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SYMPHONY TOURISM SERVICES

Overview

Of the 67 PRIZM Clusters identified in Canada, Savvy Seniors rank **4th**, making up **89,521** households, or **4.4%** of the total Households in British Columbia (2,018,734).

The Median Household Maintainer Age is **60**, **52.2%** of couples do not have children living at home (Above Average).

Average Household Income of **$110,398** compared to BC at $113,574.

Top 3 Social Values: Culture Sampling, Emotional Control, and Vitality.

Top Tourism Activities: Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. **Above Average** interest in Visiting National/Provincial Parks, Sporting Events, and Beer/Food/Wine Festivals.

Above Average interest for travelling within Canada (Above Average for Calgary, Toronto, Jasper, and Ottawa), Savvy Seniors from British Columbia spent an average of **$1,725** (Average) on their last vacation.

76.2% currently use Facebook, **37%** use Instagram, **24.3%** use Twitter, and **71.4%** use YouTube.

Market Sizing

Total Population

Target Group: 193,136 | 3.8%
Market: 5,102,265

Total Households
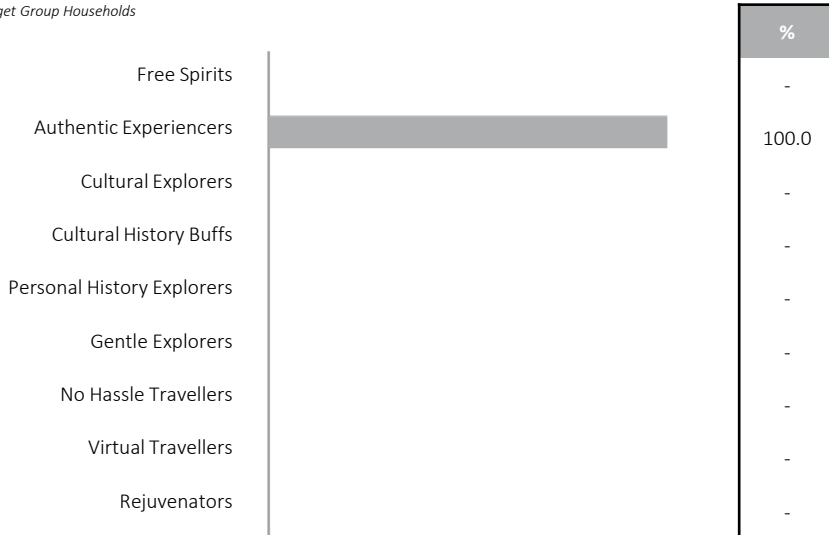
Target Group: 89,521 | 4.4%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	11.5	5.7	129	181,001	9.0
Saanich, BC (DM)	10.0	18.4	415	48,518	2.4
Victoria, BC (CY)	9.3	16.8	380	49,647	2.5
North Vancouver, BC (DM)	6.0	16.5	373	32,621	1.6
Langley, BC (DM)	5.5	10.8	244	45,647	2.3
White Rock, BC (CY)	4.8	40.6	915	10,557	0.5
Abbotsford, BC (CY)	4.2	7.2	163	52,233	2.6
Kelowna, BC (CY)	4.1	6.1	138	60,470	3.0
Richmond, BC (CY)	4.0	4.4	100	79,821	4.0
New Westminster, BC (CY)	3.6	9.0	204	35,558	1.8

EQ Segments

% of Target Group Households

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

Top PRIZM Segments

% of Target Group Households
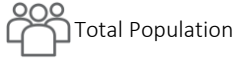
	%
16 - Savvy Seniors	100.0

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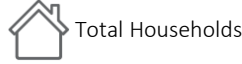
Demographic Profile

Total Population
Target Group: 193,136 | 3.8%
Market: 5,102,265

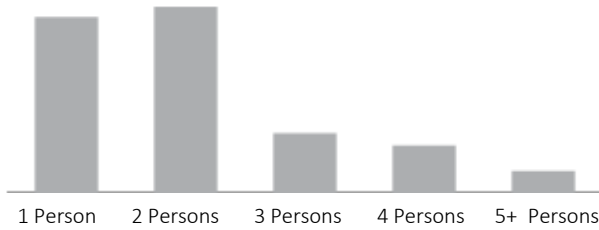**Total Households**
Target Group: 89,521 | 4.4%
Market: 2,018,734

Average Household Income

$110,398
(97)

Median Household
Maintainer Age

60
(112)

Household Size*

%	35.8	37.9	12.2	9.6	4.5
Index	**124**	108	**83**	**75**	**54**

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

Marital Status**
55.8%
(98)
Married/Common-Law

Family Composition***
52.2%
(119)
Couples Without Kids at Home

Education**
31.7%
(116)
University Degree

Visible Minority Presence*
23.2%
(71)
Belong to a visible minority group

Non-Official Language*
1.6%
(48)
No knowledge of English or French

Immigrant Population*
27.1%
(95)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Culture Sampling	**129**	65	Attraction to Nature
Emotional Control	**124**	79	Acceptance of Violence
Vitality	**121**	81	Utilitarian Consumerism
Voluntary Simplicity	**118**	81	Sexism
Rejection of Orderliness	**118**	81	Enthusiasm for Technology

Key Social Values

Culture Sampling Index = **129**	Emotional Control Index = **124**	Effort Toward Health Index = **117**
Legacy Index = **113**	Ethical Consumerism Index = **112**	Ecological Lifestyle Index = **111**
Racial Fusion Index = **110**	Primacy of Environmental Protection Index = 109	Flexible Families Index = 109
Work Ethic Index = 108	Social Responsibility Index = 108	National Pride Index = 108

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	85.3	101
Gardening	60.8	102
Fitness walking	55.0	106
Volunteer work	54.1	101
Home exercise & home workout	52.9	98

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	53.8	103
Parks & city gardens	46.9	109
Bars & restaurant bars	39.6	107
Movies at a theatre/drive-in	37.3	101
Art galleries, museums & science centres	35.9	107

