

Overview

- Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 1st for the Custom La Crete target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Country & Western make up 21,572 households, or 72.5% of the total Households in the Custom La Crete target area (29,753)
- The Median Household Maintainer Age is 45, 47% of couples have children living at home
- Average Household Income of \$105,817 compared to the Custom La Crete target area at \$113,765
- Top Social Value: Ecological Fatalism:** A tendency to believe that today's environmental problems are too big for any one person to affect. People strong on this construct feel that environmental destruction is somewhat acceptable and inevitable and accept the notion that job protection or economic advancement should be allowed at the expense of environmental protection.
- Average interest in Camping, Swimming and visiting National or Provincial Parks
- Average interest in travelling within Canada, Country & Western from the Custom La Crete target area spent an average of \$1,5451 on their last vacation
- On average, Country & Western from the Custom La Crete target area spend 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (13 min/day)
- 84% currently use Facebook, 32% use Instagram and 22% use Twitter

Market Sizing



Total Population

Target Group: 66,941 | 72.5%
 Market: 92,298



Total Households

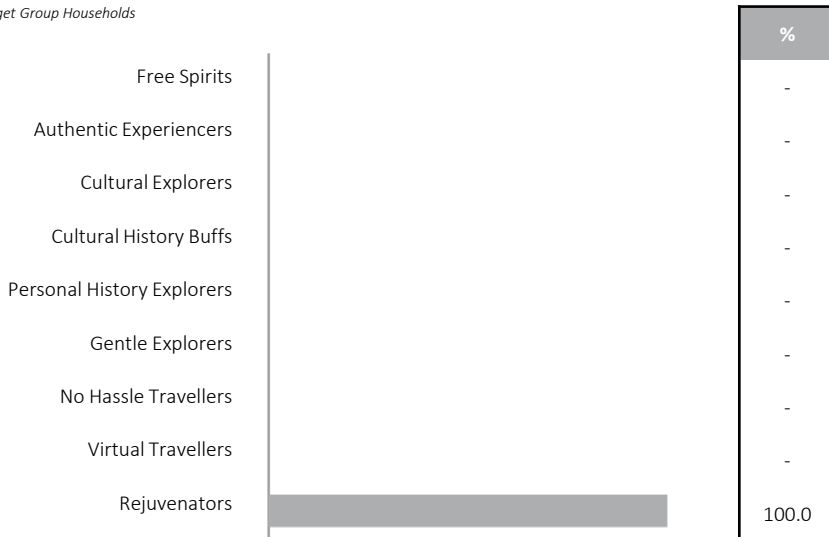
Target Group: 21,572 | 72.5%
 Market: 29,753

Top Geographic Markets

| Census Subdivision | Target Group | | | Market | |
|--------------------------------------|--------------|-------------|-------|----------|-------------|
| | % of Group | % of Market | Index | HH Count | % of Market |
| Grande Prairie County No. 1, AB (MD) | 10.8 | 38.6 | 99 | 7,803 | 10.9 |
| Mackenzie County, AB (SM) | 8.3 | 75.6 | 194 | 3,036 | 4.3 |
| Yellowhead County, AB (MD) | 7.3 | 44.8 | 115 | 4,535 | 6.4 |
| Greenview No. 16, AB (MD) | 5.6 | 82.7 | 212 | 1,879 | 2.6 |
| Big Lakes County, AB (MD) | 5.3 | 73.8 | 189 | 1,981 | 2.8 |
| Peace River B, BC (RDA) | 4.0 | 65.6 | 168 | 1,697 | 2.4 |
| Fairview, AB (T) | 4.0 | 93.4 | 239 | 1,186 | 1.7 |
| Northern Lights County, AB (MD) | 3.9 | 73.1 | 187 | 1,485 | 2.1 |
| Grande Cache, AB (T) | 3.3 | 79.0 | 203 | 1,155 | 1.6 |
| Grimshaw, AB (T) | 3.2 | 85.8 | 220 | 1,047 | 1.5 |

