Overview

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).

The Median Household Maintainer Age is **60**, **52.2%** of couples do not have children living at home (Above Average).

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

Top 3 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.

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.

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

Market Sizing
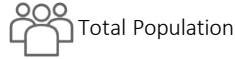
Total Population

Target Group: 193,136 | 3.8%
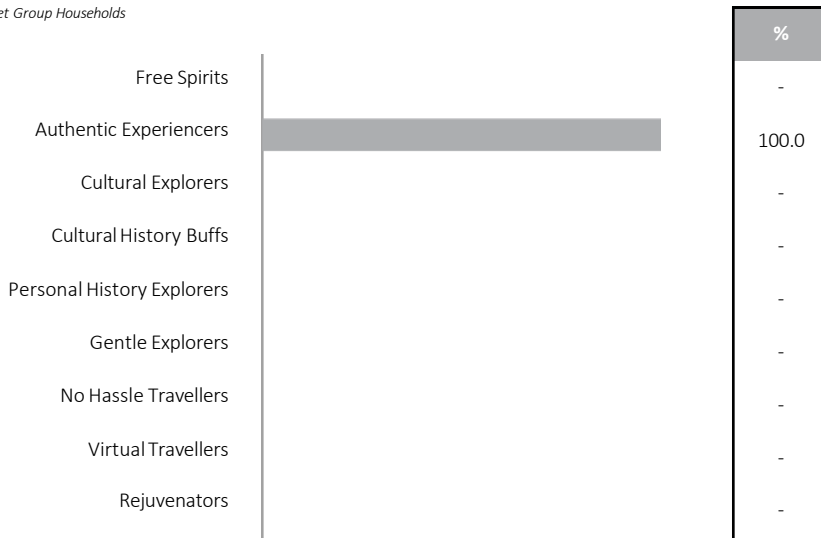Market: 5,102,265

Total Households

Target Group: 89,521 | 4.4%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	11.5	5.7	129	181,001	9.0
Saanich, BC (DM)	10.0	18.4	415	48,518	2.4
Victoria, BC (CY)	9.3	16.8	380	49,647	2.5
North Vancouver, BC (DM)	6.0	16.5	373	32,621	1.6
Langley, BC (DM)	5.5	10.8	244	45,647	2.3
White Rock, BC (CY)	4.8	40.6	915	10,557	0.5
Abbotsford, BC (CY)	4.2	7.2	163	52,233	2.6
Kelowna, BC (CY)	4.1	6.1	138	60,470	3.0
Richmond, BC (CY)	4.0	4.4	100	79,821	4.0
New Westminster, BC (CY)	3.6	9.0	204	35,558	1.8

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	100.0
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households
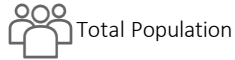
	%
16 - Savvy Seniors	100.0

Savvy Seniors

PRIZM Segments Included (by SESI): 16
Market: British Columbia

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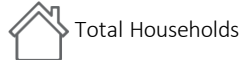
Demographic Profile

Total Population
Target Group: 193,136 | 3.8%
Market: 5,102,265

Total Households
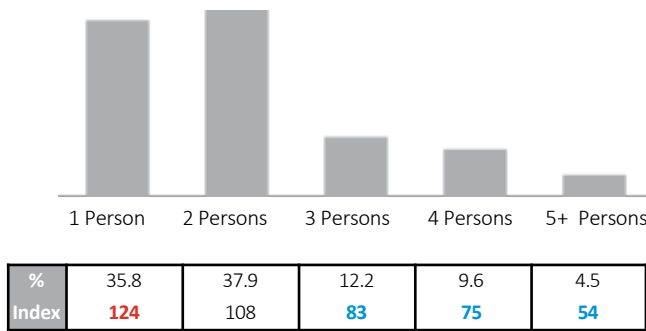Target Group: 89,521 | 4.4%
Market: 2,018,734

Average Household Income

$110,398
(97)

Median Household Maintainer Age

60
(112)

