

Overview

Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank **11th**, making up **69,211** households, or **3.4%** of the total Households in British Columbia (2,018,734).

The Median Household Maintainer Age is **49**, **64.8%** of couples have children living at home (Above Average).

Average Household Income of **\$110,741** compared to BC at \$113,574.

Top 3 Social Values: Traditional Family, Status vis Home, and Ostentatious Consumption.

Top Tourism Activities: Camping, Hiking/Backpacking, and Swimming. **Above Average** interest in Golfing, Video Arcades/Indoor Amusement Centres, and Adventure Sports.

Below Average interest for travelling within Canada (Above Average for Victoria, Whistler, and Toronto), South Asian Society from British Columbia spent an average of **\$1,352** (Below Average) on their last vacation.

80.9% currently use Facebook, **40.9%** use Instagram, **29.7%** use Twitter (Above Average), and **74%** use YouTube.

Market Sizing



Total Population

Target Group: 261,544 | 5.1%
Market: 5,102,265



Total Households

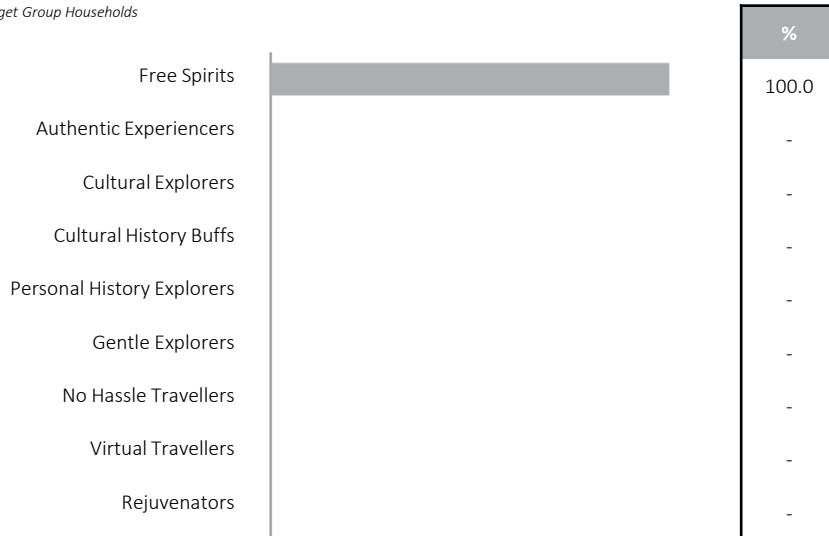
Target Group: 69,211 | 3.4%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	71.8	27.4	801	181,001	9.0
Abbotsford, BC (CY)	12.6	16.7	486	52,233	2.6
Delta, BC (DM)	9.0	16.3	475	38,122	1.9
Vancouver, BC (CY)	4.2	1.0	28	302,650	15.0
New Westminster, BC (CY)	1.5	3.0	86	35,558	1.8
Richmond, BC (CY)	0.6	0.5	15	79,821	4.0
Burnaby, BC (CY)	0.3	0.2	6	100,623	5.0
Mission, BC (DM)	0.0	0.2	5	14,514	0.7
Port Coquitlam, BC (CY)	0.0	0.1	3	23,343	1.2
Kelowna, BC (CY)	0.0	0.0	0	60,470	3.0

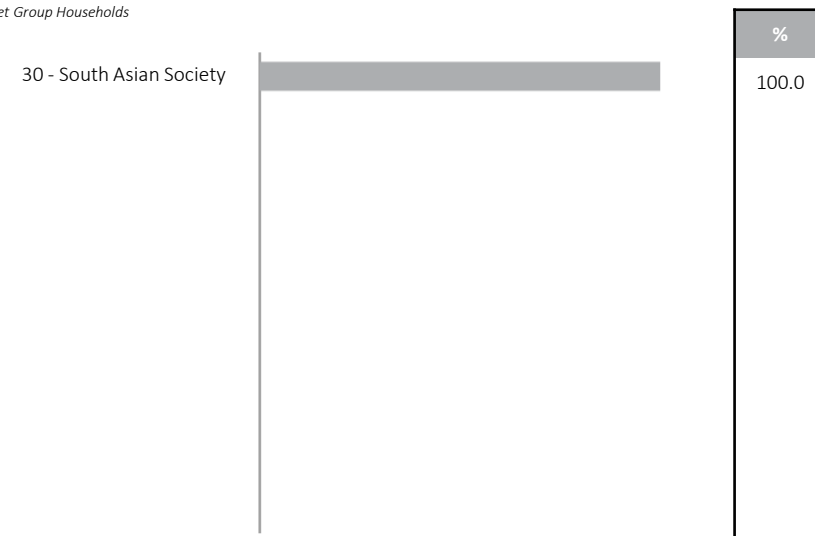
EQ Segments

% of Target Group Households

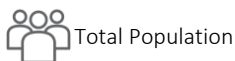


Top PRIZM Segments

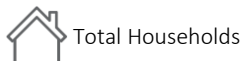
% of Target Group Households



Demographic Profile



Total Population
Target Group: 261,544 | 5.1%
Market: 5,102,265

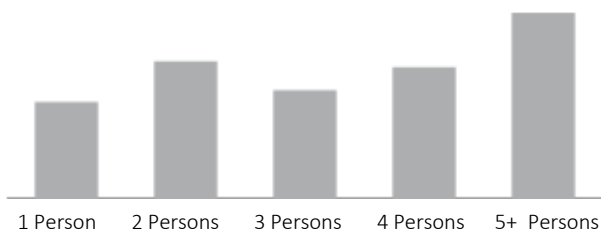


Total Households
Target Group: 69,211 | 3.4%
Market: 2,018,734

Average Household Income

\$110,741
(98)

Household Size*



Median Household
Maintainer Age

49
(91)

Marital Status**

59.0%
(104)

Married/Common-Law

Family Composition***

64.8%
(155)

Couples With Kids at Home

Education**

35.4%
(120)

High School Certificate Or
Equivalent

Visible Minority Presence*

81.8%
(251)

Belong to a visible minority
group

Non-Official Language*

11.0%
(328)

No knowledge of English or
French

Immigrant Population*

51.9%
(182)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Value	Strong Index	Weak Index	Value
Traditional Family	183	52	Flexible Families
Status via Home	160	62	Sexual Permissiveness
Ostentatious Consumption	153	66	Discriminating Consumerism
Personal Optimism	153	70	Search for Roots
Introspection & Empathy	152	71	Brand Genuineness

Key Social Values

Traditional Family Index = 183	Racial Fusion Index = 135	Social Intimacy Index = 133
Community Involvement Index = 132	Consumption Evangelism Index = 127	Global Consciousness Index = 127
National Pride Index = 120	Culture Sampling Index = 116	Ecological Fatalism Index = 116
Multiculturalism Index = 114	Pursuit of Originality Index = 113	Social Responsibility Index = 113

