

Overview

#2 Target Group Asian Couples & Families represents 17% of households in BC or 345,573.
 Average-income, younger to older city dwellers median age 52

- Primary locations are Vancouver, Burnaby, Surrey, Richmond, Coquitlam, Abbotsford, New Westminster, Delta, Greater Vancouver (Area A)
- Primary EQ type: Free Spirits, Personal History Explorers, History Buffs
- Cultural Diversity: High
- Median Household Maintainer Age: Younger to older aged City Dwellers (median age 52) in primarily 3-5+ person households, more than half have children at home
- Average income: \$119,545 (average household income for BC at \$118,490)
- Top Social Values: Status via Home, Ostentatious Consumption, Importance of Aesthetics, Traditional Family (Note: Attraction to Nature – low)
- Top Sports Leisure: Video Games, Bowling, Jogging, Billiards, Basketball
- Digital Channels Use: Facebook 73.8%, YouTube 74.6%, Instagram 42%, Twitter 29.6%

Market Sizing



Total Population

Target Group: 1,054,172 | 20.4%
 Market: 5,164,701



Total Households

Target Group: 345,573 | 17.0%
 Market: 2,030,007

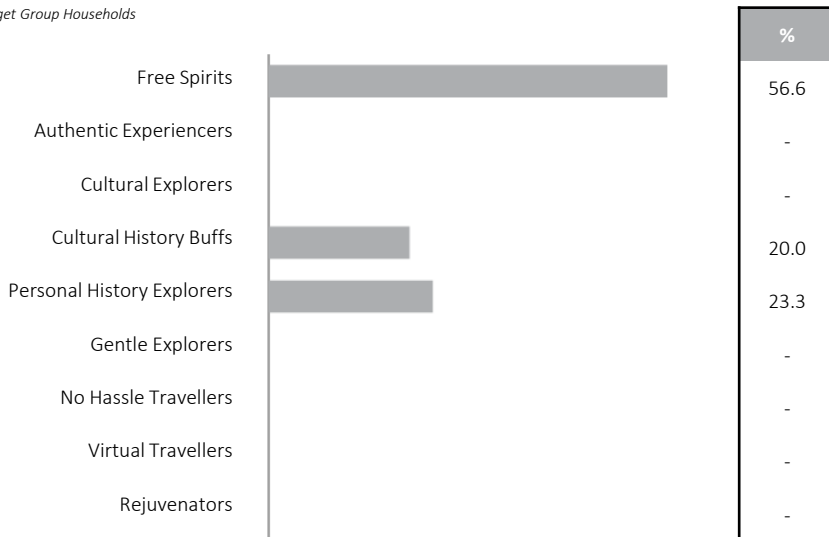
Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	28.7	32.6	192	304,458	15.0
Burnaby, BC (CY)	19.0	65.5	385	100,146	4.9
Surrey, BC (CY)	17.8	33.9	199	180,894	8.9
Richmond, BC (CY)	17.6	75.1	441	80,971	4.0
Coquitlam, BC (CY)	6.5	40.6	239	55,391	2.7
Abbotsford, BC (CY)	2.6	17.2	101	52,465	2.6
New Westminster, BC (CY)	2.2	21.4	126	35,512	1.7
Delta, BC (DM)	2.1	18.8	111	38,149	1.9
Greater Vancouver A, BC (RDA)	1.1	51.6	303	7,184	0.4
Saanich, BC (DM)	0.8	5.4	32	48,700	2.4

Vancouver, Burnaby, Surrey, Richmond, Coquitlam, Abbotsford, New Westminster, Delta, Greater Vancouver (Area A)

