TOTA THOMPSON OKANAGAN TOURISM ASSOCIATION

Overview

- Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 1st for the Custom Grande Prairie target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's

- All-Terrain Families make up 7,343 households, or 26.5% of the total Households in the Custom Grande Prairie target area (27,739)

- The Median Household Maintainer Age is 40, 53% of couples have children living at home

- Above Average Household Income of $146,852 compared to the Custom Grande Prairie target area at $130,825

- **Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life

- Above Average interest in Cycling, visiting National or Provincial Parks and Sporting Events

- Above Average interest in travelling within Canada (Banff, British Columbia, Calgary, Jasper, Victoria, Toronto, Niagara Falls), All-Terrain Families from the Custom Grande Prairie target area spent an average of $1,592 on their last vacation

- On average, All-Terrain Families from the Custom Grande Prairie target area spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 0hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day)

- 80% currently use Facebook, 41% use Instagram and 29% use Twitter

Market Sizing

Total Population
Target Group: 20,719 | 28.0%
Market: 73,974

Total Households
Target Group: 7,343 | 26.5%
Market: 27,739

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Grande Prairie, AB (CY)	89.0	26.1	120	25,600	74.4
Grande Prairie County No. 1, AB (MD)	9.4	9.1	42	7,803	22.7
Sexsmith, AB (T)	1.6	11.8	54	999	2.9

EQ Segments

% of Target Group Households

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

Top PRIZM Segments

% of Target Group Households
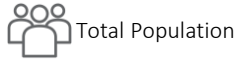
	%
24 - All-Terrain Families	100.0

Sources: DemoStats 2020, PRIZM 2020

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

Top Geographic Markets ranked by percent of group
PRIZM segments ranked on percent composition chosen from highest percent composition

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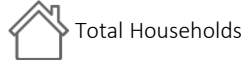
Demographic Profile

Total Population

Target Group: 20,719 | 28.0%
Market: 73,974

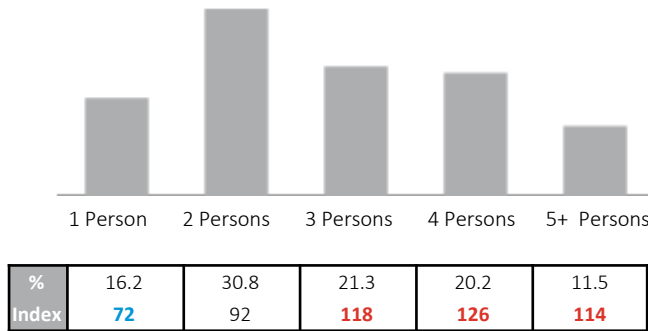**Total Households**

Target Group: 7,343 | 26.5%
Market: 27,739

Average Household Income

$146,852
(112)

Median Household Maintainer Age

40
(93)

Household Size*

%	16.2	30.8	21.3	20.2	11.5
Index	72	92	118	126	114

1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons

Marital Status**

66.3%
(110)

Married/Common-Law

Family Composition***

53.3%
(113)

Couples With Kids at Home

Education**

31.0%
(96)

High School Certificate Or Equivalent

Visible Minority Presence*

13.4%
(103)

Belong to a visible minority group

Non-Official Language*

0.4%
(109)

No knowledge of English or French

Immigrant Population*

10.4%
(97)

Born outside Canada

Psychographics**

Strong Values			Weak Values
Need for Escape	146	55	Enthusiasm for Technology
Concern for Appearance	136	56	Advertising as Stimulus
Cultural Assimilation	129	65	Community Involvement
Joy of Consumption	128	65	Ecological Concern
Pursuit of Originality	126	65	Rejection of Authority

Key Social Values

Need for Escape	Pursuit of Originality	Ecological Fatalism
Index = 146	Index = 126	Index = 126

Flexible Families	Work Ethic	Ethical Consumerism
Index = 126	Index = 122	Index = 121

Effort Toward Health	Emotional Control	Social Intimacy
Index = 117	Index = 114	Index = 109

Multiculturalism	Brand Genuineness	Culture Sampling
Index = 108	Index = 104	Index = 104

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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All-Terrain Families

PRIZM Segments Included (by SESI): 24
Market: RDOS - Grande Prairie

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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.3	103
Camping	67.6	104
Home exercise & home workout	62.2	**110**
Bowling	59.6	**111**
Volunteer work	56.6	106

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	57.6	**110**
Other activities & attractions	51.5	**114**
Parks & city gardens	49.5	107
National or provincial park	46.8	**110**
Sporting events	45.9	**114**

Key Tourism Activities**

Camping	Cycling	Swimming	Parks & city gardens	National or provincial park	Sporting events	Hiking & backpacking	Bars & restaurant bars
67.6% (104)	55.1% **(113)**	53.9% (104)	49.5% (107)	46.8% **(110)**	45.9% **(114)**	44.7% **(114)**	42.5% (107)
Ice skating	Zoos & aquariums	Golfing	Canoeing & kayaking	Specialty movie theatres/IMAX	Theme parks, waterparks & water slides	Fishing & hunting	Photography
38.7% **(117)**	35.4% **(116)**	34.6% (108)	31.6% (108)	30.3% **(112)**	29.1% **(134)**	28.7% (98)	27.4% (96)
Historical sites	Downhill skiing	ATV & snowmobiling	Pilates & yoga	Cross country skiing & snowshoeing	Video arcades & indoor amusement centres	Curling	Power boating & jet skiing
27.4% (104)	26.6% **(122)**	25.0% **(110)**	21.9% (99)	20.6% (93)	16.7% **(134)**	15.2% **(121)**	13.7% (94)
Inline skating	Hockey	Adventure sports	Dinner theatres	Snowboarding	Music festivals	Beer, food & wine festivals	Health and living shows
13.7% **(146)**	13.3% (98)	12.8% (97)	10.7% (98)	8.8% **(125)**	7.8% (94)	7.7% (107)	5.9% **(155)**

