

## Overview

#4 Target Group Young & Cultured presents 11.5% of households in BC or 232,749 Below average income, younger city dwellers, (median age 47), in primarily 1 person households

- Primary locations are Vancouver, Victoria, Surrey, North Vancouver, Coquitlam, New Westminster, Saanich
- Primary EQ Type: Cultural Explorers Secondary: Cultural History Buffs
- Cultural Diversity: Medium
- Median Household Maintainer Age: Below average income, younger city dwellers, (median age 47), in primarily 1 person households, less than half without kids at home
- Average income: \$101,309 (below average household income for BC at \$118,490)
- Top Social Values: Cultural Sampling, Equal Relationship with Youth, Pursuit of Originality, Ecological Lifestyle, Time Stress
- Top Sports /Leisure: Exhibitions, Carnivals, Parks, Swimming, Hiking
- Digital Channels Use: Facebook 77.7%, YouTube 73.2%, Instagram 45.9% Twitter 29.4%

## Market Sizing



Total Population

Target Group: 449,213 | 8.7%  
Market: 5,164,701



Total Households

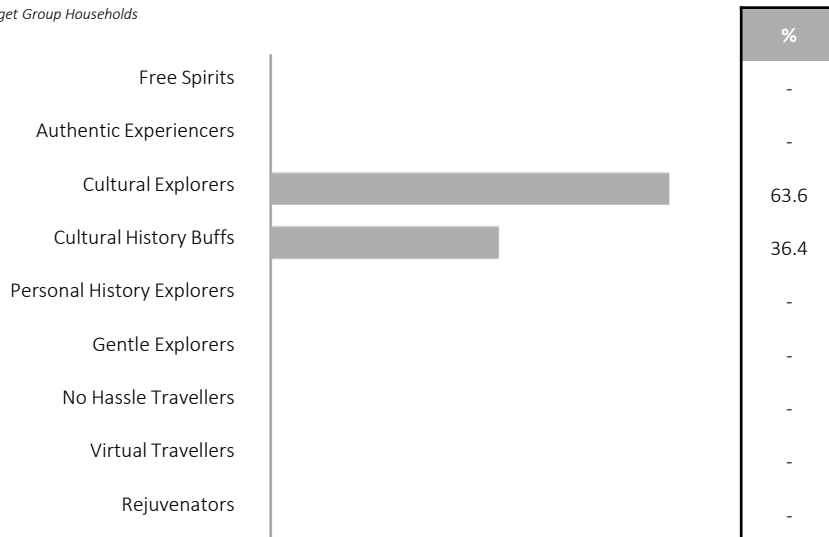
Target Group: 232,749 | 11.5%  
Market: 2,030,007

## Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	34.3	26.2	229	304,458	15.0
Victoria, BC (CY)	9.7	45.5	397	49,580	2.4
Surrey, BC (CY)	9.2	11.9	104	180,894	8.9
North Vancouver, BC (CY)	5.2	45.5	396	26,645	1.3
Burnaby, BC (CY)	4.4	10.3	90	100,146	4.9
Coquitlam, BC (CY)	4.4	18.4	160	55,391	2.7
New Westminster, BC (CY)	3.7	24.1	211	35,512	1.7
Saanich, BC (DM)	3.4	16.5	144	48,700	2.4
Kelowna, BC (CY)	3.1	11.6	102	61,318	3.0
Richmond, BC (CY)	2.9	8.3	73	80,971	4.0