Key Tourism Activities**

Swimming	Parks & city gardens	Hiking & backpacking	Camping	Cycling	Bars & restaurant bars	Photography	Canoeing & kayaking
52.1% (99)	46.9% (109)	45.8% (92)	45.1% (90)	43.8% (95)	39.6% (107)	38.3% (98)	33.3% (94)
National or provincial park	Golfing	Cross country skiing & snowshoeing	Pilates & yoga	Specialty movie theatres/IMAX	Fishing & hunting	Historical sites	Ice skating
31.6% (110)	26.2% (99)	24.9% (101)	22.6% (99)	22.4% (107)	21.8% (89)	21.0% (108)	20.5% (91)
Sporting events	Downhill skiing	Zoos & aquariums	Video arcades & indoor amusement centres	Theme parks, waterparks & water slides	Beer, food & wine festivals	Adventure sports	Hockey
19.5% (114)	18.5% (97)	15.7% (97)	13.3% (86)	12.8% (105)	12.5% (112)	11.1% (94)	10.7% (92)
ATV & snowmobiling	Power boating & jet skiing	Music festivals	Curling	Film festivals	Snowboarding	Marathon or similar event	Dinner theatres
10.6% (87)	10.4% (85)	8.9% (107)	8.9% (115)	7.5% (119)	6.5% (78)	5.3% (96)	4.8% (125)

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
3

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	40.7	101
Vancouver	26.6	108
Victoria	25.1	98
Whistler	19.3	93
Other Alberta	13.5	108
Calgary	12.4	**115**
Toronto	11.5	**131**
Banff	9.4	99
Jasper	8.7	**132**
Ottawa	6.5	**140**
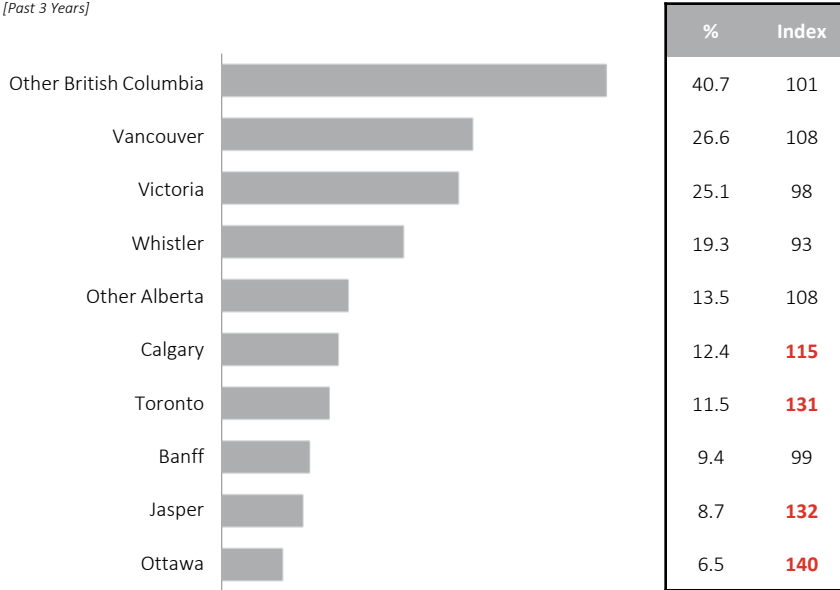
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	45.4	105
Book through a hotel directly	42.3	103
Book through an on-line travel agency	36.1	102
Book through airline/hotel website	29.2	101
Book through a full service travel agent	27.7	**116**
Other services	18.6	108
Book a package tour	14.9	**129**
Book through a discount/last minute agency	10.7	101

*Booked With [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
18.8%	7.9%	6.1%	2.9%	3.2%
(103)	**(110)**	(105)	**(180)**	**(144)**

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
3.0%	17.0%	3.3%	6.7%
(162)	**(114)**	**(131)**	**(126)**

Vacation Spending

Spent Last Vacation

$ 1,725 (104) Average spend on last trip

%	27.0	20.6	19.3	9.6	7.0	16.5
Index	**88**	**110**	101	104	**113**	102

Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More
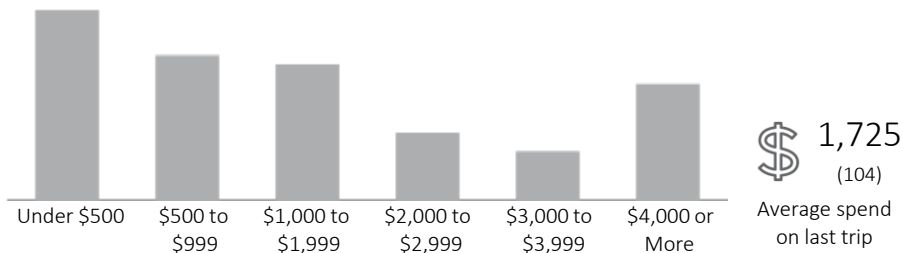
Travel Type & Frequency

Business Trips

10.2 (91) — Average number of nights away in the past year for business trips

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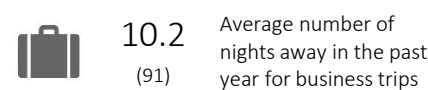
3.7 (101) — Average out-of-town vacations taken in the past 3 years
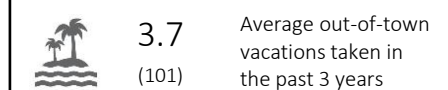
Average number of business trips by mode of transportation in the past year:

3.2 (104) **4.3** (97) **1.9** (95) **4.1** (93)

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	Friends/relatives	All-inclusive resort	Camping	Vacation rental by owner	Motel	Cottage
56.9%	43.9%	18.3%	21.6%	24.8%	20.6%	10.5%
(101)	(103)	**(117)**	**(90)**	(104)	(105)	**(113)**

B&B	Condo/apartment	RV/camper	Cruise ship	Package tours	Spa resort	Boat
16.6%	16.6%	13.1%	14.6%	7.3%	6.9%	5.1%
(120)	**(130)**	(103)	**(130)**	**(147)**	**(127)**	**(138)**

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
37.4%	34.8%	7.4%	0.3%	7.1%
(103)	**(115)**	**(118)**	**(322)**	**(126)**