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
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Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Banff	37.5	**132**
Other Alberta	34.2	**119**
Other British Columbia	31.4	**120**
Calgary	30.9	**126**
Jasper	22.5	**126**
Vancouver	20.9	107
Victoria	16.0	**117**
Saskatchewan	12.7	102
Toronto	12.5	**111**
Niagara Falls	8.2	**128**

Vacation Spending

Spent Last Vacation
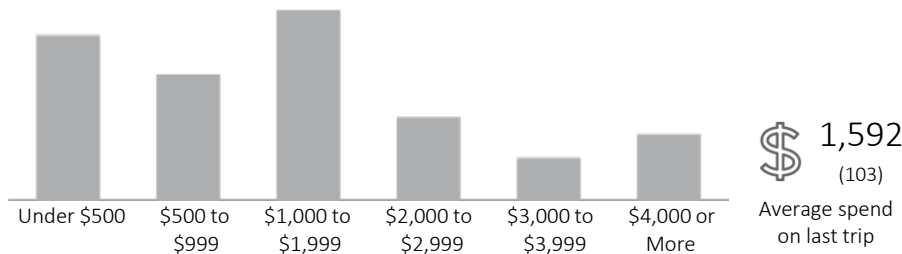
$	1,592
	(103)

Average spend on last trip

%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	24.5	18.7	28.2	12.4	6.4	9.9
Index	92	91	**115**	96	**113**	101

Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	46.3	107
Book through a hotel directly	44.8	109
Book through airline/hotel website	39.3	**118**
Book through an on-line travel agency	35.1	107
Book through a full service travel agent	21.4	99
Other services	15.7	107
Book a package tour	12.9	103
Book through a discount/last minute agency	11.5	**131**

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
17.2%	5.8%	6.8%	2.9%	0.4%
(120)	(105)	**(143)**	**(128)**	**(77)**

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.8%	20.2%	2.9%	5.2%
(95)	**(134)**	**(144)**	**(130)**

Travel Type & Frequency

Business Trips

10.4 (104) — Average number of nights away in the past year for business trips

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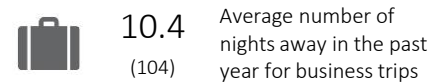
3.7 (104) — Average out-of-town vacations taken in the past 3 years
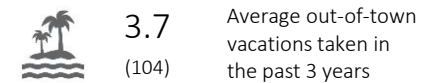
Average number of business trips by mode of transportation in the past year:

3.0 (108)	3.6 (94)	4.5 (105)	2.3 **(83)**

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+

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Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 62.4% (105)	Friends/relatives 41.4% (103)	All-inclusive resort 21.2% (102)	Camping 29.4% **(112)**	Motel 21.9% (105)	Vacation rental by owner 23.1% **(120)**	Cottage 7.9% **(89)**
B&B 14.1% **(117)**	Condo/apartment 9.6% (102)	Cruise ship 3.5% (95)	RV/camper 16.7% (105)	Package tours 5.9% **(140)**	Spa resort 4.0% **(140)**	Boat 2.5% (108)

Airline Preferences**

Flown [Past Year]

Air Canada 37.0% (108)	West Jet 44.5% (105)	Air Transat 4.5% **(111)**	Porter Airlines 0.0% **(4)**	Other Canadian 4.3% **(115)**
United Airlines 6.1% **(117)**	Delta Airlines 6.0% **(113)**	American Airlines 1.1% (94)	Other American 4.2% **(151)**	
European Airlines 4.5% **(124)**	Asian Airlines 0.9% **(113)**	Other Charter 4.5% **(112)**	Other 4.0% **(128)**	

Car Rental*

Rented From [Past Year]

Enterprise 7.3% **(121)**	Budget 2.9% (101)	Avis 4.0% **(113)**	National 2.4% **(135)**
Hertz 1.3% **(127)**	Discount 0.1% **(40)**	U-Haul 0.2% **(51)**	Other Rentals 2.6% **(113)**

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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
14 hours/week	1,259 minutes/week	0 hours/week	6 minutes/day	225 minutes/day
(99)	(97)	(75)	(75)	(103)

Top Radio Programs*

Programs [Weekly]

	%	Index
Classic Hits	21.2	95
Mainstream Top 40/CHR	17.7	111
News/Talk	17.3	89
Adult Contemporary	17.0	118
Today's Country	16.2	98
Hot Adult Contemporary	13.0	117
Modern/Alternative Rock	12.7	145
AOR/Mainstream Rock	10.9	103
Classic Rock	8.4	104
Classic Country	6.7	65

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	57.0	103
Evening local news	32.3	92
Primetime serial dramas	29.3	97
Hockey (when in season)	28.6	93
Situation comedies	24.3	98
Home renovation/decoration shows	23.3	93
Suspense/crime dramas	22.1	87
News/current affairs	21.3	85
Reality shows	20.3	103
Documentaries	19.3	81

