

Overview

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No Hassle Traveller PRIZM Segments Included (by SESI): 19, 26, 36, 37, 48, 58, 65 Market: British Columbia

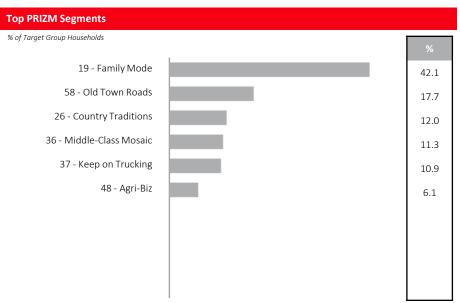
Market Sizing

Top Geographic Markets

Of the 9 EQ Target Groups identified in Canada, No Hassle Travellers rank 8th, making up 122,414 households, or 6.1% of the total Households in British Columbia (2,010,897)

- The Median Household Maintainer Age is 54, 44% of couples have ٠ children living at home
- Average Household Income of \$115,202 compared to British ٠ Columbia at \$106,682
- Top Social Value: Need for Escape The desire to regularly escape ٠ the stress and responsibilities of everyday life
- Above Average interest in Camping, National/Provincial Parks, ٠ Golfing, Fishing/Hunting, Cross-Country Skiing/Snowshoeing, and **Historical Sites**
- Above Average interest in travelling within Canada (Vancouver, Other ٠ Alberta, Calgary, Jasper, Other Nova Scotia), No Hassle Travellers from British Columbia spent an average of \$1,527 on their last vacation
- On average, No Hassle Travellers from British Columbia spend ٠ 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 79% currently use Facebook, 35% use Instagram and 23% use Twitter

			Target Group)	Ma	rket
Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Target Group: 338,204 6.7%	Surrey, BC (CY)	7.2	4.8	79	183,889	9.1
Market: 5,064,371	Kamloops, BC (CY)	5.7	17.8	292	39,430	2.0
	Kelowna, BC (CY)	5.1	10.6	174	59,332	3.0
	Maple Ridge, BC (CY)	4.8	18.1	298	32,447	1.6
Total Households	Chilliwack, BC (CY)	4.2	14.6	240	35,091	1.7
Target Group: 122,414 6.1%	Abbotsford, BC (CY)	3.7	8.6	142	52,381	2.6
Market: 2,010,897	Langley, BC (DM)	2.9	7.9	131	45,344	2.3
	West Kelowna, BC (DM)	2.8	26.0	426	13,286	0.7
	Langford, BC (CY)	2.3	17.4	286	15,925	0.8
	Prince Rupert, BC (CY)	2.1	47.9	786	5,283	0.3



index- At least 10% above or below the average

Target Group

Source: Environics Analytics 2020



Demographic Profile			Psychographics**					
Total Populat Target Group: 338,204	L 6.7% Targ	Total Households get Group: 122,414 6.1%	Stron Need for E	ng Value	es 124	We 79	Pursuit of	
Market: 5,064,37		Market: 2,010,897	Rejection of Orde	rliness	119	81		overnment
Average Household Income \$115,202	Househo	old Size*	Racial I Attraction to N		117 114	82 82		nsumption f Intensity
(108) Median Household			Financial Concern Regarding the F		113	83		nuineness
Maintainer Age	1 Person 2 Persons 3 F	Persons 4 Persons 5+ Persons	Key Social Values				•	
(100) % Ind	6 20.5 37.0 Jex 71 105	16.1 16.3 10.1 109 126 121	Need for Escape Index = 124			Fusion = 117		Attraction to Nature Index = 114
Marital Status**	Family Composition***	Education**						
62.4% (109)	44.4% (106)	31.3% (106)	Work Ethic Index = 111			al Pride = 111		Emotional Control Index = 110
Married/Common-Law	Couples With Kids at Home	High School Certificate Or Equivalent					ı	
Visible Minority Presence*	Non-Official Language*	Immigrant Population*	Primacy of the Family Index = 108	F		Families = 107	5	Brand Apathy Index = 107
€Ø ⊃ 15.3%	1.0% (31)	(59)	Legacy	Eth	nical Co	nsumeris	sm	Pursuit of Originality
Belong to a visible minority group	No knowledge of English or French	Born outside Canada	Index = 107		Index	= 107		Index = 103

