

Overview

Market Sizing

Target Group: 50,071 | 14.1% Market: 355,629



Target Group: 29,427 | 19.1% Market: 154,279

		Target Group	Market		
Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Victoria, BC (CY)	69.6	42.1	230	48,640	30.2
Saanich, BC (DM)	20.3	12.3	68	48,362	30.0
Esquimalt, BC (DM)	6.6	21.4	117	9,017	5.6
Oak Bay, BC (DM)	2.7	10.0	55	7,980	5.0
Langford, BC (CY)	0.6	1.0	6	15,925	9.9
New Songhees 1A, BC (IRI)	0.3	10.8	59	908	0.6

Top Geographic Markets

Top PRIZM Segments							
% of Target Group Households	%						
52 - Friends & Roomies	100.0						

•	Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank
	1 st for the Custom Victoria target area created using Regional District
	Okanagan Similkameen (RDOS) visitor origin FSA's

- Friends & Roomies make up 29,427 households, or 19% of the total Households in the Custom Victoria target area (154,280)
- The Median Household Maintainer Age is 45, 47% of couples have children living at home
- Below Average Household Income of \$71,960 compared to the Custom Victoria target area at \$103,194
- Top Social Value: Multiculturalism The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them
- Above Average interest in Beer/Food/Wine Festivals and Music Festivals
- Above average interest in travelling within Canada (Ontario), Friends & Roomies from the Custom Victoria target area spent an average of \$1,810 on their last vacation
- On average, Friends & Roomies from the Custom Victoria target area spent spend 11hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 81% currently use Facebook, 40% use Instagram and 25% use Twitter

Target Group

Source: Environics Analytics 2020



Demographic Profile			Psychographics**		
Total Popula Target Group: 50,071 Market: 355,629	14.1% Target Group	al Households b: 29,427 19.1% t: 154,279	Introspection & Emp	bathy 147 65	Sexism
Average Household Income	Household Size*	¢	Rejection of Auth Multicultura		Obedience to Authority Social Darwinism
\$71,960 (70)			Racial Fu		Attraction to Nature
Median Household Maintainer Age			Culture Sam Key Social Values	pling 138 76	Religiosity
45 (86) 9 Inc	1 Person 2 Persons 3 Persons 49.4 33.5 9.5 146 91 71	4 Persons 5+ Persons 5.1 2.5 48 46	Multiculturalism Index = 142	Racial Fusion Index = 139	Culture Sampling Index = 138
Marital Status** 40.2% (74)	Family Composition*** 52.7% (109)	Education** 35.4% (110)	Consumptivity Index = 137	Flexible Families Index = 135	5 Need for Escape Index = 128
Married/Common-Law	Couples Without Kids at Home	University Degree]
Visible Minority Presence*	Non-Official Language* Im	migrant Population*	Global Consciousness Index = 124	Social Learning Index = 123	Ecological Concern Index = 123
Elong to a visible minority	No knowledge of English or	19.2% (106)	Primacy of Environmental Protection Index = 122	Ethical Consumeri Index = 120	sm Pursuit of Originality Index = 119
group	French				

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 Strong/Weak values ranked by index *** Based on Census Family Households



Sports & Leisure

Occasionally/Regularly	Participate o	r Attended/Visited	[Past Year]
occusionany/negularly	i un ticipute o	i Allenaca, visitea	[i ase icai]

% Comp	Index	Top 5 Activities Attended*	% Comp	Index
86.7	101	Exhibitions, carnivals, fairs & markets	59.9	107
66.1	94	Parks & city gardens	50.0	104
63.0	112	Movies at a theatre/drive-in	44.0	112
56.6	96	Bars & restaurant bars	39.7	99
55.0	103	Concerts - Theatres & halls	37.5	113
	86.7 66.1 63.0 56.6	86.7 101 66.1 94 63.0 112 56.6 96	86.7101Exhibitions, carnivals, fairs & markets66.194Parks & city gardens63.0112Movies at a theatre/drive-in56.696Bars & restaurant bars	86.7 101 Exhibitions, carnivals, fairs & markets 59.9 66.1 94 Parks & city gardens 50.0 63.0 112 Movies at a theatre/drive-in 44.0 56.6 96 Bars & restaurant bars 39.7