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	59.3	104
National News	48.8	99
International News & World	41.2	93
Movie & Entertainment	30.6	94
Sports	26.4	101
Editorials	22.9	89
Food	22.6	86
Health	20.6	87
Business & Financial	17.2	89
Travel	15.5	89

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	6.3	106
Other U.S. magazines	5.7	88
Reader's Digest	4.5	79
Maclean's	4.4	81
Canadian Living	4.2	78
Other English-Canadian	3.8	75
Chatelaine (English edition)	3.6	103
Air Canada enRoute	3.2	113
Zoomer Magazine	3.1	109
Cineplex Magazine	3.1	84

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	75.4	106
Send/receive a text/instant message	73.1	108
Take pictures/video	64.6	113
Use apps	60.1	111
Participate in an online social network	59.5	106
Do banking/pay bills online	58.2	109
Use maps/directions service	54.7	108
Internet search - business, services, products	51.3	109
Watch a subscription-based video service	41.3	116
Compare products/prices while shopping	37.9	115

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	72.0	108
Take pictures/video	63.0	114
Send/receive email	62.1	108
Use apps	57.6	112
Participate in an online social network	55.1	110
Use maps/directions service	51.7	112
Internet search - business, services, products	41.0	114
Do banking/pay bills online	40.5	115
Access a news site	30.8	112
Compare products/prices while shopping	24.4	110

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
Based on Household Population 12+

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Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	80.2%	(100)
YouTube	72.9%	(103)
LinkedIn	45.9%	**(110)**
Instagram	41.3%	**(110)**
Pinterest	40.3%	(108)
WhatsApp	32.4%	(109)
Twitter	28.7%	(108)
Snapchat	21.9%	**(111)**
Podcasts	21.8%	**(116)**
Reddit	12.1%	**(118)**
Health/Fitness	9.8%	**(115)**
Blogs	9.0%	**(112)**
Dating App	4.6%	(96)
Tinder	3.4%	**(111)**
Flickr	2.1%	(105)

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	38.0	109
To get coupons and discounts	38.0	109
To enter contests	37.9	**110**
To provide feedback to the brand	14.7	**110**
To be among the first to hear brand news	13.4	**112**
To engage with content	9.1	**111**
To make suggestions for new products/services	6.1	**113**
To share brand-related stories with consumers	5.5	**90**

Reasons to Unfollow Brands

	%	Index
Too many messages	43.4	106
Not enough value	24.1	**119**
Stopped purchasing products from brand	16.6	**113**
Other	4.2	102
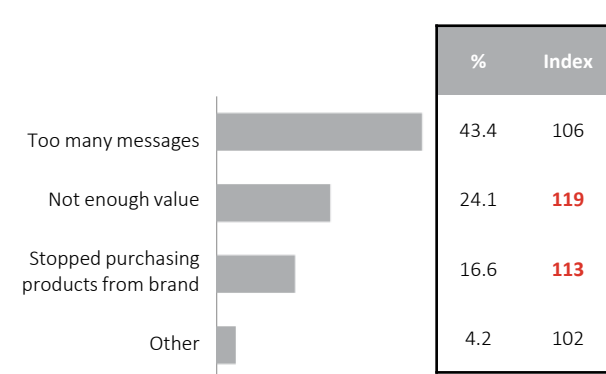
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	45.3	105
Subscribe to brand email newsletter	23.1	109
Follow brand on Instagram	17.0	**122**
Subscribe to brand channel on YouTube	16.3	**111**
Join an exclusive online community of consumers who also like the brand	13.6	**123**
Follow brand on Twitter	8.3	**114**

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 71% | Index = 100

"Use SM to keep up to date on general news/events" 41% | Index = 104

"Use SM to keep up to date on news/events in my industry" 34% | Index = **111**

"I am well informed about SM" 34% | Index = 106

"Feel comfortable collaborating with others through SM" 31% | Index = **110**

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

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+   7

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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% | Index = 99	"I have tried a product/service based on a personal recommendation" 74% | Index = 102	"I generally achieve what I set out to do" 70% | Index = 100	"Family life and having children are most important to me" 69% | Index = 105	"I value companies who give back to the community" 65% | Index = 100
"I like to cook" 64% | Index = 106	"I offer recommendations of products/services to other people" 57% | Index = 100	"I am very concerned about the nutritional content of food products I buy" 57% | Index = 96	"I consider myself to be informed on current events or issues" 54% | Index = 97	"I am interested in learning about different cultures" 53% | Index = 97
"I like to try new and different products" 52% | Index = 108	"I make an effort to buy local produce/products" 51% | Index = **90**	"I like to try new places to eat" 50% | Index = 99	"Free-trial/product samples can influence my purchase decisions" 48% | Index = 105	"When I shop online I prefer to support Canadian retailers" 48% | Index = 98
"It's important to buy products from socially-responsible/environmentally-friendly companies" 47% | Index = 97	"I am adventurous/"outdoorsy"" 43% | Index = 105	"I prefer to shop online for convenience" 34% | Index = **114**	"Staying connected via social media is very important to me" 31% | Index = 99	"I am willing to pay more for eco-friendly products" 30% | Index = 107
"I consider myself to be sophisticated" 28% | Index = 105	"Vegetarianism is a healthy option" 27% | Index = **110**	"Advertising is an important source of information to me" 24% | Index = 96	"I lead a fairly busy social life" 23% | Index = 98	"I enjoy being extravagant/indulgent" 18% | Index = 108

