

# Overview

# **Market Sizing**

**Top Geographic Markets** 



Target Group: 207,626 | 30.0% Market: 691,873

|                    |               | Target Group   | Market |             |                |
|--------------------|---------------|----------------|--------|-------------|----------------|
| Census Subdivision | % of<br>Group | % of<br>Market | Index  | HH<br>Count | % of<br>Market |
| Vancouver, BC (CY) | 84.9          | 22.7           | 137    | 303,964     | 61.9           |
| Burnaby, BC (CY)   | 14.2          | 11.5           | 69     | 100,030     | 20.4           |
| Richmond, BC (CY)  | 0.9           | 1.0            | 6      | 79,185      | 16.1           |

- Of the 67 PRIZM Clusters identified in Canada, Asian Avenues rank 1<sup>st</sup> for the Custom Vancouver target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Asian Avenues make up 68,913 households, or 22% of the total Households in the Custom Vancouver target area (311,298)
- The Median Household Maintainer Age is 53, 53% of couples have children living at home
- Average Household Income of \$102,885 compared to the Custom Vancouver target area at \$112,266
- Top Social Value: Confidence in Advertising: A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
- Above Average interest in Ice Skating and visiting Video Arcades/Indoor Amusement Centres
- Above average interest in travelling within Canada (Montreal), Asian Avenues from the Custom Vancouver target area spent an average of \$1,603 on their last vacation
- On average, Asian Avenues from the Custom Vancouver target area spent spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (12 min/day)
- 73% currently use Facebook, 42% use Instagram and 23% use Twitter



Target Group: 68,913 | 22.1% Market: 311,298

| Top PRIZM Segments           |       |
|------------------------------|-------|
| % of Target Group Households | %     |
| 17 - Asian Avenues           | 100.0 |
|                              |       |
|                              |       |
|                              |       |
|                              |       |
|                              |       |
|                              |       |
|                              |       |

Target Group

Source: Environics Analytics 2020



# **Demographic Profile**

| Total Populati<br>Target Group: 207,626   1<br>Market: 691,873     |                           | Total Households<br>Target Group: 68,913   22.1%<br>Market: 311,298 |                    |                          |                     |  |
|--|---------------------------|---|--------------------|--------------------------|---------------------|--|
| Average Household Income   |                           | House   | ehold Size*        |                          |                     |  |
| \$102,885<br><sup>(92)</sup><br>Median Household<br>Maintainer Age |                           |   |                    |                          |                     |  |
| 53   | 1 Person 2 Pe             | ersons  | 3 Persons          | 4 Persons                | 5+ Persons          |  |
| (111) %<br>Inde  | 21.4<br>x <b>55</b>       | 27.5<br><b>86</b>   | 18.7<br><b>143</b> | 17.7<br><b>174</b>       | 14.6<br><b>234</b>  |  |
| Marital Status**   | Family Compos             | sition***   |                    | Education                | **                  |  |
| 51.1%<br>(103)   | ത്തി                      | 2.8%<br>(129)   |                    | - <u>m</u>               | D.4%<br><b>128)</b> |  |
| Married/Common-Law   | Couples With Kid          | ls at Home  | e High             | School Cert<br>Equivaler |                     |  |
| Visible Minority Presence*   | Non-Official La           | nguage*   | Imn                | nigrant Pop              | ulation*            |  |
| <b>600</b> 77.4% (139)   | 00                        | .2.4%<br>(185)  | Ĩ                  | IFHHA                    | 3.9%<br>126)        |  |
| Belong to a visible minority<br>group                              | No knowledge of<br>French |   | r Bo               | orn outside C            | anada               |  |

# Psychographics\*\*

| Strong Valu                | ies | We | ak Values                           |
|----------------------------|-----|----|-------------------------------------|
| Advertising as Stimulus    | 173 | 34 | Cultural Assimilation               |
| Confidence in Advertising  | 170 | 51 | Primacy of Environmental Protection |
| Adaptability to Complexity | 169 | 64 | Effort Toward Health                |
| Ecological Fatalism        | 169 | 68 | Personal Expression                 |
| Traditional Family         | 168 | 72 | Ecological Concern                  |

# **Key Social Values**

| Confidence in Advertising | Ecological Fatalism  | Traditional Family     |
|---------------------------|----------------------|------------------------|
| Index = <b>170</b>        | Index = <b>169</b>   | Index = <b>168</b>     |
| Multiculturalism          | Global Consciousness | Brand Genuineness      |
| Index = <b>161</b>        | Index = <b>155</b>   | Index = <b>153</b>     |
| Racial Fusion             | Culture Sampling     | Attraction For Crowds  |
| Index = <b>150</b>        | Index = <b>145</b>   | Index = <b>142</b>     |
| Community Involvement     | Ecological Lifestyle | Consumption Evangelism |
| Index = <b>140</b>        | Index = <b>133</b>   | Index = <b>132</b>     |

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



# Sports & Leisure

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

| Top 5 Activities Participated* |      | Index | Top 5 Activities Attended*               | % Comp | Index |
|--------------------------------|------|-------|--|--------|-------|
| Reading                        | 81.5 | 96    | Exhibitions, carnivals, fairs & markets  | 54.1   | 90    |
| Volunteer work                 | 57.8 | 104   | Bars & restaurant bars                   | 35.8   | 94    |
| Gardening                      | 56.0 | 95    | Parks & city gardens                     | 34.4   | 86    |
| Fitness walking                | 53.5 | 104   | Movies at a theatre/drive-in             | 34.2   | 89    |
| Swimming                       | 51.3 | 99    | Art galleries, museums & science centres | 31.8   | 90    |

# Key Tourism Activities\*\*

| Swimming            | Camping           | Hiking & backpacking           | Cycling                                      | Bars & restaurant bars                      | Parks & city gardens | Photography   | Ice skating                      |
|---------------------|-------------------|--------------------------------|--|---|----------------------|---|----------------------------------|
| \$\$                | <u>Åia</u>        | Ŕ                              | Å  | ¥   | *                    | Õ   | No.                              |
| 51.3%               | 44.9%             | 42.6%                          | 41.5%  | 35.8%                                       | 34.4%                | 30.5%   | 28.1%                            |
| (99)                | (98)              | (86)                           | (98)   | (94)  | (86)                 | (85)  | (126)                            |
| Canoeing & kayaking | Pilates & yoga    | National or provincial park    | Golfing                                      | Video arcades & indoor<br>amusement centres | Zoos & aquariums     | Cross country skiing<br>& snowshoeing   | Specialty movie<br>theatres/IMAX |
| ġ.                  | <b>2</b> 5        | <u>A</u> P                     | - Sh   |   | PTB.                 |   | ÷.                               |
| 27.0%               | 26.1%             | 23.5%                          | 17.8%  | 17.7%                                       | 17.6%                | 17.2%   | 15.2%                            |
| (84)                | (103)             | (87)                           | (94)   | (115)                                       | (92)                 | (87)  | (90)                             |
| Downhill skiing     | Fishing & hunting | Beer, food & wine<br>festivals | Sporting events                              | Hockey                                      | Adventure sports     | Power boating & jet<br>skiing   | Film festivals                   |
| ₩°                  | 12                | A<br>A<br>A<br>A               |  | ş.  | Sec.                 |   |                                  |
| 15.0%               | 13.6%             | 12.9%                          | 12.8%  | 11.3%                                       | 11.1%                | 10.8%   | 10.1%                            |
| (90)                | (97)              | (92)                           | (87)   | (118)                                       | (88)                 | (111)   | (91)                             |
| Snowboarding        | Music festivals   | Historical sites               | Theme parks,<br>waterparks & water<br>slides | Marathon or similar<br>event                | ATV & snowmobiling   | Inline skating  | Curling                          |
| THE                 | (())              | 1                              | Ĩ  | -jij-                                       | 640                  | of the second | ñ.                               |
| 10.0%               | 9.9%              | 7.5%                           | 7.3%   | 6.7%  | 6.3%                 | 5.2%  | 4.0%                             |
| (142)               | (94)              | (70)                           | (92)   | (80)  | (97)                 | (117)   | (73)                             |

