Virtual Travellers

PRIZM Segments Included (by SESI): 11, 27, 35, 39, 43, 49
Market: British Columbia

bcrts — British Columbia Regional Tourism Secretariat

SYMPHONY TOURISM SERVICES

Overview

- Of the 9 EQ Traveller Types identified in Canada, Virtual Travellers rank **9th**, making up **92,619** households, or **4.6%** of the total Households in British Columbia (2,018,734).

- The Median Household Maintainer Age is **58, 53%** of couples do not have children living at home (Above Average).

- Average Household Income of **$105,134** compared to BC at $113,574.

- **Top 3 Social Values**: Attraction to Nature, Emotional Control, Racial Fusion.

- **Top Tourism Activities**: Swimming, Camping, Hiking/Backpacking. **Above average** interest in Photography, Fishing/Hunting, Visiting National/Provincial Parks and Historical Sites

- **Average** interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Ottawa), Virtual Travellers from British Columbia spent an average of **$1,773** (Average) on their last vacation.

- **80%** currently use Facebook (Average), **36%** use Instagram (Average), **22%** use Twitter (Below Average) and **69%** use YouTube (Average).

Market Sizing

Total Population

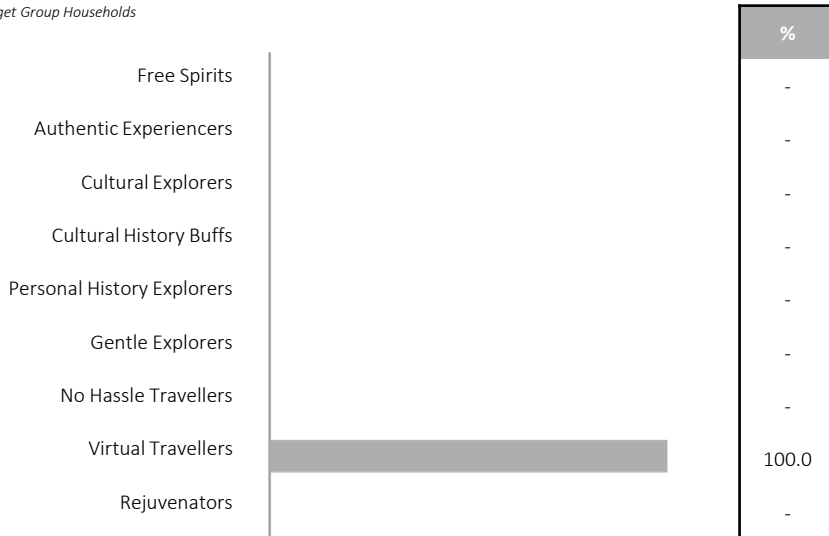Target Group: 229,734 | 4.5%
Market: 5,102,265

Total Households

Target Group: 92,619 | 4.6%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	11.0	5.6	123	181,001	9.0
Langley, BC (DM)	7.3	14.9	325	45,647	2.3
Coquitlam, BC (CY)	2.9	4.9	106	55,346	2.7
Southern Gulf Islands, BC (RDA)	2.4	95.3	2,079	2,345	0.1
Comox Valley A, BC (RDA)	2.3	58.1	1,266	3,594	0.2
Columbia-Shuswap C, BC (RDA)	1.6	42.5	923	3,523	0.2
Sunshine Coast A, BC (RDA)	1.5	99.3	2,151	1,365	0.1
Sechelt, BC (DM)	1.5	27.1	591	4,985	0.2
Cariboo L, BC (RDA)	1.4	69.0	1,504	1,859	0.1
Nanaimo H, BC (RDA)	1.3	64.1	1,401	1,863	0.1

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	100.0
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households
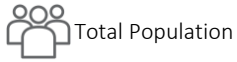
	%
49 - Backcountry Boomers	59.4
11 - Modern Suburbia	24.5
43 - Happy Medium	16.1

Sources: DemoStats 2021, PRIZM 2021

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021

Top Geographic Markets ranked by percent group
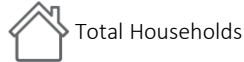PRIZM segments ranked on percent composition chosen from highest percent composition

1

Demographic Profile

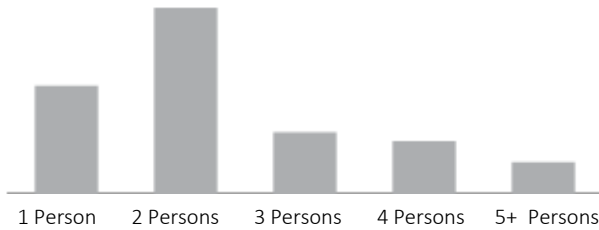### Total Population
Target Group: 229,734 | 4.5%
Market: 5,102,265

Total Households
Target Group: 92,619 | 4.6%
Market: 2,018,734

Average Household Income
$105,134
(93)

Median Household Maintainer Age
58
(108)

Household Size*

%	24.6	42.2	14.0	12.0	7.2
Index	**85**	**120**	95	93	**87**

Marital Status**
64.2%
(113)
Married/Common-Law

Family Composition***
52.6%
(120)
Couples Without Kids at Home

Education**
29.0%
(99)
High School Certificate Or Equivalent

Visible Minority Presence*
18.3%
(56)
Belong to a visible minority group

Non-Official Language*
1.3%
(40)
No knowledge of English or French

Immigrant Population*
20.1%
(70)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Attraction to Nature	**124**	**76**	Equal Relationship with Youth
Emotional Control	**124**	**80**	Ostentatious Consumption
Utilitarian Consumerism	**119**	**81**	Joy of Consumption
Financial Concern Regarding the Future	**117**	**81**	Advertising as Stimulus
Discriminating Consumerism	**116**	**81**	Active Government

