# Personal History Explorers

**PRIZM Segments Included (by SESI):** 17, 23, 51, 54, 63, 66
**Market:** Alberta

## Overview

- Of the 9 EQ Target Groups identified in Canada, Personal History Explorers rank 7th, making up 70,695 households, or 4.3% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 57, 57% of couples have children living at home

- Average Household Income of $111,184 compared to Alberta at $125,945

- **Top Social Value: 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

- Above Average interest in Beer, Food, and Wine Festivals

- Above Average interest in travelling within Canada (Manitoba), Personal History Explorers from Alberta spent an average of $1,541 on their last vacation

- On average, Personal History Explorers from Alberta spend 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)

- 78% currently use Facebook, 35% use Instagram and 26% use Twitter

## Market Sizing
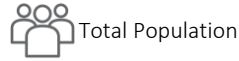
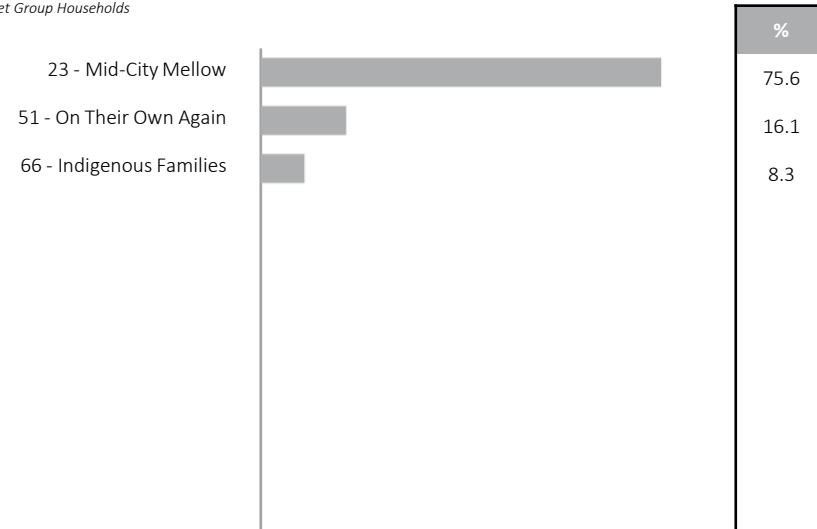Total Population

Target Group: 182,883 | 4.1%
Market: 4,472,482

Total Households

Target Group: 70,695 | 4.3%
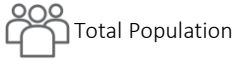Market: 1,644,476

## Top Geographic Markets

| Census Subdivision | Target Group | | | Market | |
| --- | --- | --- | --- | --- | --- |
| | % of Group | % of Market | Index | HH Count | % of Market |
| Calgary, AB (CY) | 41.0 | 5.8 | 134 | 504,320 | 30.7 |
| Edmonton, AB (CY) | 37.2 | 6.7 | 156 | 392,545 | 23.9 |
| Strathcona County, AB (SM) | 5.8 | 10.6 | 246 | 38,575 | 2.3 |
| St. Albert, AB (CY) | 5.1 | 14.0 | 325 | 25,755 | 1.6 |
| Lethbridge, AB (CY) | 0.8 | 1.5 | 34 | 40,477 | 2.5 |
| Red Deer, AB (CY) | 0.7 | 1.2 | 28 | 42,867 | 2.6 |
| Mackenzie County, AB (SM) | 0.6 | 13.7 | 318 | 3,036 | 0.2 |
| Wood Buffalo, AB (SM) | 0.6 | 1.5 | 35 | 27,216 | 1.7 |
| Airdrie, AB (CY) | 0.4 | 1.1 | 27 | 25,833 | 1.6 |
| Lac la Biche County, AB (MD) | 0.3 | 7.8 | 181 | 3,086 | 0.2 |

## Top PRIZM Segments

*% of Target Group Households*

| | % |
| --- | --- |
| 23 - Mid-City Mellow | 75.6 |
| 51 - On Their Own Again | 16.1 |
| 66 - Indigenous Families | 8.3 |

# Personal History Explorers

**bcrts** British Columbia Regional Tourism Secretariat

## Demographic Profile
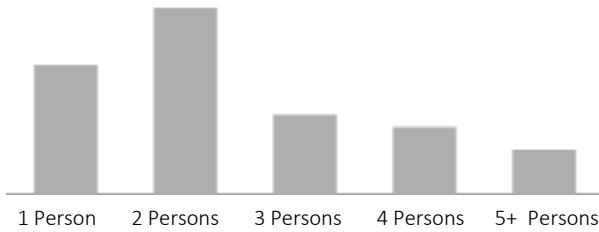
### Total Population
Target Group: 182,883 | 4.1%
Market: 4,472,482
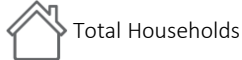
### Total Households
Target Group: 70,695 | 4.3%
Market: 1,644,476

**Average Household Income**

$111,184
**(88)**

**Median Household Maintainer Age**

57
**(116)**

### Household Size*

| % | 25.4 | 36.6 | 15.7 | 13.3 | 8.8 |
|---|------|------|------|------|-----|
| Index | 106 | 107 | 98 | **87** | **85** |

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

**Marital Status****
58.1%
(97)
Married/Common-Law

**Family Composition*****
43.2%
**(110)**
Couples Without Kids at Home

**Education****
28.3%
(102)
High School Certificate Or Equivalent

**Visible Minority Presence***
20.8%
**(73)**
Belong to a visible minority group

**Non-Official Language***
1.3%
**(89)**
No knowledge of English or French

**Immigrant Population***
20.5%
**(90)**
Born outside Canada

## Psychographics**

| Strong Values | | | Weak Values |
|---|---|---|---|
| Personal Control | 115 | 81 | Attraction to Nature |
| Culture Sampling | 114 | 83 | Brand Apathy |
| Rejection of Inequality | 112 | 84 | Sexism |
| Rejection of Orderliness | 111 | 86 | Social Darwinism |
| Rejection of Authority | 111 | 88 | Intuition & Impulse |

## Key Social Values

| Culture Sampling Index = **114** | National Pride Index = **111** | Community Involvement Index = 108 |
|---|---|---|
| Global Consciousness Index = 107 | Search for Roots Index = 107 | Consumptivity Index = 107 |
| Social Responsibility Index = 107 | Need for Escape Index = 107 | Racial Fusion Index = 107 |
| Flexible Families Index = 107 | Pursuit of Originality Index = 107 | Ecological Fatalism Index = 107 |

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
*Based on Households **Based on Household Population 15+
*** Based on Census Family Households
Psychographics benchmarked to Canada, and Strong/Weak values ranked by index
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British Columbia
Regional Tourism
Secretariat

## Sports & Leisure

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

| Top 5 Activities Participated* | % Comp | Index |
|---|---|---|
| Reading | 81.3 | 100 |
| Gardening | 61.2 | 103 |
| Camping | 57.5 | 97 |
| Home exercise & home workout | 53.3 | 97 |
| Volunteer work | 49.7 | 97 |

| Top 5 Activities Attended* | % Comp | Index |
|---|---|---|
| Auditoriums, arenas & stadiums (any) | 45.2 | 96 |
| Other activities & attractions | 40.3 | 87 |
| National or provincial park | 38.8 | 96 |
| Movies at a theatre/drive-in | 38.1 | 101 |
| Sporting events | 38.0 | 93 |

