TOTA
THOMPSON OKANAGAN TOURISM ASSOCIATION

Suburban Sports
PRIZM Segments Included (by SESI): 25
Market: RDOS - Fort Mcmurray

Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st for the Custom Fort Mcmurray target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's

- Suburban Sports make up 5,868 households, or 23.3% of the total Households in the Custom Fort Mcmurray target area (25,230)

- The Median Household Maintainer Age is 46, 52% of couples have children living at home

- Above Average Household Income of $243,531 compared to the Custom Fort Mcmurray target area at $217,053

- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives

- Above Average interest in ATV/Snowmobiling, Downhill Skiing and Curling

- Above Average interest in travelling within Canada (Alberta, Vancouver, Victoria), Suburban Sports from the Custom Fort Mcmurray target area spent an average of $1,583 on their last vacation

- On average, Suburban Sports from the Custom Fort Mcmurray target area spend 14hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)

- 80% currently use Facebook, 38% use Instagram and 30% use Twitter

Market Sizing

Total Population
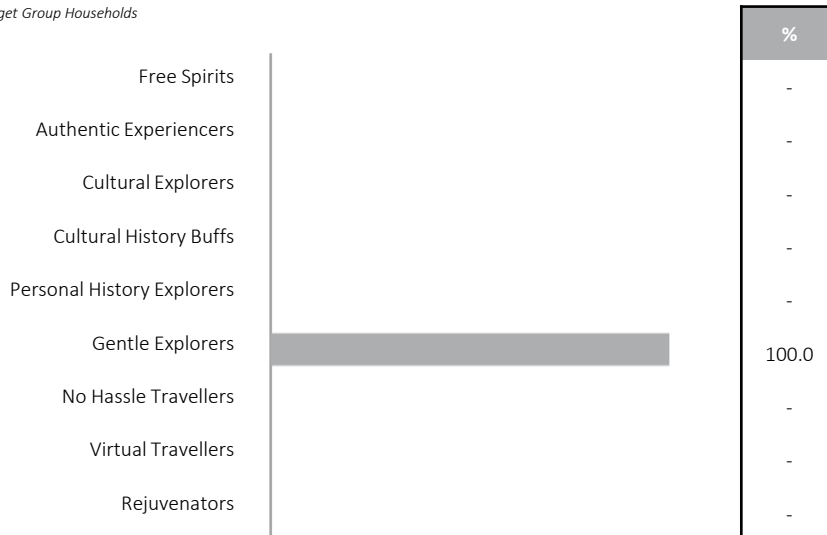Target Group: 16,990 | 24.7%
Market: 68,789

Total Households
Target Group: 5,868 | 23.3%
Market: 25,230

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Wood Buffalo, AB (SM)	100.0	23.0	100	27,216	100.0

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	100.0
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households
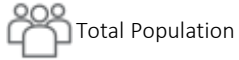
	%
25 - Suburban Sports	100.0

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Demographic Profile

Total Population
Target Group: 16,990 | 24.7%
Market: 68,789

Total Households
Target Group: 5,868 | 23.3%
Market: 25,230
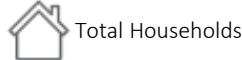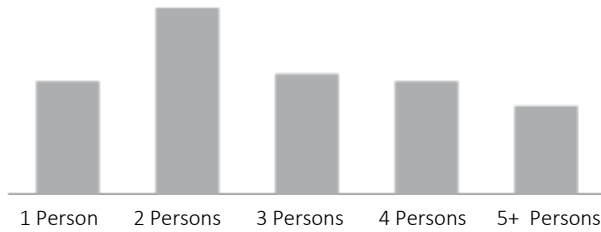
Average Household Income
$243,531
(112)

Median Household Maintainer Age
46
(107)

Household Size*

%	18.2	30.0	19.4	18.2	14.2
Index	**80**	103	106	**110**	107

(columns: 1 Person, 2 Persons, 3 Persons, 4 Persons, 5+ Persons)

Marital Status**
61.1%
(101)
Married/Common-Law

Family Composition***
52.4%
(102)
Couples With Kids at Home

Education**
29.3%
(102)
High School Certificate Or Equivalent

Visible Minority Presence*
20.9%
(61)
Belong to a visible minority group

Non-Official Language*
0.5%
(48)
No knowledge of English or French

Immigrant Population*
16.1%
(64)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Rejection of Orderliness	**137**	**73**	Status via Home
Racial Fusion	**130**	**74**	Sexism
Primacy of the Family	**127**	**77**	Ostentatious Consumption
Need for Escape	**120**	**79**	Active Government
Ethical Consumerism	**120**	**80**	Patriarchy

Key Social Values

Racial Fusion
Index = **130**

Primacy of the Family
Index = **127**

Need for Escape
Index = **120**

Ethical Consumerism
Index = **120**

National Pride
Index = **117**

Work Ethic
Index = **115**

Legacy
Index = **114**

Flexible Families
Index = **111**

Community Involvement
Index = **110**

Multiculturalism
Index = 109

Pursuit of Originality
Index = 106

Culture Sampling
Index = 105

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+
*** Based on Census Family Households

Psychographics benchmarked to Canada, and Strong/Weak values ranked by index

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Suburban Sports

PRIZM Segments Included (by SESI): 25
Market: RDOS - Fort Mcmurray

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.5	100
Camping	67.2	107
Gardening	66.1	106
Bowling	55.8	101
Cycling	55.6	103

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	55.2	104
Sporting events	48.2	100
Parks & city gardens	46.6	100
Other activities & attractions	46.1	96
National or provincial park	46.1	102

Key Tourism Activities**

Camping	Cycling	Swimming	Sporting events	Hiking & backpacking	Parks & city gardens	National or provincial park	Bars & restaurant bars
67.2% (107)	55.6% (103)	54.9% (99)	48.2% (100)	47.1% (99)	46.6% (100)	46.1% (102)	41.3% (102)

Golfing	Fishing & hunting	Zoos & aquariums	Ice skating	Historical sites	Canoeing & kayaking	Specialty movie theatres/IMAX	Photography
36.7% (107)	35.7% (108)	34.6% (104)	31.1% (104)	30.4% (107)	29.9% (99)	28.7% (92)	28.3% (96)

