RDOS Suburban Families
PRIZM Segments Included (by SESI): 14, 19, 25
Market: British Columbia

DESTINATION BRITISH COLUMBIA

Overview

#1 Target Group Suburban Families represents 10.3% of households in BC or 208,555.

Above-average-income, mature small city dwellers, median age 53

- Primary locations are Fraser Valley (Maple Ridge, Abbotsford, Langley, Chilliwack, Mission), Okanagan (Kelowna, Kamloops), Vancouver Island (Langford) and Prince George
- Primary EQ type: Gentle Explorers
- Cultural Diversity: Low
- Median Household Maintainer Age: Above-average-income, mature urbanites (median age 53 in primarily 2-5+ person households, 35% 2-person households)
- Average income: $138,326 (average household income for BC at $118,490)
- Top Social Values: Need for Escape, Emotional Control, Rejection of Orderliness, Personal Control and Attraction to nature.
- Top Sports Leisure and Tourism Activities: Camping, cycling, hiking/backpacking, canoeing/kayaking, parks
- Digital Channels Use: Facebook 81.6%, YouTube 70.6%, Instagram 38.6%, Twitter 23.6%

Market Sizing

Total Population

Target Group: 618,965 | 12.0%
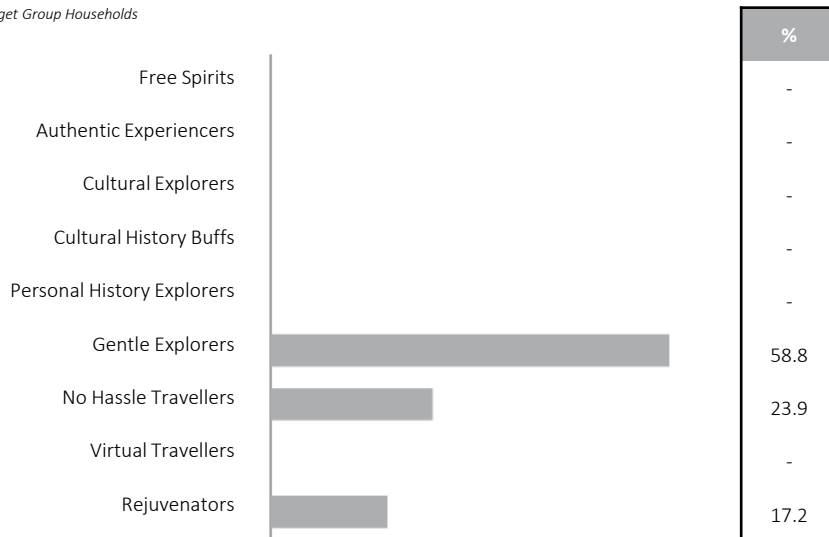Market: 5,164,701

Total Households

Target Group: 208,555 | 10.3%
Market: 2,030,007

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Maple Ridge, BC (CY)	7.3	46.6	454	32,804	1.6
Abbotsford, BC (CY)	7.3	28.9	282	52,465	2.6
Langley, BC (DM)	6.9	31.6	307	45,676	2.3
Surrey, BC (CY)	5.9	6.8	67	180,894	8.9
Kelowna, BC (CY)	5.5	18.7	182	61,318	3.0
Chilliwack, BC (CY)	4.4	25.9	252	35,563	1.8
Kamloops, BC (CY)	4.4	22.8	222	40,249	2.0
Mission, BC (DM)	3.9	56.3	548	14,589	0.7
Langford, BC (CY)	3.8	45.6	444	17,463	0.9
Prince George, BC (CY)	3.5	22.9	223	32,364	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	58.8
No Hassle Travellers	23.9
Virtual Travellers	-
Rejuvenators	17.2

Top PRIZM Segments

% of Target Group Households
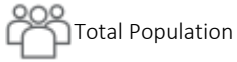
	%
25 - Suburban Sports	58.8
19 - Family Mode	23.9
14 - Kick-Back Country	17.2