Delta Airlines	United Airlines	American Airlines	Other American	
6.5%	7.7%	5.2%	9.2%	
(120)	**(123)**	**(120)**	**(113)**	

European Airlines	Asian Airlines	Other Charter	Other	
10.3%	6.1%	3.8%	9.3%	
(136)	(97)	**(178)**	**(133)**	

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	U-Haul
6.8%	4.6%	3.1%	2.6%
(135)	**(117)**	**(150)**	**(178)**

Hertz	National (!)	Discount (!)	Other Rentals
3.5%	4.1%	1.7%	4.0%
(155)	**(142)**	**(191)**	(108)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
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Source: Environics Analytics 2021
Based on Household Population 12+
*Ranked by national values
**Ranked by national percent composition within row
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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,359 minutes/week	1 hours/week	10 minutes/day	216 minutes/day
(102)	**(116)**	**(144)**	**(122)**	(91)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	39.6	**111**
Adult Contemporary	18.9	97
Multi/Variety/Specialty	14.7	101
Classic Hits	11.6	**86**
Classic Rock	10.0	103
Today's Country	9.4	101
Modern/Alternative Rock	8.8	100
Mainstream Top 40/CHR	8.8	**71**
Hot Adult Contemporary	6.7	**84**
Not Classified	6.6	91

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.8	105
Evening local news	45.7	**110**
News/current affairs	37.6	**117**
Primetime serial dramas	32.0	107
Suspense/crime dramas	31.8	109
Documentaries	28.1	**113**
Home renovation/decoration shows	27.1	**118**
Morning local news	26.9	**118**
Hockey (when in season)	23.3	107
Situation comedies	22.9	103

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	62.7	**111**
National News	57.5	108
International News & World	56.4	109
Editorials	37.8	**122**
Health	37.5	**110**
Food	34.2	**117**
Movie & Entertainment	32.8	108
Travel	30.7	**122**
Sports	30.6	**126**
Business & Financial	29.7	**119**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	11.8	**122**
Other English-Canadian	11.8	**115**
Canadian Living	10.0	**165**
Maclean's	9.5	**143**
National Geographic	7.1	**119**
Reader's Digest	7.1	**131**
CAA Magazine	6.1	**161**
People	5.9	**145**
Hello! Canada	5.3	**144**
Chatelaine (English edition)	5.3	**155**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.9	103
Send/receive a text/instant message	61.5	100
Do banking/pay bills online	51.6	102
Participate in an online social network	51.1	94
Use maps/directions service	49.2	99
Take pictures/video	48.8	100
Use apps	47.0	100
Internet search - business, services, products	45.3	99
Access a news site	43.0	101
Watch a subscription-based video service	35.6	97

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	54.1	95
Send/receive email	45.9	99
Take pictures/video	44.4	97
Use apps	41.4	97
Use maps/directions service	37.1	92
Participate in an online social network	36.0	95
Access a news site	26.6	98
Internet search - business, services, products	25.7	**90**
Do banking/pay bills online	20.6	91
Watch free streaming music videos	17.4	**89**

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+

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Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	**76.2%**	(99)
YouTube	**71.4%**	(99)
WhatsApp	**41.8%**	(91)
Instagram	**37.0%**	(96)
LinkedIn	**34.8%**	(94)
Pinterest	**25.1%**	(96)
Twitter	**24.3%**	(92)
Podcasts	**20.2%**	(107)
Blogs	**12.0%**	(110)
Health/Fitness	**11.7%**	(112)
Reddit	**9.5%**	(81)
Snapchat	**8.8%**	(82)
TikTok	**4.6%**	(78)
Dating App	**4.4%**	(92)
Flickr	**3.6%**	(91)
Tinder	**2.0%**	(78)
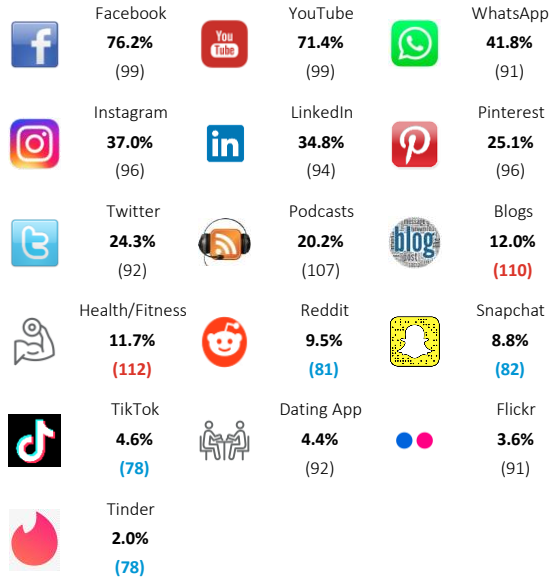
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	31.9	100
To get coupons and discounts	26.8	94
To enter contests	24.9	94
To provide feedback to the brand	11.1	105
To be among the first to hear brand news	11.0	**85**
To engage with content	8.7	102
To share brand-related stories with consumers	5.0	94
To make suggestions for new products/services	3.7	**89**
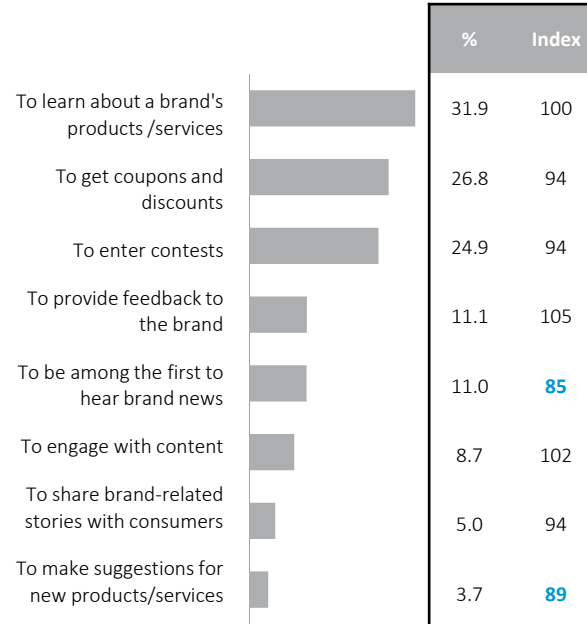
Reasons to Unfollow Brands