ATV & snowmobiling	Cross country skiing & snowshoeing	Theme parks, waterparks & water slides	Pilates & yoga	Downhill skiing	Curling	Video arcades & indoor amusement centres	Hockey
25.7% (115)	24.2% (107)	23.5% (98)	23.3% (97)	23.0% (110)	17.8% (114)	16.4% (97)	15.3% (100)

Power boating & jet skiing	Dinner theatres	Adventure sports	Beer, food & wine festivals	Inline skating	Music festivals	Snowboarding	RV shows
14.6% (121)	14.1% (129)	11.9% (97)	11.2% (117)	8.6% (92)	7.3% (98)	6.7% (79)	4.9% (88)

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

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other Alberta	34.3	**112**
Banff	33.0	95
Calgary	31.0	105
Other British Columbia	30.4	103
Vancouver	24.2	**112**
Jasper	22.1	102
Victoria	17.1	**115**
Saskatchewan	14.3	107
Toronto	10.0	109
Manitoba	6.9	**89**
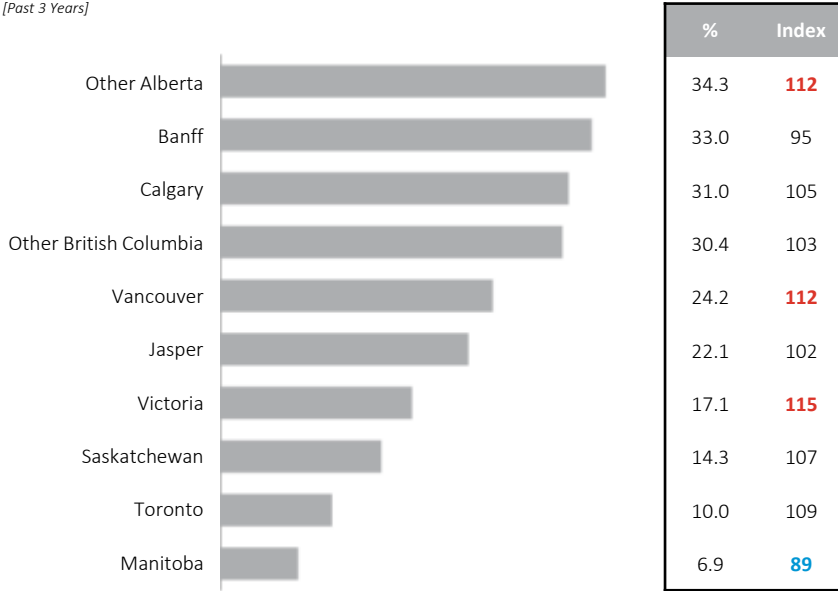
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through a hotel directly	48.2	109
Book through an airline directly	45.4	105
Book through an on-line travel agency	36.1	96
Book through airline/hotel website	34.8	100
Book through a full service travel agent	21.3	109
Other services	16.1	102
Book a package tour	13.5	**114**
Book through a discount/last minute agency	8.3	105

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
19.0%	4.1%	3.6%	1.3%	0.5%
(110)	(105)	**(81)**	**(81)**	**(75)**

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.6%	15.3%	1.3%	3.4%
(63)	(102)	**(75)**	**(82)**

Vacation Spending

Spent Last Vacation
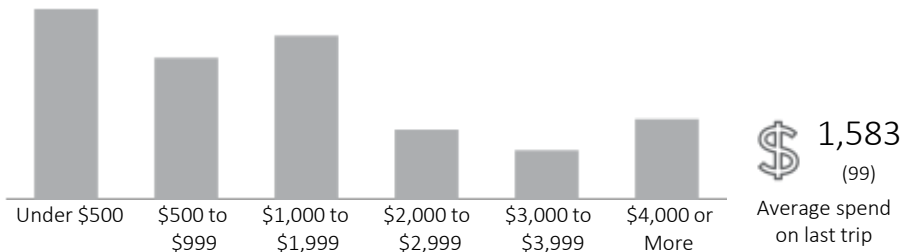
$ **1,583**
(99)
Average spend
on last trip

%	27.4	20.4	23.5	10.0	7.1	11.6
Index	107	101	91	99	93	109

(Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More)

Travel Type & Frequency

Business Trips

9.0
(86)
Average number of nights away in the past year for business trips

Personal Trips
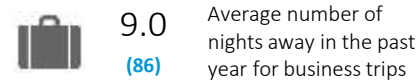
3.7
(99)
Average out-of-town vacations taken in the past 3 years
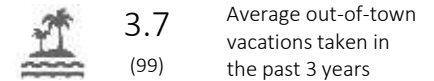
Average number of business trips by mode of transportation in the past year:

3.1 (98)	4.0 (108)	3.4 **(80)**	3.9 **(119)**

Suburban Sports

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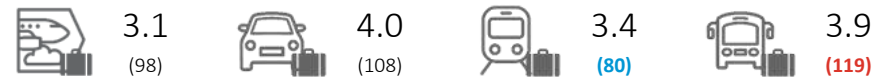
Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
66.6%	37.0%	20.1%	28.2%	23.9%	17.5%	8.1%
(100)	(97)	(101)	(108)	**(119)**	(93)	**(110)**
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
10.8%	11.8%	7.7%	20.2%	5.0%	1.5%	3.8%
(100)	(103)	**(120)**	**(131)**	(96)	**(75)**	**(119)**

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
36.6%	45.0%	5.0%	0.0%	3.0%
(103)	(103)	**(118)**	(109)	**(123)**
United Airlines	Delta Airlines	American Airlines	Other American	
5.3%	5.2%	1.1%	1.5%	
(106)	(93)	**(113)**	(93)	
European Airlines	Asian Airlines	Other Charter	Other	
3.6%	0.7%	5.0%	2.9%	
(100)	**(54)**	**(159)**	(103)	

