

Market Sizing

Overview

Top Geographic Markets

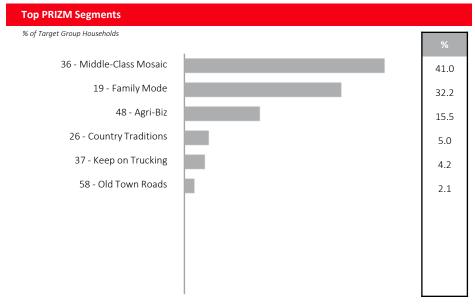


Target Group: 595,910 | 13.39 Market: 4,472,482



Target Group: 199,715 | 12.19 Market: 1,644,476

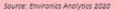
			Farget Grou	o	Ma	rket
	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
3%	Calgary, AB (CY)	25.6	10.1	83	504,320	30.7
	Edmonton, AB (CY)	18.9	9.6	79	392,545	23.9
	Strathcona County, AB (SM)	4.7	24.3	200	38,575	2.3
	Okotoks, AB (T)	2.6	49.6	408	10,666	0.6
5	Red Deer, AB (CY)	2.6	12.1	100	42,867	2.6
1%	St. Albert, AB (CY)	2.5	19.1	158	25,755	1.6
	Airdrie, AB (CY)	2.0	15.1	124	25,833	1.6
	Lethbridge, AB (CY)	1.7	8.2	68	40,477	2.5
	Chestermere, AB (CY)	1.5	42.5	349	7,081	0.4
	Rocky View County, AB (MD)	1.5	20.3	167	14,248	0.9



 Of the 9 EQ Target Groups identified in Canada, No Hassle Travellers rank 8th, making up 199,715 households, or 12.1% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 51, 48% of couples have children living at home
- Average Household Income of \$118,008 compared to Alberta at \$125,945
- **Top Social Value: Need for Escape** The desire to regularly escape the stress and responsibilities of everyday life
- Above Average interest in Dinner Theatres and Inline Skating
- Average interest in travelling within Canada (Banff, Other British Columbia, Other Alberta, Calgary, Vancouver, Jasper, Victoria, Saskatchewan, Manitoba, Toronto), No Hassle Travellers from Alberta spent an average of \$1,502 on their last vacation
- On average, Gentle Explorers from Alberta spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 79% currently use Facebook, 38% use Instagram and 29% use Twitter

Target Group





Demographic Profile			Psychographics**				
Total Populati Target Group: 595,910		Total Households t Group: 199,715 12.1%	Strong Need for Es	ng Valu	ues	We 80	eak Values Ecological Concern
Market: 4,472,482	2 N	Market: 1,644,476	Work	k Ethic	116	81	Fulfilment Through Work
Average Household Income	Household	d Size*	Emotional Co	ontrol	114	82	Pursuit of Intensity
\$118,008 ⁽⁹⁴⁾			Personal Co	ontrol	114	84	Intuition & Impulse
Median Household Maintainer Age			Technology An	nxiety	113	85	Ecological Lifestyle
51	1 Person 2 Persons 3 Per	ersons 4 Persons 5+ Persons	Key Social Values				
(104) % Inde		17.3 17.3 12.7 108 113 123	Need for Escape Index = 127			k Ethic x = 116	Emotional Control Index = 114
Marital Status**	Family Composition***	Education**		·]
60.9% (102)	48.1% (103)	30.2% (109)	National Pride Index = 112			Fusion x = 111	Legacy Index = 107
Married/Common-Law	Couples With Kids at Home	High School Certificate Or Equivalent					
Visible Minority Presence*	Non-Official Language*	Immigrant Population*	Primacy of the Family Index = 106	T		nal Family x = 106	ly Pursuit of Originality Index = 105
<u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u>	E 1.6%	21.7%					
(94) Belong to a visible minority	(108) No knowledge of English or	(95) Born outside Canada	Ecological Fatalism Index = 104	Ef		ward Healt x = 104	alth Social Intimacy Index = 103
group	French		L] L				J

Sources: DemoStats 2020, SocialValues 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020



Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]					
Top 5 Activities Participated*		Index	Top 5 Activities Attended*	% Comp	Index
Reading	80.4	99	Auditoriums, arenas & stadiums (any)	46.3	98
Camping	60.0	102	Other activities & attractions	45.3	98
Gardening	59.8	101	Parks & city gardens	40.8	103
Home exercise & home workout	54.5	99	Sporting events	40.6	99
Swimming	51.6	100	National or provincial park	40.1	99

