

Overview

#3 Target Group Mature Couples represents 24.4% of households in BC or 495,543 Just below average-income, mature city dwellers median age 61

- Primary locations are Vancouver Island (Saanich, Nanaimo) Okanagan (Kelowna, Vernon, Penticton) North Vancouver, Delta
- Primary EQ type: Authentic Experiencers, Rejuvenators, Gentle Explorers, Virtual Travellers
- Cultural Diversity: Low
- Median Household Maintainer Age: Mature small city dwellers (median age 61) in primarily 2-person households, more than half have children at home
- Average income: \$115,810 (below average household income for BC at \$118,490)
- Top Social Values: Duty, Utilitarian Consumerism, Emotional Control, Community Involvement, Need for Escape
- Top Sports /Leisure: Gardening, Camping, Cycling, Photography, Parks
- Digital Channels Use: Facebook 79%, YouTube 68.8%, Instagram 32.2%, Twitter 21.7%

Market Sizing



Total Population

Target Group: 1,171,810 | 22.7%
Market: 5,164,701



Total Households

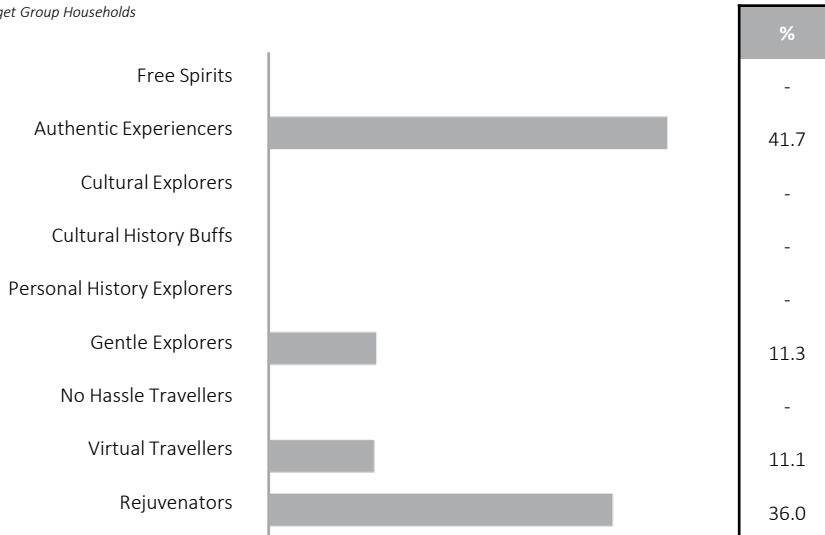
Target Group: 495,543 | 24.4%
Market: 2,030,007

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	4.0	11.0	45	180,894	8.9
Saanich, BC (DM)	3.8	38.6	158	48,700	2.4
Nanaimo, BC (CY)	3.2	36.6	150	42,889	2.1
Kelowna, BC (CY)	3.0	24.1	99	61,318	3.0
North Vancouver, BC (DM)	2.8	41.7	171	32,838	1.6
Delta, BC (DM)	2.2	28.1	115	38,149	1.9
Victoria, BC (CY)	1.8	18.4	76	49,580	2.4
Langley, BC (DM)	1.8	20.0	82	45,676	2.3
Vernon, BC (CY)	1.7	41.9	171	20,060	1.0
Penticton, BC (CY)	1.7	48.5	199	17,177	0.8