Key Tourism Activities*

Swimming	Hiking & backpacking	Camping	Parks & city gardens	Cycling	Bars & restaurant bars	Canoeing & kayaking	National or provincial park
	Ŕ	<u>kia</u>	*	Å	헛	ŝ	<u>A</u> P
56.6%	54.9%	50.5%	50.0%	46.8%	39.7%	36.6%	36.5%
(96)	(107)	(91)	(104)	(103)	(99)	(99)	(97)
Photography	Pilates & yoga	Cross country skiing & snowshoeing	Specialty movie theatres/IMAX	Ice skating	Golfing	Sporting events	Downhill skiing
Õ	25		÷.	- AL	- Sh	Q. ₽1	Ř
30.6%	29.6%	21.8%	20.1%	20.1%	18.3%	18.2%	17.7%
(81)	(108)	(88)	(88)	(87)	(73)	(94)	(84)
Zoos & aquariums	Historical sites	Beer, food & wine festivals	Music festivals	Fishing & hunting	Video arcades & indoor amusement centres	Marathon or similar event	Power boating & jet skiing
8Tb	∠Ĵ	Å ep	(())			-¥	i ka
16.6%	16.2%	16.0%	15.5%	14.6%	13.9%	13.6%	12.5%
(90)	(81)	(132)	(141)	(63)	(98)	(166)	(84)
Adventure sports	Film festivals	Hockey	Curling	ATV & snowmobiling	Theme parks, waterparks & water slides	Snowboarding	Food & wine shows
S.		÷.	K.	50	Ĥ'n	TAN	₿₽
11.7%	11.4%	10.7%	8.2%	7.6%	7.3%	5.8%	3.7%
(90)	(139)	(87)	(105)	(75)	(80)	(70)	(76)

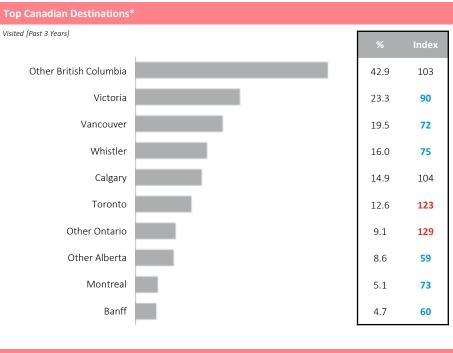
Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

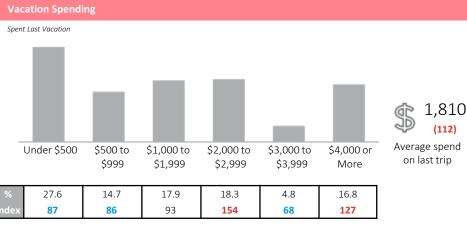
Source: Environics Analytics 2020

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

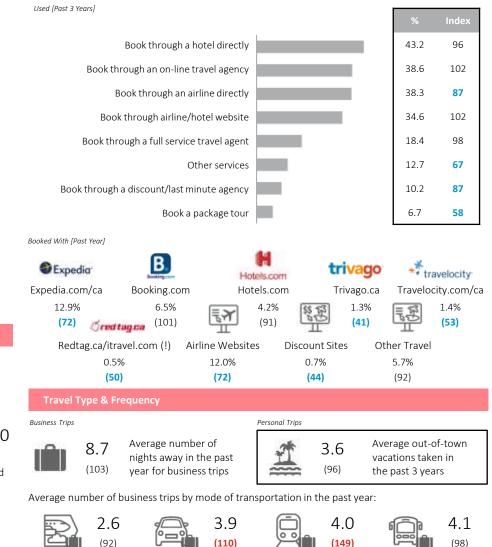


Travel Profile





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 A

Source: Environics Analytics 2020

(!) Indicates small sample size

*Selected and ranked by percent composition



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
49.3%	39.7%	19.0%	20.4%	20.4%	22.7%	6.2%
(87)	(99)	(112)	(84)	(91)	(101)	(64)
					Ŵ	
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
15.6%	10.5%	6.5%	13.4%	2.1%	8.8%	1.2%
(98)	(82)	(58)	(98)	(45)	(120)	(39)

Airline Preferences*

Flown [Past Year]				
🛞 AIR CANADA	WESTJET 🄣	Air transat	porter	٠
Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
42.9%	33.4%	10.8%	0.1%	4.1%
(107)	(99)	(152)	(17)	(80)
UNITED	A DELTA	American Airlines 🔪		
United Airlines	Delta Airlines	American Airlines	Other American	
6.1%	3.2%	2.4%	5.1%	
(83)	(58)	(75)	(73)	
	*	1. Starter and the starter and	R	
European Airlines	Asian Airlines	Other Charter	Other	
5.2%	3.1%	1.0%	5.1%	
(71)	(59)	(56)	(63)	

Car Rental*

Rented From [Past Year]

Enterprise 11.9% (148)	Budget 2.7% (58)	AVIS Avis 0.7% (28)	National National 1.7% (44)
Hertz 1.9%	Discount Discount 4.0%	U-Haul 0.5%	Other Rentals 1.8%
(79)	(206)	(28)	(52)

