

Market Sizing

Overview

٠

Top Geographic Markets

Of the 67 PRIZM Clusters identified in Canada, Eat, Play, Love rank 2nd, for the Custom Vancouver target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's

- Eat, Play, Love make up 66,936 households, or 22% of the total ٠ Households in the Custom Vancouver target area (311,298)
- The Median Household Maintainer Age is 42, 34% of couples have ٠ children living at home
- Average Household Income of \$112,105 compared to the Custom ٠ Vancouver target area at \$112,266
- ٠ Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
- ٠ Above Average interest in Hiking/Backpacking, Photography and Canoeing/Kayaking
- Above Average interest in travelling within Canada (Calgary, ٠ Montreal), Eat, Play, Love from the Custom Vancouver target area spent an average of \$1,888 on their last vacation
- On average, Eat, Play, Love from the Custom Vancouver target area ٠ spent spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Daily Magazine usage is minimal (14 min/day)
- 81% currently use Facebook, 54% use Instagram and 37% use Twitter ٠

			Target Group	Market		
Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Target Group: 111,561 16.1%	Vancouver, BC (CY)	99.7	22.0	161	303,964	61.9
Market: 691,873	Burnaby, BC (CY)	0.3	0.2	1	100,030	20.4



Target Group: 66,936 | 21.5% Market: 311,298

Top PRIZM Segments	
% of Target Group Households	%
12 - Eat, Play, Love	100.0

index- At least 10% above or below the average

Target Group

Source: Environics Analytics 2020



Demographic Profile		Psychographics**			
Total Population	Total Households	Strong	g Values	We	eak Values
Target Group: 111,561 16.1% Market: 691,873	Target Group: 66,936 21.5% Market: 311,298	Culture Sam Rejection of Auth			Primacy of the Family Attraction to Nature
Average Household Income	Household Size*	Sexual Permissive			Parochialism
\$112,105 (100)		Ecological Cor	ncern 146	73	Cultural Assimilation
Median Household Maintainer Age		Effort Toward H	lealth 144	73	Saving on Principle
42 1 Perso	n 2 Persons 3 Persons 4 Persons 5+ Persons	Key Social Values			
(88) % 50.8 Index 131		Culture Sampling Index = 156	-	ical Concer ex = 146	rn Effort Toward Health Index = 144
Marital Status** Family	Composition*** Education**				
(98) 48.7%	66.0% 55.8% (150) (129)	Pursuit of Originality Index = 139		ole Families ex = 137	s Social Learning Index = 133
Married/Common-Law Couples V	Vithout Kids at Home University Degree				
Visible Minority Presence* Non-C	Official Language* Immigrant Population*	Consumption Evangelism Index = 127		ty Involver ex = 126	nent Global Consciousness Index = 125
44.2% (79)	2.3% 37.2% (34) (87)	Racial Fusion	Cons	sumptivity	Brand Genuineness
Belong to a visible minority No know group	wledge of English or Born outside Canada French	Index = 125		ex = 124	Index = 120

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



% Comp

Index

Top 5 Activities Attended*

Sports & Leisure

Top 5 Activities Participated*

Occasionally/Regularly	Participate or Attended/V	lisited [Past Vear]

