

**RESEARCH INSIGHTS** 

## **Adventure Sport Enthusiast Sector Analysis**

**BRITISH COLUMBIA** 

## TABLE OF CONTENTS

Objectives & Introduction	3
Sector Analysis	4-15
Market Segmentation	14-16
<ul> <li>PRIZM Segment Summaries</li> <li>Segments included in Target Groups</li> </ul>	17-48
<ul> <li>Top EQ Type Summaries</li> <li>• Top EQ Types included in Target Groups</li> </ul>	49-57
Additional Resources	58-64

2 | Adventure Sport Enthusiast Sector Analysis



## **OBJECTIVES**

INTRODUCTION

- profiles.
- recovery strategy.

• To create a profile of "Adventure Sport Enthusiasts" in British Columbia using Demographic and Psychographic Variables.

• Create a tool for Businesses, Communities and Government Organizations to understand the **Adventure Sport** target groups and apply insights to marketing strategy and recovery plans.

• This Sector Analysis profiles selected demographic and psychographic data within British Columbia as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2021 PRIZM Market Segmentation

• Through this project we aim to provide you with insights to aid in reaching and developing your marketing goals and

## SECTOR ANALYSIS

## **ADVENTURE SPORT PROFILE BRITISH COLUMBIA**

The Adventure Sport Enthusiast Profile was created through the analysis of demographic and psychographic variables as they relate to the 67 PRIZM Segments in British Columbia outlined by Environics Analytics. Variables include:

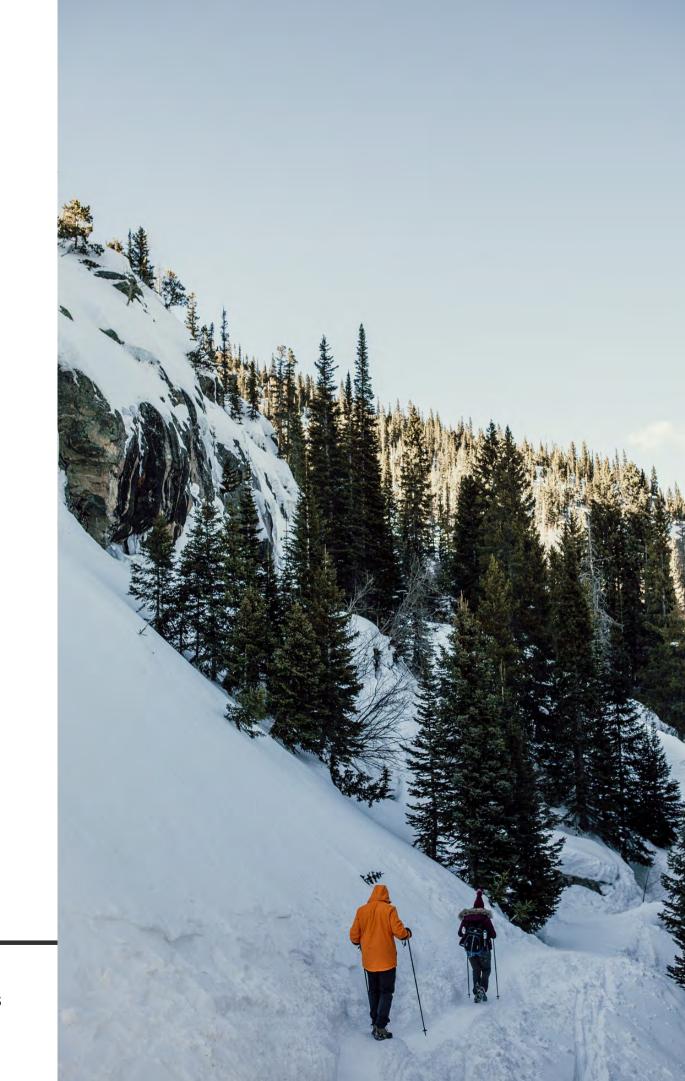
#### **Primary Variables:**

- Age of Household Maintainer
- Size of Household (% of children living at home)
- Household Income
- Visible Minority Status
- "I regularly participate in Adventure Sport Activities"

### Secondary (Supporting) Variables:

- "I occasionally/regularly participate in canoeing/kayaking activities" \*\*
- "I occasionally/regularly participate in cycling (mountain/road) activities"
- "I occasionally/regularly participate in hiking/backpacking activities"
- "I occasionally/regularly participate in power boating/jet skiing activities" \*\*
- "I occasionally/regularly participate in cross country skiing/snowshoeing activities" \*\*
- "I occasionally/regularly participate in downhill skiing activities"
- "I occasionally/regularly participate in snowboarding activities"
- "I occasionally/regularly participate in ATV/Snowmobiling activities"

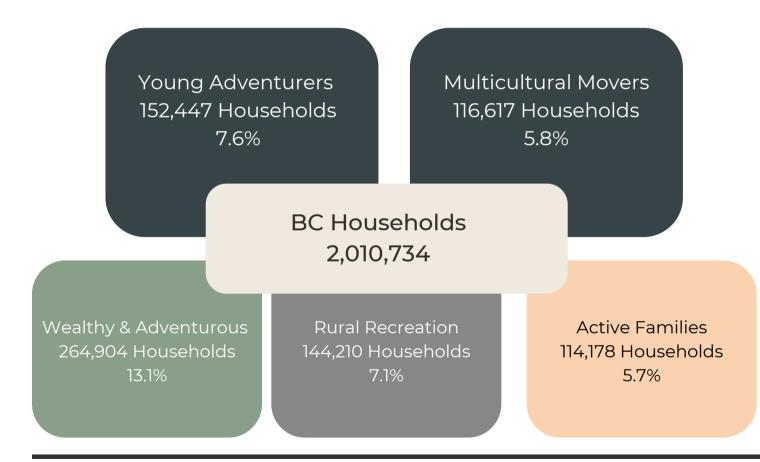
Analysis of the variables above resulted in the creation of two target groups with an above average interest (compared to British Columbia population) in "harder" Adventure Sport activities, and three target groups with an above average interest in "softer" adventure sport activities.



## ADVENTURE SPORT ENTHUSIAST MARKET SIZE BRITISH COLUMBIA

The Adventure Sport Enthusiast Market consists of five distinct target groups. Two of the groups have an above average interest in "harder" Adventure Sport variables and three have an above average interest in "softer" adventure sport variables. Groups are organized based on their demographic and psychographic characteristics.

792,353 households or **39**% of the total households in British Columbia (2,010,734) index above average for Adventure Sport related variables.



6 | Adventure Sport Enthusiast Sector Analysis

### 2,010,734

Total number of Households in BC

#### 792,353 (39%)

Total number of Households in BC who are above average for Adventure Sport Variables

### **ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BRITISH COLUMBIA**



### Young Adventurers

- Maintainer Age: 45
- 152,447 or 7.6% of the total households in BC • 19.2% of Adventure Sport Enthusiasts in BC (792,353)
- 49% do NOT have Children at home (13% above average)
- Below average visible minority
- Average Household Income of \$107,160

- Maintainer Age: 50

- Above average visible minority

7 | Adventure Sport Enthusiast Sector Analysis

"Harder" Adventure Sport Target Groups



### **Multicultural Movers**

• 116,617 or 5.8% of the total households in BC • 14.7% of Adventure Sport Enthusiasts in BC (792,353)

• 60% have Children at home (42% above average)

• Average Household Income of \$108,043

### ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BRITISH COLUMBIA



#### Wealthy & Adventurous

- Maintainer Age: 54
- 264,904 or 13.1% of the total households in BC
  - 33.4% of Adventure Sport Enthusiasts in BC (792,353)
- 52% have Children at home (24% above average)
- Above average visible minority
- Above Average Household Income of \$132,211



### **Rural Recreation**

- Maintainer Age: 57
- 144,210 or 7.1% of the total households in BC
   18.2% of Adventure Sport Enthusiasts in BC (792,353)
- 50% do NOT have Children at home (13% above average)
- Below average visible minority
- Below Average Household Income of \$95,134

8 | Adventure Sport Enthusiast Sector Analysis

"Softer" Adventure Sport Target Groups



### **Active Families**

- Maintainer Age: 49
- 114,178 or 5.7% of the total households in BC
   14.4% of Adventure Sport Enthusiasts in BC (792,353)
- 49% have Children at home (18% above average)
- Below average visible minority
- Above Average Household Income of \$130,966

### **ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY TOP CITY**



### Young Adventurers Vancouver

- Maintainer Age: 44
- 95,909 or 9.3% of the total households in Vancouver
- 53% do NOT have Children at home (40% above Avg.)
- Below average visible minority
- Average Household Income of \$113,808

- Maintainer Age: 49
- 67,666 or 37.4% of the total households in Surrey
- 63% have Children at home (14% above Avg.)
- Above average visible minority
- Average Household Income of \$106,981

9 | Adventure Sport Enthusiast Sector Analysis



### **Multicultural Movers** Surrey

### ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY TOP CITY



### Wealthy & Adventurous Surrey

- Maintainer Age: 54
- 29,987 or 16.6% of the total households in Surrey
- 58% have Children at home
- Below average visible minority
- Above Average Household Income of \$139,054



### Rural Recreation Prince Rupert

- Maintainer Age: 53
- 4,651 or 88.4% of the total households in Prince Rupert
- 40% have Children at home
- Average visible minority
- Average Household Income of \$112,357

10 | Adventure Sport Enthusiast Sector Analysis



### Active Families Surrey

• Maintainer Age: 45

• 17,246 or 9.5% of the total households in Surrey

• 53% have Children at home

• Below average visible minority

• Above Average Household Income of \$132,420

## YOUNG ADVENTURERS BRITISH COLUMBIA

- The Median Household Maintainer Age is for Young Adventurers was 45, 49% of couples do NOT have children living at home (Above Average).
- Average Household Income of \$107,160 compared to BC at \$113,574.
- Top 3 Social Values: Culture Sampling, Social Learning, Racial Fusion
- Top Tourism Activities: Hiking/Backpacking, Swimming, Camping, Cycling. Above average interest in Hiking/Backpacking, Bars/Restaurants, Canoeing/Kayaking, Historical Sites, Sporting Events, Adventure Sports
- Average interest for travelling within Canada (Above Average Toronto, Montreal, Saskatchewan), Young Adventurers from British Columbia spent an average of \$1,601 (Average) on their last vacation.
- 79% currently use Facebook (Average), 45% use Instagram (Above Average), 30% use Twitter (Above Average) and 76% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 14% access Travel Content Websites (Average).

