

**Market Sizing** 

#### Overview

### Top Geographic Markets



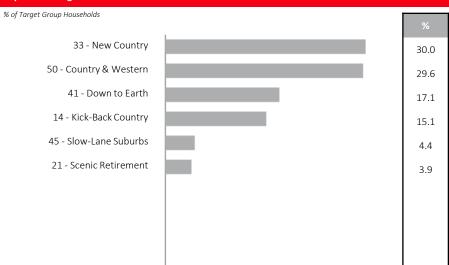
Target Group: 674,364 | 15.1% Market: 4,472,482



Target Group: 237,088 | 14.4% Market: 1,644,476

		Target Grou	Market		
Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Parkland County, AB (MD)	2.4	47.3	328	11,960	0.7
Lethbridge, AB (CY)	2.2	12.8	89	40,477	2.5
Grande Prairie County No. 1, AB (MD)	2.1	64.7	449	7,803	0.5
Red Deer County, AB (MD)	1.7	57.4	398	7,222	0.4
Mountain View County, AB (MD)	1.7	75.3	522	5,281	0.3
Sturgeon County, AB (MD)	1.7	55.5	385	7,119	0.4
Bonnyville No. 87, AB (MD)	1.6	80.2	556	4,850	0.3
Strathcona County, AB (SM)	1.6	10.1	70	38,575	2.3
Yellowhead County, AB (MD)	1.6	82.9	575	4,535	0.3
Lac Ste. Anne County, AB (MD)	1.6	84.4	584	4,417	0.3

#### **Top PRIZM Segments**



- Of the 9 EQ Target Groups identified in Canada, Rejuvenators rank 3<sup>rd</sup>, making up 237,088 households, or 14.4% of the total Households in Alberta (1,644,476)
- The Median Household Maintainer Age is 55, 54% of couples have children living at home
- Below Average Household Income of \$110,045 compared to Alberta at \$125,945
- **Top Social Value: Attraction to Nature** How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Above Average interest in Fishing/Hunting and ATV/Snowmobiling
- Above Average interest in travelling within Canada (Manitoba), Rejuvenators from Alberta spent an average of \$1,447 on their last vacation
- On average, Personal History Explorers from Alberta spend 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (12 min/day)
- 80% currently use Facebook, 32% use Instagram and 22% use Twitter

Target Group

Source: Environics Analytics 2020



Demographic Profile			Psychographics**				
Total Popula Target Group: 674,364   Market: 4,472,483		Total Households t Group: 237,088   14.4% Market: 1,644,476	Stron Attraction to N	ng Values Nature 137		eak Valu	ues t of Intensity
Average Household Income	Household	ld Size*	Emotional Co Obedience to Auth				t of Novelty Permissiveness
\$110,045 (87)			Utilitarian Consum				Consumption
Median Household Maintainer Age 55 (112)		ersons 4 Persons 5+ Persons	Cultural Assimil	nilation 124	76	Ecologic	ical Concern
9		13.7 13.3 11.4 86 86 110 Education**	Attraction to Nature Index = <b>137</b>		onal Contro ex = <b>126</b>	ol	Ecological Fatalism Index = <b>124</b>
63.7% (107)	00 45.6% (116)	29.4% (106)	Traditional Family Index = <b>114</b>		for Escape ex = <b>112</b>	5	National Pride Index = <b>111</b>
Married/Common-Law Visible Minority Presence*	Couples Without Kids at Home Non-Official Language*	High School Certificate Or Equivalent Immigrant Population*	Community Involvement Index = 109		ork Ethic ex = 106		Primacy of the Family Index = 105
<b>ۯ</b> <b>4.2%</b> (15)	<b>0.5%</b> (33)	8.0% (35)	Social Intimacy		.egacy		Racial Fusion
Belong to a visible minority group	No knowledge of English or French	Born outside Canada	Index = 103	Inde	ex = 103		Index = 101

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+ Psychographics benchmarked to Canada, and \*\*\* Based on Census Family Households