Key Tourism Activities**

Camping	Swimming	Cycling	Hiking & backpacking	Parks & city gardens	Sporting events	National or provincial park	Bars & restaurant bars
<u>Å</u>		Å	Ŕ	*		<u>A</u> P	Ŷ
60.0%	51.6%	45.4%	42.3%	40.8%	40.6%	40.1%	35.4%
(102)	(100)	(100)	(103)	(103)	(99)	(99)	(96)
Golfing	Zoos & aquariums	Fishing & hunting	Photography	Ice skating	Canoeing & kayaking	Specialty movie theatres/IMAX	Historical sites
- Sh	<u>P</u> 13		Õ		ŝ	Ť.	
32.1%	31.7%	30.5%	30.4%	29.8%	26.9%	25.3%	24.3%
(103)	(101)	(107)	(98)	(99)	(99)	(100)	(98)
Pilates & yoga	Theme parks, waterparks & water slides	Cross country skiing & snowshoeing	Downhill skiing	ATV & snowmobiling	Hockey	Power boating & jet skiing	Dinner theatres
方	Ř.		₹¥°	540	Ą.	ŝ	
22.5%	22.4%	20.2%	20.0%	18.9%	15.4%	14.6%	14.0%
(100)	(106)	(95)	(100)	(108)	(98)	(108)	(112)
Video arcades & indoor amusement centres	Adventure sports	Curling	Inline skating	Music festivals	Beer, food & wine festivals	Snowboarding	RV shows
	-	<u> </u>		(())		TAN	
13.4%	13.0%	12.1%	9.5%	8.0%	7.4%	7.0%	4.3%
(102)	(103)	(99)	(119)	(98)	(93)	(87)	(95)

Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database index: At least 10% above or below the average

Source: Environics Analytics 2020

(!) Indicates small sample size Based on Household Population 12+ *Selected and ranked by percent composition **Ranked by percent composition

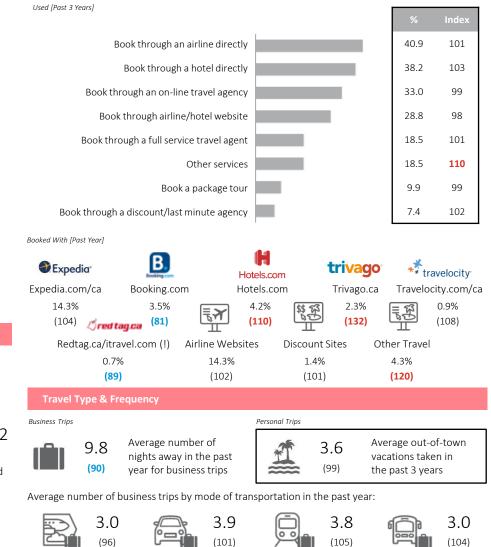


Travel Profile



Vacation Spending Spent Last Vacation 1.502 (99) Average spend Under \$500 \$500 to \$1,000 to \$2,000 to \$3,000 to \$4,000 or on last trip \$999 \$1,999 \$2,999 \$3,999 More 29.9 20.4 6.0 10.1 22.1 11.4 100 98 104 100 101 94

Vacation Booking**



Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Target Group Source: Environics A

Source: Environics Analytics 2020

(!) Indicates small sample size

**Ranked by percent composition Based on Household Population 12+

4

*Selected and ranked by percent composition



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

		Æ	<u>Åia</u>		ß	
Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
59.5%	36.0%	19.7%	27.0%	20.4%	16.7%	9.0%
(100)	(99)	(96)	(103)	(105)	(92)	(102)
			同 武			
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
11.6%	11.4%	4.8%	15.0%	3.4%	3.0%	3.0%
(107)	(100)	(93)	(108)	<mark>(119)</mark>	(105)	(104)

Airline Preferences*

Flown [Past Year]	
-------------------	--

🛞 AIR CANADA	WESTJET 🆈	Air transat	porter	*
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
31.9%	40.9%	3.8%	0.0%	3.0%
(96)	(94)	(98)	(101)	(106)
UNITED	DELTA AIR LINES	American Airlines 🔪		
United Airlines	Delta Airlines	American Airlines	Other American	
4.8%	5.8%	1.5%	1.5%	
(93)	(100)	(107)	(109)	
	*	J.F.F.	R	
European Airlines	Asian Airlines	Other Charter	Other	
3.9%	1.4%	2.8%	3.7%	
(98)	(110)	(108)	(100)	

Car Rental*

Rented From [Past Year]