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

з



## **Travel Profile**



1.603 (94) Average spend \$500 to Under \$500 \$1,000 to \$2,000 to \$3,000 to \$4,000 or on last trip \$999 \$1,999 \$2,999 \$3,999 More 34.4 16.8 11.9 7.1 13.7 16.0 110 104 100 78 123 89

#### Vacation Booking\*\* Used [Past 3 Years] Book through an airline directly 42.2 90 Book through an on-line travel agency 42.1 103 Book through a hotel directly 38.5 92 Book through airline/hotel website 34.9 96 Book through a full service travel agent 18.6 92 Other services 17.3 104 Book a package tour 11.4 98 Book through a discount/last minute agency 8.5 80 Booked With [Past Year] trivago \* travelocity

Expedia Hotels.com Expedia.com/ca Booking.com Hotels.com Trivago.ca 20.2% 5.9% 4.3% 1.5% 語 ৼ৵ (118) (98) (128)(86) Credtagca Redtag.ca/itravel.com (!) Airline Websites Other Travel **Discount Sites** 0.8% 15.5% 3.1%

(85)

Travel Type & Frequency

(151)

Business Trips



Average number of nights away in the past year for business trips



Personal Trips

(193)

1.7

(58)

Average out-of-town vacations taken in the past 3 years

LES

7.5%

(102)

Travelocity.com/ca

1.4%

(108)

Average number of business trips by mode of transportation in the past year:



4.1 (109)





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

(!) 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]

|             |                   | R                    | <u>Åia</u> |               | õ                        | ∆\$P         |
|-------------|-------------------|----------------------|------------|---------------|--------------------------|--------------|
| Hotel       | Friends/relatives | All-inclusive resort | Camping    | Motel         | Vacation rental by owner | Cottage      |
| 58.0%       | 34.7%             | 15.7%                | 21.7%      | 16.1%         | 19.8%                    | 6.5%         |
| (95)        | (89)              | (92)                 | (104)      | (98)          | (92)                     | <b>(83)</b>  |
|             | Ē                 |                      | 同<br>記     |               |                          |              |
| B&B         | Condo/apartment   | Cruise ship          | RV/camper  | Package tours | Spa resort               | Boat         |
| 15.5%       | 13.8%             | 12.4%                | 5.0%       | 2.6%          | 2.7%                     | 2.3%         |
| <b>(89)</b> | (106)             | <b>(115)</b>         | (66)       | (68)          | (60)                     | <b>(155)</b> |

# Airline Preteren

| Flown [Past Year] |                |                     |                 |                |
|-------------------|----------------|---------------------|-----------------|----------------|
| 🛞 AIR CANADA      | WESTJET 🄣      | Air<br>transat      | porter          | *              |
| Air Canada        | West Jet       | Air Transat         | Porter Airlines | Other Canadian |
| 40.0%             | 30.2%          | 6.5%                | 0.1%            | 3.9%           |
| (86)              | (90)           | (78)                | (36)            | (87)           |
| UNITED            | A DELTA        | American Airlines 🔪 |                 |                |
| United Airlines   | Delta Airlines | American Airlines   | Other American  |                |
| 5.4%              | 4.9%           | 3.1%                | 7.9%            |                |
| (90)              | (92)           | (109)               | (90)            |                |
|                   | <del>a</del>   |                     | R               | <i>n</i>       |
| European Airlines | Asian Airlines | Other Charter       | Other           |                |
| 7.1%              | 9.5%           | 0.5%                | 7.5%            |                |
| (90)              | (120)          | (55)                | (94)            |                |

# Car Rental\*

Rented From [Past Year]

| Enterprise<br>3.7%<br>(65) | Budget<br>2.5%<br>(72)               | Avis<br>1.3%<br>(100)  | National<br>National<br>1.2%<br>(62) |
|----------------------------|--------------------------------------|------------------------|--------------------------------------|
| Hertz<br>4.4%<br>(171)     | Discount<br>Discount<br>0.2%<br>(20) | U-HAUL<br>0.4%<br>(77) | Other Rentals<br>3.7%<br>(133)       |

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

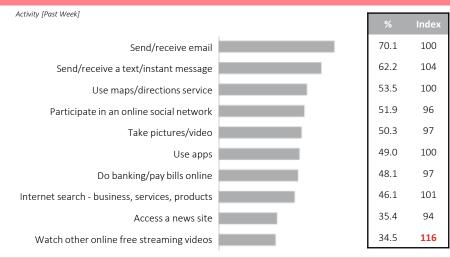
Source: Environics Analytics 2020



### Media

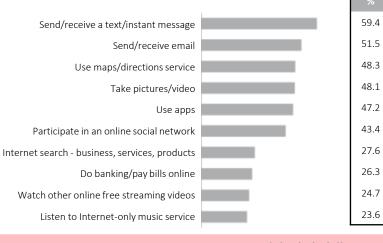
|                         | _    | _     |                                  |                 |                                       |            |       |                              |       |       |
|-------------------------|------|-------|----------------------------------|-----------------|---------------------------------------|------------|-------|------------------------------|-------|-------|
| Overall Level of Use    |      |       |                                  |                 |                                       |            |       |                              |       |       |
| Radio                   |      |       | Television                       | Newsp           | aper                                  | Magazi     | ne    | Interne                      | et    |       |
| <u> </u>                |      |       |                                  |                 |                                       |            |       | ((r-1))                      |       |       |
| 11 hours/week           |      | 1,0   | 095 minutes/week                 | 1 hours,        | /week                                 | 12 minutes | /day  | 238 minute                   | s/day | l     |
| (95)                    |      |       | (99)                             | (65             | )                                     | (102)      |       | (99)                         |       |       |
| Top Radio Programs*     |      |       | Top Television Programs*         |                 | Top Newspaper Sections*               |            |       | Top Magazine Publications*   |       |       |
| Programs [Weekly]       |      |       | Programs [Average Week]          |                 | Frequency Read [Occasionally/Frequent | tly]       |       | Read [Past Month]            |       |       |
|                         | %    | Index |                                  | % Index         |                                       | %          | Index |                              | %     | Index |
| News/Talk               | 34.9 | 83    | Movies                           | 45.5 101        | Local & Regional News                 | 53.5       | 89    | Other English-Canadian       | 8.9   | 98    |
| Mainstream Top 40/CHR   | 22.4 | 131   | Evening local news               | 32.6 95         | International News & World            | 45.3       | 85    | Other U.S. magazines         | 7.7   | 68    |
| Adult Contemporary      | 20.5 | 128   | News/current affairs             | 32.3 98         | National News                         | 45.2       | 85    | Canadian Living              | 5.7   | 91    |
| Hot Adult Contemporary  | 15.8 | 138   | Primetime serial dramas          | 29.3 104        | Movie & Entertainment                 | 34.6       | 88    | National Geographic          | 4.3   | 85    |
| Multi/Variety/Specialty | 13.3 | 91    | Cooking programs                 | 27.1 104        | Food                                  | 33.8       | 90    | Maclean's                    | 4.1   | 65    |
| Modern/Alternative Rock | 10.9 | 98    | Suspense/crime dramas            | 26.1 101        | Health                                | 33.0       | 92    | FASHION Magazine (!)         | 3.9   | 143   |
| Ethnic/Multi-cultural   | 8.5  | 192   | Situation comedies               | 25.1 104        | Editorials                            | 27.0       | 86    | Food & Drink                 | 3.3   | 162   |
| Not Classified          | 8.0  | 113   | Hockey (when in season)          | 22.9 <b>115</b> | Travel                                | 23.5       | 81    | Chatelaine (English edition) | 3.1   | 74    |
| Sports                  | 7.4  | 144   | Documentaries                    | 22.6 91         | Business & Financial                  | 22.8       | 89    | Reader's Digest              | 2.9   | 89    |
| Classic Hits            | 7.0  | 84    | Home renovation/decoration shows | 21.5 96         | Sports                                | 22.3       | 81    | Cineplex Magazine            | 2.3   | 63    |