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
%	61.1	19.5	7.3	4.1	4.2	3.7
Index	93	**114**	107	**111**	**125**	106
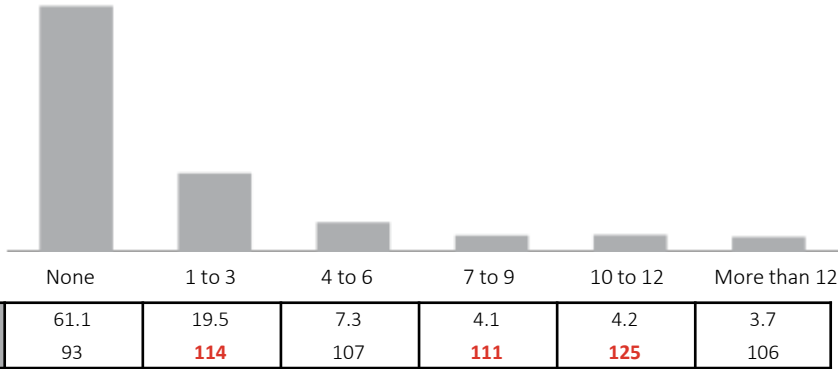
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	11.8	99
Cider	8.0	109
Liqueurs (any)	7.2	**88**

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.5	**114**

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	17.8	105

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Coors Light	18.1	98
Other Canadian microbrewery/craft beer	17.8	105
Stella Artois	17.1	**121**
Budweiser	17.0	**116**
Corona	16.6	102
Bud Light (any)	16.4	**111**
Rickard's (any)	15.3	**124**
Heineken	15.1	**119**
Molson Canadian	14.8	105
Alexander Keith's (any)	14.3	**111**

Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	25.2	**112**
White wine (any)	20.5	100
Other imported wine	11.9	**132**
Canadian wine	11.8	99
American wine	10.9	**130**
European wine	10.7	106
Rosé wine (any)	7.5	**122**
Australian wine	7.0	109
Sparkling/champagne (any)	4.9	**131**

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

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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	16.9	**110**	52.5	101	3.8	**88**
Asian restaurants	6.2	104	48.9	99	9.6	**118**
Submarine/sandwich restaurants	7.8	100	44.0	100	3.0	**76**
Breakfast style restaurant	2.9	**89**	29.0	96	16.6	**113**
Chicken restaurants	4.8	**124**	22.7	**87**	5.1	94
Ice cream/frozen yogurt restaurants	4.0	98	32.9	109	6.0	**112**
Specialty burger restaurants	7.1	107	37.6	**116**	5.8	92
Italian restaurants	2.1	109	19.7	100	4.4	**64**
Steakhouse	0.4	**65**	26.2	**111**	16.7	96
Other ethnic restaurants	3.9	**161**	17.1	106	10.8	**110**
Mexican/Burrito-style restaurants	4.7	108	25.7	**112**	10.4	**118**
Seafood/Fish and Chips restaurants	2.0	**118**	15.5	105	5.7	**73**

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	7.7	**135**	55.7	105	5.9	**90**
Food court outlets at a shopping mall	9.9	97	50.8	108	10.1	103
Pub restaurants	4.7	103	40.2	**114**	4.8	**79**
Formal dine-in restaurants	3.5	**120**	28.8	107	15.7	102
Fast casual restaurants	13.4	**112**	32.1	101	1.7	**65**
Sports bars	3.1	98	20.9	109	3.9	96
Other types	1.7	**86**	15.3	93	2.5	**113**
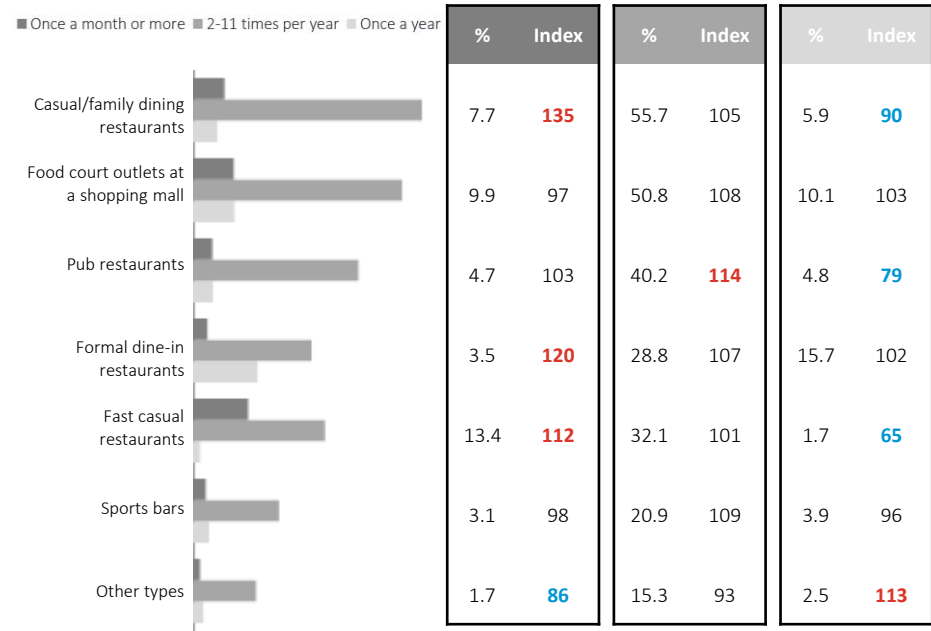
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
24.6%
(117)