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.1	96
Volunteer work	57.7	108
Camping	54.0	108
Home exercise & home workout	51.3	95
Gardening	50.3	84

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	52.6	100
Parks & city gardens	37.5	87
Movies at a theatre/drive-in	35.8	97
Bars & restaurant bars	35.1	95
Concerts - Theatres & halls	33.6	107

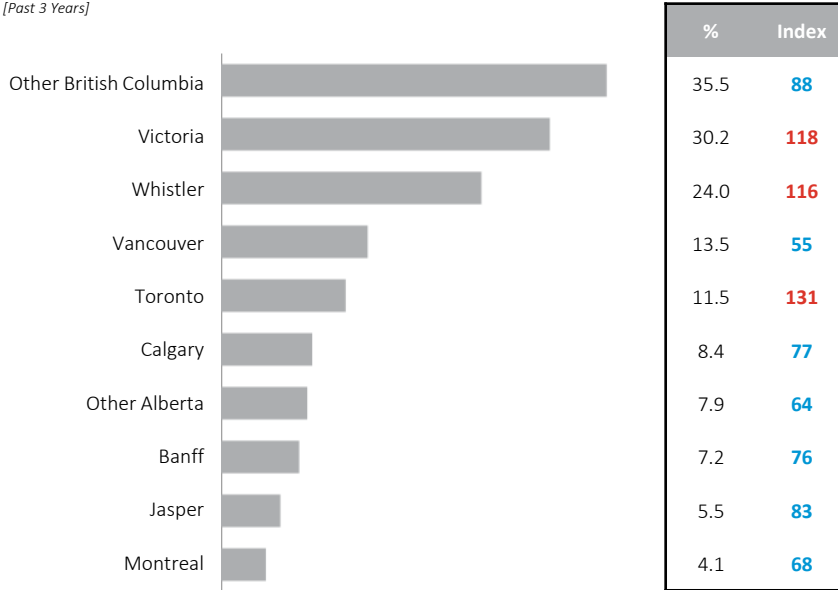
Key Tourism Activities**

Camping  54.0% (108)	Hiking & backpacking  45.6% (91)	Swimming  45.1% (86)	Parks & city gardens  37.5% (87)	Cycling  36.4% (79)	Bars & restaurant bars  35.1% (95)	Golfing  31.6% (119)	Photography  29.2% (74)
Canoeing & kayaking  28.9% (82)	Pilates & yoga  24.1% (105)	Video arcades & indoor amusement centres  21.8% (142)	Adventure sports  21.7% (183)	Downhill skiing  21.6% (114)	Specialty movie theatres/IMAX  20.4% (97)	Ice skating  17.9% (79)	Fishing & hunting  17.4% (71)
Cross country skiing & snowshoeing  17.3% (70)	National or provincial park  15.5% (54)	Zoos & aquariums  15.3% (95)	Power boating & jet skiing  13.0% (107)	Sporting events  12.3% (72)	Historical sites  12.3% (63)	Beer, food & wine festivals  10.9% (98)	Snowboarding  10.8% (129)
Hockey  10.3% (89)	Marathon or similar event  9.8% (177)	Theme parks, waterparks & water slides  9.3% (76)	ATV & snowmobiling  7.1% (59)	Curling  5.9% (75)	Music festivals  4.4% (53)	Inline skating  2.9% (64)	Food & wine shows  1.8% (46)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

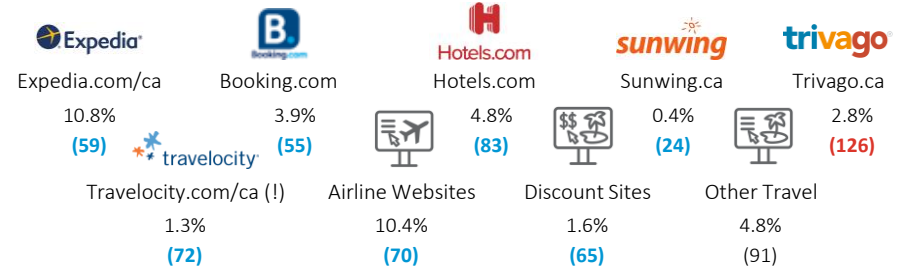


Vacation Booking*

Used [Past 3 Years]

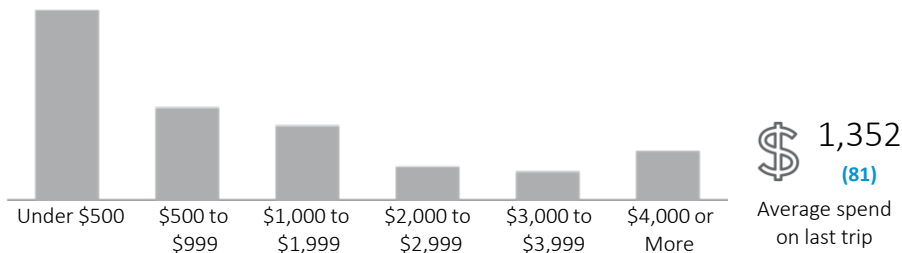


Booked With [Past Year]**



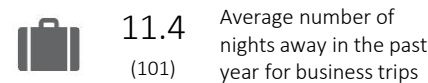
Vacation Spending

Spent Last Vacation

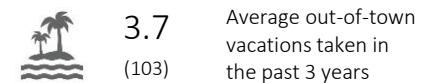


Travel Type & Frequency

Business Trips



Personal Trips

















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



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 59.8% (106)	 Friends/relatives 35.6% (84)	 All-inclusive resort 10.2% (65)	 Camping 34.4% (144)	 Vacation rental by owner 20.3% (85)	 Motel 15.2% (78)	 Cottage 11.9% (127)
 B&B 15.0% (108)	 Condo/apartment 11.0% (86)	 RV/camper 16.3% (128)	 Cruise ship 8.0% (71)	 Package tours 3.7% (74)	 Spa resort 4.9% (90)	 Boat 1.0% (27)









Airline Preferences**

Flown [Past Year]

 Air Canada 36.2% (99)	 West Jet 31.8% (105)	 Air Transat 4.3% (69)	 Porter Airlines 0.0% (8)	 Other Canadian 7.8% (138)
 Delta Airlines 6.7% (124)	 United Airlines 4.4% (70)	 American Airlines 0.9% (21)	 Other American 9.3% (115)	
 European Airlines 8.2% (108)	 Asian Airlines 6.5% (104)	 Other Charter 0.7% (31)	 Other 2.1% (30)	

Car Rental*

Rented From [Past Year]

 Enterprise 1.4% (27)	 Budget 1.0% (26)	 Avis 1.1% (54)	 U-Haul 0.4% (25)
 Hertz 1.8% (77)	 National (!) 1.7% (61)	 Discount (!) 0.1% (9)	 Other Rentals 4.7% (128)