	%	Index
Too many messages	35.4	101
Not enough value	17.9	**86**
Stopped purchasing products from brand	14.9	95
Other	3.9	104
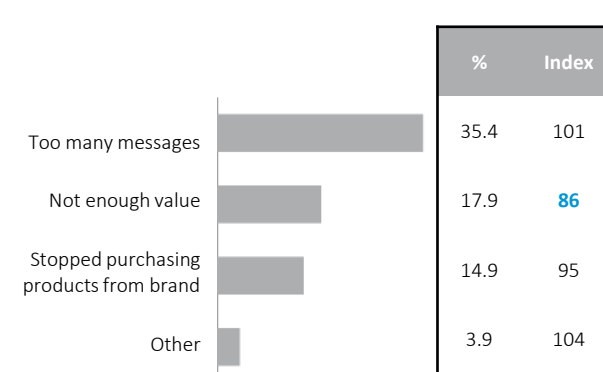
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	31.8	97
Subscribe to brand email newsletter	17.7	95
Follow brand on Instagram	13.0	**85**
Subscribe to brand channel on YouTube	10.0	**76**
Join an exclusive online community of consumers who also like the brand	9.5	96
Follow brand on Twitter	8.3	96

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
75% | Index = 104

"Use SM to keep up to date on general news/events"
35% | Index = 100

"I am well informed about SM"
30% | Index = 96

"Feel comfortable collaborating with others through SM"
25% | Index = 93

"Use SM to keep up to date on news/events in my industry"
25% | Index = 95

"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+
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Product Preferences

Variables with "Agree" Statements

"I have tried a product/service based on a personal recommendation"
76% | Index = 104

"I consider myself to be informed on current events or issues"
74% | Index = 106

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

"I generally achieve what I set out to do"
70% | Index = 102

"I am very concerned about the nutritional content of food products I buy"
70% | Index = 105

"I make an effort to buy local produce/products"
69% | Index = 107

"I value companies who give back to the community"
68% | Index = 103

"I am interested in learning about different cultures"
62% | Index = 109

"It's important to buy products from socially-responsible/environmentally-friendly companies"
59% | Index = 105

"When I shop online I prefer to support Canadian retailers"
59% | Index = 104

"Family life and having children are most important to me"
58% | Index = 103

"I like to cook"
57% | Index = 99

"I like to try new places to eat"
54% | Index = 98

"I offer recommendations of products/services to other people"
51% | Index = 97

"I like to try new and different products"
48% | Index = 101

"I am willing to pay more for eco-friendly products"
41% | Index = **111**

"Free-trial/product samples can influence my purchase decisions"
40% | Index = 100

"I am adventurous/"outdoorsy""
40% | Index = 97

"Vegetarianism is a healthy option"
38% | Index = 102

"I lead a fairly busy social life"
31% | Index = **119**

"I prefer to shop online for convenience"
29% | Index = 92

"Staying connected via social media is very important to me"
28% | Index = 102

"I consider myself to be sophisticated"
24% | Index = **121**

"Advertising is an important source of information to me"
23% | Index = 103

"I enjoy being extravagant/indulgent"
21% | Index = **111**

Sources: Opticks Powered by Numeris 2021
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Ranked by percent composition
Based on Household Population 12+
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Product Preferences

Beer Consumption

Drinks [Past Week]

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	67.8	19.6	5.2	2.8	1.6	2.8
Index	99	106	95	96	108	100
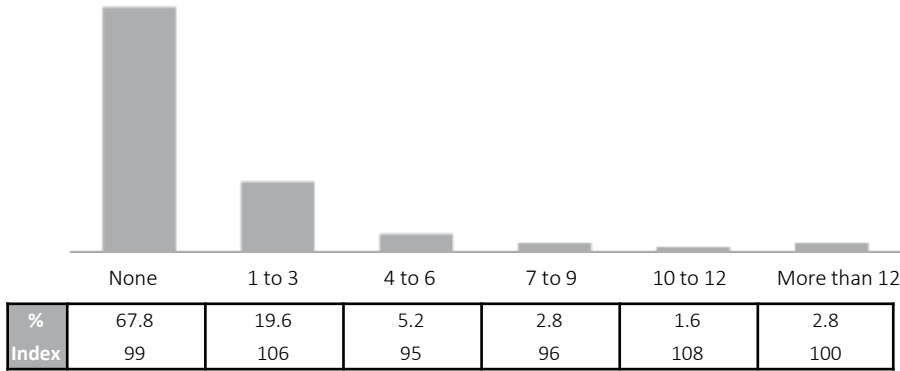
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	24.3	113
Cider	13.3	112
Liqueurs (any)	12.1	108

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.6	105

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	27.4	104

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	27.4	104
Corona	18.7	108
Sleeman (any)	14.0	100
Coors Light	12.7	123
Heineken	12.4	111
Guinness	10.6	101
Budweiser	9.9	88
Stella Artois	9.6	84
Other imported brand	9.3	94
Molson Canadian	9.1	83
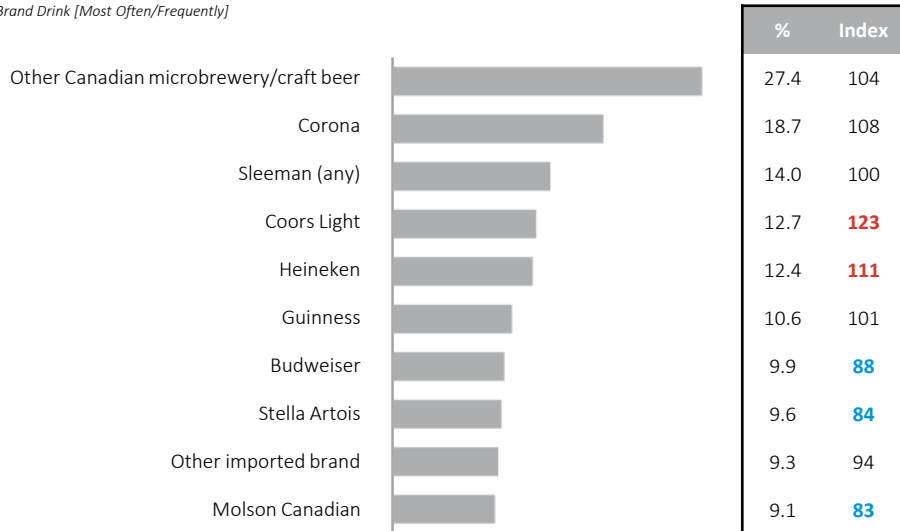
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	34.4	121
White wine (any)	29.9	116
Canadian wine	24.3	113
European wine	13.4	116
Australian wine	12.3	135
Other imported wine	10.9	146
American wine	9.9	116
Rosé wine (any)	8.4	115
Sparkling/champagne (any)	8.4	128