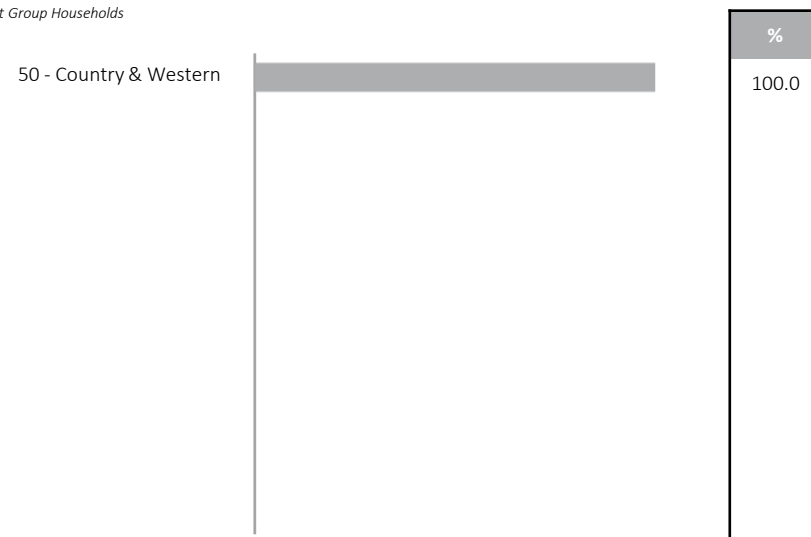
EQ Segments

% of Target Group Households

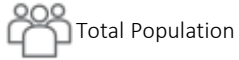


Top PRIZM Segments

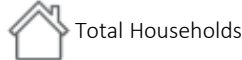
% of Target Group Households



Demographic Profile



Total Population
 Target Group: 66,941 | 72.5%
 Market: 92,298

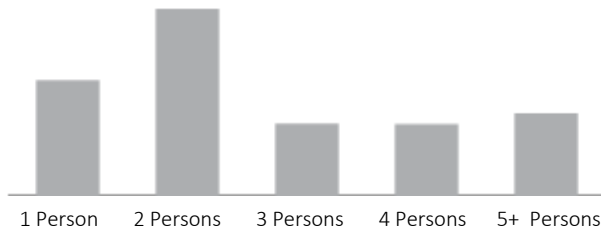


Total Households
 Target Group: 21,572 | 72.5%
 Market: 29,753

Average Household Income

\$105,817
 (93)

Household Size*



Median Household Maintainer Age

52
 (101)

Marital Status**

63.2%
 (99)

Married/Common-Law

Family Composition***

46.6%
 (98)

Couples With Kids at Home

Education**

34.6%
 (103)

No Certificate, Diploma Or Degree

Visible Minority Presence*

3.0%
 (98)

Belong to a visible minority group

Non-Official Language*

1.3%
 (106)

No knowledge of English or French

Immigrant Population*

5.7%
 (100)

Born outside Canada

Psychographics**

Strong Values

Cultural Assimilation **149**
 Ecological Fatalism **146**
 Utilitarian Consumerism **141**
 Emotional Control **140**
 Obedience to Authority **135**

Weak Values

Joy of Consumption
 Pursuit of Novelty
 Pursuit of Intensity
 Advertising as Stimulus
 Need for Status Recognition

Key Social Values

Ecological Fatalism
 Index = **146**

Emotional Control
 Index = **140**

Attraction to Nature
 Index = **131**

Traditional Family
 Index = **125**

Community Involvement
 Index = **121**

Social Intimacy
 Index = **117**

Search for Roots
 Index = **115**

Work Ethic
 Index = 107

Need for Escape
 Index = 104

Brand Apathy
 Index = 103

Consumptivity
 Index = 103

National Pride
 Index = 101

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

| Top 5 Activities Participated* | % Comp | Index |
|--------------------------------|--------|-------|
| Reading | 82.9 | 100 |
| Gardening | 61.8 | 100 |
| Camping | 59.2 | 99 |
| Volunteer work | 55.2 | 101 |
| Swimming | 54.0 | 100 |

| Top 5 Activities Attended* | % Comp | Index |
|--------------------------------------|--------|-------|
| Auditoriums, arenas & stadiums (any) | 39.4 | 97 |
| National or provincial park | 39.3 | 99 |
| Other activities & attractions | 33.2 | 97 |
| Parks & city gardens | 32.7 | 97 |
| Movies at a theatre/drive-in | 31.9 | 98 |