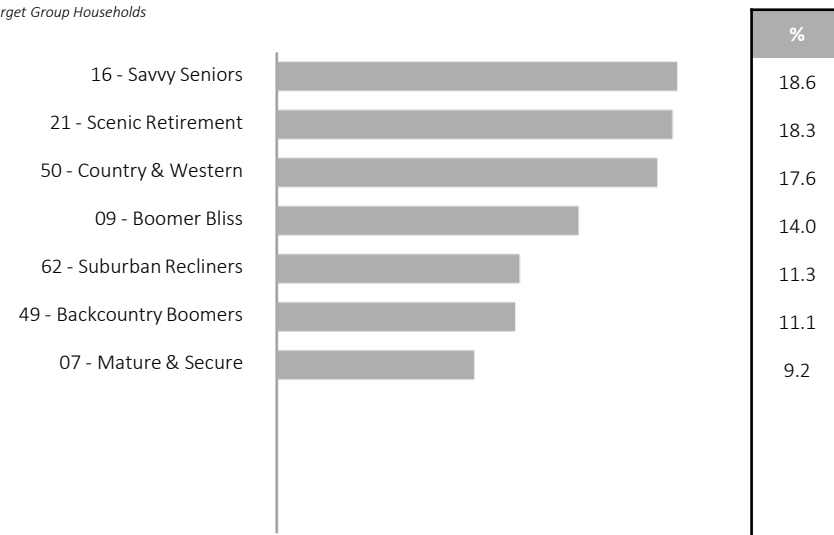
EQ Segments

% of Target Group Households

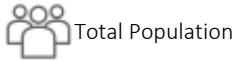


Top PRIZM Segments

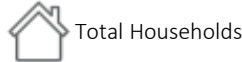
% of Target Group Households



Demographic Profile



Total Population
 Target Group: 1,171,810 | 22.7%
 Market: 5,164,701

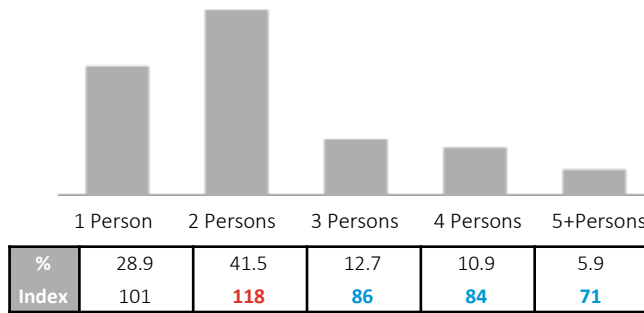


Total Households
 Target Group: 495,543 | 24.4%
 Market: 2,030,007

Average Household Income

\$115,810
 (98)

Household Size*



Median Household Maintainer Age

61
 (113)

Marital Status**

60.8%
 (106)

Married/Common-Law

Family Composition***

53.7%
 (123)

Couples Without Kids at Home

Education**

29.0%
 (99)

High School Certificate Or Equivalent

Visible Minority Presence*

12.7%
 (39)

Belong to a visible minority group

Non-Official Language*

0.9%
 (26)

No knowledge of English or French

Immigrant Population*

18.6%
 (64)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Duty	119	72	Sexism
Utilitarian Consumerism	114	73	Attraction For Crowds
Emotional Control	114	75	Joy of Consumption
Community Involvement	112	76	Active Government
Need for Escape	112	77	Pursuit of Intensity

Key Social Values

Duty Index = 119	Utilitarian Consumerism Index = 114	Emotional Control Index = 114
Community Involvement Index = 112	Need for Escape Index = 112	Skepticism Towards Advertising Index = 112
Rejection of Orderliness Index = 111	Legacy Index = 110	Discriminating Consumerism Index = 110
Attraction to Nature Index = 108	Obedience to Authority Index = 108	Financial Concern Regarding the Future Index = 108

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.8	104
Gardening	70.4	113
Fitness walking	61.9	108
Home exercise & home workout	60.8	97
Camping	54.7	104

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	40.9	108
Bars & restaurant bars	28.2	105
Exhibitions, carnivals, fairs & markets	27.3	86
National or provincial park	21.1	98
Art galleries, museums & science centres	17.9	100