Other Organic Food
16.2%
(126)

Organic Meat
9.0%
(120)

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Product Preferences

Demographics

Rent
24.0%
(73)

Own
76.0%
(114)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	27.9	26.1	18.9	14.2	5.3	7.5
Index	115	113	97	88	68	81

Households with Children at Home
51.0%
(115)

Demographic Trends

Household Projections
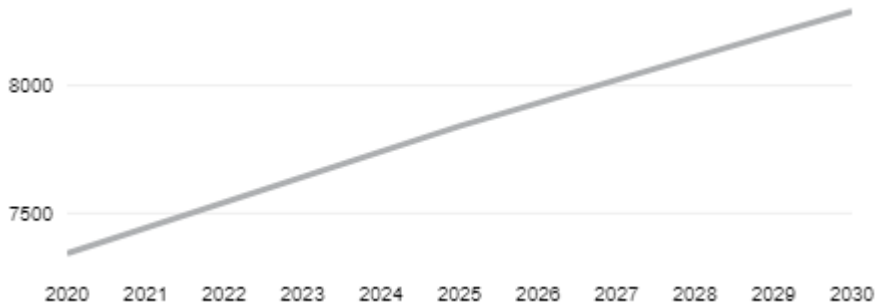
	2020	**2023**	**2025**	**2030**
Count	7,343	7,644	7,841	8,290
% Change	-	4.1	6.8	12.9
Index	-	135	135	129

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)	68.8	103
Costco membership (paid)	55.5	114
PC Optimum	53.9	100
Canadian Tire Triangle	42.7	102
Credit card with loyalty rewards	37.4	107
SCENE (Cineplex)	37.2	118
Aeroplan	30.1	117
Petro Points	22.5	109
Hudson's Bay Rewards	14.4	102
Esso Extra Program	10.7	104
Other airline frequent flyer program	9.5	118
Other grocery store card	23.9	110
Other store program	7.4	104
Other gas program	11.2	100
Other loyalty program	6.6	81

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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	75.4	106		62.1	108		13.5	97
Send/receive a text/instant message	73.1	108		72.0	108		4.0	78
Participate in an online social network	59.5	106		55.1	110		9.2	102
Do banking/pay bills online	58.2	109		40.5	115		7.3	113
Take pictures/video	64.6	113		63.0	114		5.7	123
Use maps/directions service	54.7	108		51.7	112		4.7	97
Use apps	60.1	111		57.6	112		12.4	101
Internet search - business, services, products	51.3	109		41.0	114		11.4	106
Watch a subscription-based video service (e.g. Netflix)	41.3	116		21.5	115		15.5	125
Watch free streaming music videos	34.6	115		23.8	113		8.6	137
Compare products/prices while shopping	37.9	115		24.4	110		2.4	74
Watch other online free streaming videos	28.2	104		22.8	108		5.4	93
Research products/services	26.8	102		18.4	103		4.3	88
Listen to music via streaming video service (e.g. YouTube)	27.4	103		19.8	106		6.2	116
Play/download online games	22.7	97		16.2	99		3.0	73
Purchase products or services	22.3	107		12.1	109		2.7	101
Share/refer/link friends to a website or an article	16.4	97		13.4	95		1.9	89
Consult consumer reviews	22.4	122		14.1	114		2.2	101
Listen to Internet-only music service (e.g. Spotify)	21.4	115		19.3	117		1.2	98
Use online telephone directory	22.2	110		17.5	111		1.9	117
Download music/MP3 files (free or paid)	20.6	113		15.9	112		0.4	64
Use ad blocking software	13.3	99		6.9	107		1.1	82
Download any video content (free or paid)	15.7	119		9.0	113		3.7	133
Read or look into online newspapers	8.3	100		4.7	107		0.7	53
Click on an Internet advertisement	12.7	102		11.4	109		2.3	96
Listen to a podcast	13.0	111		8.8	101		0.6	88
Listen to a radio broadcast via streaming audio	16.9	130		13.7	140		1.4	75
Download/print/redeem discount coupon	12.9	108		8.3	118		0.7	130
Enter online contests	8.7	91		5.2	107		0.5	91
Watch a TV broadcast via streaming video	5.2	99		4.0	111		1.2	111
Place/respond to an online classified advertisement	8.3	99		6.5	123		1.1	76
Receive store offers by SMS	5.5	77		5.0	75		-	-
Read or look into online magazines	5.2	108		2.9	117		1.1	85
Scan mobile tagging barcode/QR	4.4	128		4.4	129		-	-
Purchase group deal (e.g. Groupon)	1.0	83		0.6	84		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	5.3	141		-	-		-	-

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Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.5	105	30.8	112	5.1	101
Access food/recipes content	28.5	99	16.6	102	10.0	126
Access health-related content	17.1	109	14.3	124	2.0	67
Access professional sports content	16.7	124	13.2	119	2.5	109
Access restaurant guides/reviews	14.5	121	12.5	123	0.5	72
Access travel content	10.6	91	7.7	94	2.1	108
Access real estate listings/sites	9.2	119	2.1	90	0.5	52
Access a radio station's website	13.3	114	7.1	111	0.8	87
Access home decor-related content	5.5	75	3.2	81	1.3	67
Access a TV station's website	6.5	94	4.4	111	1.1	73
Access celebrity gossip content	7.7	113	5.9	123	1.8	146
Access fashion or beauty-related content	4.4	116	3.4	114	0.6	99
Access automotive news/content	4.2	99	3.1	122	0.5	74