## Key Tourism Activities**

| Camping | Swimming | Cycling | National or provincial park | Hiking & backpacking | Sporting events | Bars & restaurant bars | Parks & city gardens |
|---|---|---|---|---|---|---|---|
| 57.5% | 49.3% | 41.7% | 38.8% | 38.1% | 38.0% | 37.9% | 37.6% |
| (97) | (95) | (92) | (96) | (93) | (93) | (103) | (95) |

| Photography | Golfing | Fishing & hunting | Zoos & aquariums | Ice skating | Canoeing & kayaking | Historical sites | Specialty movie theatres/IMAX |
|---|---|---|---|---|---|---|---|
| 30.9% | 30.5% | 29.6% | 29.2% | 28.7% | 27.3% | 23.9% | 23.0% |
| (99) | (98) | (104) | (93) | (95) | (101) | (96) | (91) |

| Pilates & yoga | Cross country skiing & snowshoeing | Theme parks, waterparks & water slides | Downhill skiing | ATV & snowmobiling | Hockey | Adventure sports | Power boating & jet skiing |
|---|---|---|---|---|---|---|---|
| 22.3% | 20.7% | 18.5% | 18.4% | 17.8% | 15.6% | 13.2% | 13.2% |
| (99) | (97) | (88) | (92) | (101) | (99) | (105) | (98) |

| Dinner theatres | Curling | Video arcades & indoor amusement centres | Beer, food & wine festivals | Music festivals | Inline skating | Snowboarding | Marathon or similar event |
|---|---|---|---|---|---|---|---|
| 13.1% | 12.9% | 9.7% | 8.7% | 8.6% | 7.1% | 6.4% | 4.3% |
| (104) | (106) | (74) | (110) | (106) | (88) | (79) | (100) |

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
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# Personal History Explorers

**PRIZM Segments Included (by SESI):** 17, 23, 51, 54, 63, 66
**Market:** Alberta

## Travel Profile

### Top Canadian Destinations*

*Visited [Past 3 Years]*

| | % | Index |
|---|---|---|
| Other British Columbia | 24.4 | 95 |
| Other Alberta | 24.3 | 95 |
| Banff | 23.3 | **85** |
| Calgary | 19.7 | **85** |
| Vancouver | 18.9 | 95 |
| Jasper | 14.2 | **84** |
| Victoria | 13.2 | 98 |
| Manitoba | 12.6 | **120** |
| Saskatchewan | 11.8 | 97 |
| Toronto | 10.3 | 105 |
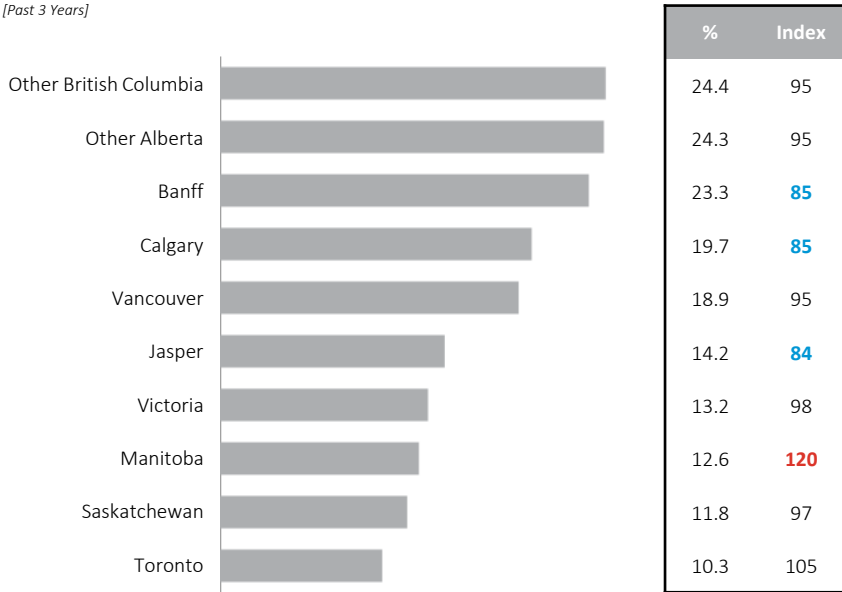
### Vacation Booking**

*Used [Past 3 Years]*

| | % | Index |
|---|---|---|
| Book through an airline directly | 40.1 | 99 |
| Book through a hotel directly | 34.7 | 94 |
| Book through an on-line travel agency | 30.1 | 91 |
| Book through airline/hotel website | 28.1 | 96 |
| Book through a full service travel agent | 20.5 | **112** |
| Other services | 16.1 | 96 |
| Book a package tour | 10.5 | 104 |
| Book through a discount/last minute agency | 7.2 | 99 |

*Booked With [Past Year]*

| Expedia.com/ca | Booking.com | Hotels.com | Trivago.ca | Travelocity.com/ca |
|---|---|---|---|---|
| 12.2% | 4.7% | 3.0% | 1.7% | 1.1% |
| **(89)** | (108) | **(80)** | (96) | **(123)** |

| Redtag.ca/itravel.com (!) | Airline Websites | Discount Sites | Other Travel |
|---|---|---|---|
| 0.6% | 13.2% | 1.5% | 3.3% |
| **(84)** | (94) | (103) | (91) |

### Vacation Spending

*Spent Last Vacation*

| % | Index | |
|---|---|---|
| Under $500 | 31.3 | 105 |
| $500 to $999 | 19.7 | 95 |
| $1,000 to $1,999 | 19.9 | 93 |
| $2,000 to $2,999 | 11.1 | 97 |
| $3,000 to $3,999 | 5.8 | 97 |
| $4,000 or More | 12.2 | **113** |

$ **1,541**
(101)
Average spend on last trip
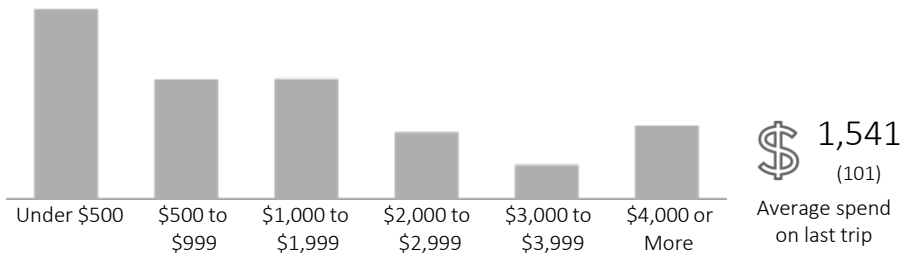
### Travel Type & Frequency

*Business Trips*

**11.0**
(101)
Average number of nights away in the past year for business trips

*Personal Trips*
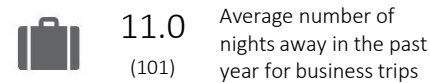
**3.5**
(97)
Average out-of-town vacations taken in the past 3 years
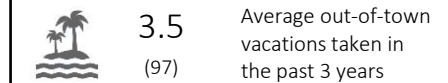
Average number of business trips by mode of transportation in the past year:

| | | | |
|---|---|---|---|
| **3.2** (103) | **4.0** (105) | **2.2** (60) | **3.6** (124) |

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## Travel Profile

### Accommodation Preferences*

*Used [Past 3 Years]*

| Hotel | Friends/relatives | All-inclusive resort | Camping | Motel | Vacation rental by owner | Cottage |
|---|---|---|---|---|---|---|
| 57.0% (96) | 36.5% (101) | 19.8% (96) | 24.5% (94) | 20.5% (106) | 16.5% (91) | 10.2% (115) |

| B&B | Condo/apartment | Cruise ship | RV/camper | Package tours | Spa resort | Boat |
|---|---|---|---|---|---|---|
| 10.7% (99) | 12.7% (111) | 6.7% (130) | 13.9% (100) | 2.4% (85) | 2.6% (90) | 3.3% (117) |