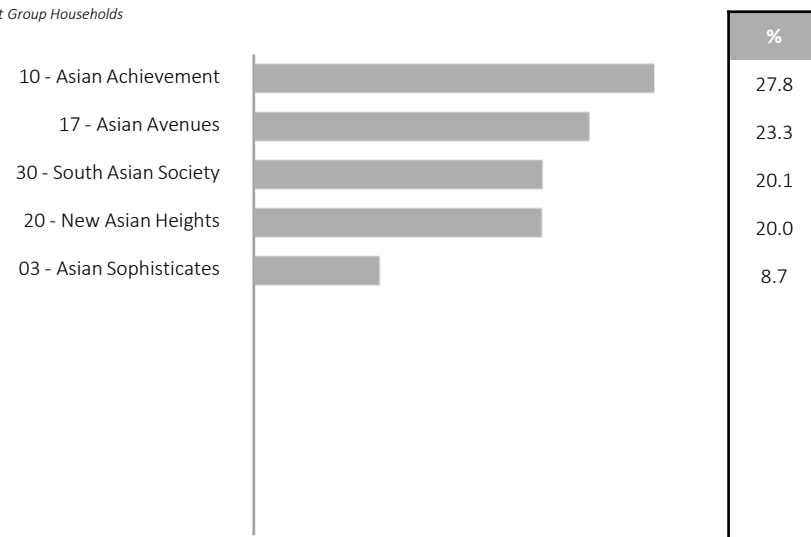
EQ Segments

% of Target Group Households

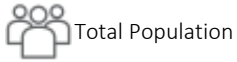


Top PRIZM Segments

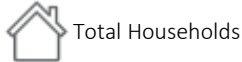
% of Target Group Households



Demographic Profile



Total Population
Target Group: 1,054,172 | 20.4%
Market: 5,164,701

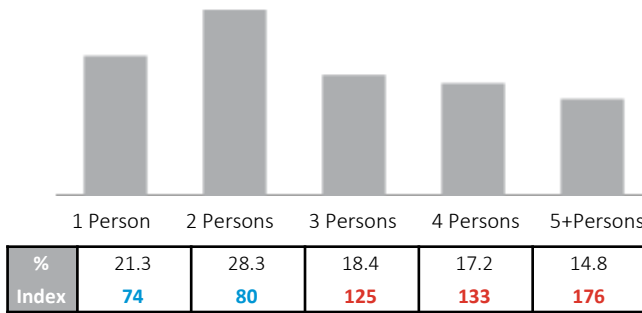


Total Households
Target Group: 345,573 | 17.0%
Market: 2,030,007

Average Household Income

\$119,545
(101)

Household Size*



Median Household Maintainer Age

52
(96)

Marital Status**

56.4%
(99)

Married/Common-Law

Family Composition***

54.4%
(130)

Couples With Kids at Home

Education**

32.9%
(118)

University Degree

Visible Minority Presence*

74.5%
(229)

Belong to a visible minority group

Non-Official Language*

10.1%
(300)

No knowledge of English or French

Immigrant Population*

54.2%
(188)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Status via Home	161	61	Attraction to Nature
Ostentatious Consumption	156	64	Cultural Assimilation
Importance of Aesthetics	141	67	Fulfillment Through Work
Traditional Family	141	72	Flexible Families
Acceptance of Violence	141	74	Rejection of Inequality

Key Social Values

Status via Home Index = 161	Ostentatious Consumption Index = 156	Importance of Aesthetics Index = 141
Traditional Family Index = 141	Acceptance of Violence Index = 141	Social Darwinism Index = 138
Adaptability to Complexity Index = 138	Pursuit of Intensity Index = 137	Anomie-Aimlessness Index = 137
Need for Status Recognition Index = 136	Advertising as Stimulus Index = 136	Attraction For Crowds Index = 136

Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

Top 5 Activities Participated*	% Comp	Index
Reading	78.9	96
Home exercise & home workout	63.8	102
Gardening	55.2	89
Fitness walking	52.5	91
Swimming	47.2	97

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	32.8	103
Parks & city gardens	31.4	83
Bars & restaurant bars	26.1	97
Art galleries, museums & science centres	17.2	96
National or provincial park	17.1	80