Household Size*

%	35.8	37.9	12.2	9.6	4.5
Index	**124**	108	**83**	**75**	**54**

1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons

Marital Status**
55.8%
(98)
Married/Common-Law

Family Composition***
52.2%
(119)
Couples Without Kids at Home

Education**
31.7%
(116)
University Degree

Visible Minority Presence*
23.2%
(71)
Belong to a visible minority group

Non-Official Language*
1.6%
(48)
No knowledge of English or French

Immigrant Population*
27.1%
(95)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Culture Sampling	**129**	65	Attraction to Nature
Emotional Control	**124**	79	Acceptance of Violence
Vitality	**121**	81	Utilitarian Consumerism
Voluntary Simplicity	**118**	81	Sexism
Rejection of Orderliness	**118**	81	Enthusiasm for Technology

Key Social Values

Culture Sampling Index = **129**	Emotional Control Index = **124**	Effort Toward Health Index = **117**
Legacy Index = **113**	Ethical Consumerism Index = **112**	Ecological Lifestyle Index = **111**
Racial Fusion Index = **110**	Primacy of Environmental Protection Index = 109	Flexible Families Index = 109
Work Ethic Index = 108	Social Responsibility Index = 108	National Pride Index = 108

Sources: DemoStats 2021, SocialValues 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2021
*Based on Households **Based on Household Population 15+
Psychographics to Canada and 2
Strong/Weak values ranked by Index

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.3	101
Gardening	60.8	102
Fitness walking	55.0	106
Volunteer work	54.1	101
Home exercise & home workout	52.9	98

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	53.8	103
Parks & city gardens	46.9	109
Bars & restaurant bars	39.6	107
Movies at a theatre/drive-in	37.3	101
Art galleries, museums & science centres	35.9	107

Key Tourism Activities**

Swimming	Parks & city gardens	Hiking & backpacking	Camping	Cycling	Bars & restaurant bars	Photography	Canoeing & kayaking
52.1% (99)	46.9% (109)	45.8% (92)	45.1% **(90)**	43.8% (95)	39.6% (107)	38.3% (98)	33.3% (94)
National or provincial park	Golfing	Cross country skiing & snowshoeing	Pilates & yoga	Specialty movie theatres/IMAX	Fishing & hunting	Historical sites	Ice skating
31.6% **(110)**	26.2% (99)	24.9% (101)	22.6% (99)	22.4% (107)	21.8% **(89)**	21.0% (108)	20.5% (91)
Sporting events	Downhill skiing	Zoos & aquariums	Video arcades & indoor amusement centres	Theme parks, waterparks & water slides	Beer, food & wine festivals	Adventure sports	Hockey
19.5% **(114)**	18.5% (97)	15.7% (97)	13.3% **(86)**	12.8% (105)	12.5% **(112)**	11.1% (94)	10.7% (92)
ATV & snowmobiling	Power boating & jet skiing	Music festivals	Curling	Film festivals	Snowboarding	Marathon or similar event	Dinner theatres
10.6% **(87)**	10.4% **(85)**	8.9% (107)	8.9% **(115)**	7.5% **(119)**	6.5% **(78)**	5.3% (96)	4.8% **(125)**

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
3

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SYMPHONY TOURISM SERVICES

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	40.7	101
Vancouver	26.6	108
Victoria	25.1	98
Whistler	19.3	93
Other Alberta	13.5	108
Calgary	12.4	**115**
Toronto	11.5	**131**
Banff	9.4	99
Jasper	8.7	**132**
Ottawa	6.5	**140**

Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	45.4	105
Book through a hotel directly	42.3	103
Book through an on-line travel agency	36.1	102
Book through airline/hotel website	29.2	101
Book through a full service travel agent	27.7	**116**
Other services	18.6	108
Book a package tour	14.9	**129**
Book through a discount/last minute agency	10.7	101

*Booked With [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
18.8% (103)	7.9% (110)	6.1% (105)	2.9% (180)	3.2% (144)

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
3.0% (162)	17.0% (114)	3.3% (131)	6.7% (126)