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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

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	9.3	**90**	45.2	108	4.7	98
Asian restaurants	12.3	100	46.7	100	4.5	95
Submarine/sandwich restaurants	4.3	**76**	31.3	97	5.1	109
Breakfast style restaurant	5.5	**144**	33.4	109	9.2	91
Chicken restaurants	3.4	**127**	16.2	97	4.3	100
Ice cream/frozen yogurt restaurants	1.6	**76**	26.1	99	3.7	**83**
Specialty burger restaurants	4.2	**122**	20.2	**89**	4.2	**74**
Italian restaurants	1.7	**87**	24.3	105	9.1	108
Other ethnic restaurants	2.6	**86**	32.6	108	10.1	108
Steakhouse	2.0	**136**	16.1	108	18.6	109
Mexican/Burrito-style restaurants	3.0	96	21.7	101	7.6	**82**
Seafood/Fish and Chips restaurants	1.6	99	30.1	**128**	10.4	101

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.1	101	47.0	104	5.6	97
Food court outlets at a shopping mall	3.8	**79**	43.0	101	8.3	**112**
Pub restaurants	9.9	**110**	43.7	108	5.1	**87**
Formal dine-in restaurants	3.0	**80**	35.3	105	11.3	**112**
Fast casual restaurants	5.2	**73**	23.5	93	3.6	105
Sports bars	1.5	**66**	17.5	**111**	3.2	109
Other types	5.0	**128**	23.4	107	1.5	**73**
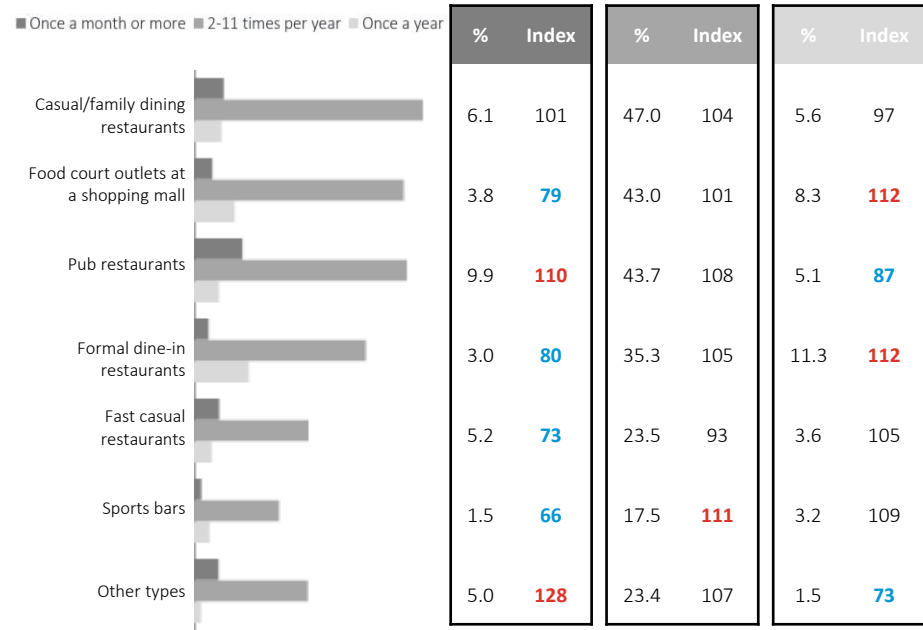
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
31.7%	17.0%	13.2%
(103)	(103)	**(127)**

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SYMPHONY TOURISM SERVICES

Product Preferences

Demographics

Rent 24.9% **(77)**

Own 75.1% **(111)**

Households with Children at Home 28.7% **(77)**

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	15.6	17.3	17.2	17.5	14.0	18.4
Index	99	101	100	99	103	99
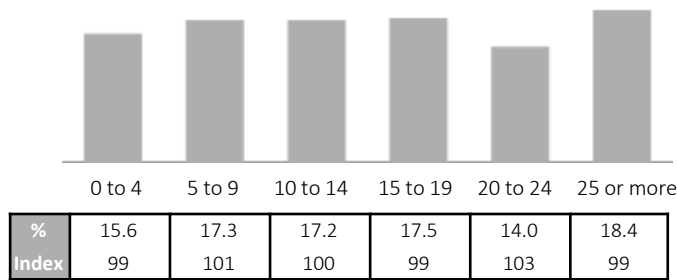
Demographic Trends

Household Projections
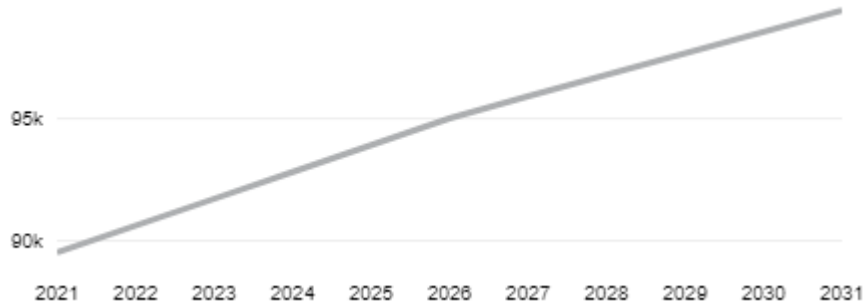
Name	2021	2024	2026	2031
Count	89,521	92,810	95,011	99,433
% Change	-	3.7	6.1	11.1
Index	-	**132**	**132**	**128**