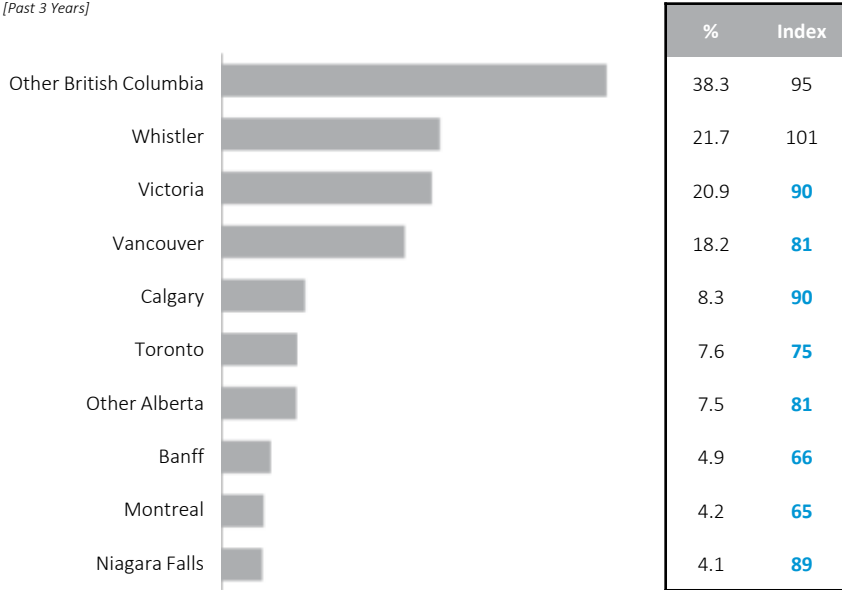
Key Tourism Activities**

Reading 78.9% (96)	Home exercise & home workout 63.8% (102)	Gardening 55.2% (89)	Fitness walking 52.5% (91)	Swimming 47.2% (97)	Playing video games 45.7% (110)	Hiking & backpacking 45.2% (96)	Arts, crafts, sewing & knitting 44.3% (95)
Bowling 44.1% (113)	Camping 43.7% (83)	Volunteer work 43.5% (88)	Cycling 39.8% (90)	Canoeing & kayaking 37.7% (94)	Jogging 34.6% (122)	Photography 33.1% (84)	Exhibitions, carnivals, fairs & markets 32.8% (103)
Parks & city gardens 31.4% (83)	Health club activity 30.2% (99)	Fitness classes 30.0% (98)	Billiards & pool 28.3% (111)	Bars & restaurant bars 26.1% (97)	Pilates & yoga 23.2% (86)	Golfing 22.3% (91)	Ice skating 21.7% (109)
Downhill skiing 21.7% (103)	Basketball 20.8% (126)	Cross country skiing & snowshoeing 18.4% (88)	Art galleries, museums & science centres 17.2% (96)	National or provincial park 17.1% (80)	Fishing & hunting 14.6% (76)	Baseball & softball 14.2% (91)	Racquet sports 13.5% (86)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

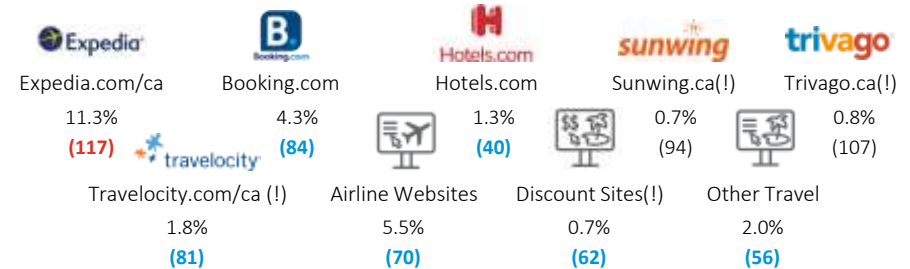


Vacation Booking*

Used [Past 3 Years]