Media

Overall Level of Use

Radio



10 hours/week

(84)

Television



853 minutes/week

(73)

Newspaper



0 hours/week

(47)

Magazine



3 minutes/day

(43)

Internet



269 minutes/day

(114)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	31.2	88
Mainstream Top 40/CHR	26.3	212
Ethnic/Multi-cultural	21.3	825
Adult Contemporary	14.8	76
Not Classified	13.1	178
Classic Hits	12.9	95
Hot Adult Contemporary	11.2	140
Today's Country	9.5	102
Classic Rock	8.6	88
Multi/Variety/Specialty	5.8	39

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	35.4	81
Evening local news	29.0	70
Primetime serial dramas	27.3	91
Suspense/crime dramas	22.6	78
News/current affairs	20.8	65
Home renovation/decoration shows	16.9	74
Documentaries	16.5	66
Sci-Fi/fantasy/comic book shows	16.3	110
Hockey (when in season)	15.4	71
Situation comedies	15.3	69

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	49.0	87
National News	47.4	89
International News & World	46.2	89
Health	36.1	106
Movie & Entertainment	28.8	95
Food	26.0	89
Editorials	25.3	82
Fashion & Lifestyle	18.2	102
Travel	17.2	69
Business & Financial	16.1	64

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	7.2	71
Other U.S. magazines	6.7	69
Canadian Living	4.4	72
Better Homes & Gardens	4.3	153
Reader's Digest	4.3	79
Style at Home	3.2	118
Sports Illustrated	3.0	132
Zoomer Magazine	2.9	120
Canadian House and Home	2.5	84
People	2.3	57

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	65.7	95
Send/receive a text/instant message	61.4	99
Use maps/directions service	56.3	114
Take pictures/video	54.4	111
Participate in an online social network	53.2	98
Internet search - business, services, products	48.8	106
Use apps	48.6	103
Do banking/pay bills online	45.7	90
Watch free streaming music videos	37.4	119
Access a news site	34.1	80

Top Mobile Activities*

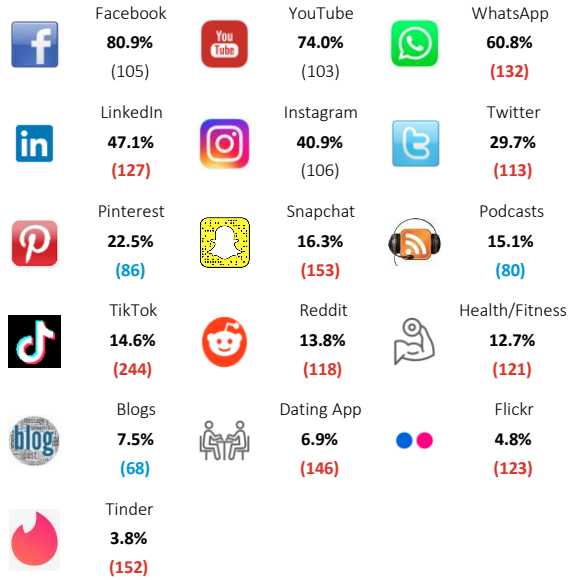
Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.8	101
Take pictures/video	50.8	111
Use maps/directions service	49.9	124
Send/receive email	48.3	104
Use apps	46.8	110
Participate in an online social network	38.2	101
Internet search - business, services, products	38.0	133
Access a news site	23.3	86
Research products/services	22.6	118
Watch other online free streaming videos	22.3	113

Media

Social Media Platforms

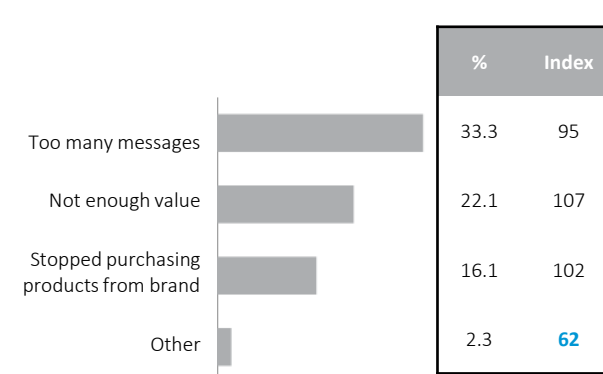
Usage [Currently Use]