TOP 5 ACTIVITIES Participate	u		% comp	muex		TOP 5 ACTIVITIES ATTEND	ueu		∞ comp	muex
	Reading		89.4	105		E	Exhibitions, carnivals, fairs &	markets	65.4	109
	Hiking & backpacking		57.9	117		Thea	atre - Major theatres, halls &	auditoriums	44.8	119
Ho	me exercise & home worko	ut	54.7	106			Concerts - Theatres & h	alls	44.6	123
	Swimming		52.2	100			Parks & city gardens	5	40.1	101
	Gardening		50.5	86		Ar	t galleries, museums & scier	nce centres	39.6	112
Key Tourism Activities*	*									
Hiking & backpacking	Swimming	Camping	Pho	tography	F	Parks & city gardens	Bars & restaurant bars	Cycling	Canoeing &	kayaking
Ŕ		<u>Åia</u>	(Ō		*	Ŕ	Å	Å	Ş
57.9%	52.2%	44.6%	4	12.9%		40.1%	38.0%	37.9%	37.5%	6
(117)	(100)	(97)		(120)		(101)	(100)	(89)	(117)	
National or provincial park	Pilates & yoga	Zoos & aquariums		ountry skiing wshoeing		Specialty movie theatres/IMAX	Golfing	Adventure sports	Sporting e	events
<u>A</u> P	25	<u>P</u> 13	4	Si.		ŵ.	- Sh	÷		
31.8%	20.4%	20.3%	-	18.4%		18.3%	18.2%	17.7%	15.9%	6
(118)	(80)	(107)		(93)		(108)	(96)	(141)	(108)	
Downhill skiing	Film festivals	Ice skating		ood & wine stivals		Fishing & hunting	Video arcades & indoor amusement centres	Marathon or similar event	Theme p waterparks a slides	& water
<i>₹</i>				r ef			8	¥	₿£,	}
14.3%	13.1%	11.5%	-	11.3%		10.5%	10.0%	9.0%	8.6%	
(86)	(118)	(52)		(80)		(75)	(65)	(107)	(108)	
Music festivals	Historical sites	ATV & snowmobiling		boating & jet skiing		Food & wine shows	Travel shows	Curling	Inline ska	ating
((@))	4Ú)	540	th.	L		ā P	2	Â.	F.	•
8.4%	8.4%	7.3%		7.2%		5.0%	4.9%	4.7%	4.7%	
(79)	(79)	(112)		(74)		(120)	(228)	(86)	(106)	

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

Source: Environics Analytics 2020

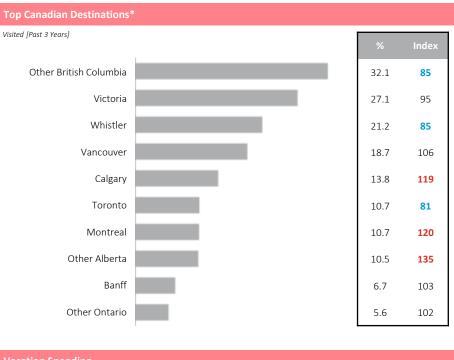
(!) Indicates small sample size Based on Household Population 12+ *Selected and ranked by percent composition **Ranked by percent composition

3

% Comp Index

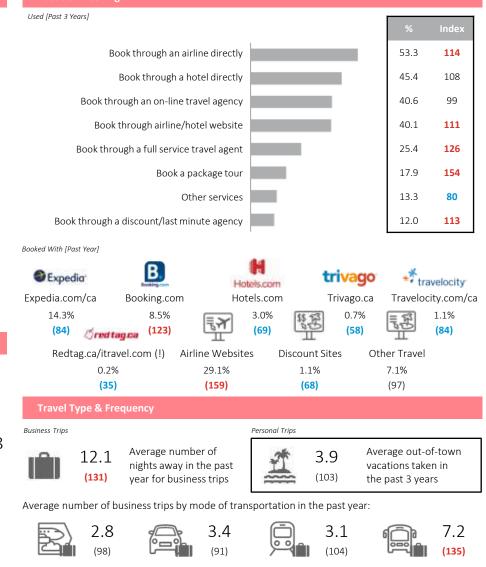


Travel Profile





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

(!) 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>			∆£P
Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
72.8%	42.6%	20.8%	20.0%	11.3%	25.5%	6.9%
(119)	(109)	(122)	(95)	(69)	(118)	(88)
	E		同 記			
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
17.4%	10.3%	10.4%	6.9%	6.7%	3.6%	0.6%
(99)	(79)	(96)	(90)	(176)	(80)	(42)

Elown [Past Year]

Flown [Past Year]				
🛞 AIR CANADA	WESTJET 🄣	Air transat	porter	*
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
61.6%	41.8%	11.7%	0.2%	4.0%
(132)	(125)	(140)	(52)	(91)
UNITED	DELTA	American Airlines 🍾		
United Airlines	Delta Airlines	American Airlines	Other American	
7.5%	5.8%	3.1%	13.0%	
(126)	(109)	(108)	(147)	
$ \langle \sum_{i=1}^{n} \rangle_{i} $	*	J. S.	B	<i>n</i>
European Airlines	Asian Airlines	Other Charter	Other	
12.0%	10.6%	1.1%	9.1%	
(154)	(133)	(119)	(115)	

Car Rental*

Rented From [Past Year]