You	
С	
Vanco	
Vict	
Kelo	
Saar	
Nana	
Fort St	
Whis	

11 | Adventure Sport Enthusiast Sector Analysis

• Full list of Young Adventurers Locations included in Google Share Folder in excel format

• Detailed profiles for Young Adventurers in Vancouver located in Google Share Folder

ung Adventurers Geographic Markets			
City	Target Group Count	% of Target Group	
couver	85,374	56%	
ctoria	8,980	6%	
owna	7,209	5%	
anich	6,209	4%	
naimo	3,739	2%	
St. John	3,315	2%	
istler	3,216	2%	

## MULTICULTURAL MOVERS BRITISH COLUMBIA

<ul> <li>The Median Household Maintainer Age for Multicultural Movers was 50, 60% of couples have children living at home (Above Average).</li> </ul>	Multi
<ul> <li>Average Household Income of \$108,043 compared to BC at \$113,574.</li> </ul>	С
<ul> <li>Top 3 Social Values: Traditional Family, Racial Fusion, Social Intimacy</li> </ul>	Suri
<ul> <li>Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Adventure Sports, Snowboarding, Marathons</li> </ul>	Abbot
<ul> <li>Average interest for travelling within Canada (Above Average Victoria, Whistler, Toronto), Multicultural Movers from British Columbia spent an</li> </ul>	Del
<ul> <li>average of \$1,434 (Below Average) on their last vacation.</li> <li>79% currently use Facebook (Average), 41% use Instagram (Average), 29%</li> </ul>	Vanco
use Twitter (Above Average) and 74% use YouTube (Average).	Burn
<ul> <li>Internet and Social Media Usage: 48% search for Businesses, Services and Products online (Average), 11% access Travel Content Websites (Below Average).</li> </ul>	Richm
	Coqui

• Full list of Multicultural Movers Locations included in Google Share Folder in excel format

• Detailed profiles for Multicultural Movers in Surrey located in Google Share Folder

lticultural Movers Geographic Markets			
City	Target Group Count	% of Target Group	
irrey	67,666	58%	
otsford	9,937	9%	
elta	7,717	7%	
couver	6,409	5%	
rnaby	6,065	5%	
mond	4,502	4%	
uitlam	4,069	3%	

### **WEALTHY & ADVENTUROUS BRITISH COLUMBIA**

<ul> <li>The Median Household Maintainer Age for Wealthy &amp; Adventurous was 54, 52% of couples have children living at home (Above Average).</li> </ul>	Wealth
<ul> <li>Above Average Household Income of \$132,211 compared to BC at \$113,574.</li> </ul>	С
<ul> <li>Top 3 Social Values: Multiculturalism, Consumption Evangelism, Brand Genuineness</li> </ul>	Suri
<ul> <li>Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Power Boating/Jet Skiing</li> </ul>	Richn
<ul> <li>Average interest for travelling within Canada (Above Average for Whistler), Wealthy &amp; Adventurous from British Columbia spent an average of \$1,588 (Average) on their last vacation.</li> <li>75% currently use Facebook (Average), 39% use Instagram (Average), 26% use Twitter (Average) and 71% use YouTube (Average).</li> </ul>	Burn
	Vanco
	Coqu
<ul> <li>Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).</li> </ul>	Abbot
	Lang

- 13 | Adventure Sport Enthusiast Sector Analysis

Ithy & Adventurous Geographic Markets			
City	Target Group Count	% of Target Group	
irrey	29,987	11%	
nmond	29,721	11%	
rnaby	28,099	11%	
couver	16,989	6%	
uitlam	14,253	5%	
otsford	12,533	5%	
ngley	11,444	4%	

• Full list of Wealthy & Adventurous Locations included in Google Share Folder in excel format

• Detailed profiles for Wealthy & Adventurous in Surrey located in Google Share Folder

## RURAL RECREATION BRITISH COLUMBIA

- The Median Household Maintainer Age for Rural Recreation was 57, 50% of couples do NOT have children living at home (Above Average).
- Below Average Household Income of \$95,134 compared to BC at \$113,574.
- Top 3 Social Values: Attraction to Nature, Emotional Control, Multiculturalism
- Top Tourism Activities: Hiking/Backpacking, Camping, Swimming. Above average interest in Hiking/Backpacking, Camping, Cycling, Photography, Canoeing/Kayaking, Fishing/Hunting, National/Provincial Parks, Cross Country Skiing/Snowshoeing, Golf, Historical Sites, ATV/Snowmobiling
- Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Calgary, Jasper, Ottawa, Manitoba), Rural Recreation from British Columbia spent an average of \$1,710 (Average) on their last vacation.
- 83% currently use Facebook (Average), 31% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Below Average).

Ru	
С	
Prince	
Revel	
Ke	
Port H	
Kitir	
Northern	
Gold	

14 | Adventure Sport Enthusiast Sector Analysis

• Full list of Rural Recreation Locations included in Google Share Folder in excel format

• Detailed profiles for Rural Recreation in Prince Rupert located in Google Share Folder

ural Recreation Geographic Markets			
City	Target Group Count	% of Target Group	
e Rupert	4,651	3%	
elstoke	3,768	3%	
ent	2,301	2%	
Hardy	2,231	2%	
imat	1,984	1%	
n Rockies	1,975	1%	
lden	1,677	1%	

## ACTIVE FAMILIES BRITISH COLUMBIA

- The Median Household Maintainer Age for Active Families was 49, 50% of couples have children living at home (Above Average).
- Above Average Household Income of \$130,966 compared to BC at \$113,574.
- Top 3 Social Values: Need for Escape, Racial Fusion, Flexible Families
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Canoeing/Kayaking, Golfing, National/Provincial Parks, Fishing/Hunting, Ice Skating, Downhill Skiing, Sporting Events
- Average interest for travelling within Canada (Above Average for Vancouver, Victoria, Alberta, Calgary, Banff, Jasper, Montreal), Active Families from British Columbia spent an average of \$1,494 (Below Average) on their last vacation.
- 76% currently use Facebook (Average), 41% use Instagram (Average), 27% use Twitter (Average) and 69% use YouTube (Average).
- Internet and Social Media Usage: 43% search for Businesses, Services and Products online (Average), 14% access Travel Content Websites (Average).

Ac
С
Sur
Lang
Kelov
Maple
Kaml
Chilliv
Lang

• Full list of Active Families Locations included in Google Share Folder in excel format

• Detailed profiles for Active Families in Surrey located in Google Share Folder

Active Families Geographic Markets		
City	Target Group Count	% of Target Group
irrey	17,246	15%
ngley	9,763	9%
owna	9,092	8%
e Ridge	8,522	7%
nloops	8,464	7%
liwack	7,743	7%
gford	6,186	5%

### ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY TOP CITY

### Young Adventurers Vancouver

### Multicultural Movers Surrey

- The Median Household Maintainer Age for Young Adventurers was 44, 53% of couples do NOT have children living at home (Above Average).
- Average Household Income of \$113,808 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Social Learning, Effort Towards Health
- Top Tourism Activities: Hiking/Backpacking, Swimming, Parks/Gardens. Above average interest in Parks/Gardens, Bars/Restaurants, Photography, Canoeing/Kayaking, Pilates/Yoga, National/provincial Parks, Cross Country Skiing/Snowshoeing, Adventure Sports
- Average interest for travelling within Canada (Above Average for Toronto, Montreal, Saskatchewan), Young Adventurers from Vancouver spent an average of \$1,669 (Average) on their last vacation.
- 79% currently use Facebook (Average), 47% use Instagram (Above Average), 33% use Twitter (Above Average) and 78% use YouTube (Average).
- Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 15% access Travel Content Websites (Average).

- The Median Household Maintainer Age for Multicultural Movers was 49, 63% of couples have children living at home (Above Average).
- Average Household Income of \$106,981 compared to Surrey at \$117,249.
- Top 3 Social Values: Traditional Family, Racial Fusion, Social Intimacy
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Adventure Sports, Snowboarding, Beer/Food/Wine Festivals, Marathons
- Average interest for travelling within Canada, Multicultural Movers from Surrey spent an average of \$1,386 (Average) on their last vacation.
- 80% currently use Facebook (Average), 41% use Instagram (Average), 29% use Twitter (Average) and 80% use YouTube (Average).
- Internet and Social Media Usage: 49% search for Businesses, Services and Products online (Average), 10% access Travel Content Websites (Below Average).

### Wealthy & Adventurous Surrey

- The Median Household Maintainer Age for Wealthy & Adventurous was 54, 58% of couples have children living at home (Average).
- Above Average Household Income of \$139,054 compared to Surrey at \$117,249.
- Top 3 Social Values: Consumptive Evangelism, Traditional Family, Community Involvement
- Top Tourism Activities: Camping, Swimming, Cycling. Above average interest in Cycling, National/Provincial Parks, Power Boating/Jet Skiing
- Average interest for travelling within Canada (Above Average for Whistler, Banff, Montreal), Wealthy & Adventurous from Surrey spent an average of \$1,548 (Average) on their last vacation.
- 76% currently use Facebook (Average), 41% use Instagram (Average), 26% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).

### 16 | Adventure Sport Enthusiast Sector Analysis

### Rural Recreation Prince Rupert

• The Median Household Maintainer Age for Rural Recreation was 53, 40% of couples have children living at home (Average).

• Average Household Income of \$112,357 compared to Prince Rupert at \$113,608

• Top 3 Social Values: Multiculturalism, Attraction to Nature, Ecological Fatalism

 Top Tourism Activities: Hiking/Backpacking, Swimming, Camping Cycling, Canoeing/Kayaking, Parks/City Gardens, Photography

• Average interest for travelling within Canada, Rural Recreation from Prince Rupert spent an average of \$1,480 (Average) on their last vacation.

 81% currently use Facebook (Average), 36% use Instagram (Average), 22% use Twitter (Average) and 70% use YouTube (Average).

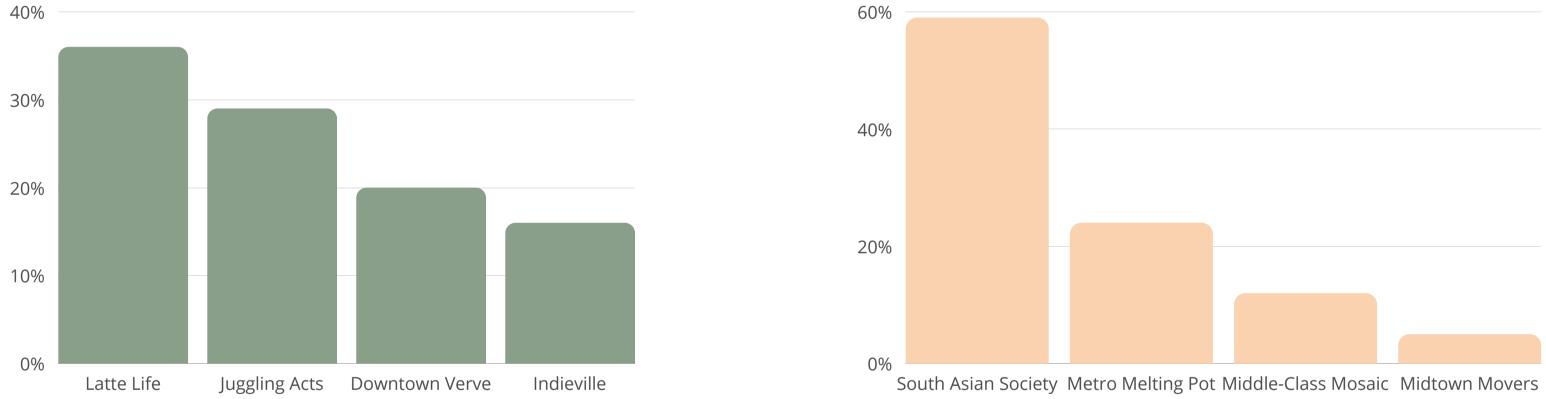
• Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 10% access Travel Content Websites (Average).

### Active Families Surrey

- The Median Household Maintainer Age for Active Families was 45, 53% of couples have children living at home (Average).
- Above Average Household Income of \$132,420 compared to Surrey at \$117,249
- Top 3 Social Values: Racial Fusion, Attraction for Crowds, Pursuit of Originality
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Camping, Swimming, Parks/City Gardens, Bars/Restaurants, Canoeing/Kayaking, Photography, Golf, Ice Skating, National/Provincial Parks, Fishing/Hunting, Pilates/Yoga, Sporting Events
- Above Average interest for travelling within Canada (Above Average for BC, Victoria, Vancouver, Alberta, Calgary, Banff, Montreal, Jasper), Active Families from Surrey spent an average of \$1,536 (Average) on their last vacation.
- 74% currently use Facebook (Average), 48% use Instagram (Above Average), 28% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 17% access Travel Content Websites (Above Average).