### Airline Preferences**

*Flown [Past Year]*

| Air Canada | West Jet | Air Transat | Porter Airlines | Other Canadian |
|---|---|---|---|---|
| 31.0% (94) | 43.2% (99) | 3.8% (98) | 0.0% (76) | 2.7% (97) |

| United Airlines | Delta Airlines | American Airlines | Other American | |
|---|---|---|---|---|
| 5.6% (109) | 5.5% (96) | 1.3% (92) | 1.0% (74) | |

| European Airlines | Asian Airlines | Other Charter | Other | |
|---|---|---|---|---|
| 3.9% (96) | 0.8% (63) | 2.7% (103) | 3.3% (89) | |

### Car Rental*

*Rented From [Past Year]*

| Enterprise | Budget | Avis | National |
|---|---|---|---|
| 5.5% (92) | 3.6% (93) | 2.9% (110) | 2.5% (110) |

| Hertz | Discount | U-Haul | Other Rentals |
|---|---|---|---|
| 1.8% (107) | 0.5% (101) | 0.6% (92) | 1.9% (108) |

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British Columbia Regional Tourism Secretariat

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## Media

### Overall Level of Use

| Radio | Television | Newspaper | Magazine | Internet |
|---|---|---|---|---|
| 13 hours/week | 1,246 minutes/week | 1 hours/week | 8 minutes/day | 220 minutes/day |
| (104) | (104) | **(142)** | (106) | (95) |

### Top Radio Programs*

Programs [Weekly]

| | % | Index |
|---|---|---|
| News/Talk | 31.4 | **122** |
| Mainstream Top 40/CHR | 17.1 | **87** |
| Classic Hits | 16.8 | 96 |
| Today's Country | 14.3 | **88** |
| Adult Contemporary | 13.4 | **84** |
| Multi/Variety/Specialty | 12.6 | **110** |
| AOR/Mainstream Rock | 9.5 | 95 |
| Classic Country | 8.7 | 98 |
| Classic Rock | 7.5 | 109 |
| Modern/Alternative Rock | 6.9 | 97 |

### Top Television Programs*

Programs [Average Week]

| | % | Index |
|---|---|---|
| Movies | 51.1 | 99 |
| Evening local news | 37.9 | 108 |
| Hockey (when in season) | 32.7 | 108 |
| News/current affairs | 28.3 | **113** |
| Primetime serial dramas | 28.3 | 98 |
| Home renovation/decoration shows | 25.9 | 103 |
| CFL football (when in season) | 25.7 | **116** |
| Suspense/crime dramas | 25.3 | 104 |
| Situation comedies | 25.1 | 105 |
| Documentaries | 24.2 | 105 |

### Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

| | % | Index |
|---|---|---|
| Local & Regional News | 55.0 | 103 |
| National News | 53.2 | 108 |
| International News & World | 47.8 | 106 |
| Movie & Entertainment | 33.5 | 103 |
| Editorials | 31.1 | **112** |
| Sports | 30.8 | 108 |
| Health | 29.8 | **111** |
| Food | 28.1 | 107 |
| Business & Financial | 25.1 | 106 |
| Travel | 24.3 | **114** |

### Top Magazine Publications*

Read [Past Month]

| | % | Index |
|---|---|---|
| Other English-Canadian | 7.2 | 104 |
| Other U.S. magazines | 6.9 | 93 |
| CAA Magazine | 6.8 | **123** |
| Canadian Living | 6.3 | **128** |
| Reader's Digest | 5.5 | **110** |
| Maclean's | 4.8 | **111** |
| National Geographic | 4.1 | 97 |
| People | 3.7 | 98 |
| Hello! Canada | 3.5 | 96 |
| Cineplex Magazine | 3.3 | 108 |

### Top Internet Activities*

Activity [Past Week]

| | % | Index |
|---|---|---|
| Send/receive email | 66.1 | 96 |
| Send/receive a text/instant message | 60.9 | 96 |
| Participate in an online social network | 51.4 | 95 |
| Do banking/pay bills online | 50.9 | 98 |
| Use apps | 49.7 | 96 |
| Take pictures/video | 49.4 | 94 |
| Use maps/directions service | 47.3 | 96 |
| Internet search - business, services, products | 43.9 | 99 |
| Access a news site | 33.6 | 97 |
| Watch a subscription-based video service | 31.2 | 94 |

### Top Mobile Activities*

Activity [Past Week]

| | % | Index |
|---|---|---|
| Send/receive a text/instant message | 58.4 | 95 |
| Send/receive email | 48.7 | 92 |
| Take pictures/video | 46.8 | 93 |
| Use apps | 46.7 | 94 |
| Participate in an online social network | 41.4 | **89** |
| Use maps/directions service | 40.6 | 92 |
| Internet search - business, services, products | 28.7 | 92 |
| Do banking/pay bills online | 27.6 | 91 |
| Access a news site | 22.5 | 95 |
| Watch other online free streaming videos | 18.7 | **90** |

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 Analytics 2020
(!) Indicates small sample size
*Selected and ranked by percent composition
Based on Household Population 12+
6

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## Media

### Social Media Platforms

*Usage [Currently Use]*

| | | | | | |
|---|---|---|---|---|---|
| Facebook **78.2%** (99) | | YouTube **69.2%** (99) | | LinkedIn **42.0%** (92) | |
| Instagram **35.1%** (91) | | WhatsApp **33.2%** (90) | | Pinterest **32.6%** (101) | |
| Twitter **26.4%** (92) | | Podcasts **17.7%** (99) | | Snapchat **12.8%** (83) | |
| Blogs **9.4%** (98) | | Reddit **8.8%** (85) | | Health/Fitness **8.6%** (97) | |
| Dating App **4.0%** (92) | | Flickr **2.8%** (98) | | Tinder **2.0%** (87) | |
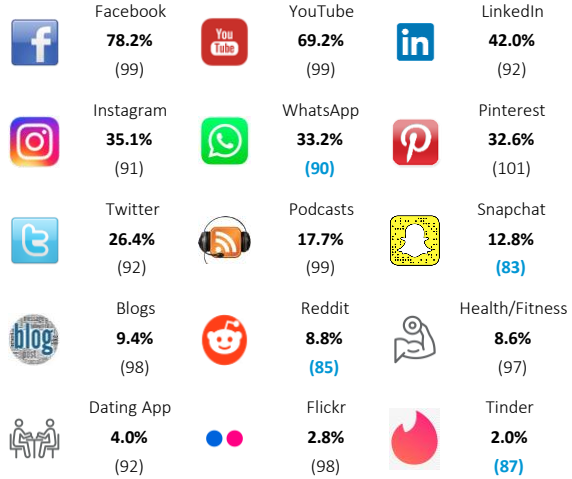
### Reasons to Follow Brands

| | % | Index |
|---|---|---|
| To get coupons and discounts | 30.2 | 93 |
| To learn about a brand's products /services | 29.5 | 92 |
| To enter contests | 28.5 | 93 |
| To provide feedback to the brand | 11.0 | 96 |
| To be among the first to hear brand news | 10.5 | 86 |
| To engage with content | 7.0 | 88 |
| To share brand-related stories with consumers | 4.9 | 87 |
| To make suggestions for new products/services | 4.7 | 88 |