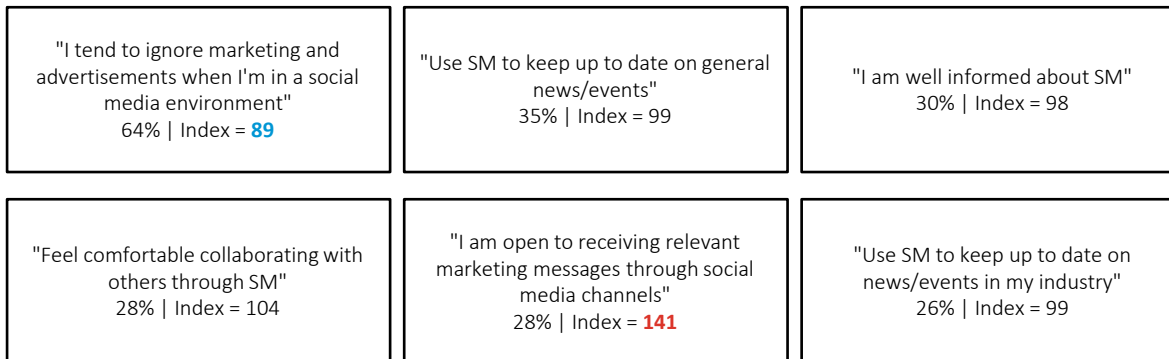
Reasons to Follow Brands



Reasons to Unfollow Brands

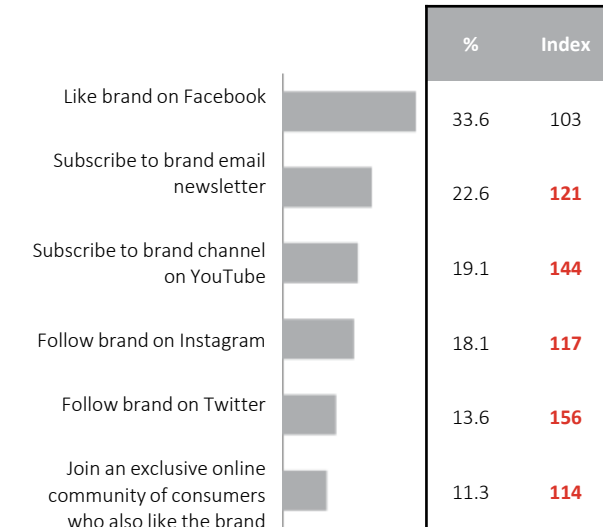


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

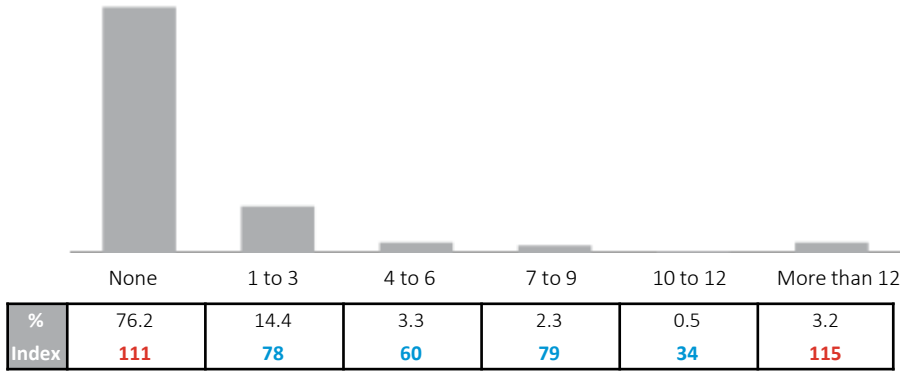
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 74% Index = 100	"I have tried a product/service based on a personal recommendation" 68% Index = 93	"I generally achieve what I set out to do" 66% Index = 96	"I am very concerned about the nutritional content of food products I buy" 66% Index = 99	"I consider myself to be informed on current events or issues" 60% Index = 85
"I value companies who give back to the community" 60% Index = 89	"I like to cook" 58% Index = 103	"I make an effort to buy local produce/products" 57% Index = 90	"I offer recommendations of products/services to other people" 55% Index = 105	"It's important to buy products from socially-responsible/environmentally-friendly companies" 55% Index = 98
"I like to try new and different products" 53% Index = 111	"I am interested in learning about different cultures" 52% Index = 91	"Family life and having children are most important to me" 52% Index = 92	"I like to try new places to eat" 50% Index = 91	"When I shop online I prefer to support Canadian retailers" 50% Index = 87
"Free-trial/product samples can influence my purchase decisions" 46% Index = 114	"I am adventurous/"outdoorsy" 44% Index = 108	"Vegetarianism is a healthy option" 42% Index = 114	"I prefer to shop online for convenience" 36% Index = 115	"Staying connected via social media is very important to me" 34% Index = 122
"I am willing to pay more for eco-friendly products" 32% Index = 86	"I lead a fairly busy social life" 27% Index = 104	"Advertising is an important source of information to me" 19% Index = 86	"I consider myself to be sophisticated" 19% Index = 93	"I enjoy being extravagant/indulgent" 14% Index = 75

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

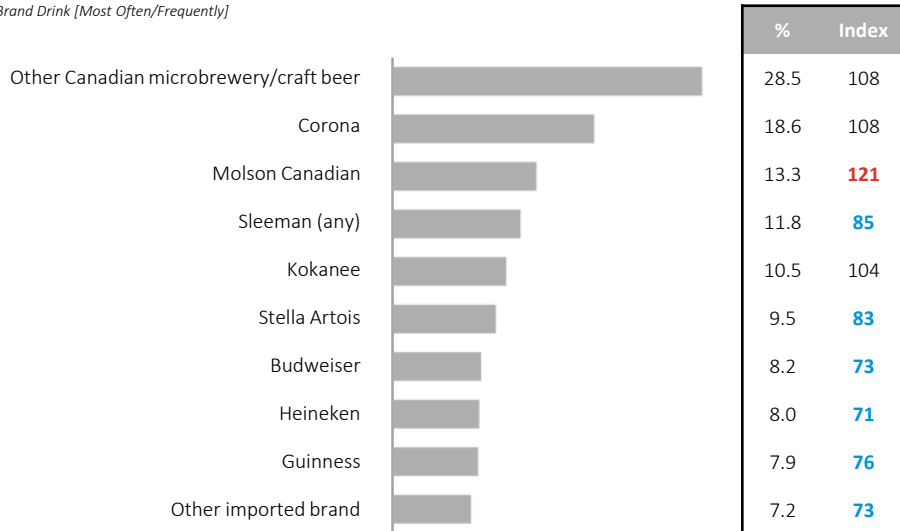
Drank [Past Month]	% Comp	Index
Cider	11.8	99
Canadian wine	11.0	51
Liqueurs (any)	6.0	53

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.1	77

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	28.5	108

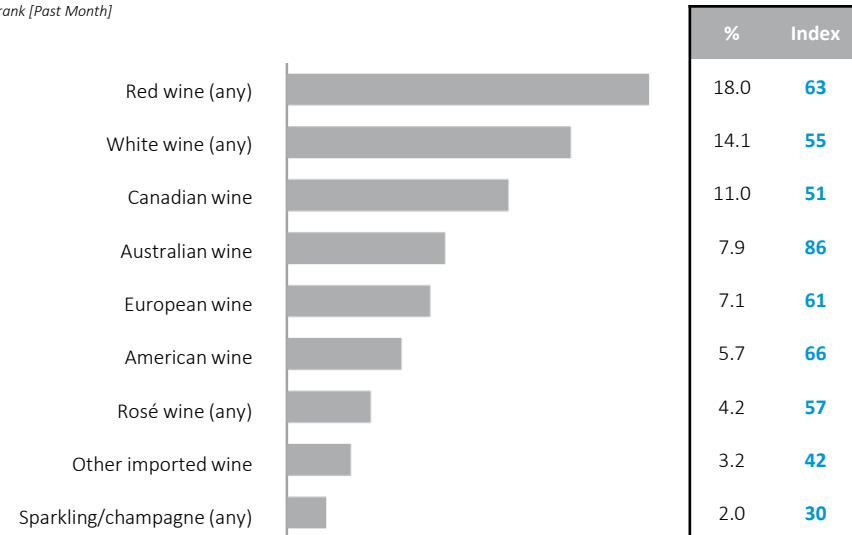
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

