



SYMPHONY  
TOURISM  
SERVICES

RESEARCH INSIGHTS



# Culture & History Enthusiast Sector Analysis

BRITISH COLUMBIA

December 2021

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# OBJECTIVES

- To create a profile of "**Culture & History Enthusiasts**" in British Columbia using Demographic and Psychographic Variables.
- Create a tool for Businesses, Communities and Government Organizations to understand the **Culture & History** target groups and apply insights to marketing strategy and recovery plans.

# INTRODUCTION

- 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 profiles.
- Through this project we aim to provide you with insights to aid in reaching and developing your marketing goals and recovery strategy.

# SECTOR ANALYSIS

# CULTURE & HISTORY PROFILE

## BRITISH COLUMBIA

The **Culture & History 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 am interested in learning about different cultures"
- Social Values - Multiculturalism
- Social Values - Culture Sampling
- Social Values - Search for Roots

### Secondary (Supporting) Variables:

- "I visit local Art Galleries/Museums/Science Centers"
- "I visit local Historical Sites"
- "I visit local Exhibitions/Carnivals/Fairs/Markets"

Analysis of the variables above resulted in the creation of four target groups with an above average interest (compared to British Columbia population) in culture/history related variables.

**Multiculturalism:** The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them.

**Culture Sampling:** This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives.

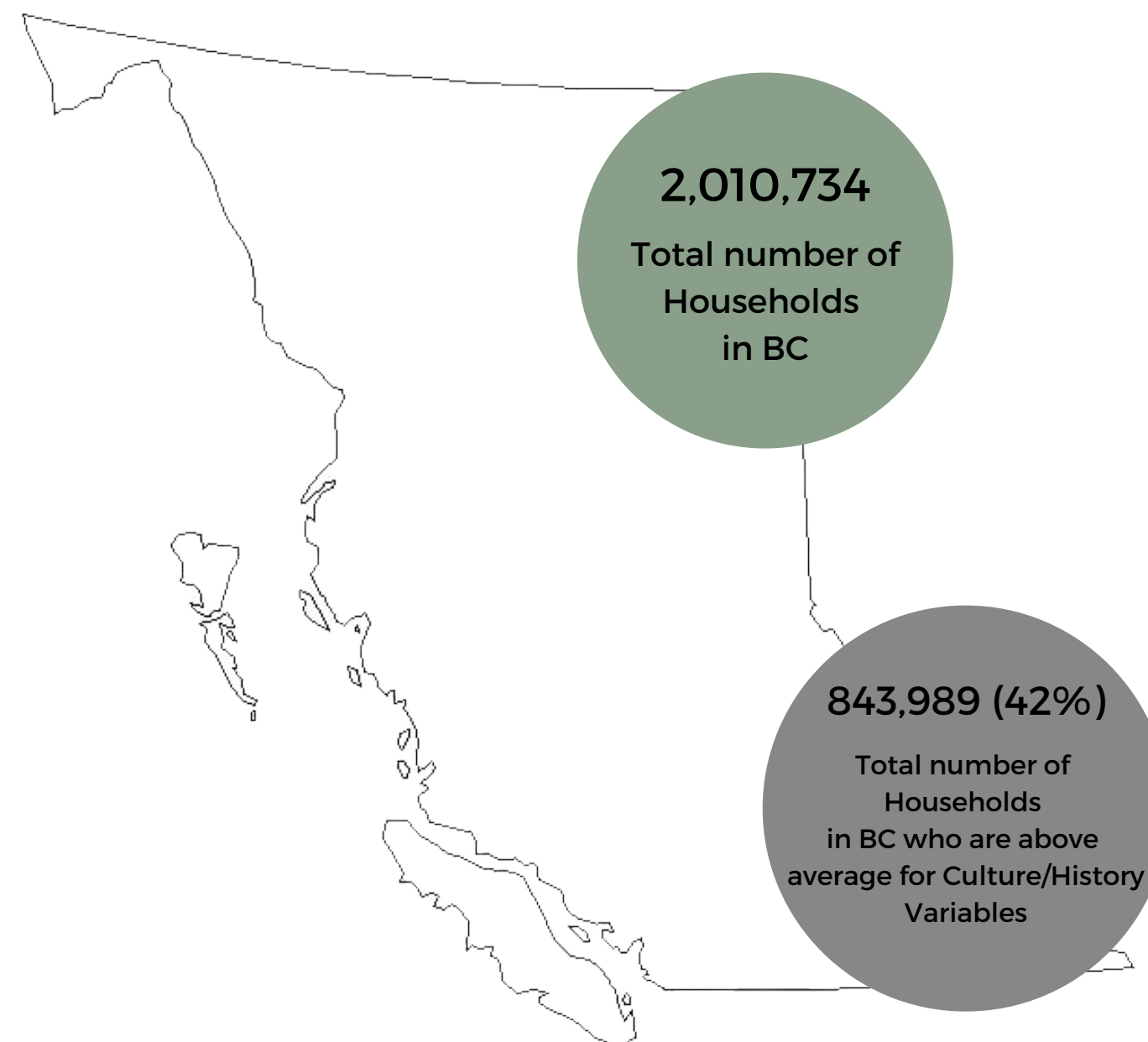
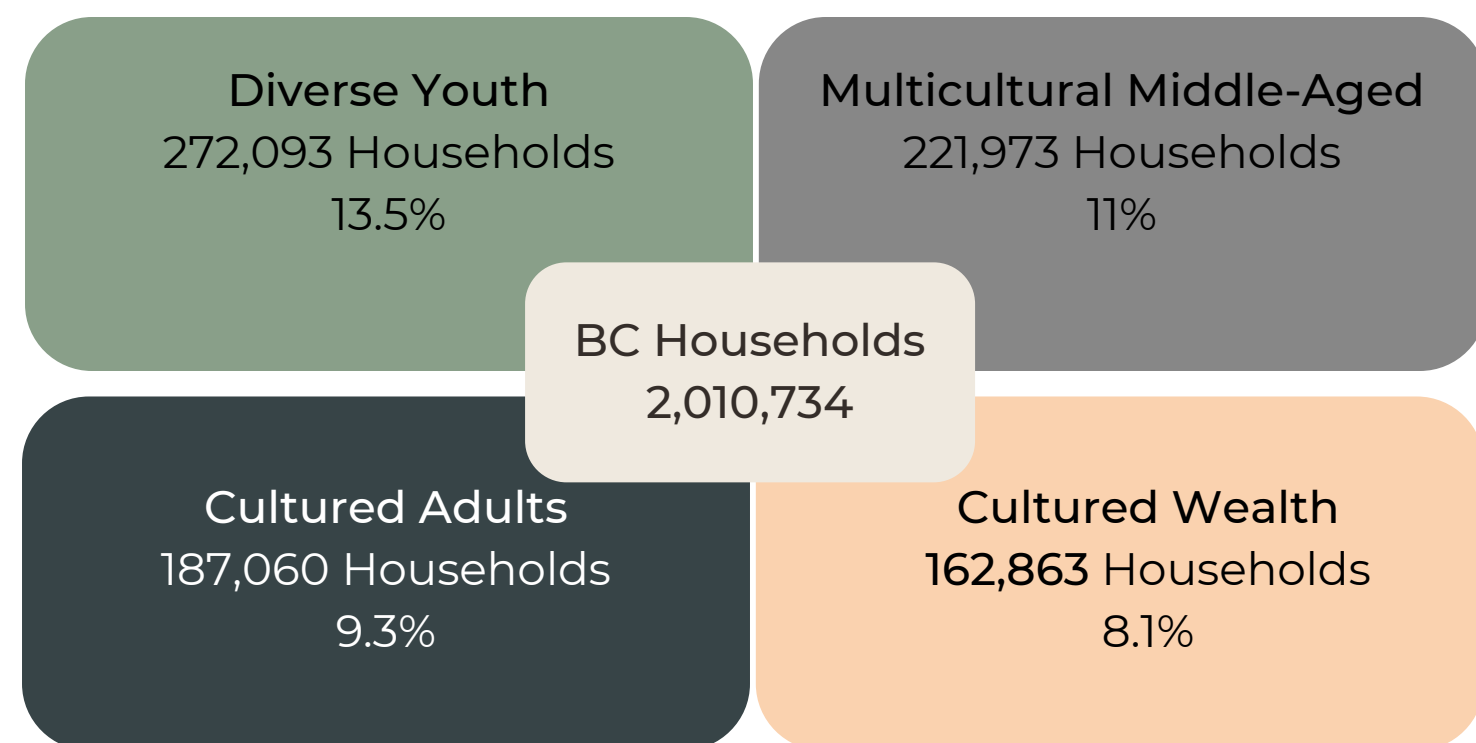
**Search for Roots:** The desire to preserve and maintain one's cultural and ethnic roots and to live in accordance with one's own traditions and customs. A yearning to return to one's cultural roots in order to rediscover, and participate in, the fundamental values that give meaning to one's life.

# CULTURE & HISTORY ENTHUSIAST MARKET SIZE

## BRITISH COLUMBIA

The Culture & History Enthusiast Market consists of four distinct target groups. Groups are organized based on their demographic and psychographic characteristics.

843,989 households or 42% of the total households in British Columbia (2,010,734) index above average for Culture & History related variables.



# CULTURE & HISTORY ENTHUSIAST TARGET GROUPS

## BRITISH COLUMBIA



### Diverse Youth

- Maintainer Age: 45
- 272,093 or 13.5% of the total households in BC
- 50% do not have Children at home
- Above average visible minority (52% above average)
- Below Average Household Income of \$92,885



### Multicultural Middle-Aged

- Maintainer Age: 53
- 221,973 or 11% of the total households in BC
- 43% have Children at home
- Above average visible minority (60% above average)
- Below Average Household Income of \$95,274



### Cultured Adults

- Maintainer Age: 54
- 187,060 or 9.3% of the total households in BC
- 54% DO NOT have Children at home.
- Below average visible minority
- Average Household Income of \$108,721



### Cultured Wealth

- Maintainer Age: 54
- 162,863 or 8.1% of the total households in BC
- 54% have Children at home.
- Above average visible minority (75% above average)
- Above Average Household Income of \$159,855

# CULTURE & HISTORY ENTHUSIAST TARGET GROUPS

## BY TOP CITY



### Diverse Youth Vancouver

- Maintainer Age: 54
- 219,315 or 21.3% of the total households in Vancouver
- 49% DO NOT have Children at home
- Average visible minority
- Below Average Household Income of \$95,100



### Multicultural Middle-Aged Vancouver

- Maintainer Age: 52
- 178,350 or 17.3% of the total households in Vancouver
- 46% have Children at home
- Above Average visible minority (18% above average)
- Below Average Household Income of \$97,811



### Cultured Adults Vancouver

- Maintainer Age: 51
- 132,730 or 12.9% of the total households in Vancouver
- 53% DO NOT have Children at home.
- Below average visible minority
- Average Household Income of \$113,247



### Cultured Wealth Richmond

- Maintainer Age: 55
- 29,451 or 36.9% of the total households in Richmond
- 55% have Children at home.
- Average visible minority
- Average Household Income of \$109,566