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	41.8	98
General information from the Internet/websites	34.4	111
Coupons	31.0	98
Apps/online flyers	29.9	99
Flyers inserted into a community newspaper	26.8	102
Direct email offers	23.8	103
Local store catalogues	19.8	96
Flyers inserted into a daily newspaper	18.3	97
Mail order	7.4	100
Yellow Pages (online)	5.1	108
Yellow Pages (print)	4.0	82

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	34.2	101
On street furniture (e.g. bus benches)	25.2	120
Inside public washrooms	23.2	117
Digital billboards	22.8	102
On bus exteriors	20.9	109
Inside shopping malls	20.9	99
On transit shelters	14.5	111
Inside movie theaters	11.7	113
Screens inside elevators	9.9	145
Inside buses	7.7	95
Inside airports	6.5	110
On taxis	5.0	133
Inside commuter trains	4.1	105
On subway/metro platforms	3.0	141
Inside subway/metro cars	2.2	114

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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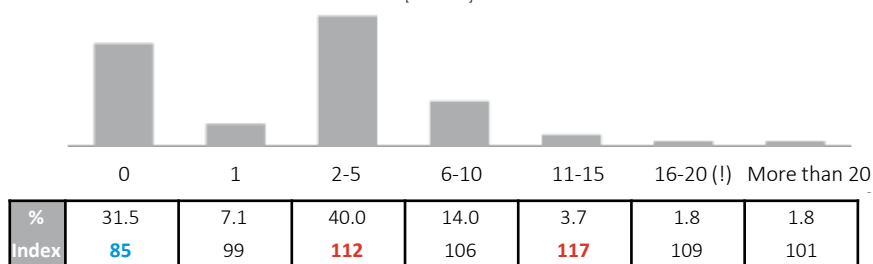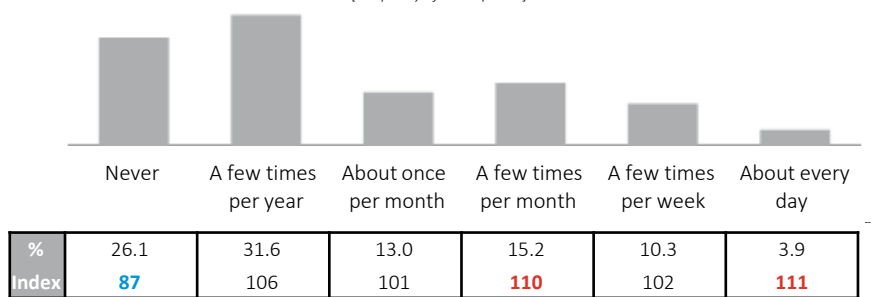## Social Media Usage

Social Media Overview

- 72% of All-Terrain Families from the Custom Grande Prairie target area spent tend to access social media on their mobile phones during the morning hours, 72% during the afternoon hours

- 11% 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

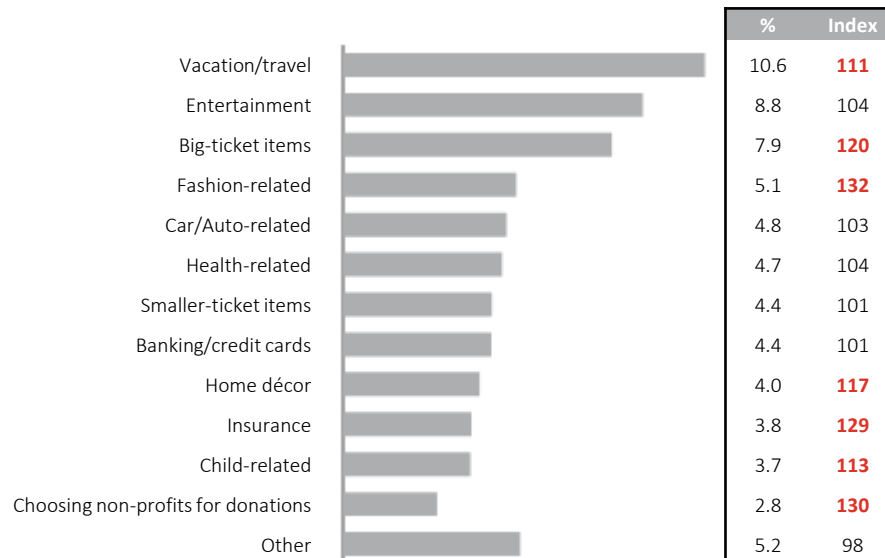### Seek Recommendations via Social Media*

	%	Index
Vacation/travel	10.6	**111**
Entertainment	8.8	104
Big-ticket items	7.9	**120**
Fashion-related	5.1	**132**
Car/Auto-related	4.8	103
Health-related	4.7	104
Smaller-ticket items	4.4	101
Banking/credit cards	4.4	101
Home décor	4.0	**117**
Insurance	3.8	**129**
Child-related	3.7	**113**
Choosing non-profits for donations	2.8	**130**
Other	5.2	98

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
%	31.5	7.1	40.0	14.0	3.7	1.8	1.8
Index	**85**	99	**112**	106	**117**	109	101

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
%	26.1	31.6	13.0	15.2	10.3	3.9
Index	**87**	106	101	**110**	102	**111**

Top Social Media Attitudes**

All-Terrain Families from the Custom Grande Prairie 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 = 99