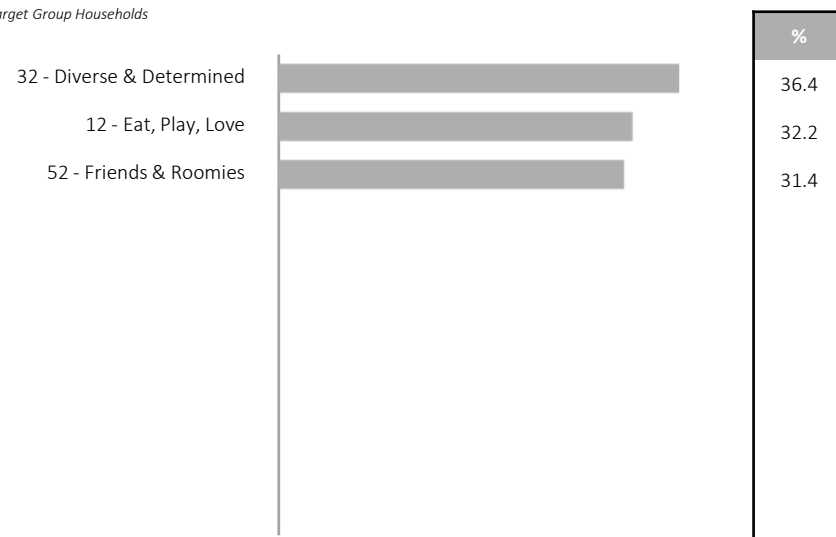
## EQ Segments

% of Target Group Households

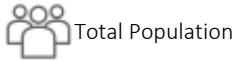


## Top PRIZM Segments

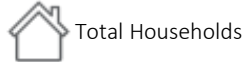
% of Target Group Households



## Demographic Profile



**Total Population**  
Target Group: 449,213 | 8.7%  
Market: 5,164,701

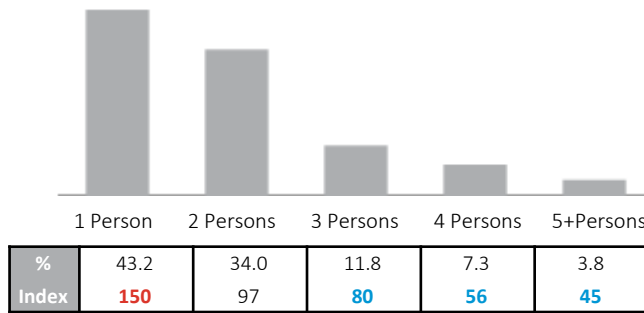


**Total Households**  
Target Group: 232,749 | 11.5%  
Market: 2,030,007

### Average Household Income

\$101,309  
(85)

### Household Size\*



### Median Household Maintainer Age

47  
(87)

### Marital Status\*\*

48.7%  
(85)

Married/Common-Law

### Family Composition\*\*\*

48.8%  
(111)

Couples Without Kids at Home

### Education\*\*

38.1%  
(136)

University Degree

### Visible Minority Presence\*

39.9%  
(123)

Belong to a visible minority group

### Non-Official Language\*

2.9%  
(88)

No knowledge of English or French

### Immigrant Population\*

35.8%  
(124)

Born outside Canada

## Psychographics\*\*

### Strong Values

Culture Sampling **137**  
Equal Relationship with Youth **127**  
Pursuit of Originality **126**  
Ecological Lifestyle **126**  
Time Stress **126**

### Weak Values

Attraction to Nature  
Utilitarian Consumerism  
Cultural Assimilation  
Brand Apathy  
Obedience to Authority

## Key Social Values

Culture Sampling Index = <b>137</b>	Equal Relationship with Youth Index = <b>127</b>	Pursuit of Originality Index = <b>126</b>
Ecological Lifestyle Index = <b>126</b>	Time Stress Index = <b>126</b>	Social Learning Index = <b>124</b>
Importance of Aesthetics Index = <b>124</b>	Racial Fusion Index = <b>124</b>	Multiculturalism Index = <b>123</b>
Active Government Index = <b>122</b>	Global Consciousness Index = <b>121</b>	Consumptivity Index = <b>121</b>

**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	78.3	95
Home exercise & home workout	64.5	103
Fitness walking	56.6	98
Gardening	53.2	<b>85</b>
Swimming	51.3	106

Top 5 Activities Attended*	% Comp	Index
Parks & city gardens	35.7	94
Exhibitions, carnivals, fairs & markets	34.8	<b>110</b>
Bars & restaurant bars	26.0	97
National or provincial park	24.5	<b>114</b>
Art galleries, museums & science centres	19.5	108