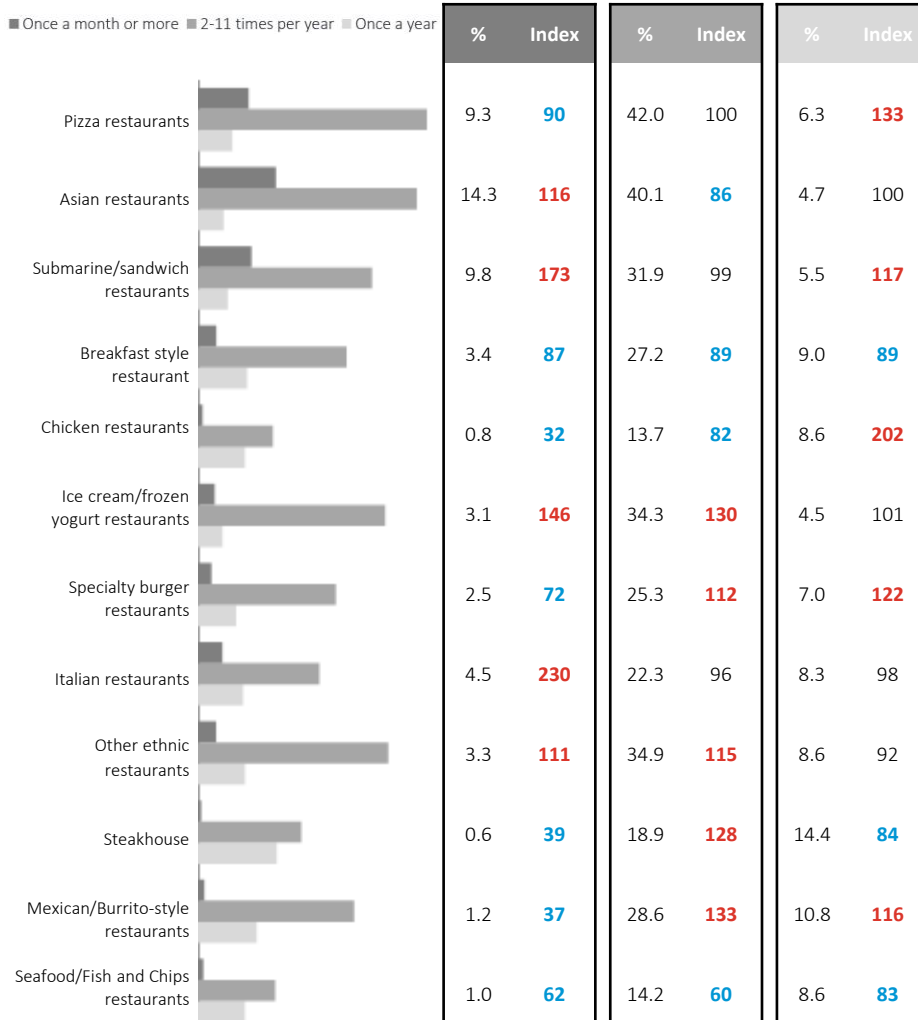


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

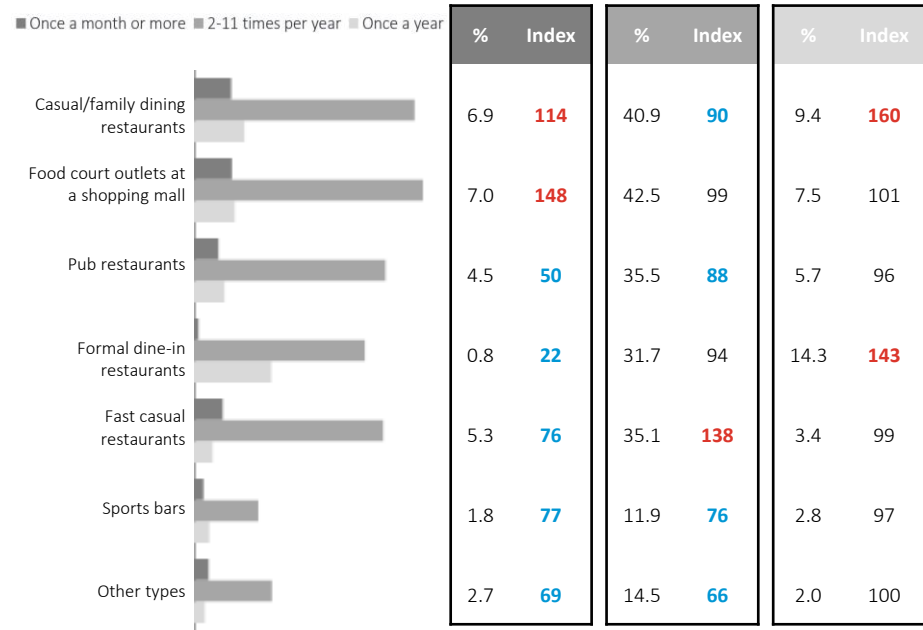
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
25.3%
(83)



Other Organic Food
12.8%
(77)



Organic Meat
5.1%
(49)

Product Preferences

Demographics



Rent
37.1%
(115)



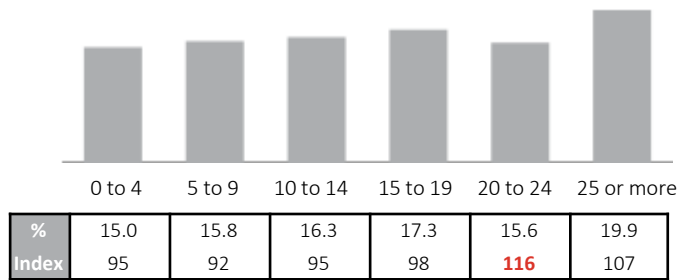
Own
62.9%
(93)

Age of Children at Home



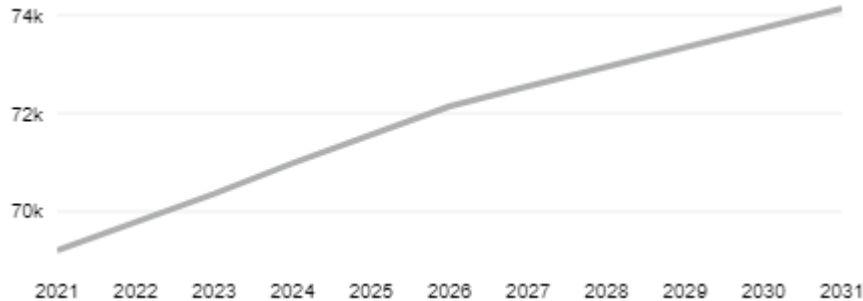
Households with
Children at Home

57.5%
(155)