# **Top Internet Activities\***



# **Top Mobile Activities\***

Activity [Past Week]



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

(!) Indicates small sample size

104

102

108

99

101

97

102

113

119



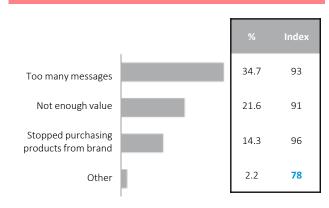
# Media



| Reasons to Follow Bran                           | ds |      |       |
|--|----|------|-------|
|  |    | %    | Index |
| To get coupons and discounts                     |    | 35.2 | 104   |
| To enter contests                                |    | 29.3 | 101   |
| To learn about a brand's products /services      |    | 29.2 | 95    |
| To be among the first to hear brand news         |    | 16.4 | 99    |
| To provide feedback to the brand                 |    | 11.0 | 96    |
| To engage with content                           |    | 9.1  | 102   |
| To share brand-related stories with consumers    |    | 6.6  | 105   |
| To make suggestions for<br>new products/services |    | 6.4  | 107   |

| Social Media Attitudes   |  |   |
|--|--|---|
| "I tend to ignore marketing and<br>advertisements when I'm in a social<br>media environment"<br>64%   Index = 94 | "Use SM to keep up to date on general<br>news/events"<br>36%   Index = 98      | "I am well informed about SM"<br>33%   Index = 96   |
| "Use SM to keep up to date on<br>news/events in my industry"<br>26%   Index = <b>89</b>                          | "Feel comfortable collaborating with<br>others through SM"<br>26%   Index = 98 | "I am open to receiving relevant<br>marketing messages through social<br>media channels"<br>21%   Index = 102 |

**Reasons to Unfollow Brands** 



| Actions Taken using Social N  | Media |      |       |
|---|-------|------|-------|
| Variables with Response "Yes"   |       |      |       |
|   | 1     | %    | Index |
| Like brand on Facebook  |       | 29.2 | 92    |
| Subscribe to brand email<br>newsletter  |       | 22.0 | 103   |
| Subscribe to brand channel<br>on YouTube                                      |       | 20.8 | 123   |
| Follow brand on Instagram   |       | 20.3 | 97    |
| Follow brand on Twitter   |       | 11.2 | 99    |
| Join an exclusive online<br>community of consumers<br>who also like the brand |       | 10.7 | 105   |

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<br>more often"<br>73%   Index = 96 "I have tried a product/service based<br>on a personal recommendation"<br>69%   Index = 95 "I generally achieve what I set out to<br>do"<br>63%   Index = 97 "I like to try new places to eat"<br>61%   Index = 101 "I am interested in learning a<br>different cultures"<br>60%   Index = 94   "I value companies who give back to "I am very concerned about the<br>inverse to the total of total of the total of the total of the total of the tota |          |
|--|----------|
|  | about    |
|  |          |
| Intritional content of food products I<br>buy"Intritional content of food products I<br>   |          |
|  |          |
| "I offer recommendations of<br>products/services to other people"<br>52%   Index = 99"I make an effort to buy local<br>produce/products"<br>51%   Index = 86"Family life and having children are<br>most important to me"<br>48%   Index = 101"When I shop online I prefer to<br>support Canadian retailers"<br>48%   Index = 98"It's important to buy products<br>socially-responsible/environme<br>friendly companies"<br>46%   Index = 85   |          |
|  |          |
| "Vegetarianism is a healthy option"<br>39%   Index = 100"Free-trial/product samples can<br>influence my purchase decisions"<br>38%   Index = 96"I prefer to shop online for<br>convenience"<br>33%   Index = 109"I am willing to pay more for eco-<br>friendly products"<br>32%   Index = 85"I am adventurous/"outdoor<br>30%   Index = 93   | rsy""    |
|  |          |
| "Advertising is an important source of<br>information to me"<br>24%   Index = 104"Staying connected via social media is<br>very important to me"<br>23%   Index = 93"I lead a fairly busy social life"<br>21%   Index = 85"I enjoy being extravagant/indulgent"<br>17%   Index = 94"I consider myself to be sophist<br>16%   Index = 78  | ticated" |

Index: At least 10% above or below the average



# **Product Preferences**

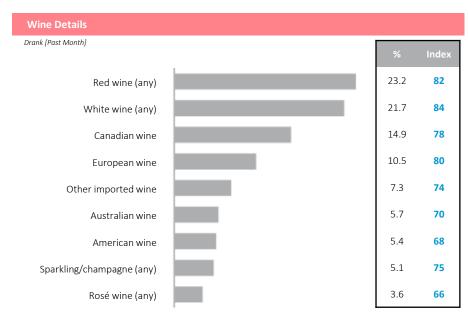
| Beer Co      | nsumption |        |        |        |          |              |
|--------------|-----------|--------|--------|--------|----------|--------------|
| Drinks (Pasi | t Week)   |        |        |        |          |              |
|              |           |        | _      |        |          |              |
|              | None      | 1 to 3 | 4 to 6 | 7 to 9 | 10 to 12 | More than 12 |
| %            | 71.7      | 16.1   | 4.4    | 1.9    | 0.9      | 4.9          |
| Index        | 105       | 99     | 72     | 72     | 47       | 107          |

| Top 10 Beers*                          |      |       |
|--|------|-------|
| Brand Drink [Most Often/Frequently]    | %    | Index |
| Other Canadian microbrewery/craft beer | 28.1 | 94    |
| Sleeman (any)                          | 12.1 | 114   |
| Molson Canadian                        | 11.9 | 117   |
| Corona                                 | 11.6 | 83    |
| Heineken                               | 10.5 | 95    |
| Other imported brand                   | 9.2  | 94    |
| Kokanee                                | 9.0  | 92    |
| Guinness                               | 8.8  | 91    |
| Budweiser                              | 8.6  | 100   |
| Stella Artois                          | 8.4  | 83    |

| Drank [Past Month] | % Comp | Index |
|--------------------|--------|-------|
| Canadian wine      | 14.9   | 78    |
| Cider              | 10.7   | 84    |
| Liqueurs (any)     | 5.3    | 71    |

| Type Drank [Past Month] | % Comp | Index |
|-------------------------|--------|-------|
| Microbrewery/craft beer | 12.8   | 80    |

| Brand of Drink [Most Often/Frequent]   | % Comp | Index |
|--|--------|-------|
| Other Canadian microbrewery/craft beer | 28.1   | 94    |