Enterprise 6.2% (108)	Budget 4.4% (126)	Avis 2.2% (161)	National National 3.0% (147)
Hertz 0.7% (26)	Discount Discount 0.6% (58)	U-Haul 0.4% (82)	Other Rentals 1.9% (71)

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



Media

Overall Level of Use										
Radio			Television	Newsp	aper	Magazi	ne	Inter	net	
<u> </u>						Ę)]		0	
12 hours/week		1,	254 minutes/week	1 hours,	/week	14 minutes	s/day	252 minu	ites/day	
(103)			(113)	(13	3)	(120)		(10	4)	
Top Radio Programs*			Top Television Programs*		Top Newspaper Sections*			Top Magazine Publications*		
Programs [Weekly]			Programs [Average Week]		Frequency Read [Occasionally/Frequen	tly]		Read [Past Month]		
	%	Index		% Index		%	Index		%	Index
News/Talk	41.5	99	Movies	45.4 101	Local & Regional News	64.7	108	Other U.S. magazines	15.7	138
Multi/Variety/Specialty	16.5	113	Evening local news	37.8 111	International News & World	63.7	120	Other English-Canadian	10.6	116
Modern/Alternative Rock	12.5	111	News/current affairs	35.6 108	National News	56.4	107	Maclean's	9.5	150
Mainstream Top 40/CHR	12.3	72	Primetime serial dramas	32.2 114	Movie & Entertainment	46.8	119	Canadian Living	7.1	112
Adult Contemporary	11.4	71	Cooking programs	30.7 118	Food	41.5	110	Air Canada enRoute	7.0	182
Classic Rock	8.0	111	Documentaries	27.5 111	Health	38.4	107	Hello! Canada	6.2	142
Classic Hits	6.3	76	Suspense/crime dramas	27.1 105	Editorials	38.0	121	Time	6.1	203
Not Classified	5.2	74	Situation comedies	23.8 99	Travel	36.6	126	Cineplex Magazine	5.6	150
Hot Adult Contemporary	4.2	36	Home renovation/decoration shows	22.6 102	Sports	34.7	126	National Geographic	5.1	102
Today's Country	3.1	66	Morning local news	20.5 112	Business & Financial	26.9	105	CAA Magazine	4.6	187

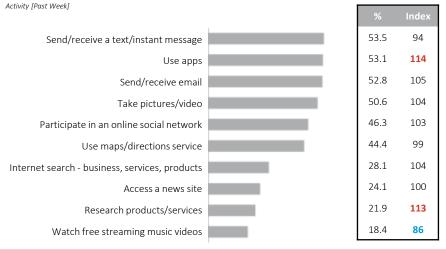
Top Internet Activities*



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



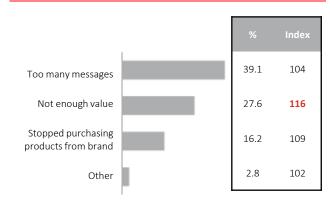
Media

Socia	al Media Pla	tforms			
	(<i>Currently Use</i>) YouTube 80.8% (105)	f	Facebook 77.2% (102)		WhatsApp 64.5% (100)
in	LinkedIn 57.4% (118)	Ø	Instagram 53.5% (117)	ଞ	Twitter 36.9% (125)
6	Podcasts 29.7% (134)	\mathcal{P}	Pinterest 26.6% (115)	٢	Reddit 18.2% (114)
blog	Blogs 16.3% (112)	Ð	Health/Fitness 10.5% (94)		Snapchat 10.1% (81)
ĥŔ	Dating App 9.7% (125)	••	Flickr 5.8% (106)	٢	Tinder 5.2% (124)

Reasons to Follow Branc	ls		
		%	Index
To learn about a brand's products /services		33.4	109
To get coupons and discounts		32.2	95
To enter contests		28.0	96
To be among the first to hear brand news		20.9	126
To provide feedback to the brand		12.4	108
To engage with content		8.4	94
To share brand-related stories with consumers		6.7	106
To make suggestions for new products/services		6.2	104

"I tend to ignore marketing and advertisements when I'm in a social media environment" 68% Index = 99	"Use SM to keep up to date on general news/events" 39% Index = 106	"I am well informed about SM" 38% Index = 110
"Use SM to keep up to date on news/events in my industry" 34% Index = 114	"Feel comfortable collaborating with others through SM" 28% Index = 104	"I am open to receiving relevant marketing messages through social media channels" 23% Index = 108