Demographic Trends

Household Projections

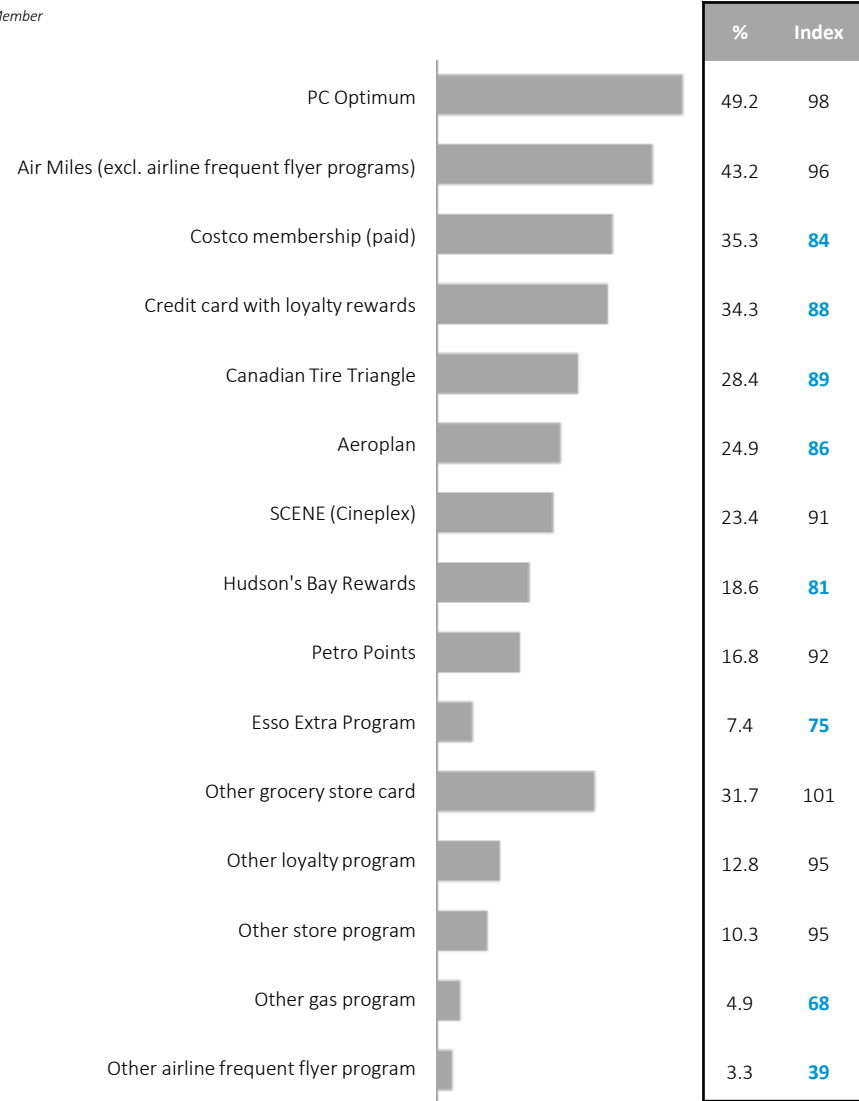


Name	2021	2024	2026	2031
Count	69,211	70,982	72,143	74,138
% Change	-	2.6	4.2	7.1
Index	-	92	91	82

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

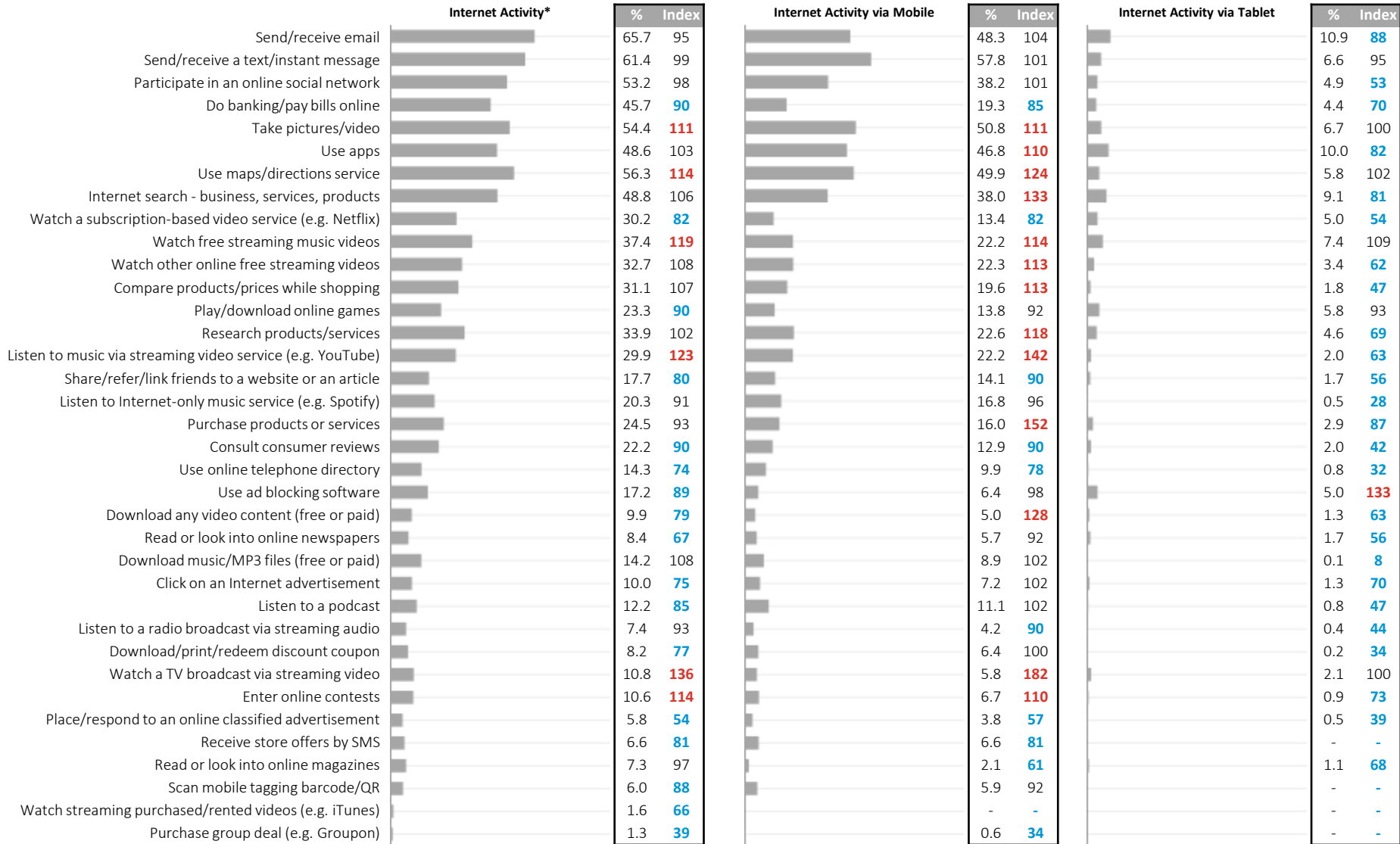
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	34.1	80	23.3	86	5.4	55
Access food/recipes content	26.4	90	14.1	91	5.1	67
Access health-related content	15.7	81	8.9	83	1.9	42
Access professional sports content	8.3	80	6.4	85	0.7	29
Access restaurant guides/reviews	16.0	105	12.0	111	1.2	41
Access travel content	9.9	75	4.2	65	0.7	25
Access real estate listings/sites	14.1	126	8.5	205	2.8	136
Access a radio station's website	6.8	74	4.2	83	0.8	61
Access home decor-related content	9.2	112	5.1	122	2.0	119
Access celebrity gossip content	11.7	136	7.4	131	0.3	35
Access a TV station's website	3.3	36	2.0	47	0.9	50
Access fashion or beauty-related content	9.9	111	3.2	52	1.7	179
Access automotive news/content	4.3	66	3.8	88	0.1	9

