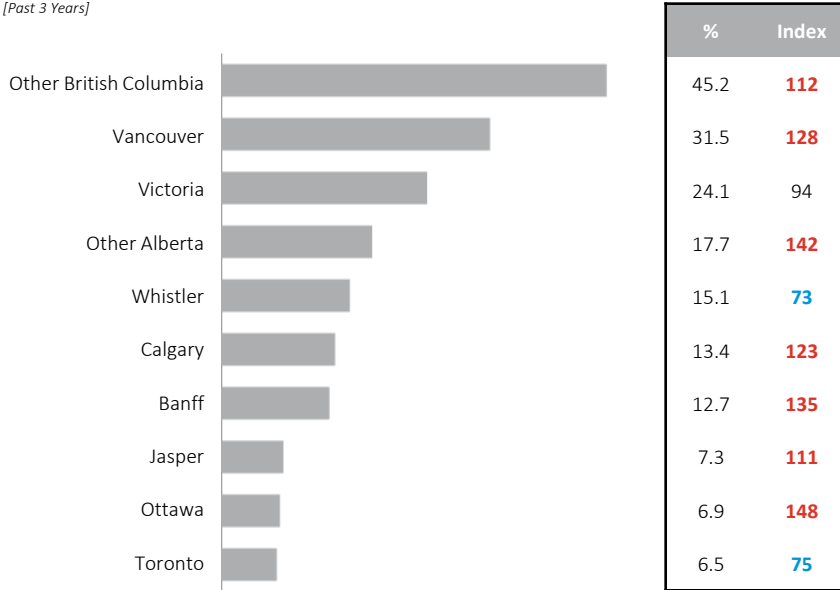
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	43.6	101
Book through a hotel directly	40.3	98
Book through airline/hotel website	25.5	88
Book through an on-line travel agency	25.4	72
Book through a full service travel agent	24.3	102
Other services	19.7	114
Book a package tour	12.0	104
Book through a discount/last minute agency	8.5	81

*Booked With [Past Year]***

Expedia — Expedia.com/ca — 16.0% (87)	**Booking.com** — 7.3% (102)	**Hotels.com** — 6.1% (105)
Sunwing — Sunwing.ca — 1.8% (111)	**trivago** — Trivago.ca — 2.2% (98)	
travelocity — Travelocity.com/ca (!) — 1.7% (95)	Airline Websites — 12.5% (84)	Discount Sites — 3.3% (132)
Other Travel — 3.9% (73)		

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
%	26.6	18.7	22.5	7.5	5.1	19.7
Index	86	100	118	81	82	122

$ 1,775 (107)
Average spend on last trip
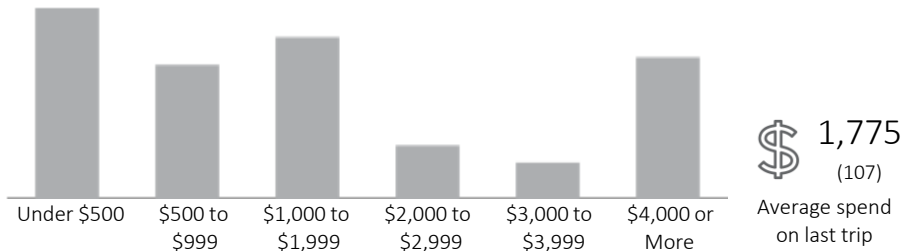
Travel Type & Frequency

Business Trips

12.6 (112) — 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
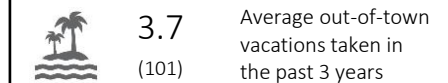
Average number of business trips by mode of transportation in the past year:

3.3 (105) | 3.9 (86) | 1.6 (77) | 5.7 (128)

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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Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 52.4% (93)	Friends/relatives 44.9% (105)	All-inclusive resort 15.0% (96)	Camping 23.9% (100)	Vacation rental by owner 20.4% (85)	Motel 27.1% (138)	Cottage 9.2% (99)
B&B 11.3% (82)	Condo/apartment 9.9% (77)	RV/camper 16.7% (131)	Cruise ship 11.1% (99)	Package tours 4.0% (81)	Spa resort 4.8% (88)	Boat 4.2% (112)

Airline Preferences**

Flown [Past Year]

Air Canada 28.5% (78)	West Jet 30.6% (101)	Air Transat 3.6% (58)	Porter Airlines 0.1% (123)	Other Canadian 5.6% (99)
Delta Airlines 3.7% (69)	United Airlines 6.5% (104)	American Airlines 3.4% (79)	Other American 5.9% (73)	
European Airlines 6.5% (86)	Asian Airlines 3.5% (57)	Other Charter 1.9% (90)	Other 6.9% (98)	

Car Rental*

Rented From [Past Year]

Enterprise 3.6% (72)	Budget 5.2% (132)	Avis 2.6% (124)	U-Haul 1.9% (130)
Hertz 2.0% (89)	National (!) 3.6% (126)	Discount (!) 0.5% (53)	Other Rentals 2.6% (71)