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 99

"I tend to ignore marketing and advertisements when I'm in a social media environment"
71% | Index = 100

"Use SM to stay connected with personal contacts"
47% | Index = 108

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
Watch video online	50.6	107
View friends' photos online	49.9	103
Read status updates/tweets	49.1	107
Read article comments	48.0	104
Listen to radio or stream music online	40.2	109
Chat in online chats	38.0	107
Share links with friends and colleagues	28.0	98
Click links in news feeds	25.1	105
Play games with others online	17.0	96
Read blogs	16.9	109
Post photos online	16.7	**114**
Update your status on a social network	14.4	103
Rate or review products online	14.1	104
Chat in online forums	11.5	97
Check in with locations	10.1	97
Comment on articles or blogs	9.7	98
Share your GPS location	8.7	94
Post videos online	5.3	100
Publish blog, Tumblr, online journal	1.6	**72**

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	53.7	105
Stay connected with family	48.6	102
Stay connected with personal contacts	47.4	103
Keep up to date on news/events in my industry	34.7	**110**
Stay connected with work/professional contacts	21.9	103
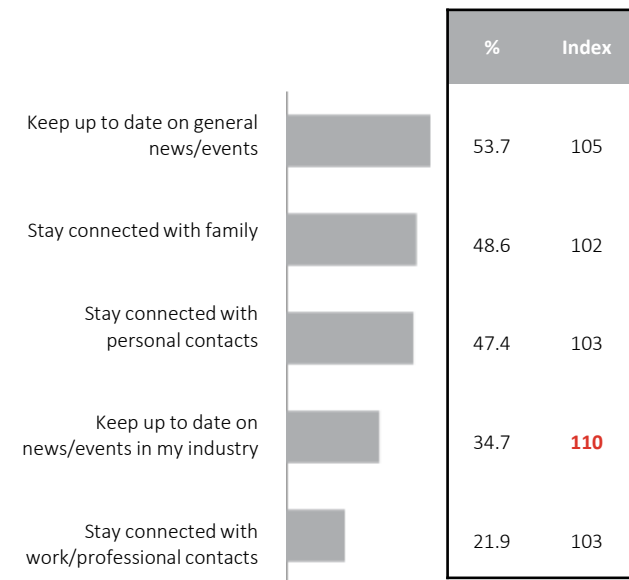
Number of Connections

Across all social media

	%	Index
0-49	25.3	**81**
50-99	10.9	**86**
100-149	14.5	108
150-199	8.8	106
200-299	12.9	**121**
300-399	7.2	**114**
400-499	5.0	**117**
500-1000	8.3	**120**
More than 1000	7.2	**116**
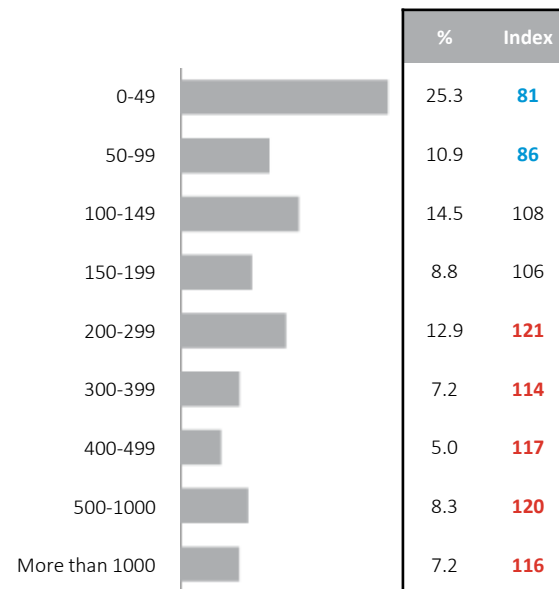
Social Media Access

Typically use

Mobile

	%	Index
Morning	72.3	104
Afternoon	71.9	107
Dinner Time	57.5	107
Evening	68.2	105
Late Night	52.6	108

Tablet

	%	Index
Morning	23.6	102
Afternoon	18.8	97
Dinner Time	16.7	103
Evening	38.5	109
Late Night	19.5	102

Laptop

	%	Index
Morning	19.5	**89**
Afternoon	21.7	93
Dinner Time	12.7	**89**
Evening	33.1	100
Late Night	15.0	103

Desktop

	%	Index
Morning	23.8	98
Afternoon	25.2	101
Dinner Time	9.5	**85**
Evening	20.8	92
Late Night	7.3	**77**

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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All-Terrain Families
PRIZM Segments Included (by SESI): 24
Market: RDOS - Grande Prairie

Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **80.2%** (100)
Did Not Use **17.2%** (105)

	%	Index
Use Daily	65.0	102
Use Weekly	11.5	106
Use Monthly	3.4	65

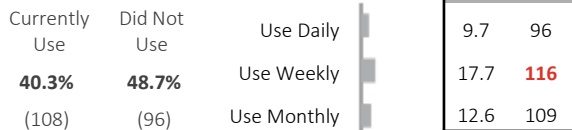| Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	63.2	105
Comment/Like other users' posts	54.6	104
Use Messenger	43.9	103
Watch videos	43.5	106
Watch live videos	17.4	100
Like or become a fan of a page	17.0	102
Post photos	16.2	108
Update my status	14.6	105
Click on an ad	14.1	108
Post videos	6.7	106
Create a Facebook group or fan page	3.0	90
Create a Facebook fundraiser (!)	1.9	105
Give to a Facebook fundraiser (!)	1.8	102