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

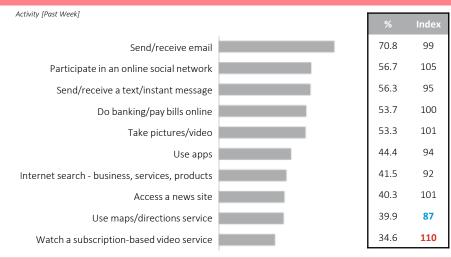
Source: Environics Analytics 2020



Media

Overall Level of Use									
Radio			Television	New	spaper	Magazine	Intern	net	
<u> </u>									
11 hours/week		1	176 minutes/week	1 hou	rs/week	9 minutes/day	264 minut	es/day	
(88)			(99)	(1	23)	(99)	(119)	
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	45.6	115	Movies	47.8 103	Local & Regional News	64.1 108	Other U.S. magazines	14.3	129
Classic Hits	11.9	90	News/current affairs	36.5 115	National News	58.4 106	Hello! Canada	10.2	163
Adult Contemporary	11.6	73	Evening local news	33.8 87	International News & World	53.9 97	Maclean's	7.8	100
Mainstream Top 40/CHR	10.6	101	Documentaries	28.5 93	Movie & Entertainment	41.6 116	Other English-Canadian	7.7	66
Multi/Variety/Specialty	10.1	90	Primetime serial dramas	28.2 99	Food	39.5 117	Canadian Living	7.3	77
Not Classified	10.1	102	Suspense/crime dramas	26.5 98	Travel	34.3 109	National Geographic	5.9	79
Modern/Alternative Rock	9.2	87	Cooking programs	25.9 107	Health	33.7 89	Chatelaine (English edition)	5.2	123
Today's Country	8.9	93	Situation comedies	23.8 96	Editorials	30.8 98	People	5.1	81
Hot Adult Contemporary	8.0	86	Home renovation/decoration shows	23.0 91	Business & Financial	29.9 112	Reader's Digest	4.9	90
Classic Rock	5.9	83	Other programs	21.0 121	Sports	25.2 87	Time	3.9	114

Top Internet Activities*



Top Mobile Activities*

Activity [Past Week]

Send/receive a text/instant message		51.9	98
Send/receive email		48.8	99
Take pictures/video		46.7	97
Participate in an online social network		43.5	107
Use apps		37.7	90
Use maps/directions service		30.8	85
Access a news site		28.0	116
Do banking/pay bills online		25.7	112
Internet search - business, services, products		22.9	88
Research products/services		22.0	132
	-		

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



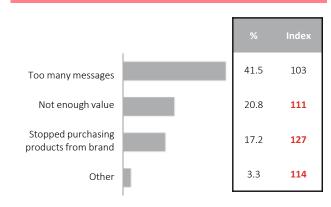
Media



Reasons to Follow Brands									
		%	Index						
To get coupons and discounts		34.1	113						
To enter contests		32.6	105						
To learn about a brand's products /services		31.6	102						
To be among the first to hear brand news		13.8	123						
To provide feedback to the brand		13.7	120						
To engage with content		10.5	124						
To make suggestions for new products/services		6.5	130						
To share brand-related stories with consumers		5.7	123						

Social Media Attitudes		
"I tend to ignore marketing and advertisements when I'm in a social media environment" 75% Index = 101	"Use SM to keep up to date on general news/events" 35% Index = 98	"I am well informed about SM" 33% Index = 107
"Feel comfortable collaborating with others through SM" 29% Index = 108	"Use SM to keep up to date on news/events in my industry" 27% Index = 104	"I am open to receiving relevant marketing messages through social media channels" 18% Index = 90

Reasons to Unfollow Brands



Actions Taken using Social Media								
Variables with Response "Yes"								
		%	Index					
Like brand on Facebook		35.8	104					
Subscribe to brand email newsletter		22.1	106					
Follow brand on Instagram		17.4	133					
Subscribe to brand channel on YouTube		12.9	111					
Join an exclusive online community of consumers who also like the brand		9.5	99					
		8.0	129					