Strong/Weak values ranked by index 2



#### Sports & Leisure

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

Occasionally/Regularly Participate	or Attended/Visited [Past Year]								
<b>Top 5 Activities Participate</b>	:d*		% Comp	Index	Top 5 Activities Atten	ded*		% Comp	Index
	Reading		81.6	100	/	Auditoriums, arenas & stadi	ums (any)	42.7	90
	Camping		62.4	105		National or provincial p	bark	38.9	96
	Gardening		60.9	103		Other activities & attrac	tions	35.9	78
	Swimming		52.6	102		Exhibitions, carnivals, fairs 8	markets	35.8	105
	Volunteer work		52.5	103		Parks & city garden:	5	35.6	90
Key Tourism Activities*	*				-				
Camping	Swimming	Cycling		l or provincial park	Fishing & hunting	Parks & city gardens	Hiking & backpacking	Zoos & aqu	lariums
<u>Å</u>		Å		<u>A</u> P		*	Ŕ	60	3
62.4%	52.6%	40.1%	3	38.9%	36.0%	35.6%	34.9%	33.6%	6
(105)	(102)	(88)		(96)	(127)	(90)	(85)	(108	)
,	, ,								·
Photography	Golfing	Sporting events	Bars & re	estaurant bars	Ice skating	Historical sites	Canoeing & kayaking	ATV & snow	mobiling
Õ			ţ	¥7				j.	3
33.4%	33.2%	32.9%	2	29.4%	28.7%	26.7%	26.4%	22.79	6
(108)	(106)	(80)		(80)	(95)	(107)	(97)	(130)	)
Specialty movie theatres/IMAX	Cross country skiing & snowshoeing	Downhill skiing	waterpa	me parks, arks & water slides	Hockey	Pilates & yoga	Dinner theatres	Power boat skiinį	· · ·
÷.		₹¥°	1	Ť	Ę.	25		ŝ	2
22.6%	21.3%	20.3%	2	20.1%	18.3%	18.2%	15.1%	14.49	6
(90)	(100)	(102)		(95)	(116)	(80)	(120)	(107)	)
Curling	Video arcades & indoor amusement centres	Adventure sports	Musi	ic festivals	Inline skating	Beer, food & wine festivals	Snowboarding	RV shc	ows
ML.		÷.	((				TAN		22
14.0%	13.3%	10.4%		7.4%	6.7%	5.8%	5.3%	5.1%	

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

(101)

(114)

Index: At least 10% above or below the average

(83)

Source: Environics Analytics 2020

(83)

(91)

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

(73)

\*Selected and ranked by percent composition \*\*Ranked by percent composition

(115)

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(66)

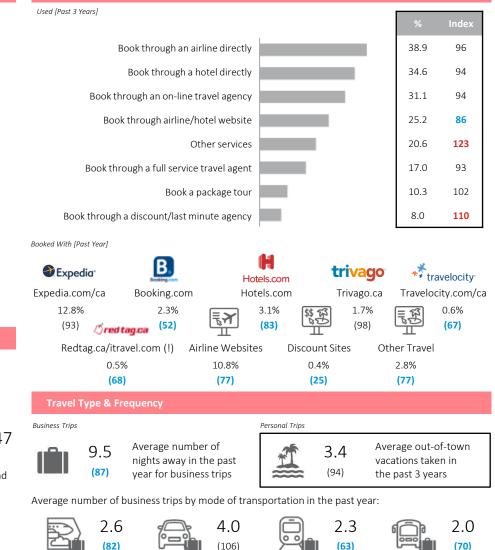


#### Travel Profile



#### Spent Last Vacation 1.447 (95)Average spend \$3,000 to Under \$500 \$500 to \$1,000 to \$2,000 to \$4,000 or on last trip \$999 \$1,999 \$2,999 \$3,999 More 30.0 23.4 5.2 9.7 20.4 11.3 101 113 95 100 87 89

### 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

0 (!) Indica

(!) Indicates small sample size

\*Selected and ranked by percent composition \*\*Ranked by percent composition Based on Household Population 12+



### **Travel Profile**

#### Accommodation Preferences\*

Used [Past 3 Years]

		Æ	<u>Śta</u>		ß	
Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
56.9%	35.1%	19.7%	28.7%	21.3%	14.9%	7.6%
(96)	(97)	(96)	(109)	<b>(110)</b>	<b>(82)</b>	<b>(86)</b>
-202			同志			
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
10.0%	9.2%	3.8%	16.1%	1.7%	1.9%	1.1%
(92)	(81)	(75)	<b>(116)</b>	(59)	(68)	<b>(37)</b>

#### Airline Preference

Flown [Past Year]				
🋞 AIR CANADA	WESTJET 🆈	Air transat	porter	*
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
26.9%	37.5%	3.0%	0.1%	3.1%
(81)	(86)	(79)	(274)	(111)
UNITED	DELTA AIR LINES	American Airlines 🔪		
United Airlines	Delta Airlines	American Airlines	Other American	
3.7%	3.9%	0.9%	0.5%	
(71)	(69)	(63)	(36)	
	স	J. S.		
European Airlines	Asian Airlines	Other Charter	Other	
1.6%	0.3%	2.4%	2.9%	
(40)	(22)	(93)	(79)	