### Reasons to Unfollow Brands

| | % | Index |
|---|---|---|
| Too many messages | 35.5 | 96 |
| Not enough value | 19.0 | 96 |
| Stopped purchasing products from brand | 12.1 | 93 |
| Other | 3.8 | 102 |
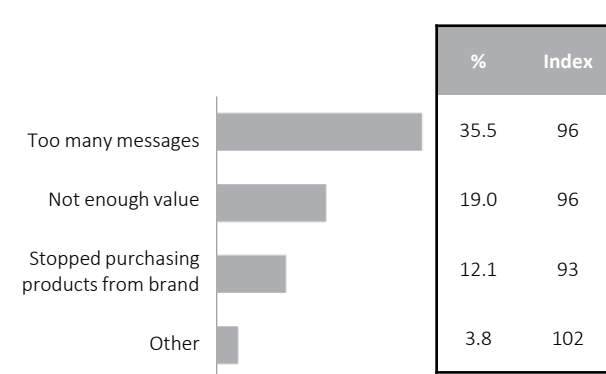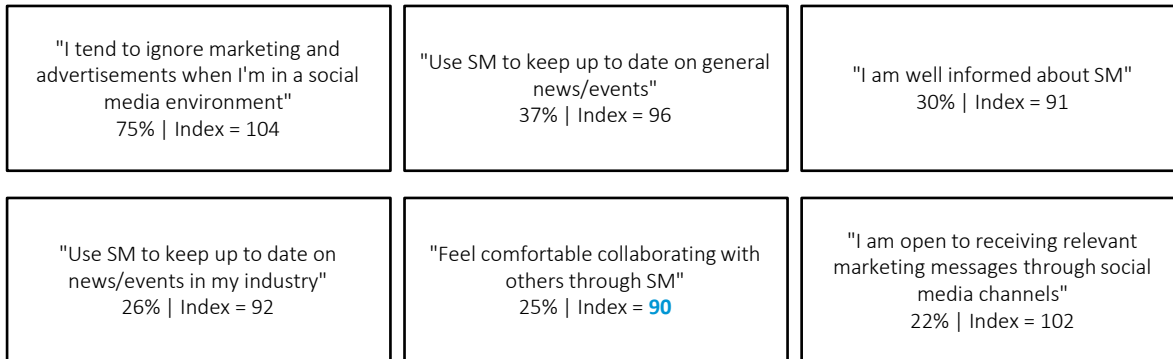
### Actions Taken using Social Media

*Variables with Response "Yes"*

| | % | Index |
|---|---|---|
| Like brand on Facebook | 34.2 | 92 |
| Subscribe to brand email newsletter | 18.0 | 94 |
| Subscribe to brand channel on YouTube | 12.7 | 92 |
| Follow brand on Instagram | 11.5 | 81 |
| Join an exclusive online community of consumers who also like the brand | 9.6 | 98 |
| Follow brand on Twitter | 6.8 | 84 |

### Social Media Attitudes

| | | |
|---|---|---|
| "I tend to ignore marketing and advertisements when I'm in a social media environment" 75% \| Index = 104 | "Use SM to keep up to date on general news/events" 37% \| Index = 96 | "I am well informed about SM" 30% \| Index = 91 |
| "Use SM to keep up to date on news/events in my industry" 26% \| Index = 92 | "Feel comfortable collaborating with others through SM" 25% \| Index = 90 | "I am open to receiving relevant marketing messages through social media channels" 22% \| Index = 102 |

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## 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"
72% | Index = 100

"I generally achieve what I set out to do"
69% | Index = 99

"I am very concerned about the nutritional content of food products I buy"
62% | Index = 101

"Family life and having children are most important to me"
62% | Index = 101

"I value companies who give back to the community"
61% | Index = 100

"I consider myself to be informed on current events or issues"
60% | Index = 103

"I am interested in learning about different cultures"
57% | Index = 100

"I offer recommendations of products/services to other people"
56% | Index = 97

"I like to cook"
55% | Index = 97

"I like to try new places to eat"
54% | Index = 101

"I make an effort to buy local produce/products"
53% | Index = 100

"When I shop online I prefer to support Canadian retailers"
47% | Index = 99

"It's important to buy products from socially-responsible/environmentally-friendly companies"
47% | Index = 99

"I like to try new and different products"
47% | Index = 103

"Free-trial/product samples can influence my purchase decisions"
41% | Index = 95

"I am adventurous/"outdoorsy""
37% | Index = 91

"Staying connected via social media is very important to me"
31% | Index = 100

"I prefer to shop online for convenience"
29% | Index = 97

"Advertising is an important source of information to me"
27% | Index = 98

"Vegetarianism is a healthy option"
25% | Index = 95

"I lead a fairly busy social life"
24% | Index = 94

"I am willing to pay more for eco-friendly products"
24% | Index = 94

"I consider myself to be sophisticated"
23% | Index = 93

"I enjoy being extravagant/indulgent"
17% | Index = **89**

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

Ranked by percent composition
Based on Household Population 12+

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**Personal History Explorers**
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## Product Preferences

### Beer Consumption

*Drinks (Past Week)*



| | None | 1 to 3 | 4 to 6 | 7 to 9 | 10 to 12 | More than 12 |
|---|---|---|---|---|---|---|
| **%** | 67.9 | 16.9 | 6.5 | 3.8 | 1.4 | 3.5 |
| **Index** | 99 | 99 | **115** | **124** | **67** | 97 |
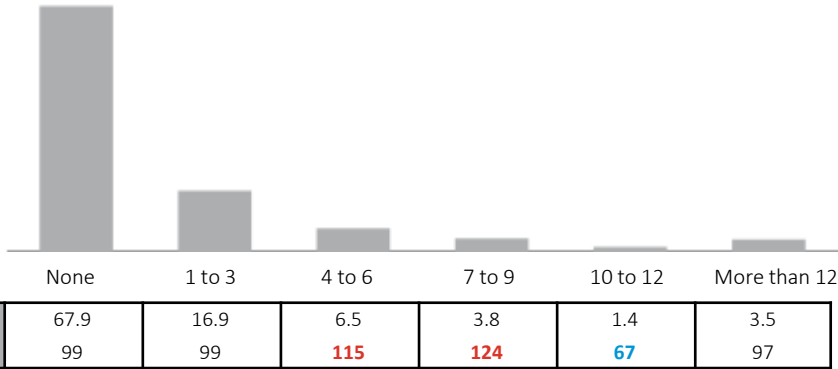
### Drinks

| Drank [Past Month] | % Comp | Index |
|---|---|---|
| Canadian wine | 13.8 | **111** |
| Liqueurs (any) | 7.2 | 106 |
| Cider | 5.3 | **87** |

| Type Drank [Past Month] | % Comp | Index |
|---|---|---|
| Microbrewery/craft beer | 11.2 | 96 |

| Brand of Drink [Most Often/Frequent] | % Comp | Index |
|---|---|---|
| Other Canadian microbrewery/craft beer | 21.3 | 105 |

### Top 10 Beers*

*Brand Drink [Most Often/Frequently]*

| | % | Index |
|---|---|---|
| Other Canadian microbrewery/craft beer | 21.3 | 105 |
| Coors Light | 15.1 | 96 |
| Bud Light (any) | 14.0 | **114** |
| Corona | 13.9 | **90** |
| Budweiser | 12.4 | **90** |
| Alexander Keith's (any) | 11.9 | 94 |
| Molson Canadian | 11.4 | **88** |
| Kokanee | 11.3 | 100 |
| Stella Artois | 9.7 | **88** |
| Rickard's (any) | 9.1 | 96 |

### Wine Details

*Drank [Past Month]*

| | % | Index |
|---|---|---|
| Red wine (any) | 23.8 | 103 |
| White wine (any) | 20.0 | 102 |
| Canadian wine | 13.8 | **111** |
| European wine | 8.9 | 108 |
| Australian wine | 7.3 | **122** |
| Other imported wine | 6.9 | 97 |
| American wine | 6.9 | 93 |
| Rosé wine (any) | 5.1 | 92 |
| Sparkling/champagne (any) | 4.1 | **110** |