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SYMPHONY TOURISM SERVICES

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
13 hours/week	1,394 minutes/week	1 hours/week	11 minutes/day	216 minutes/day
(110)	**(119)**	**(117)**	**(140)**	(91)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.6	97
Multi/Variety/Specialty	19.4	**132**
Adult Contemporary	17.1	**88**
Classic Hits	15.7	**116**
Today's Country	9.9	107
Not Classified	9.0	**123**
Classic Rock	8.7	**89**
AOR/Mainstream Rock	7.5	**198**
Mainstream Top 40/CHR	5.1	**41**
Hot Adult Contemporary	5.0	**63**

Top Television Programs*

Programs [Average Week]

	%	Index
Evening local news	51.7	**125**
Movies	45.7	105
News/current affairs	39.1	**121**
Suspense/crime dramas	32.8	**112**
Primetime serial dramas	32.6	109
Morning local news	29.3	**129**
Documentaries	29.3	**117**
Situation comedies	24.2	109
Home renovation/decoration shows	24.1	105
Cooking programs	23.7	107

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	60.4	107
International News & World	56.0	108
National News	54.9	103
Health	35.8	105
Editorials	32.2	104
Food	28.8	99
Movie & Entertainment	28.8	95
Sports	26.4	109
Travel	25.8	103
Business & Financial	23.4	94

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.9	**117**
Other U.S. magazines	10.6	109
Maclean's	8.4	**126**
Reader's Digest	7.2	**133**
Canadian Living	6.8	**113**
National Geographic	6.7	**111**
Canadian Geographic	4.9	**150**
CAA Magazine	4.8	**126**
Air Canada enRoute	4.4	**131**
People	4.1	102

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	67.9	98
Send/receive a text/instant message	61.7	100
Participate in an online social network	52.5	97
Do banking/pay bills online	47.8	94
Internet search - business, services, products	45.8	100
Take pictures/video	45.8	94
Use maps/directions service	45.2	91
Use apps	42.1	**89**
Access a news site	42.0	98
Watch a subscription-based video service	36.0	98

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.6	97
Take pictures/video	42.4	93
Send/receive email	39.9	**86**
Use apps	35.2	**83**
Use maps/directions service	33.9	**84**
Participate in an online social network	32.3	**85**
Internet search - business, services, products	24.7	**87**
Access a news site	23.1	**85**
Do banking/pay bills online	18.4	**82**
Watch a subscription-based video service	16.6	102

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
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Ranked on Household Population 12+
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SYMPHONY TOURISM SERVICES

Media

Social Media Platforms

Usage [Currently Use]

Facebook	YouTube	Pinterest
80.4%	**69.4%**	**32.1%**
(104)	(96)	**(122)**

Instagram	LinkedIn	WhatsApp
31.4%	**27.8%**	**26.1%**
(81)	**(75)**	**(57)**

Twitter	Podcasts	Blogs
21.0%	**17.5%**	**10.8%**
(80)	(93)	(98)

Health/Fitness	Snapchat	Reddit
7.8%	**7.6%**	**5.6%**
(75)	**(71)**	**(47)**

TikTok	Flickr	Dating App
3.2%	**3.1%**	**3.1%**
(53)	**(81)**	**(65)**

Tinder
1.4%
(56)
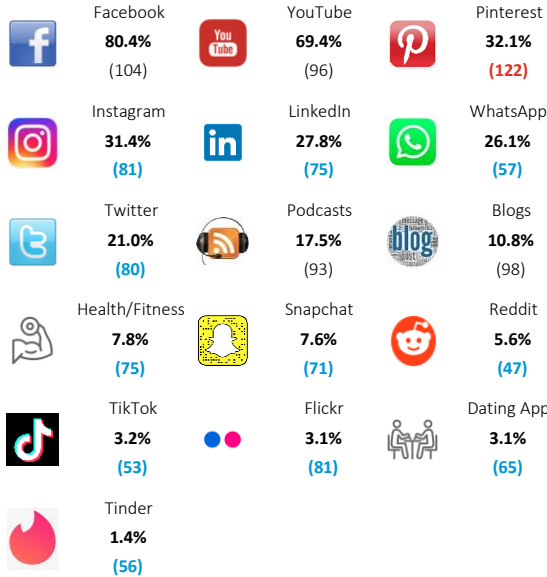
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	29.7	93
To get coupons and discounts	25.3	**88**
To enter contests	25.1	95
To be among the first to hear brand news	10.2	**78**
To provide feedback to the brand	9.8	93
To engage with content	7.8	91
To share brand-related stories with consumers	5.1	94
To make suggestions for new products/services	3.0	**71**
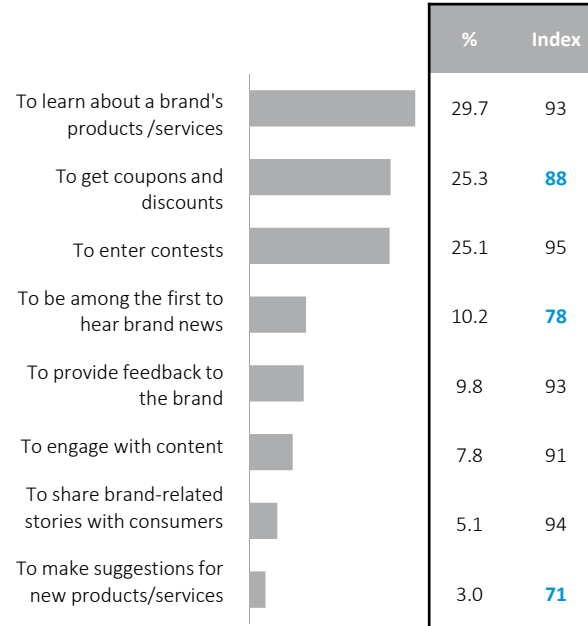
Reasons to Unfollow Brands