### Car Rental\*

Rented From [Past Year]

enterprise	Budget	<b>AVIS</b> <sup>®</sup>	<mark>≋</mark> National
Enterprise	Budget	Avis	National
4.0%	2.7%	2.9%	1.5%
(67)	(70)	(108)	(67)
<u>Hertz</u>		UHAUL	
Hertz	Discount	U-Haul	Other Rentals
0.8%	0.3%	0.4%	1.2%
(48)	(57)	(56)	(67)

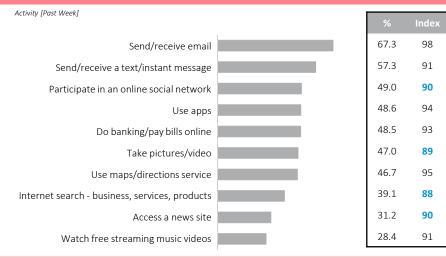
Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average



#### Media

Overall Level of Use										
Radio			Television	Newsp	aper	Magazi	ne	Interr	net	
<u>U</u>								((; 1))		
14 hours/week		1,	129 minutes/week	1 hours,	/week	12 minute:	s/day	219 minut	.es/day	
(109)			(94)	(76	)	(156)		(94)	)	
Top Radio Programs*			Top Television Programs*		Top Newspaper Sections*			Top Magazine Publications*		
Programs [Weekly]			Programs [Average Week]		Frequency Read [Occasionally/Frequen	ntly]		Read [Past Month]		
	%	Index		% Index		%	Index		%	Index
News/Talk	25.8	100	Movies	47.9 93	Local & Regional News	53.5	101	Other English-Canadian	9.5	137
Classic Country	22.1	250	Evening local news	31.5 <b>90</b>	National News	51.3	104	Reader's Digest	8.5	171
Today's Country	20.0	124	Hockey (when in season)	30.3 100	International News & World	44.6	99	Other U.S. magazines	8.1	109
Classic Hits	17.1	98	Primetime serial dramas	25.5 <b>89</b>	Movie & Entertainment	31.0	95	CAA Magazine	5.3	96
Multi/Variety/Specialty	12.2	106	CFL football (when in season)	25.2 <b>113</b>	Sports	29.9	105	Canadian Living	4.7	97
Adult Contemporary	11.1	<b>69</b>	Home renovation/decoration shows	24.5 97	Editorials	29.2	105	National Geographic	4.6	109
Mainstream Top 40/CHR	9.3	48	News/current affairs	24.5 98	Food	26.1	100	People	3.7	98
Hot Adult Contemporary	7.0	89	Suspense/crime dramas	24.5 101	Health	24.5	91	Canadian Geographic	3.7	124
AOR/Mainstream Rock	5.8	57	Documentaries	23.6 102	Business & Financial	24.1	102	Our Canada (!)	3.7	199
Religious	5.6	114	Situation comedies	21.7 91	Travel	20.8	97	Hello! Canada	3.2	88

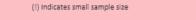
#### **Top Internet Activities\***



## **Top Mobile Activities\***

Activity [Past Week]

Send/receive a text/instant message	
Send/receive email	
Use apps	
Take pictures/video	
Participate in an online social network	
Use maps/directions service	
Do banking/pay bills online	
Internet search - business, services, products	
Play/download online games	
Access a news site	



\*Selected and ranked by percent composition Based on Household Population 12+ 6

55.2

48.5

47.6

45.9

42.3

41.4

26.3

23.7

20.6

20.4

90

91

96

91

91

94

87

76

109

86

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

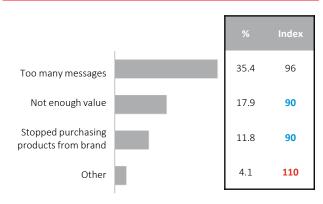


#### Media

Soc	ial Media Plat	forms			
Usag	e [Currently Use]				
f	Facebook <b>80.4%</b> (102)	You Tube	YouTube <b>65.4%</b> (94)	in	LinkedIn <b>38.4%</b> (84)
P	Pinterest <b>35.2%</b> (109)	Ø	Instagram <b>31.9%</b> (83)	ß	WhatsApp <b>24.8%</b> (68)
6	Twitter 21.8% (76)		Snapchat <b>14.4%</b> (94)		Podcasts 13.0% (73)
M	Health/Fitness 6.3% (72)	blog	Blogs 5.9% (62)	٢	Reddit <b>5.9%</b> (57)
ĥĤ	Dating App <b>2.3%</b> (52)	••	Flickr 1.1% (39)	٢	Tinder <b>0.8%</b> (33)

IS		
	%	Index
	29.9	97
	28.6	88
	28.1	88
	10.6	93
	7.4	61
	6.1	76
	5.4	97
	5.0	93
		29.9 28.6 28.1 10.6 7.4 6.1 5.4