# DIVERSE YOUTH

## BRITISH COLUMBIA

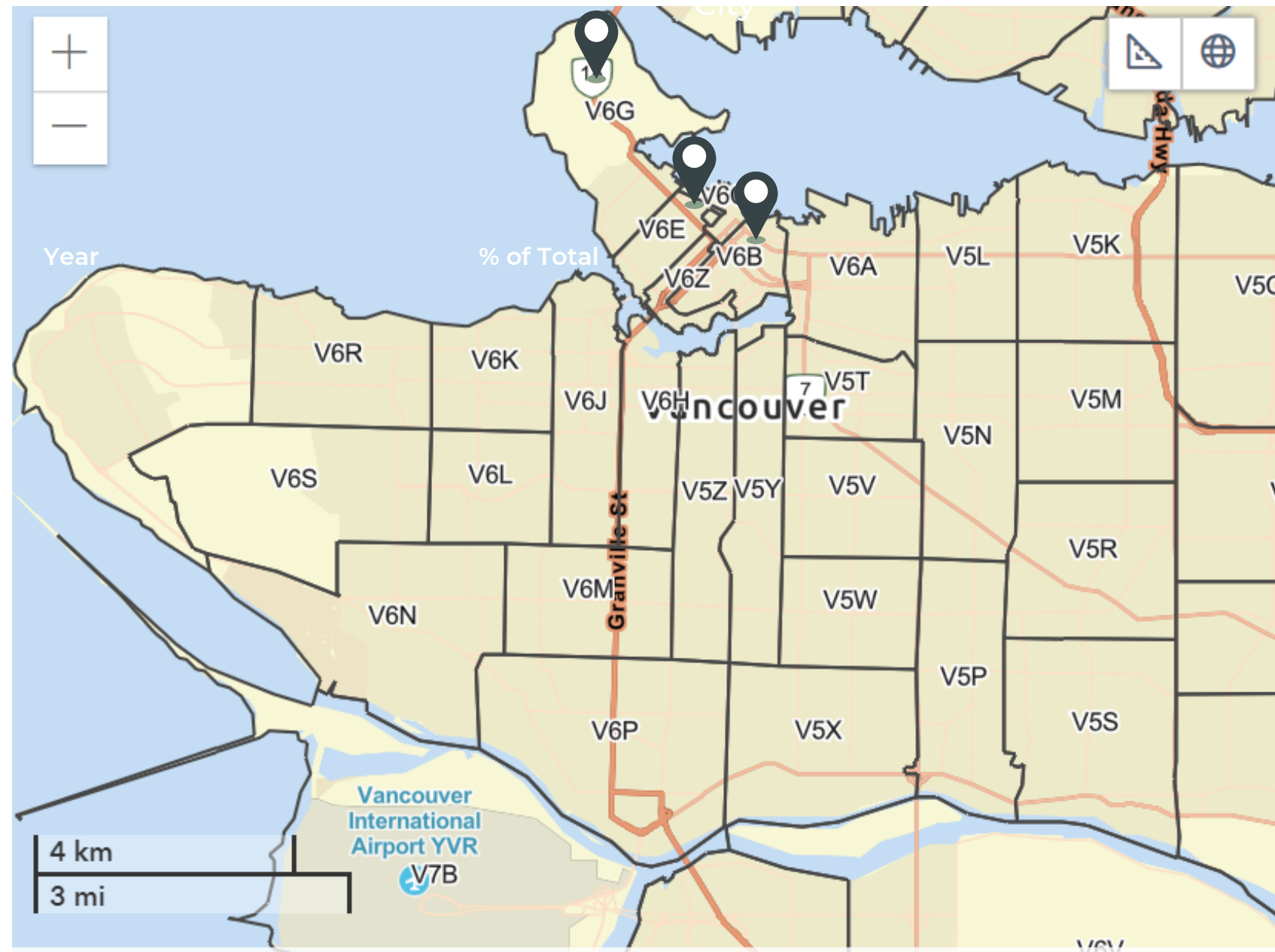
- The Median Household Maintainer Age for Diverse Youth was 45, 50% of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of \$92,885 compared to BC at \$113,574.
- Top 3 Social Values: Culture Sampling, Ecological Concern, Consumptivity
- Top Tourism Activities: Swimming, Hiking/Backpacking, Parks/City Gardens. Above average interest in Pilates/Yoga, Arcades, Beer/Food/Wine Festivals
- Average interest for travelling within Canada (Above Average for Toronto), Diverse Youth from British Columbia spent an average of \$1,754 (Average) on their last vacation.
- 77% currently use Facebook (Average), 48% use Instagram (Above Average), 35% use Twitter (Above Average) and 78% use YouTube (Average).

Diverse Youth Geographic Markets		
City	Target Group Count	% of Target Group
Vancouver	106,580	39%
Burnaby	37,329	14%
Victoria	29,255	11%
Richmond	17,569	6%
New Westminster	15,361	6%
Coquitlam	12,184	4%
Surrey	10,894	4%

- Full list of Diverse Youth Locations included in Google Share Folder in excel format
- Detailed profiles for Diverse Youth in Vancouver located in Google Share Folder

# DIVERSE YOUTH

## VANCOUVER - TOP FSA MARKETS



Diverse Youth Geographic Markets		
FSA	Target Group Count	% of Target Group
V6B	19,538	7%
V6E	14,196	5%
V6G	10,165	4%
V6Z	9,862	4%
V6P	5,736	2%
V5Z	5,296	2%
V6A	4,878	2%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Diverse Youth in Vancouver

# MULTICULTURAL MIDDLE-AGED

## BRITISH COLUMBIA

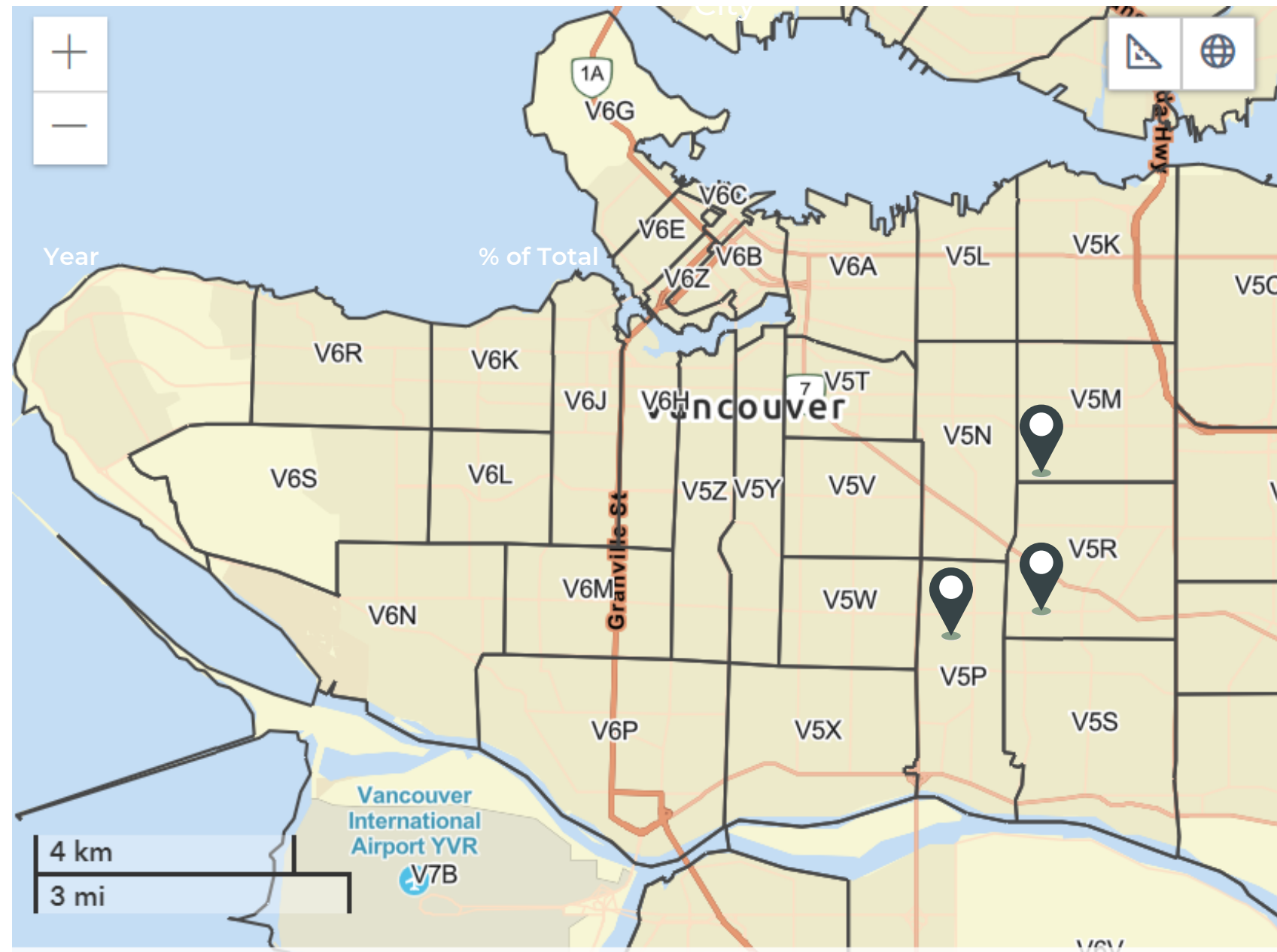
- The Median Household Maintainer Age for Multicultural Middle-Aged was 53, 43% of couples have children living at home (Average).
- Below Average Household Income of \$95,274 compared to BC at \$113,574.
- Top 3 Social Values: Traditional Family, Ecological Fatalism, Multiculturalism
- Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Snowboarding, Curling, Film Festivals
- Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal), Multicultural Middle-Aged from British Columbia spent an average of \$1,647 (Average) on their last vacation.
- 75% currently use Facebook (Average), 40% use Instagram (Average), 27% use Twitter (Average) and 75% use YouTube (Average).