	%	Index
Too many messages	33.9	97
Not enough value	17.3	**83**
Stopped purchasing products from brand	15.2	96
Other	4.2	**112**
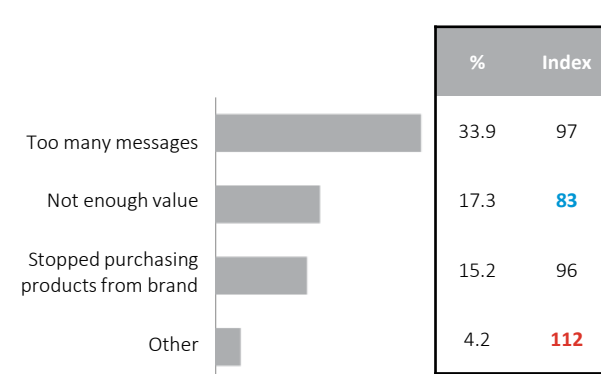
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	30.7	94
Subscribe to brand email newsletter	14.4	**77**
Subscribe to brand channel on YouTube	11.0	**83**
Follow brand on Instagram	10.3	**67**
Join an exclusive online community of consumers who also like the brand	9.5	96
Follow brand on Twitter	3.6	**42**

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
77% | Index = 108

"Use SM to keep up to date on general news/events"
34% | Index = 96

"I am well informed about SM"
28% | Index = 91

"Feel comfortable collaborating with others through SM"
27% | Index = 97

"Use SM to keep up to date on news/events in my industry"
23% | Index = **88**

"I am open to receiving relevant marketing messages through social media channels"
17% | Index = **84**

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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SYMPHONY TOURISM SERVICES

Product Preferences

Variables with "Agree" Statements

"I have tried a product/service based on a personal recommendation"
77% | Index = 105

"I consider myself to be informed on current events or issues"
75% | Index = 106

"I would like to eat healthy foods more often"
73% | Index = 98

"I generally achieve what I set out to do"
73% | Index = 106

"I value companies who give back to the community"
71% | Index = 106

"I make an effort to buy local produce/products"
70% | Index = 109

"I am very concerned about the nutritional content of food products I buy"
65% | Index = 99

"Family life and having children are most important to me"
65% | Index = **114**

"I like to cook"
64% | Index = **112**

"When I shop online I prefer to support Canadian retailers"
63% | Index = **110**

"It's important to buy products from socially-responsible/environmentally-friendly companies"
57% | Index = 102

"I like to try new places to eat"
55% | Index = 101

"I am interested in learning about different cultures"
54% | Index = 95

"I offer recommendations of products/services to other people"
49% | Index = 92

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

"I am adventurous/"outdoorsy""
45% | Index = **110**

"Free-trial/product samples can influence my purchase decisions"
38% | Index = 95

"I am willing to pay more for eco-friendly products"
35% | Index = 94

"Vegetarianism is a healthy option"
31% | Index = **85**

"I prefer to shop online for convenience"
28% | Index = **89**

"I lead a fairly busy social life"
26% | Index = 98

"Staying connected via social media is very important to me"
26% | Index = 93

"Advertising is an important source of information to me"
22% | Index = 100

"I consider myself to be sophisticated"
18% | Index = 91

"I enjoy being extravagant/indulgent"
17% | Index = 94

Product Preferences

Beer Consumption

Drinks [Past Week]

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	66.0	19.5	6.4	3.1	2.3	2.7
Index	96	105	**115**	106	**154**	96
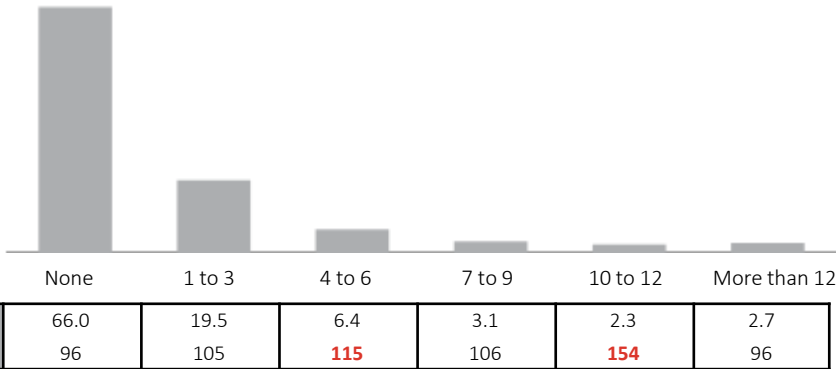
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	28.0	**130**
Liqueurs (any)	16.3	**146**
Cider	12.2	103