LinkedIn

Frequency of Use
[Past Year]

Currently Use **45.9%** (110)
Did Not Use **48.3%** (95)

	%	Index
Use Daily	11.3	120
Use Weekly	15.2	101
Use Monthly	16.9	113

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.6	116
View a job posting	9.5	114
Watch videos	6.7	110
Search and review other profiles	6.0	103
Update your profile information	4.2	112
Create a connection	3.3	102
Comment on content	3.2	101
Click on an ad (!)	2.6	116
Post an article, video or picture (!)	1.7	96
Participate in LinkedIn forums (!)	1.4	89
Request a recommendation (!)	1.2	81
Join a LinkedIn group (!)	0.8	82

Instagram

Frequency of Use
[Past Year]

Currently Use **41.3%** (110)
Did Not Use **48.0%** (91)

	%	Index
Use Daily	21.8	110
Use Weekly	11.4	104
Use Monthly	7.1	124

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	28.1	111
Like photos/videos	24.6	113
Comment on photos/videos	14.9	117
Watch live videos	12.9	111
Send direct messages	11.0	122
View a brand's page	8.5	111
Post photos/videos	8.4	105
Watch IGTV videos	6.4	111
Click on ads	4.3	115

Pinterest

Frequency of Use
[Past Year]

Currently Use **40.3%** (108)
Did Not Use **48.7%** (96)

	%	Index
Use Daily	9.7	96
Use Weekly	17.7	116
Use Monthly	12.6	109

Reddit

Frequency of Use
[Past Year]

Currently Use **12.1%** (118)
Did Not Use **81.6%** (97)

	%	Index
Use Daily	4.7	116
Use Weekly	4.6	132
Use Monthly	2.8	109

Participate In* (at least a few times per month)	% Comp	Index
View content	10.0	124
Follow specific Subreddits	7.1	117
Vote on content	5.3	112
Post content	3.6	122
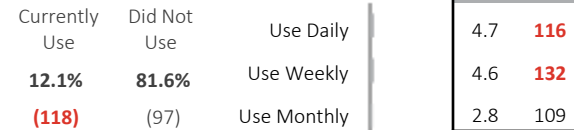
WhatsApp

Frequency of Use
[Past Year]

Currently Use **32.4%** (109)
Did Not Use **57.3%** (93)

	%	Index
Use Daily	10.5	106
Use Weekly	11.5	109
Use Monthly	9.7	114

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	17.6	108
Send/receive images	14.6	110
Use group chats	10.7	107
Send/receive documents and files	6.8	106
Use voice calls	5.2	90

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

	Currently Use	Did Not Use
	28.7%	**58.4%**
	(108)	(94)

Frequency of Use [Past Year]

	%	Index
Use Daily	10.4	96
Use Weekly	7.9	107
Use Monthly	9.4	126

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.3	104
Watch videos	9.0	99
Retweet	5.9	105
Share a link to a blog post or article of interest	5.2	95
Tweet	5.1	85
Watch live videos	4.9	100
Respond to tweets	4.3	84
Send or receive direct messages	4.1	85
Follow users who follow you	3.2	78
Actively follow new users	3.1	84
Click on an ad	1.6	76

YouTube

	Currently Use	Did Not Use
	72.9%	**14.7%**
	(103)	(93)

Frequency of Use [Past Year]

	%	Index
Use Daily	26.4	100
Use Weekly	30.8	107
Use Monthly	15.7	103

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	45.1	104
Like or dislike videos	15.2	104
Watch live videos	13.6	100
Share videos	9.4	107
Leave comment or post response on video	7.3	103
Click on an ad	6.0	95
Embed a video on a web page or blog	3.2	79
Create and post a video	3.1	108

Snapchat

	Currently Use	Did Not Use
	21.9%	**70.8%**
	(111)	(97)

Frequency of Use [Past Year]

	%	Index
Use Daily	11.2	114
Use Weekly	6.8	109
Use Monthly	2.8	90

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	12.6	116
Send photos/videos	10.7	122
Send direct text messages	10.2	113
Use filters or effects	8.1	124
Read Snapchat discover/News	5.8	118
Use group chat	5.1	118
View a brand's snaps	3.6	98
Use video chat	3.0	102
View ads	2.5	95

Audio Podcasts

	Currently Use	Did Not Use
	21.8%	**62.6%**
	(116)	(96)

Frequency of Use [Past Year]

	%	Index
Use Daily	6.3	122
Use Weekly	8.1	111
Use Monthly	6.8	117

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	6.0	126
Listen to a news podcast	4.7	132
Listen to an educational podcast	4.5	127
Listen to a business podcast	4.4	124
Listen to a sports podcast	4.3	138
Subscribe to a sports podcast**	4.2	140
Listen to a comedy podcast	3.6	117
Subscribe to another genre of podcast	3.5	121
Listen to a technology focused podcast	2.8	121
Subscribe to a educational podcast	2.2	130
Subscribe to a business podcast (!)	1.7	153
Subscribe to a comedy podcast (!)	1.4	110
Subscribe to a news podcast	1.2	103
Subscribe to a technology podcast (!)	0.9	97

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
3.4%	**94.4%**
(111)	(100)

Tik Tok

Currently Use	Did Not Use
1.9%	**94.6%**
(82)	(100)

Frequency of Use -Tinder [Past Year]

	%	Index
Use Daily (!)	1.3	115
Use Weekly (!)	2.1	133

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+