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 Analytics 2020*

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

*Selected and ranked by percent composition
Ranked by percent composition

9

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## Product Preferences

### Restaurant Type Visited*

*Frequency of Visiting [Past Year]*

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

| Restaurant | % | Index | % | Index | % | Index |
|---|---|---|---|---|---|---|
| Pizza restaurants | 12.6 | 96 | 47.1 | 97 | 4.3 | 103 |
| Asian restaurants | 5.8 | 97 | 45.0 | 94 | 6.7 | 96 |
| Submarine/sandwich restaurants | 9.3 | 98 | 39.3 | 94 | 4.5 | 101 |
| Breakfast style restaurant | 4.2 | 105 | 29.8 | 101 | 11.2 | 87 |
| Chicken restaurants | 2.8 | 86 | 26.6 | 105 | 5.2 | 91 |
| Ice cream/frozen yogurt restaurants | 3.6 | 124 | 26.1 | 90 | 6.8 | 119 |
| Specialty burger restaurants | 4.3 | 98 | 27.3 | 93 | 7.4 | 102 |
| Italian restaurants | 1.2 | 56 | 21.7 | 101 | 8.1 | 105 |
| Steakhouse | 0.6 | 87 | 22.4 | 103 | 18.4 | 102 |
| Other ethnic restaurants | 2.6 | 108 | 16.8 | 100 | 7.8 | 97 |
| Mexican/Burrito-style restaurants | 2.1 | 89 | 20.7 | 91 | 7.1 | 95 |
| Seafood/Fish and Chips restaurants | 0.5 | 90 | 15.8 | 107 | 7.7 | 107 |

### Restaurant Service Type*

*Frequency of Visiting [Past Year]*

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

| Service Type | % | Index | % | Index | % | Index |
|---|---|---|---|---|---|---|
| Casual/family dining restaurants | 5.1 | 88 | 48.4 | 98 | 7.0 | 94 |
| Food court outlets at a shopping mall | 8.0 | 97 | 44.7 | 94 | 8.3 | 103 |
| Pub restaurants | 4.2 | 86 | 29.9 | 94 | 6.5 | 116 |
| Formal dine-in restaurants | 2.7 | 91 | 31.9 | 107 | 10.8 | 90 |
| Fast casual restaurants | 6.8 | 77 | 28.6 | 92 | 3.4 | 91 |
| Sports bars | 2.6 | 100 | 19.9 | 107 | 4.3 | 102 |
| Other types | 3.4 | 112 | 18.4 | 106 | 1.9 | 95 |
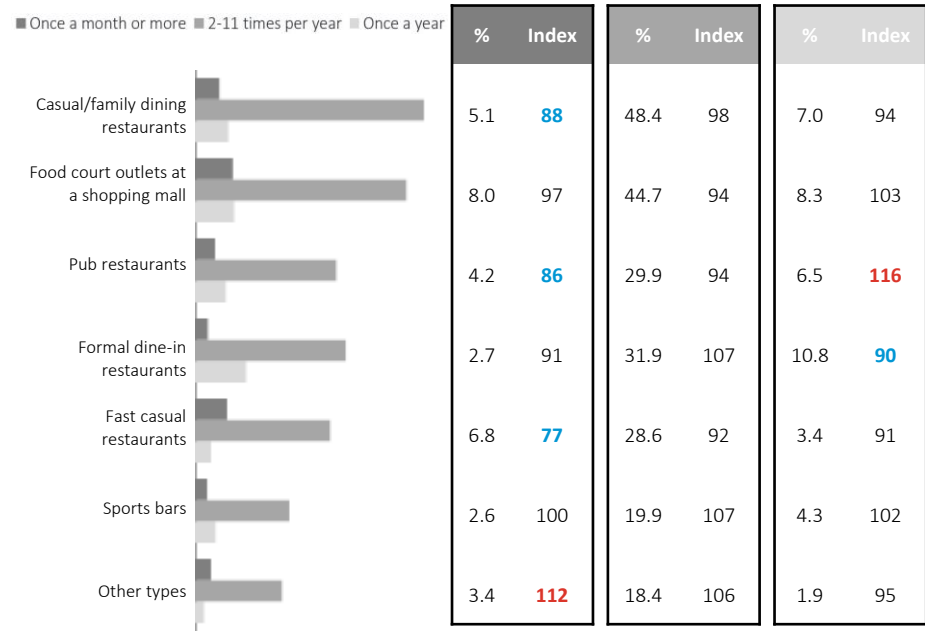
### Purchased Organic Food

*Done [Past Week]*

| Organic Fruits and Vegetables | Other Organic Food | Organic Meat |
|---|---|---|
| 20.6% | 8.1% | 5.5% |
| (95) | (90) | (84) |

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 Analytics 2020

*Ranked by national percent composition of Visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+

10

# Personal History Explorers
**PRIZM Segments Included (by SESI):** 17, 23, 51, 54, 63, 66
**Market:** Alberta

## Product Preferences

### Demographics

Rent 22.1% **(81)**

Own 76.0% (105)

Households with Children at Home 39.4% (92)

#### Age of Children at Home

| | 0 to 4 | 5 to 9 | 10 to 14 | 15 to 19 | 20 to 24 | 25 or more |
|---|---|---|---|---|---|---|
| **%** | 16.7 | 16.9 | 16.9 | 17.6 | 14.2 | 17.8 |
| **Index** | 83 | 83 | 90 | 101 | 126 | 147 |
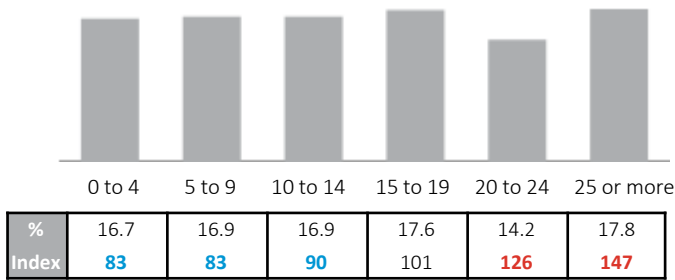
### Demographic Trends

#### Household Projections
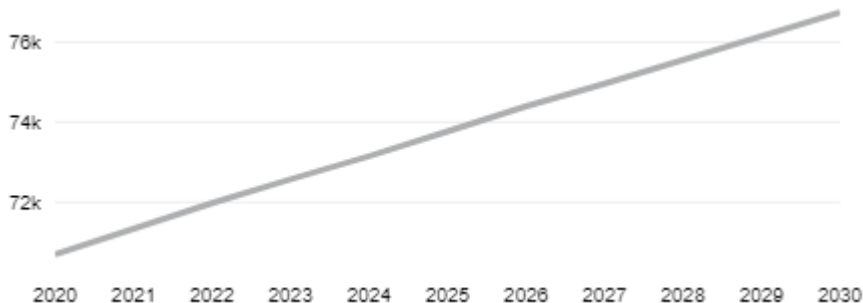


| | **2020** | **2023** | **2025** | **2030** |
|---|---|---|---|---|
| **Count** | 70,695 | 72,573 | 73,769 | 76,742 |
| **% Change** | - | 2.7 | 4.3 | 8.6 |
| **Index** | - | 53 | 53 | 53 |

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

### Loyalty Programs*

Member

| | % | Index |
|---|---|---|
| Air Miles (excl. airline frequent flyer programs) | 60.6 | 98 |
| PC Optimum | 51.9 | 99 |
| Costco membership (paid) | 45.2 | 97 |
| Canadian Tire Triangle | 40.6 | 100 |
| Credit card with loyalty rewards | 33.9 | 100 |
| SCENE (Cineplex) | 27.6 | 88 |
| Aeroplan | 26.1 | 102 |
| Hudson's Bay Rewards | 18.5 | 98 |
| Petro Points | 16.6 | 86 |
| Esso Extra Program | 7.8 | 80 |
| Other airline frequent flyer program | 8.5 | 93 |
| Other grocery store card | 17.8 | 92 |
| Other store program | 7.9 | 111 |
| Other gas program | 9.1 | 111 |
| Other loyalty program | 9.9 | 100 |

Sources: DemoStats 2020, DemoStats Trends 2020, 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

Target Group

*Ranked by percent composition and based on Household Population 12+
Based on Households