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.1	102

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.1	**69**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	18.1	**69**
Budweiser	15.3	**136**
Corona	14.3	**83**
Sleeman (any)	14.0	100
Coors Light	12.8	**124**
Kokanee	12.7	**125**
Bud Light (any)	11.7	**160**
Stella Artois	11.0	96
Alexander Keith's (any)	10.8	**119**
Heineken	10.2	91
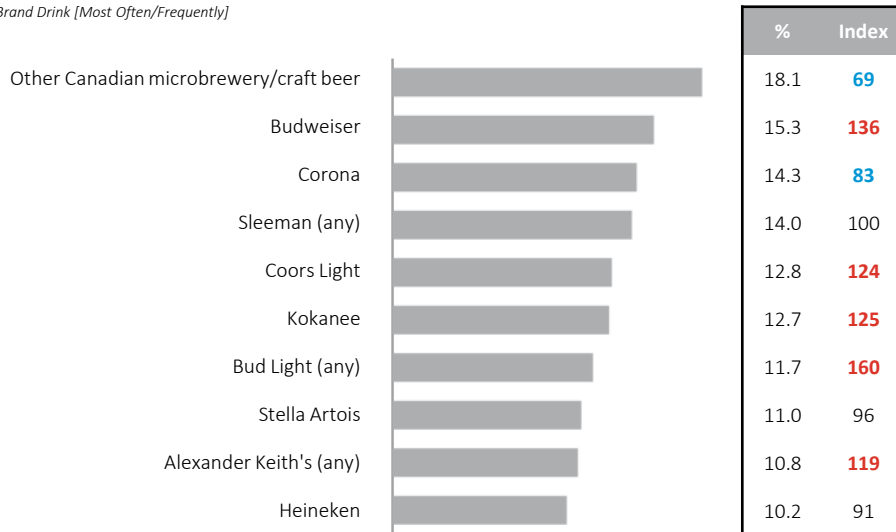
Wine Details

Drank [Past Month]

	%	Index
White wine (any)	32.5	**126**
Red wine (any)	31.6	**111**
Canadian wine	28.0	**130**
Australian wine	12.3	**135**
European wine	11.7	101
American wine	11.0	**128**
Rosé wine (any)	9.0	**124**
Sparkling/champagne (any)	8.4	**128**
Other imported wine	6.4	**86**

Sources: Opticks Powered by Numeris 2021
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Based on Household Population 12+
*Selected and ranked by percent composition 9
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	8.2	79	42.3	101	4.8	102
Asian restaurants	7.4	60	53.6	115	5.1	107
Submarine/sandwich restaurants	4.3	76	36.9	114	4.9	105
Breakfast style restaurant	3.3	87	31.2	102	9.3	92
Chicken restaurants	2.3	89	17.8	107	2.9	68
Ice cream/frozen yogurt restaurants	2.2	105	17.1	65	3.7	83
Specialty burger restaurants	1.7	50	20.2	89	5.4	93
Italian restaurants	1.8	93	19.3	83	8.4	100
Other ethnic restaurants	1.0	33	27.5	91	10.4	112
Steakhouse	2.6	176	9.7	65	17.4	101
Mexican/Burrito-style restaurants	2.9	93	19.4	90	8.7	93
Seafood/Fish and Chips restaurants	1.0	66	29.3	125	9.6	93

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	4.3	71	49.5	109	5.7	97
Food court outlets at a shopping mall	1.0	22	41.3	97	5.6	75
Pub restaurants	11.1	123	42.5	105	7.4	126
Formal dine-in restaurants	3.7	98	31.3	93	8.5	85
Fast casual restaurants	6.9	98	21.6	85	2.6	74
Sports bars	2.3	101	13.0	82	2.8	97
Other types	1.8	45	23.6	108	2.8	141

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
31.5%	17.9%	10.5%
(103)	(108)	(101)

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+
10

Product Preferences

Demographics

Rent
19.9%
(61)

Own
79.6%
(118)

Households with
Children at Home
31.7%
(86)

Age of Children at Home
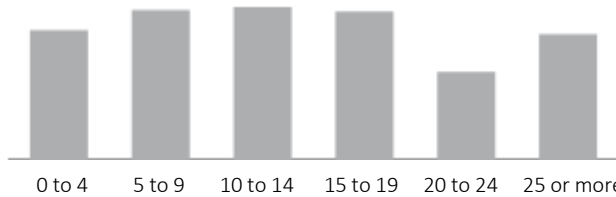
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	16.3	18.9	19.3	18.7	11.1	15.8
Index	103	**110**	**112**	105	**82**	**85**