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

Sports & Ecisard		
Occasionally/Regularly Participate or Attended/Visited [Past Year]		
Top 5 Activities Participated*	% Comp	Index
Reading	84.2	100
Gardening	69.6	106
Swimming	61.6	106
Camping	58.3	110
Home exercise & home workout	53.4	102

Key Tourism Activities**

Swimming	Camping	Hiking & backpacking	Cycling	Parks & city gardens	Photography	Bars & restaurant bars	Canoeing & kayaking
	<u>Åia</u>	Ŕ	Å	*	Õ	Ŷ	ŝ
61.6% (106)	58.3% (110)	50.4% (101)	47.0% (108)	46.6% (105)	43.9% (109)	40.2% (103)	38.3% (109)
National or provincial park	Golfing	Fishing & hunting	Cross country skiing & snowshoeing	Pilates & yoga	Ice skating	Historical sites	Downhill skiing
<u>A</u>	- J			Ĵ5			<i>™</i>
37.5% (111)	29.1% (117)	28.6% (124)	28.0% (116)	27.4% (108)	23.6% (104)	22.1% (119)	22.0% (109)
Specialty movie theatres/IMAX	Sporting events	Zoos & aquariums	Video arcades & indoor amusement centres	Adventure sports	Power boating & jet skiing	ATV & snowmobiling	Hockey
÷.		673				5-0	Ę,
21.2% (103)	20.0% (106)	17.9% (98)	17.1% (103)	15.9% (122)	15.9% (121)	14.4% (131)	14.0% (118)
Theme parks, waterparks & water slides	Snowboarding	Beer, food & wine festivals	Music festivals	Marathon or similar event	Curling	Inline skating	Film festivals
Silues	The	₽ P	(())		яĨ.		
12.1% (119)	10.8% (128)	10.7% (91)	10.0% (104)	8.4% (108)	8.1% (116)	7.8% (131)	7.5% (100)

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

Source: Environics Analytics 2020

(!) Indicates small sample size Based on Household Population 12+ *Selected and ranked by percent composition **Ranked by percent composition 3

% Comp

53.6

46.6

40.2

39.1

37.5

Index

97

105

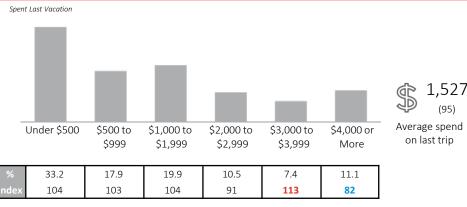
103

102

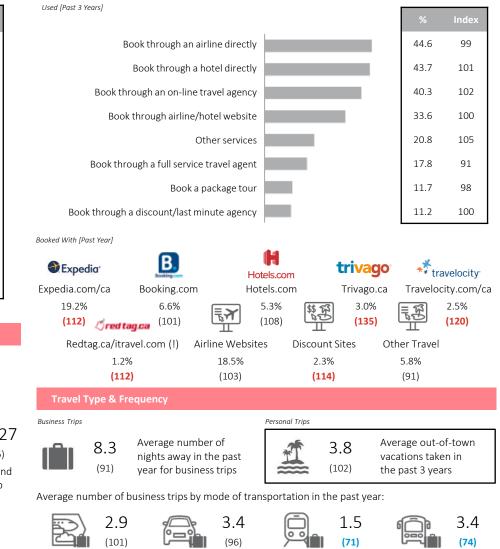


Travel Profile





Vacation Booking**



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

Target Group Source: Environics Analytics 2020

s Analytics 2020

(!) Indicates small sample size

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

4

*Selected and ranked by percent composition



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

		Æ	<u>Åia</u>			
Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
58.6%	39.1%	16.2%	28.1%	22.4%	21.5%	11.5%
(100)	(99)	(100)	(113)	(107)	(103)	(122)
- <u>\</u>						
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
15.0%	13.2%	13.8%	15.1%	5.9%	6.9%	2.8%
(96)	(98)	(107)	(126)	(128)	(110)	(107)

Airline Preferences

Flown [Past Year]				
🋞 AIR CANADA	WESTJET 🆈	Air transat	porter	*
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
38.3%	34.7%	5.5%	1.5%	5.9%
(94)	(103)	(81)	(177)	(110)
UNITED	DELTA AIR LINES	American Airlines 🔪		
United Airlines	Delta Airlines	American Airlines	Other American	
8.1%	6.2%	3.3%	8.6%	
(117)	(102)	(95)	(98)	
	স	J. S.		
European Airlines	Asian Airlines	Other Charter	Other	
7.4%	6.8%	2.3%	8.5%	
(97)	(98)	(122)	(102)	