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
Enterprise	Budget	Avis	National
8.6%	3.2%	4.7%	1.9%
(90)	**(82)**	**(131)**	**(72)**
Hertz	Discount	U-Haul	Other Rentals
1.6%	0.3%	0.3%	2.7%
(108)	**(69)**	**(111)**	**(132)**

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

*Ranked by national values
**Ranked by national values within row
Based on Household Population 12+

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Suburban Sports

PRIZM Segments Included (by SESI): 25
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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
14 hours/week	1,229 minutes/week	1 hours/week	8 minutes/day	222 minutes/day
(108)	(98)	**(127)**	**(117)**	(96)

Top Radio Programs*

Programs [Weekly]

	%	Index
Classic Hits	22.6	**116**
Mainstream Top 40/CHR	19.3	94
News/Talk	18.5	103
Adult Contemporary	14.8	**90**
Today's Country	14.6	100
Hot Adult Contemporary	13.0	100
Classic Rock	11.7	**114**
Modern/Alternative Rock	11.7	102
Classic Country	10.2	108
AOR/Mainstream Rock	9.7	96

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	56.5	101
Evening local news	37.1	107
Hockey (when in season)	30.1	106
Primetime serial dramas	28.9	97
Home renovation/decoration shows	25.8	**110**
CFL football (when in season)	23.9	**113**
Suspense/crime dramas	23.3	103
Situation comedies	23.0	97
Morning local news	20.6	104
Documentaries	20.2	99

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	55.0	100
National News	50.5	102
International News & World	45.7	99
Editorials	30.5	**114**
Movie & Entertainment	29.5	94
Health	27.4	100
Food	25.6	99
Sports	25.1	97
Travel	20.4	98
Business & Financial	19.4	97

Top Magazine Publications*

Read [Past Month]

	%	Index
Reader's Digest	8.2	**135**
CAA Magazine	7.5	107
Maclean's	6.2	**132**
Canadian Living	5.8	**119**
Other U.S. magazines	5.4	99
Hello! Canada	5.3	**127**
National Geographic	5.0	**82**
Our Canada (!)	4.8	**170**
Other English-Canadian	4.5	94
Canadian Geographic	3.7	98

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.9	102
Send/receive a text/instant message	71.0	101
Take pictures/video	58.4	102
Participate in an online social network	55.6	97
Use apps	54.2	99
Do banking/pay bills online	51.8	94
Use maps/directions service	48.2	99
Internet search - business, services, products	44.0	96
Watch a subscription-based video service	40.0	105
Access a news site	35.4	97

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	69.6	100
Send/receive email	60.5	100
Take pictures/video	57.0	103
Use apps	51.6	99
Participate in an online social network	49.0	96
Use maps/directions service	43.1	97
Internet search - business, services, products	32.9	94
Do banking/pay bills online	30.9	97
Access a news site	26.7	98
Watch free streaming music videos	21.1	97

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Media

Social Media Platforms

Usage [Currently Use]

Facebook	YouTube	LinkedIn
79.8%	**70.8%**	**45.3%**
(100)	(99)	(96)

Instagram	Pinterest	WhatsApp
38.1%	**36.5%**	**32.1%**
(93)	(105)	**(85)**

Twitter	Snapchat	Podcasts
29.8%	**21.4%**	**18.6%**
(96)	(103)	**(89)**

Reddit	Health/Fitness	Blogs
10.5%	**9.1%**	**7.8%**
(91)	(98)	**(81)**

Dating App	Tinder	Flickr
4.3%	**2.9%**	**2.8%**
(81)	**(81)**	(93)
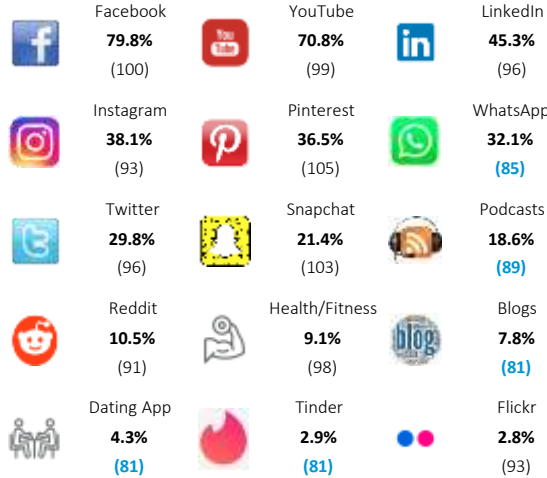
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	38.0	101
To get coupons and discounts	36.6	98
To enter contests	34.4	100
To be among the first to hear brand news	14.0	**89**
To provide feedback to the brand	12.1	94
To engage with content	8.1	**88**
To share brand-related stories with consumers	5.4	94
To make suggestions for new products/services	4.2	**75**

Reasons to Unfollow Brands

	%	Index
Too many messages	40.8	101
Not enough value	19.5	92
Stopped purchasing products from brand	13.8	**88**
Other	3.3	**89**
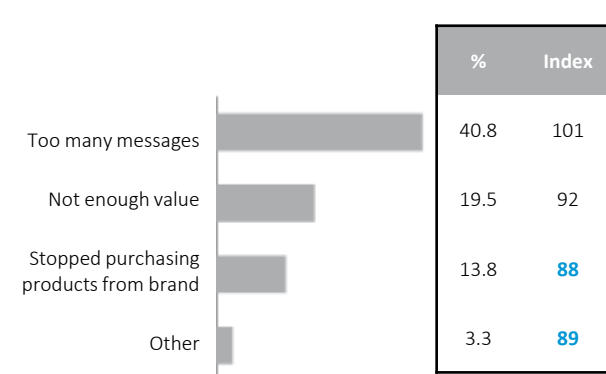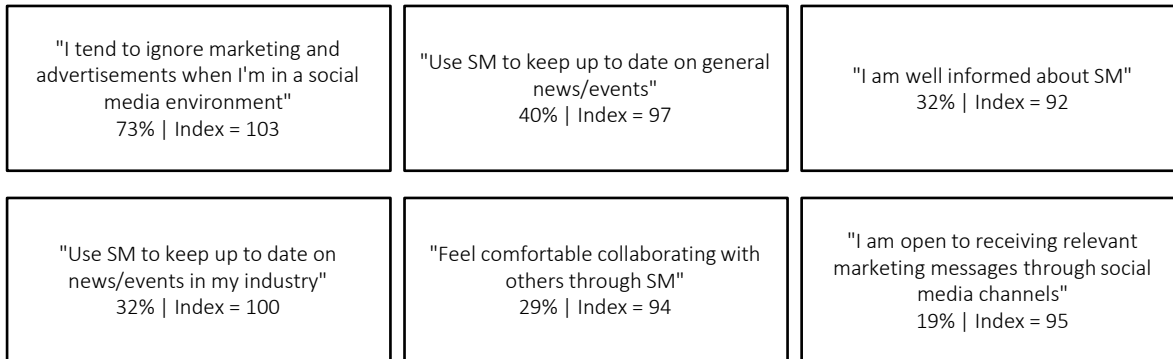
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	41.6	101
Subscribe to brand email newsletter	22.3	96
Follow brand on Instagram	16.1	**88**
Subscribe to brand channel on YouTube	14.3	**88**
Join an exclusive online community of consumers who also like the brand	11.3	97
Follow brand on Twitter	9.1	**90**