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

Target Group

Source: Environics Analytics 2020

Based on Household Population 12+

(!) Indicates small sample size



# **Product Preferences**

| Restaurant Type Visited*               |                                     |      |       |      |       |      |       |  |  |  |
|--|-------------------------------------|------|-------|------|-------|------|-------|--|--|--|
| Frequency of Visiting [Pas             | t Year]                             |      |       |      |       |      |       |  |  |  |
| Once a month or more II                | 2-11 times per year III Once a year | %    | Index | %    | Index | %    | Index |  |  |  |
| Pizza restaurants                      |                                     | 10.4 | 114   | 34.9 | 86    | 5.8  | 153   |  |  |  |
| Asian restaurants                      |                                     | 16.6 | 110   | 47.2 | 106   | 5.2  | 106   |  |  |  |
| Submarine/sandwich<br>restaurants      |                                     | 6.6  | 107   | 28.2 | 100   | 6.7  | 113   |  |  |  |
| Breakfast style<br>restaurant          |                                     | 5.7  | 97    | 23.0 | 88    | 8.0  | 101   |  |  |  |
| Chicken restaurants                    |                                     | 5.5  | 136   | 20.2 | 109   | 2.3  | 72    |  |  |  |
| lce cream/frozen<br>yogurt restaurants | _                                   | 1.1  | 78    | 27.4 | 91    | 4.2  | 83    |  |  |  |
| Specialty burger<br>restaurants        |                                     | 4.0  | 91    | 24.6 | 107   | 4.6  | 102   |  |  |  |
| Italian restaurants                    |                                     | 6.3  | 179   | 26.8 | 99    | 7.6  | 100   |  |  |  |
| Steakhouse                             |                                     | 0.4  | 86    | 20.1 | 110   | 17.5 | 119   |  |  |  |
| Other ethnic<br>restaurants            |                                     | 3.0  | 110   | 26.9 | 83    | 8.2  | 108   |  |  |  |
| Mexican/Burrito-style<br>restaurants   |                                     | 3.8  | 127   | 21.2 | 79    | 7.8  | 92    |  |  |  |
| Seafood/Fish and Chips<br>restaurants  |                                     | 1.0  | 83    | 19.5 | 103   | 9.7  | 103   |  |  |  |

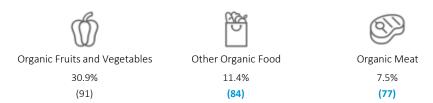
# **Restaurant Service Type\***

Frequency of Visiting [Past Year]

| riequency of visiting [i u          |                                       |     |       |      |       |     |       |
|-------------------------------------|---------------------------------------|-----|-------|------|-------|-----|-------|
| # Once a month or more              | # 2-11 times per year III Once a year | %   | Index | %    | Index | %   | Index |
|                                     |                                       |     |       |      |       |     |       |
| Casual/family dining<br>restaurants |                                       | 7.5 | 114   | 47.1 | 107   | 4.2 | 86    |
| Food court outlets at               |                                       |     |       |      |       |     |       |
| a shopping mall                     |                                       | 6.9 | 114   | 43.9 | 107   | 7.4 | 84    |
|                                     |                                       |     |       |      |       |     |       |
| Pub restaurants                     |                                       | 5.3 | 80    | 38.8 | 99    | 6.5 | 121   |
| Formal dine-in<br>restaurants       |                                       | 5.4 | 82    | 32.7 | 90    | 9.7 | 116   |
|                                     |                                       |     |       |      |       |     |       |
| Fast casual                         |                                       | 6.3 | 99    | 21.4 | 112   | 2.2 | 77    |
| restaurants                         |                                       | 6.3 | 99    | 31.4 | 112   | 2.2 |       |
| Sports bars                         | -                                     | 1.4 | 49    | 14.4 | 99    | 5.6 | 141   |
| Other types                         |                                       | 3.1 | 61    | 17.8 | 87    | 1.8 | 91    |

Purchased Organic Food

Done [Past Week]

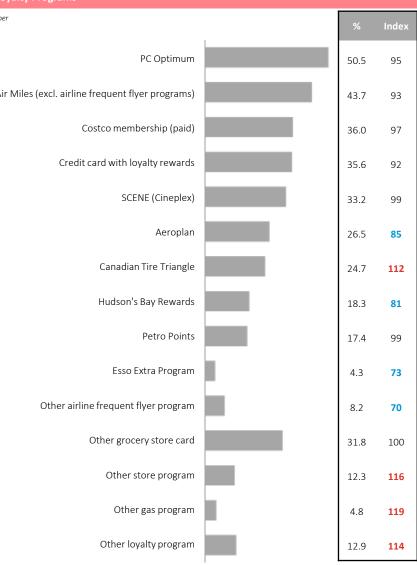




#### **Product Preferences**

| Demograph   | nics       |                    |         |              |            |           |                              |            | Loyalty Programs       |
|-------------|------------|--------------------|---------|--------------|------------|-----------|------------------------------|------------|------------------------|
| F           | RENT       | Rer<br>41.2<br>(77 | 2%      |              | (          | S.<br>S   | Own<br>58.8%<br><b>(126)</b> |            | Member                 |
|             |            |                    |         | Age          | of Childre | n at Home |                              |            | Air Miles (excl. airli |
| Household   |            |                    | i.      | i.           | i.         | i.        |                              |            |                        |
| Children at | t Home     |                    | 0 to 4  | 5 to 9       | 10 to 14   | 15 to 19  | 20 to 24                     | 25 or more | e                      |
| 49.69       |            | %                  | 12.4    | 12.8         | 13.1       | 16.4      | 16.1                         | 29.1       |                        |
| (165        | )          | Index              | 82      | 88           | 92         | 98        | 108                          | 119        |                        |
| Demograph   | nic Trends |                    |         |              |            |           |                              |            |                        |
|             |            |                    | Hous    | sehold Proje | ections    |           |                              |            |                        |
| 74k         |            |                    |         |              |            |           |                              |            |                        |
|             |            |                    |         |              |            | /         |                              |            |                        |
| 72k —       |            |                    |         | _            |            |           |                              |            |                        |
|             |            | _                  |         |              |            |           |                              |            | Other air              |
| 70k         | /          |                    |         |              |            |           |                              |            |                        |
| 2020        | 2021       | 2022               | 2023 20 | 24 2025      | 2026       | 2027 2    | 028 202                      | 29 2030    |                        |
| 2020        | 2021       |                    |         | 023          |            | 025       | -                            | 030        | 1                      |
| Count       | 68,        |                    |         | ,524         |            | ,572      |                              | ,679       | 1                      |
| % Change    |            |                    |         | 2.3          |            | 3.9       |                              | 3.4        |                        |
| Index       |            | -                  |         | 84           |            | 84        |                              | 82         |                        |