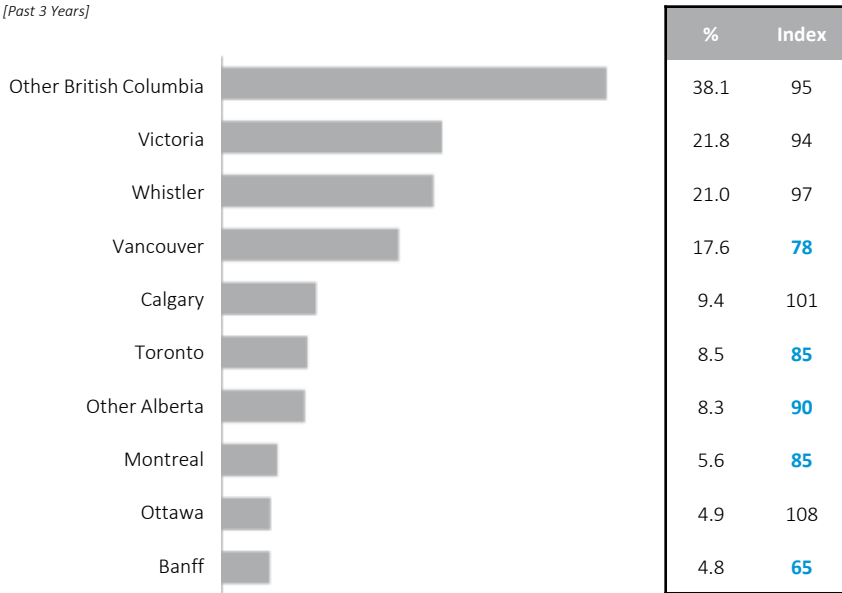
**Key Tourism Activities\*\***

<p>Reading</p> <p>78.3% (95)</p>	<p>Home exercise &amp; home workout</p> <p>64.5% (103)</p>	<p>Fitness walking</p> <p>56.6% (98)</p>	<p>Gardening</p> <p>53.2% <b>(85)</b></p>	<p>Swimming</p> <p>51.3% (106)</p>	<p>Volunteer work</p> <p>47.2% (96)</p>	<p>Camping</p> <p>45.7% <b>(87)</b></p>	<p>Arts, crafts, sewing &amp; knitting</p> <p>43.9% (94)</p>
<p>Hiking &amp; backpacking</p> <p>43.5% (93)</p>	<p>Playing video games</p> <p>41.0% (98)</p>	<p>Cycling</p> <p>39.5% <b>(90)</b></p>	<p>Photography</p> <p>38.7% (98)</p>	<p>Canoeing &amp; kayaking</p> <p>36.9% (92)</p>	<p>Bowling</p> <p>36.7% (94)</p>	<p>Parks &amp; city gardens</p> <p>35.7% (94)</p>	<p>Exhibitions, carnivals, fairs &amp; markets</p> <p>34.8% <b>(110)</b></p>
<p>Health club activity</p> <p>30.0% (99)</p>	<p>Jogging</p> <p>28.9% (102)</p>	<p>Fitness classes</p> <p>28.6% (93)</p>	<p>Bars &amp; restaurant bars</p> <p>26.0% (97)</p>	<p>Billiards &amp; pool</p> <p>25.5% (100)</p>	<p>Golfing</p> <p>24.5% (100)</p>	<p>National or provincial park</p> <p>24.5% <b>(114)</b></p>	<p>Pilates &amp; yoga</p> <p>23.5% <b>(86)</b></p>
<p>Ice skating</p> <p>20.8% (104)</p>	<p>Cross country skiing &amp; snowshoeing</p> <p>20.3% (97)</p>	<p>Art galleries, museums &amp; science centres</p> <p>19.5% (108)</p>	<p>Downhill skiing</p> <p>19.3% (91)</p>	<p>Basketball</p> <p>16.3% (99)</p>	<p>Other activities &amp; attractions</p> <p>14.5% (103)</p>	<p>Movies at a theatre/drive-in</p> <p>14.4% (99)</p>	<p>Racquet sports</p> <p>14.1% <b>(90)</b></p>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\***

Used [Past 3 Years]