Follow brand on Twitter

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" 83% Index = 104	"I have tried a product/service based on a personal recommendation" 73% Index = 100	"I am very concerned about the nutritional content of food products I buy" 68% Index = 98	"I make an effort to buy local produce/products" 67% Index = 103	"I value companies who give back to the community" 66% Index = 98
"I am interested in learning about different cultures" 66% Index = 105	"l like to cook" 66% Index = 113	"I consider myself to be informed on current events or issues" 64% Index = 102	"I generally achieve what I set out to do" 60% Index = 88	"I like to try new and different products" 56% Index = 110
"It's important to buy products from socially-responsible/environmentally- friendly companies" 56% Index = 99	"I like to try new places to eat" 55% Index = 101	"I offer recommendations of products/services to other people" 53% Index = 95	"When I shop online I prefer to support Canadian retailers" 48% Index = 95	"Family life and having children are most important to me" 42% Index = 76
"I am adventurous/"outdoorsy"" 38% Index = 94	"Vegetarianism is a healthy option" 37% Index = 113	"I am willing to pay more for eco- friendly products" 37% Index = 103	"Free-trial/product samples can influence my purchase decisions" 36% Index = 89	"I prefer to shop online for convenience" 30% Index = 107
	[]	[]	[]	[]
"Staying connected via social media is very important to me" 27% Index = 103	"Advertising is an important source of information to me" 26% Index = 104	"I consider myself to be sophisticated" 26% Index = 111	"I lead a fairly busy social life" 23% Index = 100	"I enjoy being extravagant/indulgent" 15% Index = 80

Index: At least 10% above or below the average



Product Preferences

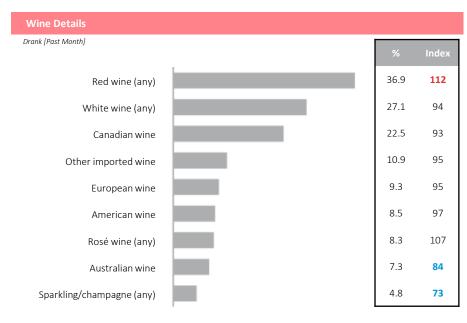
Beer Co	onsumption						
Drinks (Pas	it Week)						
	l			_	_		
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12	2
%	62.8	11.6	4.3	5.1	7.3	8.9	l
Index	96	73	87	87	246	171	

Top 10 Beers*								
Brand Drink [Most Often/Frequently]		%	Index					
Other Canadian microbrewery/craft beer		28.0	115					
Corona		12.3	93					
Stella Artois		11.7	117					
Coors Light		10.9	89					
Other imported brand		10.1	132					
Sleeman (any)		9.8	88					
Alexander Keith's (any)		9.6	74					
Kokanee		9.3	96					
Heineken		9.1	87					
Guinness		8.0	97					

Drank [Past Month]	% Comp	Index
Canadian wine	22.5	93
Cider	12.7	105
Liqueurs (any)	7.1	75

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	21.0	115

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	28.0	115



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 [Past Year]									
Crice a month or more	2-11 times per year II Once a year	%	Index	%	Index	%	Index		
Pizza restaurants	_	7.4	92	51.8	109	3.4	60		
Asian restaurants		14.8	120	43.4	96	3.7	83		
Submarine/sandwich restaurants		7.8	113	30.0	92	6.2	96		
Breakfast style restaurant		6.9	82	33.3	108	6.7	83		
Chicken restaurants	<u> </u>	2.3	92	21.9	107	3.8	102		
lce cream/frozen yogurt restaurants		1.8	60	33.3	112	6.7	142		
Specialty burger restaurants	-	7.7	152	20.8	96	6.9	106		
Italian restaurants		1.4	66	22.5	93	8.4	107		
Steakhouse		0.9	88	13.4	77	16.1	87		
Other ethnic restaurants		3.2	113	30.2	104	12.1	159		
Mexican/Burrito-style restaurants	<u> </u>	4.0	153	30.0	116	12.0	142		
Seafood/Fish and Chips restaurants		0.8	84	16.1	75	8.6	90		

Restaurant Service Type*

Frequency of Visiting [Past Year]

Frequency of visiting [Po	streary						
Croce a month or more	■ 2-11 times per year Once a year	%	Index	%	Index	%	Index
Casual/family dining restaurants	<u> </u>	4.7	86	48.7	102	2.0	44
Food court outlets at a shopping mall		3.7	83	45.9	115	10.0	88
Pub restaurants		6.6	109	50.7	105	3.0	69
Formal dine-in restaurants		3.9	129	37.8	107	8.8	105
Fast casual restaurants		6.2	68	28.3	104	1.6	69
Sports bars	-	2.7	182	14.7	87	1.5	43
Other types		4.9	116	21.9	102	2.3	81

Purchased Organic Food

Done [Past Week]