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

Loyalty Programs*

Member

	%	Index
PC Optimum	52.7	105
Air Miles (excl. airline frequent flyer programs)	48.8	108
Costco membership (paid)	45.3	108
Credit card with loyalty rewards	43.0	**111**
Aeroplan	31.7	**110**
Canadian Tire Triangle	30.8	97
Hudson's Bay Rewards	26.8	**116**
SCENE (Cineplex)	25.3	98
Petro Points	17.7	97
Esso Extra Program	9.0	92
Other grocery store card	33.4	107
Other loyalty program	14.0	104
Other airline frequent flyer program	11.9	**141**
Other store program	11.0	102
Other gas program	8.1	**113**

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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	70.9	103	45.9	99	16.6	**134**
Send/receive a text/instant message	61.5	100	54.1	95	10.5	**152**
Participate in an online social network	51.1	94	36.0	95	11.1	**119**
Do banking/pay bills online	51.6	102	20.6	91	7.6	**121**
Take pictures/video	48.8	100	44.4	97	6.9	103
Use apps	47.0	100	41.4	97	14.9	**122**
Use maps/directions service	49.2	99	37.1	92	8.8	**155**
Internet search - business, services, products	45.3	99	25.7	**90**	12.7	**113**
Watch a subscription-based video service (e.g. Netflix)	35.6	97	14.0	**86**	10.0	108
Watch free streaming music videos	28.0	**89**	17.4	**89**	6.7	98
Watch other online free streaming videos	28.0	92	17.2	**87**	6.9	**123**
Compare products/prices while shopping	28.5	98	15.2	**88**	5.3	**138**
Play/download online games	26.4	102	14.8	98	8.6	**137**
Research products/services	33.5	101	16.9	**88**	7.8	**116**
Listen to music via streaming video service (e.g. YouTube)	20.7	**85**	13.2	**85**	2.7	**85**
Share/refer/link friends to a website or an article	22.8	103	14.0	**90**	4.1	**136**
Listen to Internet-only music service (e.g. Spotify)	21.8	98	17.0	98	1.8	95
Purchase products or services	25.8	98	9.8	93	3.8	**113**
Consult consumer reviews	25.8	105	13.8	96	6.1	**125**
Use online telephone directory	22.4	**116**	13.3	105	3.8	**150**
Use ad blocking software	18.8	97	5.5	**85**	2.6	**68**
Download any video content (free or paid)	13.4	106	4.7	**119**	2.6	**130**
Read or look into online newspapers	15.1	**120**	6.8	**111**	4.1	**132**
Download music/MP3 files (free or paid)	12.5	95	8.3	95	1.8	102
Click on an Internet advertisement	14.3	107	7.7	**110**	2.4	**125**
Listen to a podcast	16.2	**113**	10.3	94	2.2	**130**
Listen to a radio broadcast via streaming audio	8.6	109	4.7	99	1.8	**193**
Download/print/redeem discount coupon	13.0	**121**	6.2	97	1.5	**258**
Watch a TV broadcast via streaming video	8.1	102	2.8	**88**	2.3	109
Enter online contests	10.9	**117**	5.8	96	2.2	**174**
Place/respond to an online classified advertisement	12.3	**115**	6.6	101	2.2	**160**
Receive store offers by SMS	8.3	102	8.1	101	-	-
Read or look into online magazines	8.5	**112**	3.7	108	1.9	**116**
Scan mobile tagging barcode/QR	7.0	103	6.4	98	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	4.1	**172**	-	-	-	-
Purchase group deal (e.g. Groupon)	4.5	**139**	2.2	**121**	-	-

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Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

Website Type	%	Index	%	Index	%	Index
Access a news site	43.0	101	26.6	98	12.6	**128**
Access food/recipes content	29.8	102	14.7	95	9.7	**128**
Access health-related content	20.3	105	10.6	99	4.9	**111**
Access professional sports content	11.9	**114**	7.9	105	3.4	**138**
Access restaurant guides/reviews	16.0	105	10.5	97	2.7	97
Access travel content	16.1	**122**	7.2	**110**	4.0	**137**
Access real estate listings/sites	14.3	**128**	4.3	104	2.3	**113**
Access a radio station's website	10.0	108	5.3	105	2.2	**159**
Access home decor-related content	9.2	**112**	3.5	**84**	2.7	**159**
Access celebrity gossip content	7.7	**89**	4.1	**73**	1.1	**144**
Access a TV station's website	11.5	**125**	4.1	98	2.3	**132**
Access fashion or beauty-related content	9.4	105	6.9	**112**	1.9	**192**
Access automotive news/content	7.9	**122**	5.4	**125**	1.8	**140**

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	37.9	104
Flyers delivered to the door or in the mail	36.3	99
General information from the Internet/websites	27.8	**90**
Apps/online flyers	27.6	**112**
Coupons	26.9	95
Local store catalogues	20.9	99
Direct email offers	20.6	92
Flyers inserted into a daily newspaper	17.2	96
Mail order	6.4	94
Yellow Pages (print)	4.7	96
Yellow Pages (online)	3.2	95

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	26.5	94
On bus exteriors	25.0	99
On transit shelters	18.6	97
Inside shopping malls	16.5	**110**
On street furniture (e.g. bus benches)	16.3	92
Inside buses	12.5	103
Digital billboards	11.7	**82**
On subway/metro platforms	8.6	102
Inside public washrooms	7.9	**84**
Screens inside elevators	7.4	91
Inside subway/metro cars	7.0	104
Inside commuter trains	6.4	94
Inside movie theaters	6.1	103
Inside airports	5.1	**132**
On taxis	4.2	**130**

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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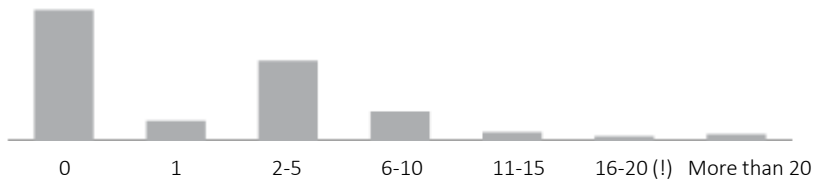## Social Media Usage

Social Media Overview

Internet and Social Media Usage: 45.3% search for Businesses, Services and Products online (Average), **11.9%** access Travel Content Websites (Above Average).