Multicultural Middle-Aged Geographic Markets		
City	Target Group Count	% of Target Group
Vancouver	78,706	35%
Burnaby	21,303	10%
Surrey	19,714	9%
Richmond	7,754	3%
North Vancouver	6,585	3%
Port Coquitlam	6,529	3%
Coquitlam	6,019	3%

- Full list of Multicultural Middle-Aged Locations included in Google Share Folder in excel format
- Detailed profiles for Multicultural Middle-Aged in Vancouver located in Google Share Folder

# MULTICULTURAL MIDDLE-AGED

## VANCOUVER - TOP FSA MARKETS



Multicultural Middle-Aged Geographic Markets		
FSA	Target Group Count	% of Target Group
V5R	13,402	6%
V5P	8,746	4%
V5M	7,775	4%
V5N	6,635	3%
V5S	6,551	3%
V5K	6,396	3%
V5W	5,527	2%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Multicultural Middle Aged in Vancouver

# CULTURED ADULTS

## BRITISH COLUMBIA

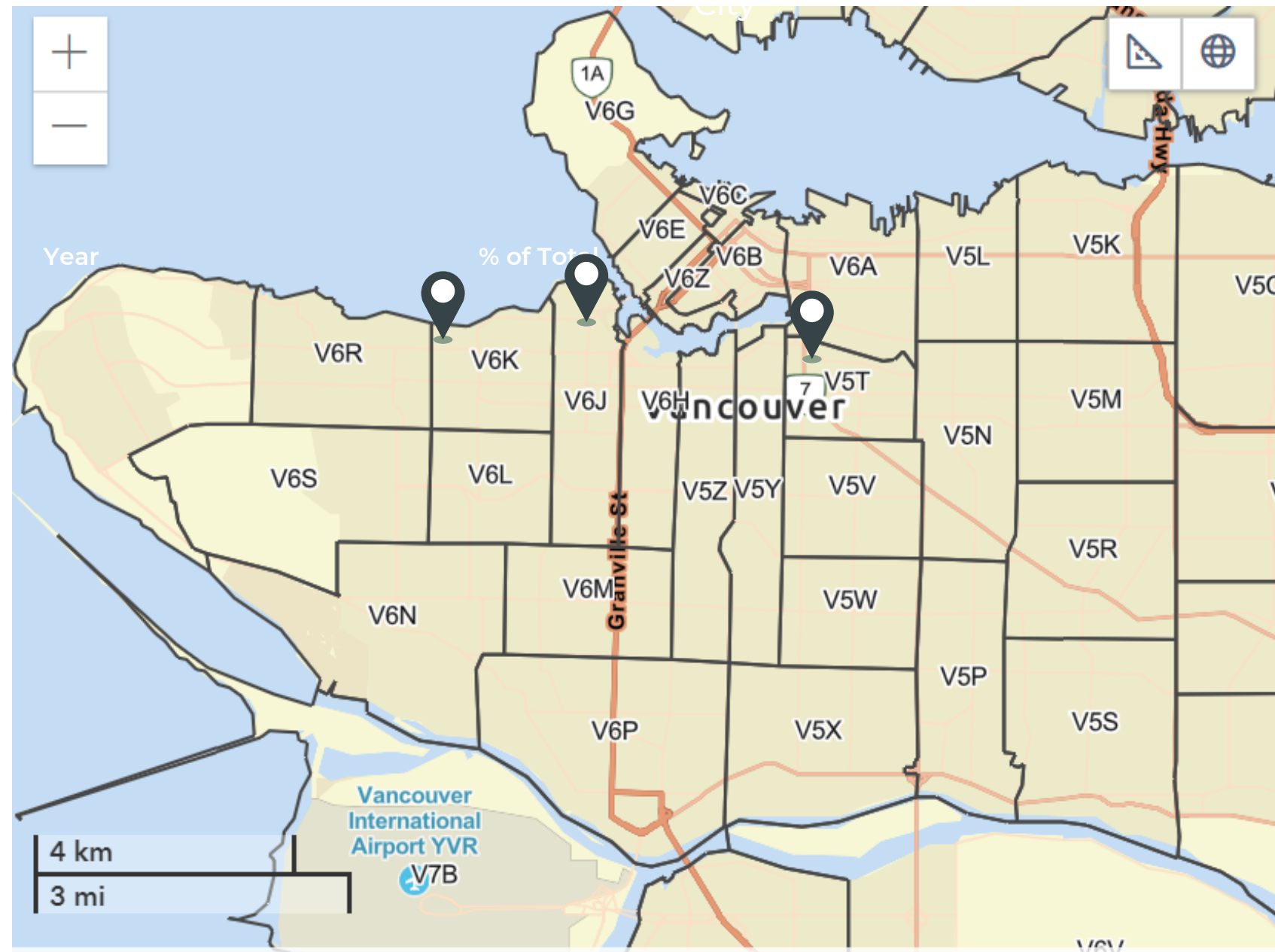
- The Median Household Maintainer Age for Cultured Adults was 53, 54% of couples DO NOT have children living at home (Above Average).
- Average Household Income of \$108,721 compared to BC at \$113,574.
- Top 3 Social Values: Culture Sampling, Effort Towards Health, Social Learning
- Top Tourism Activities: Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Visiting Parks/City Gardens, Bars/Restaurants, Pilates/Yoga, Historical Sites, Sporting Events
- Average interest for travelling within Canada (Above Average for Toronto, Montreal, Saskatchewan), Cultured Adults from British Columbia spent an average of \$1,698 (Average) on their last vacation.
- 78% currently use Facebook (Average), 42% use Instagram (Average), 28% use Twitter (Average) and 75% use YouTube (Average).

Cultured Adults Geographic Markets		
City	Target Group Count	% of Target Group
Vancouver	76,382	41%
Victoria	12,743	7%
Surrey	10,592	6%
Saanich	9,175	5%
North Vancouver	4,982	3%
Kelowna	4,958	3%
Langley	4,932	3%

- Full list of Cultured Adults Locations included in Google Share Folder in excel format
- Detailed profiles for Cultured Adults in Vancouver located in Google Share Folder

# CULTURED ADULTS

## VANCOUVER - TOP FSA MARKETS



Cultured Adults Geographic Markets		
FSA	Target Group Count	% of Target Group
V6K	11,794	6%
V5T	8,817	5%
V6J	8,769	5%
V6H	7,392	4%
V6G	6,507	3%
V5Z	5,056	3%
V6E	4,530	2%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Cultured Adults in Vancouver

# CULTURED WEALTH

## BRITISH COLUMBIA

- The Median Household Maintainer Age for Cultured Wealth was 54, 54% of couples have children living at home (Above Average).
- Above Average Household Income of \$159,855 compared to BC at \$113,574.
- Top 3 Social Values: Brand Genuineness, Consumptive Evangelism, Multiculturalism
- Top Tourism Activities: Swimming, Camping, Hiking/Backpacking, Cycling, Parks/City Gardens, Restaurants/Bars, Photography, Canoeing/Kayaking
- Average interest for travelling within Canada (Above Average for Whistler), Cultured Wealth from British Columbia spent an average of \$1,644 (Average) on their last vacation.
- 73% currently use Facebook (Average), 41% use Instagram (Average), 27% use Twitter (Average) and 72% use YouTube (Average).

Cultured Wealth Geographic Markets		
City	Target Group Count	% of Target Group
Richmond	29,451	18%
Burnaby	28,787	17%
Vancouver	24,090	15%
Surrey	19,863	12%
Coquitlam	15,780	10%
Langley	7,124	4%
North Vancouver	6,989	4%

- Full list of Cultured Wealth Locations included in Google Share Folder in excel format
- Detailed profiles for Cultured Wealth in Richmond located in Google Share Folder

# CULTURED WEALTH

## RICHMOND - TOP FSA MARKETS



Cultured Wealth Geographic Markets		
FSA	Target Group Count	% of Target Group
V6Y	9,136	6%
V7C	6,224	4%
V7A	5,649	3%
V6X	3,989	2%
V7E	2,713	2%
V6V	1,348	1%
V6W	343	0.2%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Cultured Wealth in Richmond



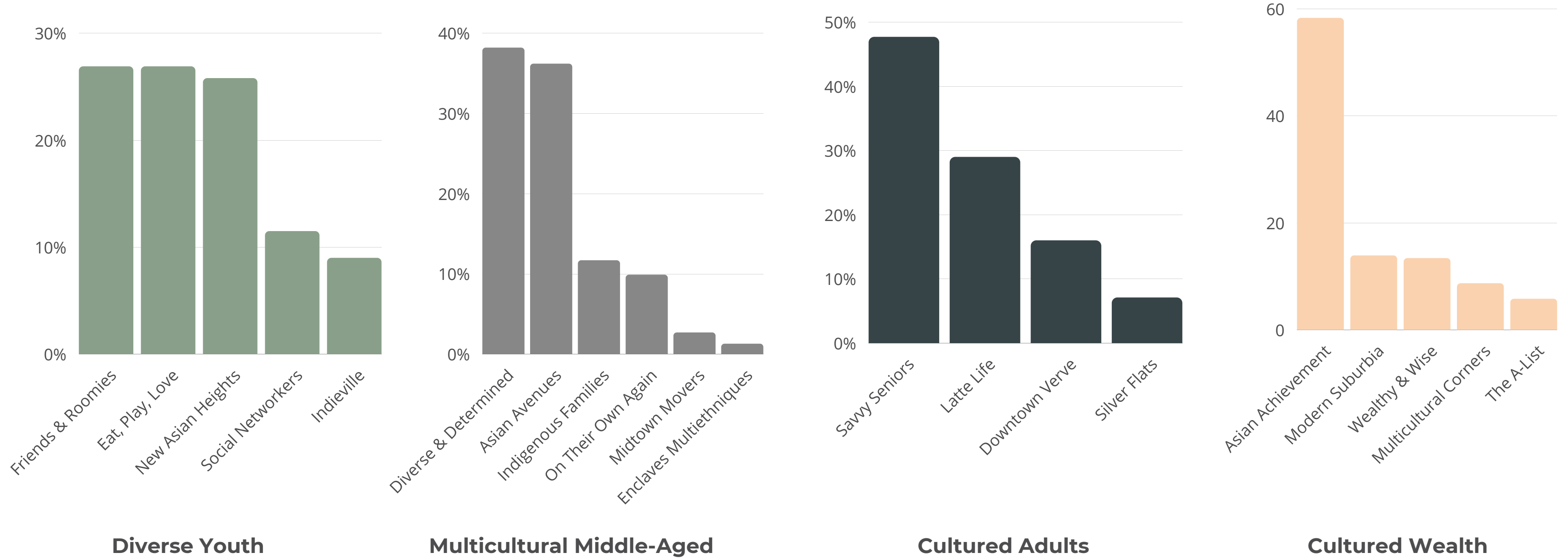
# CULTURE & HISTORY ENTHUSIAST TARGET GROUPS