Product Preferences

Demographics							Loyalty Programs*		
~	Rent		6		Own		Member	%	Index
RENT	67.2% (168)		3	S)	32.8% (55)		Air Miles (excl. airline frequent flyer programs)	59.4	110
		Age	of Children a	at Home			PC Optimum	49.0	93
						÷.,	Credit card with loyalty rewards	40.1	90
N IS							Costco membership (paid)	34.8	82
Households with Children at Home	0 to 4	5 to 9	10 to 14 1	15 to 19	20 to 24	25 or more	SCENE (Cineplex)	34.2	119
19.2% (63)	% 20.5 Index 119	19.6 104	17.1 92	16.3 89	10.2 84	16.3 109	Aeroplan	30.9	102
							Canadian Tire Triangle	27.4	80
Demographic Trends	Hous	sehold Projec	ctions				Hudson's Bay Rewards	26.0	109
31k							Petro Points	22.8	105
30.5k			/				Esso Extra Program	7.4	84
30k							Other airline frequent flyer program	10.0	94
29.5k							Other grocery store card	34.7	104
		24 2025			2028 202		Other store program	8.1	83
2020		023	202	_		081		0.1	
Count 29,427 % Change -		,849 L.4	30,09 2.3			,981 5.3	Other gas program	4.1	62
Index -		39	38			45	Other loyalty program	10.7	92

Target Group



Internet Activity

Activity [Past Week]							
	Internet Activity*	% Index	Internet Activity via Mobile	% Inde	Internet Activity via Tablet	%	Index
Send/receive email		70.8 99		48.8 99		11.6	74
Send/receive a text/instant message		56.3 95		51.9 98		6.2	66
Participate in an online social network		56.7 105		43.5 107		5.9	61
Do banking/pay bills online		53.7 100		25.7 112		3.6	49
Take pictures/video		53.3 101		46.7 97		7.2	117
Use maps/directions service		39.9 87		30.8 85		4.5	85
Use apps		44.4 94		37.7 90		9.4	81
Internet search - business, services, products		41.5 92		22.9 88		6.3	69
Watch a subscription-based video service (e.g. Netflix)		34.6 110		12.9 116		10.8	103
Watch free streaming music videos		30.1 110		19.8 122		7.9	103
Compare products/prices while shopping		24.8 93		14.5 92		6.1	108
Watch other online free streaming videos		30.6 115		20.7 133		4.3	100
Research products/services		31.6 106		22.0 132		3.9	62
Listen to music via streaming video service (e.g. YouTube)		26.8 104		15.8 109		2.5	80
Play/download online games		22.7 96		11.9 98		6.4	120
Purchase products or services		19.6 89	-	6.8 78	1	2.0	63
Share/refer/link friends to a website or an article		19.5 100		11.7 95		1.8	63
Consult consumer reviews		19.6 87		8.2 70		2.6	61
Listen to Internet-only music service (e.g. Spotify)		15.3 85		11.8 79	1	2.2	81
Use online telephone directory		15.7 81		8.0 72	1	2.0	59
Download music/MP3 files (free or paid)		18.2 140	-	4.7 72		0.4	31
Use ad blocking software		21.1 118	-	8.0 98			131
Download any video content (free or paid)		17.3 118		2.6 55	-		156
Read or look into online newspapers	-	9.5 83		4.6 74		1.3	59
Click on an Internet advertisement		10.3 92	-	7.2 116		1.4	93
Listen to a podcast		18.0 127		15.4 149		1.2	64
Listen to a radio broadcast via streaming audio		12.2 106		7.5 113		0.7	34
Download/print/redeem discount coupon		9.4 88		2.6 52		0.4	32
Enter online contests		16.8 151		9.7 191		0.7	52
Watch a TV broadcast via streaming video		8.5 97		2.3 83		0.9	39
Place/respond to an online classified advertisement		14.5 131		8.4 144		0.5	33
Receive store offers by SMS		4.1 72		3.1 67		-	-
Read or look into online magazines		3.0 61		1.3 68		1.2	61
Scan mobile tagging barcode/QR		6.3 120		2.6 65		-	-
Purchase group deal (e.g. Groupon)		1.6 49		1.1 58		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	-	3.4 131				-	-



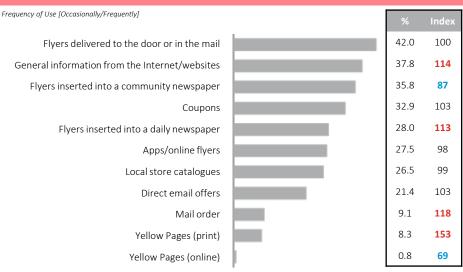
Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile = Tablet							
internet i Mobile i tablet	%	Index	%	Index	%	Index	
Access a news site	40.3	101	28.0	116	9.7	81	Genera Fly
Access food/recipes content	29.6	99	11.1	92	3.7	50	
Access health-related content	22.3	111	11.7	108	3.3	69	
Access professional sports content	9.2	93	6.7	103	0.9	39	
Access restaurant guides/reviews	16.5	112	11.4	108	2.7	81	
Access travel content	13.1	81	7.9	98	1.8	52	
Access real estate listings/sites	10.3	74	6.6	110	1.6	37	Out of Noticed Adver
Access a radio station's website	19.0	159	8.6	176	2.4	80	
Access home decor-related content	10.7	105	4.6	121	1.4	60	
Access a TV station's website	8.6	97	2.2	83	1.0	73	On stree
Access celebrity gossip content	3.8	62	3.3	67	1.0	66	
Access fashion or beauty- related content	11.7	144	10.5	169	2.3	97	
Access automotive news/content	3.0	49	1.5	51	0.3	34	