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

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: 618,965 | 12.0%
Market: 5,164,701

Total Households

Target Group: 208,555 | 10.3%
Market: 2,030,007

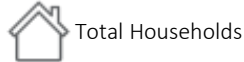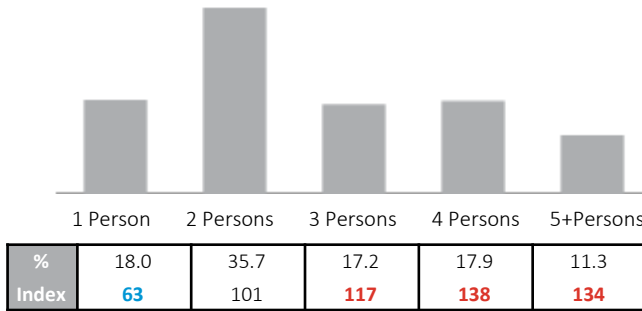Average Household Income

$138,326
(117)

Median Household
Maintainer Age

53
(98)

Household Size*

%	1 Person	2 Persons	3 Persons	4 Persons	5+Persons
%	18.0	35.7	17.2	17.9	11.3
Index	**63**	101	**117**	**138**	**134**

Marital Status**

63.0%
(110)

Married/Common-Law

Family Composition***

47.2%
(113)

Couples With Kids at Home

Education**

32.4%
(111)

High School Certificate Or
Equivalent

Visible Minority Presence*

14.5%
(45)

Belong to a visible minority
group

Non-Official Language*

1.0%
(28)

No knowledge of English or
French

Immigrant Population*

15.1%
(53)

Born outside Canada

Psychographics**

Strong Values			Weak Values
Need for Escape	**122**	**70**	Sexism
Emotional Control	**118**	**72**	Attraction For Crowds
Rejection of Orderliness	**118**	**72**	Status via Home
Personal Control	**117**	**72**	Ostentatious Consumption
Attraction to Nature	**113**	**72**	Need for Status Recognition

Key Social Values

Need for Escape Index = **122**	Emotional Control Index = **118**	Rejection of Orderliness Index = **118**
Personal Control Index = **117**	Attraction to Nature Index = **113**	Legacy Index = **113**
Utilitarian Consumerism Index = **112**	Racial Fusion Index = **112**	Introspection & Empathy Index = 109
Technology Anxiety Index = 107	Skepticism Towards Advertising Index = 107	National Pride Index = 106

Sources: DemoStats 2022, SocialValues 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2022
*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	84.7	103
Gardening	64.3	103
Home exercise & home workout	62.2	99
Camping	60.5	**115**
Fitness walking	58.6	102

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	40.7	107
Exhibitions, carnivals, fairs & markets	32.3	102
Bars & restaurant bars	25.8	96
National or provincial park	23.5	**110**
Art galleries, museums & science centres	17.7	98

Key Tourism Activities**

Reading	Gardening	Home exercise & home workout	Camping	Fitness walking	Volunteer work	Hiking & backpacking	Swimming
84.7%	64.3%	62.2%	60.5%	58.6%	52.0%	50.6%	50.0%
(103)	(103)	(99)	**(115)**	(102)	(105)	(108)	(103)

Cycling	Arts, crafts, sewing & knitting	Canoeing & kayaking	Playing video games	Parks & city gardens	Photography	Bowling	Exhibitions, carnivals, fairs & markets
49.6%	49.1%	42.5%	42.3%	40.7%	40.6%	39.9%	32.3%
(112)	(105)	(107)	(102)	(107)	(102)	(102)	(102)

Health club activity	Fitness classes	Jogging	Pilates & yoga	Bars & restaurant bars	National or provincial park	Billiards & pool	Golfing
31.7%	28.9%	28.0%	27.4%	25.8%	23.5%	23.1%	23.1%
(104)	(95)	(99)	(101)	(96)	**(110)**	(91)	(95)