Demographic Trends

Household Projections
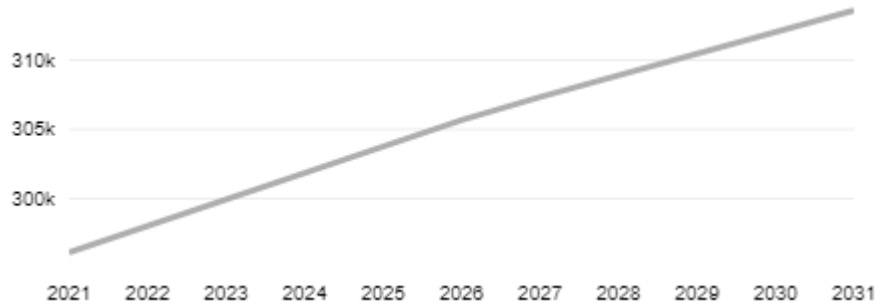
Name	2021	2024	2026	2031
Count	296,119	301,867	305,673	313,590
% Change	-	1.9	3.2	5.9
Index	-	**69**	**69**	**68**

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

Loyalty Programs*

Member

	%	Index
PC Optimum	47.4	94
Costco membership (paid)	47.1	**113**
Air Miles (excl. airline frequent flyer programs)	43.9	97
Credit card with loyalty rewards	40.3	103
Canadian Tire Triangle	35.0	**110**
Aeroplan	29.1	101
Petro Points	21.8	**119**
Hudson's Bay Rewards	18.6	**81**
SCENE (Cineplex)	18.5	**72**
Esso Extra Program	9.7	99
Other grocery store card	33.1	106
Other loyalty program	13.2	98
Other store program	12.6	**117**
Other gas program	11.1	**155**
Other airline frequent flyer program	6.3	**75**

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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Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	67.9	98		39.9	86		13.1	106
Send/receive a text/instant message	61.7	100		55.6	97		7.0	100
Participate in an online social network	52.5	97		32.3	85		9.9	107
Do banking/pay bills online	47.8	94		18.4	82		6.5	104
Take pictures/video	45.8	94		42.4	93		10.0	149
Use apps	42.1	89		35.2	83		10.3	84
Use maps/directions service	45.2	91		33.9	84		6.0	104
Internet search - business, services, products	45.8	100		24.7	87		14.3	127
Watch a subscription-based video service (e.g. Netflix)	36.0	98		16.6	102		7.9	86
Watch free streaming music videos	27.2	86		15.5	80		6.5	95
Watch other online free streaming videos	26.7	88		15.1	77		6.5	117
Compare products/prices while shopping	25.6	88		13.6	78		3.9	103
Play/download online games	25.2	97		13.7	91		5.9	94
Research products/services	29.6	89		14.7	76		7.9	118
Listen to music via streaming video service (e.g. YouTube)	20.3	83		11.7	75		2.6	82
Share/refer/link friends to a website or an article	21.1	96		13.7	88		3.2	105
Listen to Internet-only music service (e.g. Spotify)	19.0	85		13.9	79		1.1	59
Purchase products or services	26.2	100		9.0	86		2.9	87
Consult consumer reviews	22.1	90		9.9	69		5.5	112
Use online telephone directory	22.5	116		12.3	97		4.3	172
Use ad blocking software	16.3	84		5.3	81		4.8	129
Download any video content (free or paid)	12.7	101		2.8	72		1.4	71
Read or look into online newspapers	12.0	95		3.8	62		3.3	107
Download music/MP3 files (free or paid)	9.9	75		6.3	72		1.7	94
Click on an Internet advertisement	13.9	104		7.0	100		2.0	104
Listen to a podcast	11.4	80		8.4	77		1.9	114
Listen to a radio broadcast via streaming audio	6.4	81		3.2	68		1.0	103
Download/print/redeem discount coupon	9.2	86		4.0	62		0.4	76
Watch a TV broadcast via streaming video	5.1	64		2.4	75		1.6	74
Enter online contests	8.1	87		5.9	97		1.2	97
Place/respond to an online classified advertisement	10.8	101		7.1	108		1.6	116
Receive store offers by SMS	8.3	102		8.3	103		-	-
Read or look into online magazines	7.6	101		2.6	75		2.2	135
Scan mobile tagging barcode/QR	4.7	69		4.0	62		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.2	92		-	-		-	-
Purchase group deal (e.g. Groupon)	2.9	90		1.5	81		-	-

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	42.0	98	23.1	**85**	11.4	**116**
Access food/recipes content	28.5	97	13.2	**85**	8.3	**110**
Access health-related content	18.7	97	8.6	**80**	4.2	97
Access professional sports content	11.1	107	7.1	95	3.5	**142**
Access restaurant guides/reviews	13.5	**88**	8.3	**77**	2.6	92
Access travel content	11.7	**89**	5.0	**77**	2.7	94
Access real estate listings/sites	11.0	99	2.0	**49**	1.2	**60**
Access a radio station's website	8.0	**87**	3.6	**72**	1.8	**132**
Access home decor-related content	7.7	95	3.4	**81**	1.7	100
Access celebrity gossip content	7.3	**85**	5.0	**89**	0.7	**90**
Access a TV station's website	9.4	102	3.5	**85**	1.8	100
Access fashion or beauty-related content	6.3	**71**	4.3	**71**	0.5	**53**
Access automotive news/content	7.7	**118**	4.0	93	2.6	**207**