Direct Media Usage



Out of Home Advertising

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

Target Group Source: Environics Analytics 2020

29.0

23.4

19.5

17.1

15.0

14.7

11.6

10.8

8.8

8.1

7.2

5.6

5.4

5.0

4.1

110

86

108

106

166

87

86

167

153

77

115

125

140

76



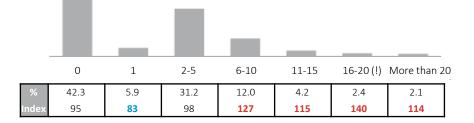
Social Media Usage

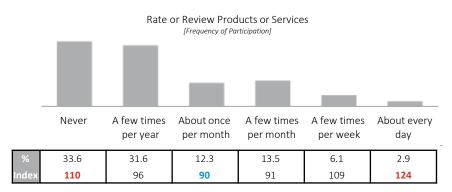
Social Media Overview

- 63% of Friends & Roomies from the Custom Victoria target area spent tend to access social media on their mobile phones during the morning hours, 62% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 88% believe that Social media companies should not be allowed to own or share their personal information

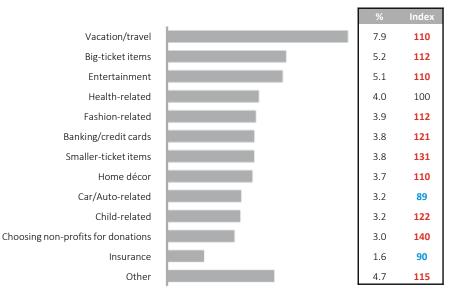
Brand Interaction

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





Seek Recommendations via Social Media*



Top Social Media Attitudes**

Friends & Roomies from the Custom Victoria target area are private about sharing their personal information online							
"Social media companies should not be allowed to own or share my personal information" 88% Index = 100	"I tend to ignore marketing and advertisements when I'm in a social media environment" 75% Index = 101						
"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 73% Index = 100	"Use SM to stay connected with personal contacts" 47% Index = 102						

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

Target Group Source: Environics Analytics 2020

(!) Indicates small sample size



Social Media Usage

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						%	Index
View friends' photos online	51.6	107		%	Index			70	muex
Watch video online	42.2	100	1			0-49		36.3	93
Chat in online chats	40.3	109	Stay connected with			0-45		50.5	55
Read article comments	39.8	95	personal contacts	48.6	107	50-99		13.0	82
Read status updates/tweets	38.4	107				50 55		10.0	
Listen to radio or stream music online	33.4	98				100-149		11.2	101
Share links with friends and colleagues	32.6	114	Keep up to date on general	44.9	97				
Click links in news feeds	26.4	111	news/events		51	150-199		8.2	109
Read blogs	16.9	107							
Play games with others online	16.3	105	Stay connected with family			200-299		6.8	96
Post photos online	15.2	111	Stay connected with family	43.2	98				
Update your status on a social network	11.5	122				300-399		7.1	119
Check in with locations	9.6	99	Keep up to date on						
Comment on articles or blogs	9.4	100	news/events in my industry	25.8	104	400-499		3.8	114
Chat in online forums	9.3	102							
Rate or review products online	9.0	113				500-1000		6.6	112
Share your GPS location	7.5	86	Stay connected with	16.4	104				
Post videos online	4.6	97	work/professional contacts			More than 1000		7.0	160
Publish blog, Tumblr, online journal	4.3	156	I						