## MARKET SEGMENTATION

### ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY PRIZM SEGMENT **BRITISH COLUMBIA**

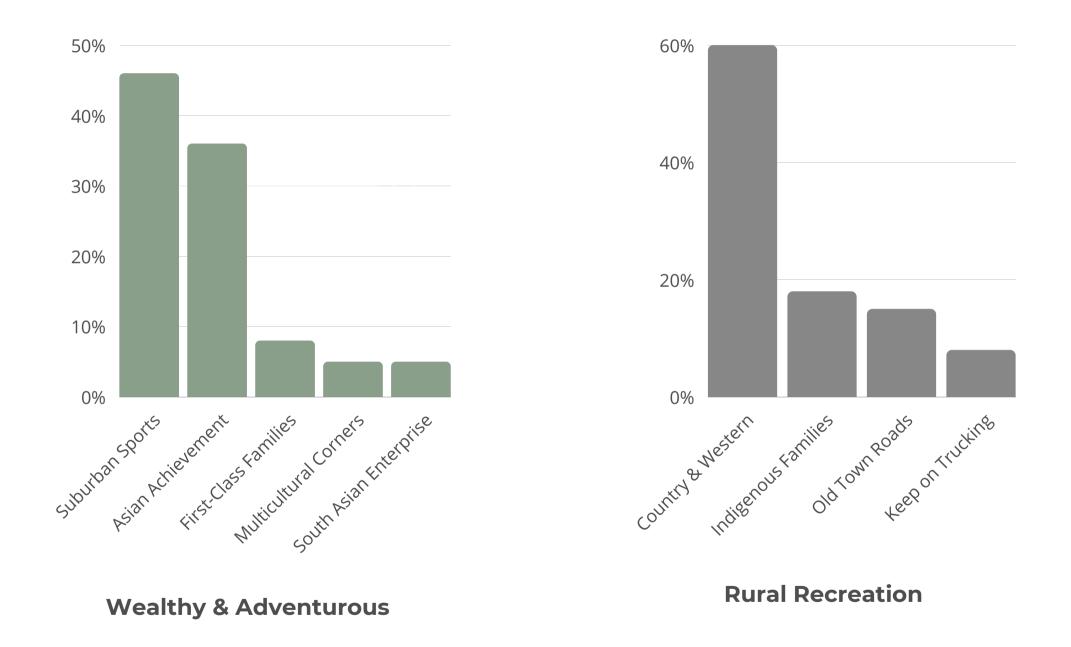


Young Adventurers

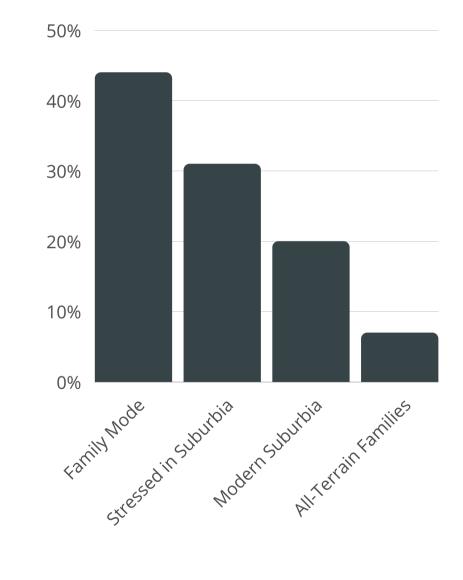
18 | Adventure Sport Enthusiast Sector Analysis

### **Multicultural Movers**

### ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY PRIZM SEGMENT BRITISH COLUMBIA

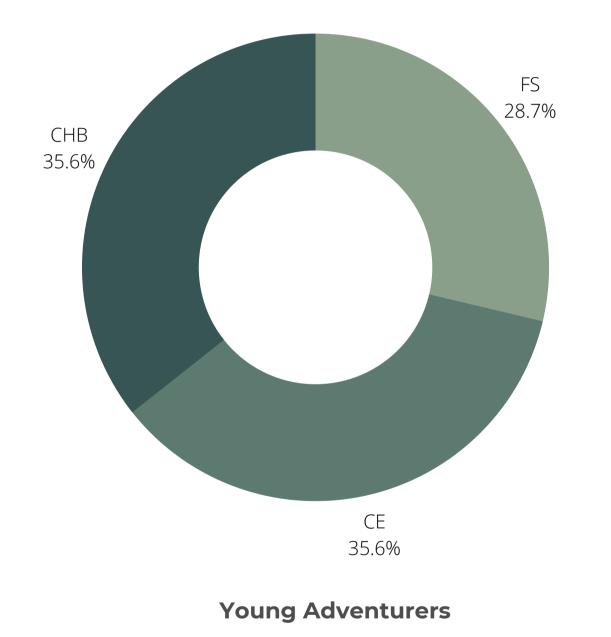


19 | Adventure Sport Enthusiast Sector Analysis



**Active Families** 

### ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY EQ TYPE BRITISH COLUMBIA



20 | Adventure Sport Enthusiast Sector Analysis

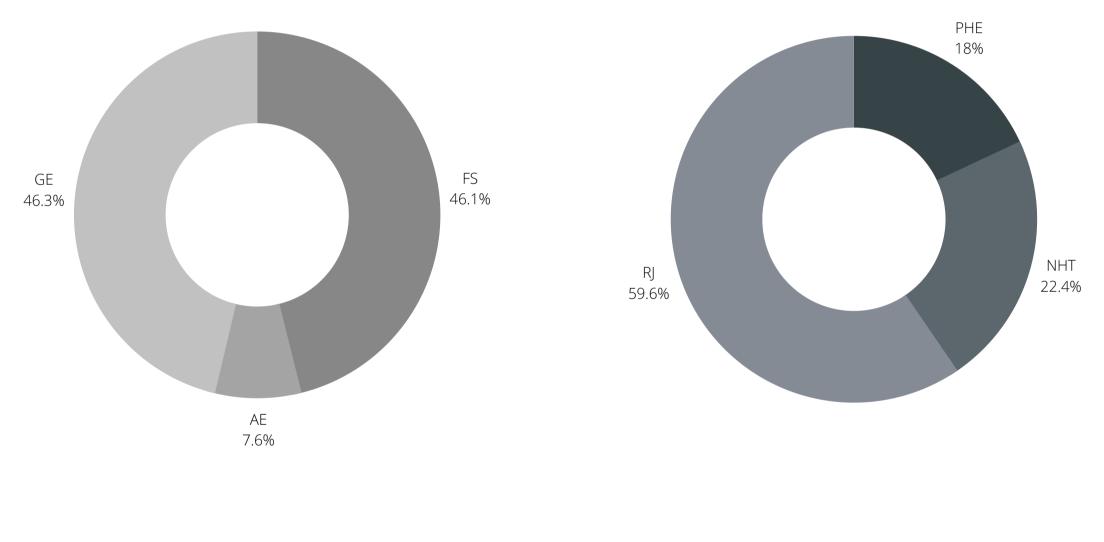
Authentic Experiencers (AE) Cultural History Buffs (CHB) Cultural Explorers (CE)



### **Multicultural Movers**

Free Spirits (FS) Gentle Explorers (GE) No Hassle Travellers (NHT) Personal History Explorers (PHE) Rejuvenators (RJ) Virtual Travellers (VT)

### ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY EQ TYPE BRITISH COLUMBIA

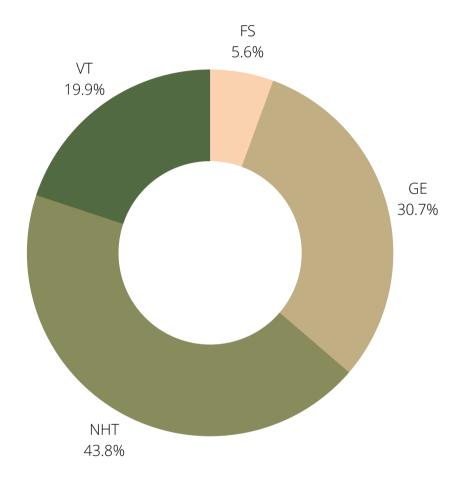


Wealthy & Adventurous

**Rural Recreation** 

21 | Adventure Sport Enthusiast Sector Analysis

Authentic Experiencers (AE) Cultural History Buffs (CHB) Cultural Explorers (CE)



#### **Active Families**

Free Spirits (FS) Gentle Explorers (GE) No Hassle Travellers (NHT) Personal History Explorers (PHE) Rejuvenators (RJ) Virtual Travellers (VT)

## PRIZM SEGMENTS INCLUDED IN TARGET GROUP

## YOUNG ADVENTURERS

## **2021 BC PRIZM SEGMENT SUMMARY DOWNTOWN VERVE**

General Canadian Summary	Category	British Columbia H
<ul> <li>Younger and Middle-Aged singles, couples and families with children ranging from ages</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Verve rank 25th, making up 29,935 ho total Households in British Columbia (2
5-24	Maintainer Age	Median Household Maintainer Age is 4
<ul> <li>Highly Educated (University/College Degree)</li> <li>White-collar Management Positions</li> </ul>	Children at Home	46.5% of couples do not have childrer (Average).
<ul> <li>Value the environment and purchasing eco- friendly products/services</li> </ul>	Household Income	Above Average Household Income of s at \$113,574.
<ul> <li>Top Geography: Calgary, Vancouver,</li> </ul>	<b>Top Social Values</b>	Rejection of Authority, Equal Relations Learning
<ul><li>Montréal, Halifax, Ottawa and Gatineau</li><li>EQ Type: Cultural Explorer</li></ul>	Top Tourism Activities	Swimming, Hiking/Backpacking, and Vis Gardens. Above Average interest in Ba Pilates/Yoga, and Specialty Movie Thea
	Travel	Average interest for travelling within Ca for Whistler, Toronto, Montreal, and Ot from British Columbia spent an averag their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	77.6% currently use Facebook, 44.3% u Average), 29.4% use Twitter (Above Av YouTube.

### Highlights

n Canada, Downtown nouseholds, or 1.5% of the a (2,018,734).

; 48

en living at home

f \$145,795 compared to BC

nship with Youth, and Social

Visiting Parks/City Bars/Restaurant Bars, eatres/IMAX.

Canada (Above Average Ottawa), Downtown Verve age of \$1,755 (Average) on

% use Instagram (Above Average), and 76.7% use







## 2021 BC PRIZM SEGMENT SUMMARY INDIEVILLE

General Canadian Summary	Category	British Columbia H
<ul> <li>Younger and middle-aged urban singles and couples</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in 31st, making up 24,463 households, or Households in British Columbia (2,018
<ul> <li>Highly Educated (University Degree). Twice as likely as the average Canadian to hold a</li> </ul>	Maintainer Age	Median Household Maintainer Age is 4
Master's Degree	Children at Home	44.7% of couples do not have children (Average).
<ul> <li>White-collar and Service Sector Positions in the arts, education and sciences</li> </ul>	Household Income	Average Household Income of \$108,85 \$113,574.
<ul> <li>Enjoy an active social life, nightclubs, sports bars as well as a healthy lifestyle through swimming, yoga and Pilates classes</li> </ul>	<b>Top Social Values</b>	: Culture Sampling, Rejection of Author Health
<ul> <li>Top Geography: Victoria, London, Kitchener, Toronto, Halifax</li> </ul>	Top Tourism Activities	Hiking/Backpacking, Swimming, and Ca interest in Bars/Restaurant Bars, Cano Cross-Country Skiing/Snowshoeing
• EQ Type: Cultural Explorer	Travel	Average interest for travelling within Ca for Toronto, Montreal, and Jasper), Ind Columbia spent an average of \$1,637 ( vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	79.2% currently use Facebook, 43.1% ( Average), 28.8% use Twitter (Above Av YouTube.