Reasons to Unfollow Brands



Actions Taken using Social I	Media		
Variables with Response "Yes"			
		%	Index
Like brand on Facebook		32.1	102
Follow brand on Instagram		23.2	111
Subscribe to brand email newsletter		21.4	100
Subscribe to brand channel on YouTube		15.3	91
Follow brand on Twitter		13.3	119
Join an exclusive online community of consumers who also like the brand		9.4	92

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" 81% Index = 107	"I am very concerned about the nutritional content of food products I buy" 76% Index = 114	"I have tried a product/service based on a personal recommendation" 75% Index = 104	"I value companies who give back to the community" 70% Index = 110	"I generally achieve what I set out to do" 69% Index = 107
"I am interested in learning about different cultures" 67% Index = 106	"I consider myself to be informed on current events or issues" 65% Index = 110	"I make an effort to buy local produce/products" 64% Index = 107	"I like to try new places to eat" 62% Index = 104	"It's important to buy products from socially-responsible/environmentally- friendly companies" 62% Index = 115
"I offer recommendations of products/services to other people" 56% Index = 107	"I like to cook" 53% Index = 96	"I like to try new and different products" 50% Index = 95	"When I shop online I prefer to support Canadian retailers" 50% Index = 101	"Family life and having children are most important to me" 45% Index = 95
"Free-trial/product samples can influence my purchase decisions" 44% Index = 110	"Vegetarianism is a healthy option" 41% Index = 106	"I am willing to pay more for eco- friendly products" 41% Index = 110	"I am adventurous/"outdoorsy"" 32% Index = 97	"I lead a fairly busy social life" 29% Index = 118
"I prefer to shop online for convenience" 28% Index = 93	"Staying connected via social media is very important to me" 27% Index = 108	"I consider myself to be sophisticated" 24% Index = 113	"I enjoy being extravagant/indulgent" 23% Index = 126	"Advertising is an important source of information to me" 22% Index = 93

Index: At least 10% above or below the average



Product Preferences

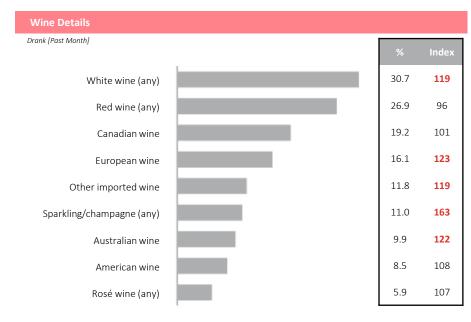
Beer Co	nsumption					
Drinks (Pasi	t Week)					
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	69.5	16.3	8.4	2.1	1.2	2.4
Index	102	100	138	80	62	52

Top 10 Beers*		
Brand Drink [Most Often/Frequently]	%	Index
Other Canadian microbrewery/craft beer	28.2	95
Corona	16.4	117
Stella Artois	12.0	119
Heineken	11.5	104
Kokanee	11.4	116
Other imported brand	9.8	100
Molson Canadian	9.5	94
Other American brand	8.0	194
Sleeman (any)	7.9	74
Bud Light (any)	7.5	157

Drank [Past Month]	% Comp	Index
Canadian wine	19.2	101
Cider	16.3	128
Liqueurs (any)	12.1	162

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.5	84

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	28.2	95



Target Group Source: Environics Analytics 2020



Product Preferences

Restaurant Type	Visited*						
Frequency of Visiting [Pas	t Year]						
Once a month or more II	2-11 times per year II Once a year	%	Index	%	Index	%	Index
Pizza restaurants		9.5	104	42.2	104	1.8	48
Asian restaurants		13.4	90	40.6	91	3.8	78
Submarine/sandwich restaurants		3.8	61	22.8	81	7.9	134
Breakfast style restaurant		7.5	125	24.3	93	7.8	98
Chicken restaurants		3.2	80	13.6	73	2.8	87
Ice cream/frozen yogurt restaurants	_	0.5	39	33.1	110	4.1	80
Specialty burger restaurants		3.6	83	22.0	96	1.8	39
Italian restaurants		1.6	46	28.5	105	8.4	110
Steakhouse		0.6	117	18.0	98	11.4	77
Other ethnic restaurants		1.8	65	34.2	106	4.1	54
Mexican/Burrito-style restaurants		1.5	51	34.4	129	6.8	80
Seafood/Fish and Chips restaurants		1.2	99	18.6	98	9.4	100