Key Social Values

Attraction to Nature Index = **124**	Emotional Control Index = **124**	Racial Fusion Index = **115**
Ethical Consumerism Index = **114**	Primacy of the Family Index = **112**	Primacy of Environmental Protection Index = **110**
Need for Escape Index = **110**	Multiculturalism Index = 107	Community Involvement Index = 105
Flexible Families Index = 102	Work Ethic Index = 102	Traditional Family 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	64.0	107
Home exercise & home workout	59.3	109
Volunteer work	56.4	105
Swimming	55.0	105

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	48.2	92
Parks & city gardens	43.0	99
Bars & restaurant bars	37.0	100
National or provincial park	34.7	121
Movies at a theatre/drive-in	33.1	90

Key Tourism Activities**

Swimming	Camping	Hiking & backpacking	Cycling	Photography	Parks & city gardens	Canoeing & kayaking	Bars & restaurant bars
55.0% (105)	53.8% (107)	51.2% (102)	47.3% (103)	45.4% (116)	43.0% (99)	38.3% (108)	37.0% (100)

Fishing & hunting	National or provincial park	Cross country skiing & snowshoeing	Golfing	Ice skating	Historical sites	Specialty movie theatres/IMAX	Pilates & yoga
35.4% (144)	34.7% (121)	29.3% (119)	27.7% (104)	24.0% (106)	23.7% (122)	21.4% (102)	21.2% (93)

Downhill skiing	Sporting events	Zoos & aquariums	ATV & snowmobiling	Video arcades & indoor amusement centres	Theme parks, waterparks & water slides	Power boating & jet skiing	Hockey
19.6% (103)	18.5% (108)	17.3% (107)	16.2% (133)	14.1% (92)	13.7% (113)	12.8% (105)	12.4% (107)

Beer, food & wine festivals	Adventure sports	Music festivals	Curling	Film festivals	Snowboarding	Inline skating	Dinner theatres
10.8% (97)	10.7% (90)	8.1% (97)	7.4% (95)	6.7% (108)	6.3% (76)	5.1% (113)	4.9% (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   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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Virtual Travellers
PRIZM Segments Included (by SESI): 11, 27, 35, 39, 43, 49
Market: British Columbia

SYMPHONY TOURISM SERVICES

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

Destination	%	Index
Other British Columbia	45.6	113
Vancouver	31.9	129
Victoria	25.9	101
Other Alberta	18.6	149
Whistler	16.9	82
Calgary	13.6	125
Banff	12.4	131
Ottawa	7.5	160
Jasper	6.5	99
Toronto	6.3	72
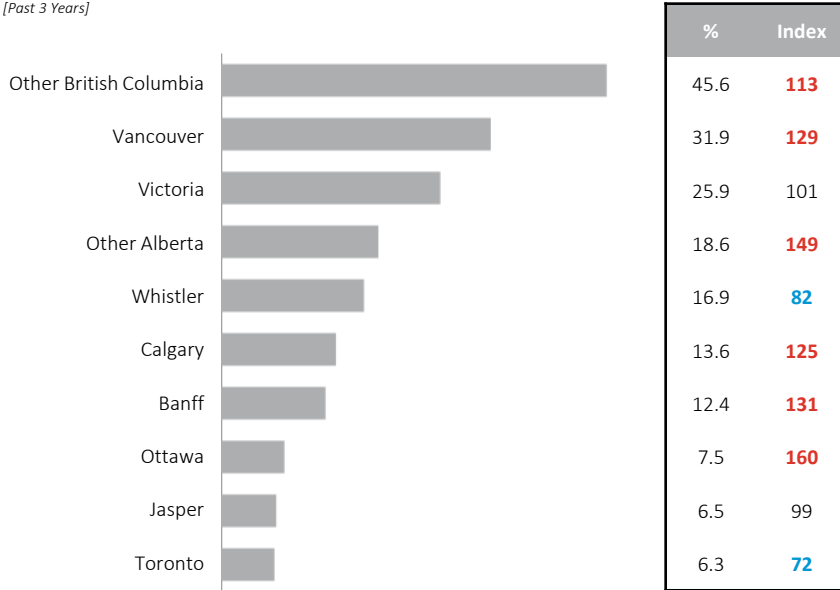
Vacation Booking*

Used [Past 3 Years]

Booking method	%	Index
Book through an airline directly	42.0	97
Book through a hotel directly	39.7	97
Book through an on-line travel agency	27.9	79
Book through airline/hotel website	26.3	91
Book through a full service travel agent	23.8	100
Other services	19.8	114
Book a package tour	11.7	102
Book through a discount/last minute agency	8.8	83

*Booked With [Past Year]**

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
15.1%	8.3%	7.4%	1.7%	2.2%
(83)	(116)	(128)	(103)	(100)

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
1.3%	13.4%	3.0%	5.8%
(69)	(90)	(121)	(108)

Vacation Spending

Spent Last Vacation

$ 1,773
(107)
Average spend on last trip

%	26.9	17.1	23.2	8.2	6.1	18.4
Index	88	92	122	89	98	114

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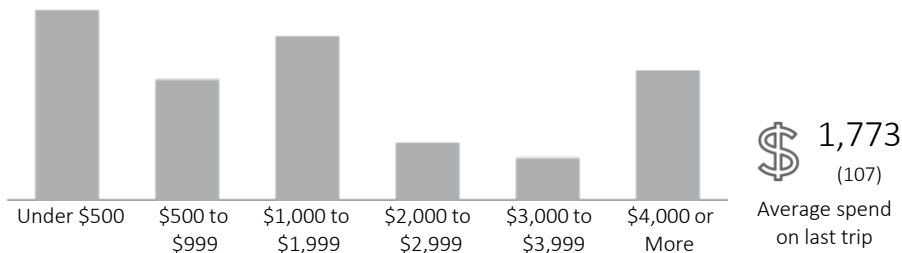
Travel Type & Frequency