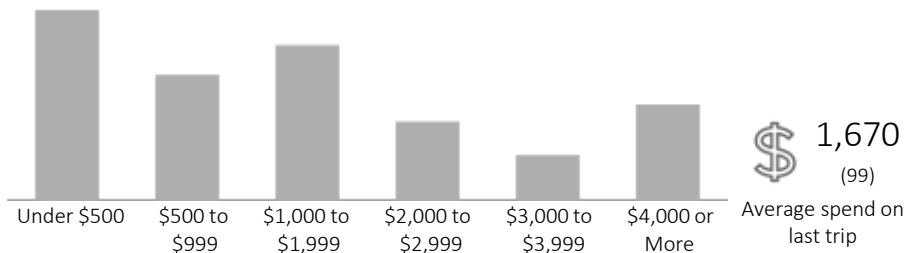


Booked with [Past Year]\*\*



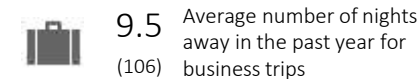
**Vacation Spending**

Spent Last Vacation

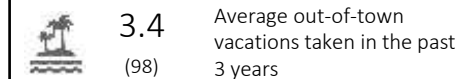


**Travel Type and Frequency**

Business trips



Personal trips



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



%	27.5	18.1	22.5	11.4	6.6	13.9
Index	98	98	<b>110</b>	102	<b>86</b>	99

**Travel Profile**

**Accommodation Preferences\***

Used [Past 3 Years]

 Hotel 52.3% (92)	 Friends/relatives 35.8% (99)	 Camping 20.7% (98)	 Vacation rental by owner 29.4% (109)	 All-inclusive resort 14.3% <b>(79)</b>	 Cottage 11.4% (106)	 Motel 16.9% (94)
 B&B 11.9% (101)	 Condo/apartment 12.5% (96)	 Cruise ship 10.0% <b>(77)</b>	 RV/camper 5.2% <b>(61)</b>	 Spa resort 5.4% (91)	 Package tours 3.6% <b>(61)</b>	 Boat 3.0% (92)

**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 19.9% <b>(113)</b>	 West Jet 13.3% <b>(90)</b>	 Air Transat 2.5% (106)	 Porter Airlines(!) 0.0% <b>(0)</b>	 Other Canadian (!) 1.1% <b>(52)</b>
 United Airlines 3.1% (100)	 Delta Airlines 1.5% <b>(78)</b>	 American Airlines 2.0% (91)	 Other American (!) 2.3% <b>(82)</b>	
 European Airlines 3.8% (100)	 Asian Airlines(!) 2.3% <b>(59)</b>	 Other Charter 0.6% <b>(46)</b>	 Other 4.4% (109)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 3.9% (94)	 U-Haul 1.4% <b>(77)</b>	 Budget(!) 2.7% <b>(89)</b>	 Avis(!) 1.2% <b>(127)</b>
		 Discount (!) 0.2% <b>(253)</b>	 Hertz(!) 1.4% <b>(114)</b>

## Media

### Overall Level of Use

Radio



10 hours/week  
(96)

Television



1,078 minutes/week  
(98)

Newspaper



1 hours/week  
**(110)**

Magazine



5 minutes/day  
**(83)**

Internet



284 minutes/day  
(107)

### Top Radio Programs\*

Programs [Weekly]

	%	Index
News/Talk	38.2	107
Adult Contemporary	18.5	105
Multi/Variety/Specialty	12.3	<b>120</b>
Classic Hits	10.4	99
Classic Rock	10.0	98
Mainstream Top 40/CHR	9.2	<b>90</b>
Hot Adult Contemporary	8.7	<b>90</b>
Modern/Alternative Rock	8.0	<b>131</b>
Not Classified	7.7	94
Today's Country	4.7	<b>60</b>

### Top Television Programs\*

Programs [Average week]

	%	Index
Movies	40.3	<b>88</b>
Evening local news	38.5	100
News/current affairs	28.5	100
Primetime serial dramas	28.4	97
Suspense/crime dramas	26.9	99
Documentaries	24.5	92
Home renovation/decoration shows	23.4	92
Hockey (when in season)	21.5	99
Situation comedies	20.2	97
Cooking programs	19.2	91

### Top Newspaper Sections\*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	59.5	100
National News	56.3	103
International News & World	52.5	97
Health	35.5	102
Editorials	34.0	107
Movie & Entertainment	31.3	98
Business & Financial	30.9	105
Food	29.9	101
Sports	28.0	107
Travel	27.4	105

### Top Magazine Publications\*

Read [Past Month]