Vacation Spending

Spent Last Vacation

%	27.0	20.6	19.3	9.6	7.0	16.5
Index	**88**	**110**	101	104	**113**	102

$ 1,725 (104) Average spend on last trip

Travel Type & Frequency

Business Trips

10.2 (91) Average number of nights away in the past year for business trips

Personal Trips

3.7 (101) Average out-of-town vacations taken in the past 3 years
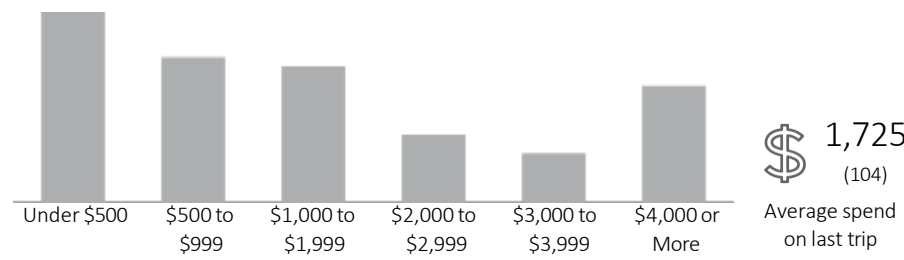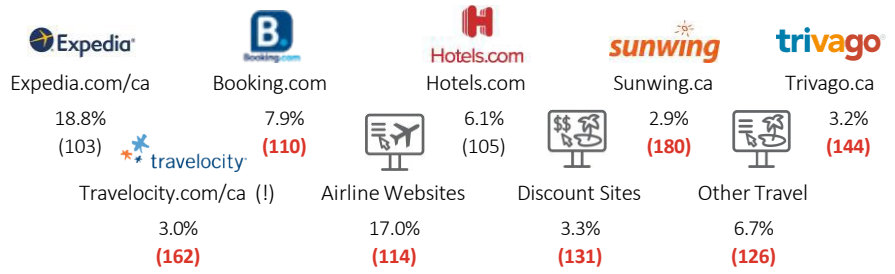
Average number of business trips by mode of transportation in the past year:

3.2 (104)   4.3 (97)   1.9 (95)   4.1 (93)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
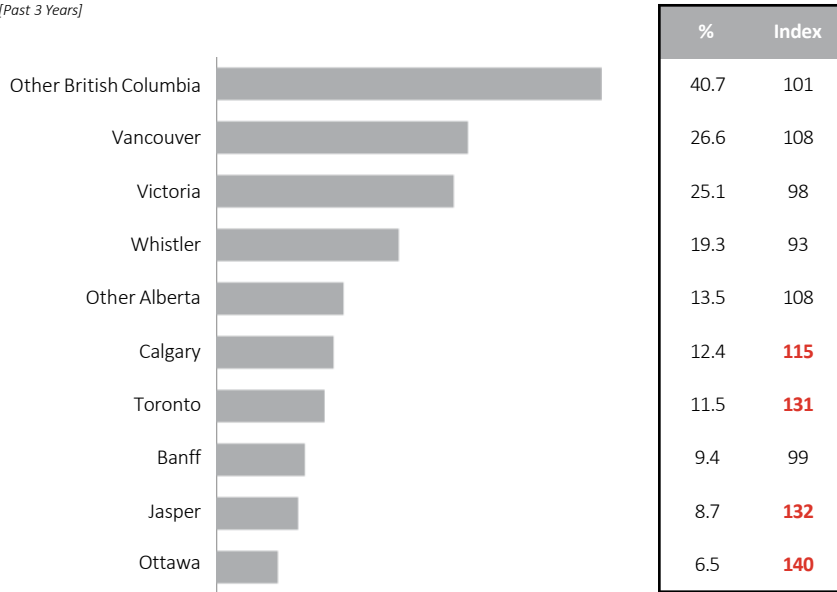Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition   4
**Ranked by national percent composition

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SYMPHONY TOURISM SERVICES

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 56.9% (101)	Friends/relatives 43.9% (103)	All-inclusive resort 18.3% **(117)**	Camping 21.6% **(90)**	Vacation rental by owner 24.8% (104)	Motel 20.6% (105)	Cottage 10.5% **(113)**
B&B 16.6% **(120)**	Condo/apartment 16.6% **(130)**	RV/camper 13.1% (103)	Cruise ship 14.6% **(130)**	Package tours 7.3% **(147)**	Spa resort 6.9% **(127)**	Boat 5.1% **(138)**

Airline Preferences**

Flown [Past Year]