Business Trips

13.7
(122)
Average number of nights away in the past year for business trips

Personal Trips
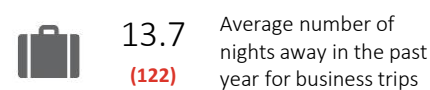
3.7
(102)
Average out-of-town vacations taken in the past 3 years
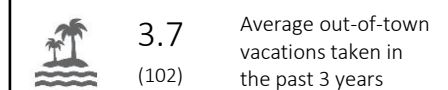
Average number of business trips by mode of transportation in the past year:

3.4	3.9	1.6	4.9
(108)	(87)	(77)	(110)

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 55.0% (97)	Friends/relatives 43.5% (102)	All-inclusive resort 16.3% (105)	Camping 24.2% (101)	Vacation rental by owner 22.9% (96)	Motel 25.7% **(131)**	Cottage 8.9% (95)
B&B 12.3% **(89)**	Condo/apartment 10.7% **(84)**	RV/camper 16.1% **(126)**	Cruise ship 12.1% (108)	Package tours 4.2% **(85)**	Spa resort 5.1% (93)	Boat 4.6% **(124)**

Airline Preferences**

Flown [Past Year]

AIR CANADA	WESTJET	Air Transat	porter	Other Canadian
Air Canada 32.2% **(88)**	West Jet 32.4% (107)	Air Transat 3.4% **(55)**	Porter Airlines 0.1% **(51)**	Other Canadian 6.3% **(113)**
DELTA AIR LINES	UNITED	American Airlines	(USA flag)	
Delta Airlines 4.5% **(84)**	United Airlines 7.4% **(118)**	American Airlines 4.5% (104)	Other American 6.6% **(82)**	
European Airlines 6.2% **(81)**	Asian Airlines 4.8% **(76)**	Other Charter 1.8% **(82)**	Other 7.4% (105)	

Car Rental*

Rented From [Past Year]

enterprise	Budget	AVIS	U-HAUL
Enterprise 4.8% (96)	Budget 4.7% **(120)**	Avis 2.7% **(127)**	U-Haul 1.8% **(122)**
Hertz 2.2% (98)	National (!) 4.2% **(147)**	Discount (!) 0.8% **(88)**	Other Rentals 3.1% **(83)**

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

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,259 minutes/week	1 hours/week	10 minutes/day	232 minutes/day
(100)	(108)	**(112)**	**(130)**	(98)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	33.2	93
Multi/Variety/Specialty	17.4	**119**
Adult Contemporary	16.4	**84**
Classic Hits	15.5	**114**
Today's Country	9.8	106
Classic Rock	9.0	92
Not Classified	8.3	**114**
Mainstream Top 40/CHR	8.3	**67**
Hot Adult Contemporary	7.2	**90**
AOR/Mainstream Rock	7.2	**190**

Top Television Programs*

Programs [Average Week]

	%	Index
Evening local news	49.7	**120**
Movies	44.8	103
News/current affairs	35.2	109
Suspense/crime dramas	31.2	107
Primetime serial dramas	31.1	104
Documentaries	28.3	**113**
Morning local news	26.9	**118**
Cooking programs	25.5	**115**
Home renovation/decoration shows	23.5	102
Situation comedies	23.1	104

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.1	103
International News & World	55.7	108
National News	54.5	102
Health	37.2	**110**
Editorials	31.1	100
Food	30.4	104
Movie & Entertainment	28.6	94
Travel	27.3	109
Sports	24.9	103
Business & Financial	21.7	**87**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.6	**114**
Other U.S. magazines	10.8	**111**
Maclean's	9.6	**143**
National Geographic	7.1	**118**
Reader's Digest	7.0	**130**
Canadian Living	6.8	**113**
Canadian Geographic	5.1	**156**
Air Canada enRoute	4.5	**136**
CAA Magazine	4.5	**119**
People	4.0	97

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	66.5	96
Send/receive a text/instant message	61.0	99
Participate in an online social network	53.6	99
Use maps/directions service	49.4	100
Take pictures/video	48.8	100
Do banking/pay bills online	46.8	92
Use apps	44.7	95
Internet search - business, services, products	44.0	96
Access a news site	40.2	94
Watch a subscription-based video service	35.9	98

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.3	97
Take pictures/video	45.8	100
Send/receive email	41.8	**90**
Use apps	37.9	**89**
Use maps/directions service	37.7	94
Participate in an online social network	35.5	93
Internet search - business, services, products	25.4	**89**
Access a news site	24.2	**89**
Do banking/pay bills online	18.3	**81**
Compare products/prices while shopping	18.1	104