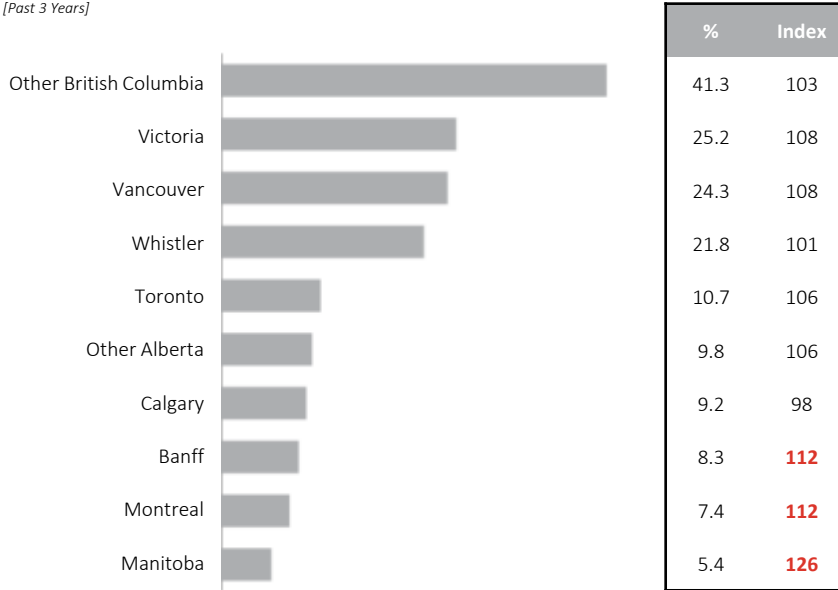
Key Tourism Activities**

Reading 85.8% (104)	Gardening 70.4% (113)	Fitness walking 61.9% (108)	Home exercise & home workout 60.8% (97)	Camping 54.7% (104)	Volunteer work 52.8% (107)	Arts, crafts, sewing & knitting 48.7% (104)	Hiking & backpacking 47.0% (100)
Swimming 45.8% (95)	Cycling 43.7% (99)	Photography 43.4% (109)	Parks & city gardens 40.9% (108)	Canoeing & kayaking 39.4% (99)	Playing video games 37.2% (89)	Bowling 35.2% (90)	Fitness classes 32.9% (108)
Pilates & yoga 31.0% (114)	Bars & restaurant bars 28.2% (105)	Health club activity 27.9% (92)	Exhibitions, carnivals, fairs & markets 27.3% (86)	Golfing 26.5% (108)	Billiards & pool 24.1% (95)	Fishing & hunting 22.9% (119)	Jogging 22.1% (78)
Downhill skiing 21.7% (103)	National or provincial park 21.1% (98)	Cross country skiing & snowshoeing 21.0% (100)	Art galleries, museums & science centres 17.9% (100)	Ice skating 17.1% (86)	Adventure sports 16.5% (106)	Racquet sports 15.6% (99)	Other activities & attractions 15.3% (109)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

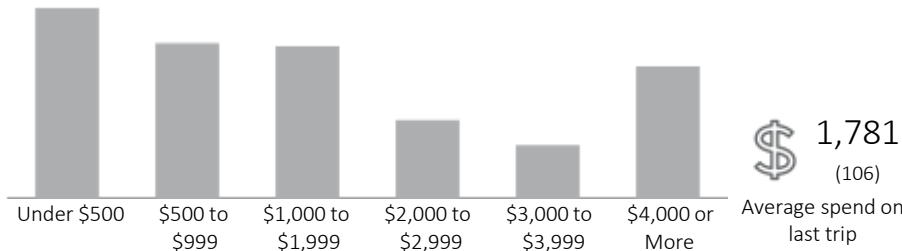


Booked with [Past Year]**



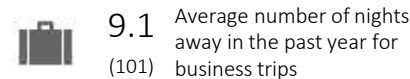
Vacation Spending

Spent Last Vacation

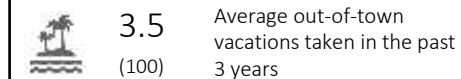


Travel Type and Frequency

Business trips



Personal trips



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



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 58.8% (104)	 Friends/relatives 38.4% (106)	 Camping 19.1% (91)	 Vacation rental by owner 25.5% (95)	 All-inclusive resort 19.3% (106)	 Cottage 11.1% (104)	 Motel 18.9% (106)
 B&B 12.9% (110)	 Condo/apartment 14.1% (107)	 Cruise ship 17.7% (136)	 RV/camper 10.2% (120)	 Spa resort 6.2% (106)	 Package tours 8.4% (140)	 Boat 3.8% (117)

Airline Preferences**

Flown [Past Year]

 Air Canada 16.2% (92)	 West Jet 17.5% (118)	 Air Transat 2.2% (94)	 Porter Airlines(!) 0.0% (0)	 Other Canadian (!) 3.1% (143)
 United Airlines 3.7% (118)	 Delta Airlines 2.5% (130)	 American Airlines 2.7% (120)	 Other American (!) 2.9% (103)	
 European Airlines 4.7% (123)	 Asian Airlines(!) 4.2% (108)	 Other Charter 2.2% (165)	 Other 4.4% (110)	