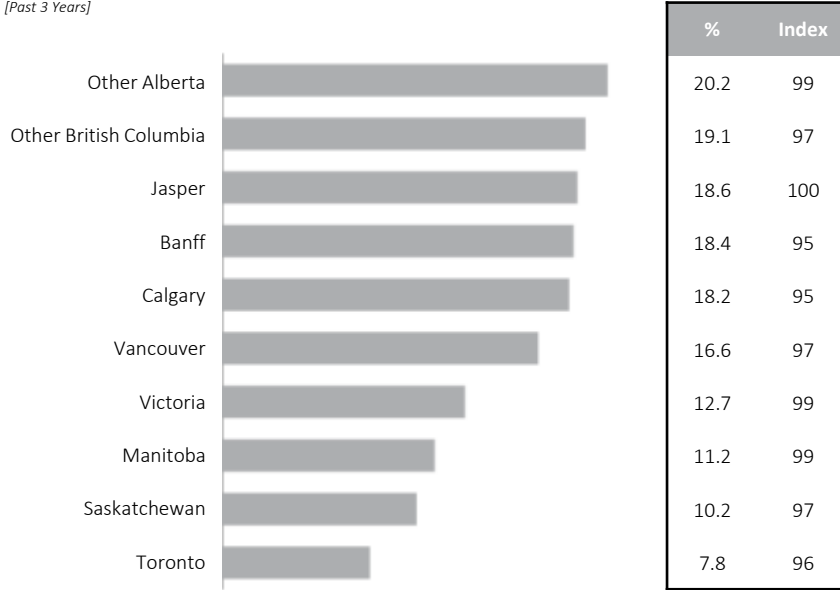
Key Tourism Activities**

| | | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Camping  59.2% (99) | Swimming  54.0% (100) | National or provincial park  39.3% (99) | Cycling  35.9% (98) | Golfing  34.2% (100) | Fishing & hunting  32.7% (100) | Parks & city gardens  32.7% (97) | Ice skating  30.2% (98) |
| Photography  29.3% (99) | Hiking & backpacking  28.9% (97) | Sporting events  28.4% (96) | Bars & restaurant bars  28.2% (97) | Historical sites  28.1% (100) | Zoos & aquariums  28.1% (100) | Canoeing & kayaking  26.6% (98) | Specialty movie theatres/IMAX  25.2% (100) |
| Cross country skiing & snowshoeing  24.4% (102) | Downhill skiing  23.0% (98) | ATV & snowmobiling  22.0% (98) | Hockey  20.1% (102) | Theme parks, waterparks & water slides  19.2% (98) | Pilates & yoga  17.6% (97) | Curling  16.9% (101) | Power boating & jet skiing  16.8% (101) |
| Dinner theatres  11.7% (100) | Video arcades & indoor amusement centres  11.2% (97) | Adventure sports  9.4% (94) | Music festivals  7.1% (103) | Film festivals  5.4% (105) | Beer, food & wine festivals  5.0% (98) | Inline skating  4.4% (94) | RV shows  4.0% (98) |

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

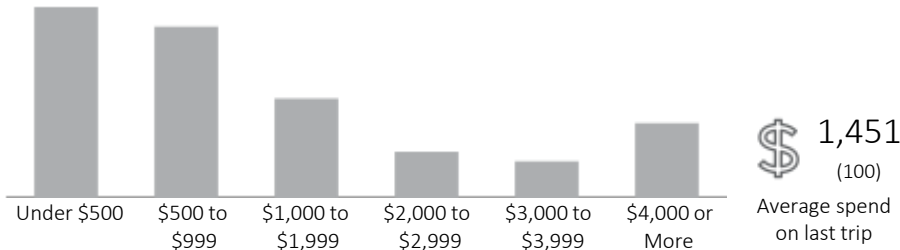


Booked With [Past Year]



Vacation Spending

Spent Last Vacation

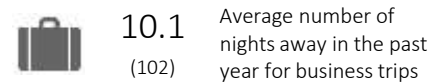


\$ 1,451
(100)
Average spend on last trip

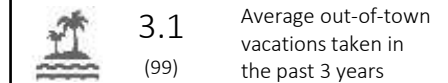
| Spending Range | % | Index |
|--------------------|------|-------|
| Under \$500 | 30.8 | 100 |
| \$500 to \$999 | 27.7 | 102 |
| \$1,000 to \$1,999 | 16.1 | 98 |
| \$2,000 to \$2,999 | 7.5 | 97 |
| \$3,000 to \$3,999 | 6.0 | 101 |
| \$4,000 or More | 12.1 | 101 |