Car Rental*

Rented From [Past Year]

enterprise Enterprise	Budget *	AVIS [®] Avis	National
8.2%	6.2%	2.9%	4.7%
(126)	(117)	(135)	(131)
()	(/	()	()
<u>Hertz</u>		UHAUL	
Hertz	Discount	U-Haul	Other Rentals
3.2%	1.5%	1.7%	3.4%
(118)	(99)	(112)	(105)
(110)	(55)	(112)	(100)

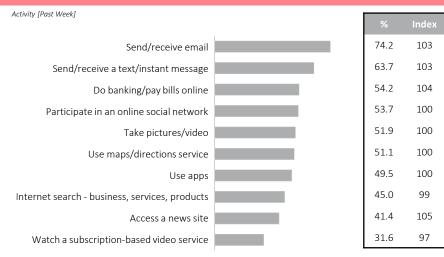
Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average



Media

Overall Level of Use									
Radio			Television	News	paper	Magazine	Int	ernet	
<u>U</u>							Ę	((1))	
13 hours/week		1	148 minutes/week	1 hour	s/week	8 minutes/day	216 mi	nutes/day	
(107)			(99)	(7	(4)	(94)		(96)	
Top Radio Programs*			Top Television Programs*		Top Newspaper Sections*		Top Magazine Publication	s*	
Programs [Weekly]			Programs [Average Week]		Frequency Read [Occasionally/Frequent	ly]	Read [Past Month]		
	%	Index		% Index		% Index		%	Index
News/Talk	35.3	95	Movies	45.5 101	Local & Regional News	56.7 98	Other English-Canadian	11.8	114
Adult Contemporary	19.1	102	Evening local news	39.7 103	International News & World	54.1 102	Canadian Living	9.8	115
Mainstream Top 40/CHR	14.5	97	Suspense/crime dramas	30.2 109	National News	50.7 97	Other U.S. magazines	9.8	98
Classic Hits	14.3	115	Documentaries	30.1 106	Health	36.0 99	National Geographic	7.5	111
Multi/Variety/Specialty	11.7	101	News/current affairs	28.9 93	Movie & Entertainment	30.6 <mark>90</mark>	Maclean's	7.1	110
AOR/Mainstream Rock	11.1	153	Primetime serial dramas	28.6 102	Editorials	30.0 95	People	6.3	122
Today's Country	10.5	122	Hockey (when in season)	28.5 110	Food	29.2 90	Canadian Geographic	5.7	125
Hot Adult Contemporary	10.5	100	Situation comedies	26.3 106	Sports	28.8 101	Cineplex Magazine	4.7	109
Modern/Alternative Rock	9.9	97	Home renovation/decoration shows	25.6 102	Travel	28.1 94	Reader's Digest	4.3	99
Classic Rock	8.5	105	Cooking programs	24.2 98	Business & Financial	24.4 96	Air Canada enRoute	4.3	105

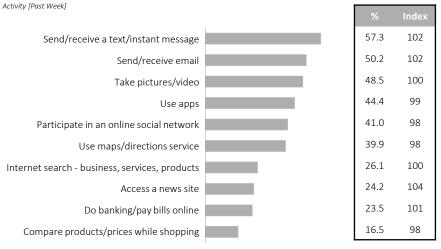
Top Internet Activities*



Index: At least 10% above or

below the average

Top Mobile Activities*



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

Source: Environics Analytics 2020 Target Group



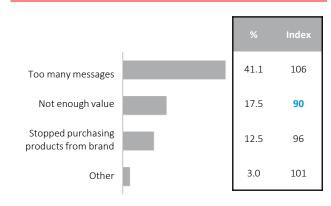
Media

Soci	al Media Pla	tforms			
Usage	e [Currently Use] Facebook 79.3% (101)	You Tube	YouTube 69.8% (97)	Ø	Instagram 34.9% (92)
	WhatsApp 34.8% (78)	in	LinkedIn 34.7% (89)	P	Pinterest 34.5% (117)
6	Twitter 22.8% (89)		Podcasts 18.2% (94)		Snapchat 12.4% (102)
blog	Blogs 10.9% (89)	6T)	Health/Fitness 9.1% (97)	٢	Reddit 6.4% (68)
ĥĤ	Dating App 4.1% (78)	••	Flickr 2.8% (74)	J	Tinder 2.1% (78)