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	44.2	**121**
Flyers delivered to the door or in the mail	43.3	**118**
General information from the Internet/websites	28.1	91
Coupons	27.1	95
Local store catalogues	24.8	**118**
Apps/online flyers	22.6	91
Direct email offers	21.3	95
Flyers inserted into a daily newspaper	19.0	106
Mail order	9.3	**135**
Yellow Pages (print)	8.8	**182**
Yellow Pages (online)	7.1	**207**

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	28.5	101
On bus exteriors	18.1	**71**
On street furniture (e.g. bus benches)	13.7	**77**
On transit shelters	12.6	**66**
Digital billboards	10.4	**73**
Inside shopping malls	10.0	**67**
Inside public washrooms	7.1	**76**
Inside buses	6.4	**53**
Screens inside elevators	5.5	**67**
On subway/metro platforms	4.7	**56**
Inside subway/metro cars	4.3	**64**
Inside movie theaters	4.1	**68**
Inside airports	2.9	**75**
On taxis	2.5	**77**
Inside commuter trains	2.4	**35**

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: 46%** search for Businesses, Services and Products online (Average), **12%** access Travel Content Websites (Below Average).

- **54%** of Rejuvenators from British Columbia tend to access social media on their mobile phones during the morning hours, **52%** during the afternoon hours.

- **4%** seek recommendations for Vacation/Travel Information via social media (Below Average).

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	4.2	**53**
Big-ticket items	3.0	**52**
Smaller-ticket items	2.7	**62**
Car/Auto-related	2.7	**54**
Banking/credit cards	2.6	**49**
Health-related	2.5	**53**
Fashion-related	2.2	**47**
Choosing non-profits for donations	2.2	**67**
Home décor	2.1	**44**
Entertainment	1.9	**35**
Child-related	1.8	**43**
Insurance	1.3	**37**
Other	4.7	92

Brand Interaction

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

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	50.1	5.6	27.1	9.3	3.7	1.6	2.5
Index	**112**	**81**	91	92	105	**83**	**86**

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
%	36.5	30.6	11.8	14.8	4.7	1.6
Index	**112**	101	97	94	**69**	**67**

Top Social Media Attitudes**

77% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
91% | Index = 108

"I tend to ignore marketing and advertisements when I'm in a social media environment"
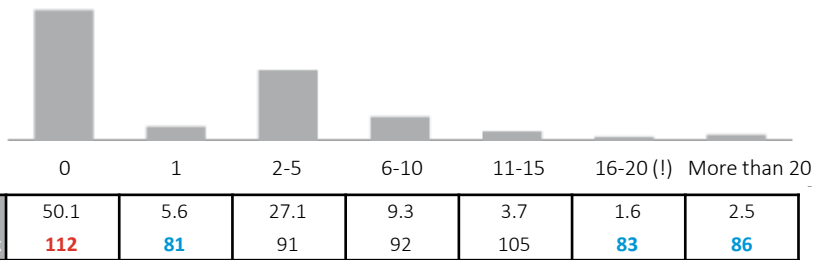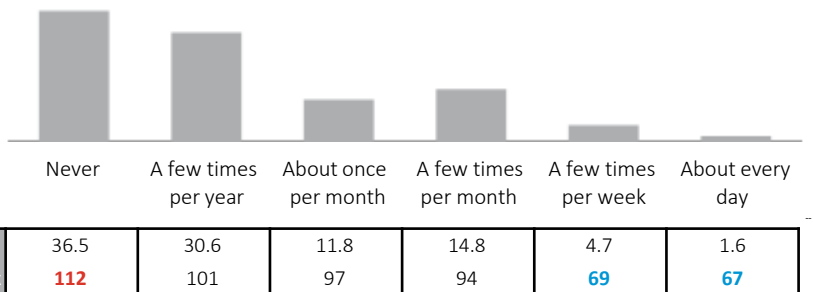77% | Index = 108

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
71% | Index = 106

"Use SM to stay connected with personal contacts"
48% | Index = 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
**Selected and ranked by highest percent composition
14

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	50.5	106
Read article comments	40.6	103
Watch video online	39.8	86
Chat in online chats	38.3	94
Read status updates/tweets	34.3	92
Listen to radio or stream music online	31.6	90
Share links with friends and colleagues	24.7	85
Play games with others online	17.6	109
Click links in news feeds	16.6	72
Post photos online	13.4	99
Read blogs	12.3	77
Update your status on a social network	9.3	87
Chat in online forums	7.8	75
Comment on articles or blogs	7.1	82
Rate or review products online	6.3	69
Check in with locations	5.7	65
Share your GPS location	4.8	58
Post videos online	4.7	82
Publish blog, Tumblr, online journal	1.4	38