60.8% of Savvy Seniors from British Columbia tend to access social media on their mobile phones during the morning hours (Average), **56.1%** during the afternoon hours (Average).
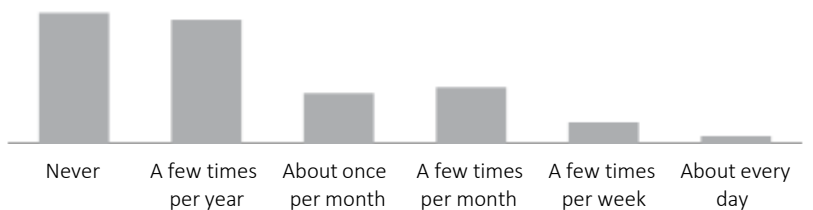
7% seek recommendations for Vacation/Travel Information via social media (Below Average).
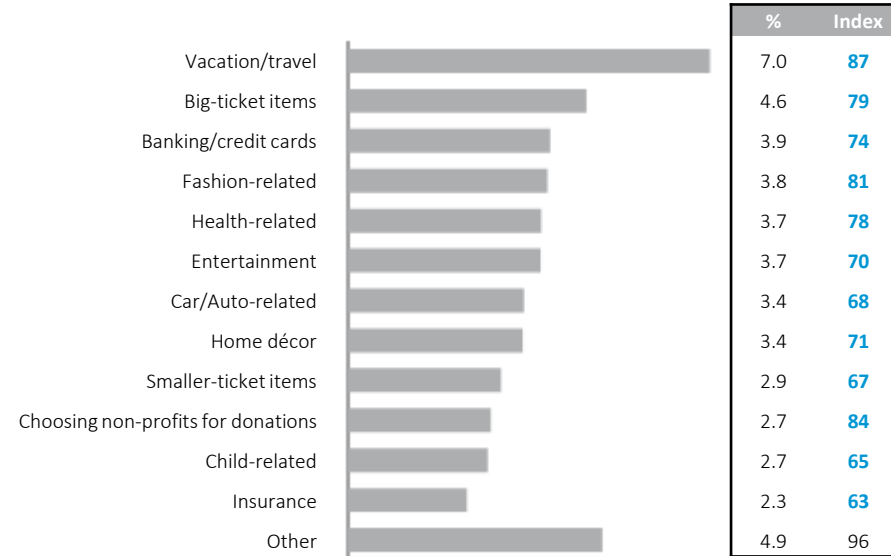
Brand Interaction

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

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	46.5	7.2	28.6	10.5	3.1	1.7	2.4
Index	104	104	96	104	89	86	85

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
%	33.4	31.6	12.9	14.5	5.5	2.0
Index	102	105	106	92	81	80

Seek Recommendations via Social Media*

		%	Index
Vacation/travel		7.0	87
Big-ticket items		4.6	79
Banking/credit cards		3.9	74
Fashion-related		3.8	81
Health-related		3.7	78
Entertainment		3.7	70
Car/Auto-related		3.4	68
Home décor		3.4	71
Smaller-ticket items		2.9	67
Choosing non-profits for donations		2.7	84
Child-related		2.7	65
Insurance		2.3	63
Other		4.9	96

Top Social Media Attitudes**

86% believe that Social Media companies should not be allowed to own or share their personal information (Average).

75% tend to ignore marketing and advertisements on Social Media (Average).

"Social media companies should not be allowed to own or share my personal information"
86% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
75% | Index = 104

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
69% | Index = 103

"Use SM to stay connected with personal contacts"
43% | Index = 96

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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Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	45.2	95
Watch video online	42.0	91
Chat in online chats	38.4	94
Read article comments	36.3	92
Read status updates/tweets	33.8	91
Listen to radio or stream music online	33.2	95
Share links with friends and colleagues	27.3	94
Click links in news feeds	22.3	98
Play games with others online	15.2	94
Read blogs	13.5	84
Post photos online	11.3	84
Chat in online forums	8.9	87
Update your status on a social network	8.8	82
Rate or review products online	7.5	81
Share your GPS location	7.4	90
Check in with locations	7.4	84
Comment on articles or blogs	7.3	84
Post videos online	4.2	73
Publish blog, Tumblr, online journal	2.7	72

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	46.2	100
Stay connected with personal contacts	45.2	95
Stay connected with family	44.1	95
Keep up to date on news/events in my industry	23.1	90
Stay connected with work/professional contacts	16.8	93

Number of Connections

Across all social media

	%	Index
0-49	37.7	109
50-99	16.8	101
100-149	10.6	94
150-199	6.3	105
200-299	9.1	101
300-399	5.1	99
400-499	2.9	82
500-1000	6.7	84
More than 1000	4.8	86

Social Media Access

Typically use

Mobile

	%	Index
Morning	60.8	97
Afternoon	56.1	96
Dinner Time	40.7	92
Evening	54.8	96
Late Night	37.0	89

Tablet

	%	Index
Morning	25.4	123
Afternoon	22.9	113
Dinner Time	17.6	112
Evening	33.5	112
Late Night	19.1	108

Laptop

	%	Index
Morning	29.9	105
Afternoon	32.5	100
Dinner Time	17.8	91
Evening	34.2	95
Late Night	15.1	89

Desktop

	%	Index
Morning	23.7	104
Afternoon	26.1	103
Dinner Time	13.4	105
Evening	23.8	97
Late Night	12.7	101

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **76.2%** (99) Did Not Use **20.7%** (106)