Restaurant Service Type³

Frequency of Visiting [Past Year]

Droce a month or more	# 2-11 times per year Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants	_	5.2	78	40.1	92	7.1	147
Food court outlets at a shopping mall		4.1	69	34.2	84	9.2	104
Pub restaurants		6.6	99	34.0	87	6.0	112
Formal dine-in restaurants		12.3	187	35.3	97	6.2	74
Fast casual restaurants		8.7	137	23.7	85	2.7	93
Sports bars		4.2	150	14.5	100	3.7	94
Other types		7.0	139	22.0	107	2.2	107

Purchased Organic Food

Done [Past Week]





Organic Meat 10.3%

(105)



Product Preferences

59.3% 40.7% PC Optimum 58.4 (111) (87) Air Miles (excl. airline frequent flyer programs) 58.4	ndex 110 102
(111) (87) Air Miles (excl. airline frequent flyer programs) 58.4	
	102
Credit card with loyalty rewards 42.6	110
	130
Households with Costco membership (paid) 40.3	108
14.2% % 26.0 15.7 10.8 11.5 12.6 23.4 (47) Index 171 109 76 69 84 96	110
Hudson's Bay Rewards 24.2	107
Demographic Trends Canadian Tire Triangle 18.2	83
Petro Points 14.1	80
Esso Extra Program 5.5	93
70k Other airline frequent flyer program 19.0	162
Other grocery store card 31.7	100
2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2020 2021 2023 2025 2028 2029 2030 Other store program 7.8	74
2020 2025 2025 2050	~
Count 66,936 69,023 70,409 74,343 Other gas program 3.7 % Change - 3.1 5.2 11.1 3.7	91
Index - 113 109 Other loyalty program 10.9	96

Target Group



Internet Activity

Activity [Past Week]						
	Internet Activity*	% Index	Internet Activity via Mobile	% Index	Internet Activity via Tablet	% Index
Send/receive email		74.2 105		52.8 105	_	14.7 119
Send/receive a text/instant message		56.7 94		53.5 94		4.6 66
Participate in an online social network		55.4 102		46.3 103		6.5 89
Do banking/pay bills online		49.3 99		- 18.1 78		4.4 94
Take pictures/video		53.5 104		50.6 104		3.2 75
Use maps/directions service		57.3 107		44.4 99		5.2 101
Use apps		55.5 113		53.1 114		- 10.4 88
Internet search - business, services, products		48.0 105		28.1 104		5.1 76
Watch a subscription-based video service (e.g. Netflix)		32.3 98		15.5 110		10.4 104
Watch free streaming music videos		26.5 83		18.4 86		5.8 82
Compare products/prices while shopping		31.1 107		13.3 82		- 3.4 88
Watch other online free streaming videos		23.0 77		16.5 79		4.6 69
Research products/services		34.3 108		21.9 113		- 3.6 82
Listen to music via streaming video service (e.g. YouTube)		22.8 103		18.2 111		2.1 104
Play/download online games		26.4 105		13.1 84		5.4 97
Purchase products or services		21.6 90		5.0 73		2.6 117
Share/refer/link friends to a website or an article		20.6 106		14.8 106		2.8 118
Consult consumer reviews		18.2 88		10.0 82	1	- 1.7 67
Listen to Internet-only music service (e.g. Spotify)		17.9 81		14.5 76		- 1.5 58
Use online telephone directory		19.3 128		13.8 138		1.6 139
Download music/MP3 files (free or paid)		16.8 98		9.6 89		1.2 146
Use ad blocking software		19.7 102		8.5 134		5.0 213
Download any video content (free or paid)		22.8 130		10.4 162		2.3 91
Read or look into online newspapers		19.5 161		6.9 127)	2.1 89
Click on an Internet advertisement		11.3 99		6.5 90	1	- 1.8 87
Listen to a podcast		14.5 101		12.8 111		0.8 70
Listen to a radio broadcast via streaming audio		10.2 106		5.0 86		1.0 108
Download/print/redeem discount coupon		- 14.3 128		- 7.7 151		- 1.4 217
Enter online contests		10.4 101		5.4 104		- 0.5 78
Watch a TV broadcast via streaming video		- 5.4 90		- 1.3 73		- 0.5 87
Place/respond to an online classified advertisement	-	9.2 109	1	- 2.1 48		- 0.6 59
Receive store offers by SMS		- 3.2 65	-	2.4 55		
Read or look into online magazines		6.5 120		- 3.7 140		- 1.4 89
Scan mobile tagging barcode/QR		2.5 76	1	2.3 92		
Purchase group deal (e.g. Groupon)		7.7 194	-	6.7 237		
Watch streaming purchased/rented videos (e.g. iTunes)	1	3.1 165				