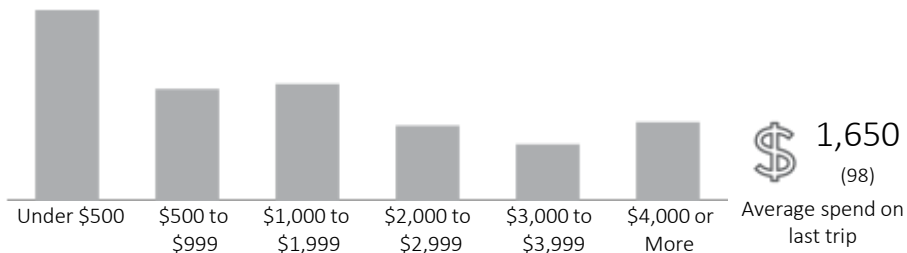


Booked with [Past Year]**



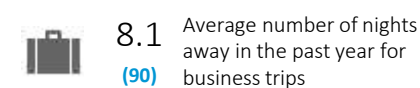
Vacation Spending

Spent Last Vacation

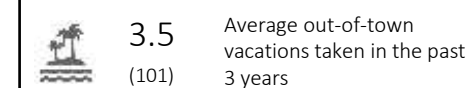


Travel Type and Frequency

Business trips



Personal trips



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



%	30.3	17.7	18.5	11.9	9.0	12.5
Index	108	96	91	106	117	89

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 57.2% (101)	 Friends/relatives 33.6% (92)	 Camping 19.6% (93)	 Vacation rental by owner 28.6% (106)	 All-inclusive resort 18.4% (102)	 Cottage 12.2% (114)	 Motel 17.5% (98)
 B&B 10.2% (87)	 Condo/apartment 10.9% (83)	 Cruise ship 9.7% (75)	 RV/camper 6.3% (74)	 Spa resort 5.2% (88)	 Package tours 4.0% (67)	 Boat 2.9% (88)

Airline Preferences**

Flown [Past Year]

 Air Canada 18.5% (104)	 West Jet 10.3% (69)	 Air Transat 2.3% (100)	 Porter Airlines(!) 0.0% (0)	 Other Canadian (!) 1.2% (57)
 United Airlines 1.6% (49)	 Delta Airlines 1.1% (56)	 American Airlines 1.0% (43)	 Other American (!) 2.2% (79)	
 European Airlines 2.8% (74)	 Asian Airlines(!) 4.2% (110)	 Other Charter 0.2% (18)	 Other 3.1% (76)	

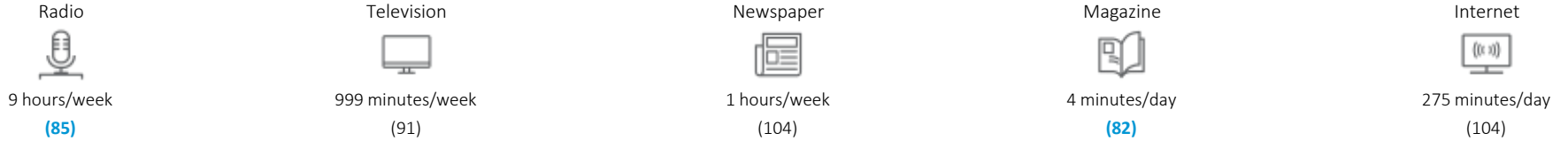
Car Rental*

Rented From [Past Year]

 Enterprise 2.1% (51)	 U-Haul 1.4% (77)	 Budget(!) 1.6% (51)	 Avis(!) 0.6% (66)
		 Discount (!) 0.0% (24)	 Hertz(!) 0.7% (55)