Travel Type & Frequency

Business Trips



Personal Trips



Average number of business trips by mode of transportation in the past year:



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

| | | | | | | |
|----------------------------|-----------------------------------------|--------------------------------------------|--------------------------------|------------------------------------------|------------------------------------------------|---------------------------------|
| Hotel 54.8% (98) | Friends/relatives 39.5% (100) | All-inclusive resort 21.5% (100) | Camping 25.4% (98) | Motel 20.2% (98) | Vacation rental by owner 18.5% (101) | Cottage 6.6% (94) |
| B&B 9.0% (96) | Condo/apartment 9.4% (97) | Cruise ship 2.7% (96) | RV/camper 12.4% (98) | Package tours 0.5% (63) | Spa resort 1.2% (87) | Boat 0.3% (57) |

Airline Preferences**

Flown [Past Year]

| | | | | |
|----------------------------------------------|-------------------------------------------|------------------------------------------|--------------------------------------------|------------------------------------|
| Air Canada 24.5% (96) | West Jet 33.9% (99) | Air Transat 1.9% (85) | Porter Airlines 0.0% (88) | Other Canadian 1.7% (96) |
| United Airlines 4.6% (98) | Delta Airlines 0.9% (68) | American Airlines 0.8% (92) | Other American 0.2% (43) | |
| European Airlines 0.5% (64) | Asian Airlines 0.1% (74) | Other Charter 1.8% (89) | Other 2.0% (91) | |

Car Rental*

Rented From [Past Year]

| | | | |
|----------------------------------|------------------------------|-----------------------------------|-------------------------------------|
| Enterprise 5.1% (97) | Budget 2.7% (96) | Avis 4.5% (103) | National 0.3% (69) |
| Hertz 0.2% (42) | Discount 0.4% (97) | U-Haul 0.3% (88) | Other Rentals 1.0% (90) |

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

| | % | Index |
|-------------------------|------|-------|
| Classic Country | 28.0 | 106 |
| News/Talk | 21.3 | 99 |
| Classic Hits | 18.6 | 98 |
| Today's Country | 14.3 | 97 |
| Adult Contemporary | 10.2 | 97 |
| Mainstream Top 40/CHR | 7.4 | 89 |
| Multi/Variety/Specialty | 6.5 | 95 |
| Hot Adult Contemporary | 5.9 | 98 |
| AOR/Mainstream Rock | 5.0 | 87 |
| Religious | 4.1 | 98 |

Top Television Programs*

Programs [Average Week]

| | % | Index |
|----------------------------------|------|-------|
| Movies | 48.9 | 99 |
| Evening local news | 31.7 | 100 |
| Hockey (when in season) | 28.7 | 99 |
| CFL football (when in season) | 26.2 | 101 |
| News/current affairs | 24.4 | 100 |
| Suspense/crime dramas | 23.5 | 100 |
| Primetime serial dramas | 23.2 | 99 |
| Documentaries | 23.1 | 102 |
| Home renovation/decoration shows | 21.3 | 96 |
| Contest shows | 20.2 | 102 |

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

| | % | Index |
|----------------------------|------|-------|
| National News | 54.5 | 101 |
| Local & Regional News | 53.4 | 101 |
| International News & World | 39.7 | 100 |
| Movie & Entertainment | 30.9 | 100 |
| Sports | 29.6 | 102 |
| Food | 26.5 | 101 |
| Editorials | 23.4 | 100 |
| Health | 21.0 | 100 |
| Business & Financial | 18.2 | 100 |
| Travel | 15.3 | 101 |

Top Magazine Publications*

Read [Past Month]

| | % | Index |
|------------------------|------|-------|
| Reader's Digest | 10.4 | 102 |
| Other English-Canadian | 9.7 | 103 |
| Other U.S. magazines | 7.7 | 102 |
| National Geographic | 5.5 | 102 |
| CAA Magazine | 5.1 | 100 |
| Canadian Living | 4.9 | 97 |
| Our Canada (!) | 3.9 | 104 |
| Woman's Day | 3.8 | 104 |
| Maclean's | 2.9 | 90 |
| Better Homes & Gardens | 2.4 | 103 |