Typically use

Mobile Tablet Desktop Laptop 62.9 104 Morning 19.8 78 29.7 94 26.8 97 Morning Morning Morning 62.2 107 15.1 73 32.3 105 29.1 108 Afternoon Afternoon Afternoon Afternoon 45.6 21.4 109 13.1 79 119 14.1 111 Dinner Time Dinner Time Dinner Time Dinner Time 57.6 108 30.1 89 39.3 106 23.1 93 Evening Evening Evening Evening 41.7 113 20.2 102 20.4 119 13.4 106 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								
Frequer (Pas				ncy of t Year]	Use			
					%		Index	
Currently Use	Did Not Use	Use Daily			59.	7	101	
81.3%	16.2%	Use Weekly	۰.		16.0	C	120	
(103)	(89)	Use Monthly			5.3		92	
Participate In [*]	* (at least a	few times per we	eek)	% Co	mp	I	ndex	
Read my news	feed			54.	.1		100	
Comment/Like	other users	s' posts		46.	.6		99	
Use Messenge	r			44.	.2		106	
Watch videos				36.	.6		100	
Post photos				13.	.0		105	
Watch live vide	eos			12.	.5		99	
Update my sta	tus			12.	.2		119	
Like or become	e a fan of a p	oage		11.	.6		119	
Click on an ad				9.0	6		105	
Post videos				4.3	3		104	
Create a Faceb	ook group c	or fan page		3.2	2		117	
Give to a Facel	book fundra	iser (!)		2.2	2		149	
Create a Faceb	ook fundrai	ser (!)		1.0	0		100	

n	Free		'			Index
Did Not		L		%		Index
Use	Use Daily	Ŀ		4.8		101
52.2%	Use Weekly	J		14.	5	120
(94)	Use Monthly	þ.		16.8	3	99
* (at least a	few times per we	eek)	% Co	mp		Index
/sfeed			6.8	3		124
ting			4.	7		146
			4.2	2		124
view other p	rofiles		3.0	5		128
ontent			2.6	5		117
, video or pio	cture (!)		2.2	2		152
ection			2.0	C		120
(!)			1.8	3		107
rofile inform	nation		1.	7		106
inkedIn foru	ums (!)		1.0	C		111
group (!)			1.0	C		102
	Use 52.2% (94) * (at least a /sfeed ting riew other p ontent , video or pin ection (!) rofile inform inkedIn for	Did Not Use Use Daily 52.2% Use Weekly (94) Use Monthly t (at least a few times per we refeed ting tiew other profiles content video or picture (!) tection (!) rofile information inkedIn forums (!)	Did Not Use Use Daily 52.2% Use Weekly (94) Use Monthly (94) Use Monthly (Did Not Use Use Daily 52.2% Use Weekly (94) Use Monthly * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) % Construction * (at least a few times per week) <td< td=""><td>Did Not UseUse Daily4.852.2%Use Weekly (94)14.316.314.416.416.3* (at least a few times per week)% Comprsfeed6.8ting4.74.24.2iew other profiles3.6ontent2.6video or picture (!)2.2ection2.0(!)1.8rofile information1.7inkedIn forums (!)1.0</td><td>Poid Not Use Use Daily % 52.2% Use Weekly 14.5 (94) Use Monthly 16.8 * (at least a few times per weekl) % Comp 14.5 (sfeed 6.8 14.2 ting 4.7 14.2 visfeed 6.8 14.2 ting 4.2 14.2 visfeed 5.6 14.2 ting 2.6 14.2 video or picture (!) 2.2 14.2 ection 2.0 14.2 invideo or picture (!) 1.8 14.2 invideo or picture (!) 1.7 14.2 ting 1.0 14.2</td></td<>	Did Not UseUse Daily4.852.2%Use Weekly (94)14.316.314.416.416.3* (at least a few times per week)% Comprsfeed6.8ting4.74.24.2iew other profiles3.6ontent2.6video or picture (!)2.2ection2.0(!)1.8rofile information1.7inkedIn forums (!)1.0	Poid Not Use Use Daily % 52.2% Use Weekly 14.5 (94) Use Monthly 16.8 * (at least a few times per weekl) % Comp 14.5 (sfeed 6.8 14.2 ting 4.7 14.2 visfeed 6.8 14.2 ting 4.2 14.2 visfeed 5.6 14.2 ting 2.6 14.2 video or picture (!) 2.2 14.2 ection 2.0 14.2 invideo or picture (!) 1.8 14.2 invideo or picture (!) 1.7 14.2 ting 1.0 14.2

Instagram							
0	2	Free		ncy of ^{t Year]}			_
Currently Use	Did Not Use	Use Daily			% 23.8		dex 21
40.4%	51.2%	Use Weekly	μ.		10.3	1	08
(112)	(92)	Use Monthly			5.7	g	91
Participate In [®]	* (at least a	few times per we	eek)	% Co	mp	Ind	ex
Participate In View photos/v		few times per we	eek)	% Co 29.		Ind 11	
	ideos	few times per we	eek)		.6		.6
View photos/v	ideos deos		eek)	29.	.6 .4	11	.6 .7
View photos/v Like photos/vio	ideos deos bhotos/video		eek)	29. 25.	.6 .4 .0	11 11	.6 .7 .7
View photos/v Like photos/vio Comment on p	ideos deos bhotos/video essages		eek)	29. 25. 15.	.6 .4 .0 .5	11 11 11	.6 .7 .7 .8
View photos/v Like photos/vio Comment on p Send direct me	ideos deos photos/video essages eos		eek)	29. 25. 15. 13.	.6 .4 .0 .5 .1	11 11 11 14	.6 .7 .7 .8 .4