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 103

"Use SM to keep up to date on general news/events"
40% | Index = 97

"I am well informed about SM"
32% | Index = 92

"Use SM to keep up to date on news/events in my industry"
32% | Index = 100

"Feel comfortable collaborating with others through SM"
29% | Index = 94

"I am open to receiving relevant marketing messages through social media channels"
19% | Index = 95

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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 75% | Index = 97	"I have tried a product/service based on a personal recommendation" 73% | Index = 98	"I generally achieve what I set out to do" 72% | Index = 99	"Family life and having children are most important to me" 64% | Index = 98	"I value companies who give back to the community" 62% | Index = 97
"I like to cook" 61% | Index = 100	"I am very concerned about the nutritional content of food products I buy" 59% | Index = 95	"I consider myself to be informed on current events or issues" 56% | Index = 102	"I offer recommendations of products/services to other people" 52% | Index = 95	"I am interested in learning about different cultures" 51% | Index = 93
"I make an effort to buy local produce/products" 50% | Index = 94	"I like to try new places to eat" 48% | Index = 94	"When I shop online I prefer to support Canadian retailers" 48% | Index = 98	"I like to try new and different products" 48% | Index = 103	"Free-trial/product samples can influence my purchase decisions" 42% | Index = 96
"I am adventurous/"outdoorsy"" 41% | Index = 97	"It's important to buy products from socially-responsible/environmentally-friendly companies" 40% | Index = 91	"I prefer to shop online for convenience" 29% | Index = 94	"Staying connected via social media is very important to me" 28% | Index = 101	"I am willing to pay more for eco-friendly products" 27% | Index = 98
"Advertising is an important source of information to me" 26% | Index = 91	"Vegetarianism is a healthy option" 25% | Index = 96	"I consider myself to be sophisticated" 24% | Index = 95	"I enjoy being extravagant/indulgent" 21% | Index = 92	"I lead a fairly busy social life" 19% | Index = **87**

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

Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	63.3	19.5	7.4	3.4	3.9	2.5
Index	99	105	**112**	**81**	**121**	**81**
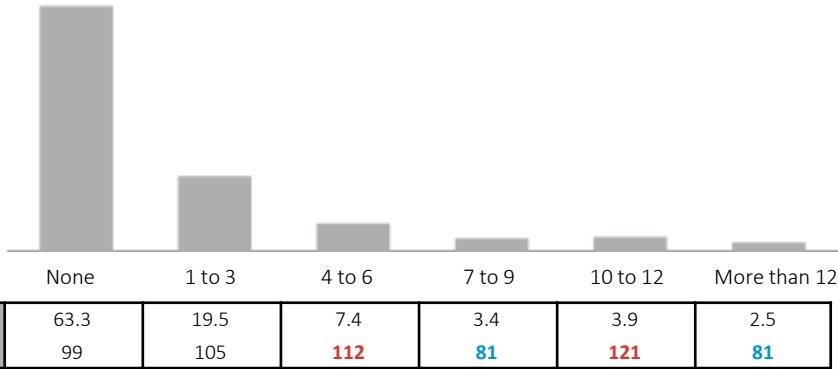
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	13.2	93
Liqueurs (any)	9.1	103
Cider	4.9	**72**

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.0	**113**

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	16.5	**88**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Coors Light	19.1	98
Other Canadian microbrewery/craft beer	16.5	**88**
Corona	16.5	**112**
Bud Light (any)	16.4	108
Molson Canadian	15.1	**117**
Budweiser	14.9	108
Rickard's (any)	13.0	103
Alexander Keith's (any)	12.8	**83**
Stella Artois	12.6	102
Guinness	11.1	**121**
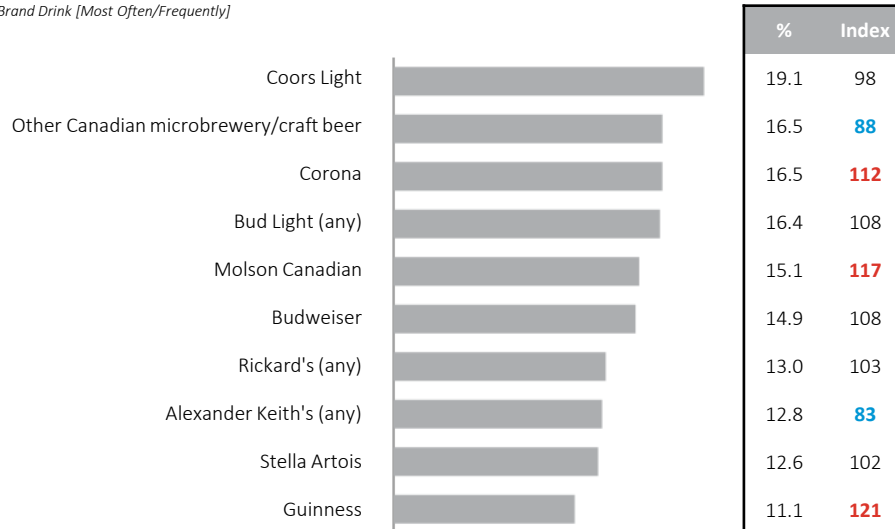
Wine Details