Internet Activity

Top Website Types*

Activity [Past Week]

Access a news site 38.9 103 24.1 100 6.7 87 Access food/recipes content 30.2 95 15.0 87 3.6 91 Access health-related content 20.5 113 9.3 96 2.8 86	
Access health-related content 20.5 113 9.3 96 2.8 86	
Access professional sports content 7.2 75 5.3 70 1.6 114	
Access restaurant guides/reviews 16.7 106 12.1 103 3.0 142	
Access travel content 20.4 137 10.8 128 3.5 139	_
Access real estate listings/sites 7.9 87 2.2 52 1.1 69	Not
Access a radio station's uebsite 10.3 97 2.4 51 3.8 182	
Access home decor-related content 10.1 134 5.5 190 0.9 80	(
Access a TV station's website 8.3 105 1.1 71 1.1 86	
Access celebrity gossip content 9.9 143 4.9 114 4.7 233	
Access fashion or beauty- related content 10.1 96 8.7 103 5.5 254	
Access automotive all all all all all all all all all al	

Direct Media Usage

Frequency of Use [Occasionally/Frequently]	%	Index
General information from the Internet/websites	39.1	107
Flyers inserted into a community newspaper	36.8	103
Flyers delivered to the door or in the mail	35.1	94
Coupons	35.1	98
Apps/online flyers	32.4	117
Flyers inserted into a daily newspaper	25.6	111
Direct email offers	23.4	95
Local store catalogues	22.0	99
Mail order	13.4	138
Yellow Pages (print)	4.2	99
Yellow Pages (online)	1.7	149

Out of Home Advertising

oticed Advertising [Past Week]
On bus exteriors
On transit shelters
On street furniture (e.g. bus benches)
Billboards
On subway/metro platforms
Inside buses
Inside commuter trains
Inside shopping malls
Screens inside elevators
Digital billboards
Inside subway/metro cars
Inside public washrooms
Inside airports
Inside movie theaters
On taxis

	%	Index
5	35.4	109
5	29.0	122
	22.1	108
5	21.7	92
5	21.5	179
5	21.3	129
5	13.5	149
5	12.9	76
5 .	12.5	130
5 .	12.4	98
5 .	12.3	114
5	10.0	107
5	9.1	163
5	8.8	116
5	4.8	143

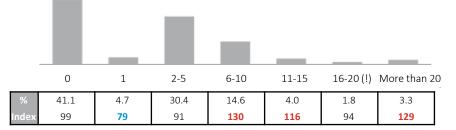
Social Media Usage

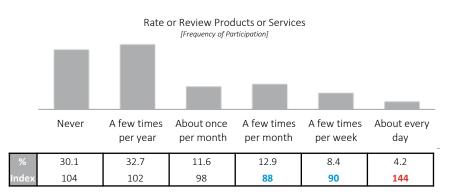
Social Media Overview

- 72% of Eat, Play, Love from the Custom Vancouver target area spent tend to access social media on their mobile phones during the afternoon hours, 70% during the morning hours
- 12% seek recommendations for Vacation/Travel Information via social media (Average)
- 82% believe that Social media companies should not be allowed to own or share their personal information