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
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(!) Indicates small sample size
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Ranked on Household Population 12+
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Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	79.6%	(103)
YouTube	69.0%	(96)
Instagram	35.5%	(92)
WhatsApp	32.7%	(71)
LinkedIn	30.8%	(83)
Pinterest	29.8%	(114)
Twitter	22.2%	(85)
Podcasts	17.9%	(95)
Blogs	9.9%	(90)
Snapchat	9.0%	(84)
Health/Fitness	8.3%	(79)
Reddit	6.8%	(58)
TikTok	4.1%	(69)
Flickr	4.0%	(102)
Dating App	3.6%	(76)
Tinder	1.5%	(59)
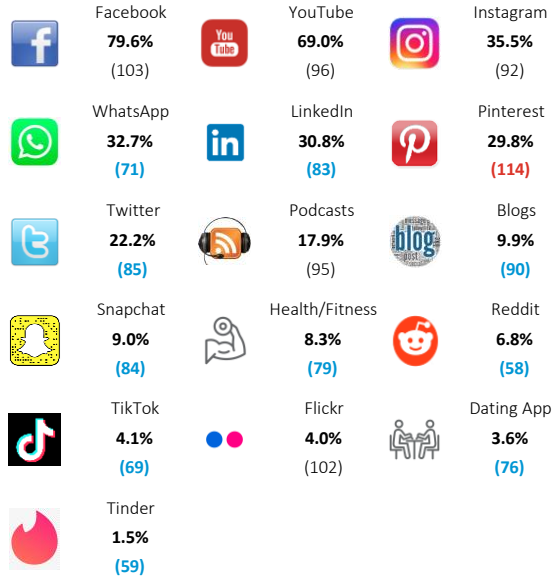
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	31.0	98
To enter contests	26.8	101
To get coupons and discounts	25.6	89
To be among the first to hear brand news	11.0	84
To provide feedback to the brand	10.9	103
To engage with content	7.6	89
To share brand-related stories with consumers	6.0	112
To make suggestions for new products/services	3.3	80

Reasons to Unfollow Brands

	%	Index
Too many messages	35.3	101
Not enough value	19.8	96
Stopped purchasing products from brand	14.4	91
Other	4.5	119
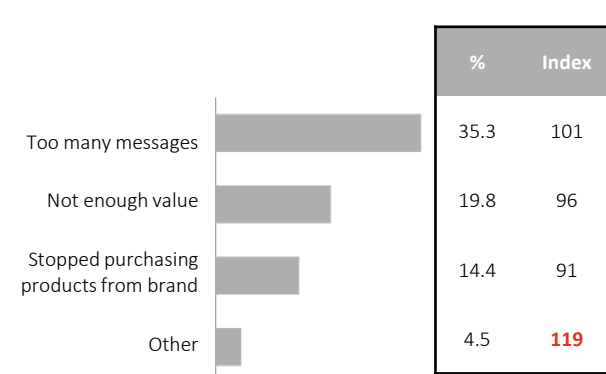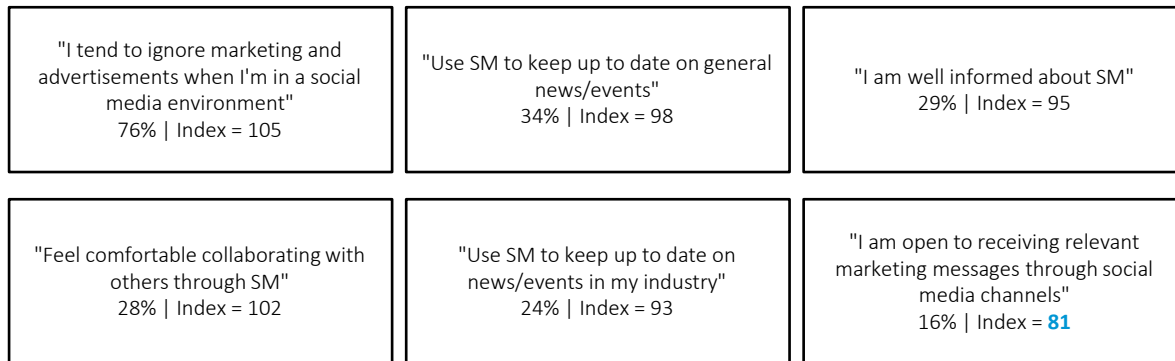
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	31.7	97
Subscribe to brand email newsletter	15.4	83
Follow brand on Instagram	12.1	78
Subscribe to brand channel on YouTube	11.1	84
Join an exclusive online community of consumers who also like the brand	9.4	95
Follow brand on Twitter	5.1	58

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
76% | Index = 105

"Use SM to keep up to date on general news/events"
34% | Index = 98

"I am well informed about SM"
29% | Index = 95

"Feel comfortable collaborating with others through SM"
28% | Index = 102

"Use SM to keep up to date on news/events in my industry"
24% | Index = 93

"I am open to receiving relevant marketing messages through social media channels"
16% | Index = 81

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 7
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" 72% | Index = 103	"I would like to eat healthy foods more often" 71% | Index = 95	"I generally achieve what I set out to do" 71% | Index = 103	"I value companies who give back to the community" 69% | Index = 103
"I am very concerned about the nutritional content of food products I buy" 64% | Index = 97	"I make an effort to buy local produce/products" 63% | Index = 99	"Family life and having children are most important to me" 63% | Index = **111**	"I like to cook" 60% | Index = 105	"When I shop online I prefer to support Canadian retailers" 59% | Index = 104
"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 = 100	"I am interested in learning about different cultures" 54% | Index = 95	"I offer recommendations of products/services to other people" 49% | Index = 93	"I like to try new and different products" 48% | Index = 101
"I am adventurous/"outdoorsy"" 46% | Index = **112**	"Free-trial/product samples can influence my purchase decisions" 39% | Index = 97	"I am willing to pay more for eco-friendly products" 38% | Index = 102	"Vegetarianism is a healthy option" 32% | Index = **87**	"I prefer to shop online for convenience" 30% | Index = 97
"Staying connected via social media is very important to me" 28% | Index = 100	"I lead a fairly busy social life" 24% | Index = 92	"Advertising is an important source of information to me" 22% | Index = 96	"I consider myself to be sophisticated" 18% | Index = 92	"I enjoy being extravagant/indulgent" 16% | Index = **89**