## BY TOP CITY

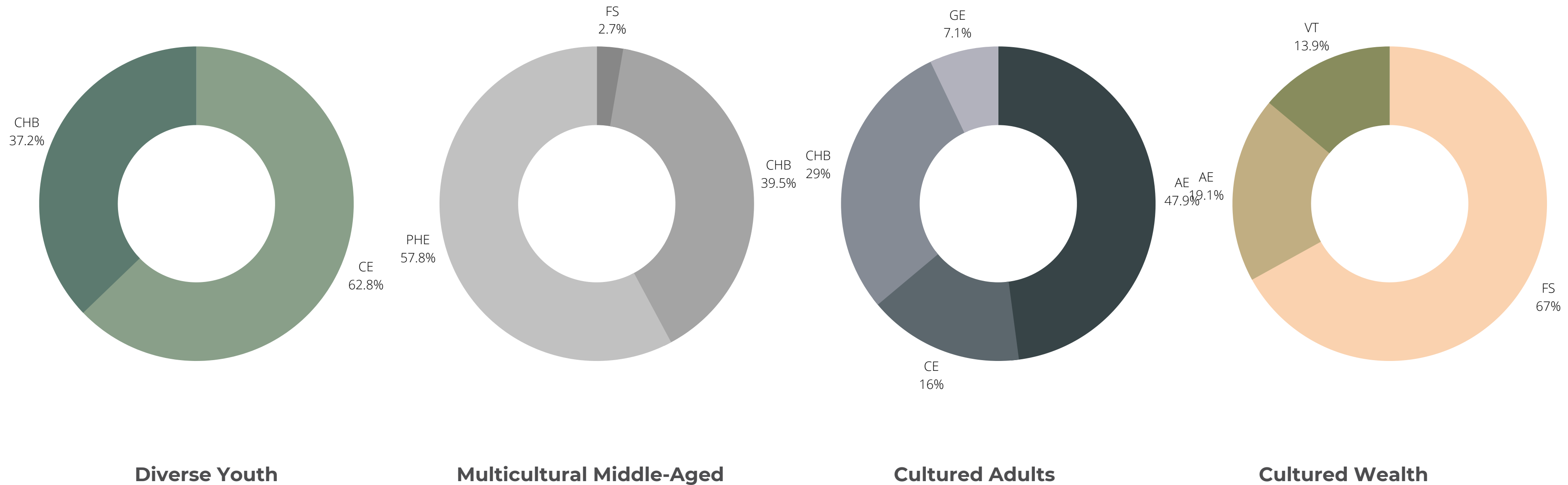
Diverse Youth Vancouver	Multicultural Middle-Aged Vancouver	Cultured Adults Vancouver	Cultured Wealth Richmond
<ul style="list-style-type: none"> <li>The Median Household Maintainer Age for Diverse Youth was 44, 49% of couples DO NOT have children living at home (Above Average).</li> <li>Below Average Household Income of \$95,100 compared to Vancouver at \$121,324.</li> <li>Top 3 Social Values: Culture Sampling, Consumptivity, Pursuit of Originality</li> <li>Top Tourism Activities: Swimming, Hiking/Backpacking, Parks/City Gardens. Above average interest in Parks/City Gardens, Beer/Food/Wine Festivals</li> <li>Average interest for travelling within Canada (Above Average for Quebec City), Diverse Youth from Vancouver spent an average of \$1,791 (Average) on their last vacation.</li> <li>75% currently use Facebook (Average), 49% use Instagram (Above Average), 37% use Twitter (Above Average) and 79% use YouTube (Average).</li> </ul>	<ul style="list-style-type: none"> <li>The Median Household Maintainer Age for Multicultural Middle-Aged was 52, 46% of couples have children living at home (Average).</li> <li>Below Average Household Income of \$97,811 compared to Vancouver at \$121,324.</li> <li>Top 3 Social Values: Traditional Family, Attraction for Crowds, Ecological Fatalism</li> <li>Top Tourism Activities: Swimming, Camping, Hiking/Backpacking. Above average interest in Snowboarding, Music Festivals, Curling</li> <li>Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal), Multicultural Middle-Aged from Vancouver spent an average of \$1,657 (Average) on their last vacation.</li> <li>75% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 73% use YouTube (Average).</li> </ul>	<ul style="list-style-type: none"> <li>The Median Household Maintainer Age for Cultured Adults was 51, 53% of couples DO NOT have children living at home (Above Average).</li> <li>Average Household Income of \$113,247 compared to Vancouver at \$121,324.</li> <li>Top 3 Social Values: Culture Sampling, Social Learning, Effort Towards Health</li> <li>Top Tourism Activities: Swimming, Hiking/Backpacking, Parks/City Gardens. Above average interest in Parks/City Gardens, Restaurants/Bars, Photography, National/Provincial Parks, Pilates/Yoga, Cross Country Skiing/Snowshoeing, Historical Sites</li> <li>Average interest for travelling within Canada (Above Average for Toronto, Alberta, Calgary, Montreal, Saskatchewan), Cultured Adults from Vancouver spent an average of \$1,698 (Average) on their last vacation.</li> <li>77% currently use Facebook (Average), 44% use Instagram (Average), 30% use Twitter (Average) and 76% use YouTube (Average).</li> </ul>	<ul style="list-style-type: none"> <li>The Median Household Maintainer Age for Cultured Wealth was 55, 55% of couples have children living at home (Average).</li> <li>Average Household Income of \$109,566 compared to Richmond at \$105,948.</li> <li>Top 3 Social Values: Brand Genuineness, Consumption Evangelism, Multiculturalism</li> <li>Top Tourism Activities: Hiking/Backpacking, Camping, Swimming. Above average interest in Downhill Skiing, Adventure Sports, Theme Parks, Dinner Theatre</li> <li>Average interest for travelling within Canada (Above Average for Whistler), Cultured Wealth from Richmond spent an average of \$1,613 (Average) on their last vacation.</li> <li>72% currently use Facebook (Average), 39% use Instagram (Average), 27% use Twitter (Average) and 72% use YouTube (Average).</li> </ul>

# MARKET SEGMENTATION

# CULTURE & HISTORY TARGET GROUPS BY PRIZM SEGMENT BRITISH COLUMBIA



# CULTURE & HISTORY ENTHUSIAST TARGET GROUPS BY EQ TYPE BRITISH COLUMBIA



**PRIZM SEGMENTS  
INCLUDED IN  
TARGET GROUP**

**DIVERSE YOUTH**

# 2021 BC PRIZM SEGMENT SUMMARY

## EAT, PLAY, LOVE

### General Canadian Summary

- Younger urban singles. Over half of households contain single or divorced individuals
- University Education (Most educated of all 67 segments)
- White-collar positions in Business, Science, Education and Management
- Value experience-intensive lifestyles, adventure sports, concerts, gourmet cooking
- Top Geography: Toronto, Ottawa, Victoria, Edmonton, Calgary
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Eat, Play, Love rank 9th, making up 73,122 households, or 4% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 43

#### Children at Home

65.5% of couples do not have children living at home (Above Average).

#### Household Income

Average Household Income of \$119,193 compared to BC at \$113,574.

#### Top Social Values

Sexual Permissiveness, Culture Sampling, and Social Learning

#### Top Tourism Activities

Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Pilates/Yoga, Beer/Food/Wine Festivals, and Snowboarding.

#### Travel

Average interest for travelling within Canada (Above Average for Toronto, Other Ontario, and Quebec City), Eat, Play, Love from British Columbia spent an average of \$1,855 (Above Average) on their last vacation.

#### Social Media

76% currently use Facebook, 52.6% use Instagram (Above Average), 37% use Twitter (Above Average), and 79.2% use YouTube (Above Average).



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## FRIENDS & ROOMIES

### General Canadian Summary

- Younger, diverse lower-middle-income city dwellers
- Mixed Education (High School/University)
- Service Sector and White-Collar positions
- Value in-person and online entertainment, music, podcasts and video games
- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 8th, making up 73,154 households, or 4% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 46

#### Children at Home

44.3% of couples do not have children living at home (Average).

#### Household Income

Below Average Household Income of \$77,543 compared to BC at \$113,574.

#### Top Social Values

Introspection & Empathy, Penchant for Risk, and Multiculturalism

#### Top Tourism Activities

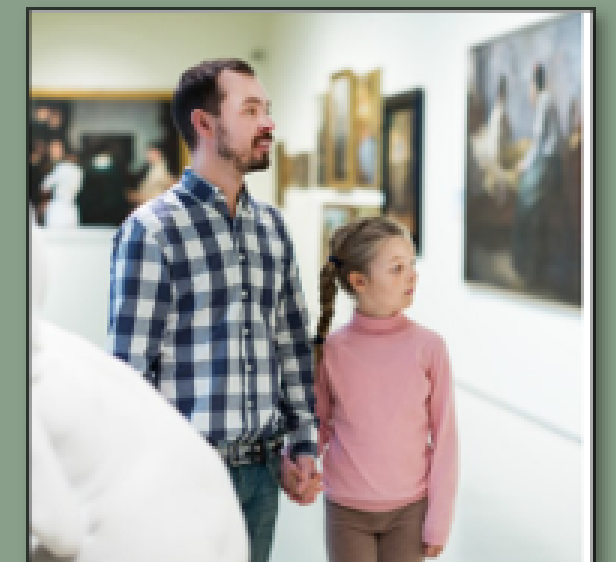
Swimming, Hiking/Backpacking, and Visiting Parks/City Gardens. Above Average interest in Bars/Restaurant Bars, Pilates/Yoga, and Historical Sites.

#### Travel

Average interest for travelling within Canada (Above Average for Toronto, Saskatchewan, and Montreal), Friends & Roomies from British Columbia spent an average of \$1,639 (Average) on their last vacation.

#### Social Media

80.3% currently use Facebook, 46.9% use Instagram (Above Average), 30.5% use Twitter (Above Average), and 77% use YouTube.



Source: Environics Analytics- Envision 2021



# 2021 BC PRIZM SEGMENT SUMMARY

## INDIEVILLE

### General Canadian Summary

- Younger and middle-aged urban singles and couples
- Highly Educated (University Degree). Twice as likely as the average Canadian to hold a Master's Degree
- White-collar and Service Sector Positions in the arts, education and sciences
- Enjoy an active social life, nightclubs, sports bars as well as a healthy lifestyle through swimming, yoga and Pilates classes
- Top Geography: Victoria, London, Kitchener, Toronto, Halifax
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Indieville rank 31st, making up 24,463 households, or 1.2% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 46

#### Children at Home

44.7% of couples do not have children living at home (Average).

#### Household Income

Average Household Income of \$108,852 compared to BC at \$113,574.

#### Top Social Values

: Culture Sampling, Rejection of Authority, and Effort Toward Health

#### Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Bars/Restaurant Bars, Canoeing/Kayaking, and Cross-Country Skiing/Snowshoeing

#### Travel

Average interest for travelling within Canada (Above Average for Toronto, Montreal, and Jasper), Indieville from British Columbia spent an average of \$1,637 (Average) on their last vacation.

#### Social Media

79.2% currently use Facebook, 43.1% use Instagram (Above Average), 28.8% use Twitter (Above Average), and 76.3% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## NEW ASIAN HEIGHTS

### General Canadian Summary

- Younger, Educated Asian Singles and Couples
- University Education
- Positions in Science, Arts and Culture, Information and Technology
- Value city life and a fast-paced urban environment, shopping, going out to pubs and sports bars
- Top Geography: Vancouver, Calgary, Kitchener, Toronto, Montréal
- EQ Type: Cultural History Buff



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, New Asian Heights rank 10th, making up 70,149 households, or 3.5% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 45

#### Children at Home

43.9% of couples do not have children living at home (Average).

#### Household Income

Below Average Household Income of \$84,754 compared to BC at \$113,574.

#### Top Social Values

Status via Home, Ostentatious Consumption, and Attraction for Crowds

#### Top Tourism Activities

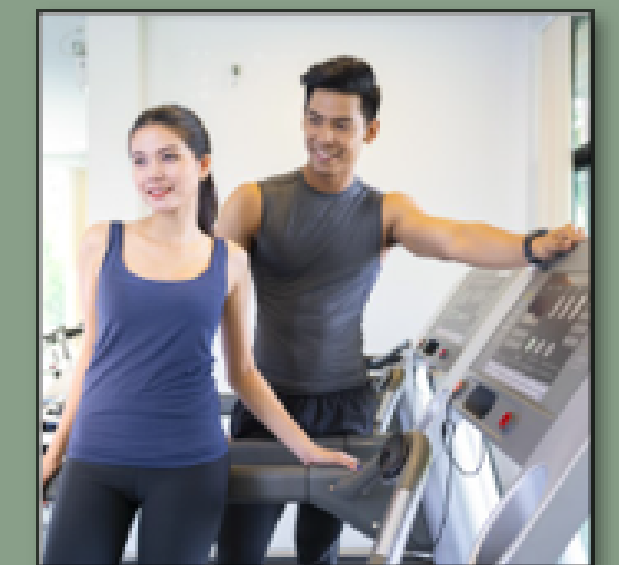
Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Ice Skating, Hockey, and Beer/Food/Wine Festivals.