Reasons to Follow Branc	ls		
		%	Index
To learn about a brand's products /services		30.8	101
To enter contests		30.4	103
To get coupons and discounts		29.4	96
To provide feedback to the brand		11.8	102
To be among the first to hear brand news		9.8	82
To engage with content		7.3	91
To make suggestions for new products/services		4.9	94
To share brand-related stories with consumers		4.2	82
		•	

Social Media Attitudes		
"I tend to ignore marketing and advertisements when I'm in a social media environment" 72% Index = 100	"Use SM to keep up to date on general news/events" 36% Index = 100	"I am well informed about SM" 31% Index = 98
"Feel comfortable collaborating with others through SM" 27% Index = 100	"Use SM to keep up to date on news/events in my industry" 25% Index = 93	"I am open to receiving relevant marketing messages through social media channels" 22% Index = 105

Reasons to Unfollow Brands



Actions Taken using Social I	Media		
Variables with Response "Yes"			
	1		Index
Like brand on Facebook		34.5	103
Subscribe to brand email newsletter		20.0	101
Subscribe to brand channel on YouTube		12.8	97
Follow brand on Instagram		11.9	83
Join an exclusive online community of consumers who also like the brand		9.8	99
Follow brand on Twitter		5.6	75

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



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 80% Index = 103	"I have tried a product/service based on a personal recommendation" 72% Index = 101	"I generally achieve what I set out to do" 71% Index = 103	"I am very concerned about the nutritional content of food products I buy" 68% Index = 101	"I value companies who give back to the community" 66% Index = 100
"I make an effort to buy local produce/products" 64% Index = 102	"Family life and having children are most important to me" 62% Index = 107	"I am interested in learning about different cultures" 61% Index = 100	"I consider myself to be informed on current events or issues" 61% Index = 100	"I like to cook" 58% Index = 103
"I offer recommendations of products/services to other people" 55% Index = 103	"I like to try new places to eat" 53% Index = 96	"It's important to buy products from socially-responsible/environmentally- friendly companies" 53% Index = 98	"I like to try new and different products" 50% Index = 97	"When I shop online I prefer to support Canadian retailers" 49% Index = 98
"Free-trial/product samples can influence my purchase decisions" 44% Index = 105	"I am adventurous/"outdoorsy"" 41% Index = 107	"I am willing to pay more for eco- friendly products" 33% Index = 96	"I prefer to shop online for convenience" 28% Index = 98	"Vegetarianism is a healthy option" 27% Index = 87
"Staying connected via social media is very important to me" 26% Index = 102	"Advertising is an important source of information to me" 26% Index = 103	"I consider myself to be sophisticated" 21% Index = 99	"I lead a fairly busy social life" 21% Index = 100	"I enjoy being extravagant/indulgent" 20% Index = 104

Index: At least 10% above or below the average



Product Preferences

Beer Co	onsumption					
Drinks (Pas	t Week)					
		i.	_	_		
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	66.5	18.2	5.3	4.8	1.3	3.9
Index	100	105	97	109	67	98

Top 10 Beers*		
Brand Drink [Most Often/Frequently]	%	Index
Other Canadian microbrewery/craft beer	21.9	88
Corona	14.5	100
Budweiser	14.2	114
Alexander Keith's (any)	14.2	125
Coors Light	13.9	133
Molson Canadian	13.7	112
Sleeman (any)	12.5	101
Heineken	9.7	91
Rickard's (any)	9.6	119
Kokanee	9.5	97

Drank [Past Month]	% Comp	Index
Canadian wine	22.6	102
Cider	10.8	94
Liqueurs (any)	10.2	106

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.4	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	21.9	88



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 \	Visited*						
Frequency of Visiting [Pas	t Year]						
Once a month or more	2-11 times per year 🔳 Once a year	%	Index	%	Index	%	Index
Pizza restaurants		9.4	94	46.3	109	6.4	108
Asian restaurants		11.8	94	44.0	98	5.4	108
Submarine/sandwich restaurants		6.1	90	37.1	111	6.1	102
Breakfast style restaurant		9.3	117	30.6	109	7.3	90
Chicken restaurants		3.3	102	22.3	102	3.6	108
lce cream/frozen yogurt restaurants		3.7	138	28.0	95	3.6	85
Specialty burger restaurants		3.3	80	22.7	101	5.3	95
Italian restaurants		2.5	99	25.1	103	6.5	88
Steakhouse		0.6	87	20.7	109	18.9	113
Other ethnic restaurants		1.9	77	29.6	97	6.6	99
Mexican/Burrito-style restaurants		2.4	92	24.8	102	7.2	95
Seafood/Fish and Chips restaurants		1.3	94	25.3	109	10.0	107