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	33.0	92
Adult Contemporary	17.9	102
Mainstream Top 40/CHR	14.6	143
Hot Adult Contemporary	11.6	120
Classic Hits	8.9	84
Multi/Variety/Specialty	8.3	81
Classic Rock	8.3	81
Ethnic/Multi-cultural	8.3	311
Modern/Alternative Rock	7.3	119
Not Classified	7.2	87

Top Television Programs*

Programs [Average week]

	%	Index
Movies	40.0	87
Evening local news	33.3	86
News/current affairs	26.3	92
Hockey (when in season)	23.6	108
Documentaries	22.2	83
Primetime serial dramas	22.0	76
Home renovation/decoration shows	21.1	83
Suspense/crime dramas	21.0	77
Cooking programs	19.2	91
Situation comedies	18.3	88

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	53.6	90
International News & World	50.8	94
National News	49.9	91
Health	35.5	102
Movie & Entertainment	31.8	99
Editorials	28.5	90
Food	28.3	96
Business & Financial	28.3	97
Travel	24.5	94
Sports	22.9	87

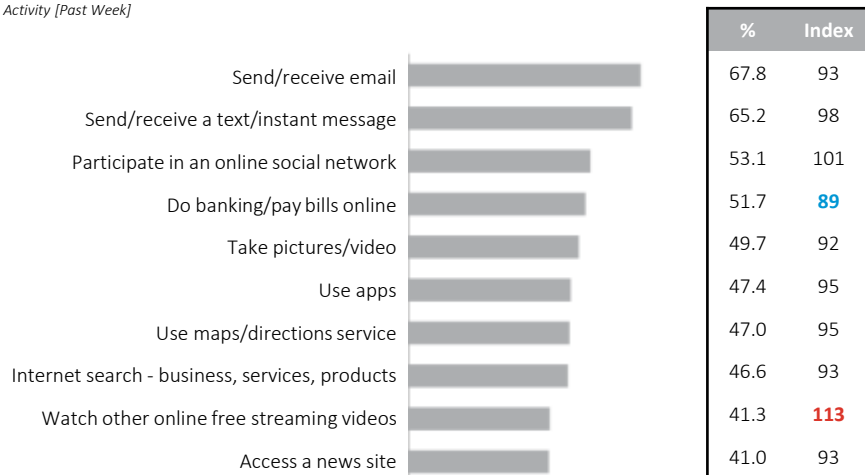
Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	6.7	72
Other U.S. magazines	5.4	64
National Geographic	5.0	83
Sports Illustrated(!)	4.0	142
Canadian Living	2.6	60
Maclean's	2.3	39
Hello! Canada	2.1	58
Time	1.9	86
Zoomer Magazine	1.8	88
Canadian House and Home	1.7	44

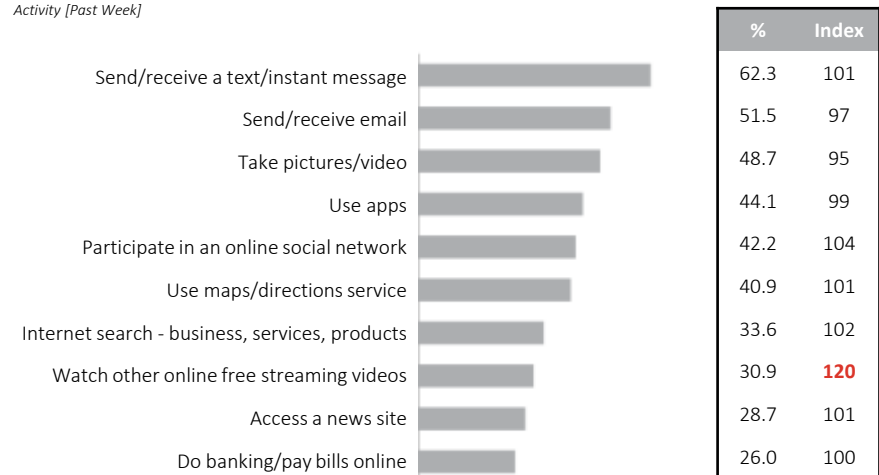
Top Internet Activities*

Activity [Past Week]