	%	Index
Other English-Canadian	9.6	103
Other U.S. magazines	6.7	<b>79</b>
National Geographic	6.0	99
Maclean's	3.9	<b>66</b>
Canadian Living	3.0	<b>70</b>
Hello! Canada	2.7	<b>76</b>
Canadian House and Home	2.3	<b>60</b>
People	2.3	<b>62</b>
Sports Illustrated(!)	2.1	<b>75</b>
CAA Magazine	2.1	<b>72</b>

### Top Internet Activities\*

Activity [Past Week]

	%	Index
Send/receive email	74.2	101
Send/receive a text/instant message	66.2	99
Do banking/pay bills online	57.8	99
Take pictures/video	52.8	97
Use apps	50.0	100
Participate in an online social network	49.5	94
Use maps/directions service	48.9	99
Internet search - business, services, products	48.6	97
Access a news site	43.9	100
Watch a subscription-based video service	39.0	97

### Top Mobile Activities\*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	63.0	102
Send/receive email	52.4	98
Take pictures/video	50.6	99
Use apps	45.2	101
Use maps/directions service	41.1	102
Participate in an online social network	36.8	91
Internet search - business, services, products	33.1	100
Access a news site	28.4	99
Watch other online free streaming videos	25.7	99
Do banking/pay bills online	25.6	98

**Media**

**Social Media Attitudes**

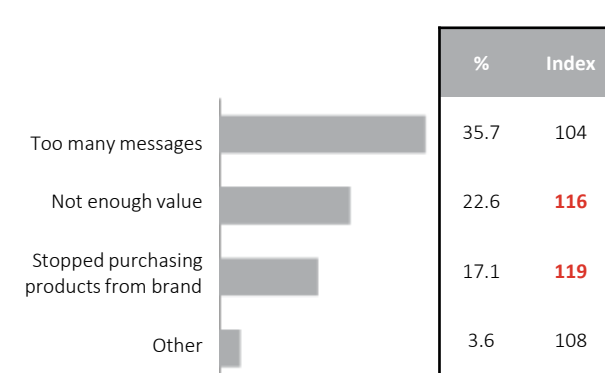
Usage [Currently Use]



**Reasons to Follow Brands**

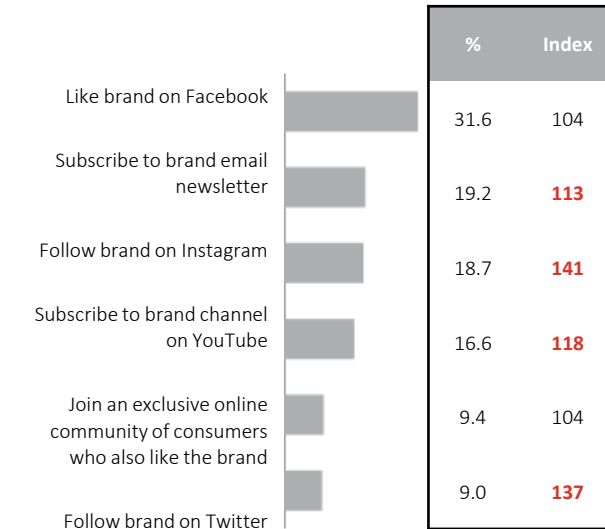


**Reasons to Unfollow Brands**

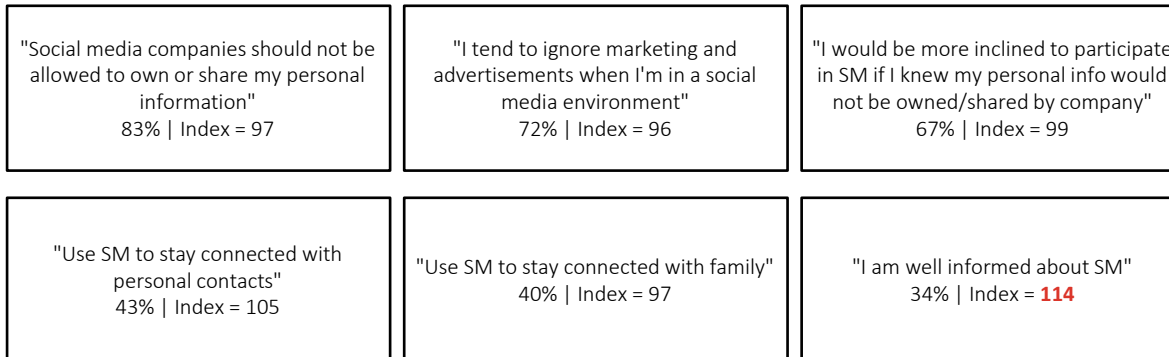


**Actions Taken using Social Media**

Variables with Response "Yes"