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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
%	65.3	19.2	6.5	3.2	2.6	3.2
Index	95	104	**118**	109	**170**	**113**
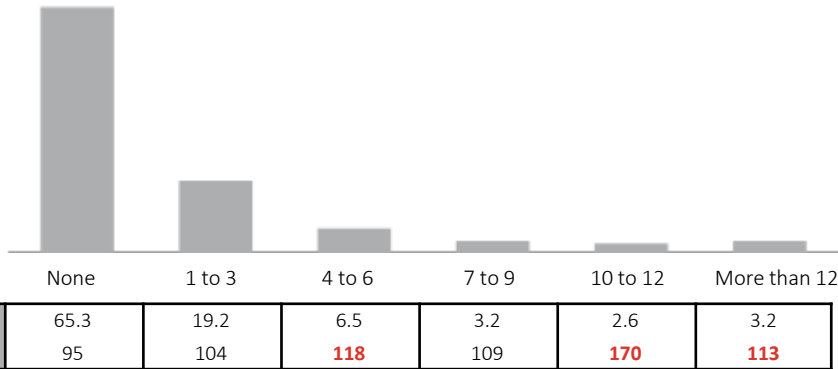
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	28.2	**131**
Liqueurs (any)	15.7	**141**
Cider	11.8	99

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.7	93

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	19.4	**74**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	19.4	**74**
Corona	15.1	**88**
Budweiser	13.3	**118**
Sleeman (any)	13.0	93
Molson Canadian	12.6	**115**
Kokanee	12.6	**125**
Bud Light (any)	11.3	**154**
Guinness	10.6	101
Coors Light	10.3	99
Stella Artois	10.0	**87**
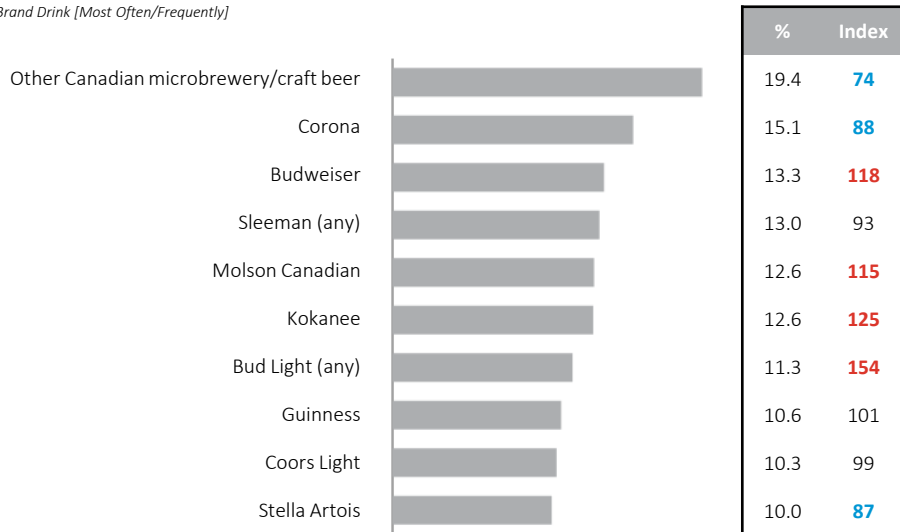
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	30.7	108
White wine (any)	29.6	**114**
Canadian wine	28.2	**131**
Australian wine	12.7	**139**
American wine	11.7	**136**
European wine	10.5	91
Rosé wine (any)	8.3	**114**
Sparkling/champagne (any)	8.1	**124**
Other imported wine	7.7	103

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
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(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition   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	8.6	84	41.2	99	4.2	88
Asian restaurants	8.3	67	52.8	113	4.6	98
Submarine/sandwich restaurants	5.6	99	35.8	111	5.1	109
Breakfast style restaurant	3.7	95	33.9	110	8.2	81
Chicken restaurants	3.2	120	18.7	112	4.7	111
Ice cream/frozen yogurt restaurants	1.8	87	20.9	79	3.7	83
Specialty burger restaurants	2.6	77	23.3	103	6.6	115
Italian restaurants	2.8	143	19.9	86	9.7	116
Other ethnic restaurants	0.8	27	30.9	102	9.7	104
Steakhouse	3.0	203	11.7	79	18.5	108
Mexican/Burrito-style restaurants	3.0	97	20.1	94	8.9	96
Seafood/Fish and Chips restaurants	0.6	40	30.1	128	9.9	96

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	5.4	89	47.3	104	5.7	97
Food court outlets at a shopping mall	1.7	35	44.1	103	5.5	74
Pub restaurants	12.7	141	40.5	100	7.0	119
Formal dine-in restaurants	3.5	93	34.9	104	8.8	88
Fast casual restaurants	9.9	141	20.9	82	2.8	81
Sports bars	2.9	127	14.7	93	2.6	89
Other types	2.0	52	22.4	103	2.7	134

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
31.6%
(103)

Other Organic Food
17.3%
(105)

Organic Meat
11.1%
(107)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021
*Ranked by national percent composition of visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+
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Product Preferences

Demographics

Rent
17.2%
(53)

Own
82.7%
(122)

Age of Children at Home

Households with Children at Home
34.0%
(92)
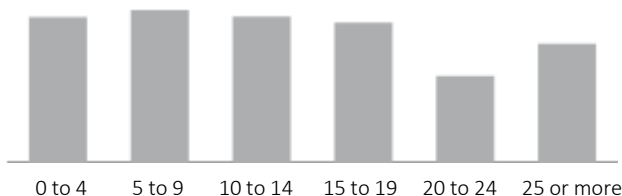
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	18.4	19.3	18.5	17.7	11.0	15.0
Index	**117**	**113**	107	100	**81**	**81**