Drank [Past Month]

	%	Index
White wine (any)	22.7	101
Red wine (any)	22.0	93
Canadian wine	13.2	93
Other imported wine	10.7	103
European wine	9.8	**114**
American wine	9.7	101
Rosé wine (any)	8.7	**115**
Australian wine	7.1	109
Sparkling/champagne (any)	5.4	**116**

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
Based on Household Population 12+
*Selected and ranked by percent composition
Ranked by percent composition
9

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Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

Once a month or more ■ 2-11 times per year ░ Once a year

	%	Index	%	Index	%	Index
Pizza restaurants	12.5	99	54.1	100	3.6	100
Asian restaurants	4.8	80	46.4	94	7.8	94
Submarine/sandwich restaurants	10.3	110	47.5	102	4.1	104
Breakfast style restaurant	3.1	75	25.6	94	18.8	106
Chicken restaurants	2.2	82	25.7	107	5.4	117
Ice cream/frozen yogurt restaurants	3.6	109	34.4	100	5.2	112
Specialty burger restaurants	6.2	112	31.1	92	8.0	110
Italian restaurants	0.8	52	23.4	109	5.2	83
Steakhouse	0.5	109	26.3	104	20.8	107
Other ethnic restaurants	2.1	78	16.4	99	9.6	105
Mexican/Burrito-style restaurants	2.6	109	27.5	94	8.8	99
Seafood/Fish and Chips restaurants	0.7	125	16.6	112	6.2	113

Restaurant Service Type*

Frequency of Visiting [Past Year]

Once a month or more ■ 2-11 times per year ░ Once a year

	%	Index	%	Index	%	Index
Casual/family dining restaurants	4.3	81	55.3	103	6.4	119
Food court outlets at a shopping mall	8.6	105	49.2	97	8.7	101
Pub restaurants	3.8	86	31.6	93	6.5	137
Formal dine-in restaurants	2.0	89	32.0	102	13.9	112
Fast casual restaurants	11.7	101	34.4	107	2.7	88
Sports bars	2.0	89	20.0	100	4.2	100
Other types	1.3	107	16.1	100	2.3	108

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
21.1%	11.1%	6.5%
(93)	(102)	(94)

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

*Ranked by national percent composition of Visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Demographics

Rent
19.1%
(57)

Own
80.8%
(122)

Households with Children at Home

46.1%

(108)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	21.4	19.2	16.2	15.3	12.8	15.1
Index	85	94	101	105	120	114
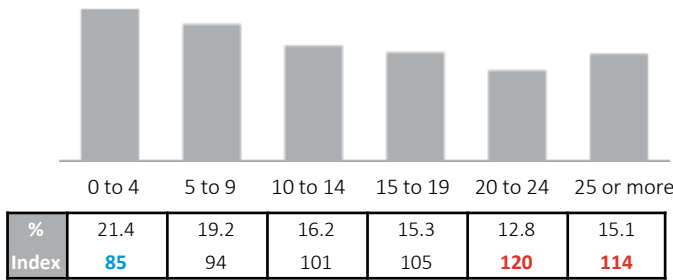
Demographic Trends

Household Projections
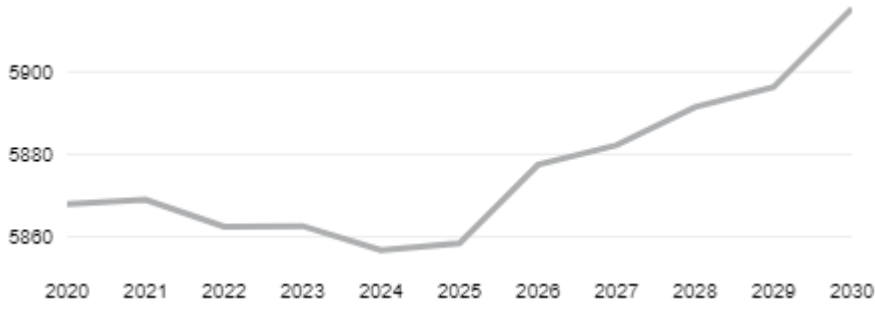
	2020	2023	2025	2030
Count	5,868	5,863	5,858	5,915
% Change	-	-0.1	-0.2	0.8
Index	-	-5	-5	11

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

Loyalty Programs*

Member

	%	Index
Air Miles (excl. airline frequent flyer programs)	64.2	94
PC Optimum	53.4	97
Costco membership (paid)	48.5	94
Canadian Tire Triangle	42.8	101
Credit card with loyalty rewards	38.1	98
SCENE (Cineplex)	32.3	93
Aeroplan	27.8	103
Petro Points	24.3	100
Hudson's Bay Rewards	19.6	92
Esso Extra Program	11.5	107
Other airline frequent flyer program	11.0	102
Other grocery store card	24.7	103
Other store program	10.1	113
Other gas program	12.5	135
Other loyalty program	12.1	121

Sources: DemoStats 2020, DemoStats Trends 2020, 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

Target Group

*Ranked by percent composition and based on Household Population 12+
Based on Households