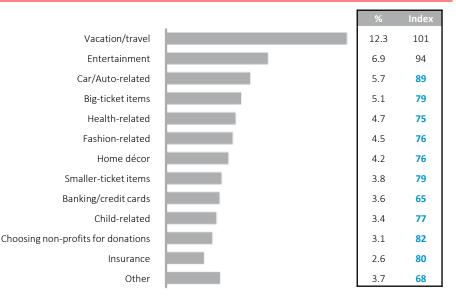
Brand Interaction

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





Seek Recommendations via Social Media*



Top Social Media Attitudes**

Eat, Play, Love from the Custom Vancouver target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information" 82% Index = 101	"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 72% Index = 105
"I tend to ignore marketing and advertisements	"Use SM to stay connected with personal
when I'm in a social media environment"	contacts"
68% Index = 99	45% Index = 106

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

Social Media Usage

Frequency of Participation*			Social Media Uses*				Number of Conne	ections		
A few times per week or more			A few times per week or more				Across all social media			
Participate In	% Comp	Index	4				I	, i	%	Index
View friends' photos online	58.6	115	1			Index	I	, , , , , , , , , , , , , , , , , , ,	70	muex
Watch video online	52.9	108	1				0-49	L!	22.9	72
Read article comments	46.6	114	Stay connected with			ļ			22.5	
Chat in online chats	44.8	101	personal contacts		48.7	110	50-99		14.4	100
Read status updates/tweets	44.5	113	1			ļ	1	,	1	100
Listen to radio or stream music online	37.7	103	ı			ļ	100-149		11.2	97
Share links with friends and colleagues	32.9	105	Keep up to date on general		47.4	104	 I	,		
Click links in news feeds	26.5	96	news/events			10-1	150-199		8.4	100
Read blogs	22.1	107	1			ļ	1			1
Post photos online	15.4	101	Stay connected with family		12.0	105	200-299		7.0	96
Play games with others online	14.3	94	Stay connected with farming		43.0	105	,			
Check in with locations	13.3	106	1			ļ	300-399		10.3	152
Rate or review products online	12.7	103	Keep up to date on			ļ	, I			
Chat in online forums	12.7	106	news/events in my industry		30.0	103	400-499		5.2	111
Update your status on a social network	11.1	97	1	- L		ļ	I I			
Share your GPS location	10.4	87				ļ	500-1000		10.7	127
Comment on articles or blogs	10.1	97	Stay connected with		21.8	104	ľ	/		
Post videos online	5.0	75	work/professional contacts	Ľ		J	More than 1000		9.9	145
Publish blog, Tumblr, online journal	4.2	84	1				Г		L	

Typically use



Note: Base variables are default and vary based on database

below the average



Social Media Usage

Facebook						
Frequent (Past			icy of ^{t Year]}	Use		
1. A.	1.0		_		%	Index
Currently Use	Did Not Use	Use Daily			53.8	8 104
77.2%	18.5%	Use Weekly	۲.		16.9	9 116
(102)	(94)	Use Monthly			6.3	78
Participate In	* (at least a	few times per we	eek)	% Co	mp	Index
Read my news	feed			54.	.3	105
Comment/Like	other users	s' posts		44.3		114
Watch videos				40.1		111
Use Messenge	r			39.8		110
Watch live vide	eos			16.2		105
Post photos				12.	.0	102
Click on an ad				11.	6	121
Like or become	e a fan of a p	oage		11.	.5	100
Update my status			10.	.5	94	
Post videos				3.9	Э	72
Create a Facebook group or fan page					7	81
Create a Faceb	ook fundrai	ser (!)		2.0	C	72
Give to a Facel	book fundra	iser (!)		1.	7	57

LinkedIn						
Frequent [Past			ncy of ^{t Year]}	Use		
Currently Use	Did Not Use	Use Daily	Ŀ		% 10.	
57.4%	38.3%	Use Weekly	н.		19.	8 120
(118)	(87)	Use Monthly			26.	1 117
Participate In	* (at least a	few times per we	eek)	% Co	mp	Index
Read your new	vsfeed			14	.7	146
View a job pos	ting			9.9		120
Watch videos				7.2		120
Search and rev	view other p	rofiles		6.8		116
Comment on o	content			5.8		123
Create a conn	ection			5.	101	
Update your p	rofile inform	nation		4.	129	
Post an article, video or picture (!)			4.	116		
Click on an ad (!)			4.4	4	126	
Request a recommendation (!)			4.1		128	
Participate in LinkedIn forums (!)			2.3		80	
Join a LinkedIr	group (!)			1.	5	74