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	51.8	112
Stay connected with personal contacts	50.4	106
Keep up to date on general news/events	45.9	99
Keep up to date on news/events in my industry	20.5	80
Stay connected with work/professional contacts	11.2	62
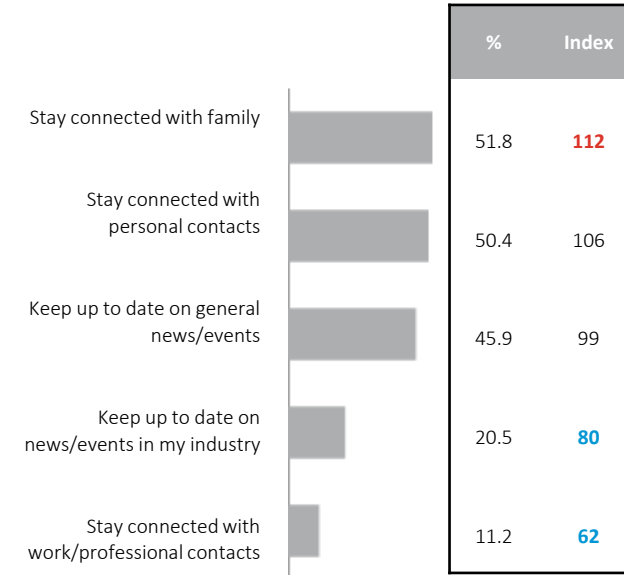
Number of Connections

Across all social media

	%	Index
0-49	37.6	108
50-99	18.1	109
100-149	13.2	116
150-199	5.8	96
200-299	11.0	122
300-399	3.0	59
400-499	3.0	85
500-1000	5.5	69
More than 1000	2.8	50
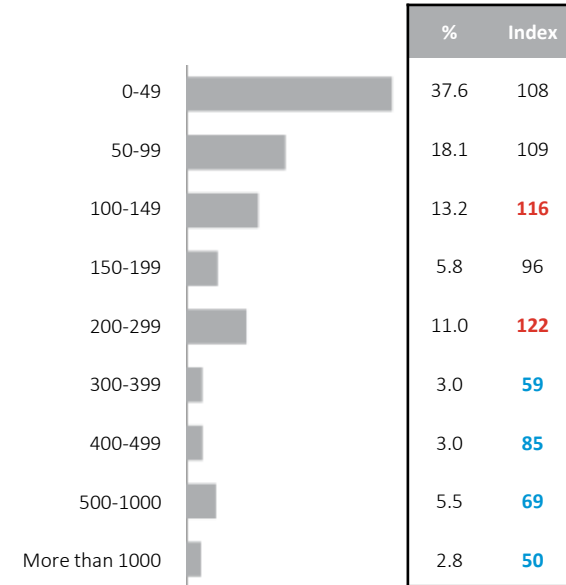
Social Media Access

Typically use

Mobile

	%	Index
Morning	54.2	87
Afternoon	52.0	89
Dinner Time	35.4	80
Evening	47.6	83
Late Night	32.6	78

Tablet

	%	Index
Morning	25.0	120
Afternoon	22.8	112
Dinner Time	17.3	110
Evening	30.3	101
Late Night	17.9	102

Laptop

	%	Index
Morning	30.9	109
Afternoon	33.8	104
Dinner Time	22.1	113
Evening	36.7	102
Late Night	19.0	112

Desktop

	%	Index
Morning	24.0	106
Afternoon	23.4	92
Dinner Time	12.9	101
Evening	22.4	92
Late Night	11.3	90

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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Rejuvenators

PRIZM Segments Included (by SESI): 14, 21, 33, 41, 45, 50
Market: British Columbia

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use: **80.4%** (104)
Did Not Use: **17.6%** (90)

	%	Index
Use Daily	63.3	111
Use Weekly	12.3	88
Use Monthly	4.0	72

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	56.2	104
Comment/Like other users' posts	51.8	115
Use Messenger	49.6	114
Watch videos	39.4	101
Watch live videos	14.9	94
Post photos	13.9	103
Update my status	10.5	95
Like or become a fan of a page	8.9	87
Click on an ad	8.2	81
Post videos	4.7	87
Create a Facebook group or fan page	2.0	54
Give to a Facebook fundraiser (!)	0.6	24
Create a Facebook fundraiser (!)	0.6	25

LinkedIn

Frequency of Use
[Past Year]

Currently Use: **27.8%** (75)
Did Not Use: **65.3%** (121)

	%	Index
Use Daily	4.2	59
Use Weekly	7.4	67
Use Monthly	14.5	87

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	3.5	45
View a job posting	3.1	55
Watch videos	1.9	47
Search and review other profiles	1.7	39
Create a connection	1.5	51
Comment on content	1.0	40
Participate in LinkedIn forums (!)	0.7	45
Request a recommendation (!)	0.5	34
Update your profile information	0.5	23
Click on an ad (!)	0.4	22
Post an article, video or picture (!)	0.4	26
Join a LinkedIn group (!)	0.4	27