Air Canada 37.4% (103)	West Jet 34.8% **(115)**	Air Transat 7.4% **(118)**	Porter Airlines 0.3% **(322)**	Other Canadian 7.1% **(126)**
Delta Airlines 6.5% **(120)**	United Airlines 7.7% **(123)**	American Airlines 5.2% **(120)**	Other American 9.2% **(113)**	
European Airlines 10.3% **(136)**	Asian Airlines 6.1% (97)	Other Charter 3.8% **(178)**	Other 9.3% **(133)**	

Car Rental*

Rented From [Past Year]

Enterprise 6.8% **(135)**	Budget 4.6% **(117)**	Avis 3.1% **(150)**	U-Haul 2.6% **(178)**
Hertz 3.5% **(155)**	National (!) 4.1% **(142)**	Discount (!) 1.7% **(191)**	Other Rentals 4.0% (108)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2021
Based on Household Population 12+
*Ranked by national values
**Ranked by national percent composition within row
5

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Product Preferences

Variables with "Agree" Statements

"I have tried a product/service based on a personal recommendation" 76% | Index = 104	"I consider myself to be informed on current events or issues" 74% | Index = 106	"I would like to eat healthy foods more often" 74% | Index = 99	"I generally achieve what I set out to do" 70% | Index = 102	"I am very concerned about the nutritional content of food products I buy" 70% | Index = 105
"I make an effort to buy local produce/products" 69% | Index = 107	"I value companies who give back to the community" 68% | Index = 103	"I am interested in learning about different cultures" 62% | Index = 109	"It's important to buy products from socially-responsible/environmentally-friendly companies" 59% | Index = 105	"When I shop online I prefer to support Canadian retailers" 59% | Index = 104
"Family life and having children are most important to me" 58% | Index = 103	"I like to cook" 57% | Index = 99	"I like to try new places to eat" 54% | Index = 98	"I offer recommendations of products/services to other people" 51% | Index = 97	"I like to try new and different products" 48% | Index = 101
"I am willing to pay more for eco-friendly products" 41% | Index = **111**	"Free-trial/product samples can influence my purchase decisions" 40% | Index = 100	"I am adventurous/"outdoorsy"" 40% | Index = 97	"Vegetarianism is a healthy option" 38% | Index = 102	"I lead a fairly busy social life" 31% | Index = **119**
"I prefer to shop online for convenience" 29% | Index = 92	"Staying connected via social media is very important to me" 28% | Index = 102	"I consider myself to be sophisticated" 24% | Index = **121**	"Advertising is an important source of information to me" 23% | Index = 103	"I enjoy being extravagant/indulgent" 21% | Index = **111**

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

■ Once a month or more ■ 2-11 times per year ▪ Once a year

	%	Index	%	Index	%	Index
Pizza restaurants	9.3	**90**	45.2	108	4.7	98
Asian restaurants	12.3	100	46.7	100	4.5	95
Submarine/sandwich restaurants	4.3	**76**	31.3	97	5.1	109
Breakfast style restaurant	5.5	**144**	33.4	109	9.2	91
Chicken restaurants	3.4	**127**	16.2	97	4.3	100
Ice cream/frozen yogurt restaurants	1.6	**76**	26.1	99	3.7	**83**
Specialty burger restaurants	4.2	**122**	20.2	**89**	4.2	**74**
Italian restaurants	1.7	**87**	24.3	105	9.1	108
Other ethnic restaurants	2.6	**86**	32.6	108	10.1	108
Steakhouse	2.0	**136**	16.1	108	18.6	109
Mexican/Burrito-style restaurants	3.0	96	21.7	101	7.6	**82**
Seafood/Fish and Chips restaurants	1.6	99	30.1	**128**	10.4	101

Restaurant Service Type*

Frequency of Visiting [Past Year]