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# Personal History Explorers
**PRIZM Segments Included (by SESI):** 17, 23, 51, 54, 63, 66
**Market:** Alberta

## Internet Activity

*Activity [Past Week]*

| Internet Activity* | % | Index | Internet Activity via Mobile % | Index | Internet Activity via Tablet % | Index |
|---|---|---|---|---|---|---|
| Send/receive email | 66.1 | 96 | 48.7 | 92 | 14.9 | 114 |
| Send/receive a text/instant message | 60.9 | 96 | 58.4 | 95 | 6.4 | 117 |
| Participate in an online social network | 51.4 | 95 | 41.4 | 89 | 10.6 | 113 |
| Do banking/pay bills online | 50.9 | 98 | 27.6 | 91 | 6.1 | 96 |
| Take pictures/video | 49.4 | 94 | 46.8 | 93 | 4.6 | 114 |
| Use maps/directions service | 47.3 | 96 | 40.6 | 92 | 5.0 | 108 |
| Use apps | 49.7 | 96 | 46.7 | 94 | 14.5 | 105 |
| Internet search - business, services, products | 43.9 | 99 | 28.7 | 92 | 10.9 | 106 |
| Watch a subscription-based video service (e.g. Netflix) | 31.2 | 94 | 15.1 | 93 | 9.5 | 91 |
| Watch free streaming music videos | 26.4 | 84 | 17.9 | 86 | 5.0 | 68 |
| Compare products/prices while shopping | 25.9 | 91 | 17.9 | 93 | 3.7 | 92 |
| Watch other online free streaming videos | 26.0 | 92 | 18.7 | 90 | 5.1 | 90 |
| Research products/services | 26.6 | 104 | 16.0 | 98 | 5.1 | 100 |
| Listen to music via streaming video service (e.g. YouTube) | 24.2 | 93 | 16.6 | 97 | 3.2 | 77 |
| Play/download online games | 27.0 | 100 | 18.0 | 95 | 5.6 | 104 |
| Purchase products or services | 19.9 | 101 | 8.6 | 91 | 3.6 | 119 |
| Share/refer/link friends to a website or an article | 19.7 | 99 | 15.1 | 94 | 3.3 | 124 |
| Consult consumer reviews | 17.1 | 96 | 11.2 | 93 | 2.9 | 115 |
| Listen to Internet-only music service (e.g. Spotify) | 17.1 | 92 | 13.9 | 93 | 1.8 | 114 |
| Use online telephone directory | 18.1 | 98 | 13.7 | 94 | 1.6 | 105 |
| Download music/MP3 files (free or paid) | 15.8 | 87 | 11.6 | 84 | 1.3 | 98 |
| Use ad blocking software | 14.6 | 97 | 5.5 | 101 | 1.6 | 111 |
| Download any video content (free or paid) | 13.1 | 91 | 7.1 | 85 | 3.1 | 116 |
| Read or look into online newspapers | 10.6 | 98 | 5.9 | 88 | 2.9 | 95 |
| Click on an Internet advertisement | 12.2 | 107 | 8.1 | 97 | 2.2 | 128 |
| Listen to a podcast | 11.7 | 98 | 8.3 | 95 | 1.1 | 84 |
| Listen to a radio broadcast via streaming audio | 8.7 | 88 | 4.8 | 79 | 1.3 | 90 |
| Download/print/redeem discount coupon | 12.0 | 104 | 6.9 | 106 | 1.0 | 113 |
| Enter online contests | 8.2 | 93 | 3.8 | 80 | 1.3 | 111 |
| Watch a TV broadcast via streaming video | 5.1 | 89 | 2.4 | 85 | 1.1 | 78 |
| Place/respond to an online classified advertisement | 8.6 | 98 | 5.2 | 97 | 1.0 | 118 |
| Receive store offers by SMS | 6.9 | 95 | 6.2 | 94 | - | - |
| Read or look into online magazines | 4.9 | 94 | 2.4 | 91 | 1.6 | 111 |
| Scan mobile tagging barcode/QR | 3.7 | 95 | 3.6 | 94 | - | - |
| Purchase group deal (e.g. Groupon) | 2.3 | 96 | 1.3 | 83 | - | - |
| Watch streaming purchased/rented videos (e.g. iTunes) | 1.8 | 64 | - | - | - | - |

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## Internet Activity

### Top Website Types*

*Activity [Past Week]*

■ Internet ■ Mobile ■ Tablet

| | % | Index | % | Index | % | Index |
|---|---|---|---|---|---|---|
| Access a news site | 33.6 | 97 | 22.5 | 95 | 6.7 | 102 |
| Access food/recipes content | 26.1 | 97 | 15.7 | 96 | 6.4 | 95 |
| Access health-related content | 12.8 | 97 | 7.5 | **87** | 3.1 | 109 |
| Access professional sports content | 12.7 | 102 | 9.2 | 96 | 3.4 | **131** |
| Access restaurant guides/reviews | 12.1 | 101 | 8.9 | 94 | 2.4 | **152** |
| Access travel content | 9.5 | 95 | 5.0 | **89** | 2.3 | 99 |
| Access real estate listings/sites | 9.2 | 104 | 4.1 | 94 | 2.7 | **169** |
| Access a radio station's website | 11.0 | 104 | 4.9 | 93 | 1.1 | **126** |
| Access home decor-related content | 7.8 | 106 | 4.0 | 93 | 1.8 | 108 |
| Access a TV station's website | 8.1 | 106 | 3.2 | 107 | 2.2 | 106 |
| Access celebrity gossip content | 7.1 | 99 | 5.1 | 100 | 1.3 | 108 |
| Access fashion or beauty-related content | 5.2 | 108 | 3.7 | **110** | 0.9 | 98 |
| Access automotive news/content | 4.0 | 95 | 2.3 | **114** | 0.6 | **82** |

### Direct Media Usage

*Frequency of Use [Occasionally/Frequently]*

| | % | Index |
|---|---|---|
| Flyers delivered to the door or in the mail | 42.5 | 107 |
| Coupons | 35.6 | 107 |
| Apps/online flyers | 29.2 | 97 |
| Flyers inserted into a community newspaper | 28.4 | **116** |
| General information from the Internet/websites | 27.0 | 93 |
| Direct email offers | 24.6 | 103 |
| Local store catalogues | 21.3 | 104 |
| Flyers inserted into a daily newspaper | 21.3 | **120** |
| Mail order | 9.3 | **120** |
| Yellow Pages (print) | 4.5 | **130** |
| Yellow Pages (online) | 4.0 | **119** |

### Out of Home Advertising

*Noticed Advertising [Past Week]*

| | % | Index |
|---|---|---|
| Billboards | 35.0 | 104 |
| Digital billboards | 24.1 | 98 |
| On street furniture (e.g. bus benches) | 21.2 | 101 |
| On bus exteriors | 20.6 | 104 |
| Inside shopping malls | 18.8 | 95 |
| Inside public washrooms | 14.8 | **90** |
| On transit shelters | 12.2 | 98 |
| Inside movie theaters | 8.0 | **85** |
| Inside buses | 7.9 | 98 |
| Screens inside elevators | 5.9 | **90** |
| Inside airports | 5.6 | **112** |
| Inside commuter trains | 3.3 | **72** |
| On taxis | 2.9 | 92 |
| Inside subway/metro cars | 2.3 | 104 |
| On subway/metro platforms | 2.3 | 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

Target Group    *Source: Environics Analytics 2020*

*Ranked by national percent composition for internet activity
Based on Household Population 12+
Ranked by percent composition