Cross country skiing & snowshoeing	Fishing & hunting	Downhill skiing	Ice skating	Adventure sports	Baseball & softball	Racquet sports	Art galleries, museums & science centres
23.1%	22.1%	20.6%	19.8%	19.3%	18.3%	18.1%	17.7%
(110)	**(114)**	(98)	(99)	**(124)**	**(118)**	**(115)**	(98)

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database

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

Source: Environics Analytics 2022

(!) 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	42.6	106
Vancouver	27.7	**123**
Victoria	23.8	102
Whistler	22.0	102
Toronto	12.3	**122**
Banff	10.6	**142**
Calgary	10.3	**111**
Other Alberta	10.0	109
Montreal	7.3	**111**
Ottawa	5.5	**121**
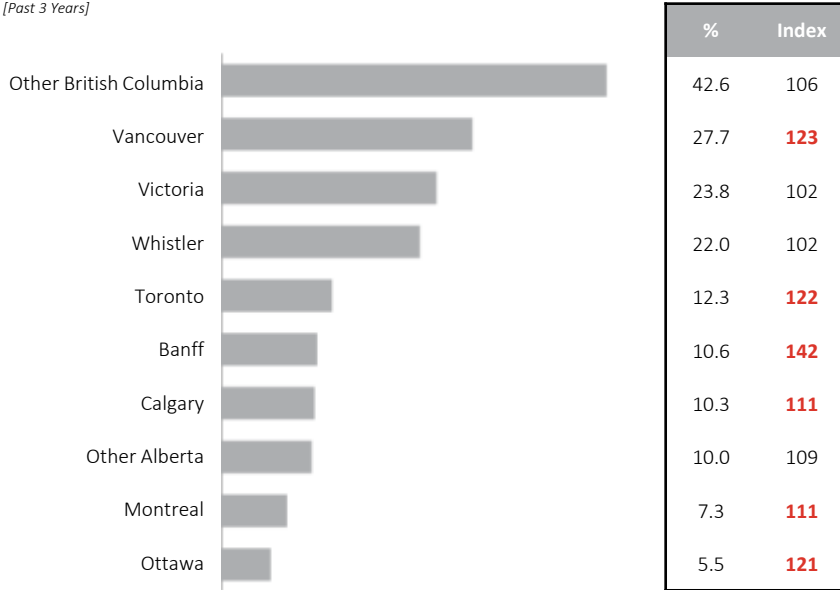
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through a hotel directly	43.0	100
Book through an online travel agency	40.5	109
Book through an airline directly	39.8	94
Book through airline/hotel website	31.2	102
Other services	20.9	**110**
Book through a full service travel agent	20.0	97
Book a package tour	10.4	97
Book through a discount/last-minute agency	8.9	103

*Booked with [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca(!)	Trivago.ca(!)
9.0%	4.4%	4.1%	0.8%	1.0%
(92)	**(87)**	**(126)**	(106)	**(148)**

Travelocity.com/ca (!)	Airline Websites	Discount Sites(!)	Other Travel
2.8%	6.8%	1.3%	3.7%
(121)	**(87)**	**(115)**	(104)

Vacation Spending

Spent Last Vacation

$ 1,641
(97)
Average spend on last trip

%	30.4	16.9	20.3	11.6	7.9	12.9
Index	108	91	100	103	103	92

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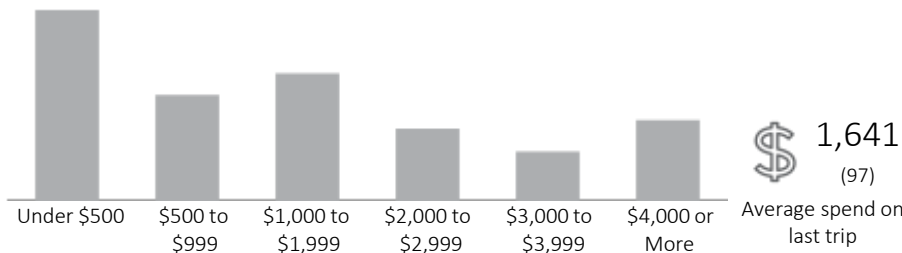
Travel Type and Frequency