**Social Media Attitudes**



**Product Preferences**
*Variables with "Agree" Statements*

"I consider it important to vote in elections"  
87% | Index = 100

"I would like to eat healthy foods more often"  
78% | Index = 102

"It is important to monitor what children watch/listen to/access via media"  
75% | Index = 103

"I am concerned about people getting high and driving"  
74% | Index = 99

"I have tried a product/service based on a personal recommendation"  
73% | Index = 97

"Once I find a brand I like, I stick with it"  
73% | Index = 98

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

"I would rather spend a quiet evening at home than go out to a party"  
72% | Index = 103

"I am concerned about the issues of online security/identity theft"  
69% | Index = 100

"I generally achieve what I set out to do"  
69% | Index = 100

"I am interested in learning about different cultures"  
69% | Index = 99

"I am very concerned about the nutritional content of food products I buy"  
68% | Index = 102

"I consider myself to be informed on current events or issues"  
68% | Index = 99

"I prepare a grocery list before doing my shopping"  
67% | Index = 103

"'New and improved' on packages is just an advertising gimmick"  
66% | Index = 97

"I value companies who give back to the community"  
66% | Index = 100

"I make an effort to buy local produce/products"  
66% | Index = 104

"When I shop online I prefer to support Canadian retailers"  
65% | Index = 101

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
60% | Index = 100

"I prefer to shop at retail store location for the customer experience"  
59% | Index = 99

"I am more independent than most people"  
58% | Index = 106

"I take care of money matters and bill paying in our household"  
56% | Index = 98

"I like to try new places to eat"  
55% | Index = 97

"I offer recommendations of products/services to other people"  
55% | Index = 103

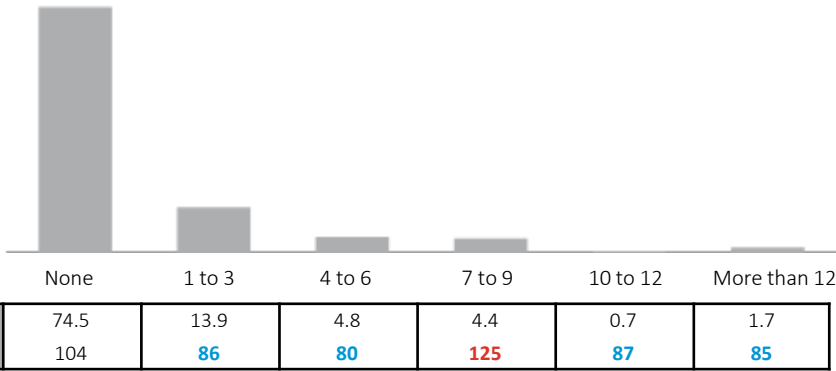
"I like to cook"  
55% | Index = 96



**Product Preferences**

**Beer Consumption**

Drinks [Past Week]