**Reasons to Unfollow Brands** 



Actions Taken using Social I	Viedia		
Variables with Response "Yes"			
	1	%	Index
Like brand on Facebook		37.0	100
Subscribe to brand email newsletter		17.0	89
Subscribe to brand channel on YouTube		10.6	77
Follow brand on Instagram		10.1	71
Join an exclusive online community of consumers who also like the brand		8.9	91
Follow brand on Twitter		5.3	67

To make suggestions for new products/services 5.0 93						
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" 36%   Index = 94	"I am well informed about SM" 28%   Index = <b>86</b>				
"Feel comfortable collaborating with others through SM" 26%   Index = <b>90</b>	"Use SM to keep up to date on news/events in my industry" 25%   Index = <b>86</b>	"I am open to receiving relevant marketing messages through social media channels" 19%   Index = <b>87</b>				

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

Ranked by percent composition Based on Household Population 18+



#### **Product Preferences**

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 73%   Index = 97	"I generally achieve what I set out to do" 68%   Index = 97	"I have tried a product/service based on a personal recommendation" 68%   Index = 95	"Family life and having children are most important to me" 61%   Index = 99	"I consider myself to be informed on current events or issues" 61%   Index = 105
			[]	[]
"I value companies who give back to the community" 60%   Index = 98	"I am very concerned about the nutritional content of food products I buy" 57%   Index = 92	"I offer recommendations of products/services to other people" 57%   Index = 98	"I am interested in learning about different cultures" 55%   Index = 98	"I make an effort to buy local produce/products" 54%   Index = 101
"I like to cook" 53%   Index = 94	"I like to try new places to eat" 49%   Index = 92	"It's important to buy products from socially-responsible/environmentally- friendly companies" 48%   Index = 101	"When I shop online I prefer to support Canadian retailers" 47%   Index = 99	"Free-trial/product samples can influence my purchase decisions" 43%   Index = 102
"I am adventurous/"outdoorsy"" 40%   Index = 100	"I like to try new and different products" 39%   Index = <b>84</b>	"Staying connected via social media is very important to me" 35%   Index = <b>114</b>	"I lead a fairly busy social life" 31%   Index = <b>121</b>	"l prefer to shop online for convenience" 30%   Index = 100
"Advertising is an important source of information to me" 28%   Index = 104	"I am willing to pay more for eco- friendly products" 25%   Index = 99	"Vegetarianism is a healthy option" 21%   Index = <b>81</b>	"I consider myself to be sophisticated" 20%   Index = <b>84</b>	"I enjoy being extravagant/indulgent" 16%   Index = <b>87</b>
the community" 60%   Index = 98 "I like to cook" 53%   Index = 94 "I am adventurous/"outdoorsy"" 40%   Index = 100 "Advertising is an important source of information to me"	nutritional content of food products I buy" 57%   Index = 92 "I like to try new places to eat" 49%   Index = 92 "I like to try new and different products" 39%   Index = 84	products/services to other people" 57%   Index = 98 "It's important to buy products from socially-responsible/environmentally- friendly companies" 48%   Index = 101 "Staying connected via social media is very important to me" 35%   Index = 114 "Vegetarianism is a healthy option"	different cultures" 55%   Index = 98 "When I shop online I prefer to support Canadian retailers" 47%   Index = 99 "I lead a fairly busy social life" 31%   Index = <b>121</b> "I consider myself to be sophisticated"	produce/products" 54%   Index = 101 "Free-trial/product samples influence my purchase decisio 43%   Index = 102 "I prefer to shop online fo convenience" 30%   Index = 100

Index: At least 10% above or below the average



#### **Product Preferences**

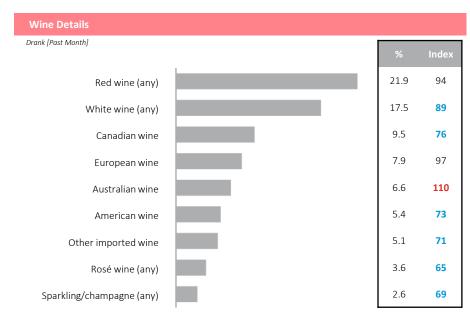
Beer Co	nsumption					
Drinks (Pas	t Week)					
			_			
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	70.3	16.9	4.6	1.8	2.3	4.0
Index	102	100	81	60	114	112

Top 10 Beers*		
Brand Drink [Most Often/Frequently]	%	Index
Other Canadian microbrewery/craft beer	18.9	93
Corona	16.8	108
Coors Light	16.6	106
Molson Canadian	15.1	116
Budweiser	15.0	109
Bud Light (any)	12.4	100
Kokanee	11.8	104
Alexander Keith's (any)	11.6	91
Stella Artois	10.9	99
Heineken	9.9	110