Restaurant Service Type*

Frequency of Visiting [Past Year]

Frequency of Visiting [P	ust reurj						
Once a month or more	2-11 times per year Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants		6.2	92	49.1	108	5.2	100
Food court outlets at a shopping mall		4.1	78	40.3	100	12.3	114
Pub restaurants		5.8	95	45.2	105	5.8	104
Formal dine-in restaurants		3.8	94	32.8	98	8.4	99
Fast casual restaurants		10.1	123	29.0	106	1.9	79
Sports bars	-	0.9	52	18.2	109	4.6	120
Other types		3.1	82	19.9	100	4.1	133

Purchased Organic Food

Done [Past Week]





S

Organic Meat

9.4% (97)



Product Preferences

Demographics							Loyalty	r Programs*		
A	Rent		6	<u> </u>	Own		Member		%	Index
RENT	18.7% (58)		5	S)	81.1% (120)			PC Optimum	53.0	100
		Age o	of Children a	at Home			Air Mile	es (excl. airline frequent flyer programs)	47.9	99
	1.00					_		Credit card with loyalty rewards	45.5	108
								Costco membership (paid)	45.1	105
Households with Children at Home	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more		Canadian Tire Triangle	39.9	122
43.6% (117)	% 16.9 Index 106	19.3 111	19.7 113	18.8 104	11.8 88	13.6 76		Aeroplan	28.8	98
Demographic Trends								SCENE (Cineplex)	27.7	96
Demographic Trends	Hous	ehold Projec	tions					Petro Points	24.0	108
135k								Hudson's Bay Rewards	22.9	99
130k								Esso Extra Program	9.2	108
125k								Other airline frequent flyer program	9.4	89
2020 2021	2022 2023 20	24 2025	2026 2	2027 2	028 202	9 2030		Other grocery store card	33.6	105
202)23	202			030		Other store program	9.7	99
Count 122,		5,843	129,6			5,571		Other gas program	7.8	130
% Change - Index -	1	8.6 04	5.9 104	4	1	1.6 03		Other loyalty program	11.7	104

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

Target Group



Internet Activity

Activity [Past Week]								
	Internet Activity*	% Index	Internet Activity via Mobile	% Ir	ndex	Internet Activity via Tablet	%	Index
Send/receive email		74.2 103			102		17.1	118
Send/receive a text/instant message		63.7 103		57.3	102		10.6	117
Participate in an online social network		53.7 100		41.0	98		11.8	120
Do banking/pay bills online		54.2 104		23.5	101		8.3	115
Take pictures/video		51.9 100		48.5	100		5.7	112
Use maps/directions service		51.1 100		39.9	98		5.8	104
Use apps		49.5 100		44.4	99		13.6	105
Internet search - business, services, products		45.0 99		26.1	100		9.1	107
Watch a subscription-based video service (e.g. Netflix)		31.6 97		10.5	85		11.0	109
Watch free streaming music videos		27.1 93		16.5	93		7.6	101
Compare products/prices while shopping		27.2 95		16.5	98		5.7	109
Watch other online free streaming videos		26.4 94		15.5	90		4.2	81
Research products/services		29.0 95			90	-	7.0	114
Listen to music via streaming video service (e.g. YouTube)		24.2 101		13.3	92		2.5	91
Play/download online games		25.5 102		13.1	94		4.6	89
Purchase products or services		23.8 100		9.4	110		3.8	122
Share/refer/link friends to a website or an article		18.5 97			93		2.3	93
Consult consumer reviews		24.7 105		13.7	108		4.6	112
Listen to Internet-only music service (e.g. Spotify)		18.2 92		15.1	91		2.8	119
Use online telephone directory		20.8 110			118		3.8	132
Download music/MP3 files (free or paid)	_	12.1 88			94		1.7	132
Use ad blocking software		17.3 94		1	109		1.5	80
Download any video content (free or paid)		14.0 93			98		4.1	123
Read or look into online newspapers	-	11.0 92			101		2.9	114
Click on an Internet advertisement	-	11.4 96		1	84		1.4	82
Listen to a podcast		14.1 104	-		93	1	2.5	122
Listen to a radio broadcast via streaming audio	_	- 12.1 111	-		113		3.0	150
Download/print/redeem discount coupon	-	9.6 84			99		0.8	80
Enter online contests	-	11.5 100		3.9	90		1.2	110
Watch a TV broadcast via streaming video	-	8.3 103			112	1	2.1	116
Place/respond to an online classified advertisement		- 11.2 110	-		115		1.1	80
Receive store offers by SMS		7.1 109	-		118		-	-
Read or look into online magazines		5.3 97		1	89		1.6	98
Scan mobile tagging barcode/QR		4.5 92		1	95		-	-
Purchase group deal (e.g. Groupon)		- 3.5 90		2.5	98		-	-
Watch streaming purchased/rented videos (e.g. iTunes)		2.7 106		-	-		-	-