-enterprise	Budget"	AVIS [®]	≋ National
Enterprise	Budget	Avis	National
5.2%	3.3%	2.4%	1.7%
(86)	(85)	(91)	(77)
<u>Hertz</u>	- Discount -	UHAUL	
Hertz	Discount	U-Haul	Other Rentals
1.7%	0.3%	0.5%	1.6%
(102)	(58)	(78)	(93)

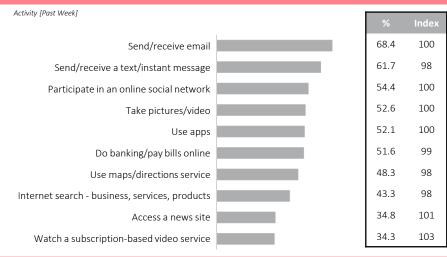
Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average



Media

Overall Level of Use										
Radio			Television	News	paper	Magazi	ne	Interr	net	
<u> </u>								((())		
13 hours/week		1,	197 minutes/week	1 hours	/week	8 minutes	/day	232 minut	es/day	
(101)			(100)	(9	4)	(103)		(100)	
Top Radio Programs*			Top Television Programs*		Top Newspaper Sections*			Top Magazine Publications*		
Programs [Weekly]			Programs [Average Week]		Frequency Read [Occasionally/Frequent	ly]		Read [Past Month]		
	%	Index		% Index		%	Index		%	Index
News/Talk	25.0	98	Movies	52.9 103	Local & Regional News	51.5	97	Other U.S. magazines	7.5	101
Mainstream Top 40/CHR	18.6	95	Evening local news	34.6 99	National News	48.7	99	Other English-Canadian	7.0	101
Classic Hits	18.4	105	Hockey (when in season)	32.1 106	International News & World	43.5	96	Reader's Digest	5.5	110
Today's Country	17.1	106	Primetime serial dramas	30.3 105	Movie & Entertainment	31.6	97	CAA Magazine	5.1	93
Adult Contemporary	14.5	91	Home renovation/decoration shows	25.3 100	Sports	28.8	101	Canadian Living	4.7	96
Multi/Variety/Specialty	11.4	100	Situation comedies	24.2 101	Editorials	27.2	98	Maclean's	4.6	107
AOR/Mainstream Rock	10.6	106	Suspense/crime dramas	24.2 100	Health	25.7	95	People	3.8	99
Classic Country	8.7	99	News/current affairs	23.9 95	Food	25.2	97	Hello! Canada	3.7	102
Hot Adult Contemporary	8.3	106	CFL football (when in season)	23.5 106	Business & Financial	23.8	101	National Geographic	3.6	86
Classic Rock	7.8	113	Documentaries	23.3 101	Travel	20.0	94	Canadian Geographic	3.1	104

Top Internet Activities*



Top Mobile Activities*

Activity [Past Week]

	/0	muex
Send/receive a text/instant message	59.5	97
Send/receive email	52.7	99
Take pictures/video	50.6	100
Use apps	49.4	100
Participate in an online social network	46.7	101
Use maps/directions service	43.0	98
Do banking/pay bills online	31.1	103
Internet search - business, services, products	29.9	96
Access a news site	24.2	102
Watch free streaming music videos	22.3	106

Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average



102

102

103

103

94

93

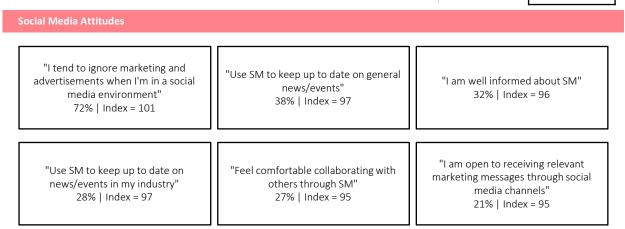
105

100

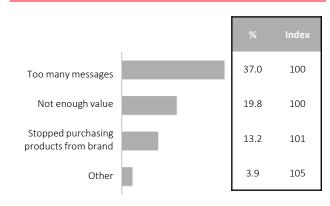
Media

Soci	al Media Pla	tforms			
Usage	e [Currently Use]				
f	Facebook 79.3% (101)	You Tube	YouTube 69.7% (100)	in	LinkedIn 43.3% (95)
Ø	Instagram 37.5% (97)	P	Pinterest 34.5% (107)		WhatsApp 33.2% (90)
6	Twitter 27.8% (97)		Podcasts 16.9% (95)		Snapchat 14.5% (95)
٢	Reddit 9.9% (95)	blog	Blogs 9.0% (94)	Ĩ	Health/Fitness 8.1% (91)
ĥĤ	Dating App 3.9% (89)	••	Flickr 2.7% (94)	¢	Tinder 2.3% (101)