Car Rental*

Rented From [Past Year]

 Enterprise 5.6% (136)	 U-Haul 2.0% (108)	 Budget(!) 4.5% (145)	 Avis(!) 1.0% (101)
		 Discount (!) 0.1% (137)	 Hertz(!) 1.3% (101)

Media

Overall Level of Use

Radio



12 hours/week

(111)

Television



1,236 minutes/week

(113)

Newspaper



1 hours/week

(126)

Magazine



7 minutes/day

(123)

Internet



248 minutes/day

(93)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	38.5	108
Adult Contemporary	16.7	95
Multi/Variety/Specialty	11.6	114
Classic Hits	11.2	107
Classic Rock	10.3	101
Today's Country	9.2	118
Not Classified	9.1	110
Hot Adult Contemporary	7.9	81
Mainstream Top 40/CHR	7.8	76
AOR/Mainstream Rock	4.1	143

Top Television Programs*

Programs [Average week]

	%	Index
Movies	50.5	110
Evening local news	45.6	118
Primetime serial dramas	34.1	117
News/current affairs	33.4	117
Suspense/crime dramas	31.7	116
Documentaries	31.2	117
Home renovation/decoration shows	28.3	112
Situation comedies	23.6	114
Cooking programs	22.4	106
Reality shows	21.1	108

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	68.0	114
National News	58.3	107
International News & World	58.2	108
Health	36.7	105
Editorials	36.1	114
Movie & Entertainment	33.2	103
Business & Financial	32.1	110
Food	32.0	109
Travel	28.9	111
Sports	28.5	109

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.3	121
Other U.S. magazines	10.9	129
Maclean's	10.1	169
National Geographic	6.8	111
Canadian Living	5.8	135
People	5.8	155
Style at Home	5.6	183
Canadian House and Home	5.6	144
Hello! Canada	4.9	138
Chatelaine (English edition)	4.0	155

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	75.5	103
Send/receive a text/instant message	66.5	100
Do banking/pay bills online	62.0	106
Take pictures/video	55.0	101
Internet search - business, services, products	52.8	106
Participate in an online social network	52.4	100
Use apps	49.7	100
Use maps/directions service	49.5	100
Access a news site	47.6	108
Watch a subscription-based video service	42.4	105

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	60.0	97
Send/receive email	53.0	99
Take pictures/video	50.3	98
Use apps	43.4	97
Participate in an online social network	38.1	94
Use maps/directions service	37.8	93
Internet search - business, services, products	31.8	96
Access a news site	27.9	98
Do banking/pay bills online	23.7	91
Watch other online free streaming videos	21.4	83

Media

Social Media Attitudes

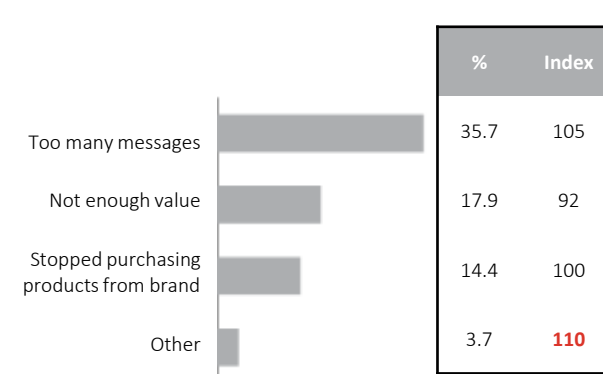
Usage [Currently Use]



Reasons to Follow Brands

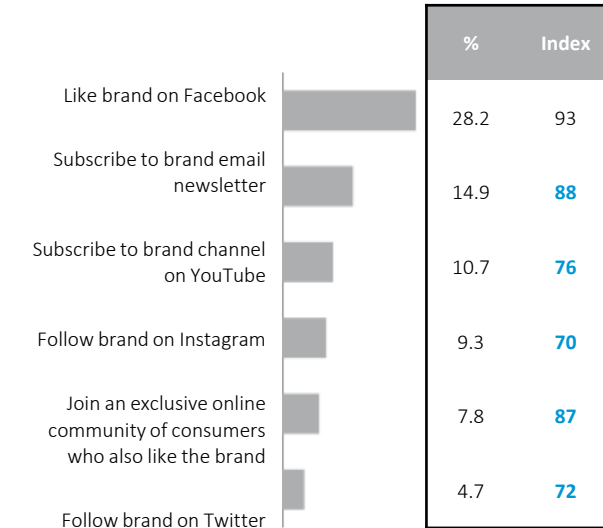


Reasons to Unfollow Brands



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"
90% | Index = 105

"I tend to ignore marketing and advertisements when I'm in a social media environment"
79% | Index = 106