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





# **Internet Activity**

| Activity [Past Week]                                       |                    |                     |                              |      |       |                              |      |       |
|--|--------------------|---------------------|------------------------------|------|-------|------------------------------|------|-------|
|  | Internet Activity* | % Inde              | Internet Activity via Mobile | %    | Index | Internet Activity via Tablet | %    | Index |
| Send/receive email   |                    | 70.1 100            |                              | 51.5 | 102   |                              | 10.8 | 88    |
| Send/receive a text/instant message                        |                    | 62.2 104            |                              | 59.4 | 104   |                              | 7.2  | 101   |
| Participate in an online social network                    |                    | 51.9 96             |                              | 43.4 | 97    |                              | 7.5  | 103   |
| Do banking/pay bills online                                |                    | 48.1 97             |                              | 26.3 | 113   |                              | 5.2  | 110   |
| Take pictures/video  |                    | 50.3 97             |                              | 48.1 | 99    | -                            | 4.3  | 101   |
| Use maps/directions service                                |                    | 53.5 100            |                              | 48.3 | 108   |                              | 5.6  | 108   |
| Use apps   |                    | 49.0 100            |                              | 47.2 | 101   |                              | 14.1 | 119   |
| Internet search - business, services, products             |                    | 46.1 101            |                              | 27.6 | 102   |                              | 5.4  | 80    |
| Watch a subscription-based video service (e.g. Netflix)    |                    | 31.7 97             |                              | 13.9 | 99    |                              | 9.6  | 97    |
| Watch free streaming music videos                          |                    | 33.4 105            |                              | 22.5 | 106   |                              | 6.5  | 92    |
| Compare products/prices while shopping                     |                    | 29.7 102            |                              | 18.3 | 113   |                              | 2.8  | 74    |
| Watch other online free streaming videos                   |                    | 34.5 <b>116</b>     |                              | 24.7 | 119   |                              | 10.3 | 155   |
| Research products/services                                 |                    | 32.4 102            |                              | 19.0 | 98    |                              | 4.2  | 94    |
| Listen to music via streaming video service (e.g. YouTube) |                    | 21.7 98             |                              | 16.4 | 101   |                              | 1.2  | 60    |
| Play/download online games                                 |                    | 25.8 102            |                              | 18.5 | 119   |                              | 6.7  | 121   |
| Purchase products or services                              |                    | 24.9 104            | -                            | 6.5  | 94    |                              | 2.1  | 94    |
| Share/refer/link friends to a website or an article        |                    | 18.4 94             |                              | 14.8 | 106   | 1                            | 2.0  | 84    |
| Consult consumer reviews                                   |                    | 23.7 <b>114</b>     |                              | 15.4 | 127   |                              | 2.9  | 111   |
| Listen to Internet-only music service (e.g. Spotify)       |                    | 27.4 <b>123</b>     |                              | 23.6 | 123   |                              | 1.7  | 69    |
| Use online telephone directory                             |                    | 14.3 95             |                              | 10.3 | 102   |                              | 0.9  | 76    |
| Download music/MP3 files (free or paid)                    |                    | 20.3 <b>119</b>     |                              | 15.3 | 142   |                              | 0.8  | 94    |
| Use ad blocking software                                   |                    | 20.1 104            |                              | 5.0  | 78    |                              | 0.9  | 37    |
| Download any video content (free or paid)                  |                    | 15.8 <b>90</b>      | -                            | 6.4  | 99    |                              | 1.3  | 51    |
| Read or look into online newspapers                        |                    | 9.5 <b>79</b>       |                              | 4.4  | 82    |                              | 3.3  | 143   |
| Click on an Internet advertisement                         |                    | 11.4 99             |                              | 7.8  | 108   | 1                            | 2.5  | 123   |
| Listen to a podcast  |                    | 10.5 <b>73</b>      |                              | 7.2  | 62    |                              | 1.2  | 97    |
| Listen to a radio broadcast via streaming audio            |                    | 8.8 91              |                              | 5.9  | 103   |                              | 0.9  | 103   |
| Download/print/redeem discount coupon                      |                    | 11.8 105            |                              | 5.4  | 106   |                              | 0.1  | 22    |
| Enter online contests                                      |                    | 9.4 91              |                              | 4.3  | 83    |                              | 0.5  | 71    |
| Watch a TV broadcast via streaming video                   |                    | 5.3 <b>88</b>       |                              | 1.5  | 81    |                              | 0.8  | 127   |
| Place/respond to an online classified advertisement        |                    | 5.8 <mark>68</mark> |                              | 3.8  | 87    |                              | 0.7  | 74    |
| Receive store offers by SMS                                |                    | 6.5 <b>132</b>      |                              | 5.9  | 137   |                              | -    | -     |
| Read or look into online magazines                         |                    | 6.0 <b>112</b>      |                              | 2.7  | 103   |                              | 1.8  | 111   |
| Scan mobile tagging barcode/QR                             |                    | 2.7 <b>82</b>       |                              | 2.4  | 97    |                              | -    | -     |
| Purchase group deal (e.g. Groupon)                         |                    | 3.7 94              |                              | 2.3  | 82    |                              | -    | -     |
| Watch streaming purchased/rented videos (e.g. iTunes)      |                    | 1.0 <b>55</b>       |                              | -    |       |                              | -    | -     |