13
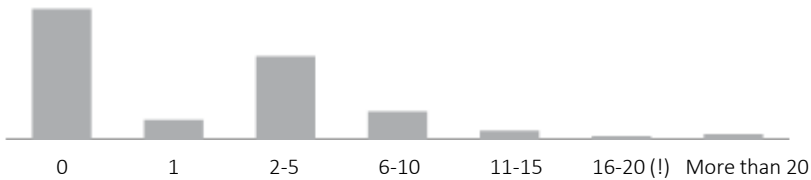
# Social Media Usage

## Social Media Overview

- 63% of Personal History Explorers from Alberta tend to access social media on their mobile phones during the morning hours, 62% during the afternoon hours

- 8% seek recommendations for Vacation/Travel Information via social media (Below Average)

- 89% believe that Social media companies should not be allowed to own or share their personal information

## Seek Recommendations via Social Media*

| | % | Index |
|---|---|---|
| Vacation/travel | 7.7 | **85** |
| Entertainment | 6.1 | **81** |
| Big-ticket items | 6.0 | 91 |
| Banking/credit cards | 4.9 | 102 |
| Car/Auto-related | 4.2 | **81** |
| Smaller-ticket items | 4.0 | 98 |
| Health-related | 3.8 | **83** |
| Home décor | 3.4 | **84** |
| Fashion-related | 3.3 | **77** |
| Child-related | 3.0 | **86** |
| Insurance | 2.7 | **76** |
| Choosing non-profits for donations | 2.3 | **90** |
| Other | 4.1 | 93 |

## Brand Interaction

### Number of Brands Interacted with via Social Media
*[Past Year]*

| | 0 | 1 | 2-5 | 6-10 | 11-15 | 16-20 (!) | More than 20 |
|---|---|---|---|---|---|---|---|
| **%** | 46.4 | 7.2 | 29.6 | 10.2 | 3.3 | 1.3 | 2.1 |
| **Index** | **110** | 99 | 91 | 91 | 98 | 99 | 93 |

### Rate or Review Products or Services
*[Frequency of Participation]*
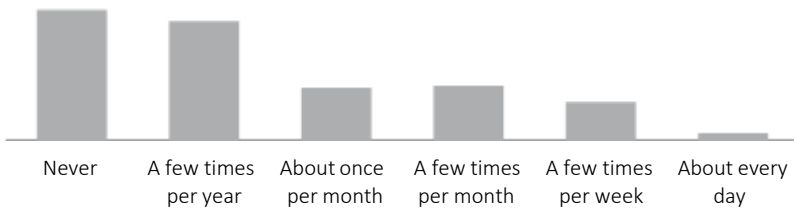
| | Never | A few times per year | About once per month | A few times per month | A few times per week | About every day |
|---|---|---|---|---|---|---|
| **%** | 32.3 | 29.5 | 13.1 | 13.6 | 9.6 | 1.9 |
| **Index** | 106 | 102 | 94 | 94 | 99 | **79** |

## Top Social Media Attitudes**

Personal History Explorers from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
89% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
75% | Index = 104

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
74% | Index = 101

"Use SM to stay connected with personal contacts"
42% | Index = 96

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    *Source: Environics Analytics 2020*    (!) Indicates small sample size

*Ranked by percent composition
**Selected and ranked by highest percent composition
Based on Household Population 18+

14

## Social Media Usage

### Frequency of Participation*

*A few times per week or more*

| Participate In | % Comp | Index |
|---|---|---|
| View friends' photos online | 46.7 | 96 |
| Read article comments | 44.1 | 100 |
| Watch video online | 43.1 | 94 |
| Read status updates/tweets | 38.7 | 91 |
| Listen to radio or stream music online | 34.1 | 95 |
| Chat in online chats | 32.4 | 92 |
| Share links with friends and colleagues | 28.2 | 97 |
| Click links in news feeds | 22.4 | 94 |
| Play games with others online | 16.3 | 96 |
| Read blogs | 14.4 | 90 |
| Post photos online | 11.5 | 87 |
| Rate or review products online | 11.5 | 95 |
| Update your status on a social network | 10.6 | 84 |
| Chat in online forums | 10.1 | 91 |
| Comment on articles or blogs | 9.1 | 88 |
| Share your GPS location | 8.8 | 98 |
| Check in with locations | 8.4 | 88 |
| Post videos online | 5.0 | 87 |
| Publish blog, Tumblr, online journal | 2.6 | 78 |

### Social Media Uses*

*A few times per week or more*

| | % | Index |
|---|---|---|
| Keep up to date on general news/events | 49.2 | 98 |
| Stay connected with family | 44.9 | 98 |
| Stay connected with personal contacts | 44.1 | 98 |
| Keep up to date on news/events in my industry | 27.8 | 96 |
| Stay connected with work/professional contacts | 18.5 | 92 |

### Number of Connections

*Across all social media*

| | % | Index |
|---|---|---|
| 0-49 | 38.4 | 114 |
| 50-99 | 14.8 | 104 |
| 100-149 | 11.0 | 97 |
| 150-199 | 7.6 | 92 |
| 200-299 | 7.9 | 84 |
| 300-399 | 5.3 | 88 |
| 400-499 | 3.9 | 93 |
| 500-1000 | 7.3 | 91 |
| More than 1000 | 3.7 | 75 |

## Social Media Access

*Typically use*

**Mobile**

| | % | Index |
|---|---|---|
| Morning | 62.6 | 93 |
| Afternoon | 61.5 | 95 |
| Dinner Time | 45.8 | 93 |
| Evening | 58.3 | 94 |
| Late Night | 39.5 | 89 |

**Tablet**

| | % | Index |
|---|---|---|
| Morning | 23.9 | 103 |
| Afternoon | 20.3 | 104 |
| Dinner Time | 15.4 | 101 |
| Evening | 34.7 | 100 |
| Late Night | 18.7 | 102 |

**Laptop**

| | % | Index |
|---|---|---|
| Morning | 26.6 | 104 |
| Afternoon | 28.3 | 105 |
| Dinner Time | 16.3 | 102 |
| Evening | 33.8 | 96 |
| Late Night | 16.2 | 104 |

**Desktop**

| | % | Index |
|---|---|---|
| Morning | 28.3 | 108 |
| Afternoon | 28.6 | 107 |
| Dinner Time | 12.2 | 106 |
| Evening | 26.1 | 111 |
| Late Night | 12.2 | 111 |

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
Source: Environics Analytics 2020
*Ranked by percent composition
Based on Household Population 18+
15

# Personal History Explorers
**PRIZM Segments Included (by SESI):** 17, 23, 51, 54, 63, 66
**Market:** Alberta

## Social Media Usage

### Facebook

Frequency of Use
*[Past Year]*

Currently Use **78.2%** (99)
Did Not Use **18.0%** (102)

| | % | Index |
|---|---|---|
| Use Daily | 58.0 | 99 |
| Use Weekly | 13.3 | 101 |
| Use Monthly | 6.5 | 100 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| Read my news feed | 54.4 | 98 |
| Comment/Like other users' posts | 44.5 | 94 |
| Use Messenger | 37.5 | 95 |
| Watch videos | 36.7 | 94 |
| Watch live videos | 15.1 | 87 |
| Like or become a fan of a page | 13.1 | 90 |
| Click on an ad | 11.5 | 89 |
| Post photos | 11.4 | 87 |
| Update my status | 11.2 | 91 |
| Post videos | 4.9 | 77 |
| Create a Facebook group or fan page | 3.7 | 88 |
| Give to a Facebook fundraiser (!) | 1.9 | 79 |
| Create a Facebook fundraiser (!) | 1.6 | 82 |