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
70% | Index = 104

"Use SM to stay connected with family"
44% | Index = 106

"Use SM to stay connected with personal contacts"
42% | Index = 102

"Use SM to keep up to date on general news/events"
32% | Index = 97

Product Preferences

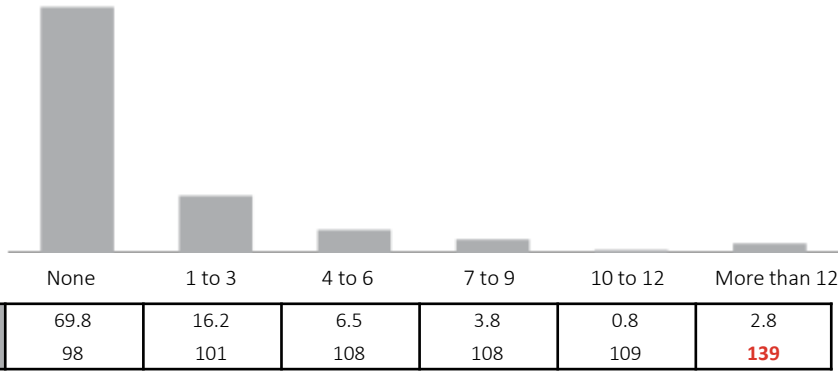
Variables with "Agree" Statements

"I consider it important to vote in elections" 89% Index = 103	"If one of my usual brands is on special, I will buy extra" 78% Index = 103	"I have tried a product/service based on a personal recommendation" 78% Index = 103	"Once I find a brand I like, I stick with it" 77% Index = 103	"I would like to eat healthy foods more often" 77% Index = 101
"I consider myself to be informed on current events or issues" 74% Index = 108	"I am concerned about people getting high and driving" 73% Index = 97	"It is important to monitor what children watch/listen to/access via media" 72% Index = 99	"I am concerned about the issues of online security/identity theft" 71% Index = 103	"I generally achieve what I set out to do" 71% Index = 103
"'New and improved' on packages is just an advertising gimmick" 70% Index = 103	"I am interested in learning about different cultures" 69% Index = 100	"I would rather spend a quiet evening at home than go out to a party" 68% Index = 97	"When I shop online I prefer to support Canadian retailers" 68% Index = 104	"I am very concerned about the nutritional content of food products I buy" 67% Index = 101
"I make an effort to buy local produce/products" 66% Index = 105	"I prepare a grocery list before doing my shopping" 65% Index = 101	"I value companies who give back to the community" 64% Index = 96	"I take care of money matters and bill paying in our household" 63% Index = 111	"I prefer to shop at retail store location for the customer experience" 62% Index = 105
"It's important to buy products from socially-responsible/environmentally-friendly companies" 60% Index = 101	"Family life and having children are most important to me" 58% Index = 104	"I like to try new places to eat" 55% Index = 98	"I am more independent than most people" 55% Index = 100	"Television is my primary source of entertainment" 55% Index = 114