Internet Activity

Top Website Types* Direct Media Usage Activity [Past Week] Frequency of Use [Occasionally/Frequently] ■ Internet ■ Mobile ■ Tablet 102 42.4 Flyers delivered to the door or in the mail Index 42.2 103 Flyers inserted into a community newspaper 41.4 105 24.2 104 11.6 108 Access a news site 107 General information from the Internet/websites 35.6 31.1 93 Coupons 90 8.6 28.6 94 12.9 122 Access food/recipes content 29.4 103 Apps/online flyers Local store catalogues 25.5 103 104 20.7 102 11.6 5.1 114 Access health-related content 100 Flyers inserted into a daily newspaper 23.9 Access professional sports 109 12.3 108 8.7 3.0 110 18.9 88 Direct email offers content 8.0 98 Mail order Access restaurant 12.3 87 8.9 88 3.0 112 99 guides/reviews 4.1 Yellow Pages (print) Yellow Pages (online) 0.9 75 Access travel content 8.2 95 15.2 92 4.3 114 **Out of Home Advertising** Access real estate listings/sites 106 4.9 129 15.6 114 6.9 Noticed Advertising [Past Week] Billboards 30.6 110 Access a radio station's 96 10.6 98 4.3 3.1 109 On bus exteriors 24.8 94 website On street furniture (e.g. bus benches) 18.3 101 Access home decor-related 101 9.5 105 3.5 3.1 133 On transit shelters 17.9 95 content Inside shopping malls 16.7 98 Digital billboards 15.4 106 Access a TV station's website 9.5 109 3.7 135 1.0 90 Inside public washrooms 10.9 104 On subway/metro platforms 7.5 94 Access celebrity gossip content 7.5 109 6.2 118 1.5 100 Inside buses 6.9 71 Inside movie theaters 5.8 88 Access fashion or beauty-7.6 89 5.8 93 2.0 94 Inside subway/metro cars 5.7 84 related content Inside airports 5.7 99 Access automotive 8.5 132 5.0 144 1.4 140 Screens inside elevators 4.7 71 news/content Inside commuter trains 4.4 72

2.9

89

13

On taxis

Target Group

Index: At least 10% above or

below the average



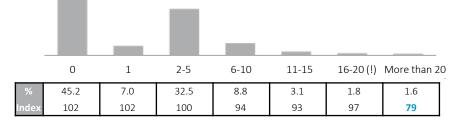
Social Media Usage

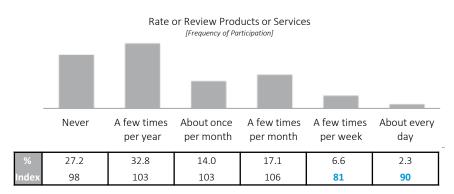
Social Media Overview

- 60% of No Hassle Travellers from British Columbia tend to access social media on their mobile phones during the morning hours, 56% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 87% believe that Social media companies should not be allowed to own or share their personal information