Business trips

8.6
(96)
Average number of nights away in the past year for business trips

Personal trips
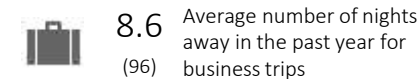
3.5
(99)
Average out-of-town vacations taken in the past 3 years
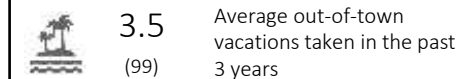
Average Number of business trips by mode of transportation in the past year:

2.6 (97)   5.4 (105)

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average   Target Group   Source: Environics Analytics 2022

(!) Indicates small sample size. (^) Indicates very small sample size.
Based on Household Population 12+

*Selected and ranked by percent composition
**Ranked by national percent composition

RDOS Suburban Families

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Travel Profile

Accomodation Preferences*

Used [Past 3 Years]

Hotel 58.1% (102)	Friends/relatives 34.8% (96)	Camping 24.2% **(115)**	Vacation rental by owner 25.0% (93)	All-inclusive resort 18.2% (100)	Cottage 8.9% (83)	Motel 17.7% (99)
B&B 13.0% **(111)**	Condo/apartment 13.8% (105)	Cruise ship 13.3% (103)	RV/camper 10.2% **(120)**	Spa resort 6.2% (105)	Package tours 6.6% **(111)**	Boat 3.1% (97)

Airline Preferences**

Flown [Past Year]

Air Canada 17.2% (97)	West Jet 17.3% **(116)**	Air Transat 2.1% (92)	Porter Airlines(!) 0.0% **(0)**	Other Canadian (!) 2.8% **(129)**
United Airlines 3.5% **(110)**	Delta Airlines 2.1% (109)	American Airlines 2.6% **(116)**	Other American (!) 3.2% **(112)**	
European Airlines 3.9% (102)	Asian Airlines(!) 3.7% (95)	Other Charter 1.4% (107)	Other 4.1% (103)	

Car Rental*

Rented From [Past Year]

Enterprise 3.5% (85)	U-Haul 1.9% (105)	Budget(!) 2.6% (85)	Avis(!) 1.0% (101)
		Discount (!) 0.1% (79)	Hertz(!) 1.4% **(111)**

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database

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Based on Household Population 12+
(!) Indicates small sample size

*Ranked by national values
**Ranked by national values within row

5

DESTINATION BRITISH COLUMBIA

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,104 minutes/week	0 hours/week	6 minutes/day	267 minutes/day
(101)	(101)	(65)	(103)	(101)
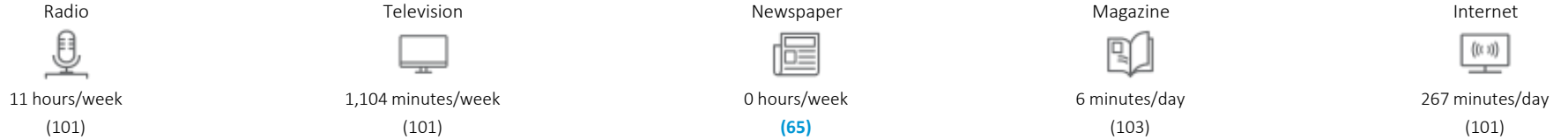
Top Radio Programs*
Programs [Weekly]

	%	Index
News/Talk	33.4	94
Adult Contemporary	18.3	104
Classic Rock	11.7	115
Today's Country	11.4	146
Hot Adult Contemporary	11.2	116
Classic Hits	10.5	100
Mainstream Top 40/CHR	9.3	91
Not Classified	9.2	112
Multi/Variety/Specialty	9.1	89
Modern/Alternative Rock	6.3	103