**Drinks**

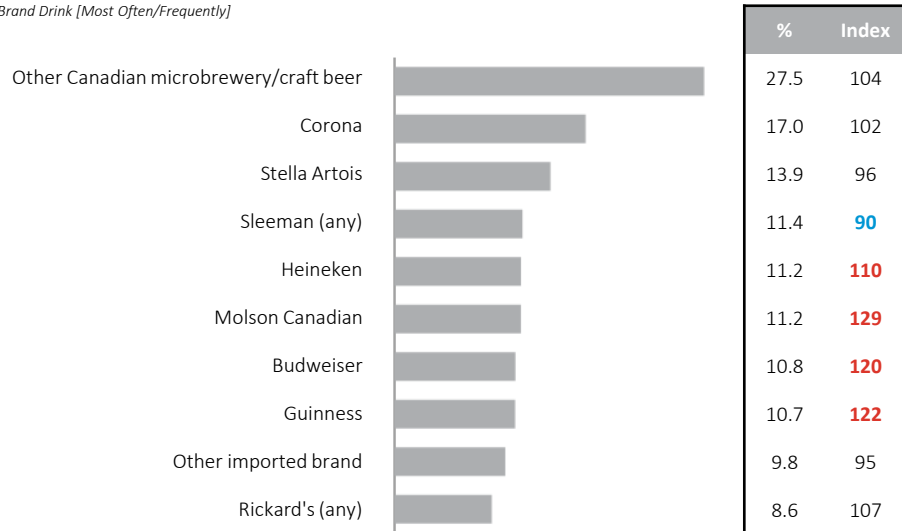
Drank [Past Month]	% Comp	Index
Canadian wine	18.7	89
Cider	10.8	94
Liqueurs (any)	8.4	85

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	27.5	104

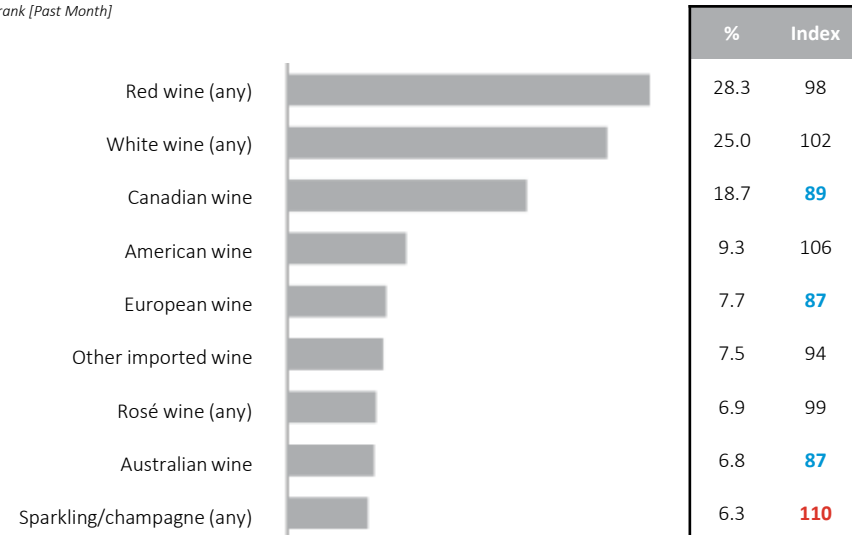
**Top 10 Beers\***

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	11.9	90	37.3	95	4.1	101
Asian restaurants	11.9	110	39.3	97	4.5	79
Submarine/sandwich restaurants	5.8	136	23.4	83	5.4	89
Chicken restaurants	3.0	71	16.3	82	4.7	113
Specialty burger restaurants	4.2	94	24.6	115	5.4	76
Ice cream/frozen yogurt restaurants	3.2	126	28.2	108	3.1	80
Breakfast style restaurant	3.2	72	21.3	106	8.0	79
Other ethnic restaurants	3.7	126	28.7	108	6.9	81
Mexican/Burrito-style restaurants	2.1	113	23.0	95	4.1	74
Italian restaurants	2.3	160	17.4	105	8.2	130
Seafood/Fish and Chips restaurants	0.8	68	15.8	85	8.5	102
Steakhouse	0.6	95	12.4	94	10.8	102
Juice/specialty beverage stores	2.1	113	5.7	73	2.1	79

**Restaurant Service Type\***

Frequency of Visiting [Past Year]



	%	Index	%	Index	%	Index
Casual/family dining restaurants	3.3	74	33.1	104	6.3	80
Fast casual restaurants	8.8	119	21.3	91	3.5	90
Food court outlets at a shopping mall	4.5	112	29.4	99	8.6	97
Pub restaurants	5.6	134	26.8	94	5.2	99
Formal dine-in restaurants	2.2	83	22.0	99	10.7	97
Other types	3.7	131	18.9	105	1.3	72
Sports bars	1.2	71	10.6	105	1.8	103

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables  
 35.6%  
 (106)



Other Organic Food  
 13.5%  
 (104)



Organic Meat  
 9.7%  
 (81)