### Highlights

n Canada, Indieville rank or 1.2% of the total 18,734).

s 46

en living at home

,852 compared to BC at

ority, and Effort Toward

Camping. Above Average noeing/Kayaking, and

Canada (Above Average ndieville from British 7 (Average) on their last

% use Instagram (Above Average), and 76.3% use







## **2021 BC PRIZM SEGMENT SUMMARY** JUGGLING ACTS

General Canadian Summary	Category	British Columbia H
<ul> <li>Younger, lower-middle-income urban singles and families</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in 6 rank 19th, making up 43,742 househol Households in British Columbia (2,018
<ul> <li>Moderate Education (Grade 9/High</li> <li>School/College Degree)</li> </ul>	Maintainer Age	Median Household Maintainer Age is 4
<ul><li>School/College Degree)</li><li>Blue-collar and Service Sector Positions</li></ul>	Children at Home	41% of couples do not have children li
<ul> <li>Value dining and entertainment, family friendly activities and daytime/reality television</li> </ul>	Household Income	Below Average Household Income of \$ at \$113,574.
	<b>Top Social Values</b>	Rejection of Inequality, Need for Escape Environmental Protection.
<ul> <li>Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay</li> </ul>	Top Tourism Activities	Hiking/Backpacking, Swimming, and Ca interest in Canoeing/Kayaking, Visiting Golfing.
• EQ Type: Free Spirit	Travel	Average interest for travelling within Ca for Vancouver, Banff, Jasper, and Mont British Columbia spent an average of \$ on their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	80.7% currently use Facebook, 39.8% ι Twitter, and 72.3% use YouTube.

Inter

### Highlights

n Canada, Juggling Acts oolds, or 2.2% of the total 18,734).

s 47

n living at home (Average).

f \$94,227 compared to BC

ape, and Primacy of

Camping. Above Average ng Parks/City Gardens, and

Canada (Above Average ntreal), Juggling Acts from f \$1,456 (Below Average)

6 use Instagram, 24.5% use







## 2021 BC PRIZM SEGMENT SUMMARY LATTE LIFE

General Canadian Summary	Category	British Columbia H
<ul> <li>Younger, single urban renters, between the ages of 25-44. Latte Life are one of the</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in 16th, making up 54,307 households, o Households in British Columbia (2,018
youngest PRIZM Segments	Maintainer Age	Median Household Maintainer Age is 4
<ul> <li>University Education</li> <li>Entry-level positions in Education, Arts,</li> </ul>	Children at Home	65.7% of couples do not have children Average)
Business and Science	Household Income	Below Average Household Income of \$ at \$113,574
<ul> <li>Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media</li> </ul>	<b>Top Social Values</b>	Rejection of Authority, Culture Samplin
<ul> <li>Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo,</li> </ul>	Top Tourism Activities	Hiking/Backpacking, Visiting Parks/City Swimming. Above Average interest in E Photography, and Pilates/Yoga
Halifax <ul> <li>EQ Type: Cultural History Buffs</li> </ul>	Travel	Above Average interest for travelling w Average for Whistler, Toronto, Montrea Other Ontario), Latte Life from British ( average of \$1,614 (Average) on their lat
Source: Environics PRIZM Marketer's Guide 2021	Social Media	79.4% currently use Facebook, 50.3% ( Average), 36.5% use Twitter (Above Av YouTube (Above Average).

### Highlights

n Canada, Latte Life rank , or 2.7% of the total 18,734).

s 41

en living at home (Above

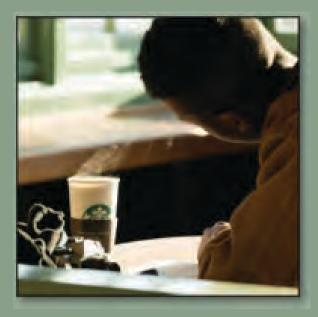
f \$95,519 compared to BC

ling, and Social Learning

ty Gardens, and n Bars/Restaurant Bars,

within Canada (Above real, Saskatchewan, and h Columbia spent an last vacation.

% use Instagram (Above Average), and 80.1% use







## MULTICULTURAL MOVERS

## 2021 BC PRIZM SEGMENT SUMMARY METRO MELTING POT

bia Hi
ified in 56 hous umbia (2
Age is 5
n living a
\$105,86
s Stimuli
ickpacki or Amus Boating/J
elling w ˈia), Met age of \$
42.5% เ าd 73.2%
56 um Ag 1 liv \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1

### Highlights

n Canada, Metro Melting useholds, or 1.4% of the a (2,018,734).

s 52

g at home (Above

,865 compared to BC at

ulus, and Pursuit of

cking. Above Average usement Centres, g/Jet Skiing.

within Canada (Above etro Melting Pot from f \$1,601 (Average) on their

6 use Instagram (Above 2% use YouTube.







## 2021 BC PRIZM SEGMENT SUMMARY MIDDLE-CLASS MOSAIC

General Canadian Summary	Category	British Columbia Hi
<ul> <li>Middle-income urban homeowners, mix of couples, lone-parent households and larger-</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in 0 Mosaic rank 42nd, making up 13,551 h the total Households in British Columb
than-average families with children of all ages; nearly one in five is over 25	Maintainer Age	Median Household Maintainer Age is 5
<ul> <li>Moderate Education with positions in blue- collar and service sector jobs as well as</li> </ul>	Children at Home	51.3% of couples have children living a Average).
<ul><li>manufacturing, transportation and trades</li><li>Enjoy living a mellow urban lifestyle,</li></ul>	Household Income	Average Household Income of \$107,85 \$113,574
participating in yoga, arts/crafts, movies and team sports	<b>Top Social Values</b>	Introspection & Empathy, Technology A Multiculturalism.
<ul> <li>Top Geography: Ontario, Winnipeg</li> </ul>	Top Tourism Activities	Camping, Swimming, and Hiking/Backp interest in Ice Skating, Video Arcades/Ir Centres, and Adventure Sports.
• EQ Type: No Hassle Traveller	Travel	Below Average interest for travelling wi Average for Whistler), Middle-Class Mos Columbia spent an average of \$1,554 (A vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	76.3% currently use Facebook, 40.1% ι Twitter, and 72.4% use YouTube.

### Highlights

n Canada, Middle-Class l households, or 0.7% of nbia (2,018,734).

s 53

g at home (Above

,859 compared to BC at

y Anxiety, and

kpacking. Above Average /Indoor Amusement

within Canada (Above Iosaic from British 4 (Average) on their last

6 use Instagram, 25.8% use







## **2021 BC PRIZM SEGMENT SUMMARY MIDTOWN MOVERS**

General Canadian Summary	Category	British Columbia H
<ul> <li>Urban lower-middle-income families and singles. One-third of Midtown Movers are</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Movers rank 50th, making up 5,899 ho total Households in British Columbia (
immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs	Maintainer Age	Median Household Maintainer Age is S
and Latin Americans	Children at Home	44.4% of couples have children living
<ul> <li>Modest Education with positions held in manufacturing, services and trades</li> </ul>	Household Income	Below Average Household Income of s at \$113,574.
<ul> <li>Value technology, social media and the preservation of their cultural identity</li> </ul>	<b>Top Social Values</b>	Personal Optimism, Culture Sampling,
<ul> <li>Top Geography: Calgary, Winnipeg</li> </ul>	Top Tourism Activities	Camping, Swimming, and Hiking/Backp interest in Ice Skating, Video Arcades/I Centres, and Theme Parks/Waterparks
• EQ Type: Free Spirits	Travel	Below Average interest for travelling w Average for Whistler and Montreal), Mi British Columbia spent an average of \$ last vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	77.4% currently use Facebook, 41.4% Twitter, and 73.6% use YouTube.

### Highlights

n Canada, Midtown households, or 0.3% of the a (2,018,734).

s 51

g at home (Average).

f \$87,120 compared to BC

g, and Social Learning

kpacking. Above Average /Indoor Amusement ks/Waterslides.

within Canada (Above Midtown Movers from f \$1,554 (Average) on their

% use Instagram, 26.3% use







## 2021 BC PRIZM SEGMENT SUMMARY SOUTH ASIAN SOCIETY

Category	British Columbia H
Household Count	Of the 67 PRIZM Clusters identified in Society rank 11th, making up 69,211 h the total Households in British Columb
Maintainer Age	Median Household Maintainer Age is 4
Children at Home	64.8% of couples have children living a Average).
Household Income	Average Household Income of \$110,74 \$113,574.
<b>Top Social Values</b>	Traditional Family, Status vis Home, an Consumption.
Top Tourism Activities	Camping, Hiking/Backpacking, and Swi interest in Golfing, Video Arcades/Indo and Adventure Sports.
Travel	Below Average interest for travelling w Average for Victoria, Whistler, and Toro Society from British Columbia spent ar (Below Average) on their last vacation.
Social Media	80.9% currently use Facebook, 40.9% Twitter (Above Average), and 74% use
	Household Count Maintainer Age Children at Home Household Income Top Social Values Gop Tourism Activities

See.

### Highlights

n Canada, South Asian households, or 3.4% of mbia (2,018,734).

s 49

g at home (Above

,741 compared to BC at

and Ostentatious

wimming. Above Average door Amusement Centres,

within Canada (Above pronto), South Asian an average of \$1,352 n.

% use Instagram, 29.7% use se YouTube.







# WEALTHY & ADVENTUROUS

## 2021 BC PRIZM SEGMENT SUMMARY ASIAN ACHIEVEMENT

Category	British Columbia H
Household Count	Of the 67 PRIZM Clusters identified in Achievement rank 2nd, making up 94, of the total Households in British Colu
Maintainer Age	Median Household Maintainer Age is 5
Children at Home	54.9% of couples have children living a Average)
Household Income	Above Average Household Income of S at \$113,574.
Top Social Values	Brand Genuineness, Ostentatious Cons Importance of Aesthetics.
Top Tourism Activities	Swimming, Camping, and Hiking/Backp interest in Adventure Sports, Snowboa Theatres.
Travel	Below Average interest for travelling w Average for Whistler), Asian Achieveme Columbia spent an average of \$1,611 ( vacation.
Social Media	72% currently use Facebook (Average (Average), 26.7% use Twitter (Average) (Average).
	Household Count Maintainer Age Children at Home Household Income Top Social Values Jop Tourism Activities

### Highlights

n Canada, Asian 4,893 households, or 5% lumbia (2,018,734).

s 55

g at home (Above

of \$128,169 compared to BC

onsumption, and

kpacking. Above Average oarding, and Dinner

within Canada (Above ment from British 1 (Average) on their last

ge), 39.2% use Instagram ge) and 72.5% use YouTube







## **2021 BC PRIZM SEGMENT SUMMARY** FIRST-CLASS FAMILIES

	General Canadian Summary	Category	British Columbia H
<ul> <li>Large, well-off suburban families, more than 40 percent of households contain four or</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in 6 Families rank 36th, making up 20,092 h total Households in British Columbia (2	
	more people	Maintainer Age	Median Household Maintainer Age is 5
	<ul> <li>University Educated, with white-collar jobs in management, education and government. They earn incomes that are nearly twice the</li> </ul>	Children at Home	55.9% of couples have children living a Average).
	national average	Household Income	Above Average Household Income of \$ at \$113,574.
	<ul> <li>Enjoy many team sports—baseball, basketball, football, hockey, volleyball, Many families look forward to weekends when</li> </ul>	<b>Top Social Values</b>	Legacy, Vitality, and Equal Relationship
they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e- commerce.	Top Tourism Activities	Swimming, Camping, and Cycling. Abov Skating, Downhill Skiing, and Power Bo	
	<ul> <li>Top Geography: Hamilton, Oshawa</li> <li>EQ Type: Authentic Experiencers</li> </ul>	Travel	Average interest for travelling within Ca for Whistler and Quebec City), First-Clas Columbia spent an average of \$1,699 (A vacation.
	Source: Environics PRIZM Marketer's Guide 2021	Social Media	74.4% currently use Facebook, 39.8% ι Twitter, and 68.7% use YouTube.

### Highlights

n Canada, First-Class 2 households, or 1% of the a (2,018,734).

s 56

g at home (Above

of \$176,477 compared to BC

ip with Youth

oove Average interest in Ice Boating/Jet Skiing.