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

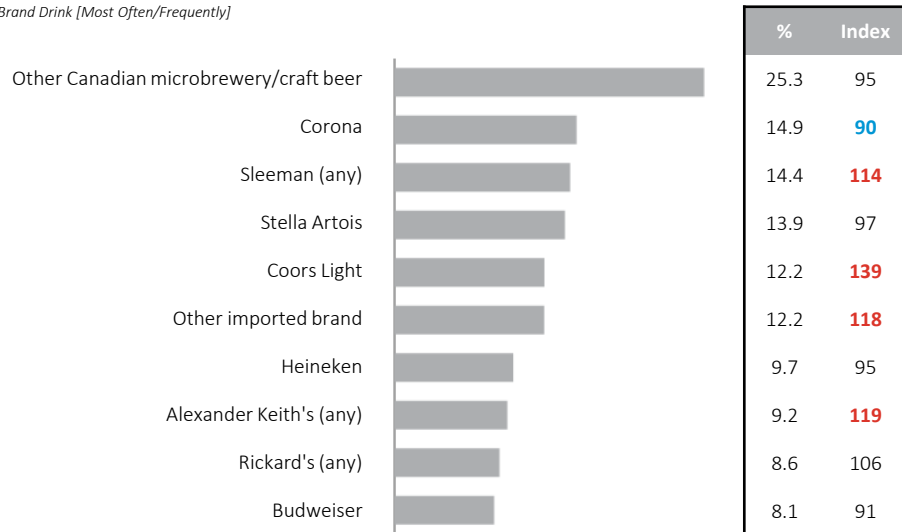
Drank [Past Month]	% Comp	Index
Canadian wine	25.7	122
Cider	12.5	109
Liqueurs (any)	12.0	122

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.3	123

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.3	95

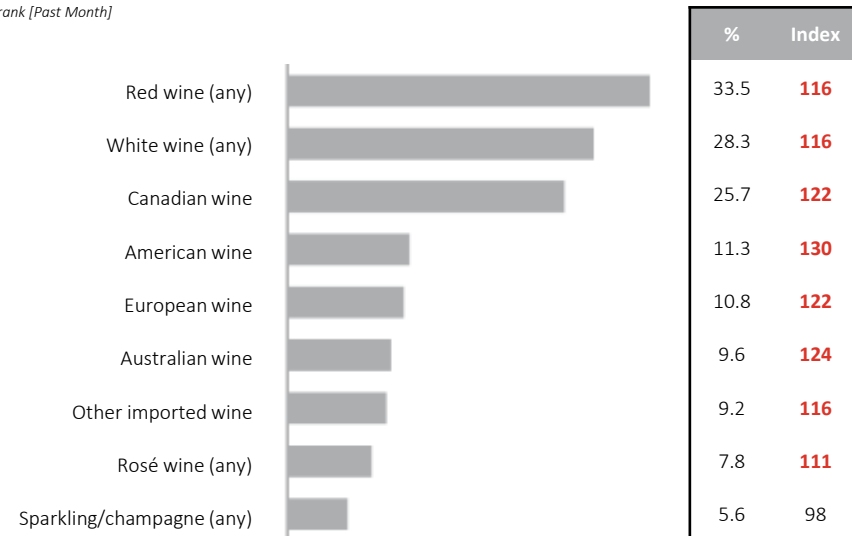
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]



Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]



	%	Index	%	Index	%	Index
Pizza restaurants	11.4	86	40.5	103	4.4	109
Asian restaurants	8.4	78	41.6	103	5.3	94
Submarine/sandwich restaurants	3.2	75	28.3	101	6.8	112
Chicken restaurants	5.0	121	20.2	102	3.1	75
Specialty burger restaurants	4.6	103	19.0	89	6.8	96
Ice cream/frozen yogurt restaurants	2.0	78	22.2	85	4.2	110
Breakfast style restaurant	4.0	92	18.5	92	10.6	104
Other ethnic restaurants	2.8	93	24.8	93	9.4	110
Mexican/Burrito-style restaurants	2.1	115	24.4	101	5.8	106
Italian restaurants	1.2	82	17.1	103	6.4	102
Seafood/Fish and Chips restaurants	1.4	119	21.5	115	9.4	113
Steakhouse	0.7	110	13.7	104	10.9	103
Juice/specialty beverage stores	1.7	91	8.1	105	2.8	104

Restaurant Service Type*

Frequency of Visiting [Past Year]



	%	Index	%	Index	%	Index
Casual/family dining restaurants	3.9	86	29.8	93	9.5	120
Fast casual restaurants	4.7	64	24.6	105	3.4	88
Food court outlets at a shopping mall	2.2	54	29.7	100	7.8	89
Pub restaurants	3.8	91	30.6	108	5.6	108
Formal dine-in restaurants	2.7	102	21.5	96	11.3	102
Other types	2.0	70	20.4	114	1.4	80
Sports bars	1.2	72	10.3	101	1.4	80

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables

37.6%
(112)



Organic Meat

13.6%
(114)



Other Organic Food

12.6%
(98)