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Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	72.9	102		60.5	100		12.8	95
Send/receive a text/instant message	71.0	101		69.6	100		5.3	94
Participate in an online social network	55.6	97		49.0	96		7.6	91
Do banking/pay bills online	51.8	94		30.9	97		5.2	87
Take pictures/video	58.4	102		57.0	103		6.2	85
Use maps/directions service	48.2	99		43.1	97		3.6	89
Use apps	54.2	99		51.6	99		13.4	94
Internet search - business, services, products	44.0	96		32.9	94		11.3	110
Watch a subscription-based video service (e.g. Netflix)	40.0	105		20.3	109		15.7	109
Watch free streaming music videos	30.2	96		21.1	97		6.9	83
Compare products/prices while shopping	27.1	96		17.4	89		2.5	76
Watch other online free streaming videos	21.8	86		16.3	82		4.7	86
Research products/services	29.1	104		20.1	101		6.8	117
Listen to music via streaming video service (e.g. YouTube)	23.1	95		15.7	94		3.9	81
Play/download online games	26.9	103		16.4	90		5.7	129
Purchase products or services	23.3	106		11.5	98		3.8	97
Share/refer/link friends to a website or an article	18.1	90		15.5	87		1.9	117
Consult consumer reviews	17.1	96		11.7	94		2.4	110
Listen to Internet-only music service (e.g. Spotify)	17.1	108		14.2	107		1.7	136
Use online telephone directory	22.6	96		18.0	91		2.2	97
Download music/MP3 files (free or paid)	19.3	103		16.0	109		1.0	68
Use ad blocking software	10.6	90		4.7	94		1.0	102
Download any video content (free or paid)	14.5	88		9.2	92		3.4	96
Read or look into online newspapers	10.3	105		5.6	97		2.8	106
Click on an Internet advertisement	10.9	95		8.5	94		1.0	80
Listen to a podcast	11.4	104		8.4	108		1.3	90
Listen to a radio broadcast via streaming audio	9.5	94		6.2	90		0.6	73
Download/print/redeem discount coupon	10.0	85		5.9	84		0.8	104
Enter online contests	9.9	108		6.3	99		0.8	107
Watch a TV broadcast via streaming video	8.0	108		5.7	119		1.3	81
Place/respond to an online classified advertisement	6.4	93		4.3	83		0.4	75
Receive store offers by SMS	7.1	95		6.5	97		-	-
Read or look into online magazines	6.4	106		2.3	83		2.1	116
Scan mobile tagging barcode/QR	2.8	95		2.8	95		-	-
Purchase group deal (e.g. Groupon)	1.8	83		1.3	94		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	3.3	87		-	-		-	-

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Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ▪ Tablet

Website Type	%	Index	%	Index	%	Index
Access a news site	35.4	97	26.7	98	4.8	72
Access food/recipes content	26.3	100	14.5	91	8.4	98
Access health-related content	18.0	112	14.5	113	2.2	97
Access professional sports content	13.7	97	8.7	98	3.2	92
Access restaurant guides/reviews	13.7	95	12.2	99	0.8	84
Access travel content	11.4	101	5.8	101	2.7	98
Access real estate listings/sites	9.5	105	2.6	80	1.1	130
Access a radio station's website	11.5	116	5.6	116	1.1	156
Access home decor-related content	8.2	118	5.1	122	1.7	128
Access a TV station's website	8.0	104	3.6	106	2.2	117
Access celebrity gossip content	6.2	88	4.0	90	1.1	101
Access fashion or beauty-related content	4.2	106	3.5	103	0.8	114
Access automotive news/content	3.3	111	1.6	114	0.5	96

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	44.5	105
Coupons	33.5	99
General information from the Internet/websites	31.7	102
Flyers inserted into a community newspaper	28.1	109
Apps/online flyers	25.9	93
Direct email offers	24.7	99
Local store catalogues	23.0	90
Flyers inserted into a daily newspaper	19.4	101
Mail order	9.4	116
Yellow Pages (print)	7.7	128
Yellow Pages (online)	5.2	137

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	35.8	103
On street furniture (e.g. bus benches)	23.9	98
Inside public washrooms	23.4	107
On bus exteriors	21.5	100
Digital billboards	21.0	93
Inside shopping malls	20.8	99
On transit shelters	17.1	97
Inside movie theaters	10.2	109
Screens inside elevators	8.2	85
Inside buses	6.1	96
Inside airports	5.4	101
Inside commuter trains	4.0	100
On taxis	3.4	106
On subway/metro platforms	2.4	81
Inside subway/metro cars	1.9	105

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

*Ranked by national percent composition for internet activity
Based on Household Population 12+
Ranked by percent composition
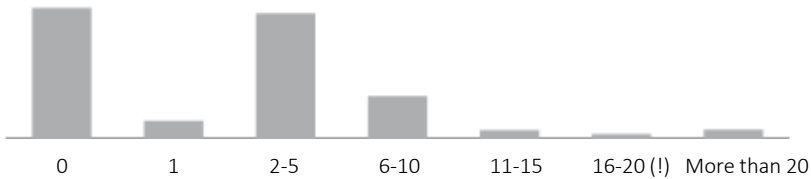
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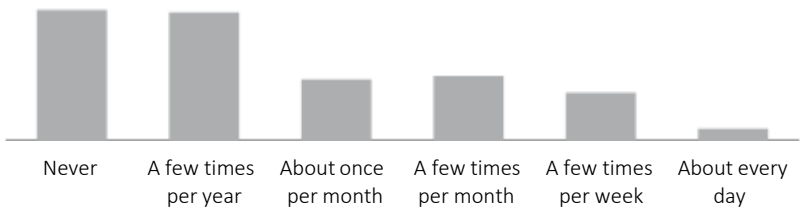## Social Media Usage

Social Media Overview

- 72% of Suburban Sports from the Custom Fort Mcmurray target area spent tend to access social media on their mobile phones during the morning hours, 68% during the afternoon hours

- 12% seek recommendations for Vacation/Travel Information via social media (Average)