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Coupons	34.1	120
Flyers inserted into a community newspaper	31.8	87
Flyers delivered to the door or in the mail	31.2	85
General information from the Internet/websites	30.8	100
Apps/online flyers	25.5	103
Direct email offers	24.2	108
Local store catalogues	19.7	94
Flyers inserted into a daily newspaper	17.7	99
Mail order	6.5	95
Yellow Pages (print)	2.0	42
Yellow Pages (online)	1.2	34

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	33.5	132
Billboards	26.8	95
On transit shelters	25.3	132
Inside shopping malls	21.4	144
On street furniture (e.g. bus benches)	19.4	109
Digital billboards	17.6	123
Inside buses	16.5	135
Inside commuter trains	11.9	176
Inside public washrooms	11.7	125
On subway/metro platforms	11.1	132
Inside subway/metro cars	8.7	131
Screens inside elevators	8.2	101
Inside movie theaters	6.8	114
On taxis	4.2	128
Inside airports	2.4	61

Social Media Usage

Social Media Overview

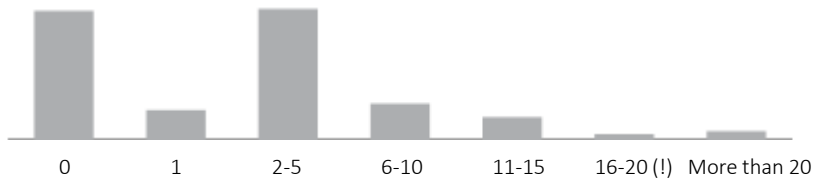
Internet and Social Media Usage: 48.8% search for Businesses, Services and Products online (Average), **8.3%** access Travel Content Websites (Below Average).

70.9% of South Asian Society from British Columbia tend to access social media on their mobile phones during the morning hours (Above Average), **63.8%** during the afternoon hours (Average).

14.8% seek recommendations for Vacation/Travel Information via social media (Above Average).

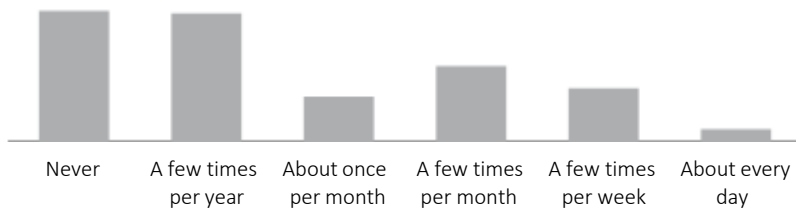
Brand Interaction

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



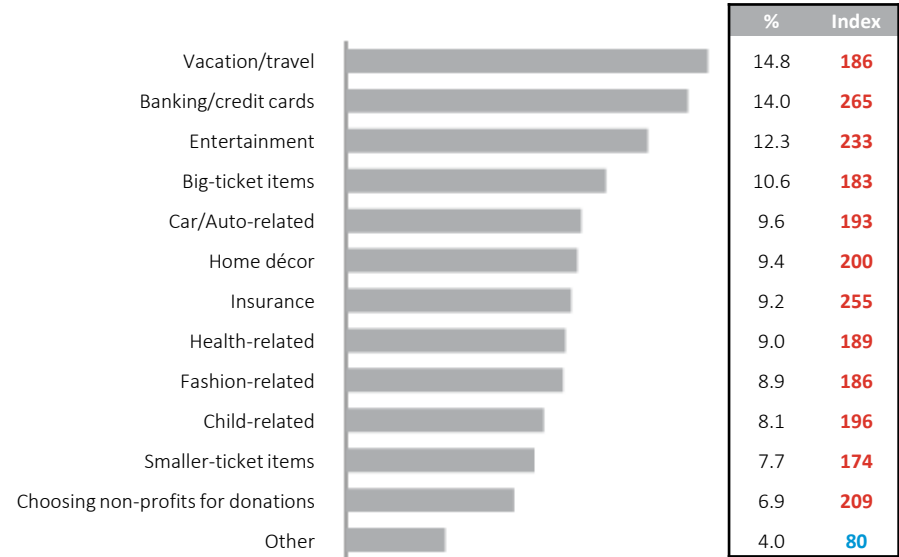
%	35.5	8.2	36.0	10.0	6.3	1.6	2.4
Index	79	119	121	99	177	82	84

Rate or Review Products or Services
[Frequency of Participation]



%	29.3	28.7	10.2	16.9	12.0	2.8
Index	90	95	83	108	177	115

Seek Recommendations via Social Media*



Top Social Media Attitudes**

78% believe that Social Media companies should not be allowed to own or share their personal information (Average).

64% tend to ignore marketing and advertisements on Social Media (Below Average).

"Social media companies should not be allowed to own or share my personal information"
78% | Index = 93

"I tend to ignore marketing and advertisements when I'm in a social media environment"
64% | Index = 89

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
63% | Index = 93

"Use SM to stay connected with personal contacts"
46% | Index = 102

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	53.8	116
View friends' photos online	47.3	99
Chat in online chats	43.5	106
Listen to radio or stream music online	39.2	112
Read article comments	39.1	99
Read status updates/tweets	37.3	101
Share links with friends and colleagues	33.4	115
Click links in news feeds	28.2	123
Read blogs	17.6	110
Post photos online	16.6	123
Update your status on a social network	15.3	143
Rate or review products online	14.9	161
Chat in online forums	14.8	144
Play games with others online	14.6	90
Check in with locations	13.3	151
Share your GPS location	13.1	158
Post videos online	10.2	178
Comment on articles or blogs	9.0	104
Publish blog, Tumblr, online journal	8.4	227

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	52.6	110
Stay connected with family	46.3	100
Keep up to date on general news/events	46.1	100
Keep up to date on news/events in my industry	28.5	111
Stay connected with work/professional contacts	22.7	126