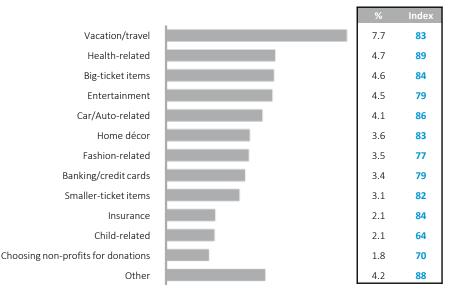
Brand Interaction







Seek Recommendations via Social Media*



Top Social Media Attitudes**

No Hassle Travellers from British Columbia are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information" 87% Index = 102	"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 73% Index = 102
"I tend to ignore marketing and advertisements	"Use SM to stay connected with personal
when I'm in a social media environment"	contacts"
72% Index = 100	46% Index = 102

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



Social Media Usage

Frequency of Participation*			Social Media Uses*	Social Media Uses*					Number of Connections				
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			
View friends' photos online	47.6	98	1			Index			70	Index			
Read article comments	43.7	103	1				0-49		38.2	104			
Watch video online	43.6	98	Keep up to date on general				0-+-0		50.2	104			
Chat in online chats	37.1	94	news/events		46.4	100	50-99		15.9	102			
Read status updates/tweets	36.4	97					50.55		13.5	102			
Listen to radio or stream music online	35.3	99					100-149		12.1	101			
Share links with friends and colleagues	27.8	94	Stay connected with family		45.4	102							
Click links in news feeds	23.4	93	1		-3.1	102	150-199		7.5	97			
Play games with others online	16.0	102		I									
Read blogs	14.8	85	Stay connected with		45.0	101	200-299		8.4	110			
Post photos online	13.9	97	personal contacts		45.3	101							
Check in with locations	10.2	88	1	I			300-399		5.8	102			
Comment on articles or blogs	9.7	94	Keep up to date on							I '			
Chat in online forums	9.4	90	news/events in my industry		24.4	94	400-499		3.1	83			
Share your GPS location	9.2	88	1	_				-					
Update your status on a social network	9.1	86		-			500-1000		6.0	93			
Rate or review products online	8.9	83	Stay connected with		16.7	92							
Post videos online	4.5	78	work/professional contacts	- L			More than 1000		3.0	69			
Publish blog, Tumblr, online journal	2.3	66	1				Г						

Typically use

Mobile Tablet Desktop Laptop 60.4 97 31.8 104 27.1 102 Morning 24.8 112 Morning Morning Morning 98 56.2 94 21.9 107 30.4 100 26.1 Afternoon Afternoon Afternoon Afternoon 96 41.4 93 17.0 104 16.9 90 13.2 Dinner Time Dinner Time Dinner Time Dinner Time 52.2 94 34.1 100 35.2 95 26.0 96 Evening Evening Evening Evening 37.4 95 19.1 99 15.7 95 12.5 93 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						
	Freque IPG			ncy of t Year]	Use	
					%	Index
Currently Use	Did Not Use	Use Daily			61.	5 107
79.3%	17.3%	Use Weekly	μ.		11.4	4 87
(101)	(98)	Use Monthly			5.6	86
Participate In ³	* (at least a	few times per we	eek)	% Co	mp	Index
Read my news	feed			56.	.6	103
Comment/Like other users' posts				48.8		108
Use Messenge	r			42.8		106
Watch videos				38.1		104
Watch live vide	eos			13.7		95
Post photos				13.0		102
Update my sta	tus			11.2		96
Like or become	e a fan of a p	oage		11.2		97
Click on an ad			9.9		100	
Post videos			4.6	6	87	
Create a Facebook group or fan page			2.6		72	
Give to a Facel	book fundra	iser (!)		1.3	3	63
Create a Faceb	ook fundrai	ser (!)		1.0	0	56

LinkedIn						
Freque [Pa:				ncy of _{t Year]}	Use	
Currently	Did Not				%	Index
Use	Use	Use Daily			5.5	86
34.7%	56.8%	Use Weekly	<u>)</u>		10.9	88
(89)	(108)	Use Monthly	þ.		16.3	3 90
Participate In [*]	* (at least a	few times per w	eek)	% Co	mp	Index
Read your new	/sfeed			5.	8	80
Watch videos				3.4		77
View a job pos	ting			3.3		61
Search and rev	iew other p	rofiles		2.8		69
Comment on c	ontent			2.8		83
Create a conne	ection			1.	9	56
Click on an ad ((!)			1.9		82
Update your profile information			1.5		60	
Post an article, video or picture (!)			1.3		55	
Join a LinkedIn group (!)			1.	2	73	
Participate in L	inkedIn foru	ıms (!)		0.9		51
Request a reco	mmendatio	n (!)		0.	6	37