Top Mobile Activities*

Activity [Past Week]



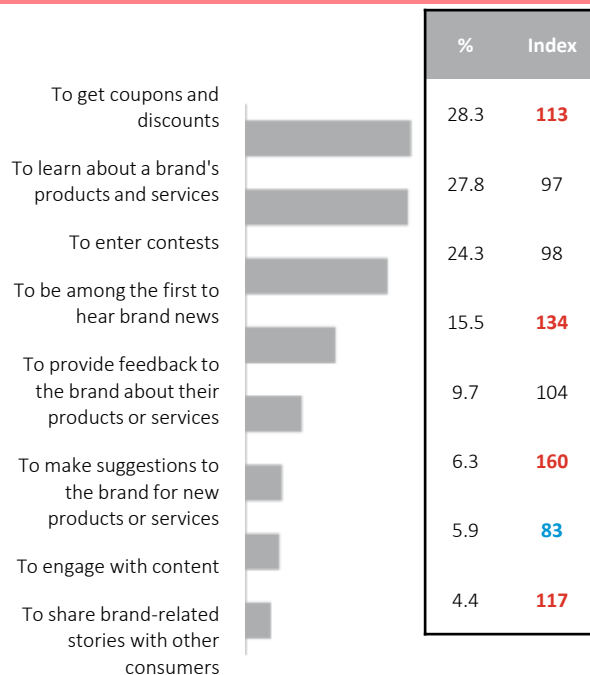
Media

Social Media Attitudes

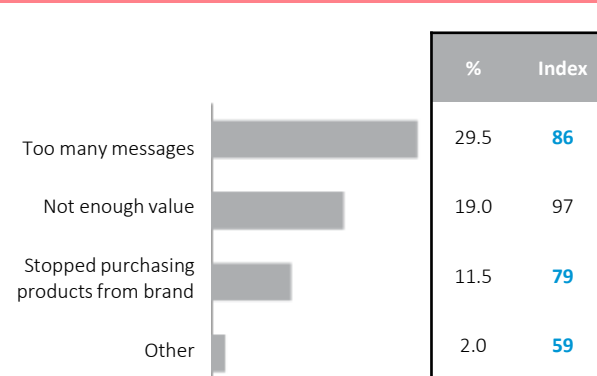
Usage [Currently Use]



Reasons to Follow Brands

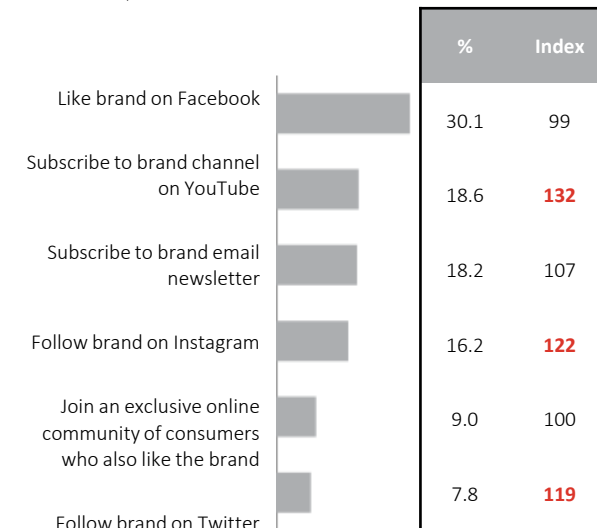


Reasons to Unfollow Brands



Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes

"Social media companies should not be allowed to own or share my personal information"
79% | Index = 92

"I tend to ignore marketing and advertisements when I'm in a social media environment"
69% | Index = 92