Demographic Trends

Household Projections
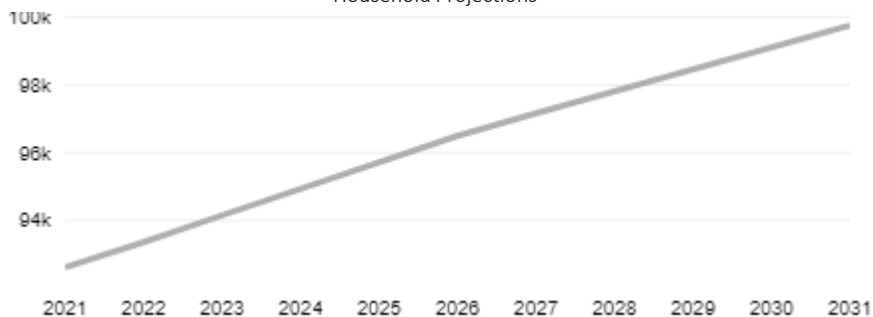
Name	2021	2024	2026	2031
Count	92,619	94,934	96,498	99,758
% Change	-	2.5	4.2	7.7
Index	-	**89**	**90**	**89**

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

Loyalty Programs*

Member

	%	Index
PC Optimum	47.3	94
Costco membership (paid)	46.2	**110**
Air Miles (excl. airline frequent flyer programs)	43.8	97
Credit card with loyalty rewards	40.9	105
Canadian Tire Triangle	33.8	106
Aeroplan	29.8	103
Petro Points	21.6	**118**
SCENE (Cineplex)	20.6	**80**
Hudson's Bay Rewards	18.2	**79**
Esso Extra Program	9.7	98
Other grocery store card	32.8	105
Other loyalty program	12.1	**90**
Other store program	12.1	**112**
Other gas program	10.5	**147**
Other airline frequent flyer program	7.6	91

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

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	66.5	96		41.8	90		13.2	106
Send/receive a text/instant message	61.0	99		55.3	97		7.5	108
Participate in an online social network	53.6	99		35.5	93		8.8	95
Do banking/pay bills online	46.8	92		18.3	81		5.5	88
Take pictures/video	48.8	100		45.8	100		9.3	139
Use apps	44.7	95		37.9	89		11.5	94
Use maps/directions service	49.4	100		37.7	94		6.4	111
Internet search - business, services, products	44.0	96		25.4	89		13.6	121
Watch a subscription-based video service (e.g. Netflix)	35.9	98		15.9	98		8.0	87
Watch free streaming music videos	27.7	88		18.0	92		6.8	99
Watch other online free streaming videos	30.3	100		16.3	83		6.3	113
Compare products/prices while shopping	27.9	96		18.1	104		3.7	97
Play/download online games	25.2	97		13.8	92		5.2	83
Research products/services	29.7	90		15.7	82		8.2	122
Listen to music via streaming video service (e.g. YouTube)	23.9	98		13.5	87		3.1	95
Share/refer/link friends to a website or an article	20.9	95		14.2	90		2.2	73
Listen to Internet-only music service (e.g. Spotify)	20.8	93		17.0	97		1.1	59
Purchase products or services	24.2	92		8.2	78		2.8	82
Consult consumer reviews	20.9	85		9.8	68		4.4	90
Use online telephone directory	22.1	114		12.1	95		4.1	161
Use ad blocking software	16.0	83		6.0	91		4.5	120
Download any video content (free or paid)	13.1	104		3.7	96		1.2	59
Read or look into online newspapers	12.6	100		4.9	79		3.8	123
Download music/MP3 files (free or paid)	12.4	94		8.5	98		1.8	102
Click on an Internet advertisement	13.9	104		6.6	93		1.5	80
Listen to a podcast	14.1	99		11.4	104		1.4	82
Listen to a radio broadcast via streaming audio	6.0	76		3.5	74		0.7	71
Download/print/redeem discount coupon	9.5	89		4.6	72		0.3	47
Watch a TV broadcast via streaming video	4.6	58		2.4	75		1.5	74
Enter online contests	8.7	93		6.1	101		1.4	113
Place/respond to an online classified advertisement	10.9	102		7.2	110		1.7	126
Receive store offers by SMS	9.5	116		9.3	115		-	-
Read or look into online magazines	6.9	91		3.3	96		1.9	114
Scan mobile tagging barcode/QR	5.8	87		5.2	81		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	3.2	132		-	-		-	-
Purchase group deal (e.g. Groupon)	3.7	115		1.9	109		-	-

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Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	40.2	94	24.2	89	9.8	100
Access food/recipes content	28.9	98	14.8	95	7.8	104
Access health-related content	19.7	102	9.0	84	4.3	98
Access professional sports content	9.8	95	6.3	84	3.6	143
Access restaurant guides/reviews	15.1	99	9.5	88	2.4	83
Access travel content	12.9	98	5.5	84	2.9	100
Access real estate listings/sites	11.4	102	2.3	55	1.9	94
Access a radio station's website	8.8	96	4.5	88	1.9	139
Access home decor-related content	7.3	89	3.2	75	1.5	89
Access celebrity gossip content	8.2	95	5.6	100	0.6	74
Access a TV station's website	8.2	89	3.7	88	1.3	72
Access fashion or beauty-related content	7.3	82	5.3	86	0.3	34
Access automotive news/content	7.0	108	3.7	85	2.6	208

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	41.7	114
Flyers inserted into a community newspaper	41.3	113
General information from the Internet/websites	28.9	94
Coupons	28.0	99
Local store catalogues	25.3	120
Apps/online flyers	22.8	92
Direct email offers	22.3	99
Flyers inserted into a daily newspaper	18.6	104
Mail order	9.3	135
Yellow Pages (print)	7.8	161
Yellow Pages (online)	5.8	168

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	27.9	99
On bus exteriors	20.5	81
On transit shelters	15.0	78
On street furniture (e.g. bus benches)	14.6	82
Inside shopping malls	11.0	74
Digital billboards	10.2	71
Inside public washrooms	8.8	94
Inside buses	8.6	70
On subway/metro platforms	6.1	72
Screens inside elevators	6.0	74
Inside subway/metro cars	5.0	75
Inside commuter trains	4.1	60
Inside movie theaters	3.8	63
On taxis	2.4	72
Inside airports	2.3	58

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: 44%** search for Businesses, Services and Products online (Average), **13%** access Travel Content Websites (Average).