Reasons to Follow Brand	s		
		%	I
To get coupons and discounts		33.4	
To learn about a brand's products /services		32.5	
To enter contests		31.6	
To provide feedback to the brand		11.7	
To be among the first to hear brand news		11.5	
To engage with content		7.4	
To share brand-related stories with consumers		5.9	
To make suggestions for new products/services		5.3	



Reasons to Unfollow Brands



Actions Taken using Social I	Viedia		
Variables with Response "Yes"			
	1	%	Index
Like brand on Facebook		38.0	103
Subscribe to brand email newsletter		19.0	99
Subscribe to brand channel on YouTube		13.7	100
Follow brand on Instagram		13.4	94
Join an exclusive online community of consumers who also like the brand		10.3	105
Follow brand on Twitter		7.7	96

Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 73% Index = 99	"I have tried a product/service based on a personal recommendation" 71% Index = 99	"I generally achieve what I set out to do" 70% Index = 100	"Family life and having children are most important to me" 63% Index = 101	"I am very concerned about the nutritional content of food products I buy" 59% Index = 96
	[]		[]	[]
"I value companies who give back to the community" 59% Index = 96	"I offer recommendations of products/services to other people" 58% Index = 100	"I consider myself to be informed on current events or issues" 57% Index = 99	"I like to cook" 57% Index = 100	"I am interested in learning about different cultures" 54% Index = 96
"I like to try new places to eat" 52% Index = 97	"I make an effort to buy local produce/products" 52% Index = 98	"When I shop online I prefer to support Canadian retailers" 48% Index = 100	"I like to try new and different products" 48% Index = 104	"It's important to buy products from socially-responsible/environmentally- friendly companies" 46% Index = 97
"Free-trial/product samples can influence my purchase decisions" 43% Index = 101	"I am adventurous/"outdoorsy"" 40% Index = 100	"Staying connected via social media is very important to me" 31% Index = 103	"I prefer to shop online for convenience" 30% Index = 102	"Advertising is an important source of information to me" 28% Index = 101
"I lead a fairly busy social life" 26% Index = 100	"Vegetarianism is a healthy option" 25% Index = 98	"I am willing to pay more for eco- friendly products" 25% Index = 97	"I consider myself to be sophisticated" 23% Index = 94	"I enjoy being extravagant/indulgent" 19% Index = 103



Product Preferences

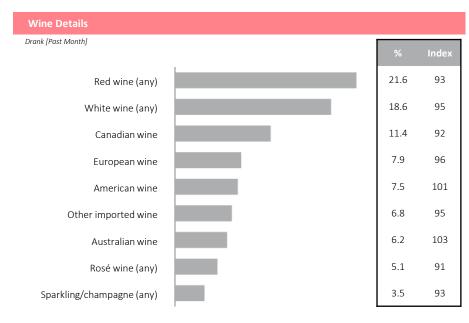
Beer Co	nsumption					
Drinks (Pas	t Week)					
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	69.3	16.2	5.7	2.6	2.1	4.0
Index	101	96	100	86	105	112

Top 10 Beers*		
Brand Drink [Most Often/Frequently]	%	Index
Other Canadian microbrewery/craft beer	18.7	92
Coors Light	16.0	102
Corona	15.7	101
Budweiser	14.3	104
Molson Canadian	13.7	105
Kokanee	13.1	116
Bud Light (any)	12.4	100
Alexander Keith's (any)	11.7	92
Stella Artois	11.2	101
Heineken	10.2	114

Drank [Past Month]	% Comp	Index
Canadian wine	11.4	92
Liqueurs (any)	6.8	99
Cider	5.5	90

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.1	104

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.7	92



Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database

(!) Indicates small sample size Based on Household Population 12+



Product Preferences

Restaurant Type \	/isited*						
Frequency of Visiting [Past	t Year]						
Once a month or more	2-11 times per year 🗏 Once a year	%	Index	%	Index	%	Index
Pizza restaurants		12.7	97	48.0	98	4.0	96
Asian restaurants		6.2	104	46.7	98	7.0	100
Submarine/sandwich restaurants		8.6	92	42.5	102	3.9	88
Breakfast style restaurant		3.3	83	27.7	94	13.7	105
Chicken restaurants		3.0	93	26.1	103	6.2	107
Ice cream/frozen yogurt restaurants		2.8	95	28.7	100	5.1	90
Specialty burger restaurants	_	4.3	98	30.0	102	6.4	90
Italian restaurants		1.7	83	21.9	101	7.5	97
Steakhouse		0.6	89	20.6	95	19.2	106
Other ethnic restaurants		1.7	69	15.8	95	7.9	98
Mexican/Burrito-style restaurants	<u> </u>	2.4	102	21.8	96	7.7	103
Seafood/Fish and Chips restaurants		0.6	112	15.0	101	7.2	100