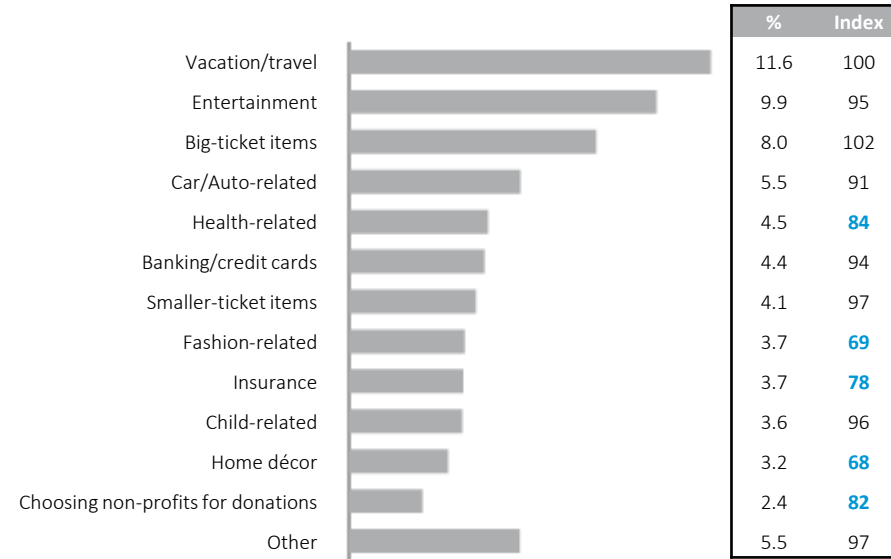- 89% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	11.6	100
Entertainment	9.9	95
Big-ticket items	8.0	102
Car/Auto-related	5.5	91
Health-related	4.5	84
Banking/credit cards	4.4	94
Smaller-ticket items	4.1	97
Fashion-related	3.7	69
Insurance	3.7	78
Child-related	3.6	96
Home décor	3.2	68
Choosing non-profits for donations	2.4	82
Other	5.5	97

Brand Interaction

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

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	38.4	5.4	36.9	12.5	2.6	1.5	2.8
Index	106	92	96	97	93	105	102

Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	29.3	28.8	13.8	14.5	10.8	2.7
Index	107	100	93	97	100	87

Top Social Media Attitudes**

Suburban Sports from the Custom Fort Mcmurray target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
89% | Index = 103

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
75% | Index = 102

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 103

"Use SM to stay connected with personal contacts"
43% | Index = 94

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

Index: At least 10% **above** or **below** the average   Target Group   *Source: Environics Analytics 2020*

(!) Indicates small sample size

*Ranked by percent composition
**Selected and ranked by highest percent composition
Based on Household Population 18+

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Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	50.3	96
Watch video online	48.6	94
Read article comments	47.5	100
Read status updates/tweets	44.5	96
Listen to radio or stream music online	38.4	97
Chat in online chats	36.4	92
Share links with friends and colleagues	29.2	96
Click links in news feeds	24.9	93
Play games with others online	17.2	101
Read blogs	16.6	90
Post photos online	14.3	95
Rate or review products online	13.6	97
Update your status on a social network	13.2	93
Chat in online forums	10.5	90
Comment on articles or blogs	9.5	90
Share your GPS location	9.2	100
Check in with locations	9.2	88
Post videos online	5.8	82
Publish blog, Tumblr, online journal	2.5	71

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	51.4	98
Stay connected with family	47.5	101
Stay connected with personal contacts	44.8	99
Keep up to date on news/events in my industry	30.6	98
Stay connected with work/professional contacts	21.3	97
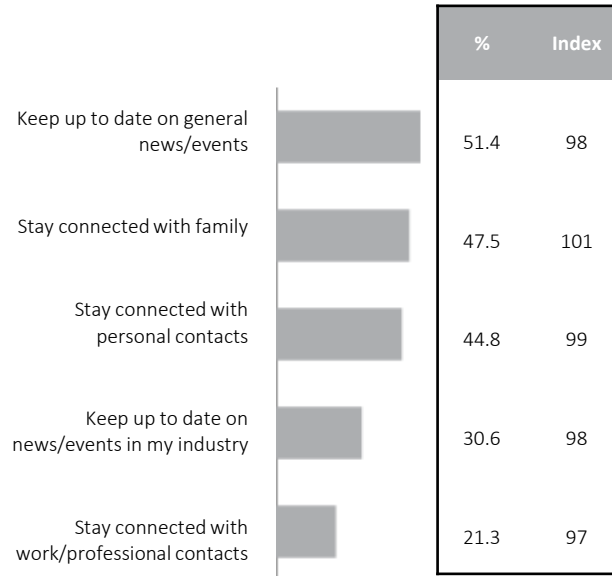
Number of Connections

Across all social media

	%	Index
0-49	31.4	112
50-99	12.8	99
100-149	12.4	102
150-199	8.3	96
200-299	10.6	91
300-399	6.3	96
400-499	4.2	95
500-1000	7.8	87
More than 1000	6.2	96
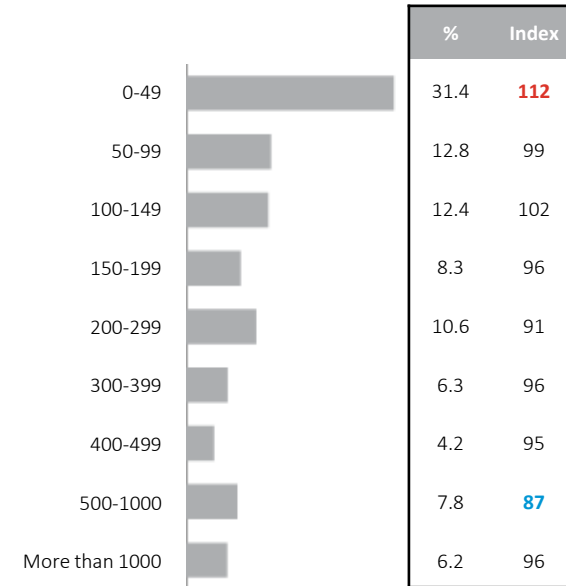
Social Media Access

Typically use

Mobile

	%	Index
Morning	71.9	97
Afternoon	68.0	97
Dinner Time	54.3	94
Evening	66.1	97
Late Night	49.2	93

Tablet

	%	Index
Morning	21.0	108
Afternoon	18.7	104
Dinner Time	15.4	102
Evening	34.9	100
Late Night	18.3	99

Laptop

	%	Index
Morning	22.7	102
Afternoon	24.9	100
Dinner Time	13.0	93
Evening	32.5	96
Late Night	13.6	92

Desktop

	%	Index
Morning	25.0	103
Afternoon	27.5	103
Dinner Time	9.7	98
Evening	23.7	108
Late Night	8.7	103