Canada (Above Average Class Families from British 9 (Average) on their last

6 use Instagram, 26.9% use









## **2021 BC PRIZM SEGMENT SUMMARY** MULTICULTURAL CORNERS

General Canadian Summary	Category	British Columbia Hi
<ul> <li>Diverse, upper-middle-income city families, More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in C Corners rank 40th, making up 14,118 h the total Households in British Columbi
	Maintainer Age	Median Household Maintainer Age is 5
<ul> <li>Asia—though no one culture dominates</li> <li>Moderate Education with white-collar and service sector jobs</li> <li>Value an active lifestyle, a strong work ethic and connecting with smaller close-knit groups in an authentic and sincere manner</li> </ul>	Children at Home	56.5% of couples have children living at Average).
	Household Income	Above Average Household Income of \$ at \$113,574.
	<b>Top Social Values</b>	Multiculturalism, Importance of Aesthet Security.
<ul> <li>Top Geography: Toronto, Calgary, Ottawa, Edmonton</li> </ul>	Top Tourism Activities	Swimming, Camping, and Cycling. Above Skating, Downhill Skiing, and Video Arca Amusement Centres.
• EQ Type: Free Spirits	Travel	Average interest for travelling within Ca for Victoria, Whistler, and Montreal), Mu from British Columbia spent an average their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	73.9% currently use Facebook, 42.5% u Average), 26.7% use Twitter, and 70.7%

· IFF FR

### Highlights

n Canada, Multicultural 8 households, or 0.7% of nbia (2,018,734).

s 51

g at home (Above

of \$139,197 compared to BC

hetics, and Financial

ove Average interest in Ice rcades/Indoor

Canada (Above Average Multicultural Corners age of \$1,556 (Average) on

6 use Instagram (Above 7% use YouTube.







### 2021 BC PRIZM SEGMENT SUMMARY SOUTH ASIAN ENTERPRISE

Category	British Columbia H
Household Count	Of the 67 PRIZM Clusters identified in Enterprise rank 44th, making up 13,16 of the total Households in British Colu
Maintainer Age	Median Household Maintainer Age is S
Children at Home	60.4% of couples have children living a Average).
Household Income	Above Average Household Income of sat \$113,574.
<b>Top Social Values</b>	Traditional Family, Ostentatious Consu Home.
Top Tourism Activities	Camping, Swimming, and Hiking/Backp interest in Golfing, Specialty Movie The Downhill Skiing.
Travel	Average interest for travelling within Co for Victoria, Whistler, and Toronto), Sou from British Columbia spent an averag Average) on their last vacation.
Social Media	77.6% currently use Facebook, 41.4% Twitter, and 71.6% use YouTube.
	Household Count Maintainer Age Children at Home Household Income Gop Social Values Top Tourism Activities

10000

#### Highlights

n Canada, South Asian 169 households, or 0.7% Ilumbia (2,018,734).

s 53

g at home (Above

of \$126,817 compared to BC

sumption, and Status via

kpacking. Above Average heatres/IMAX, and

Canada (Above Average South Asian Enterprise age of \$1,489 (Below

% use Instagram, 26.9% use







### **2021 BC PRIZM SEGMENT SUMMARY SUBURBAN SPORTS**

General Canadian Summary	Category	British Columbia H
<ul> <li>Middle-aged couples and families (with children of all ages at home)</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Sports rank 1st, making up 122,632 ho total Households in British Columbia (
<ul> <li>Moderate Education (high school/college</li> </ul>	Maintainer Age	Median Household Maintainer Age is !
<ul> <li>degree)</li> <li>Blue-collar positions in service sector (natural resources, Trades)</li> <li>Value community involvement and companies that treat their employees fairly</li> </ul>	Children at Home	47.1% of couples have children living a Average).
	Household Income	Above Average Household Income of at \$113,574.
	<b>Top Social Values</b>	Rejection of Orderliness, Need for Esca
<ul> <li>Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie</li> </ul>	Top Tourism Activities	Swimming, Camping, and Hiking/Backg interest in Cycling, Visiting National/Pro Golfing.
• EQ Type: Gentle Explorer	Travel	Above Average interest for travelling w Average for Vancouver, Banff, and Jasp from British Columbia spent an averag their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	76.8% currently use Facebook, 36.9% Twitter, and 69.3% use YouTube.

#### Highlights

n Canada, Suburban households, or 6.1% of the a (2,018,734).

s 52

g at home (Above

of \$127,861 compared to BC

cape, and Racial Fusion

kpacking. Above Average Provincial Parks, and

within Canada (Above sper), Suburban Sports age of \$1,566 (Average) on

% use Instagram, 24.6% use







## RURAL RECREATION

### 2021 BC PRIZM SEGMENT SUMMARY COUNTRY & WESTERN

General Canadian Summary	Category	British Columbia H
• Older, middle-income western homeowners	Household Count	Of the 67 PRIZM Clusters identified in Western rank 5th, making up 85,872 h total Households in British Columbia (
Mixed Education	Maintainer Age	Median Household Maintainer Age is
<ul> <li>Farming and Blue-Collar employment</li> <li>Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles</li> </ul>	Children at Home	52.7% of couples do not have children Average).
	Household Income	Below Average Household Income of at \$113,574.
<ul> <li>Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia,</li> </ul>	<b>Top Social Values</b>	Attraction to Nature, Emotional Contro Consumerism.
<ul><li>Alberta</li><li>EQ Type: Rejuvenator</li></ul>	Top Tourism Activities	Hiking/Backpacking, Camping, and Sw interest in Cycling, Photography, and C
	Travel	Above Average interest for travelling with for Vancouver, Banff, Other Alberta, Calga Manitoba), Country & Western from Britis average of \$1,750 (Average) on their last v
Source: Environics PRIZM Marketer's Guide 2021	Social Media	83.4% currently use Facebook, 30.7% Average), 20.5% use Twitter (Below Av YouTube.

#### Highlights

in Canada, Country & 2 households, or 4% of the ia (2,018,734).

is 57

en living at home (Above

of \$97,206 compared to BC

trol, and Utilitarian

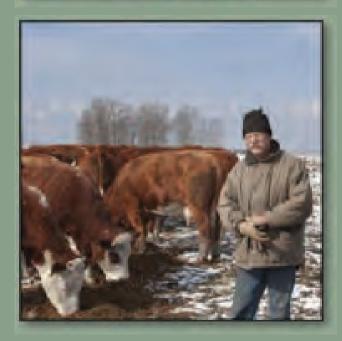
Swimming. Above Average d Canoeing/Kayaking.

ithin Canada (Above Average lgary, Jasper, Ottawa, and itish Columbia spent an st vacation.

% use Instagram (Below Average), and 68.9% use







### **2021 BC PRIZM SEGMENT SUMMARY** INDIGENOUS FAMILIES

General Canadian Summary	Category	British Columbia Hi
<ul> <li>Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in 0 Families rank 30th, making up 26,026 h the total Households in British Columb
residents are of Indigenous origin	Maintainer Age	Median Household Maintainer Age is 5
<ul> <li>Mixed Education (Grade 9/High School)</li> <li>Positions in health care, education and the trades</li> <li>Value volunteering within their communities and outdoor activities such as hiking, skiing and boating</li> </ul>	Children at Home	38.5% of couples do not have children Average).
	Household Income	Below Average Household Income of \$ at \$113,574.
	<b>Top Social Values</b>	Multiculturalism, Attraction to Nature, a Involvement
<ul> <li>Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta</li> </ul>	Top Tourism Activities	Hiking/Backpacking, Camping, and Swir interest in Cycling, Canoeing/Kayaking, Gardens.
	Travel	Average interest for travelling within Ca for Other Alberta, Banff, Jasper, and Ma Families from British Columbia spent an (Average) on their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	84.1% currently use Facebook, 34.3% u Average), 21.6% use Twitter (Below Ave YouTube.

#### Highlights

n Canada, Indigenous 6 households, or 1.3% of nbia (2,018,734).

s 55

en living at home (Below

f \$85,039 compared to BC

e, and Community

wimming. Above Average g, and Visiting Parks/City

Canada (Above Average Manitoba), Indigenous an average of \$1,583

6 use Instagram (Below Average), and 68.7% use







### 2021 BC PRIZM SEGMENT SUMMARY KEEP ON TRUCKING

General Canadian Summary	Category	British Columbia H
<ul> <li>Younger and middle-aged couples and families with a high concentration of</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Trucking rank 45th, making up 10,794 the total Households in British Columb
peoples with Aboriginal Origin	Maintainer Age	Median Household Maintainer Age is 5
<ul> <li>Mixed Education (high school/college degree/University Degree)</li> </ul>	Children at Home	44.8% of couples do not have children (Average).
<ul> <li>Blue-collar positions in service sector, mining, oil and gas</li> </ul>	Household Income	Average Household Income of \$117,61 \$113,574.
<ul> <li>Value small-town community involvement, living a healthy lifestyle and social equality</li> </ul>	<b>Top Social Values</b>	Financial Concern Regarding the Future and Multiculturalism.
<ul> <li>Top Geography: Saskatchewan, Prince Edward Island, Ontario and Halifax</li> </ul>	Top Tourism Activities	Hiking/Backpacking, Camping, and Swi interest in Cycling, Photography, and C
• EQ Type: No Hassle Traveller	Travel	Average interest for travelling within Ca for Other Alberta, Banff, Jasper, and Ot from British Columbia spent an averag their last vacation.
Source: Environics PRIZM Marketer's Guide 2021	Social Media	81.4% currently use Facebook, 32.5% ( Average), 21.4% use Twitter (Below Av YouTube.

#### Highlights

n Canada, Keep on 94 households, or 0.5% of mbia (2,018,734).

s 54

en living at home

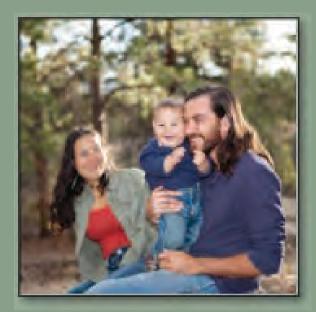
,613 compared to BC at

ure, Ecological Fatalism,

wimming. Above Average l Canoeing/Kayaking.

Canada (Above Average Ottawa), Keep on Trucking age of \$1,618 (Average) on

% use Instagram (Below Average), and 69.2% use







### 2021 BC PRIZM SEGMENT SUMMARY OLD TOWN ROADS

General Canadian Summary	Category	British Columbia H
<ul> <li>Older, lower-middle-income town couples and singles</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Roads rank 35th, making up 21,518 ho total Households in British Columbia (
<ul> <li>Mixed Education</li> </ul>	Maintainer Age	Median Household Maintainer Age is 6
<ul> <li>Lower-Income jobs in manufacturing, farming, services and trades</li> </ul>	Children at Home	53% of couples do not have children liv Average)
<ul> <li>Value investing in Canadian made</li> </ul>	Household Income	Below Average Household Income of s at \$113,574
<ul> <li>goods/services</li> <li>Top Geography: Prince Edward Island, Southern Ontario, Nova Scotia, New Brunswick, British Columbia</li> </ul>	<b>Top Social Values</b>	Attraction to Nature, Emotional Contro Consumerism
	Top Tourism Activities	Hiking/Backpacking, Swimming, and Ca interest in Cycling, Photography, and V Gardens
• EQ Type: No Hassle Traveller	Travel	Above Average interest for travelling withi for Other BC, Vancouver, Other Alberta, Ba Manitoba, and Ottawa), Old Town Roads fi spent an average of \$1,760 (Average) on th
Source: Environics PRIZM Marketer's Guide 2021	Social Media	82.7% currently use Facebook, 30.3% ( Average), 20.2% use Twitter (Below Av YouTube.