#### Travel

Below Average interest for travelling within Canada, New Asian Heights from British Columbia spent an average of \$1,853 (Above Average) on their last vacation.

#### Social Media

72.1% currently use Facebook, 45.9% use Instagram (Above Average), 39.5% use Twitter (Above Average), and 78.7% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## SOCIAL NETWORKERS

### General Canadian Summary

- Young, Diverse singles in city apartments. Over 50% identify as a visible minority
- Moderate Education (high school/University degree)
- White-collar and Service Sector Positions in the arts, sciences and sales
- Enjoy the lively cultural scene of city living, frequenting art galleries, cinemas, operas and music festivals
- Top Geography: Halifax, Kingston, Windsor, London, Kitchener
- EQ Type: Cultural History Buff



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Social Networkers rank 24th, making up 31,205 households, or 1.5% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 43

#### Children at Home

48.1% of couples do not have children living at home (Average).

#### Household Income

Below Average Household Income of \$72,965 compared to BC at \$113,574.

#### Top Social Values

Culture Sampling, Consumptivity, and Rejection of Authority.

#### Top Tourism Activities

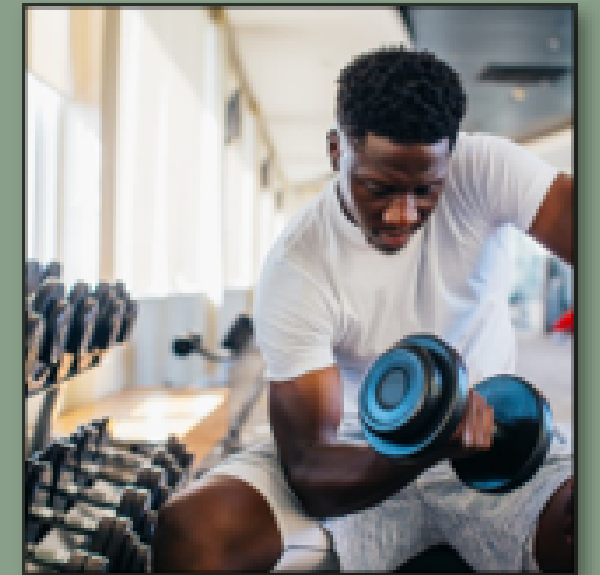
Hiking/Backing, Swimming, and Visiting Parks/City Gardens. Above Average interest in Pilates/Yoga, Video Arcades/Indoor Amusement Centres, and Beer/Food/Wine Festivals.

#### Travel

Average interest for travelling within Canada (Above Average for Toronto, Montreal, and Saskatchewan), Social Networkers from British Columbia spent an average of \$1,670 (Average) on their last vacation.

#### Social Media

77.6% currently use Facebook, 50.7% use Instagram (Above Average), 37.3% use Twitter (Above Average), and 79.6% use YouTube.



Source: Environics Analytics- Envision 2021

# MULTICULTURAL MIDDLE AGED

# 2021 BC PRIZM SEGMENT SUMMARY

## ASIAN AVENUES

### General Canadian Summary

- Urban, middle-income Asian families and singles with teenage and older children
- Mixed Educations with white-collar and service sector jobs
- Value traditional family, connecting with others and technology
- Top Geography: Burnaby, Vancouver, Toronto, Ottawa, Montreal
- EQ Type: Personal History Explorers



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Asian Avenues rank 7th, making up 80,351 households, or 4% of the total Households in British Columbia (2,018,734)

#### Maintainer Age

Median Household Maintainer Age is 53

#### Children at Home

52.3% of couples have children living at home (Above Average)

#### Household Income

Average Household Income of \$108,440 compared to BC at \$113,574

#### Top Social Values

Ostentatious Consumption, Ecological Fatalism, and Traditional Family

#### Top Tourism Activities

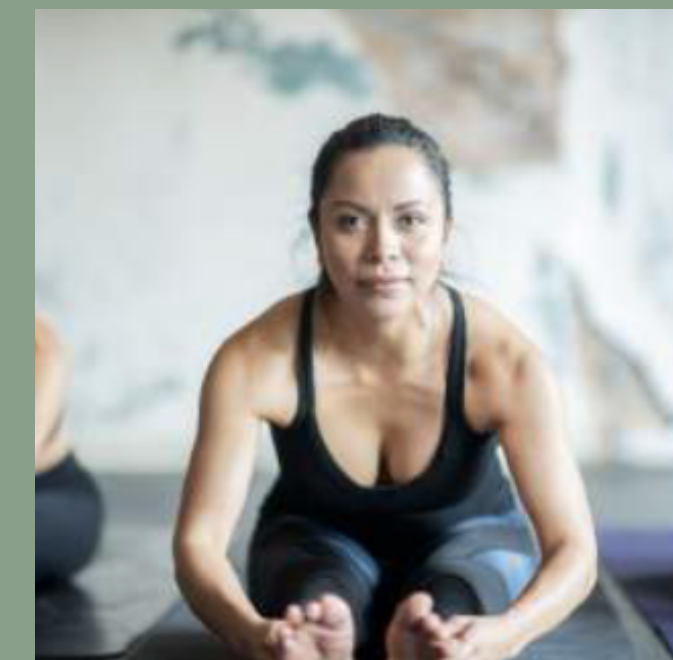
: Swimming, Hiking/Backpacking, and Camping. Above Average interest in Video Arcades/Indoor Amusement Centres, Snowboarding, Curling, and Film Festivals.

#### Travel

Average interest for travelling within Canada (Above Average for Whistler, Victoria, Toronto, and Montreal), Asian Avenues from British Columbia spent an average of \$1,644 (Average) on their last vacation.

#### Social Media

70% currently use Facebook (Average), 38% use Instagram (Average), 27.9% use Twitter (Average) and 75.9% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## DIVERSE & DETERMINED

### General Canadian Summary

- Midscale, younger and middle-aged city dwellers. Over one third of residents identify as a visible minority
- Mixed Education (High School/University)
- Mixed employment in Sales, Services, Business and Trades
- Value active activities such as Tennis, Pilates, Snowboarding/Skiing compared to more sedate pastimes
- Top Geography: Victoria, Abbotsford-Mission, Kelowna, Guelph
- EQ Type: Cultural History Buff



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Diverse & Determined rank 6th, making up 84,842 households, or 4% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 51

#### Children at Home

40.9% of couples do not have children living at home (Average).

#### Household Income

Below Average Household Income of \$92,754 compared to BC at \$113,574.

#### Top Social Values

Introspection & Empathy, Ecological Concern, and Culture Sampling.

#### Top Tourism Activities

Swimming, Camping, and Hiking/Backpacking. Above Average interest in Pilates/Yoga, Beer/Food/Wine Festivals, and Music Festivals.

#### Travel

Below Average interest for travelling within Canada, Diverse & Determined from British Columbia spent an average of \$1,675 (Average) on their last vacation.

#### Social Media

76.7% currently use Facebook, 43.5% use Instagram (Above Average), 27.2% use Twitter (Average), and 73.8% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## ENCLAVES MULTIETHNIQUES

### General Canadian Summary

- Diverse, downscale city singles and families. More than 35% are French Speaking
- Moderate Education (Grade 9/Trade School)
- Service Sector Positions
- Enjoy large communal experiences and a range of media, often accessed through mobile devices
- Top Geography: Montréal
- EQ Type: Cultural History Buff



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Enclaves Multiethniques rank 52nd, making up 2,786 households, or 0.1% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 45

#### Children at Home

44.7% of couples have children living at home (Average).

#### Household Income

Below Average Household Income of \$63,620 compared to BC at \$113,574.

#### Top Social Values

Patriarchy, Fatalism, and Penchant for Risk

#### Top Tourism Activities

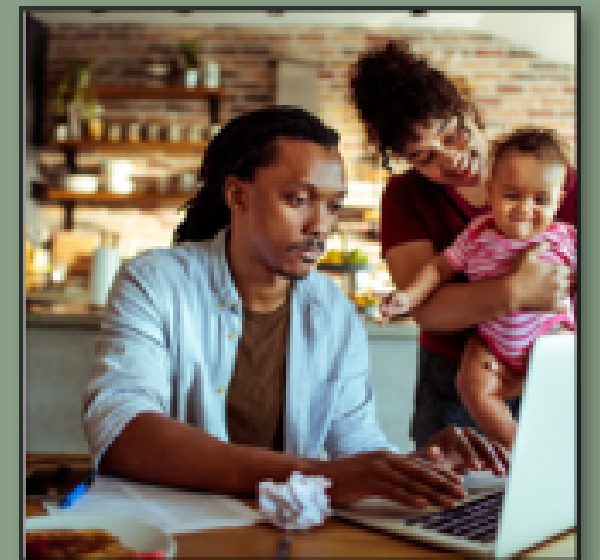
Swimming, Camping, and Hiking/Backpacking. Above Average interest in Video Arcades/Indoor Amusement Centres, Zoos/Aquariums, and Curling.

#### Travel

Below Average interest for travelling within Canada (Above Average for Newfoundland & Labrador), Enclaves Multiethniques from British Columbia spent an average of \$1592 (Average) on their last vacation.

#### Social Media

76.4% currently use Facebook, 49.1% use Instagram (Above Average), 35% use Twitter (Above Average), and 79.3% use YouTube (Above Average).



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## INDIGENOUS FAMILIES

### General Canadian Summary

- Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin
- Mixed Education (Grade 9/High School)
- Positions in health care, education and the trades
- Value volunteering within their communities and outdoor activities such as hiking, skiing and boating
- Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Indigenous Families rank 30th, making up 26,026 households, or 1.3% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 55

#### Children at Home

38.5% of couples do not have children living at home (Below Average).

#### Household Income

Below Average Household Income of \$85,039 compared to BC at \$113,574.

#### Top Social Values

Multiculturalism, Attraction to Nature, and Community Involvement

#### Top Tourism Activities

Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Canoeing/Kayaking, and Visiting Parks/City Gardens.

#### Travel

Average interest for travelling within Canada (Above Average for Other Alberta, Banff, Jasper, and Manitoba), Indigenous Families from British Columbia spent an average of \$1,583 (Average) on their last vacation.

#### Social Media

84.1% currently use Facebook, 34.3% use Instagram (Below Average), 21.6% use Twitter (Below Average), and 68.7% use YouTube.



Source: Environics Analytics- Envision 2021



# 2021 BC PRIZM SEGMENT SUMMARY

## MIDTOWN MOVERS

### General Canadian Summary

- Urban lower-middle-income families and singles. One-third of Midtown Movers are immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs and Latin Americans
- Modest Education with positions held in manufacturing, services and trades
- Value technology, social media and the preservation of their cultural identity
- Top Geography: Calgary, Winnipeg
- EQ Type: Free Spirits



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Midtown Movers rank 50th, making up 5,899 households, or 0.3% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 51

#### Children at Home

44.4% of couples have children living at home (Average).

#### Household Income

Below Average Household Income of \$87,120 compared to BC at \$113,574.