Top Television Programs*
Programs [Average week]

	%	Index
Movies	50.0	109
Evening local news	35.6	92
Primetime serial dramas	31.8	109
Home renovation/decoration shows	27.7	109
Suspense/crime dramas	27.6	101
Documentaries	26.5	99
News/current affairs	26.3	92
Reality shows	24.3	124
Cooking programs	21.5	102
Hockey (when in season)	20.6	95

Top Newspaper Sections*
Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.1	95
National News	53.4	98
International News & World	52.6	97
Movie & Entertainment	33.1	103
Health	32.6	93
Editorials	28.7	90
Food	27.8	94
Business & Financial	27.6	94
Sports	27.2	104
Travel	23.5	90

Top Magazine Publications*
Read [Past Month]

	%	Index
Other U.S. magazines	9.0	107
Other English-Canadian	7.9	85
National Geographic	5.4	89
Maclean's	5.3	88
Canadian House and Home	4.6	117
Canadian Living	4.5	104
Hello! Canada	4.0	111
People	3.8	101
Cosmopolitan (!)	3.4	124
CAA Magazine	2.9	101

Top Internet Activities*
Activity [Past Week]

	%	Index
Send/receive email	74.6	102
Send/receive a text/instant message	66.1	99
Do banking/pay bills online	60.0	103
Take pictures/video	57.5	106
Participate in an online social network	53.3	101
Use maps/directions service	50.4	102
Use apps	50.4	101
Internet search - business, services, products	49.6	99
Access a news site	42.8	97
Watch a subscription-based video service	41.0	101

Top Mobile Activities*
Activity [Past Week]

	%	Index
Send/receive a text/instant message	60.8	98
Send/receive email	55.4	104
Take pictures/video	54.2	106
Use apps	43.8	98
Participate in an online social network	43.5	108
Use maps/directions service	40.6	100
Internet search - business, services, products	32.8	100
Do banking/pay bills online	28.9	111
Access a news site	28.5	100
Watch other online free streaming videos	25.2	97

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2022
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*Selected and ranked by percent composition
Ranked on Household Population 12+
6

DESTINATION
BRITISH COLUMBIA

Media

Social Media Attitudes

Usage [Currently Use]

Facebook **81.6%** (104)	YouTube **70.6%** (99)	Instagram **38.6%** (100)
WhatsApp **36.5%** (79)	LinkedIn **35.3%** (95)	Pinterest **29.1%** (114)
Twitter **23.6%** (92)	Audio Podcasts **18.8%** (104)	Health and Fitness **10.8%** (98)
Blogs **8.9%** (88)	Reddit **8.4%** (72)	Snapchat **7.8%** (92)
TikTok **7.7%** (87)	WeChat **3.0%** (34)	Dating App **2.8%** (63)
Twitch **2.0%** (71)	Flickr **1.8%** (65)	Tinder **1.1%** (71)

Reasons to Follow Brands

	%	Index
To learn about a brand's products and services	28.9	101
To enter contests	25.8	104
To get coupons and discounts	24.8	99
To be among the first to hear brand news	10.6	92
To provide feedback to the brand about their products or services	8.6	92
To engage with content	7.5	105
To share brand-related stories with other consumers	3.0	78
To make suggestions to the brand for new products or services	2.7	68

Reasons to Unfollow Brands

	%	Index
Too many messages	35.4	104
Not enough value	19.5	100
Stopped purchasing products from brand	15.2	105
Other	4.0	117

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	31.4	104
Subscribe to brand email newsletter	16.8	99
Subscribe to brand channel on YouTube	12.3	87
Follow brand on Instagram	11.0	83
Join an exclusive online community of consumers who also like the brand	10.2	114
Follow brand on Twitter	5.7	87