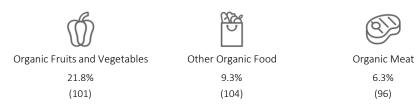
Restaurant Service Type*

Frequency of Visiting (Past Year)

Frequency of Visiting [Po	ust reary						
Once a month or more	2-11 times per year Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants		6.0	102	50.4	4 102	7.9	106
Food court outlets at a shopping mall		8.0	97	47.9	9 101	7.9	98
Pub restaurants		4.5	91	30.3	1 95	5.9	106
Formal dine-in restaurants		2.5	85	28.0	D 94	12.3	102
Fast casual restaurants		8.0	91	32.	5 105	2.8	76
Sports bars	-	2.4	94	19.3	3 103	4.2	100
Other types	-	3.5	114	17.	1 99	2.3	116

Purchased Organic Food

Done [Past Week]



6.3%

(96)



Product Preferences

Demographics							Loyalty Programs*			
~	Rent		6	<u> </u>	Own		Member		%	Index
RENT	20.1% (74)		5	S.	79.5% (110)		Air Miles (excl. airline frequent flyer programs)		60.0	97
		Age of	f Children	at Home			PC Optimum		51.4	98
0							Costco membership (paid)		47.6	102
y p							Canadian Tire Triangle		41.4	103
Households with Children at Home	0 to 4	5 to 9 1	L0 to 14	15 to 19	20 to 24	25 or more	Credit card with loyalty rewards		33.5	99
48.0% (113)	% 18.7 Index 93	19.8 98	19.4 103	18.2 104	11.4 101	12.6 104	SCENE (Cineplex)		32.5	104
					-		Aeroplan		23.4	92
Demographic Trends	Hous	ehold Project	tions				Hudson's Bay Rewards	I	20.2	107
220k					/		Petro Points		18.3	95
210k							Esso Extra Program		9.4	97
							Other airline frequent flyer program		8.9	98
200k							Other grocery store card		19.8	103
2020 2021 2	2022 2023 20	24 2025 023	2026		028 202 20	9 2030 030	Other store program		6.8	96
Count 199,71 % Change -		,834	209,),390).4	Other gas program		9.2	112
Index -	e	52	62	2	e	55	Other loyalty program		9.8	99



Internet Activity

Activity [Past Week]									
	Internet Activity*	% Inc	dex	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email		68.4 10	00		52.7	99		12.4	95
Send/receive a text/instant message		61.7 9	98		59.5	97		5.4	97
Participate in an online social network		54.4 10	00		46.7	101		9.4	100
Do banking/pay bills online		51.6 9	99		31.1	103		6.1	96
Take pictures/video		52.6 10	00		50.6	100	-	3.8	94
Use maps/directions service		48.3 9	98		43.0	98	-	4.4	95
Use apps		52.1 10	00		49.4	100		14.4	104
Internet search - business, services, products		43.3 9	98		29.9	96		10.0	98
Watch a subscription-based video service (e.g. Netflix)		34.3 10	03		17.4	107		10.7	102
Watch free streaming music videos		32.3 10	03		22.3	106		8.6	116
Compare products/prices while shopping		28.8 10	01		19.5	101		4.3	105
Watch other online free streaming videos		27.5 9	97		19.6	95		5.5	96
Research products/services		24.2 9	94		15.4	94		5.0	98
Listen to music via streaming video service (e.g. YouTube)		26.7 10	03		17.6	103		4.2	101
Play/download online games		27.4 10	01		19.5	103		5.2	96
Purchase products or services		19.6 9	99		8.9	95	1	2.8	94
Share/refer/link friends to a website or an article		20.1 10	01		16.3	102		2.6	97
Consult consumer reviews		19.1 10	07		12.9	107		2.6	101
Listen to Internet-only music service (e.g. Spotify)		18.3 9	99		14.8	100		1.6	101
Use online telephone directory		18.9 10	03		14.8	102		1.4	95
Download music/MP3 files (free or paid)		18.1 9	99		13.9	100		0.9	68
Use ad blocking software		15.0 9	99		5.5	101		1.5	106
Download any video content (free or paid)		14.6 10	01		8.3	98		2.8	106
Read or look into online newspapers		11.1 10	03	-	6.9	103		3.4	113
Click on an Internet advertisement		11.6 10		-	8.8	106		1.5	88
Listen to a podcast			98		9.0	103		1.3	93
Listen to a radio broadcast via streaming audio	-		97	-	6.0	98		1.1	77
Download/print/redeem discount coupon		11.7 10	01	-	6.4	99		0.8	93
Enter online contests	-		03	-	4.9	103		1.0	85
Watch a TV broadcast via streaming video	-	5.3 9	92	-	2.8	101		1.4	102
Place/respond to an online classified advertisement		8.8 10	00		5.5	102		0.7	87
Receive store offers by SMS		7.2 9	99	-	6.7	102		-	-
Read or look into online magazines			12		2.9	109		1.8	121
Scan mobile tagging barcode/QR		4.2 10	09	-	4.1	108		-	-
Purchase group deal (e.g. Groupon)		2.3 9	95		1.6	105		-	-
Watch streaming purchased/rented videos (e.g. iTunes)		3.2 1 1	17		-	-		-	-