#### Highlights

n Canada, Old Town households, or 1.1% of the a (2,018,734).

s 60

living at home (Above

f \$87,797 compared to BC

rol, and Utilitarian

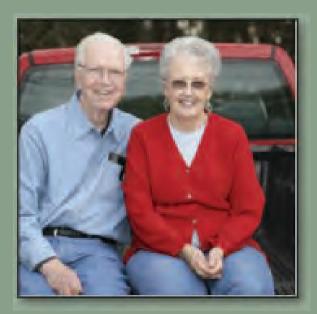
Camping. Above Average Visiting Parks/City

hin Canada (Above Average Banff, Calgary, Jasper, from British Columbia their last vacation.

% use Instagram (Below Average), and 68.6% use







## ACTIVE FAMILIES

### **2021 BC PRIZM SEGMENT SUMMARY** ALL-TERRAIN FAMILIES

	General Canadian Summary	Category	British Columbia H
	<ul> <li>Younger and Middle-Aged couples and families with children under the age of 15</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Families rank 48th, making up 6,367 h the total Households in British Columi
	<ul> <li>Moderate Education (high school/college degree/Trades)</li> </ul>	Maintainer Age	Median Household Maintainer Age is 4
	<ul> <li>degree/Trades)</li> <li>Blue-collar positions in Mining, Oil and Gas Industries</li> <li>Value hard work, and the thrill of</li> </ul>	Children at Home	49.6% of couples have children living Average)
		Household Income	Above Average Household Income of at \$113,574.
	purchasing, are often impulse shoppers who do not spend a great deal of time	<b>Top Social Values</b>	Need for Escape, Flexible Families, Per
	<ul><li>researching products before buying them</li><li>Top Geography: St. Johns, Fredericton,</li></ul>	Top Tourism Activities	Camping, Swimming, Hiking/Backpacki interest in Cycling, Visiting National/Pro Canoeing/Kayaking.
	Lethbridge, Red Deer • EQ Type: Free Spirit	Travel	Above Average interest for travelling withi for Other BC, Vancouver, Victoria, Calgary, Jasper, Toronto), All-Terrain Families from average of \$1,399 (Below Average) on thei
	Source: Environics PRIZM Marketer's Guide 2021	Social Media	73.8% currently use Facebook (Averag (Above Average), 27.7% use Twitter (Av YouTube (Average).

#### Highlights

n Canada, All-Terrain households, or 0.3% of mbia (2,018,734).

s 44

g at home (Above

of \$141,639 compared to BC

ersonal Control.

cking. Above Average Provincial Parks, and

hin Canada (Above Average ry, Alberta, Banff, Montreal, m British Columbia spent an heir last vacation.

age), 43% use Instagram (Average) and 69% use







### 2021 BC PRIZM SEGMENT SUMMARY FAMILY MODE

<ul> <li>Middle-aged couples and families with children (ages 10+) at home</li> <li>Moderate Education (high school/college degree)</li> <li>Blue-collar positions in service sector (Retail, Public Administration)</li> <li>Value outdoor adventure and interacting with people from different cultures</li> <li>Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's</li> <li>EQ Type: No Hassle Traveller</li> <li>Above Average Interest for traveller</li> <li>Above Average Interest for travelling with for Other BC, Vancouver, Victoria, Other A, Montreal, and Jasper), Family Mode from average of \$1,477 (Below Average) on the average of \$1,477 (Below A</li></ul>			
<ul> <li>Middle-aged couples and families with children (ages 10+) at home</li> <li>Moderate Education (high school/college degree)</li> <li>Blue-collar positions in service sector (Retail, Public Administration)</li> <li>Value outdoor adventure and interacting with people from different cultures</li> <li>Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's</li> <li>EQ Type: No Hassle Traveller</li> <li>Household Count Household Maintainer Age</li> <li>Maintainer Age Median Household Maintainer Age is</li> <li>Children at Home 50.7% of couples have children living Average).</li> <li>Household Income at \$113,574.</li> <li>Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's</li> <li>EQ Type: No Hassle Traveller</li> <li>Top Tourism Activities</li> <li>Tavel</li> <li>Above Average interest for traveling with for Other BC, Vancouver, Victoria, Other Acone and Jasper), Family Mode from average of \$1,477 (Below Average) on the average of \$1,477 (Below Average) on t</li></ul>	General Canadian Summary	Category	British Columbia H
<ul> <li>Woder ate Education (high school/conege degree)</li> <li>Blue-collar positions in service sector (Retail, Public Administration)</li> <li>Value outdoor adventure and interacting with people from different cultures</li> <li>Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's</li> <li>EQ Type: No Hassle Traveller</li> <li>Children at Home</li> <li>Children at Home</li> <li>So.7% of couples have children living Average).</li> <li>Household Income</li> <li>Top Social Values</li> <li>Camping, Swimming, and Cycling, Abo Canoeing/Kayaking, Golfing, and Fishir Activities</li> <li>Tavel</li> <li>Above Average interest for travelling with for Other BC, Vancouver, Victoria, Other AM Montreal, and Jaspen, Family Mode from average of \$1,477 (Below Average) on the Average of \$1,477 (Below Averag</li></ul>		Household Count	Of the 67 PRIZM Clusters identified in rank 17th, making up 50,010 househol Households in British Columbia (2,018
<ul> <li>Blue-collar positions in service sector (Retail, Public Administration)</li> <li>Value outdoor adventure and interacting with people from different cultures</li> <li>Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's</li> <li>EQ Type: No Hassle Traveller</li> <li>Children at Home</li> <li>So.7% of couples have children living Average).</li> <li>Household Income</li> <li>Top Social Values</li> <li>Need for Escape, Flexible Families, and Activities</li> <li>Camping, Swimming, and Cycling. Aboc Canoeing/Kayaking, Golfing, and Fishing Activities</li> <li>Top Your Service of S1,477 (Below Average interest for travelling with for Other BC, Vancouver, Victoria, Other A Montreal, and Jasper), Family Mode from average of \$1,477 (Below Average) on the Average) on the Average of \$1,477 (Below Average) on the Average of \$1,477 (B</li></ul>		Maintainer Age	Median Household Maintainer Age is 5
<ul> <li>Value outdoor adventure and interacting with people from different cultures</li> <li>Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's</li> <li>EQ Type: No Hassle Traveller</li> <li>Top Social Values</li> <li>Above Average Household Income of at \$113,574.</li> <li>Need for Escape, Flexible Families, and Camping, Swimming, and Cycling, Abo Canoeing/Kayaking, Golfing, and Fishir Activities</li> <li>EQ Type: No Hassle Traveller</li> <li>Travel</li> <li>Above Average interest for travelling with for Other BC, Vancouver, Victoria, Other Activities</li> <li>Travel</li> <li>Tavel</li> </ul>	<ul> <li>Blue-collar positions in service sector (Retail,</li> </ul>	Children at Home	50.7% of couples have children living a Average).
with people from different culturesTop Social ValuesNeed for Escape, Flexible Families, and• Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John'sTop Tourism ActivitiesCamping, Swimming, and Cycling. Abo Canoeing/Kayaking, Golfing, and Fishir• EQ Type: No Hassle TravellerTravelAbove Average interest for travelling with for Other BC, Vancouver, Victoria, Other A Montreal, and Jasper), Family Mode from average of \$1,477 (Below Average) on the	<ul> <li>Value outdoor adventure and interacting with people from different cultures</li> <li>Top Geography: Barrie, Chilliwack,</li> </ul>	Household Income	Above Average Household Income of 9 at \$113,574.
Kamloops, Oshawa and St. John's       Top Tourism Activities       Camping, Swimming, and Cycling. Abo Canoeing/Kayaking, Golfing, and Fishing         • EQ Type: No Hassle Traveller       Travel       Above Average interest for travelling within for Other BC, Vancouver, Victoria, Other A Montreal, and Jasper), Family Mode from average of \$1,477 (Below Average) on the T4.8% currently use Facebook, 39.8%		<b>Top Social Values</b>	Need for Escape, Flexible Families, and
Travel       Above Average interest for travelling within for Other BC, Vancouver, Victoria, Other A Montreal, and Jasper), Family Mode from average of \$1,477 (Below Average) on the average of \$1,477 (Below Average) on \$1,477			Camping, Swimming, and Cycling. Abov Canoeing/Kayaking, Golfing, and Fishin
	• EQ Type: No Hassle Traveller	Travel	Above Average interest for travelling within for Other BC, Vancouver, Victoria, Other Al Montreal, and Jasper), Family Mode from E average of \$1,477 (Below Average) on their
	Source: Environics PRIZM Marketer's Guide 2021	Social Media	74.8% currently use Facebook, 39.8% u Twitter, and 68.6% use YouTube.

#### Highlights

n Canada, Family Mode holds, or 2% of the total 18,734).

s 51

g at home (Above

of \$143,652 compared to BC

nd Rejection of Orderliness

oove Average interest in ning/Hunting.

hin Canada (Above Average Alberta, Calgary, Banff, n British Columbia spent an neir last vacation.

% use Instagram, 26.9% use







### 2021 BC PRIZM SEGMENT SUMMARY MODERN SUBURBIA

General Canadian Summary	Category	British Columbia H
<ul> <li>Younger and Middle-Aged, diverse families with younger children</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Suburbia rank 32nd, making up 22,698 the total Households in British Columb
<ul> <li>Highly Educated (University/College Degree)</li> </ul>	Maintainer Age	Median Household Maintainer Age is 4
<ul> <li>Mixed levels of employment</li> </ul>	Children at Home	54.5% of couples have children living a Average).
<ul> <li>Value trying new and exciting products and aesthetics over functionality</li> </ul>	Household Income	Above Average Household Income of s at \$113,574.
<ul> <li>Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and</li> </ul>	<b>Top Social Values</b>	Attraction for Crowds, Status via Home
<ul><li>Gatineau</li><li>EQ Type: Virtual Traveller</li></ul>	Top Tourism Activities	Camping, Swimming, and Hiking/Backp interest in Canoeing/Kayaking, Ice Skat Fishing/Hunting.
	Travel	Above Average interest for travelling w Average for Victoria, Whistler, Other Al and Jasper), Modern Suburbia from Bri average of \$1,593 (Average) on their la
Source: Environics PRIZM Marketer's Guide 2021	Social Media	75.1% currently use Facebook, 48.3% Average), 28.5% use Twitter, and 70.9%

STAR IN DE

#### Highlights

n Canada, Modern 598 households, or 1.1% of mbia (2,018,734).

s 45

g at home (Above

of \$134,955 compared to BC

ne, and Penchant for Risk.

kpacking. Above Average ating, and

within Canada (Above Alberta, Banff, Montreal, British Columbia spent an last vacation.

% use Instagram (Above 9% use YouTube.







### 2021 BC PRIZM SEGMENT SUMMARY STRESSED IN SUBURBIA

General Canadian Summary	Category	British Columbia H
<ul> <li>Middle-Income, younger and middle-aged suburban families</li> </ul>	Household Count	Of the 67 PRIZM Clusters identified in Suburbia rank 21st, making up 35,103 the total Households in British Columb
<ul> <li>Mixed Education - College/High School</li> </ul>	Maintainer Age	Median Household Maintainer Age is 4
<ul> <li>Blue-collar and service sector jobs</li> </ul>	Children at Home	42.4% of couples have children living
<ul> <li>Value leisure activities (cross-country skiing, golf, country music concerts and dinner theatres)</li> </ul>	Household Income	Average Household Income of \$108,37 \$113,574.
<ul> <li>Top Geography: Red Deer, Barrie, Kitchener, Oshawa, Kingston</li> <li>EQ Type: Gentle Explorer</li> </ul>	<b>Top Social Values</b>	Need for Escape, Racial Fusion, and Fle
	Top Tourism Activities	Hiking/Backpacking, Swimming, and Ca interest in Cycling, Canoeing/Kayaking, National/Provincial Parks.
	Travel	Above Average interest for travelling w Average for Vancouver, Other Alberta, Montreal), Stressed in Suburbia from E an average of \$1,468 (Below Average) o
Source: Environics PRIZM Marketer's Guide 2021	Social Media	77.2% currently use Facebook, 38% us Twitter, and 69.7% use YouTube.