# **Internet Activity**

| Top Website Types*                |         |       |      |       |     |       | Direct Media Usage   |            |
|-----------------------------------|---------|-------|------|-------|-----|-------|--|------------|
| Activity [Past Week]              |         |       |      |       |     |       | Frequency of Use [Occasionally/Frequently]   | %          |
| Internet Mobile Tablet            | %       | Index | %    | Index | 0/  | Index | Coupons  | 41.9       |
|                                   | 70      | Index | 70   | Index | 70  |       | Flyers delivered to the door or in the mail  | 40.1       |
|                                   | 35.4    | 94    | 20.6 | 86    | 7.4 | 95    |  |            |
| Access a news site                | 55.4    | 54    | 20.0 | 00    | 7.4 | 55    | General information from the Internet/websites   | 39.0       |
| Access food/recipes content       | 33.3    | 105   | 21.3 | 123   | 3.0 | 75    | Flyers inserted into a community newspaper   | 38.3       |
| Access tood/recipes content       |         | 100   | 2110 |       | 0.0 |       | Direct email offers  | 28.8       |
| Access health-related content     | 14.7    | 81    | 7.9  | 81    | 2.9 | 90    | Apps/online flyers   | 28.3       |
|                                   | [ - ··· |       |      |       |     |       | Flyers inserted into a daily newspaper   | 21.8       |
| Access professional sports        | 12.2    | 127   | 10.4 | 136   | 1.0 | 75    | Local store catalogues   | 20.2       |
| content                           |         |       |      |       |     |       |  | 10.2       |
| Access restaurant                 | 14.2    | 89    | 11.3 | 97    | 1.6 | 75    | Mail order   |            |
| guides/reviews                    |         |       |      |       |     |       | Yellow Pages (print)   | 4.6        |
| Access travel content             | 12.2    | 82    | 8.0  | 94    | 1.7 | 69    | Yellow Pages (online)  | 1.0        |
|                                   |         |       |      |       |     |       | Out of Home Advertising  |            |
| Access real estate listings/sites | 8.7     | 96    | 4.3  | 99    | 1.7 | 102   | Noticed Advertising [Past Week]  | <b>0</b> / |
| F                                 |         |       |      |       |     |       | Noticed Advertising (Past Week)<br>On bus exteriors  | %<br>32.8  |
| Access a radio station's          | 8.4     | 80    | 5.0  | 105   | 1.4 | 66    | Billboards   | 24.5       |
| website                           |         |       |      |       |     |       | Inside shopping malls  | 22.0       |
| Access home decor-related         | 4.8     | 64    | 1.3  | 45    | 0.9 | 80    | On street furniture (e.g. bus benches)   | 21.2       |
| content                           |         |       |      |       |     |       | On transit shelters  | 20.6       |
| Access a TV station's website     | 7.5     | 96    | 2.0  | 123   | 1.1 | 84    | Digital billboards   | 14.4       |
|                                   |         |       |      |       |     |       | Inside buses   | 13.6       |
| Access celebrity gossip content   | 6.1     | 88    | 4.1  | 96    | 0.9 | 45    | Inside subway/metro cars   | 11.5       |
|                                   |         |       |      |       |     |       | Screens inside elevators   | 9.6<br>9.5 |
| Access fashion or beauty-         | 10.6    | 100   | 8.1  | 95    | 0.9 | 42    | On subway/metro platforms<br>Inside public washrooms   | 9.5<br>8.3 |
| related content                   |         |       |      |       |     |       | Inside commuter trains   | 8.1        |
| Access automotive                 | 2.9     | 97    | 1.5  | 108   | 0.9 | 135   | Inside community in the inside | 6.7        |
| news/content                      | L       |       | L    |       |     |       | Inside airports  | 4.0        |

62

13

2.1

On taxis

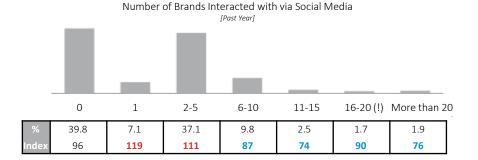


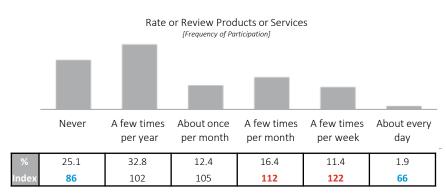
### **Social Media Usage**

### **Social Media Overview**

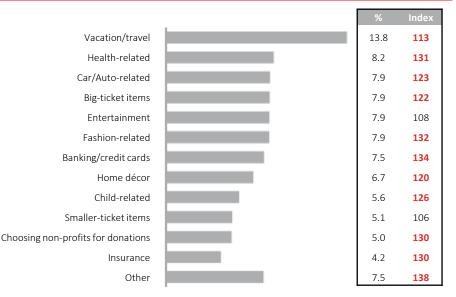
- 69% of Asian Avenues from the Custom Vancouver target area spent tend to access social media on their mobile phones during the morning hours, 64% during the afternoon hours
- 14% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 78% believe that Social media companies should not be allowed to own or share their personal information

## **Brand Interaction**





## Seek Recommendations via Social Media\*



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

| Asian Avenues from the Custom Vancouver target area are private about sharing their personal information online |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| "Social media companies should not be allowed<br>to own or share my personal information"<br>78%   Index = 96   | "I would be more inclined to participate in SM if<br>I knew my personal info would not be<br>owned/shared by company"<br>64%   Index = 94 |  |  |  |  |  |
| "I tend to ignore marketing and advertisements<br>when I'm in a social media environment"<br>64%   Index = 94   | "Use SM to stay connected with personal<br>contacts"<br>40%   Index = 94  |  |  |  |  |  |

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



# Social Media Usage

| Frequency of Participation*             |        |       | Social Media Uses*           |   |      |       | Number of Conne         | ctions      |      |       |
|---|--------|-------|------------------------------|---|------|-------|-------------------------|-------------|------|-------|
| A few times per week or more            |        |       | A few times per week or more |   |      |       | Across all social media |             |      |       |
| Participate In                          | % Comp | Index | 1                            |   |      |       |                         |             | 0/   | Index |
| Watch video online                      | 48.9   | 100   |                              |   | %    | Index |                         |             | /0   | muex  |
| View friends' photos online             | 46.4   | 91    |                              |   |      |       | 0-49                    |             | 35.0 | 111   |
| Chat in online chats                    | 45.0   | 102   | Keep up to date on general   | 1 | 1    |       | 0-45                    |             | 55.0 |       |
| Read article comments                   | 37.2   | 91    | news/events                  |   | 44.1 | 97    | 50-99                   |             | 16.2 | 112   |
| Read status updates/tweets              | 36.1   | 92    |                              |   | 1    |       | 50 55                   |             |      |       |
| Listen to radio or stream music online  | 35.8   | 98    |                              |   | 1    |       | 100-149                 |             | 12.4 | 107   |
| Share links with friends and colleagues | 28.6   | 91    | Stay connected with          |   | 40.1 | 91    | 100 1.0                 |             |      |       |
| Click links in news feeds               | 27.4   | 99    | personal contacts            |   | 10.1 | 51    | 150-199                 | i i         | 8.7  | 104   |
| Read blogs                              | 20.3   | 98    |                              |   | 1    |       |                         |             |      |       |
| Play games with others online           | 15.5   | 102   | Stay connected with family   |   | 20 7 |       | 200-299                 | ·           | 7.0  | 97    |
| Post photos online                      | 15.2   | 100   | Stay connected with ramily   |   | 38.7 | 94    |                         |             |      |       |
| Share your GPS location                 | 13.9   | 116   |                              |   | 1    |       | 300-399                 |             | 4.6  | 68    |
| Rate or review products online          | 13.4   | 109   | Keep up to date on           |   | 1    |       |                         |             | l    |       |
| Check in with locations                 | 12.4   | 99    | news/events in my industry   |   | 28.2 | 97    | 400-499                 | · · · · · · | 4.3  | 93    |
| Update your status on a social network  | 12.1   | 105   |                              |   | 1    |       |                         |             | l    |       |
| Chat in online forums                   | 12.1   | 101   |                              |   | 1    |       | 500-1000                |             | 7.0  | 82    |
| Comment on articles or blogs            | 10.6   | 101   | Stay connected with          |   | 20.6 | 98    |                         |             | ļ    |       |
| Post videos online                      | 8.5    | 126   | work/professional contacts   |   |      |       | More than 1000          |             | 4.8  | 70    |
| Publish blog, Tumblr, online journal    | 5.8    | 115   |                              | ı |      |       | ľ                       |             | L    |       |