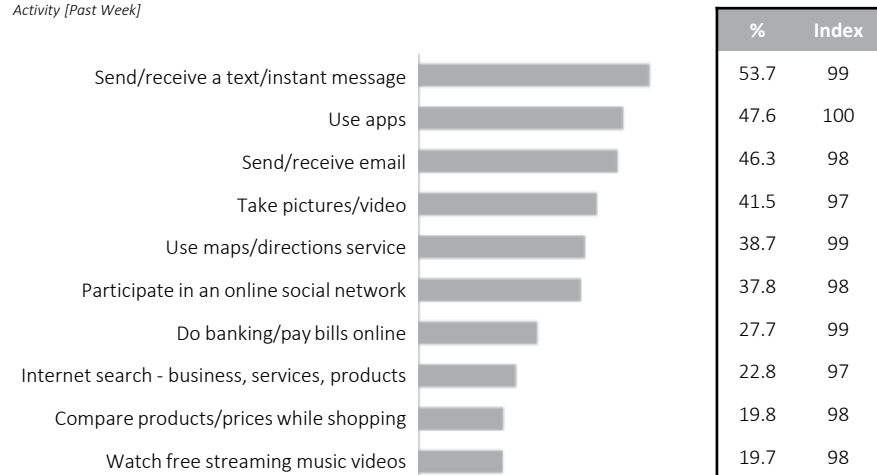
Top Internet Activities*

Activity [Past Week]



Top Mobile Activities*

Activity [Past Week]



Media

Social Media Platforms

Usage [Currently Use]

| | | | | | |
|--|------------------------------------|--|-----------------------------------|--|---------------------------------------|
| | Facebook 84.1% (101) | | YouTube 62.3% (100) | | LinkedIn 35.8% (98) |
| | Pinterest 35.3% (100) | | Instagram 32.4% (99) | | WhatsApp 21.9% (97) |
| | Twitter 21.7% (98) | | Snapchat 16.1% (102) | | Podcasts 11.5% (98) |
| | Reddit 5.1% (96) | | Blogs 4.5% (96) | | Health/Fitness 4.0% (94) |
| | Dating App 2.4% (102) | | Flickr 1.0% (94) | | Tinder 0.6% (99) |

Reasons to Follow Brands

| | % | Index |
|-----------------------------------------------|------|-------|
| To enter contests | 31.8 | 100 |
| To learn about a brand's products /services | 29.9 | 99 |
| To get coupons and discounts | 29.2 | 99 |
| To provide feedback to the brand | 10.1 | 99 |
| To be among the first to hear brand news | 9.2 | 100 |
| To engage with content | 7.3 | 100 |
| To share brand-related stories with consumers | 5.1 | 99 |
| To make suggestions for new products/services | 4.0 | 97 |

Reasons to Unfollow Brands

| | % | Index |
|----------------------------------------|------|-------|
| Too many messages | 37.5 | 99 |
| Not enough value | 16.4 | 98 |
| Stopped purchasing products from brand | 13.5 | 100 |
| Other | 5.1 | 101 |

Social Media Attitudes

| | | |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| "I tend to ignore marketing and advertisements when I'm in a social media environment" 73% Index = 100 | "Use SM to keep up to date on general news/events" 37% Index = 100 | "I am well informed about SM" 32% Index = 100 |
| "Feel comfortable collaborating with others through SM" 28% Index = 100 | "Use SM to keep up to date on news/events in my industry" 25% Index = 99 | "I am open to receiving relevant marketing messages through social media channels" 18% Index = 99 |

Actions Taken using Social Media

Variables with Response "Yes"

| | % | Index |
|-------------------------------------------------------------------------|------|-------|
| Like brand on Facebook | 39.2 | 100 |
| Subscribe to brand email newsletter | 18.4 | 100 |
| Subscribe to brand channel on YouTube | 10.9 | 99 |
| Join an exclusive online community of consumers who also like the brand | 9.9 | 100 |
| Follow brand on Instagram | 9.9 | 98 |
| Follow brand on Twitter | 5.7 | 98 |