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
*Ranked by percent composition
Based on Household Population 18+
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Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **79.8%** (100)
Did Not Use **17.0%** (102)

	%	Index
Use Daily	62.8	102
Use Weekly	11.2	89
Use Monthly	4.8	102

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	60.4	99
Comment/Like other users' posts	50.0	99
Use Messenger	43.3	100
Watch videos	42.0	96
Watch live videos	18.6	94
Click on an ad	16.1	100
Post photos	15.4	105
Like or become a fan of a page	14.3	94
Update my status	13.8	101
Post videos	7.5	97
Create a Facebook group or fan page	3.6	82
Create a Facebook fundraiser (!)	1.8	77
Give to a Facebook fundraiser (!)	1.7	70

LinkedIn

Frequency of Use
[Past Year]

Currently Use **45.3%** (96)
Did Not Use **48.3%** (105)

	%	Index
Use Daily	8.7	86
Use Weekly	16.9	97
Use Monthly	16.8	97

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.1	91
View a job posting	7.9	86
Watch videos	6.8	84
Search and review other profiles	6.6	88
Click on an ad (!)	3.5	87
Create a connection	3.2	73
Update your profile information	3.0	89
Comment on content	2.6	79
Participate in LinkedIn forums (!)	1.5	66
Request a recommendation (!)	1.3	68
Post an article, video or picture (!)	1.0	46
Join a LinkedIn group (!)	0.7	45

Instagram

Frequency of Use
[Past Year]

Currently Use **38.1%** (93)
Did Not Use **49.8%** (106)

	%	Index
Use Daily	22.9	94
Use Weekly	9.6	92
Use Monthly	4.9	89

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	27.0	93
Like photos/videos	22.0	91
Comment on photos/videos	13.7	95
Watch live videos	11.9	89
Send direct messages	10.3	88
Post photos/videos	8.0	89
View a brand's page	8.0	87
Watch IGTV videos	5.7	90
Click on ads	3.9	72

Pinterest

Frequency of Use
[Past Year]

Currently Use **36.5%** (105)
Did Not Use **51.4%** (97)

	%	Index
Use Daily	10.2	112
Use Weekly	13.4	101
Use Monthly	12.2	104

Reddit

Frequency of Use
[Past Year]

Currently Use **10.5%** (91)
Did Not Use **81.8%** (102)

	%	Index
Use Daily	3.5	88
Use Weekly	3.7	91
Use Monthly	3.3	101

Participate In* (at least a few times per month)	% Comp	Index
View content	8.0	90
Follow specific Subreddits	5.5	91
Vote on content	3.8	98
Post content	2.1	85
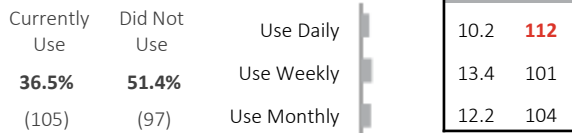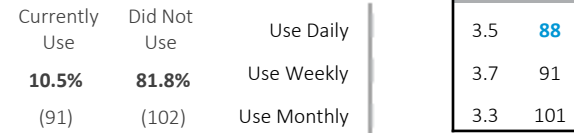
WhatsApp

Frequency of Use
[Past Year]

Currently Use **32.1%** (85)
Did Not Use **57.3%** (110)

	%	Index
Use Daily	11.4	74
Use Weekly	10.9	91
Use Monthly	9.3	96

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	17.8	79
Send/receive images	13.3	71
Use group chats	11.9	76
Use voice calls	6.4	69
Send/receive documents and files	6.0	63

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
Based on Household Population 18+
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Social Media Usage

Twitter

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	11.4	91
29.8%	**57.4%**	Use Weekly	8.9	96
(96)	(102)	Use Monthly	7.9	103

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.9	95
Watch videos	9.9	85
Tweet	6.0	86
Retweet	5.9	90
Send or receive direct messages	5.4	85
Share a link to a blog post or article of interest	5.1	82
Respond to tweets	5.0	83
Watch live videos	4.6	74
Follow users who follow you	4.4	86
Actively follow new users	3.8	74
Click on an ad	1.9	64

YouTube

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	26.8	92
70.8%	**14.5%**	Use Weekly	28.5	102
(99)	(99)	Use Monthly	15.3	107

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	45.5	95
Like or dislike videos	15.0	91
Watch live videos	14.7	95
Share videos	8.9	91
Click on an ad	8.1	94
Leave comment or post response on video	7.1	91
Embed a video on a web page or blog	3.9	87
Create and post a video	2.6	72

Snapchat

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	10.0	106
21.4%	**70.9%**	Use Weekly	7.0	104
(103)	(100)	Use Monthly	4.1	95

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	11.3	101
Send direct text messages	10.1	105
Send photos/videos	9.2	104
Use filters or effects	7.1	95
Use group chat	5.1	102
Read Snapchat discover/News	4.6	98
View a brand's snaps	3.2	101
View ads	2.8	112
Use video chat	2.7	99

Audio Podcasts

Currently Use	Did Not Use
18.6%	**64.3%**
(89)	(103)

Frequency of Use
[Past Year]

	%	Index
Use Daily	4.8	82
Use Weekly	8.1	91
Use Monthly	5.5	95

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.3	87
Listen to an educational podcast	4.5	77
Listen to a business podcast	4.4	85
Listen to a news podcast	4.0	77
Listen to a comedy podcast	3.3	84
Listen to a sports podcast	3.1	83
Subscribe to a sports podcast**	2.7	81
Subscribe to another genre of podcast	2.7	91
Listen to a technology focused podcast	2.7	77
Subscribe to a educational podcast	1.7	63
Subscribe to a business podcast (!)	1.4	65
Subscribe to a news podcast	1.3	76
Subscribe to a comedy podcast (!)	1.1	66
Subscribe to a technology podcast (!)	0.8	61

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
2.9%	**94.2%**
(81)	(101)

Tik Tok

Currently Use	Did Not Use
2.4%	**94.5%**
(90)	(101)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.9	70
Use Weekly (!)	1.6	83

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+
17