#### **Social Media Access**

Publish blog, Tumblr, online journal

Typically use



Based on Household Population 18+

15

Note: Base variables are default and vary based on database

below the average



# Social Media Usage

| Currently<br>Use   Did Not<br>Use   Use Daily<br>Use   Index     72.7%   21.0%   Use Weekly<br>(96)   13.1   90     10.1   126   10.1   126     Participate In* (at least a few times per weekly<br>(96)   % Comp   Index     Read my news feed   48.6   94     Gument/Like users posts   34.2   88     Watch videos   33.0   92     Use Messenger   32.0   88     Watch live videos   17.1   111     Like or become a fan of a page   11.8   102     Post photos   11.8   102   | Facebook                    |                |                  |            |      |      |              |   |
|--|-----------------------------|----------------|------------------|------------|------|------|--------------|---|
| Currently<br>Use   Did Not<br>Use   Use Daily   I   47.8   92     72.7%   21.0%   Use Weekly   10.1   100   10.1   126     Participate In* (at least a few times per weekly   % Comp   10.1   126     Participate In* (at least a few times per weekly   % Comp   10.1   126     Participate In* (at least a few times per weekly   % Comp   10.1   126     Participate In* (at least a few times per weekly)   % Comp   % Com   % |                             |                |                  |            |      |      |              |   |
| Use   Use   Use Daily   47.8   92     72.7%   21.0%   Use Weekly   13.1   90     (96)   (107)   Use Monthly   10.1   126     Participate In* (at least a few times per week)   % Comp   Index     Read my news feed   34.2   88     Comment/Like other users' posts   34.2   88     Watch videos   33.0   92     Use Messenger   32.0   88     Watch live videos   17.1   111     Like or become a fan of a page   11.8   1002     Post photos   11.8   1001   | 1 m                         |                |                  | _          |      | %    | Index        |   |
| Y2.1%Y21.0%Oct meansIntervention(96)(107)Use Monthly10.1126Participate In* (at least a few times per week)% CompIndexRead my news feed48.694Comment/Like other users' posts34.288Watch videos33.092Use Messenger32.088Watch live videos17.1111Like or become a fan of a page11.8102Post photos11.8100  | ,                           |                | Use Daily        |            |      | 47.8 | 3 92         |   |
| Participate In* (at least a few times per week)% CompIndexRead my news feed48.694Comment/Like other users' posts34.288Watch videos33.092Use Messenger32.088Watch live videos17.1111Like or become a fan of a page11.8102Post photos11.8100   | 72.7%                       | 21.0%          | Use Weekly       | μ.         |      | 13.1 | 1 <b>90</b>  |   |
| Read my news feed48.694Comment/Like other users' posts34.288Watch videos33.092Use Messenger32.088Watch live videos17.1111Like or become a fan of a page11.8102Post photos11.8100   | (96)                        | (107)          | Use Monthly      | <u>) -</u> |      | 10.1 | 1 <b>126</b> |   |
| Comment/Like other users' posts34.288Watch videos33.092Use Messenger32.088Watch live videos17.1111Like or become a fan of a page11.8102Post photos11.8100  | Participate In <sup>3</sup> | * (at least a  | few times per we | eek)       | % Co | mp   | Index        | I |
| Watch videos33.092Use Messenger32.088Watch live videos17.1111Like or become a fan of a page11.8102Post photos11.8100   | Read my news                | feed           |                  |            | 48.  | .6   | 94           |   |
| Use Messenger32.088Watch live videos17.1111Like or become a fan of a page11.8102Post photos11.8100   | Comment/Like                | other users    | s' posts         |            | 34.  | .2   | 88           |   |
| Watch live videos17.1111Like or become a fan of a page11.8102Post photos11.8100  | Watch videos                |                |                  |            | 33.  | .0   | 92           | I |
| Like or become a fan of a page11.8102Post photos11.8100  | Use Messenge                | r              |                  |            | 32.  | .0   | 88           | l |
| Post photos 11.8 100   | Watch live vide             | eos            |                  |            | 17.  | .1   | 111          | I |
|  | Like or become              | e a fan of a p | oage             |            | 11.  | .8   | 102          | l |
| Update my status 11.4 102  | Post photos                 |                |                  |            | 11.  | .8   | 100          | I |
|  | Update my sta               | tus            |                  |            | 11.  | .4   | 102          | l |
| Click on an ad 8.7 91  | Click on an ad              |                |                  |            | 8.   | 7    | 91           | I |
| Post videos 7.1 <b>131</b>   | Post videos                 |                |                  |            | 7.   | 1    | 131          | l |
| Create a Facebook group or fan page 6.2 <b>134</b>   | Create a Faceb              | ook group c    | or fan page      |            | 6.2  | 2    | 134          |   |
| Create a Facebook fundraiser (!) 4.1 148   | Create a Faceb              | ook fundrai    | ser (!)          |            | 4.1  | 1    | 148          |   |
| Give to a Facebook fundraiser (!) 3.7 <b>129</b>   | Give to a Facel             | book fundra    | iser (!)         |            | 3.   | 7    | 129          |   |

| LinkedIn         |                 |                 |      |      |      |   |       |
|------------------|-----------------|-----------------|------|------|------|---|-------|
| fi               | Frequer<br>(Pas |                 |      |      | Use  |   |       |
| Currently        | Did Not         |                 |      |      | %    |   | Index |
| Use              | Use             | Use Daily       | ŀ.   |      | 6.7  | , | 85    |
| 44.8%            | 46.4%           | Use Weekly      | μ.   |      | 14.8 | 8 | 90    |
| (92)             | (105)           | Use Monthly     |      |      | 22.0 | 5 | 101   |
| Participate In   | * (at least a   | few times per w | eek) | % Co | mp   |   | Index |
| View a job pos   | ting            |                 |      | 8.   | 5    |   | 103   |
| Read your new    | /sfeed          |                 |      | 7.   | 6    |   | 76    |
| Create a conne   | ection          |                 |      | 6.4  | 4    |   | 112   |
| Watch videos     |                 |                 |      | 5.   | 6    |   | 94    |
| Search and rev   | view other p    | rofiles         |      | 5.   | 6    |   | 96    |
| Comment on c     | ontent          |                 |      | 4.   | 8    |   | 102   |
| Post an article  | , video or pio  | cture (!)       |      | 4.   | 5    |   | 116   |
| Participate in L | inkedIn foru    | ıms (!)         |      | 4.   | 2    |   | 146   |
| Request a reco   | ommendatio      | n (!)           |      | 3.   | 9    |   | 123   |
| Click on an ad   | (!)             |                 |      | 3.   | 9    |   | 113   |
| Update your p    | rofile inform   | nation          |      | 3.9  | 9    |   | 102   |
| Join a LinkedIn  | group (!)       |                 |      | 2.   | 6    |   | 125   |

| Instagram                |                |                  |      |                   |     |       |
|--------------------------|----------------|------------------|------|-------------------|-----|-------|
| Frequen<br>[Past         |                |                  |      | ICY Of<br>t Year] | Use |       |
|                          | -              |                  |      |                   | %   | Index |
| Currently<br>Use         | Did Not<br>Use | Use Daily        |      |                   | 25. | 2 93  |
| 41.7%                    | 46.6%          | Use Weekly       |      |                   | 9.1 | 81    |
| (91)                     | (104)          | Use Monthly      |      |                   | 6.5 | 100   |
| Participate In           | * (at least a  | few times per we | ek)  | % Co              | mp  | Index |
| View photos/v            | rideos         |                  |      | 32                | .2  | 96    |
| Like photos/vi           | deos           |                  |      | 25                | .9  | 91    |
| Send direct me           | essages        |                  |      | 16                | .3  | 104   |
| Watch live videos        |                |                  | 15.2 |                   | 97  |       |
| Comment on photos/videos |                |                  | 15.1 |                   | 98  |       |
| Post photos/videos       |                |                  | 11   | .0                | 96  |       |
| View a brand's           | page           |                  |      | 10                | .7  | 105   |
| Watch IGTV vi            | deos           |                  |      | 8.                | 0   | 115   |