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
63% | Index = 94

"Use SM to stay connected with personal contacts"
40% | Index = 98

"Use SM to stay connected with family"
39% | Index = 95

"Use SM to keep up to date on general news/events"
34% | Index = 103

Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections"
85% | Index = 98

"I am concerned about people getting high and driving"
78% | Index = 103

"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 = 97

"If one of my usual brands is on special, I will buy extra"
73% | Index = 96

"It is important to monitor what children watch/listen to/access via media"
73% | Index = 100

"Once I find a brand I like, I stick with it"
71% | Index = 94

"I would rather spend a quiet evening at home than go out to a party"
71% | Index = 102

"I value companies who give back to the community"
71% | Index = 107

"I am concerned about the issues of online security/identity theft"
69% | Index = 99

"I am interested in learning about different cultures"
67% | Index = 97

"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 = 98

"I consider myself to be informed on current events or issues"
65% | Index = 95

"'New and improved' on packages is just an advertising gimmick"
65% | Index = 95

"When I shop online I prefer to support Canadian retailers"
62% | Index = 95

"I prepare a grocery list before doing my shopping"
61% | Index = 95

"I make an effort to buy local produce/products"
60% | Index = 95

"I like to try new places to eat"
59% | Index = 105

"I prefer to shop at retail store location for the customer experience"
58% | Index = 97

"It's important to buy products from socially-responsible/environmentally-friendly companies"
57% | Index = 96

"I like to cook"
56% | Index = 99

"I am more independent than most people"
55% | Index = 100

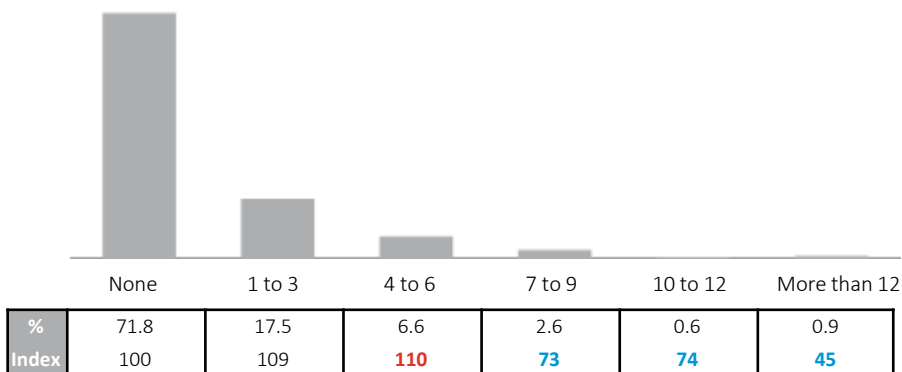
"Family life and having children are most important to me"
54% | Index = 97

"I offer recommendations of products/services to other people"
53% | Index = 100

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

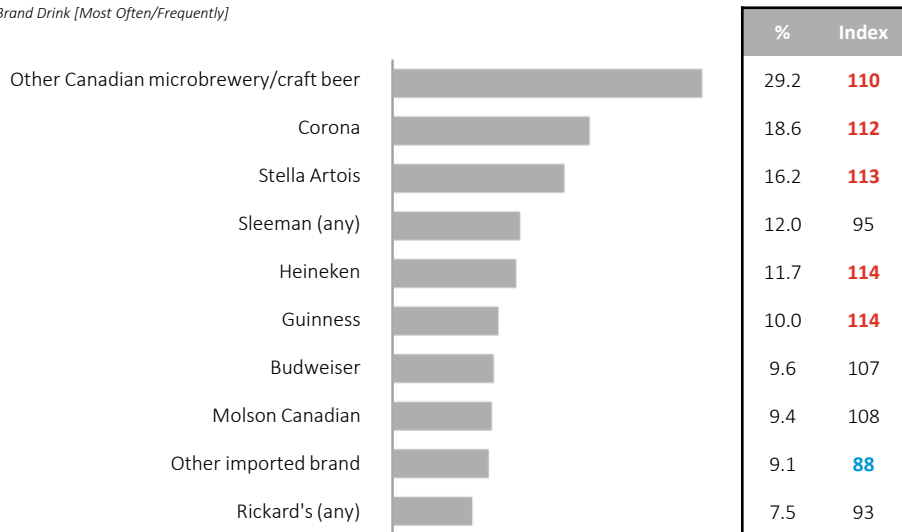
Drank [Past Month]	% Comp	Index
Canadian wine	14.8	70
Cider	8.6	75
Liqueurs (any)	7.9	81