Instagram						
Frequence [Past			icy of ^{t Year]}	Use		
Currently Use 53.5% (117)	Did Not Use 39.1% (87)	Use Daily Use Weekly Use Monthly			% 33.: 13.! 6.3	5 120
Participate In ³	* (at least a	few times per we	eek)	% Co	mp	Index
View photos/v	rideos			37.	.8	112
Like photos/vi	deos			31.9		112
Watch live vide	eos			17.8		114
Send direct me	essages			16.	.6	107
Comment on photos/videos				15.	.9	103
Post photos/videos			13.2		114	
View a brand's page				11.	.5	112
Click on ads				8.0	5	126
Watch IGTV vio	deos			7.0	5	110

Pinterest

Q		Freq	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		4.9	119
26.6%	63.0%	Use Weekly		9.8	112
(115)	(97)	Use Monthly		11.1	119

Reddit					
Frequer [Pas			ency of Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		6.8	119
18.2%	73.2%	Use Weekly		5.2	94
(114)	(98)	Use Monthly		5.7	128
Participate	Participate In* (at least a few times per month)			mp	Index
View content			12.	.1	108
Follow specific	Subreddits		6.	7	105
Vote on conte	nt		6.3	3	104

WhatsApp					
0		Free	quency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		36.1	95
64.5%	28.6%	Use Weekly		16.2	111
(100)	(103)	Use Monthly		11.3	105

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	43.5	95
Send/receive images	40.4	96
Use group chats	28.2	89
Send/receive documents and files	19.4	91
Use voice calls	15.5	87

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: E

Post content

Source: Environics Analytics 2020

(!) Indicates small sample size

85

3.0



Social Media Usage

Twitter					
ß		Free	quency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		16.2	125
36.9%	54.7%	Use Weekly		9.8	130
(125)	(91)	Use Monthly	ļ	9.8	128
				_	

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	23.6	131
Watch videos	12.1	127
Tweet	8.3	126
Send or receive direct messages	7.9	122
Share a link to a blog post or article of interest	7.5	130
Respond to tweets	6.9	130
Actively follow new users	5.8	127
Retweet	5.6	102
Watch live videos	5.4	118
Follow users who follow you	4.8	123
Click on an ad	2.6	107

Touruse					
Yo		Free	quency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		33.9	97
80.8%	10.7%	Use Weekly		34.6	120
(105)	(80)	Use Monthly	<u> </u>	10.7	93

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	54.3	102
Like or dislike videos	18.4	118
Watch live videos	14.7	100
Share videos	12.1	115
Leave comment or post response on video	6.6	98
Click on an ad	6.1	87
Embed a video on a web page or blog	5.9	106
Create and post a video	4.1	96

		Frequency of Use [Past Year]			
(14.4.4.				%	Index
Currently Use	Did Not Use	Use Daily		1.9	55
10.1%	82.3%	Use Weekly		3.6	83
(81)	(104)	Use Monthly		3.7	98

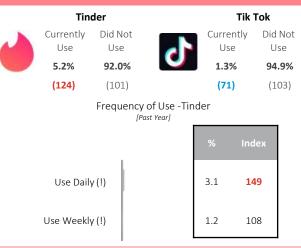
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.5	86
Send direct text messages	4.2	100
Send photos/videos	3.6	90
Use filters or effects	1.9	47
Use group chat	1.7	61
View ads	1.3	72
Use video chat	1.3	68
View a brand's snaps	1.1	58
Read Snapchat discover/News	1.1	40

Audio Podcasts



Freq	uency of [Past Year]	Use	
		%	Index
Use Daily	l	8.7	123
Use Weekly		12.6	154
Use Monthly		8.1	130

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	7.4	126
Listen to another genre of podcast	7.3	117
Listen to an educational podcast	7.1	145
Listen to a comedy podcast	5.7	137
Listen to a business podcast	4.9	129
Listen to a technology focused podcast	3.6	133
Subscribe to a sports podcast**	3.1	103
Subscribe to a comedy podcast (!)	3.1	129
Listen to a sports podcast	2.9	104
Subscribe to a educational podcast	2.5	114
Subscribe to another genre of podcast	2.3	85
Subscribe to a business podcast (!)	2.2	117
Subscribe to a technology podcast (!)	1.9	109
Subscribe to a news podcast	1.8	81



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+