■ Once a month or more ■ 2-11 times per year ▪ Once a year

	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.1	101	47.0	104	5.6	97
Food court outlets at a shopping mall	3.8	**79**	43.0	101	8.3	**112**
Pub restaurants	9.9	**110**	43.7	108	5.1	**87**
Formal dine-in restaurants	3.0	**80**	35.3	105	11.3	**112**
Fast casual restaurants	5.2	**73**	23.5	93	3.6	105
Sports bars	1.5	**66**	17.5	**111**	3.2	109
Other types	5.0	**128**	23.4	107	1.5	**73**
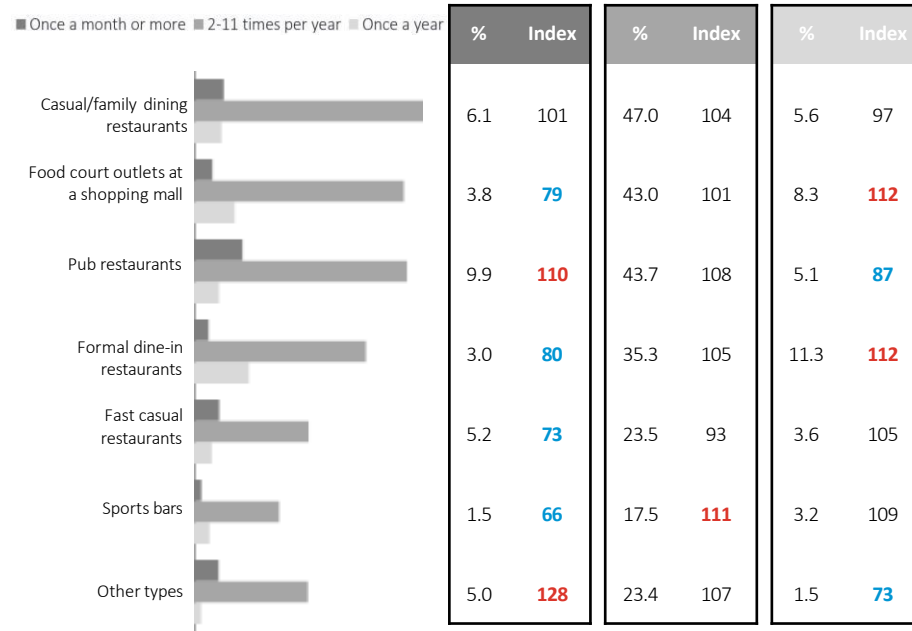
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
31.7%
(103)

Other Organic Food
17.0%
(103)

Organic Meat
13.2%
(127)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average
Target Group
Source: Environics Analytics 2021
*Ranked by national percent composition of visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+
10

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Product Preferences

Demographics

Rent
24.9%
(77)

Own
75.1%
(111)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	15.6	17.3	17.2	17.5	14.0	18.4
Index	99	101	100	99	103	99

Households with
Children at Home
28.7%
(77)

Demographic Trends

Household Projections
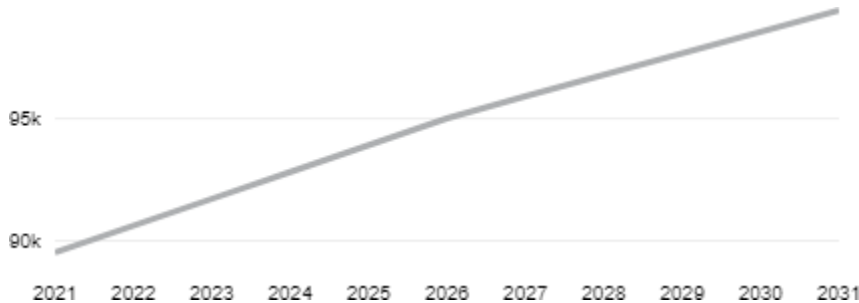
Name	2021	2024	2026	2031
Count	89,521	92,810	95,011	99,433
% Change	-	3.7	6.1	11.1
Index	-	**132**	**132**	**128**

Note: Index compares % change from 2020 target group households to % change from 2020 market households

Loyalty Programs*

Member

	%	Index
PC Optimum	52.7	105
Air Miles (excl. airline frequent flyer programs)	48.8	108
Costco membership (paid)	45.3	108
Credit card with loyalty rewards	43.0	**111**
Aeroplan	31.7	**110**
Canadian Tire Triangle	30.8	97
Hudson's Bay Rewards	26.8	**116**
SCENE (Cineplex)	25.3	98
Petro Points	17.7	97
Esso Extra Program	9.0	92
Other grocery store card	33.4	107
Other loyalty program	14.0	104
Other airline frequent flyer program	11.9	**141**
Other store program	11.0	102
Other gas program	8.1	**113**