- **56%** of Virtual Travellers from British Columbia tend to access social media on their mobile phones during the morning hours, **54%** during the afternoon hours.

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

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	5.5	69
Big-ticket items	4.1	71
Car/Auto-related	3.8	76
Health-related	3.6	76
Banking/credit cards	3.3	62
Child-related	3.1	75
Entertainment	3.1	58
Home décor	3.0	64
Smaller-ticket items	3.0	68
Fashion-related	3.0	62
Choosing non-profits for donations	2.8	84
Insurance	2.0	55
Other	4.9	97

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
%	48.1	5.8	28.6	9.8	3.4	1.8	2.5
Index	108	84	96	97	97	91	86

Rate or Review Products or Services
[Frequency of Participation]

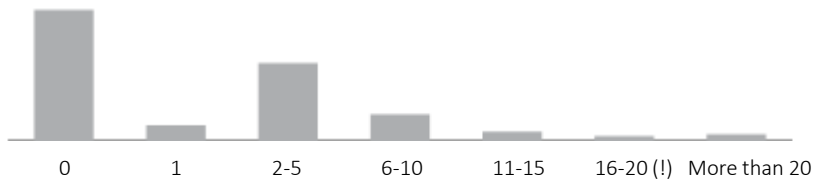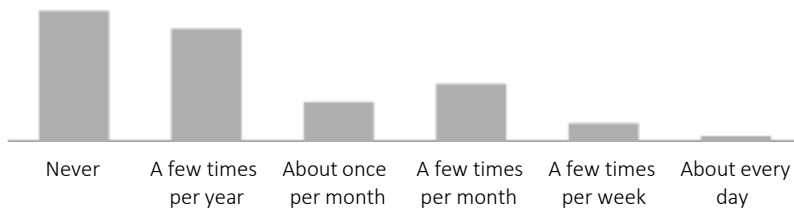|	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	35.7	30.9	10.9	15.8	5.2	1.6
Index	109	102	89	101	76	66

Top Social Media Attitudes**

76% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
89% | Index = 107

"I tend to ignore marketing and advertisements when I'm in a social media environment"
76% | Index = 105

"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"
48% | Index = 106

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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Virtual Travellers
PRIZM Segments Included (by SESI): 11, 27, 35, 39, 43, 49
Market: British Columbia

SYMPHONY TOURISM SERVICES

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	50.5	105
Chat in online chats	41.1	101
Read article comments	39.9	101
Watch video online	39.8	86
Read status updates/tweets	35.3	95
Listen to radio or stream music online	33.2	95
Share links with friends and colleagues	26.0	89
Click links in news feeds	17.5	77
Play games with others online	16.3	101
Post photos online	13.2	99
Read blogs	12.9	81
Update your status on a social network	9.9	93
Chat in online forums	7.9	76
Check in with locations	7.5	85
Rate or review products online	6.8	73
Comment on articles or blogs	6.8	78
Share your GPS location	5.3	64
Post videos online	4.4	78
Publish blog, Tumblr, online journal	1.9	50

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	51.7	108
Stay connected with family	51.1	110
Keep up to date on general news/events	45.4	98
Keep up to date on news/events in my industry	20.7	81
Stay connected with work/professional contacts	13.1	73

Number of Connections

Across all social media

	%	Index
0-49	34.6	100
50-99	16.8	101
100-149	12.8	113
150-199	6.7	110
200-299	10.9	121
300-399	4.2	83
400-499	4.0	111
500-1000	6.6	84
More than 1000	3.2	58

Social Media Access

Typically use

Mobile

	%	Index
Morning	55.8	89
Afternoon	54.1	92
Dinner Time	35.4	80
Evening	48.1	84
Late Night	34.3	82

Tablet

	%	Index
Morning	22.1	107
Afternoon	22.9	113
Dinner Time	16.4	105
Evening	30.0	100
Late Night	17.8	100

Laptop

	%	Index
Morning	31.8	112
Afternoon	33.9	104
Dinner Time	22.2	113
Evening	37.6	104
Late Night	19.5	115

Desktop

	%	Index
Morning	23.4	103
Afternoon	23.4	92
Dinner Time	12.8	101
Evening	21.6	88
Late Night	11.2	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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Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use: **79.6%** (103)
Did Not Use: **17.9%** (92)

	%	Index
Use Daily	61.7	108
Use Weekly	13.0	93
Use Monthly	3.9	72

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	56.2	104
Comment/Like other users' posts	51.2	114
Use Messenger	49.9	114
Watch videos	38.7	100
Watch live videos	15.0	94
Post photos	14.2	105
Update my status	10.7	96
Like or become a fan of a page	9.2	90
Click on an ad	9.0	89
Post videos	4.5	84
Create a Facebook group or fan page	2.5	68
Give to a Facebook fundraiser (!)	1.3	53
Create a Facebook fundraiser (!)	1.2	54

LinkedIn

Frequency of Use
[Past Year]

Currently Use: **30.8%** (83)
Did Not Use: **61.9%** (115)