Internet Activity

Top Website Types* Direct Media Usage Activity [Past Week] Frequency of Use [Occasionally/Frequently] ■ Internet ■ Mobile ■ Tablet 101 Flyers delivered to the door or in the mail 40.3 Index 33.5 101 Coupons 101 24.2 102 95 34.8 6.2 Access a news site Apps/online flyers 29.5 98 General information from the Internet/websites 28.5 99 99 16.7 102 6.5 97 26.8 Access food/recipes content 25.5 104 Flyers inserted into a community newspaper 93 Direct email offers 22.1 103 103 13.7 8.9 2.9 100 Access health-related content 100 Local store catalogues 20.5 Access professional sports 102 100 2.5 12.7 9.6 95 19.0 107 Flyers inserted into a daily newspaper content 8.6 111 Mail order Access restaurant 11.9 100 9.4 100 1.8 111 3.7 Yellow Pages (online) 110 guides/reviews Yellow Pages (print) 3.5 102 Access travel content 100 5.4 96 10.1 3.0 128 **Out of Home Advertising** Access real estate listings/sites 100 9.9 113 4.3 1.6 103 Noticed Advertising [Past Week] Billboards 34.3 102 Access a radio station's 105 5.6 107 11.2 1.2 135 Digital billboards 25.6 104 website On street furniture (e.g. bus benches) 20.9 99 Access home decor-related Inside shopping malls 7.3 100 4.1 96 1.8 107 20.4 103 content On bus exteriors 19.8 100 Inside public washrooms 17.5 106 Access a TV station's website 7.7 102 3.4 114 2.2 104 On transit shelters 13.0 104 Inside movie theaters 9.4 101 Access celebrity gossip content 98 100 7.1 5.1 1.6 131 Inside buses 8.0 99 Screens inside elevators 6.7 103 Access fashion or beauty-5.4 112 3.8 113 1.0 114 Inside commuter trains 4.8 106 related content Inside airports 4.5 90 Access automotive 106 92 0.7 4.5 1.8 106 On taxis 3.8 119 news/content On subway/metro platforms 2.1 86 Inside subway/metro cars 93 2.1

13

Index: At least 10% above or

below the average

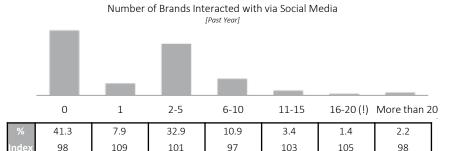


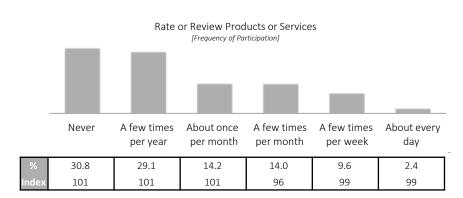
Social Media Usage

Social Media Overview

- 66% of No Hassle Travellers from Alberta tend to access social media on their mobile phones during the morning hours, 64% during the afternoon hours
- 9% seek recommendations for Vacation/Travel Information via social media (Average)
- 86% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction





Vacation/travel 8.6 94 Entertainment 7.3 98 **Big-ticket items** 6.5 99 Car/Auto-related 4.9 95 Banking/credit cards 4.5 93 Health-related 4.2 92 Home décor 3.8 93 Smaller-ticket items 3.8 94 Fashion-related 3.6 83 Child-related 3.2 90 Insurance 3.1 89 Choosing non-profits for donations 2.5 99 93 Other 4.0

Top Social Media Attitudes**

Seek Recommendations via Social Media*

No Hassle Travellers from Alberta are private about sharing their personal information online							
"Social media companies should not be allowed to own or share my personal information" 86% Index = 101	"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 73% Index = 101						
"I tend to ignore marketing and advertisements when I'm in a social media environment" 72% Index = 101	"Use SM to stay connected with personal contacts" 44% Index = 99						

Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

(!) Indicates small sample size



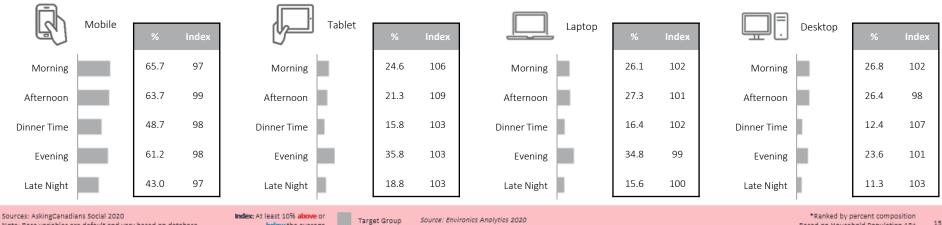
Social Media Usage

Frequency of Participation*			Social Media Uses*			Number of Connect	ions		
A few times per week or more			A few times per week or more	A few times per week or more			Across all social media		
Participate In	% Comp	Index						0/	Index
View friends' photos online	47.2	97		%	Index			76	Index
Watch video online	44.7	97				0-49		35.3	105
Read article comments	44.3	100	Keep up to date on general			0-4-0		55.5	105
Read status updates/tweets	41.8	99	news/events	50.2	100	50-99		14.3	100
Listen to radio or stream music online	34.8	97		1		50.55		± 1.5	100
Chat in online chats	34.5	98				100-149		11.5	102
Share links with friends and colleagues	27.5	95	Stay connected with family	46.1	100				102
Click links in news feeds	22.7	96		10.1	100	150-199		7.9	96
Play games with others online	17.5	103							
Read blogs	15.3	95	Stay connected with			200-299		9.5	101
Post photos online	14.0	106	personal contacts	44.7	99				
Update your status on a social network	13.3	105				300-399		6.4	106
Rate or review products online	12.0	99	Keep up to date on				-		
Chat in online forums	10.5	95	news/events in my industry	28.6	98	400-499		3.7	87
Comment on articles or blogs	9.2	89					1		
Check in with locations	9.1	95				500-1000		7.0	87
Share your GPS location	8.4	94	Stay connected with	20.0	100		_		
Post videos online	5.0	88	work/professional contacts			More than 1000		4.4	90
Publish blog, Tumblr, online journal	3.0	89					- L		

Note: Base variables are default and vary based on database

below the average

Typically use



*Ranked by percent composition Based on Household Population 18+



Social Media Usage

Facebook						
Frequence (Past			ncy of t Year]	Use		
			_		%	Index
Currently Use	Did Not Use	Use Daily			60.	2 103
79.3%	17.1%	Use Weekly	ь.		12.	7 97
(101)	(97)	Use Monthly			6.1	94
Participate In [*]	* (at least a	few times per we	eek)	% Co	mp	Index
Read my news	feed			55	.8	100
Comment/Like other users' posts			48.4		102	
Use Messenge	r			40	.2	102
Watch videos				39.4		100
Watch live vide	eos			18.2		105
Like or become	e a fan of a p	oage		15	.1	104
Post photos				13	.9	106
Click on an ad				13	.3	103
Update my status			13.0		105	
Post videos			6.3		100	
Create a Facebook group or fan page			3.	7	89	
Give to a Facebook fundraiser (!)				2.	1	86
Create a Faceb	ook fundrai	ser (!)		1.	6	80

LinkedIn							
Freque				cy of Year]	Use		
					%		Index
Currently Use	Did Not Use	Use Daily			8.9		93
43.3%	49.0%	Use Weekly			15.8	3	95
(95)	(105)	Use Monthly			16.6	5	97
Participate In	* (at least a	few times per we	ek)	% C o	mp		Index
Read your new	vsfeed			9.9	Э		89
View a job pos	ting			7.3			86
Watch videos				5.8	3		92
Search and rev	/iew other p	rofiles		5.	7		87
Create a connection			3.5			79	
Update your profile information			3.5	5		97	
Comment on content			2.9	Э		84	
Click on an ad	(!)			2.5	5		87