Drank [Past Month]	% Comp	Index
Canadian wine	9.5	76
Liqueurs (any)	5.5	81
Cider	3.7	60

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	8.6	73

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.9	93



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 [Pas	t Year]						
Once a month or more	2-11 times per year 🗏 Once a year	%	Index	%	Index	%	Index
Pizza restaurants		13.0	99	43.2	89	4.6	110
Asian restaurants		4.6	77	46.2	97	6.1	87
Submarine/sandwich restaurants		10.5	112	40.0	96	5.2	118
Breakfast style restaurant		2.9	73	26.6	90	13.6	105
Chicken restaurants		2.8	85	26.5	104	5.4	94
Ice cream/frozen yogurt restaurants		2.4	81	25.6	89	5.8	102
Specialty burger restaurants		2.8	63	25.2	86	5.9	82
Italian restaurants		1.5	70	17.8	83	6.0	78
Steakhouse		0.7	106	18.3	84	16.7	92
Other ethnic restaurants	-	0.7	30	12.7	76	7.1	88
Mexican/Burrito-style restaurants		1.2	50	18.6	81	7.2	97
Seafood/Fish and Chips restaurants		0.3	61	15.3	103	8.1	113

#### **Restaurant Service Type\***

Frequency of Visiting [Past Year]

Frequency of visiting [PC	ist reary						
■ Once a month or more	2-11 times per year Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants		5.1	86	51.2	104	6.8	91
Food court outlets at a shopping mall		6.2	75	47.6	100	8.1	101
Pub restaurants		3.3	67	22.2	70	7.0	125
Formal dine-in restaurants		0.9	31	26.1	88	12.4	103
Fast casual restaurants		7.5	85	31.2	101	3.2	85
Sports bars	-	1.1	42	14.9	79	3.1	73
Other types		4.3	143	19.5	113	2.4	119

#### Purchased Organic Food

Done [Past Week]





**Product Preferences** 

Demographics							Loyalty Programs*		
	Rent 16.7%		(	<u>س</u> و	Own 80.2%		Member	%	Index
RENT	(61)		$\sim$	Ŋ	(111)		Air Miles (excl. airline frequent flyer programs)	55.6	90
		Age	of Children	n at Home			PC Optimum	45.8	88
							Costco membership (paid)	41.8	90
Households with							Canadian Tire Triangle	40.2	99
Children at Home	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more	Credit card with loyalty rewards	30.0	88
40.5% (95)	% 19.7 Index 98	20.8 103	20.5 109	18.9 108	9.4 <b>83</b>	10.7 <b>89</b>	SCENE (Cineplex)	24.6	79
Demographic Trends							Aeroplan	21.1	83
	Hous	sehold Proje	ctions				Petro Points	16.8	87
							Hudson's Bay Rewards	16.7	88
250k							Esso Extra Program	8.2	85
240k							Other airline frequent flyer program	7.4	81
2020 2021 2	022 2023 20	)24 2025	2026	2027 2	028 202	9 2030	Other grocery store card	16.7	87
2020 2021 2		023		2027 2 25		30	Other store program	4.8	67
Count 237,088 % Change -		2,664 2.4	246,	,366 .9		3,350 9.0	Other gas program	9.4	115
Index -		<b>47</b> sholds to % chang		8 arket househola		56	Other loyalty program	9.0	91

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

Target Group



**Internet Activity** 

Activity [Past Week]									
	Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email		67.3	98		48.5	91		10.2	78
Send/receive a text/instant message		57.3	91		55.2	90		4.3	78
Participate in an online social network		49.0	90		42.3	91		8.1	86
Do banking/pay bills online		48.5	93		26.3	87		5.6	87
Take pictures/video		47.0	89		45.9	91		2.0	48
Use maps/directions service		46.7	95		41.4	94		4.1	89
Use apps		48.6	94		47.6	96	-	8.8	64
Internet search - business, services, products		39.1	88		23.7	76		10.1	98
Watch a subscription-based video service (e.g. Netflix)		26.5	80		13.0	80	-	8.6	82
Watch free streaming music videos		28.4	91		20.3	97		3.9	53
Compare products/prices while shopping		26.5	93		16.9	87		3.4	82
Watch other online free streaming videos		27.3	96		19.2	93		3.6	63
Research products/services		21.7	85		14.5	89		3.4	68
Listen to music via streaming video service (e.g. YouTube)		26.7	103		16.2	95		3.4	80
Play/download online games		27.1	100		20.6	109		5.6	105
Purchase products or services		18.5	93	-	8.8	93		1.7	58
Share/refer/link friends to a website or an article		20.7	104		16.6	103		4.0	148
Consult consumer reviews		13.8	77		8.5	70		1.4	55
Listen to Internet-only music service (e.g. Spotify)		17.2	93		13.1	88		1.0	64
Use online telephone directory		16.0	87		12.1	83		0.9	59
Download music/MP3 files (free or paid)		19.3	106		16.3	118		0.4	30
Use ad blocking software		13.7	91		3.4	62		0.9	65
Download any video content (free or paid)		13.2	91		7.2	85		1.4	53
Read or look into online newspapers		10.1	94	-	8.1	121		2.7	90
Click on an Internet advertisement		10.4	92	-	8.0	97		1.2	68
Listen to a podcast		11.7	98	-	8.2	94		0.2	17
Listen to a radio broadcast via streaming audio		8.9	90		5.0	82		1.5	105
Download/print/redeem discount coupon		8.8	75		3.7	58		1.0	113
Enter online contests		11.0	125		5.0	106		0.9	82
Watch a TV broadcast via streaming video		3.3	57		1.0	38		0.3	19
Place/respond to an online classified advertisement		10.1	114		4.7	88		0.9	111
Receive store offers by SMS		6.1	84		5.9	89		-	-
Read or look into online magazines		6.4	122		2.6	98		0.9	63
Scan mobile tagging barcode/QR		2.8	73	1	2.8	72		-	-
Purchase group deal (e.g. Groupon)		1.0	39		0.5	35		-	-
Watch streaming purchased/rented videos (e.g. iTunes)		1.2	45		-	-		-	-