Instagram Frequency of Use [Past Year] Currently Did Not Use Daily 87 18.3 Use Use Use Weekly 9.2 92 34.9% 56.2% (92) (108)Use Monthly 6.5 104 Participate In* (at least a few times per week) % Comp Index

articipate in (articase a few times per week)	70 comp	mach
View photos/videos	23.9	90
Like photos/videos	19.9	90
Comment on photos/videos	11.7	90
Watch live videos	10.3	88
Send direct messages	8.3	76
Post photos/videos	6.8	83
View a brand's page	5.5	80
Click on ads	4.0	83
Watch IGTV videos	3.6	77

Pinterest

			uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily	ļ	7.8	124
34.5%	54.7%	Use Weekly		12.8	114
(117)	(92)	Use Monthly		13.0	117

Reddit					
	3		cy of Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		1.9	59
6.4%	86.8%	Use Weekly		2.0	66
(68)	(105)	Use Monthly		2.2	76
Participate	e In* (at leas montl	st a few times per h)	% Co	mp	Index
'iew content			4.2	2	63
ote on conte	nt		2.	5	66

WhatsApp					
		Free	quency of [Past Year]	Use %	Index
Currently Use	Did Not Use	Use Daily		13.0	60
34.8%	55.7%	Use Weekly	I	10.7	90
(78)	(120)	Use Monthly		9.8	103
Participate In	* (at least a	few times per we	eek) % Co	mp	Index

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	18.3	65
Send/receive images	15.9	63
Use group chats	10.0	56
Use voice calls	6.5	59
Send/receive documents and files	6.4	54

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

Follow specific Subreddits

Post content

Source: Environics Analytics 2020

2.5

1.4

64

64

(!) Indicates small sample size



Social Media Usage

Twitter					
		Frequency of Use [Past Year]			
				%	Index
Currently Use	Did Not Use	Use Daily		9.3	86
22.8%	68.1%	Use Weekly		6.8	90
(89)	(106)	Use Monthly		5.9	97

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.6	89
Watch videos	7.2	86
Tweet	5.0	85
Send or receive direct messages	4.8	89
Respond to tweets	4.4	90
Retweet	4.2	84
Share a link to a blog post or article of interest	4.1	86
Follow users who follow you	4.0	94
Watch live videos	3.7	80
Actively follow new users	3.6	89
Click on an ad	2.3	91

Touruse						
Yo		Fre	quency of [Past Year]	Use		
		% Inde				
Currently Use	Did Not Use	Use Daily		24.1	85	
69.8%	17.4%	Use Weekly		28.8	101	
(97)	(110)	Use Monthly	<u> </u>	16.3	115	
			-			

% Comp	Index
43.1	93
11.1	83
8.9	77
5.6	72
4.7	80
4.7	78
2.3	59
2.0	64
	43.1 11.1 8.9 5.6 4.7 4.7 2.3

		Freq	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		3.9	96
12.4%	79.6%	Use Weekly		3.7	102
(102)	(100)	Use Monthly		4.2	111

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.7	103
Send direct text messages	4.4	96
Send photos/videos	4.2	102
Use group chat	3.2	111
Read Snapchat discover/News	3.2	97
Use filters or effects	3.0	82
View a brand's snaps	1.9	92
View ads	1.3	75
Use video chat	1.2	69

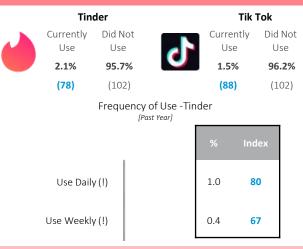
Audio Podcasts



Freq	uency of [Past Year]	Use	
		%	Index
Use Daily		4.7	89
Use Weekly		7.1	97
Use Monthly		5.7	97

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.8	100
Listen to a news podcast	3.9	81
Listen to an educational podcast	3.4	87
Listen to a business podcast	3.3	99
Listen to a comedy podcast	2.2	80
Subscribe to another genre of podcast	2.0	91
Subscribe to a educational podcast	1.8	94
Listen to a technology focused podcast	1.4	74
Subscribe to a news podcast	1.4	78
Listen to a sports podcast	1.3	68
Subscribe to a sports podcast**	1.1	64
Subscribe to a comedy podcast (!)	1.0	71
Subscribe to a technology podcast (!)	1.0	77
Subscribe to a business podcast (!)	0.9	72

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+