#### Top Social Values

Personal Optimism, Culture Sampling, and Social Learning

#### Top Tourism Activities

Camping, Swimming, and Hiking/Backpacking. Above Average interest in Ice Skating, Video Arcades/Indoor Amusement Centres, and Theme Parks/Waterparks/Waterslides.

#### Travel

Below Average interest for travelling within Canada (Above Average for Whistler and Montreal), Midtown Movers from British Columbia spent an average of \$1,554 (Average) on their last vacation.

#### Social Media

77.4% currently use Facebook, 41.4% use Instagram, 26.3% use Twitter, and 73.6% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## ON THEIR OWN AGAIN

### General Canadian Summary

- City seniors in apartment rentals
- Mixed Education. Over 45% have attended College or University
- White-collar and Service Sector Positions in sales, administration support and health care
- Value being active in their communities as volunteers on local issues as well as reading, watching tv and listening to music
- Top Geography: Ottawa, Oshawa, Hamilton, Guelph, Winnipeg
- EQ Type: Personal History Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, On Their Own Again rank 33rd, making up 22,069 households, or 1.1% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 56

#### Children at Home

56% of couples do not have children living at home (Above Average).

#### Household Income

Below Average Household Income of \$75,276 compared to BC at \$113,574.

#### Top Social Values

Flexible Families, Ecological Concern, and Introspection & Empathy.

#### Top Tourism Activities

: Visiting Parks/City Gardens, Swimming, and Hiking/Backpacking. Above Average interest in Pilates/Yoga, Beer/Food/Wine Festivals, and Music Festivals.

#### Travel

Above Average interest for travelling within Canada (Above Average for Toronto, Montreal, Jasper, and Saskatchewan), On Their Own Again from British Columbia spent an average of \$1,704 (Average) on their last vacation.

#### Social Media

77.1% currently use Facebook, 45.9% use Instagram (Above Average), 32.5% use Twitter (Above Average), and 77.3% use YouTube.



Source: Environics Analytics- Envision 2021

**CULTURED ADULTS**

# 2021 BC PRIZM SEGMENT SUMMARY

## DOWNTOWN VERVE

### General Canadian Summary

- Younger and Middle-Aged singles, couples and families with children ranging from ages 5-24
- Highly Educated (University/College Degree)
- White-collar Management Positions
- Value the environment and purchasing eco-friendly products/services
- Top Geography: Calgary, Vancouver, Montréal, Halifax, Ottawa and Gatineau
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Downtown Verve rank 25th, making up 29,935 households, or 1.5% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 48

#### Children at Home

46.5% of couples do not have children living at home (Average).

#### Household Income

Above Average Household Income of \$145,795 compared to BC at \$113,574.

#### Top Social Values

Rejection of Authority, Equal Relationship with Youth, and Social Learning

#### Top Tourism Activities

Swimming, Hiking/Backpacking, and Visiting Parks/City Gardens. Above Average interest in Bars/Restaurant Bars, Pilates/Yoga, and Specialty Movie Theatres/IMAX.

#### Travel

Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, and Ottawa), Downtown Verve from British Columbia spent an average of \$1,755 (Average) on their last vacation.

#### Social Media

77.6% currently use Facebook, 44.3% use Instagram (Above Average), 29.4% use Twitter (Above Average), and 76.7% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## LATTE LIFE

### General Canadian Summary

- Younger, single urban renters, between the ages of 25-44. Latte Life are one of the youngest PRIZM Segments
- University Education
- Entry-level positions in Education, Arts, Business and Science
- Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media
- Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo, Halifax
- EQ Type: Cultural History Buffs



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Latte Life rank 16th, making up 54,307 households, or 2.7% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 41

#### Children at Home

65.7% of couples do not have children living at home (Above Average)

#### Household Income

Below Average Household Income of \$95,519 compared to BC at \$113,574

#### Top Social Values

Rejection of Authority, Culture Sampling, and Social Learning

#### Top Tourism Activities

Hiking/Backpacking, Visiting Parks/City Gardens, and Swimming. Above Average interest in Bars/Restaurant Bars, Photography, and Pilates/Yoga

#### Travel

Above Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, Saskatchewan, and Other Ontario), Latte Life from British Columbia spent an average of \$1,614 (Average) on their last vacation.

#### Social Media

79.4% currently use Facebook, 50.3% use Instagram (Above Average), 36.5% use Twitter (Above Average), and 80.1% use YouTube (Above Average).



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## SAVVY SENIORS

### General Canadian Summary

- Upper-Middle-income Seniors in Urban Apartments. Nearly 40% of maintainers are over 65
- Mixed Education (High School/College/University degree)
- Upper level positions in Science, Education, Arts and Public Administration
- Value cultural activities, art galleries, the theatre and classical music concerts
- Top Geography: Victoria, Abbotsford, Saskatoon, London, Guelph
- EQ Type: Authentic Experienter



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Savvy Seniors rank 4th, making up 89,521 households, or 4.4% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 60

#### Children at Home

52.2% of couples do not have children living at home (Above Average).

#### Household Income

Average Household Income of \$110,398 compared to BC at \$113,574.

#### Top Social Values

Culture Sampling, Emotional Control, and Vitality.

#### Top Tourism Activities

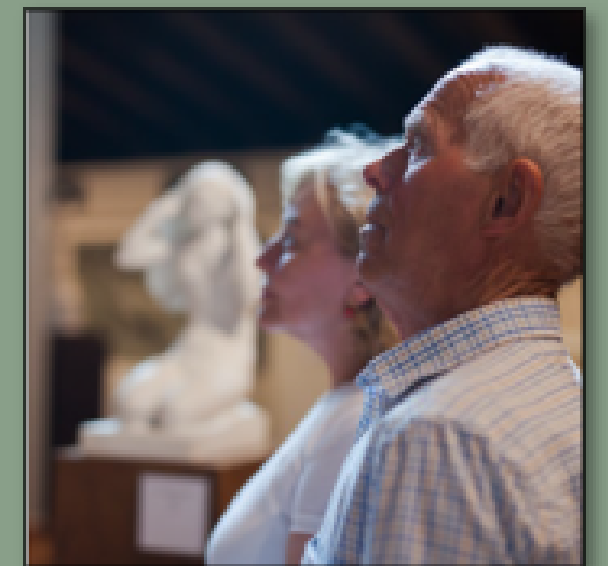
Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Visiting National/Provincial Parks, Sporting Events, and Beer/Food/Wine Festivals.

#### Travel

Above Average interest for travelling within Canada (Above Average for Calgary, Toronto, Jasper, and Ottawa), Savvy Seniors from British Columbia spent an average of \$1,725 (Average) on their last vacation.

#### Social Media

76.2% currently use Facebook, 37% use Instagram, 24.3% use Twitter, and 71.4% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## SILVER FLATS

### General Canadian Summary

- Mature suburban singles and couples. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired
- Mixed Education, many are retired and living on pensions
- Value traditional media such as TV and Radio to pass the time, they believe in putting the needs of other first and working hard to get ahead
- Top Geography: Brantford, North Bay
- EQ Type: Gentle Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Silver Flats rank 43rd, making up 13,297 households, or 0.7% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 62

#### Children at Home

58.6% of couples do not have children living at home (Above Average)

#### Household Income

Below Average Household Income of \$67,887 compared to BC at \$113,574.

#### Top Social Values

Utilitarian Consumerism, National Pride, and Financial Concern Regarding the Future.

#### Top Tourism Activities

Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Visiting National/Provincial Parks, Historical Sites, and Sporting Events.

#### Travel

Above Average interest for travelling within Canada (Above Average for Vancouver, Other Alberta, Toronto, Other Ontario, and Montreal), Silver Flats from British Columbia spent an average of \$1,635 (Average) on their last vacation.

#### Social Media

81.7% currently use Facebook, 36.4% use Instagram, 23.6% use Twitter, and 72.6% use YouTube.



Source: Environics Analytics- Envision 2021

# CULTURED WEALTH



# 2021 BC PRIZM SEGMENT SUMMARY

## ASIAN ACHIEVEMENT

### General Canadian Summary

- Middle-aged and older families with 60% of citizens born outside of Canada. Children ages 5-25 at home
- Moderate Education (high school/University degree)
- White-collar and Service Sector Positions
- Value connections to similar communities and products/services from large companies with a compelling story
- Top Geography: Vancouver, Toronto, Edmonton, Calgary and Montréal
- EQ Type: Free Spirit



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 55

#### Children at Home

54.9% of couples have children living at home (Above Average)

#### Household Income

Above Average Household Income of \$128,169 compared to BC at \$113,574.

#### Top Social Values

Brand Genuineness, Ostentatious Consumption, and Importance of Aesthetics.

#### Top Tourism Activities

Swimming, Camping, and Hiking/Backpacking. Above Average interest in Adventure Sports, Snowboarding, and Dinner Theatres.

#### Travel

Below Average interest for travelling within Canada (Above Average for Whistler), Asian Achievement from British Columbia spent an average of \$1,611 (Average) on their last vacation.

#### Social Media

72% currently use Facebook (Average), 39.2% use Instagram (Average), 26.7% use Twitter (Average) and 72.5% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## MODERN SUBURBIA

### General Canadian Summary

- Younger and Middle-Aged, diverse families with younger children
- Highly Educated (University/College Degree)
- Mixed levels of employment
- Value trying new and exciting products and aesthetics over functionality
- Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau
- EQ Type: Virtual Traveller



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 32nd, making up 22,698 households, or 1.1% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 45

#### Children at Home

54.5% of couples have children living at home (Above Average).

#### Household Income

Above Average Household Income of \$134,955 compared to BC at \$113,574.

#### Top Social Values

Attraction for Crowds, Status via Home, and Penchant for Risk.

#### Top Tourism Activities

Camping, Swimming, and Hiking/Backpacking. Above Average interest in Canoeing/Kayaking, Ice Skating, and Fishing/Hunting.

#### Travel

Above Average interest for travelling within Canada (Above Average for Victoria, Whistler, Other Alberta, Banff, Montreal, and Jasper), Modern Suburbia from British Columbia spent an average of \$1,593 (Average) on their last vacation.

#### Social Media

75.1% currently use Facebook, 48.3% use Instagram (Above Average), 28.5% use Twitter, and 70.9% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## MULTICULTURAL CORNERS

### General Canadian Summary

- Diverse, upper-middle-income city families, More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates
- Moderate Education with white-collar and service sector jobs
- Value an active lifestyle, a strong work ethic and connecting with smaller close-knit groups in an authentic and sincere manner
- Top Geography: Toronto, Calgary, Ottawa, Edmonton
- EQ Type: Free Spirits



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 40th, making up 14,118 households, or 0.7% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 51

#### Children at Home

56.5% of couples have children living at home (Above Average).

#### Household Income

Above Average Household Income of \$139,197 compared to BC at \$113,574.

#### Top Social Values

Multiculturalism, Importance of Aesthetics, and Financial Security.