	%	Index
Use Daily	58.0	102
Use Weekly	11.9	85
Use Monthly	5.8	105

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	53.3	99
Comment/Like other users' posts	45.1	100
Use Messenger	41.1	94
Watch videos	35.5	91
Watch live videos	13.4	84
Post photos	11.5	85
Update my status	9.2	83
Click on an ad	8.8	87
Like or become a fan of a page	8.2	80
Post videos	3.4	64
Create a Facebook group or fan page	2.0	52
Give to a Facebook fundraiser (!)	1.6	64
Create a Facebook fundraiser (!)	1.2	54

LinkedIn

Frequency of Use
[Past Year]

Currently Use **34.8%** (94) Did Not Use **57.7%** (107)

	%	Index
Use Daily	6.0	84
Use Weekly	10.9	99
Use Monthly	15.6	94

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.5	86
View a job posting	4.8	85
Search and review other profiles	4.2	94
Watch videos	3.6	89
Create a connection	2.7	92
Comment on content	2.0	83
Update your profile information	1.7	81
Request a recommendation (!)	1.4	94
Click on an ad (!)	1.4	71
Participate in LinkedIn forums (!)	1.3	83
Post an article, video or picture (!)	1.3	81
Join a LinkedIn group (!)	1.0	75

Instagram

Frequency of Use
[Past Year]

Currently Use **37.0%** (96) Did Not Use **54.2%** (104)

	%	Index
Use Daily	19.3	89
Use Weekly	10.8	102
Use Monthly	5.7	99

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	26.1	93
Like photos/videos	20.8	90
Comment on photos/videos	12.3	95
Send direct messages	11.7	92
Watch live videos	10.0	90
Post photos/videos	7.3	93
View a brand's page	6.8	83
Watch IGTV videos	4.8	75
Click on ads	3.8	80

Pinterest

Frequency of Use
[Past Year]

Currently Use **25.1%** (96) Did Not Use **64.1%** (103)

	%	Index
Use Daily	5.3	92
Use Weekly	9.1	96
Use Monthly	9.8	102

Reddit

Frequency of Use
[Past Year]

Currently Use **9.5%** (81) Did Not Use **84.1%** (105)

	%	Index
Use Daily	4.1	84
Use Weekly	2.9	74
Use Monthly	2.3	88

Participate In* (at least a few times per month)	% Comp	Index
View content	7.3	79
Follow specific Subreddits	4.6	89
Vote on content	3.8	82
Post content	2.1	82
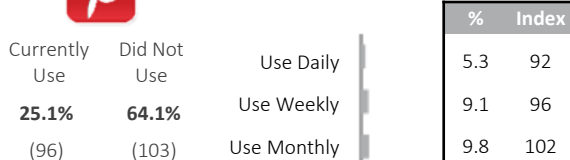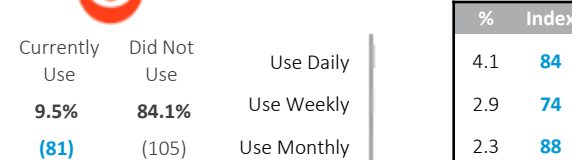
WhatsApp

Frequency of Use
[Past Year]

Currently Use **41.8%** (91) Did Not Use **49.8%** (109)

	%	Index
Use Daily	18.5	78
Use Weekly	12.1	99
Use Monthly	9.8	110

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	25.9	82
Send/receive images	22.9	80
Use group chats	15.7	72
Use voice calls	9.5	73
Send/receive documents and files	9.4	68

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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Savvy Seniors

PRIZM Segments Included (by SESI): 16
Market: British Columbia

Social Media Usage

Twitter

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	24.3%	**66.8%**
	(92)	(103)

	%	Index
Use Daily	11.1	92
Use Weekly	6.5	89
Use Monthly	5.2	93

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.1	90
Watch videos	7.7	87
Tweet	5.7	89
Retweet	5.1	91
Send or receive direct messages	5.0	89
Respond to tweets	4.9	89
Share a link to a blog post or article of interest	4.5	90
Watch live videos	3.5	77
Actively follow new users	3.5	83
Follow users who follow you	3.3	79
Click on an ad	2.3	72

YouTube

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	71.4%	**17.0%**
	(99)	(102)

	%	Index
Use Daily	25.4	86
Use Weekly	30.3	101
Use Monthly	14.8	126

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	43.9	92
Watch live videos	12.2	85
Like or dislike videos	11.6	78
Share videos	7.3	85
Leave comment or post response on video	5.8	70
Click on an ad	5.2	76
Embed a video on a web page or blog	2.4	61
Create and post a video	2.1	63

Snapchat

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	8.8%	**85.0%**
	(82)	(103)

	%	Index
Use Daily	2.9	75
Use Weekly	2.7	94
Use Monthly	2.7	78

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	3.6	72
Send direct text messages	3.4	78
Send photos/videos	3.1	72
Use filters or effects	2.1	66
Use group chat	2.1	74
Read Snapchat discover/News	1.7	78
View ads	1.6	85
Use video chat	1.3	69
View a brand's snaps	1.1	61

Audio Podcasts

Currently Use	Did Not Use
20.2%	**64.3%**
(107)	(97)

Frequency of Use
[Past Year]

	%	Index
Use Daily	6.0	100
Use Weekly	8.3	117
Use Monthly	5.5	104

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	5.9	119
Listen to an educational podcast	5.3	103
Listen to another genre of podcast	5.1	93
Listen to a business podcast	4.0	108
Listen to a comedy podcast	3.9	104
Listen to a technology focused podcast	2.3	108
Subscribe to a news podcast	2.2	95
Subscribe to a educational podcast	2.2	98
Subscribe to another genre of podcast	2.1	87
Subscribe to a comedy podcast (!)	2.0	94
Subscribe to a sports podcast**	1.8	90
Listen to a sports podcast	1.6	82
Subscribe to a business podcast (!)	1.5	120
Subscribe to a technology podcast (!)	1.3	107

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
2.0%	**95.4%**
(78)	(102)

Tik Tok

Currently Use	Did Not Use
4.6%	**90.2%**
(78)	(104)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.6	79
Use Weekly (!)	0.6	110

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