1.8

1.8

1.8

1.5

7.1

4.8

3.1

1.8

81

80

75

79

93

90

86

80

Click on ads

	Fred		icy of t Year]	Use			
					%		Index
Currently Use	Did Not Use	Use Daily			18.9	9	95
37.5%	52.9%	Use Weekly	μ.		11.	8	100
(97)	(102)	Use Monthly			5.9)	100
Participate In	* (at least a	few times per we	eek)	% Co	mp		Index
View photos/v	rideos			25.	.2		98
Like photos/vio	deos			20.	.8		96
Comment on p	ohotos/video	DS		12.4			98
Watch live vide	eos			11.8			99
Send direct messages			9.1			94	
View a brand's page			7.	2		94	
Post photos/videos			6.9	9		94	
Watch IGTV vio	deos			5.	5		98

9		Frec	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		8.7	105
34.5%	53.9%	Use Weekly		13.1	108
(107)	(96)	Use Monthly		11.8	108

Reddit					
	3		uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		3.3	86
9.9%	83.6%	Use Weekly		3.5	99
(95)	(102)	Use Monthly		2.8	102
Participate In* (at least a few times per month)			% Co	mp	Index

WhatsApp					
(Frec	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		13.7	85
33.2%	58.3%	Use Weekly		9.8	89
(90)	(106)	Use Monthly		9.0	101

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	19.3	86
Send/receive images	16.7	84
Use group chats	12.7	83
Use voice calls	8.0	80
Send/receive documents and files	7.0	75

Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Target Group

Participate in LinkedIn forums (!)

Post an article, video or picture (!)

Request a recommendation (!)

Join a LinkedIn group (!)

View content

Post content

Vote on content

Follow specific Subreddits

Source: Environics Analytics 2020

(!) Indicates small sample size

4.9



Social Media Usage

Twitter					
	2	Freq	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		12.1	96
27.8%	61.6%	Use Weekly		8.3	96
(97)	(101)	Use Monthly		6.4	98

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.4	97
Watch videos	10.8	96
Tweet	6.3	94
Respond to tweets	5.9	93
Share a link to a blog post or article of interest	5.8	99
Send or receive direct messages	5.8	96
Retweet	5.4	91
Follow users who follow you	5.1	95
Watch live videos	4.7	88
Actively follow new users	4.1	90
Click on an ad	2.6	83

	Free	quency of [Past Year]	Use	
			%	Index
id Not Use	Use Daily		27.2	99
L 7.2 %	Use Weekly		26.2	99
(100)	Use Monthly	1 - I	15.8	102
	Use 1 7.2%	id Not Use Daily Use Use Weekly	id Not Use Daily Use Use Weekly	% id Not Use Daily 27.2 Use Use Weekly 26.2 17.2% Use Weekly 15.0

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	42.8	98
Watch live videos	13.3	101
Like or dislike videos	12.8	97
Share videos	7.2	95
Click on an ad	7.0	101
Leave comment or post response on video	6.2	99
Embed a video on a web page or blog	3.8	90
Create and post a video	2.4	88

Participate In* (at least a few times per week) % Comp Index

Snapch

		Frequency of Use [Past Year]			
the state of the s				%	Index
Currently Use	Did Not Use	Use Daily		6.1	97
14.5%	77.8%	Use Weekly		4.1	92
(95)	(102)	Use Monthly		3.8	94

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.7	96
Send direct text messages	6.6	99
Send photos/videos	5.9	95
Use filters or effects	3.9	93
Read Snapchat discover/News	3.6	96
Use group chat	2.8	88
View a brand's snaps	2.1	82
View ads	2.1	93
Use video chat	1.9	89

Audio Podcasts



Freq	uency of [Past Year]	Use	
		%	Index
Use Daily		4.3	94
Use Weekly		6.7	94
Use Monthly		5.5	98

and pare in (ar least a few times per week)	70 Comp
Listen to a news podcast	4.2
Listen to another genre of podcast	4.2
Listen to an educational podcast	3.4
Listen to a comedy podcast	3.2
isten to a sports podcast	2.8
Listen to a business podcast	2.7
Subscribe to a sports podcast**	2.7
Subscribe to another genre of podcast	2.2
isten to a technology focused podcast	2.2
Subscribe to a educational podcast	1.5
Subscribe to a news podcast	1.5
Subscribe to a comedy podcast (!)	1.4
Subscribe to a business podcast (!)	1.1
Subscribe to a technology podcast (!)	1.1

Other Social Media Platforms

Tinder				Tik Tok			
	Currently Did No Use Use		t 💦	Curre Us	,	Not se	
	2.3%	94.9%		2.1	% 95	.2%	
	(101)	(100)		(92	2) (1	(100)	
Frequency of Use -Tinder [Past Year]						-	
				%	Index		
	Use Daily (!)			0.9	107		
Use Weekly (!)			0.9	101			

Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

Target Group

93

93

86 95

8980989487

84 91

94