Index: At least 10% above or below the average



#### **Internet Activity**

#### **Direct Media Usage Top Website Types\*** Activity [Past Week] Frequency of Use [Occasionally/Frequently] ■ Internet ■ Mobile ■ Tablet 98 38.9 Flyers delivered to the door or in the mail Index 35.1 117 Apps/online flyers 90 20.4 86 31.2 4.6 70 Access a news site Coupons 30.3 91 28.1 115 Flyers inserted into a community newspaper 27.8 103 15.8 97 5.7 85 Access food/recipes content 27.7 96 General information from the Internet/websites 95 Direct email offers 22.6 93 104 12.3 9.0 1.8 63 Access health-related content 92 Local store catalogues 18.9 Access professional sports 7.0 64 8.0 73 1.8 68 14.4 81 Flyers inserted into a daily newspaper content 7.7 98 Mail order Access restaurant 7.7 65 6.1 65 0.8 51 136 Yellow Pages (online) 4.6 guides/reviews Yellow Pages (print) 3.8 110 Access travel content 78 60 7.9 3.4 1.3 57 **Out of Home Advertising** Access real estate listings/sites 7.3 83 92 59 4.0 0.9 Noticed Advertising [Past Week] Billboards 28.4 84 Access a radio station's 96 10.2 5.6 106 0.6 70 Digital billboards 20.3 83 website Inside shopping malls 16.4 83 Access home decor-related 91 1.5 89 6.6 5.4 125 On street furniture (e.g. bus benches) 13.7 65 content Inside public washrooms 12.7 77 On bus exteriors 11.4 58 Access a TV station's website 6.9 90 2.0 67 2.2 108 Inside movie theaters 7.8 84 On transit shelters 6.7 53 Access celebrity gossip content 95 101 6.8 5.2 0.5 45 Inside buses 6.0 74 Inside commuter trains 2.9 63 Access fashion or beauty-85 2.4 69 4.1 0.5 57 Screens inside elevators 2.9 44 related content Inside airports 2.8 57 Access automotive 90 68 3.8 1.4 0.2 26 On taxis 2.5 78 news/content Inside subway/metro cars 1.0 44

On subway/metro platforms

0.8

33



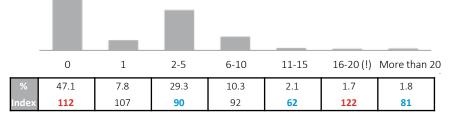
#### Social Media Usage

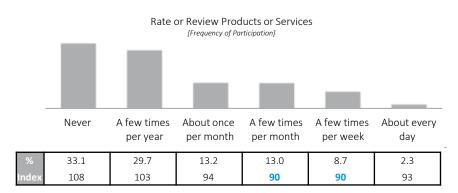
#### Social Media Overview

- 60% of Rejuvenators from Alberta tend to access social media on their mobile phones during the morning hours, 60.5% during the afternoon hours
- 5% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 88% believe that Social media companies should not be allowed to own or share their personal information