#### Top Tourism Activities

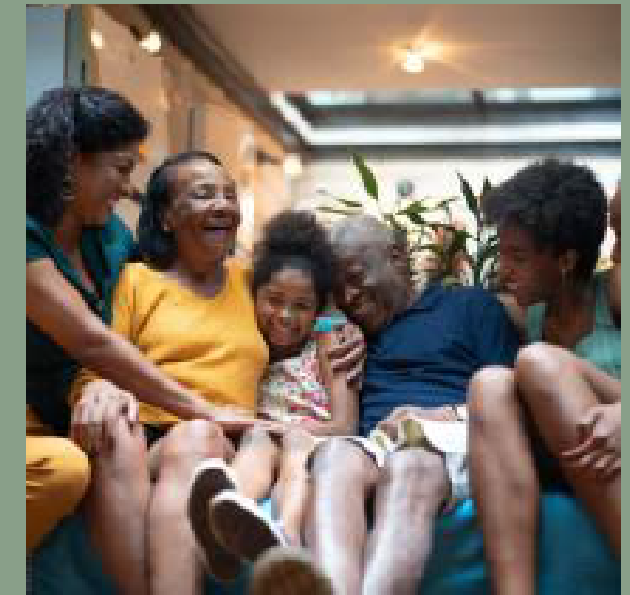
Swimming, Camping, and Cycling. Above Average interest in Ice Skating, Downhill Skiing, and Video Arcades/Indoor Amusement Centres.

#### Travel

Average interest for travelling within Canada (Above Average for Victoria, Whistler, and Montreal), Multicultural Corners from British Columbia spent an average of \$1,556 (Average) on their last vacation.

#### Social Media

73.9% currently use Facebook, 42.5% use Instagram (Above Average), 26.7% use Twitter, and 70.7% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## THE A-LIST

### General Canadian Summary

- Canada's most affluent segment. Middle-aged and older couples and families with older children (ages 10-25)
- Highly Educated – University/Advanced Degree
- Executive Positions in Management, Real Estate and the Arts
- Value community involvement, cultural diversity and having a healthy lifestyle
- Top Geography: Calgary, Vancouver, Edmonton, Montréal
- EQ Type: Authentic Experienter



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, The A-List rank 47th, making up 9,402 households, or 0.5% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 60

#### Children at Home

48.9% of couples have children living at home (Above Average).

#### Household Income

Above Average Household Income of \$411,697 compared to BC at \$113,574.

#### Top Social Values

Personal Control, North American Dream, and Culture Sampling

#### Top Tourism Activities

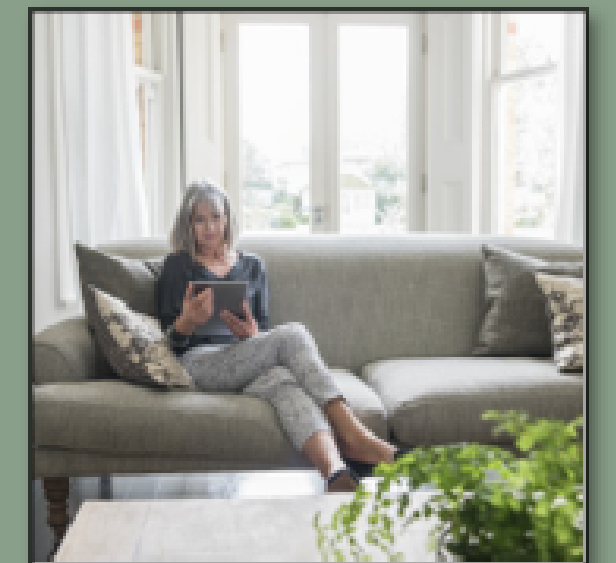
Swimming, Camping, and Cycling. Above Average interest in Bars/Restaurant Bars, Specialty Movie Theatres/IMAX, and Downhill Skiing.

#### Travel

Below Average interest for travelling within Canada (Above Average for Whistler and Toronto), The A-List from British Columbia spent an average of \$1,835 (Above Average) on their last vacation.

#### Social Media

71.9% currently use Facebook, 40.4% use Instagram, 29% use Twitter (Above Average), and 70.4% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## WEALTHY & WISE

### General Canadian Summary

- Older, more mature families with older children (Ages 10-25)
- Highly Educated – University/Advanced Degree
- White-collar positions in high-level Management
- Value learning from different cultures and incorporating diverse influences into their lives
- Top Geography: Calgary, Ottawa, Gatineau, Regina, London and Victoria
- EQ Type: Authentic Experienter



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Wealthy & Wise rank 34th, making up 21,752 households, or 1.1% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 59

#### Children at Home

51.9% of couples have children living at home (Above Average).

#### Household Income

Above Average Household Income of \$228,619 compared to BC at \$113,574.

#### Top Social Values

Culture Sampling, Legacy, and Equal Relationship with Youth.

#### Top Tourism Activities

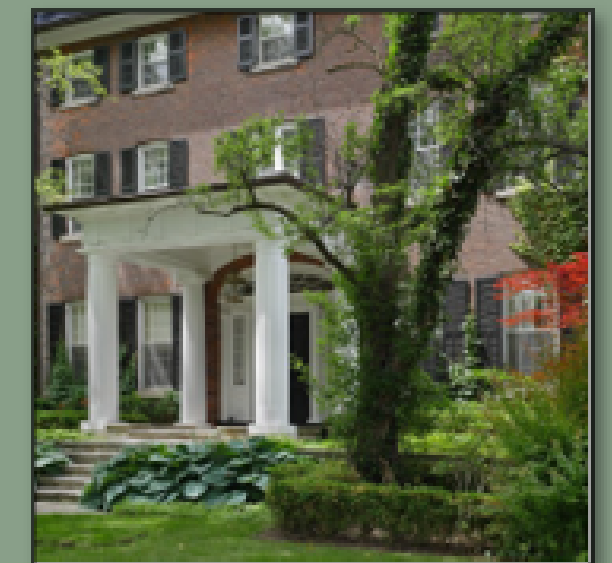
Swimming, Camping, and Cycling. Above Average interest in Bars/Restaurant Bars, Specialty Movie Theatres/IMAX, and Downhill Skiing.

#### Travel

Below Average interest for travelling within Canada (Above Average for Whistler), Wealthy & Wise from British Columbia spent an average of \$1,824 (Above Average) on their last vacation.

#### Social Media

72.7% currently use Facebook, 40.1% use Instagram, 28.1% use Twitter, and 70.8% use YouTube.



Source: Environics Analytics- Envision 2021

# TOP EQ TYPES

# 2021 EQ TYPE SUMMARY

## AUTHENTIC EXPERIENCERS

### General Canadian Summary

- Affluent, highly educated mature singles and couples with older children; living in urban and suburban neighbourhoods
- Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit
- Tend to be older, highly educated and adventurous
- Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way
- Drawn to nature and are likely to seek it out far and wide
- Travel is an important part of their lives, so they are likely to go often and for a while



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
<b>Household Count</b>	Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 4th, making up 276,802 households, or 13.7% of the total Households in British Columbia (2,018,734).
<b>Maintainer Age</b>	Median Household Maintainer Age is 59
<b>Children at Home</b>	46% of couples do not have children living at home (Above Average).
<b>Household Income</b>	Above Average Household Income of \$160,372 compared to BC at \$113,574.
<b>Top Social Values</b>	Culture Sampling, Legacy and National Pride
<b>Top Tourism Activities</b>	Swimming, Camping, Cycling Above average interest in Downhill Skiing and Sporting Events
<b>Travel</b>	Average interest for travelling within Canada. Authentic Experiencers from British Columbia spent an average of \$1,769 (Average) on their last vacation.
<b>Social Media</b>	75% currently use Facebook (Average), 37% use Instagram (Average), 25% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 EQ TYPE SUMMARY

## CULTURAL EXPLORERS

### General Canadian Summary

- Young, highly educated diverse singles and couples without children at home; living in urban neighbourhoods
- 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
- Avid, open-minded and socially-engaged global travellers, who seek spontaneous and authentic experiences
- Prefer to make their own plans as they go, rather than stick to predetermined schedules



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
<b>Household Count</b>	Of the 9 EQ Traveller Types identified in Canada, Cultural Explorers rank 6th, making up 200,674 households, or 9.9% of the total Households in British Columbia (2,018,734).
<b>Maintainer Age</b>	Median Household Maintainer Age is 45
<b>Children at Home</b>	52% of couples do not have children living at home (Above Average).
<b>Household Income</b>	Average Household Income of \$106,717 compared to BC at \$113,574.
<b>Top Social Values</b>	Culture Sampling, Social Learning, Ecological Concern
<b>Top Tourism Activities</b>	Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Pilates/Yoga, Video Arcades, Beer/Food/Wine Festivals, Snowboarding, Music Festivals
<b>Travel</b>	Average interest for travelling within Canada (Above Average for Toronto, Montreal and Saskatchewan), Cultural Explorers from British Columbia spent an average of \$1,730 (Average) on their last vacation.
<b>Social Media</b>	78% currently use Facebook (Average), 49% use Instagram (Above Average), 32% use Twitter (Above Average) and 78% use YouTube (Average).



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## CULTURAL HISTORY BUFFS

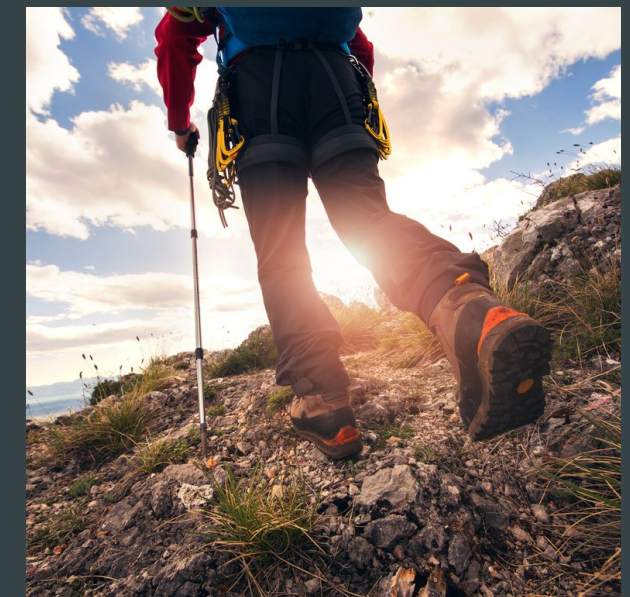
### General Canadian Summary

- Young, educated singles and couples; earning below-average incomes
- Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations
- Tend to be highly educated, and often single
- Like to travel alone or with one other
- Have a high propensity for international travel



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
<b>Household Count</b>	Of the 9 EQ Traveller Types identified in Canada, Cultural History Buffs rank 5th, making up 243,289 households, or 12.1% of the total Households in British Columbia (2,018,734).
<b>Maintainer Age</b>	Median Household Maintainer Age is 46
<b>Children at Home</b>	47% of couples do not have children living at home (Average).
<b>Household Income</b>	Below Average Household Income of \$88,193 compared to BC at \$113,574.
<b>Top Social Values</b>	Culture Sampling, Attraction for Crowds, Ecological Concern
<b>Top Tourism Activities</b>	Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Pilates/Yoga, Beer/Food/Wine Festivals, Music Festivals, Snowboarding, Film Festivals
<b>Travel</b>	Average interest for travelling within Canada (Above Average for Toronto), Cultural History Buffs from British Columbia spent an average of \$1,715 (Average) on their last vacation.
<b>Social Media</b>	76% currently use Facebook (Average), 47% use Instagram (Above Average), 34% use Twitter (Above Average) and 77% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 EQ TYPE SUMMARY