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	10.5	85

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	29.2	110

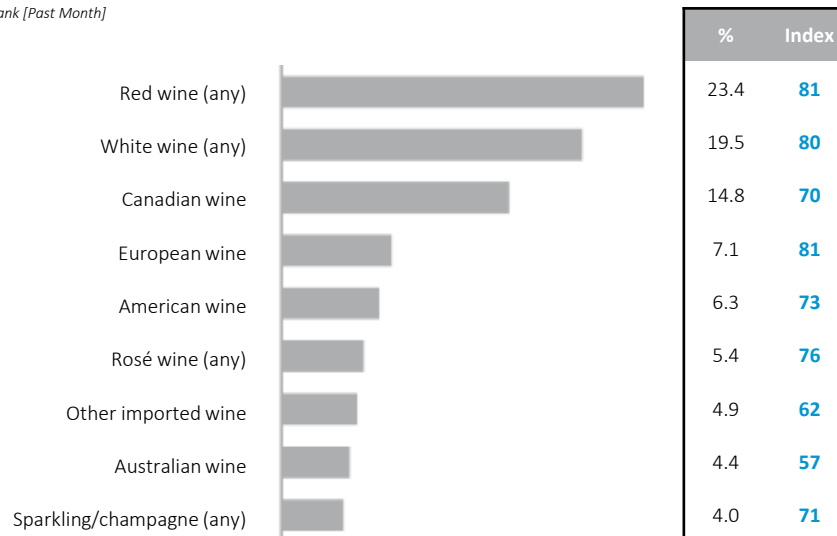
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]



Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]



Restaurant Type	Once a month or more	2-11 times per year	Once a year	%	Index	%	Index	%	Index
Pizza restaurants	16.8	127	35.9	92	4.7	117			
Asian restaurants	15.8	146	38.0	94	6.2	111			
Submarine/sandwich restaurants	4.9	116	25.0	89	3.8	63			
Chicken restaurants	3.4	82	20.3	103	4.8	114			
Specialty burger restaurants	5.4	121	20.7	97	7.6	107			
Ice cream/frozen yogurt restaurants	2.8	108	27.3	105	4.7	122			
Breakfast style restaurant	4.4	102	20.3	101	10.6	105			
Other ethnic restaurants	3.6	123	26.1	98	8.7	102			
Mexican/Burrito-style restaurants	1.5	80	19.8	82	6.0	110			
Italian restaurants	1.4	101	14.7	88	5.0	79			
Seafood/Fish and Chips restaurants	1.2	99	15.8	85	7.2	86			
Steakhouse	0.7	98	11.6	87	11.5	108			
Juice/specialty beverage stores	1.7	95	6.3	81	2.9	109			

Restaurant Service Type*

Frequency of Visiting [Past Year]



Restaurant Service Type	Once a month or more	2-11 times per year	Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants	7.3	162	31.7	99	7.2	90			
Fast casual restaurants	10.6	143	22.0	94	5.5	142			
Food court outlets at a shopping mall	7.0	171	30.8	103	9.3	105			
Pub restaurants	5.5	132	22.6	80	4.7	89			
Formal dine-in restaurants	2.3	90	22.8	102	11.2	101			
Other types	3.1	111	13.5	75	2.4	136			
Sports bars	3.3	202	8.9	88	2.7	160			

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables

29.8%
(88)



Other Organic Food

12.4%
(96)



Organic Meat

11.7%
(98)