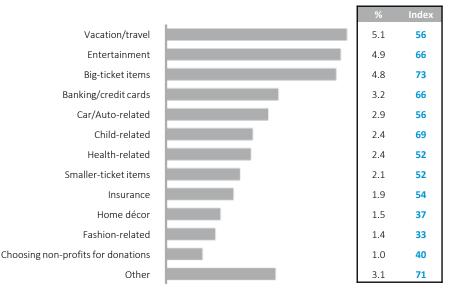
#### Brand Interaction







#### Seek Recommendations via Social Media\*



### **Top Social Media Attitudes\*\***

Rejuvenators from Alberta are private about sharing their personal information online							
"Social media companies should not be allowed to own or share my personal information" 88%   Index = 102	"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 75%   Index = 103						
"I tend to ignore marketing and advertisements when I'm in a social media environment" 75%   Index = 104	"Use SM to stay connected with personal contacts" 43%   Index = 98						

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

(!) Indicates small sample size



#### Social Media Usage

Frequency of Participation*			Social Media Uses*		Number of Connections					
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	i la				0/	Index		
View friends' photos online	43.1	89	i la	%	Index		70	maex		
Read article comments	41.8	95	i i			0-49	37.0	110		
Read status updates/tweets	40.6	96	Keep up to date on general			0-45	<b>-</b>	110		
Watch video online	40.6	88	news/events	48.8	98	50-99	14.7	104		
Listen to radio or stream music online	32.5	91		*		30-33	1	10,		
Chat in online chats	27.9	79				100-149	12.8	113		
Share links with friends and colleagues	25.4	87	Stay connected with family	45.6	99					
Click links in news feeds	18.8	79		-5.5		150-199	7.3	89		
Play games with others online	17.0	100								
Update your status on a social network	11.6	92	Stay connected with	10.4		200-299	8.8	94		
Rate or review products online	10.9	90	personal contacts	43.4	96					
Post photos online	10.5	79				300-399	6.8	113		
Read blogs	10.1	63	Keep up to date on					I '		
Share your GPS location	8.0	88	news/events in my industry	26.6	91	400-499	2.8	66		
Comment on articles or blogs	7.7	75						I '		
Chat in online forums	7.2	65				500-1000	6.0	74		
Check in with locations	6.8	71	Stay connected with	15.8	79			'		
Post videos online	4.1	72	work/professional contacts			More than 1000	3.8	77		
Publish blog, Tumblr, online journal	1.5	44	i i				L			

#### **Social Media Access**

Typically use

Mobile Tablet Desktop Laptop 60.3 89 24.7 107 27.1 106 24.5 93 Morning Morning Morning Morning 60.5 94 18.7 96 26.1 97 24.1 90 Afternoon Afternoon Afternoon Afternoon 95 95 43.8 89 13.8 90 15.2 11.0 Dinner Time Dinner Time Dinner Time Dinner Time 57.6 93 32.3 93 34.1 97 20.9 89 Evening Evening Evening Evening 38.2 86 16.5 90 14.9 96 11.7 107 Late Night Late Night Late Night Late Night

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



### Social Media Usage

Facebook						
Fi Fi				ncy of <sup>t Year]</sup>	Use	
					%	Index
Currently Use	Did Not Use	Use Daily			62.3	1 106
80.4%	16.2%	Use Weekly	μ.		11.8	8 <b>90</b>
(102)	(92)	Use Monthly			6.2	97
Participate In <sup>*</sup>	* (at least a	few times per we	eek)	% Co	mp	Index
Read my news	feed			54.	.6	98
Comment/Like other users' posts			49.5		105	
Use Messenge	r			41.4		105
Watch videos				37.2		95
Watch live vide	eos			15.3		88
Like or become	e a fan of a p	oage		15.	2	104
Post photos				11.	.9	91
Click on an ad				11.4		89
Update my sta	tus			10.5		85
Post videos				5.2	2	82
Create a Faceb	ook group c	or fan page		2.4	4	57
Give to a Facel	book fundra	iser (!)		1.3	3	52
Create a Faceb	ook fundrai	ser (!)		0.8	3	40

LinkedIn							
Frequer [Pas				icy of t Year]			
Currently Use <b>38.4%</b> (84)	Did Not Use <b>55.8%</b> (120)	Use Daily Use Weekly Use Monthly			% 6.4 12.8 17.1	3	ndex 67 77 103
Participate In'	* (at least a	few times per w	eek)	% Co	mp	Ir	ndex
Read your new	/sfeed			6.2	2		55
View a job pos	ting			4.7			55
Search and rev	iew other p	rofiles		4.7			71
Watch videos				3.8			61
Update your p	rofile inform	nation		3.1			87
Create a conne	ection			2.6	5		60
Comment on c	ontent			2.1			60
Click on an ad	(!)			1.8			62
Request a recommendation (!)			1.7			78	
Join a LinkedIn group (!)				1.0	5		84
Participate in LinkedIn forums (!)				1.5	5		66
Post an article,	video or pi	cture (!)		0.8	3		32