Social Media Attitudes

"Social media companies should not be allowed to own or share my personal information" 88% | Index = 103	"I tend to ignore marketing and advertisements when I'm in a social media environment" 78% | 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 = 102
"Use SM to stay connected with family" 41% | Index = 98	"Use SM to stay connected with personal contacts" 39% | Index = 95	"Use SM to keep up to date on general news/events" 32% | Index = 99

Sources: AskingCanadians Social 2022
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2022

(!) Indicates small sample size

Ranked by percent composition   7
Based on Household Population 18+

DESTINATION
BRITISH COLUMBIA

Product Preferences

Variables with "Agree" Statements

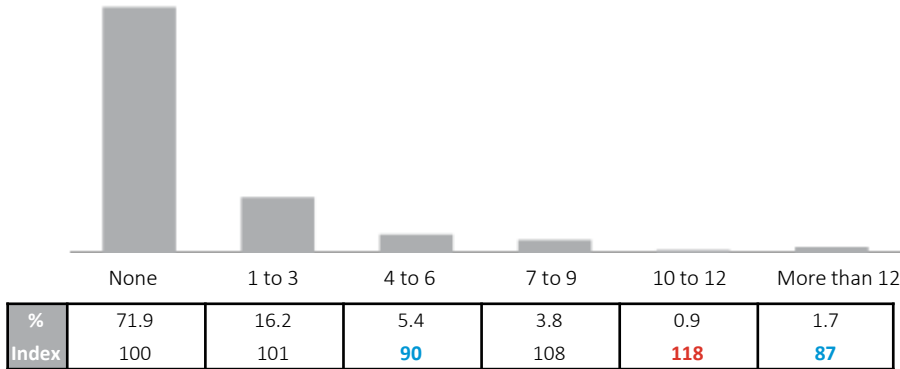|				
"I consider it important to vote in elections" 84% | Index = 98	"Once I find a brand I like, I stick with it" 79% | Index = 105	"If one of my usual brands is on special, I will buy extra" 78% | Index = 102	"I am concerned about people getting high and driving" 77% | Index = 102	"I would like to eat healthy foods more often" 75% | Index = 98
"I have tried a product/service based on a personal recommendation" 74% | Index = 98	"It is important to monitor what children watch/listen to/access via media" 73% | Index = 100	"'New and improved' on packages is just an advertising gimmick" 70% | Index = 102	"I am interested in learning about different cultures" 69% | Index = 100	"I am concerned about the issues of online security/identity theft" 69% | Index = 99
"I generally achieve what I set out to do" 68% | Index = 98	"I would rather spend a quiet evening at home than go out to a party" 67% | Index = 96	"I consider myself to be informed on current events or issues" 66% | Index = 97	"I value companies who give back to the community" 66% | Index = 100	"I am very concerned about the nutritional content of food products I buy" 66% | Index = 99
"I prepare a grocery list before doing my shopping" 65% | Index = 101	"When I shop online I prefer to support Canadian retailers" 63% | Index = 97	"I make an effort to buy local produce/products" 62% | Index = 97	"I like to cook" 60% | Index = 105	"It's important to buy products from socially-responsible/environmentally-friendly companies" 60% | Index = 100
"I take care of money matters and bill paying in our household" 58% | Index = 103	"I prefer to shop at retail store location for the customer experience" 57% | Index = 96	"Family life and having children are most important to me" 57% | Index = 102	"I like to try new places to eat" 56% | Index = 100	"I offer recommendations of products/services to other people" 54% | Index = 103