Product Preferences

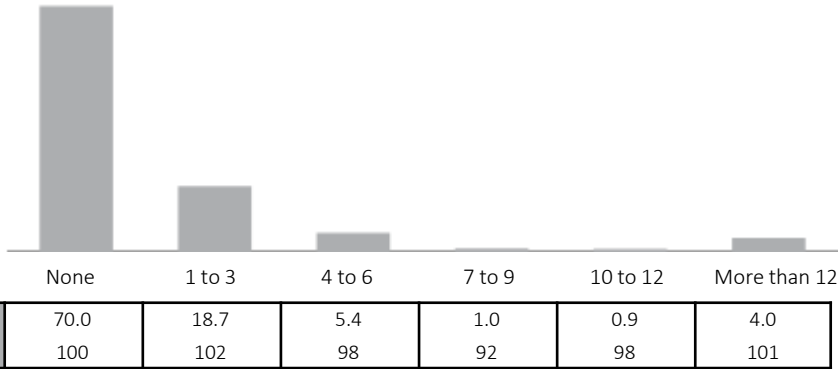
Variables with "Agree" Statements

| | | | | |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| "I would like to eat healthy foods more often" 75% Index = 100 | "I generally achieve what I set out to do" 67% Index = 100 | "I have tried a product/service based on a personal recommendation" 65% Index = 100 | "Family life and having children are most important to me" 61% Index = 99 | "I value companies who give back to the community" 60% Index = 100 |
| "I consider myself to be informed on current events or issues" 58% Index = 100 | "I make an effort to buy local produce/products" 56% Index = 101 | "I am interested in learning about different cultures" 54% Index = 100 | "I am very concerned about the nutritional content of food products I buy" 52% Index = 99 | "It's important to buy products from socially-responsible/environmentally-friendly companies" 52% Index = 100 |
| "I like to cook" 51% Index = 99 | "I offer recommendations of products/services to other people" 50% Index = 99 | "When I shop online I prefer to support Canadian retailers" 48% Index = 100 | "I like to try new places to eat" 45% Index = 99 | "Free-trial/product samples can influence my purchase decisions" 43% Index = 101 |
| "I like to try new and different products" 40% Index = 98 | "I am adventurous/"outdoorsy"" 36% Index = 100 | "Staying connected via social media is very important to me" 36% Index = 102 | "I lead a fairly busy social life" 29% Index = 102 | "I am willing to pay more for eco-friendly products" 27% Index = 101 |
| "Advertising is an important source of information to me" 26% Index = 101 | "I prefer to shop online for convenience" 25% Index = 97 | "I consider myself to be sophisticated" 23% Index = 99 | "Vegetarianism is a healthy option" 23% Index = 100 | "I enjoy being extravagant/indulgent" 15% Index = 100 |

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

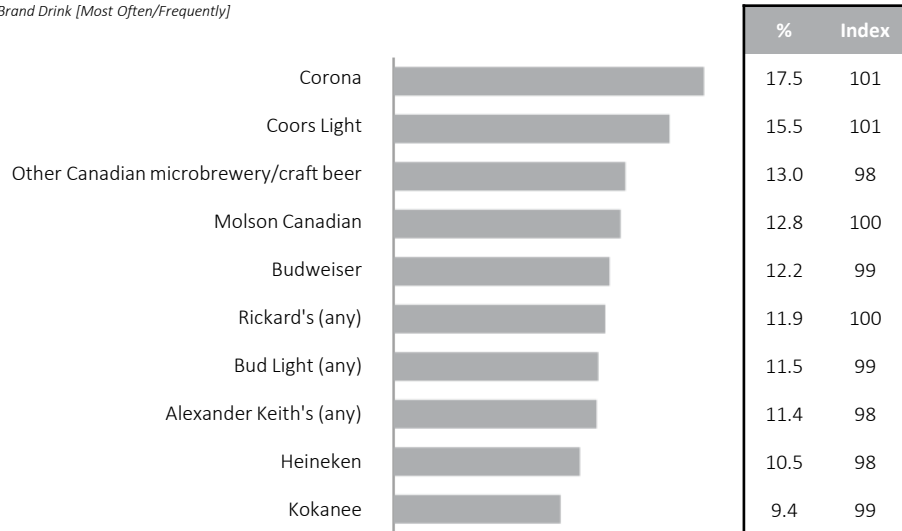
| Drank [Past Month] | % Comp | Index |
|--------------------|--------|-------|
| Canadian wine | 10.1 | 100 |
| Liqueurs (any) | 6.9 | 98 |
| Cider | 2.6 | 89 |

| Type Drank [Past Month] | % Comp | Index |
|-------------------------|--------|-------|
| Microbrewery/craft beer | 6.1 | 91 |

| Brand of Drink [Most Often/Frequent] | % Comp | Index |
|----------------------------------------|--------|-------|
| Other Canadian microbrewery/craft beer | 13.0 | 98 |