#### Instagram

Frequency of U [Past Year]					Use		
	-				%	[	Index
Currently Use	Did Not Use	Use Daily			14.3	3	71
31.9%	59.7%	Use Weekly	١.		11.4	4	96
(83)	(115)	Use Monthly			4.9	)	84
Participate In'	* (at least a	few times per we	ek)	% Co	mp	lr	ndex
View photos/v	ideos			19.	.7		76
Like photos/vio	deos			16.	.0		74
Comment on p	hotos/video	DS		9.8			77
Watch live vide	eos			8.2			69
Send direct me	essages			5.4			56
Post photos/vi	deos			4.	5		61
View a brand's	page			3.9	Э		50
Watch IGTV via	deos			2.9	Э		52
Click on ads				2.	7		55

Q		Frequency of Use [Past Year]					
				%	Index		
Currently Use	Did Not Use	Use Daily		8.9	107		
35.2%	52.7%	Use Weekly		12.6	104		
(109)	(94)	Use Monthly		12.8	117		

Reddit						
Frequency [Past Ye				'	Use	
			_		%	Index
Currently Use	Did Not Use	Use Daily			1.9	49
5.9%	88.5%	Use Weekly			0.8	24
(57)	(108)	Use Monthly			3.2	115
Participate	e In* (at leas month	st a few times per h)		% Co	mp	Index
/iew content				3.3	3	42
ollow specific	Subreddits			2.2	2	41
/ote on conter	nt			1.0	)	26
Post content				0.7	7	31

WhatsApp					
(		Free	quency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		7.3	45
24.8%	68.5%	Use Weekly		9.5	86
(68)	(125)	Use Monthly		7.5	84
articipate In	* (at least a	few times per we	eek) % Co	mp	Index

Participate in (at least a few times per week)	% Comp	maex
Send/receive messages	12.3	55
Send/receive images	10.2	51
Use group chats	7.8	51
Use voice calls	4.1	41
Send/receive documents and files	3.2	34

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



#### Social Media Usage

Twitter					
Fre		uency of [Past Year]	Use		
				%	Index
Currently Use	Did Not Use	Use Daily		8.3	66
21.8%	69.0%	Use Weekly		7.7	90
(76)	(113)	Use Monthly		5.1	78
	* / - +   + -	f			tester.

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.8	73
Watch videos	8.1	73
Share a link to a blog post or article of interest	4.2	71
Tweet	4.1	60
Respond to tweets	3.9	61
Follow users who follow you	3.4	63
Watch live videos	3.3	61
Send or receive direct messages	3.2	54
Retweet	2.9	49
Actively follow new users	2.8	61
Click on an ad	1.8	59

Touruse						
Yo		Frequency of Use [Past Year]				
				%	Index	
Currently Use	Did Not Use	Use Daily		22.9	84	
65.4%	19.6%	Use Weekly		23.5	89	
(94)	(115)	Use Monthly		18.4	118	

% Comp	Index
35.3	81
10.2	78
8.9	67
5.8	84
4.2	55
4.1	66
1.6	39
1.1	41
	35.3 10.2 8.9 5.8 4.2 4.1 1.6

		Freq	uency of [Past Year]	Use	
Cititation of the second se				%	Index
Currently Use	Did Not Use	Use Daily		6.0	96
14.4%	79.3%	Use Weekly		3.1	70
(94)	(104)	Use Monthly		4.7	114

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.2	90
Send direct text messages	6.4	96
Send photos/videos	5.0	80
Use filters or effects	2.5	59
Read Snapchat discover/News	2.1	55
Use group chat	1.9	61
View ads	1.7	76
Use video chat	1.3	58
View a brand's snaps	1.2	47

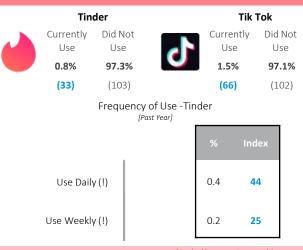
#### Audio Podcasts



Freq	uency of [Past Year]	Use	
		%	Inde
Use Daily		2.1	45
Use Weekly		4.6	65
Use Monthly		6.2	110

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	2.4	52
Listen to a sports podcast	2.3	75
Subscribe to a sports podcast**	2.3	84
Listen to another genre of podcast	1.5	35
Listen to a comedy podcast	1.4	42
Listen to a business podcast	1.4	42
Listen to an educational podcast	1.4	34
Listen to a technology focused podcast	1.0	39
Subscribe to another genre of podcast	0.9	40
Subscribe to a news podcast	0.7	41
Subscribe to a educational podcast	0.7	37
Subscribe to a comedy podcast (!)	0.7	44
Subscribe to a technology podcast (!)	0.5	40
Subscribe to a business podcast (!)	0.5	35

#### **Other Social Media Platforms**



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+