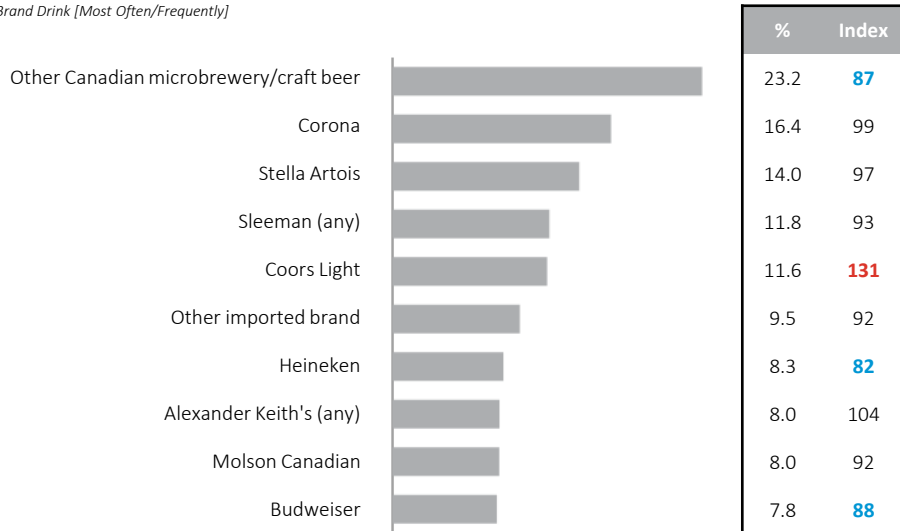## Product Preferences

Beer Consumption

Drinks [Past Week]

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	71.9	16.2	5.4	3.8	0.9	1.7
Index	100	101	90	108	118	87

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	23.8	113
Cider	12.5	109
Liqueurs (any)	9.5	96

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	11.1	89

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	23.2	87

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	23.2	87
Corona	16.4	99
Stella Artois	14.0	97
Sleeman (any)	11.8	93
Coors Light	11.6	131
Other imported brand	9.5	92
Heineken	8.3	82
Alexander Keith's (any)	8.0	104
Molson Canadian	8.0	92
Budweiser	7.8	88

Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	27.8	96
White wine (any)	24.1	98
Canadian wine	23.8	113
Other imported wine	9.6	121
Australian wine	8.5	110
European wine	8.4	95
American wine	7.8	89
Rosé wine (any)	7.7	110
Sparkling/champagne (any)	6.7	117

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2022

(!) Indicates small sample size
Based on Household Population 12+

*Selected and ranked by percent composition   9
ranked by percent composition

DESTINATION BRITISH COLUMBIA

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

Legend: Once a month or more | 2-11 times per year | Once a year

Restaurant Type	%	Index	%	Index	%	Index
Pizza restaurants	12.1	91	42.7	109	2.8	69
Asian restaurants	8.2	76	41.4	102	6.2	111
Submarine/sandwich restaurants	4.0	94	32.7	116	7.3	119
Chicken restaurants	5.3	127	19.9	101	4.1	97
Specialty burger restaurants	4.2	93	21.8	102	8.2	115
Ice cream/frozen yogurt restaurants	2.3	89	27.6	106	2.9	76
Breakfast style restaurant	5.1	116	20.9	104	10.8	106
Other ethnic restaurants	2.3	79	26.8	100	9.2	108
Mexican/Burrito-style restaurants	2.2	115	27.6	114	4.9	90
Italian restaurants	1.2	84	16.2	98	5.7	91
Seafood/Fish and Chips restaurants	1.2	102	19.8	106	7.5	90
Steakhouse	0.6	95	14.5	110	9.6	90
Juice/specialty beverage stores	2.0	110	9.1	118	2.5	95

Restaurant Service Type*

Frequency of Visiting [Past Year]

Legend: Once a month or more | 2-11 times per year | Once a year

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	3.9	86	34.1	107	7.6	96
Fast casual restaurants	6.9	93	23.9	102	2.6	66
Food court outlets at a shopping mall	3.6	87	28.5	96	9.1	103
Pub restaurants	3.3	78	32.0	112	5.2	98
Formal dine-in restaurants	2.9	110	22.6	101	10.4	94
Other types	2.7	96	17.8	99	1.8	101
Sports bars	1.2	74	10.1	99	1.0	60

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
31.9%	11.7%	11.5%
(95)	(90)	(96)

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2022
*Ranked by national percent composition of visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+
10