Instagram

Frequency of Use
[Past Year]

Currently Use: **31.4%** (81)
Did Not Use: **60.1%** (116)

	%	Index
Use Daily	14.7	68
Use Weekly	9.1	86
Use Monthly	7.1	122

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	20.2	72
Like photos/videos	17.2	75
Comment on photos/videos	9.4	72
Watch live videos	8.1	74
Send direct messages	8.0	63
Post photos/videos	5.7	73
View a brand's page	4.7	58
Watch IGTV videos	3.1	49
Click on ads	2.3	49

Pinterest

Frequency of Use
[Past Year]

Currently Use: **32.1%** (122)
Did Not Use: **55.8%** (89)

	%	Index
Use Daily	7.6	133
Use Weekly	10.0	105
Use Monthly	12.8	133

Reddit

Frequency of Use
[Past Year]

Currently Use: **5.6%** (47)
Did Not Use: **88.9%** (111)

	%	Index
Use Daily	2.1	44
Use Weekly	2.0	49
Use Monthly	1.3	48

Participate In* (at least a few times per month)	% Comp	Index
View content	4.2	45
Vote on content	2.7	57
Follow specific Subreddits	2.3	44
Post content	0.7	27
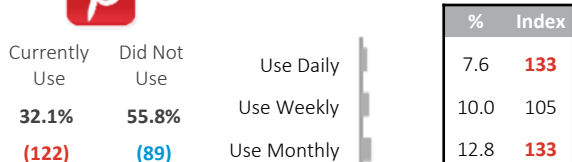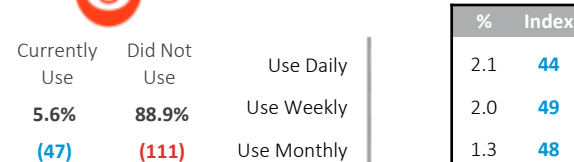
WhatsApp

Frequency of Use
[Past Year]

Currently Use: **26.1%** (57)
Did Not Use: **66.8%** (146)

	%	Index
Use Daily	8.3	35
Use Weekly	7.4	61
Use Monthly	9.4	105

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	13.6	43
Send/receive images	12.0	42
Use group chats	7.7	35
Use voice calls	5.6	42
Send/receive documents and files	5.2	38

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	Did Not Use
21.0%	**71.7%**
(80)	**(111)**

	%	Index
Use Daily	8.5	70
Use Weekly	6.2	84
Use Monthly	5.0	91

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	12.3	73
Watch videos	4.7	53
Tweet	3.8	59
Retweet	3.7	66
Send or receive direct messages	3.5	62
Share a link to a blog post or article of interest	3.0	60
Respond to tweets	2.9	54
Actively follow new users	2.3	55
Follow users who follow you	2.0	48
Watch live videos	1.7	37
Click on an ad	1.3	41

YouTube

Frequency of Use
[Past Year]

Currently Use	Did Not Use
69.4%	**19.1%**
(96)	**(115)**

	%	Index
Use Daily	20.5	69
Use Weekly	33.3	112
Use Monthly	14.9	126

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	40.2	85
Watch live videos	11.8	82
Like or dislike videos	11.3	76
Leave comment or post response on video	6.9	84
Share videos	5.4	62
Click on an ad	3.9	57
Create and post a video	2.3	70
Embed a video on a web page or blog	2.0	50

Snapchat

Frequency of Use
[Past Year]

Currently Use	Did Not Use
7.6%	**87.0%**
(71)	(106)

	%	Index
Use Daily	2.6	69
Use Weekly	2.4	83
Use Monthly	2.3	66

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	3.9	78
Send direct text messages	3.3	75
Send photos/videos	2.9	68
Use filters or effects	1.9	59
Use group chat	1.7	62
Use video chat	0.9	50
Read Snapchat discover/News	0.7	32
View a brand's snaps	0.6	34
View ads	0.6	31

Audio Podcasts

Currently Use	Did Not Use
17.5%	**69.1%**
(93)	(104)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.0	83
Use Weekly	6.2	87
Use Monthly	5.6	106

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.2	94
Listen to an educational podcast	4.5	89
Listen to a news podcast	4.2	84
Listen to a business podcast	2.8	77
Listen to a comedy podcast	2.2	58
Subscribe to a educational podcast	1.9	87
Subscribe to a news podcast	1.3	57
Listen to a technology focused podcast	1.2	58
Subscribe to a comedy podcast (!)	1.1	52
Subscribe to another genre of podcast	1.0	41
Listen to a sports podcast	0.8	43
Subscribe to a technology podcast (!)	0.7	60
Subscribe to a sports podcast**	0.5	27
Subscribe to a business podcast (!)	0.5	38

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
1.4%	**95.9%**
(56)	(102)

Tik Tok

Currently Use	Did Not Use
3.2%	**91.9%**
(53)	(105)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.1	17
Use Weekly (!)	0.2	42

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 18+
*Ranked by percent composition
**a few times per month or more
17