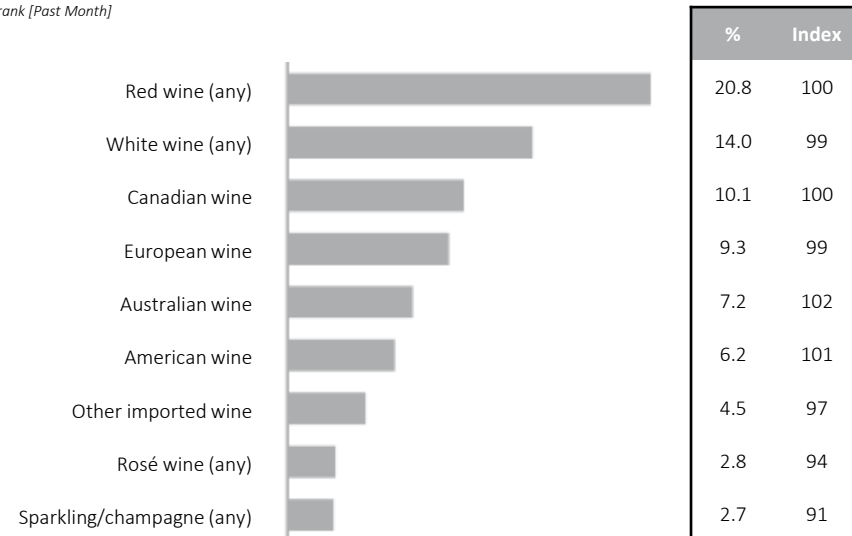
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]



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 | 11.4 | 99 | 40.9 | 97 | 7.5 | 104 |
| Asian restaurants | 3.3 | 98 | 43.4 | 99 | 5.1 | 97 |
| Submarine/sandwich restaurants | 11.6 | 101 | 32.6 | 98 | 5.6 | 104 |
| Breakfast style restaurant | 4.0 | 103 | 26.6 | 98 | 13.7 | 99 |
| Chicken restaurants | 3.1 | 102 | 28.2 | 100 | 4.9 | 97 |
| Ice cream/frozen yogurt restaurants | 4.2 | 102 | 20.2 | 95 | 4.1 | 98 |
| Specialty burger restaurants | 1.4 | 90 | 21.9 | 97 | 4.8 | 96 |
| Italian restaurants | 1.0 | 91 | 17.7 | 99 | 5.6 | 98 |
| Steakhouse | 0.3 | 89 | 19.9 | 100 | 15.0 | 97 |
| Other ethnic restaurants | 0.5 | 81 | 13.1 | 96 | 5.9 | 99 |
| Mexican/Burrito-style restaurants | 0.8 | 82 | 21.0 | 100 | 7.7 | 103 |
| Seafood/Fish and Chips restaurants | 0.1 | 59 | 13.7 | 102 | 11.9 | 104 |

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 | 3.7 | 95 | 48.8 | 99 | 7.1 | 101 |
| Food court outlets at a shopping mall | 7.4 | 101 | 40.4 | 98 | 8.0 | 102 |
| Pub restaurants | 2.2 | 93 | 23.3 | 98 | 6.7 | 96 |
| Formal dine-in restaurants | 0.6 | 71 | 23.3 | 99 | 11.9 | 99 |
| Fast casual restaurants | 7.9 | 99 | 29.0 | 98 | 2.6 | 91 |
| Sports bars | 2.5 | 100 | 13.6 | 99 | 4.6 | 95 |
| Other types | 4.5 | 102 | 19.3 | 101 | 3.9 | 102 |

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
 15.6%
 (96)



Other Organic Food
 7.9%
 (100)



Organic Meat
 3.7%
 (97)



Product Preferences

Demographics



Rent
17.6%
(103)



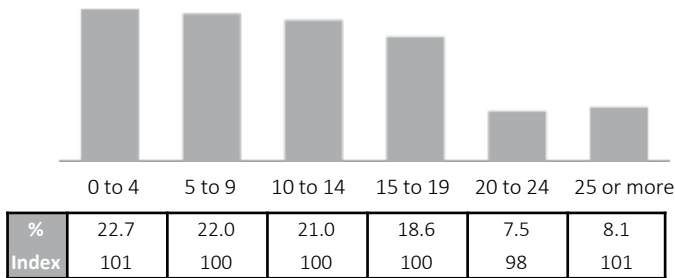
Own
76.1%
(99)