	%	Index
Use Daily	5.0	70
Use Weekly	8.2	74
Use Monthly	15.7	94

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	4.8	63
View a job posting	3.7	66
Watch videos	2.7	67
Search and review other profiles	2.6	58
Create a connection	2.0	67
Comment on content	1.5	61
Participate in LinkedIn forums (!)	1.2	73
Click on an ad (!)	1.1	58
Post an article, video or picture (!)	1.0	62
Update your profile information	1.0	48
Request a recommendation (!)	0.9	58
Join a LinkedIn group (!)	0.5	38

Instagram

Frequency of Use
[Past Year]

Currently Use: **35.5%** (92)
Did Not Use: **56.6%** (109)

	%	Index
Use Daily	17.9	83
Use Weekly	9.5	90
Use Monthly	7.2	125

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	23.7	85
Like photos/videos	20.4	88
Comment on photos/videos	10.9	84
Send direct messages	9.5	74
Watch live videos	9.4	85
Post photos/videos	6.4	82
View a brand's page	5.8	72
Watch IGTV videos	4.6	71
Click on ads	3.3	70

Pinterest

Frequency of Use
[Past Year]

Currently Use: **29.8%** (114)
Did Not Use: **57.9%** (93)

	%	Index
Use Daily	6.7	117
Use Weekly	10.1	106
Use Monthly	11.8	123

Reddit

Frequency of Use
[Past Year]

Currently Use: **6.8%** (58)
Did Not Use: **86.2%** (108)

	%	Index
Use Daily	2.4	49
Use Weekly	2.5	62
Use Monthly	1.7	65

Participate In* (at least a few times per month)	% Comp	Index
View content	5.3	57
Follow specific Subreddits	2.9	57
Vote on content	2.9	62
Post content	1.3	51
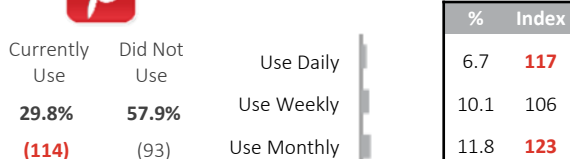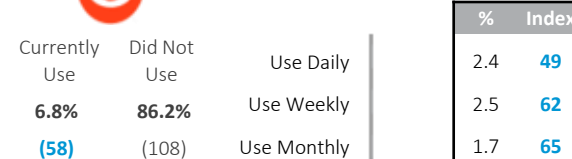
WhatsApp

Frequency of Use
[Past Year]

Currently Use: **32.7%** (71)
Did Not Use: **60.3%** (132)

	%	Index
Use Daily	13.0	55
Use Weekly	10.0	82
Use Monthly	8.9	100

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	20.1	64
Send/receive images	17.7	62
Use group chats	11.6	53
Send/receive documents and files	8.7	63
Use voice calls	8.6	65

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		%	Index
	22.2%	**69.6%**	Use Daily	9.7	**80**
	(85)	(108)	Use Weekly	6.2	**84**
			Use Monthly	5.4	97

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.7	**81**
Watch videos	5.6	**64**
Tweet	4.2	**65**
Send or receive direct messages	4.1	**72**
Retweet	3.9	**70**
Respond to tweets	3.6	**66**
Share a link to a blog post or article of interest	3.4	**67**
Follow users who follow you	2.8	**68**
Actively follow new users	2.7	**63**
Watch live videos	2.6	**56**
Click on an ad	1.8	**56**

YouTube

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	69.0%	**19.8%**	Use Daily	22.4	**75**
	(96)	(119)	Use Weekly	32.1	107
			Use Monthly	13.7	116

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	40.6	**86**
Watch live videos	12.6	**87**
Like or dislike videos	12.6	**85**
Leave comment or post response on video	7.1	**85**
Share videos	5.6	**66**
Click on an ad	5.0	**74**
Create and post a video	2.5	**75**
Embed a video on a web page or blog	2.2	**56**

Snapchat

Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
	9.0%	**85.3%**	Use Daily	2.8	**74**
	(84)	(104)	Use Weekly	2.7	95
			Use Monthly	3.2	91

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.2	**84**
Send direct text messages	4.1	95
Send photos/videos	3.1	**74**
Use filters or effects	2.2	**69**
Use group chat	2.1	**75**
Read Snapchat discover/News	1.3	**57**
Use video chat	1.1	**57**
View ads	1.1	**57**
View a brand's snaps	0.8	**42**

Audio Podcasts

	Currently Use	Did Not Use
	17.9%	**69.1%**
	(95)	(104)

Frequency of Use
[Past Year]

	%	Index
Use Daily	4.9	**82**
Use Weekly	6.6	93
Use Monthly	5.6	106

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.0	91
Listen to an educational podcast	5.0	97
Listen to a news podcast	4.6	92
Listen to a business podcast	3.5	94
Listen to a comedy podcast	2.6	**68**
Subscribe to a educational podcast	2.4	108
Listen to a technology focused podcast	1.7	**81**
Subscribe to a comedy podcast (!)	1.6	**75**
Subscribe to a news podcast	1.5	**67**
Subscribe to a sports podcast**	1.3	**66**
Listen to a sports podcast	1.2	**62**
Subscribe to another genre of podcast	1.2	**50**
Subscribe to a business podcast (!)	1.1	**82**
Subscribe to a technology podcast (!)	0.7	**57**

Other Social Media Platforms

Tinder

	Currently Use	Did Not Use
	1.5%	**95.3%**
	(59)	(102)

Tik Tok

	Currently Use	Did Not Use
	4.1%	**90.3%**
	(69)	(104)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.3	**40**
Use Weekly (!)	0.3	**62**

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   17
**a few times per month or more