| 9                |                | Freq        | uency of<br>[Past Year] | Use |      |
|------------------|----------------|-------------|-------------------------|-----|------|
|                  |                |             |                         | %   | Inde |
| Currently<br>Use | Did Not<br>Use | Use Daily   |                         | 3.5 | 85   |
| 20.3%            | 66.5%          | Use Weekly  |                         | 7.4 | 85   |
| (88)             | (102)          | Use Monthly |                         | 8.5 | 90   |

| Reddit           |                         |                          |     |                   |     |       |
|------------------|-------------------------|--------------------------|-----|-------------------|-----|-------|
| 6                | 3                       | Freq                     |     | ncy of<br>t Year] | Use |       |
|                  |                         |                          |     |                   | %   | Index |
| Currently<br>Use | Did Not<br>Use          | Use Daily                |     |                   | 7.2 | 127   |
| 18.6%            | 71.3%                   | Use Weekly               | l - |                   | 6.7 | 123   |
| (117)            | (96)                    | Use Monthly              |     |                   | 4.5 | 101   |
| Participate      | e In* (at leas<br>montl | st a few times per<br>h) |     | % <b>C</b> o      | mp  | Index |
| View content     |                         |                          |     | 14                | .0  | 124   |
| Follow specific  | Subreddits              |                          |     | 7.                | 8   | 123   |
| Vote on conte    | nt                      |                          |     | 7.                | 7   | 128   |
| Post content     |                         |                          |     | 5.                | 3   | 149   |

| WhatsApp         |                |             |                          |      |       |
|------------------|----------------|-------------|--------------------------|------|-------|
| (                |                | Free        | quency of<br>[Past Year] | Use  |       |
|                  |                |             |                          | %    | Index |
| Currently<br>Use | Did Not<br>Use | Use Daily   |                          | 45.6 | 120   |
| 70.8%            | 20.8%          | Use Weekly  |                          | 15.5 | 106   |
| (110)            | (75)           | Use Monthly |                          | 8.6  | 80    |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Send/receive messages                           | 54.3   | 118   |
| Send/receive images                             | 49.8   | 119   |
| Use group chats                                 | 40.6   | 128   |
| Send/receive documents and files                | 27.6   | 129   |
| Use voice calls                                 | 22.4   | 126   |

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

Click on ads

7.0



# Social Media Usage

| Twitter          |                |             |                         |      |       |
|------------------|----------------|-------------|-------------------------|------|-------|
| C                | ຊີ             | Freq        | uency of<br>[Past Year] | Use  |       |
|                  |                |             |                         | %    | Index |
| Currently<br>Use | Did Not<br>Use | Use Daily   |                         | 10.0 | 77    |
| 23.1%            | 63.5%          | Use Weekly  |                         | 6.3  | 83    |
| (78)             | (106)          | Use Monthly |                         | 5.8  | 75    |

| Participate In* (at least a few times per week)    | % Comp | Index |
|--|--------|-------|
| Read tweets  | 13.7   | 76    |
| Watch videos                                       | 7.3    | 76    |
| Send or receive direct messages                    | 5.9    | 91    |
| Retweet  | 5.0    | 91    |
| Tweet  | 4.8    | 73    |
| Share a link to a blog post or article of interest | 4.2    | 73    |
| Watch live videos                                  | 4.0    | 87    |
| Actively follow new users                          | 3.9    | 85    |
| Respond to tweets                                  | 3.6    | 69    |
| Follow users who follow you                        | 3.1    | 81    |
| Click on an ad                                     | 2.1    | 86    |

| Touruse          |                |                                 |  |      |       |
|------------------|----------------|---------------------------------|--|------|-------|
| You              |                | Frequency of Use<br>[Past Year] |  |      |       |
|                  |                |                                 |  | %    | Index |
| Currently<br>Use | Did Not<br>Use | Use Daily                       |  | 39.1 | 112   |
| 74.6%            | 15.6%          | Use Weekly                      |  | 24.2 | 84    |
| (97)             | (116)          | Use Monthly                     |  | 9.9  | 86    |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Watch videos                                    | 55.9   | 105   |
| Like or dislike videos                          | 17.0   | 108   |
| Watch live videos                               | 16.9   | 116   |
| Share videos                                    | 12.1   | 116   |
| Click on an ad                                  | 9.1    | 130   |
| Leave comment or post response on video         | 7.0    | 104   |
| Embed a video on a web page or blog             | 6.5    | 117   |
| Create and post a video                         | 5.4    | 126   |

|                  |                | Frequency of Use<br>[Past Year] |  |     |       |
|------------------|----------------|---------------------------------|--|-----|-------|
| thepay.          | <u></u>        |                                 |  | %   | Index |
| Currently<br>Use | Did Not<br>Use | Use Daily                       |  | 5.2 | 155   |
| 14.6%            | 74.2%          | Use Weekly                      |  | 4.8 | 111   |
| (118)            | (94)           | Use Monthly                     |  | 4.1 | 109   |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Receive photos/videos                           | 6.9    | 130   |
| Use filters or effects                          | 6.6    | 164   |
| Send photos/videos                              | 5.9    | 147   |
| Send direct text messages                       | 5.8    | 138   |
| Use group chat                                  | 4.7    | 170   |
| Read Snapchat discover/News                     | 4.4    | 160   |
| View a brand's snaps                            | 3.0    | 158   |
| Use video chat                                  | 2.8    | 148   |
| View ads  | 2.5    | 136   |

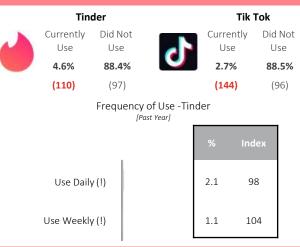
# **Audio Podcasts**



| Freq        | uency of<br>[Past Year] | Use |      |
|-------------|-------------------------|-----|------|
|             |                         | %   | Inde |
| Use Daily   |                         | 5.5 | 78   |
| Use Weekly  |                         | 5.1 | 62   |
| Use Monthly |                         | 5.7 | 92   |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Listen to another genre of podcast              | 5.8    | 93    |
| Listen to a news podcast                        | 3.5    | 60    |
| Listen to a business podcast                    | 3.4    | 90    |
| Subscribe to another genre of podcast           | 3.1    | 113   |
| Listen to an educational podcast                | 3.0    | 62    |
| Listen to a comedy podcast                      | 2.9    | 71    |
| Subscribe to a sports podcast**                 | 2.8    | 92    |
| Listen to a technology focused podcast          | 2.5    | 92    |
| Listen to a sports podcast                      | 2.4    | 89    |
| Subscribe to a comedy podcast (!)               | 2.4    | 99    |
| Subscribe to a news podcast                     | 2.1    | 97    |
| Subscribe to a technology podcast (!)           | 2.1    | 120   |
| Subscribe to a business podcast (!)             | 2.0    | 103   |
| Subscribe to a educational podcast              | 1.8    | 83    |

# **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+