ATTAK IN MARK

#### Highlights

n Canada, Stressed in 03 households, or 1.7% of mbia (2,018,734).

s 49

g at home (Average).

,377 compared to BC at

-lexible Families

Camping. Above Average ng, and Visiting

within Canada (Above a, Banff, Jasper, and n British Columbia spent e) on their last vacation.

use Instagram, 24.5% use







## TOP EQ TYPES

## 2021 EQ TYPE SUMMARY CULTURAL EXPLORERS

General Canadian Summary	Category	British Columbia
<ul> <li>Young, highly educated diverse singles and couples without children at home;</li> </ul>	Household Count	Of the 9 EQ Traveller Types identifie Explorers rank 6th, making up 200,6 the total Households in British Colur
living in urban neighbourhoods	Maintainer Age	Median Household Maintainer Age i
<ul> <li>Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit</li> </ul>	Children at Home	52% of couples do not have children Average).
	Household Income	Average Household Income of \$106, \$113,574.
<ul> <li>Avid, open-minded and socially- engaged global travellers, who seek spontaneous and authentic experiences</li> </ul>	<b>Top Social Values</b>	Culture Sampling, Social Learning, Ec
	Top Tourism Activities	Swimming, Hiking/Backpacking, Visit Above average interest in Pilates/Yog Beer/Food/Wine Festivals, Snowboar
<ul> <li>Prefer to make their own plans as they go, rather than stick to predetermined schedules</li> </ul>	Travel	Average interest for travelling within for Toronto, Montreal and Saskatche from British Columbia spent an avera their last vacation.
Source: Destination Canada EQ Reference Guide 2020	Social Media	78% currently use Facebook (Averag (Above Average), 32% use Twitter (A YouTube (Average).

#### Highlights

fied in Canada, Cultural 0,674 households, or 9.9% of lumbia (2,018,734).

e is 45

en living at home (Above

06,717 compared to BC at

Ecological Concern

siting Parks/City Gardens. Yoga, Video Arcades, parding, Music Festivals

nin Canada (Above Average hewan), Cultural Explorers rerage of \$1,730 (Average) on

age), 49% use Instagram (Above Average) and 78% use







## 2021 EQ TYPE SUMMARY CULTURAL HISTORY BUFFS

General Canadian Summary	Category	British Columbia H
<ul> <li>Young, educated singles and couples; earning below-average incomes</li> </ul>	Household Count	Of the 9 EQ Traveller Types identified History Buffs rank 5th, making up 243 12.1% of the total Households in Britis
Cultural History Buffs are life-long	Maintainer Age	Median Household Maintainer Age is 4
learners who seek the quiet discovery of the cultural and historical aspects of their destinations	Children at Home	47% of couples do not have children liv
<ul> <li>Tend to be highly educated, and often single</li> </ul>	Household Income	Below Average Household Income of S at \$113,574.
<ul> <li>Like to travel alone or with one other</li> </ul>	<b>Top Social Values</b>	Culture Sampling, Attraction for Crowo
<ul> <li>Have a high propensity for international travel</li> </ul>	Top Tourism Activities	Swimming, Hiking/Backpacking, Visiting Above average interest in Pilates/Yoga, Festivals, Music Festivals, Snowboardin
	Travel	Average interest for travelling within C for Toronto), Cultural History Buffs from spent an average of \$1,715 (Average) of
Source: Destination Canada EQ Reference Guide 2020	Social Media	76% currently use Facebook (Average) (Above Average), 34% use Twitter (Abo YouTube (Average).

#### Highlights

d in Canada, Cultural 43,289 households, or tish Columbia (2,018,734).

s 46

living at home (Average).

f \$88,193 compared to BC

wds, Ecological Concern

ing Parks/City Gardens. ga, Beer/Food/Wine ding, Film Festivals

Canada (Above Average rom British Columbia ) on their last vacation.

e), 47% use Instagram bove Average) and 77% use







## 2021 EQ TYPE SUMMARY FREE SPIRITS

General Canadian Summary	Category	British Columb
<ul> <li>Ethnically diverse, well educated families that earn moderate incomes; living in urban and</li> </ul>	Household Count	•Of the 9 EQ Traveller Types ider rank 1st, making up 323,033 hou Households in British Columbia
<ul><li>suburban areas</li><li>Free Spirits are highly social and open-</li></ul>	Maintainer Age	Median Household Maintainer A
minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end	Children at Home	56% of couples have children livi
<ul> <li>experiences that are shared with others</li> <li>Tend to be young, experimentalist,</li> </ul>	Household Income	Average Household Income of \$ \$113,574.
committed travellers looking for thrills and frills. They live the travel experience to the fullest	<b>Top Social Values</b>	Consumption Evangelism, Tradit
<ul> <li>They seek some structure when they travel so they can indulge in worry-free hedonistic</li> </ul>	Top Tourism Activities	Camping, Swimming, Hiking/Bac interest in Video Arcades, Advent
activities • Enjoy the best they can afford in terms of accommodations and restaurants	Travel	Average interest for travelling wir for Whistler). Free Spirits from Br average of \$1,523 (Average) on th
Source: Destination Canada EQ Reference Guide 2020	Social Media	76% currently use Facebook (Ave (Average), 28% use Twitter (Aver (Average).

#### bia Highlights

lentified in Canada, Free Spirits ouseholds, or 16% of the total ia (2,018,734).

Age is 52

iving at home (Above Average).

f \$121,583 compared to BC at

ditional Family, Multiculturalism

ackpacking. Above average enture Sports, Snowboarding

within Canada (Above Average British Columbia spent an h their last vacation.

Average), 41% use Instagram rerage) and 72% use YouTube







## 2021 EQ TYPE SUMMARY GENTLE EXPLORERS

General Canadian Summary	Category	British Columbia H
<ul> <li>Middle-class families with children at home; higher rates of 4+ persons at home; below</li> </ul>	Household Count	Of the 9 EQ Traveller Types identified Explorers rank 2nd, making up 320,03 of the total Households in British Colu
<ul><li>average rates of travel</li><li>Gentle Explorers are primarily defined by their</li></ul>	Maintainer Age	Median Household Maintainer Age is
reluctance to venture far beyond the comfort of home	Children at Home	43% of couples do not have children li
<ul> <li>They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so</li> </ul>	Household Income	Below Average Household Income of at \$113,574.
<ul> <li>They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures</li> </ul>	<b>Top Social Values</b>	Need for Escape, Racial Fusion, Flexible
<ul> <li>They prefer creature comforts and the security of group travel</li> </ul>	Top Tourism Activities	Swimming, Hiking/Backpacking, Campin Canoeing/Kayaking, Visiting National/Pro Fishing/Hunting, Cross Country Skiing/S
<ul> <li>Travel is an opportunity to act more vividly and spontaneously than when at home</li> </ul>	Travel	Average interest for travelling within C for Vancouver, Alberta, Banff, Jasper). British Columbia spent an average of s last vacation.
Source: Destination Canada EQ Reference Guide 2020	Social Media	79% currently use Facebook (Average) (Average), 24% use Twitter (Average) a (Average).

#### Highlights

ed in Canada, Gentle .030 households, or 15.9% olumbia (2,018,734).

is 54

living at home (Average).

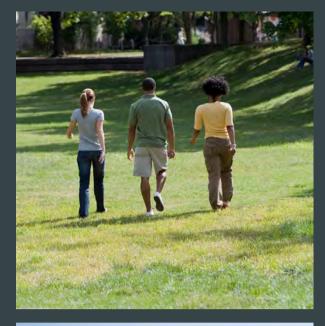
of \$99,208 compared to BC

ble Families

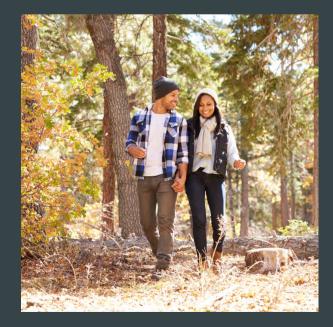
oing. Above average interest in Provincial Parks, Golfing, /Snowshoeing

Canada (Above Average ). Gentle Explorers from f \$1,558 (Average) on their

ge), 37% use Instagram and 70% use YouTube







## 2021 EQ TYPE SUMMARY NO HASSLE TRAVELLERS

General Canadian Summary	Category	British Columbia H
<ul> <li>Mature singles and couples, without children at home, who are in or nearing</li> </ul>	Household Count	Of the 9 EQ Traveller Types identified i Travellers rank 8th, making up 118,852 the total Households in British Columb
retirement	Maintainer Age	Median Household Maintainer Age is 5
<ul> <li>No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape</li> </ul>	Children at Home	45% of couples have children living at h
from the duties and obligations of everyday life	Household Income	Average Household Income of \$122,87 \$113,574.
<ul> <li>Average Canadians/Americans leading busy lives, understated and cautious with</li> </ul>	<b>Top Social Values</b>	Need for Escape, Emotional Control, At
<ul><li>spending money</li><li>Favour nature and worry-free vacations,</li></ul>	Top Tourism Activities	Camping, Swimming, Cycling. Above av Camping, Cycling, Visiting National/Pro Fishing/Hunting, Golfing
but also enjoy the cultural highlights of their destinations • Prefer quiet weekend getaways close by	Travel	Average interest for travelling within Ca for BC, Vancouver, Alberta, Calgary, Ba Travellers from British Columbia spent (Average) on their last vacation.
Source: Destination Canada EQ Reference Guide 2020	Social Media	77% currently use Facebook (Average) (Average), 24% use Twitter (Average) a (Average).

#### Highlights

d in Canada, No Hassle 352 households, or 5.9% of mbia (2,018,734).

s 54

at home (Average).

,879 compared to BC at

Attraction to Nature

average interest in rovincial Parks,

Canada (Above Average Banff, Jasper), No Hassle nt an average of \$1,596

e), 36% use Instagram ) and 69% use YouTube



## 2021 EQ TYPE SUMMARY PERSONAL HISTORY EXPLORERS

General Canadian Summary	Category	British Columbia H
<ul> <li>Diverse families living in both urban and rural areas; lower levels of</li> </ul>	Household Count	Of the 9 EQ Traveller Types identified History Explorers rank 7th, making up 7.3% of the total Households in Britisl
educational attainment and earning below-average incomes	Maintainer Age	Median Household Maintainer Age is
<ul> <li>As travellers, Personal History Explorers are primarily defined by their desire to</li> </ul>	Children at Home	46% of couples have children living at
connect to their own cultural roots, and do so by travelling in comfort, style and security	Household Income	Below Average Household Income of at \$113,574.
<ul> <li>They are a more culturally diverse</li> </ul>	<b>Top Social Values</b>	Ecological Fatalism, Traditional Family
<ul><li>group</li><li>Social people who enjoy being with</li></ul>	Top Tourism Activities	Swimming, Hiking/Backpacking, Camp interest in Snowboarding, Film Festiva
others when travelling and favour group travel	Travel	Average interest for travelling within C for Victoria, Toronto, Montreal), Perso from British Columbia spent an averag their last vacation.
Source: Destination Canada EQ Reference Guide 2020	Social Media	74% currently use Facebook (Average (Average), 27% use Twitter (Average) a (Average).

#### Highlights

ed in Canada, Personal up 147,316 households, or tish Columbia (2,018,734).

is 55

at home (Above Average).