### LinkedIn

Frequency of Use
*[Past Year]*

Currently Use **42.0%** (92)
Did Not Use **50.2%** (108)

| | % | Index |
|---|---|---|
| Use Daily | 8.3 | 86 |
| Use Weekly | 15.9 | 95 |
| Use Monthly | 15.8 | 92 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| Read your newsfeed | 9.8 | 88 |
| View a job posting | 7.3 | 85 |
| Search and review other profiles | 5.6 | 85 |
| Watch videos | 5.5 | 87 |
| Create a connection | 3.8 | 87 |
| Comment on content | 3.4 | 98 |
| Update your profile information | 3.1 | 87 |
| Click on an ad (!) | 2.8 | 95 |
| Participate in LinkedIn forums (!) | 2.2 | 96 |
| Request a recommendation (!) | 2.1 | 96 |
| Post an article, video or picture (!) | 2.1 | 90 |
| Join a LinkedIn group (!) | 1.8 | 96 |

### Instagram

Frequency of Use
*[Past Year]*

Currently Use **35.1%** (91)
Did Not Use **56.6%** (109)

| | % | Index |
|---|---|---|
| Use Daily | 17.4 | 87 |
| Use Weekly | 11.4 | 97 |
| Use Monthly | 5.4 | 93 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| View photos/videos | 22.8 | 88 |
| Like photos/videos | 18.9 | 87 |
| Comment on photos/videos | 11.1 | 88 |
| Watch live videos | 10.6 | 89 |
| Send direct messages | 8.3 | 86 |
| View a brand's page | 6.2 | 81 |
| Post photos/videos | 6.0 | 82 |
| Watch IGTV videos | 4.7 | 83 |
| Click on ads | 4.4 | 89 |

### Pinterest

Frequency of Use
*[Past Year]*

Currently Use **32.6%** (101)
Did Not Use **56.5%** (101)

| | % | Index |
|---|---|---|
| Use Daily | 8.1 | 98 |
| Use Weekly | 12.9 | 106 |
| Use Monthly | 10.5 | 97 |

### Reddit

Frequency of Use
*[Past Year]*

Currently Use **8.8%** (85)
Did Not Use **83.7%** (102)

| | % | Index |
|---|---|---|
| Use Daily | 3.0 | 80 |
| Use Weekly | 3.1 | 85 |
| Use Monthly | 2.6 | 96 |

| Participate In* (at least a few times per month) | % Comp | Index |
|---|---|---|
| View content | 6.6 | 86 |
| Follow specific Subreddits | 4.6 | 85 |
| Vote on content | 3.1 | 86 |
| Post content | 1.7 | 75 |
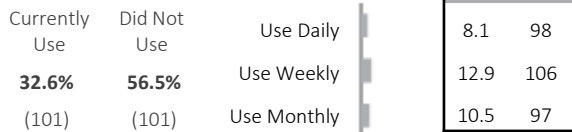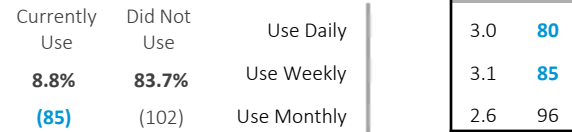
### WhatsApp

Frequency of Use
*[Past Year]*

Currently Use **33.2%** (90)
Did Not Use **59.1%** (108)

| | % | Index |
|---|---|---|
| Use Daily | 13.8 | 86 |
| Use Weekly | 9.4 | 86 |
| Use Monthly | 9.0 | 101 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| Send/receive messages | 19.7 | 88 |
| Send/receive images | 17.1 | 86 |
| Use group chats | 12.3 | 80 |
| Use voice calls | 8.0 | 81 |
| Send/receive documents and files | 7.2 | 77 |

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
*Source: Environics Analytics 2020*
(!) Indicates small sample size
*Ranked by percent composition
Based on Household Population 18+
16

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## Social Media Usage

### Twitter

Frequency of Use
*[Past Year]*

| Currently Use | Did Not Use | | % | Index |
|---|---|---|---|---|
| **26.4%** | **64.8%** | Use Daily | 11.9 | 94 |
| | | Use Weekly | 7.8 | 91 |
| (92) | (106) | Use Monthly | 6.0 | 91 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| Read tweets | 17.6 | 93 |
| Watch videos | 10.0 | 90 |
| Tweet | 6.2 | 91 |
| Send or receive direct messages | 5.8 | 96 |
| Share a link to a blog post or article of interest | 5.6 | 94 |
| Respond to tweets | 5.5 | 86 |
| Follow users who follow you | 5.0 | 94 |
| Retweet | 4.9 | 82 |
| Watch live videos | 4.8 | 90 |
| Actively follow new users | 4.2 | 91 |
| Click on an ad | 3.0 | 95 |

### YouTube

Frequency of Use
*[Past Year]*

| Currently Use | Did Not Use | | % | Index |
|---|---|---|---|---|
| **69.2%** | **17.4%** | Use Daily | 25.6 | 93 |
| | | Use Weekly | 26.6 | 101 |
| (99) | (101) | Use Monthly | 16.4 | 106 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| Watch videos | 41.2 | 94 |
| Watch live videos | 11.8 | 89 |
| Like or dislike videos | 11.3 | 86 |
| Share videos | 6.8 | 89 |
| Click on an ad | 6.6 | 95 |
| Leave comment or post response on video | 5.1 | 82 |
| Embed a video on a web page or blog | 3.2 | 78 |
| Create and post a video | 1.9 | 69 |

### Snapchat

Frequency of Use
*[Past Year]*

| Currently Use | Did Not Use | | % | Index |
|---|---|---|---|---|
| **12.8%** | **79.6%** | Use Daily | 5.3 | 85 |
| | | Use Weekly | 3.7 | 83 |
| (83) | (104) | Use Monthly | 3.5 | 84 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| Receive photos/videos | 6.5 | 81 |
| Send direct text messages | 5.9 | 88 |
| Send photos/videos | 5.3 | 86 |
| Use filters or effects | 3.1 | 75 |
| Read Snapchat discover/News | 2.8 | 75 |
| Use group chat | 2.4 | 78 |
| View ads | 1.9 | 87 |
| View a brand's snaps | 1.9 | 72 |
| Use video chat | 1.6 | 75 |

### Audio Podcasts

| Currently Use | Did Not Use |
|---|---|
| **17.7%** | **65.8%** |
| (99) | (100) |

Frequency of Use
*[Past Year]*

| | % | Index |
|---|---|---|
| Use Daily | 3.7 | 81 |
| Use Weekly | 6.9 | 96 |
| Use Monthly | 6.6 | 116 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|---|---|
| Listen to a news podcast | 3.9 | 87 |
| Listen to another genre of podcast | 3.6 | 82 |
| Listen to an educational podcast | 3.5 | 88 |
| Listen to a sports podcast | 3.0 | 96 |
| Listen to a business podcast | 3.0 | 87 |
| Listen to a comedy podcast | 3.0 | 87 |
| Subscribe to a sports podcast** | 2.4 | 87 |
| Listen to a technology focused podcast | 2.1 | 85 |
| Subscribe to another genre of podcast | 1.8 | 79 |
| Subscribe to a educational podcast | 1.5 | 81 |
| Subscribe to a comedy podcast (!) | 1.4 | 93 |
| Subscribe to a news podcast | 1.4 | 82 |
| Subscribe to a business podcast (!) | 1.1 | 83 |
| Subscribe to a technology podcast (!) | 0.9 | 73 |

### Other Social Media Platforms

**Tinder**

| Currently Use | Did Not Use |
|---|---|
| **2.0%** | **95.0%** |
| (87) | (100) |

**Tik Tok**

| Currently Use | Did Not Use |
|---|---|
| **1.8%** | **95.5%** |
| (79) | (101) |

Frequency of Use -Tinder
*[Past Year]*

| | % | Index |
|---|---|---|
| Use Daily (!) | 0.8 | 87 |
| Use Weekly (!) | 0.6 | 68 |

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

*Source: Environics Analytics 2020*

(!) Indicates small sample size

*Ranked by percent composition
**a few times per month or more
Based on Household Population 18+

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