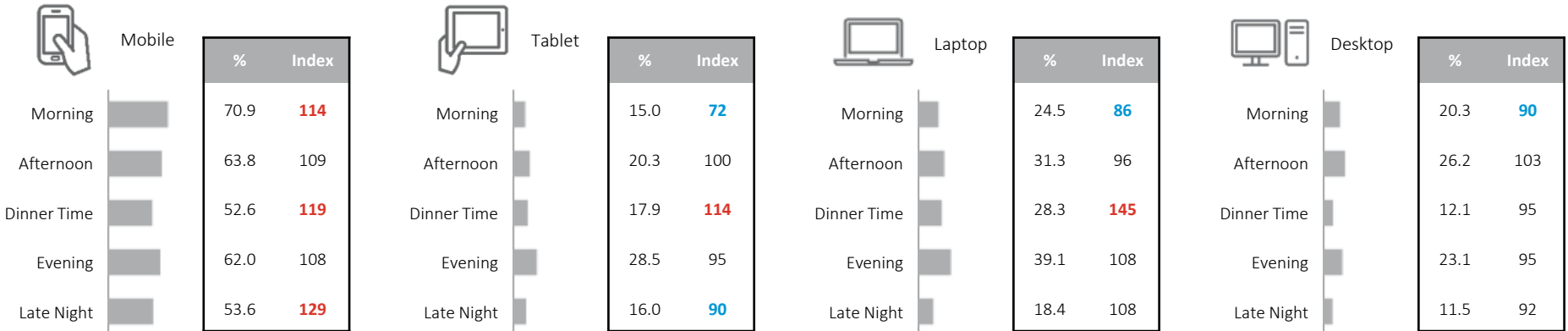
Number of Connections

Across all social media

	%	Index
0-49	29.7	86
50-99	15.4	92
100-149	13.0	115
150-199	6.5	107
200-299	7.4	82
300-399	8.2	161
400-499	5.1	144
500-1000	8.3	105
More than 1000	6.3	113

Social Media Access

Typically use

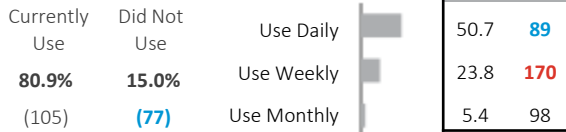


Social Media Usage

Facebook



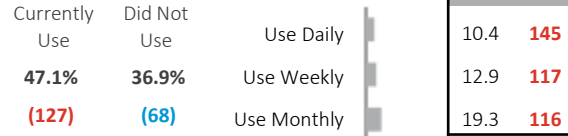
Frequency of Use
[Past Year]



LinkedIn



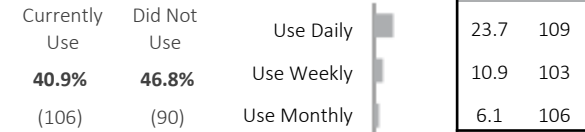
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.6	103
Watch videos	45.5	117
Use Messenger	43.8	100
Comment/Like other users' posts	42.9	95
Watch live videos	22.8	144
Click on an ad	16.3	162
Post photos	16.1	119
Update my status	15.1	137
Like or become a fan of a page	14.6	143
Post videos	10.5	195
Create a Facebook group or fan page	9.0	240
Give to a Facebook fundraiser (!)	8.3	326
Create a Facebook fundraiser (!)	7.1	313

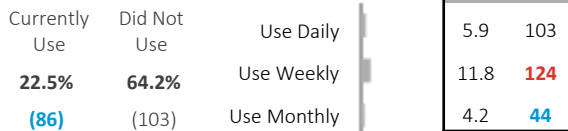
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	10.0	132
View a job posting	9.5	168
Search and review other profiles	8.0	178
Create a connection	5.7	191
Watch videos	5.5	139
Click on an ad (!)	5.3	274
Comment on content	4.6	191
Post an article, video or picture (!)	4.3	266
Request a recommendation (!)	4.3	282
Update your profile information	4.1	197
Participate in LinkedIn forums (!)	3.5	216
Join a LinkedIn group (!)	3.4	261

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	31.4	112
Like photos/videos	24.0	104
Comment on photos/videos	13.6	105
Send direct messages	13.3	104
Watch live videos	10.2	93
Watch IGTV videos	9.3	144
View a brand's page	7.9	97
Post photos/videos	7.8	100
Click on ads	6.1	131

Pinterest



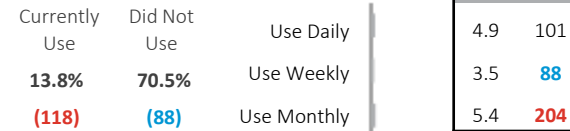
Frequency of Use
[Past Year]



Reddit



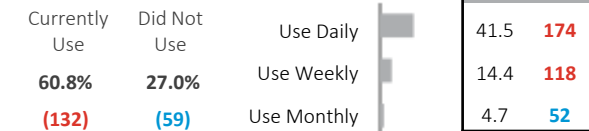
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	11.5	125
Follow specific Subreddits	6.5	126
Post content	5.2	206
Vote on content	5.2	110

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	49.5	157
Send/receive images	47.0	165
Use group chats	37.3	170
Use voice calls	27.7	211
Send/receive documents and files	24.4	177

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
29.7%	56.6%		13.1	108
(113)	(88)	Use Weekly	9.7	132
		Use Monthly	6.2	111

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
74.0%	14.7%		39.1	132
(103)	(89)	Use Weekly	29.1	98
		Use Monthly	4.0	34

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
16.3%	71.8%		5.9	153
(153)	(87)	Use Weekly	3.2	112
		Use Monthly	6.8	196

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.5	109
Watch videos	12.6	142
Tweet	11.5	181
Watch live videos	10.1	220
Retweet	9.6	171
Respond to tweets	9.4	171
Share a link to a blog post or article of interest	8.5	169
Send or receive direct messages	7.9	141
Follow users who follow you	7.6	182
Actively follow new users	7.2	168
Click on an ad	7.0	218

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	55.8	117
Like or dislike videos	22.5	152
Watch live videos	21.9	152
Leave comment or post response on video	15.3	185
Share videos	14.8	172
Click on an ad	11.7	173
Embed a video on a web page or blog	9.0	229
Create and post a video	6.8	205

Participate In* (at least a few times per week)	% Comp	Index
Send direct text messages	9.0	206
Send photos/videos	8.9	207
Receive photos/videos	8.9	178
Use filters or effects	8.1	252
Use group chat	5.7	204
Use video chat	4.7	249
View ads	4.7	255
Read Snapchat discover/News	4.6	212
View a brand's snaps	4.5	242

Audio Podcasts



Currently Use	Did Not Use
15.1%	70.0%
(80)	(106)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.9	99
Use Weekly	3.7	52
Use Monthly	5.4	102

Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	6.2	120
Listen to a comedy podcast	6.0	158
Listen to a business podcast	4.6	124
Listen to a news podcast	4.3	87
Listen to another genre of podcast	4.2	76
Subscribe to a comedy podcast (!)	3.5	170
Subscribe to another genre of podcast	3.5	144
Listen to a technology focused podcast	3.4	163
Subscribe to a sports podcast**	3.3	167
Listen to a sports podcast	3.1	158
Subscribe to a news podcast	3.0	130
Subscribe to an educational podcast	2.6	118
Subscribe to a business podcast (!)	2.4	186
Subscribe to a technology podcast (!)	1.8	152

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
3.8%	89.2%
(152)	(95)

Tik Tok



Currently Use	Did Not Use
14.6%	75.3%
(244)	(86)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.0	136
Use Weekly (!)	0.6	113