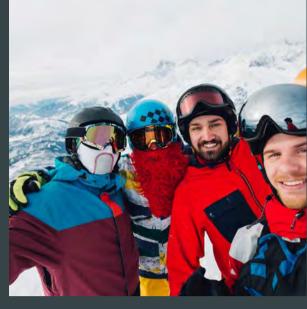
of \$102,730 compared to BC

ily, Multiculturalism

nping. Above average vals

n Canada (Above Average sonal History Explorers rage of \$1,650 (Average) on

ge), 38% use Instagram e) and 74% use YouTube







## 2021 EQ TYPE SUMMARY REJUVENATORS

General Canadian Summary	Category	British Columbia H
<ul> <li>Mature singles and empty nesters; have lower levels of educational attainment and earn below</li> </ul>	Household Count	Of the 9 EQ Traveller Types identified i rank 3rd, making up 296,119 househo Households in British Columbia (2,018
<ul><li>average incomes</li><li>Rejuvenators are family-oriented people who</li></ul>	Maintainer Age	Median Household Maintainer Age is 5
travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves	Children at Home	54% of couples do not have children liv Average).
<ul> <li>They are busy, family-oriented</li> <li>Canadians/Americans seeking a relaxing escape,</li> <li>typically within Canada and the US</li> </ul>	Household Income	Average Household Income of \$106,42 \$113,574.
<ul> <li>They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated</li> </ul>	<b>Top Social Values</b>	Attraction to Nature, Emotional Contro Involvement
indulgence and relaxation, away from their burdens and responsibilities at home	Top Tourism Activities	Swimming, Hiking/Backpacking, Campi interest in Cycling, Photography, Fishin Country Skiing/Snowshoeing, Golfing
	Travel	Average interest for travelling within Ca for BC, Vancouver, Alberta, Calgary, Ba Rejuvenators from British Columbia sp \$1,775 (Average) on their last vacation.
Source: Destination Canada EQ Reference Guide 2020	Social Media	80% currently use Facebook (Average) (Below Average), 21% use Twitter (Belo YouTube (Average).

#### Highlights

d in Canada, Rejuvenators holds, or 14.7% of the total 18,734).

s 59

living at home (Above

,423 compared to BC at

rol, Community

iping. Above average hing/Hunting, Cross g

Canada (Above Average Banff, Jasper, Ottawa), spent an average of on.

e), 61% use Instagram elow Average) and 69% use







## 2021 EQ TYPE SUMMARY VIRTUAL TRAVELLERS

General Canadian Summary	Category	British Columbia H
<ul> <li>Middle-aged families with lower levels of educational attainment; living</li> </ul>	Household Count	Of the 9 EQ Traveller Types identified Travellers rank 9th, making up 92,619 the total Households in British Colum
outside of urban areas	Maintainer Age	Median Household Maintainer Age is
<ul> <li>Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends</li> </ul>	Children at Home	The Median Household Maintainer Age do not have children living at home (Al
or relatives	Household Income	Average Household Income of \$105,13 \$113,574.
<ul> <li>For Virtual Travellers, travelling is a chore, not an experience to be enjoyed</li> </ul>	<b>Top Social Values</b>	Attraction to Nature, Emotional Contro
<ul> <li>They are fearful of change and complexity in their lives and like to maintain control when travelling</li> </ul>	Top Tourism Activities	Swimming, Camping, Hiking/Backpack interest in Photography, Fishing/Hunti National/Provincial Parks and Historica
<ul> <li>They are highly unlikely to venture far from home</li> </ul>	Travel	Average interest for travelling within C for BC, Vancouver, Alberta, Calgary, Ba Travellers from British Columbia spent (Average) on their last vacation.
Source: Destination Canada EQ Reference Guide 2020	Social Media	80% currently use Facebook (Average) (Average), 22% use Twitter (Below Ave YouTube (Average).

#### Highlights

ed in Canada, Virtual 19 households, or 4.6% of Imbia (2,018,734).

is 58

Age is 58, 53% of couples (Above Average).

,134 compared to BC at

trol, Racial Fusion.

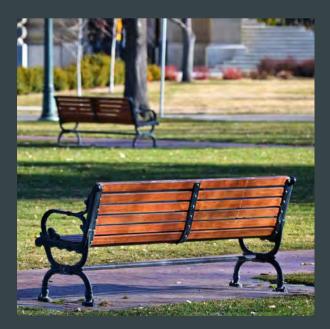
cking. Above average nting, Visiting ical Sites

Canada (Above Average Banff, Ottawa), Virtual ent an average of \$1,773

ge), 36% use Instagram verage) and 69% use







## ADDITIONAL RESOURCES

# SUMMARY OF REPORTS

#### **Project Deliverables:**

- Young Adventurers BC Profile
- Multicultural Movers BC Profile
- Wealthy & Adventurous BC Profile
- Rural Recreation BC Profile
- Active Families BC Profile

#### • Young Adventurers

- Vancouver Profile
- Multicultural Movers • Surrey Profile
- Wealthy & Adventurous
  - Surrey Profile
- Rural Recreation
  - Prince Rupert Profile
- Active Families
  - Surrey Profile

#### **Profile Details:**

- Each EQ and PRIZM Profile Includes 1 pages of detailed information:
  - Demographics
  - Key Social Values
  - Key Tourism Activities
  - Travel Profile (Vacation Booking, Vacation Spend etc.)
  - Traditional and Digital (Social) Media usage
  - Product Preferences
  - Internet Activity

Accessible from BCRTS Shared Folder

Overview		Market Shing	Top Grographic Ma	nijela				
			Contraction of	1	Target Group	1	M	kel
The Median Household Maintainer Age to children living at home (Average).	or Active Families was 45, 53% of couples have	Total Population	Census Subdivision	Sicil Glosp	Ti ol Market	Index	HH Count	Sicol Mark
Above Average Household Income of \$13	2,420 compared to Surrey at \$117,349.	Target Group: 50,425 1 9.0%	Surrey, BC (Ex)	100.0	9.5	100	181,001	100
Top 3 Social Values: Racial Fusion, Attract	sion for Growds, Pursuit of Originality	Market: 557,669	1. A					
Camping, Swimming, Parks, Dty Dardens, Photography, Golf, Ice Skating, National/P Sporting Events Above Average interest for traveling with	ng Making/Backgocking, Akove everage increast in Ben/Restaurent. Canoeling/Mayaing Provincial Parks, Fabring/Hunting, Planes/Yoga, Inconcisit (Above Average for BC, Vultoria, real, Japper), Aktive Families from Survey sport an	Total Households Target Group 17,246   9,5% Market 151,001						
average of \$1,536 (Average) on their last	195 use Instagram (Above Average), 28% use Twittie							
everage of \$1.536 (Average) on their last v 74% survently use Facebook (Average) (Average) and 70% use YouTuke (Average EQ. Segments)	195 use Instagram (Above Average), 28% use Twittie	Top PRIZM S						
everage of 51,556 (Average) on their last 74% currently use facebook (Average), 43 (Average) and 70% sole YouTube (Average	195 use Instagram (Above Average), 28% use Twittie	Top PRIZM S Ket Tops Star		_				
everage of \$1.536 (Average) on their fast 24% currently use Facebook (Average), 43 (Average) and 25% use YouTuke (Average EQ Stepmonts)	195 use Instagram (Above Average), 28% use Twittie	N of Johns Dame			_			
Average of 51.536 (Average) on their last 24% currently use Ratebook (Average), 48 (Average) and 70% see YouTube (Average EQ Segments 8 of Topat Drug Roverson	195 use Instagram (Above Average), 28% use Twittie	h d'Taget 6444	Serveya di	_			-	1.0
Average of 51.536 (Average) on their kar: 2 this currenzy use facebook (Average), 48 (Average) and 70% san too Tube (Average) EQ Segments 6:67 (next Onur Reserve) Fice Spirits	195 use Instagram (Above Average), 28% use Twittie	8 et laget Baue	nueveni 1 - Modern Suburbia					5 1 1
Average of 51.536 (Average) on their kars 2 offic conversion as facebook (Average), 40 (Average) and 70% say too/Toke (Average) EQ Segments & Conversion Free Spirits Authentic Experiencers	195 use Instagram (Above Average), 28% use Twittie	177 1 777 2 - 58-	1 - Mopern Suburbia 19 - Family Mode				4	3
Awarge of 51.536 (Awarge) on their kars 2 Ship commeny use facebook (Awarge), 40 (Awarge) and 70% say too/Toke (Awarge) ECI Stepsonith Ried Toper Topur Reservent Free Spirits Austhentic Experiencers Cultural Explorers	195 use Instagram (Above Average), 28% use Twittie	177 I - 580 - 24	Houevon 1 - Modern Suburbia 19 - Family Mode Stressed in Suburbia				•	4
Awarge of 51.536 (Awarge) on their kars 2 Ship commeny use facebook (Awarge), 48 (Awarge) and 70% say too Too Too Awarge EQ Segments Red Tools Their Rousings Free Spinss Authentic Experiencers Cultural Exclosers Cultural Exclosers Cultural History Buff	195 use Instagram (Above Average), 28% use Twittie	577 2 577 2 - 386 - 24	Houevon 1 - Modern Suburbia 19 - Family Mode Stressed in Suburbia					
Awarge of 51.536 (Awarge) on their kars 2 Sile currency use facebook (Awarge), 48 (Awarge) and 70% say toofficies (Awarge) EQ. Stepsonito Ried Toost Down Recampon Free Spinss Austhentic Experiencers Cultural Exclosers Cultural Exclosers Cultural History Buff Personal History Eucliders	195 use Instagram (Above Average), 28% use Twittie	577 2 - 38- - 24 - 24 - 24	Houevon 1 - Modern Suburbia 19 - Family Mode Stressed in Suburbia				•	
Awarge of 51.536 (Awarge) on their kars 2 Sile conversion as facebook (Awarge), 48 (Awarge) and 70% say toofficies (Awarge) EQ. Segments Red Tower Down Recentant Pree Spinss Austhentic Experiencers Cultural Exclosers Cultural Exclosers Cultural History Buff Personal History Buff Personal History Buff	195 use Instagram (Above Average), 28% use Twittie	577 2 577 2 - 386 - 24	Houevon 1 - Modern Suburbia 19 - Family Mode Stressed in Suburbia					

# RESOURCES

<u>Destination Canada - Explorer Quotient (EQ)</u> <u>Program</u> & Toolkit

Environics Analytics PRIZM Segmentation System

PRIZM Marketer's Guide 2021

60 | Adventure Sport Enthusiast Sector Analysis



# ABOUT SYMPHONY

- Symphony Tourism Services is a small consulting company created as a resource to support the tourism industry in the Thompson Okanagan region and across British Columbia. STS is a subsidiary of the Thompson Okanagan Tourism Association (TOTA).
- STS currently supplies research, marketing, consulting and project management services ranging from economic development and tourism development consulting, custom visitor and market research, and digital marketing campaign development and execution.









#### Kelly Galaski Managing Director

<u>kelly@totabc.com</u>

#### Shelby Campbell Research Specialist

<u>shelby@totabc.com</u>

Darnel St. Pierre Digital Marketing Coordinator

<u>darnel@totabc.com</u>

# ABOUT ENVIRONICS

<u>Environics Analytics</u> is one of North America's leading data analytics and marketing services companies.

<u>PRIZM</u> provides insights into more than 30,000 variables including demographics, consumer preferences, lifestyles and values.

Environics Analytics Research provides a deeper understanding of customers and markets through geographic analysis and customized segmentation.

Market Reports Available for:

- BC
- Alberta
- Ontario
- United States



# **ABOUT EQ**

- Explorer Quotient, also known as EQ, was developed by Destination Canada in partnership with Environics Analytics.
- EQ is a proprietary market segmentation system based on the science of psychographics; developed to provide tourism businesses with insights into why and how people like to travel
- EQ goes beyond traditional market research of defining people. It looks deeper at views of the world to learn exactly why different types of travellers seek out entirely different travel experiences.

### **DESTINATION CANADA EQ RESOURCES**

#### • EQ TOOLKIT

• EQ PROFILES

# **CONTACT US**

**Kelly Galaski** Managing Director, Symphony Tourism Services

Email: <u>kelly@totabc.com</u> Phone: 778.721.5448 Web: <u>symphonytourismservices.com</u>



64 | Adventure Sport Enthusiast Sector Analysis

## SYMPHONY TOURISM SERVICES