## FREE SPIRITS

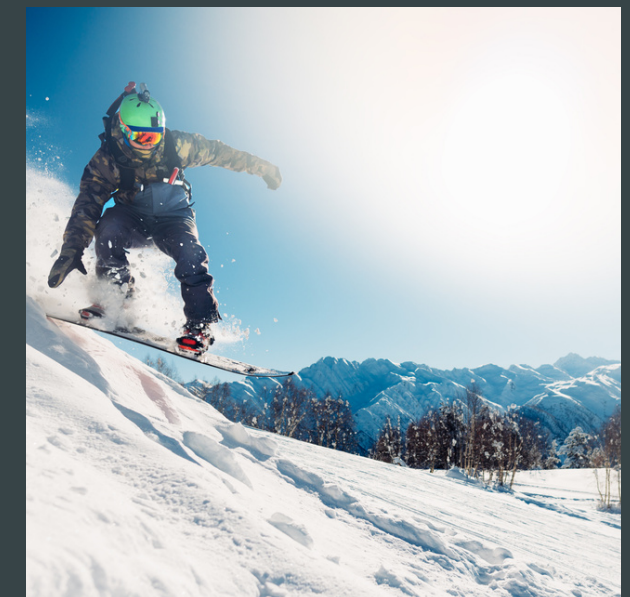
### General Canadian Summary

- Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas
- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others
- Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest
- They seek some structure when they travel so they can indulge in worry-free hedonistic activities
- Enjoy the best they can afford in terms of accommodations and restaurants



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
<b>Household Count</b>	•Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 323,033 households, or 16% of the total Households in British Columbia (2,018,734).
<b>Maintainer Age</b>	Median Household Maintainer Age is 52
<b>Children at Home</b>	56% of couples have children living at home (Above Average).
<b>Household Income</b>	Average Household Income of \$121,583 compared to BC at \$113,574.
<b>Top Social Values</b>	Consumption Evangelism, Traditional Family, Multiculturalism
<b>Top Tourism Activities</b>	Camping, Swimming, Hiking/Backpacking. Above average interest in Video Arcades, Adventure Sports, Snowboarding
<b>Travel</b>	Average interest for travelling within Canada (Above Average for Whistler). Free Spirits from British Columbia spent an average of \$1,523 (Average) on their last vacation.
<b>Social Media</b>	76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 EQ TYPE SUMMARY

## GENTLE EXPLORERS

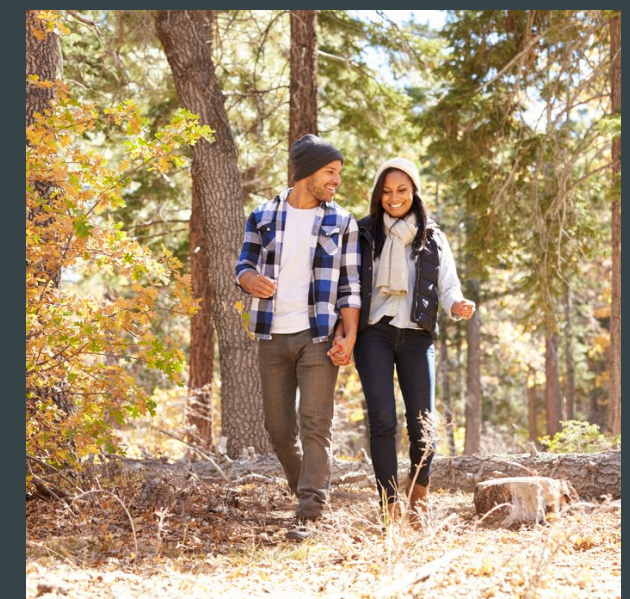
### General Canadian Summary

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures
- They prefer creature comforts and the security of group travel
- Travel is an opportunity to act more vividly and spontaneously than when at home



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
<b>Household Count</b>	Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 320,030 households, or 15.9% of the total Households in British Columbia (2,018,734).
<b>Maintainer Age</b>	Median Household Maintainer Age is 54
<b>Children at Home</b>	43% of couples do not have children living at home (Average).
<b>Household Income</b>	Below Average Household Income of \$99,208 compared to BC at \$113,574.
<b>Top Social Values</b>	Need for Escape, Racial Fusion, Flexible Families
<b>Top Tourism Activities</b>	Swimming, Hiking/Backpacking, Camping. Above average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing
<b>Travel</b>	Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Jasper). Gentle Explorers from British Columbia spent an average of \$1,558 (Average) on their last vacation.
<b>Social Media</b>	79% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 EQ TYPE SUMMARY

## PERSONAL HISTORY EXPLORERS

### General Canadian Summary

- Diverse families living in both urban and rural areas; lower levels of educational attainment and earning below-average incomes
- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style and security
- They are a more culturally diverse group
- Social people who enjoy being with others when travelling and favour group travel



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
<b>Household Count</b>	Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 7th, making up 147,316 households, or 7.3% of the total Households in British Columbia (2,018,734).
<b>Maintainer Age</b>	Median Household Maintainer Age is 55
<b>Children at Home</b>	46% of couples have children living at home (Above Average).
<b>Household Income</b>	Below Average Household Income of \$102,730 compared to BC at \$113,574.
<b>Top Social Values</b>	Ecological Fatalism, Traditional Family, Multiculturalism
<b>Top Tourism Activities</b>	Swimming, Hiking/Backpacking, Camping. Above average interest in Snowboarding, Film Festivals
<b>Travel</b>	Average interest for travelling within Canada (Above Average for Victoria, Toronto, Montreal), Personal History Explorers from British Columbia spent an average of \$1,650 (Average) on their last vacation.
<b>Social Media</b>	74% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 74% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 EQ TYPE SUMMARY

## VIRTUAL TRAVELLERS

### General Canadian Summary

- Middle-aged families with lower levels of educational attainment; living outside of urban areas
- Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends or relatives
- For Virtual Travellers, travelling is a chore, not an experience to be enjoyed
- They are fearful of change and complexity in their lives and like to maintain control when travelling
- They are highly unlikely to venture far from home



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
<b>Household Count</b>	Of the 9 EQ Traveller Types identified in Canada, Virtual Travellers rank 9th, making up 92,619 households, or 4.6% of the total Households in British Columbia (2,018,734).
<b>Maintainer Age</b>	Median Household Maintainer Age is 58
<b>Children at Home</b>	The Median Household Maintainer Age is 58, 53% of couples do not have children living at home (Above Average).
<b>Household Income</b>	Average Household Income of \$105,134 compared to BC at \$113,574.
<b>Top Social Values</b>	Attraction to Nature, Emotional Control, Racial Fusion.
<b>Top Tourism Activities</b>	Swimming, Camping, Hiking/Backpacking. Above average interest in Photography, Fishing/Hunting, Visiting National/Provincial Parks and Historical Sites
<b>Travel</b>	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Ottawa), Virtual Travellers from British Columbia spent an average of \$1,773 (Average) on their last vacation.
<b>Social Media</b>	80% currently use Facebook (Average), 36% use Instagram (Average), 22% use Twitter (Below Average) and 69% use YouTube (Average).



Source: Enviroics Analytics- Envision 2021

# ADDITIONAL RESOURCES

# SUMMARY OF REPORTS

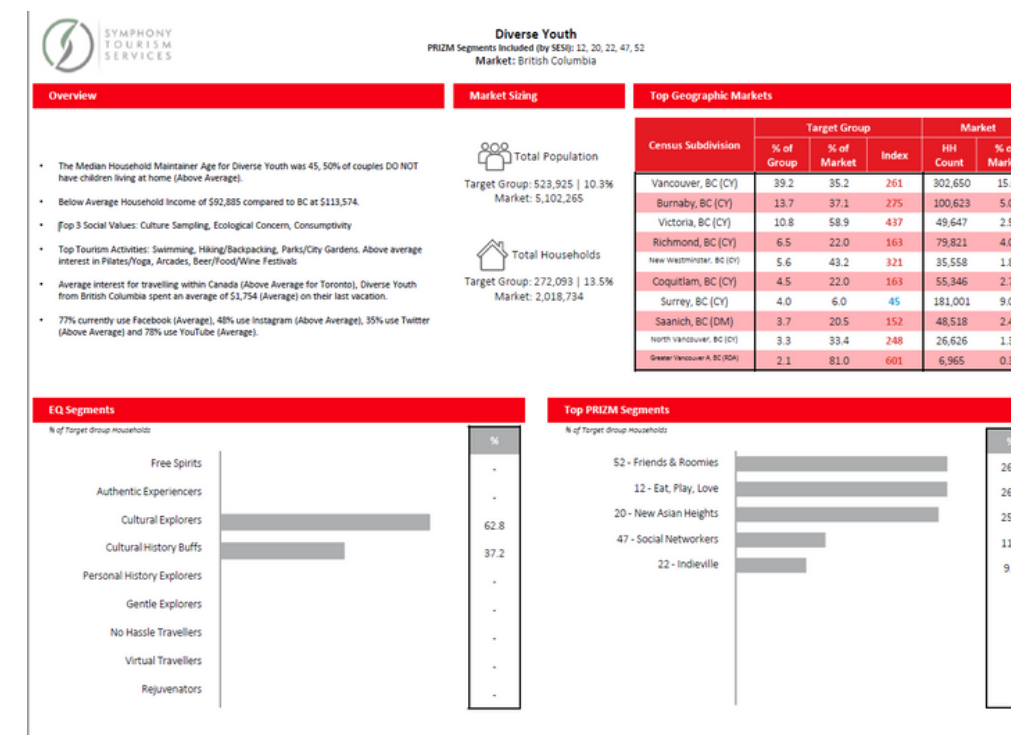
## Project Deliverables:

- Diverse Youth - BC Profile
- Multicultural Middle-Aged - BC Profile
- Cultured Adults - BC Profile
- Cultured Wealth - BC Profile
- **Diverse Youth**
  - Vancouver Profile
- **Multicultural Middle-Aged**
  - Vancouver Profile
- **Cultured Adults**
  - Vancouver Profile
- **Cultured Wealth**
  - Richmond Profile

## Profile Details:

- Each EQ and PRIZM Profile Includes 17 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



# RESOURCES

[Destination Canada - Explorer Quotient \(EQ\).  
Program & Toolkit](#)

[Environics Analytics PRIZM Segmentation System](#)

[PRIZM Marketer's Guide 2021](#)





# 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.

Learn more at [symphonytourismservices.com](https://symphonytourismservices.com)



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# ABOUT ENVIRONICS

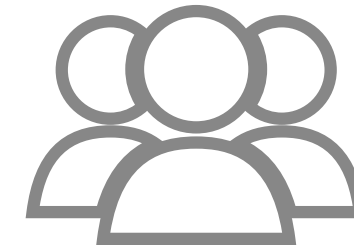
Environics Analytix is one of North America's leading data analytics and marketing services companies.

PRIZM 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:

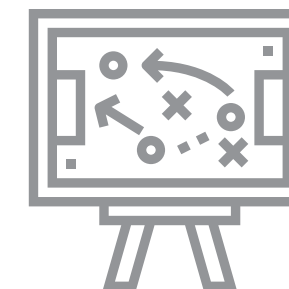
- BC
- Alberta
- Ontario
- United States



Understand your  
Customers



Identify Top  
Markets



Execute your  
Strategy

# 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

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