9	D	Freq	uency of [Past Year]	Use	
				%	Inde
Currently Use	Did Not Use	Use Daily		5.8	80
27.9%	61.2%	Use Weekly		10.4	88
(88)	(106)	Use Monthly		10.6	93

Reddit						
6	5	1	icy of t Year]	Use		
					Index	
Currently Use	Did Not Use	Use Daily		1.8	85	
8.7%	82.3%	Use Weekly		2.8	144	
(120)	(96)	Use Monthly		3.9	130	
Participate	e In* (at leas montl	st a few times per n)	% Co	mp	Index	
/iew content			5.	3	117	
ollow specific	Subreddits		2.0	5	102	
ote on conte/	nt		1.	7	88	
ost content			1.	1	100	

0.7

126

WhatsApp)				
		Free	quency of [Past Year]	Use %	Index
Currently Use	Did Not Use	Use Daily		18.1	135
43.3%	47.3%	Use Weekly		12.6	113
(119)	(88)	Use Monthly) – I	11.2	105
Participato In	* lat loast a	fow times per w	ook) % Co	mn	Index

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	25.3	134
Send/receive images	22.9	141
Use group chats	15.1	155
Use voice calls	10.4	154
Send/receive documents and files	9.5	164

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

Request a recommendation (!)

Source: Environics Analytics 2020

(!) Indicates small sample size

Click on ads

Watch IGTV videos

5.1

4.7

124



Social Media Usage

Twitter					
R		Frequency of Use [Past Year]			
				%	Index
Currently Use	Did Not Use	Use Daily		10.9	106
25.4%	65.7%	Use Weekly		6.4	91
(105)	(97)	Use Monthly		7.1	112

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.5	106
Watch videos	7.4	104
Tweet	5.6	110
Share a link to a blog post or article of interest	4.8	114
Respond to tweets	4.7	107
Send or receive direct messages	4.7	109
Retweet	4.2	91
Watch live videos	3.6	100
Follow users who follow you	3.0	85
Actively follow new users	2.9	90
Click on an ad	2.4	127

You		Frequency of Use [Past Year]			
				%	Index
Currently Use	Did Not Use	Use Daily		26.3	108
75.2%	13.8%	Use Weekly		33.3	109
(105)	(87)	Use Monthly	j	14.6	92

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	44.4	103
Like or dislike videos	11.8	112
Watch live videos	10.6	110
Share videos	6.3	121
Leave comment or post response on video	6.0	135
Click on an ad	4.3	106
Embed a video on a web page or blog	2.8	121
Create and post a video	2.0	104

		Frequency of Use [Past Year]			Index
Currently Use	Did Not Use	Use Daily		% 3.5	85
13.0%	81.0%	Use Weekly		3.4	111
(110)	(99)	Use Monthly		4.4	107

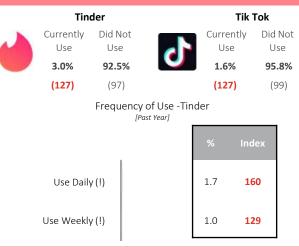
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.8	93
Send direct text messages	4.4	108
Use filters or effects	3.0	103
Send photos/videos	2.6	71
Use group chat	2.1	85
Read Snapchat discover/News	1.9	72
Use video chat	1.7	120
View ads	1.3	93
View a brand's snaps	1.2	82

Audio Podcasts



Frequency of Use [Past Year]			
		%	Index
Use Daily		7.4	132
Use Weekly		7.9	89
Use Monthly		5.7	90

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	7.1	138
Listen to another genre of podcast	5.8	119
Listen to an educational podcast	5.0	118
Listen to a comedy podcast	4.0	145
Listen to a business podcast	3.9	108
Subscribe to another genre of podcast	3.5	157
Listen to a sports podcast	3.0	164
Subscribe to a educational podcast	2.7	117
Subscribe to a news podcast	2.5	151
Subscribe to a business podcast (!)	2.3	154
Subscribe to a sports podcast**	2.2	162
Listen to a technology focused podcast	1.5	90
Subscribe to a comedy podcast (!)	1.5	149
Subscribe to a technology podcast (!)	1.2	121



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+