Households with
Children at Home

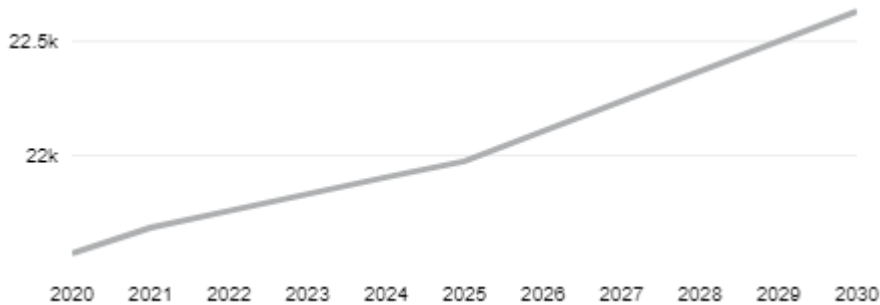
45.1%
(97)

Age of Children at Home



Demographic Trends

Household Projections

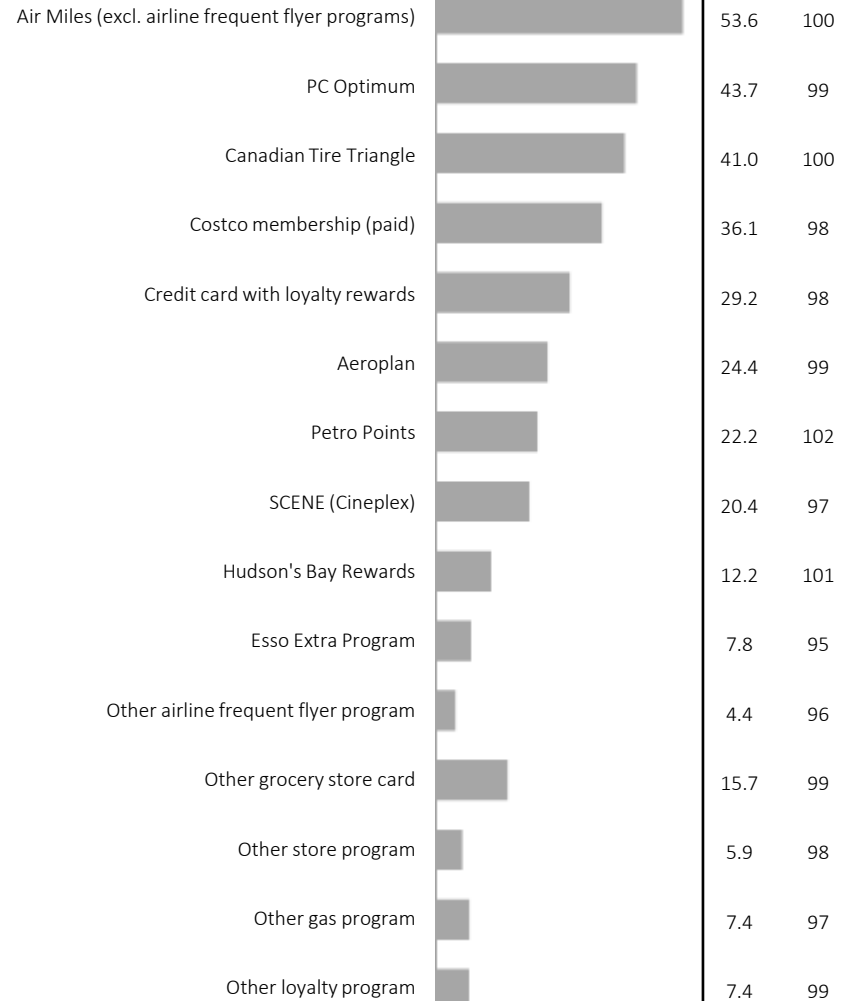


| | 2020 | 2023 | 2025 | 2030 |
|----------|--------|--------|--------|--------|
| Count | 21,572 | 21,833 | 21,976 | 22,632 |
| % Change | - | 1.2 | 1.9 | 4.9 |
| Index | - | 75 | 73 | 80 |

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

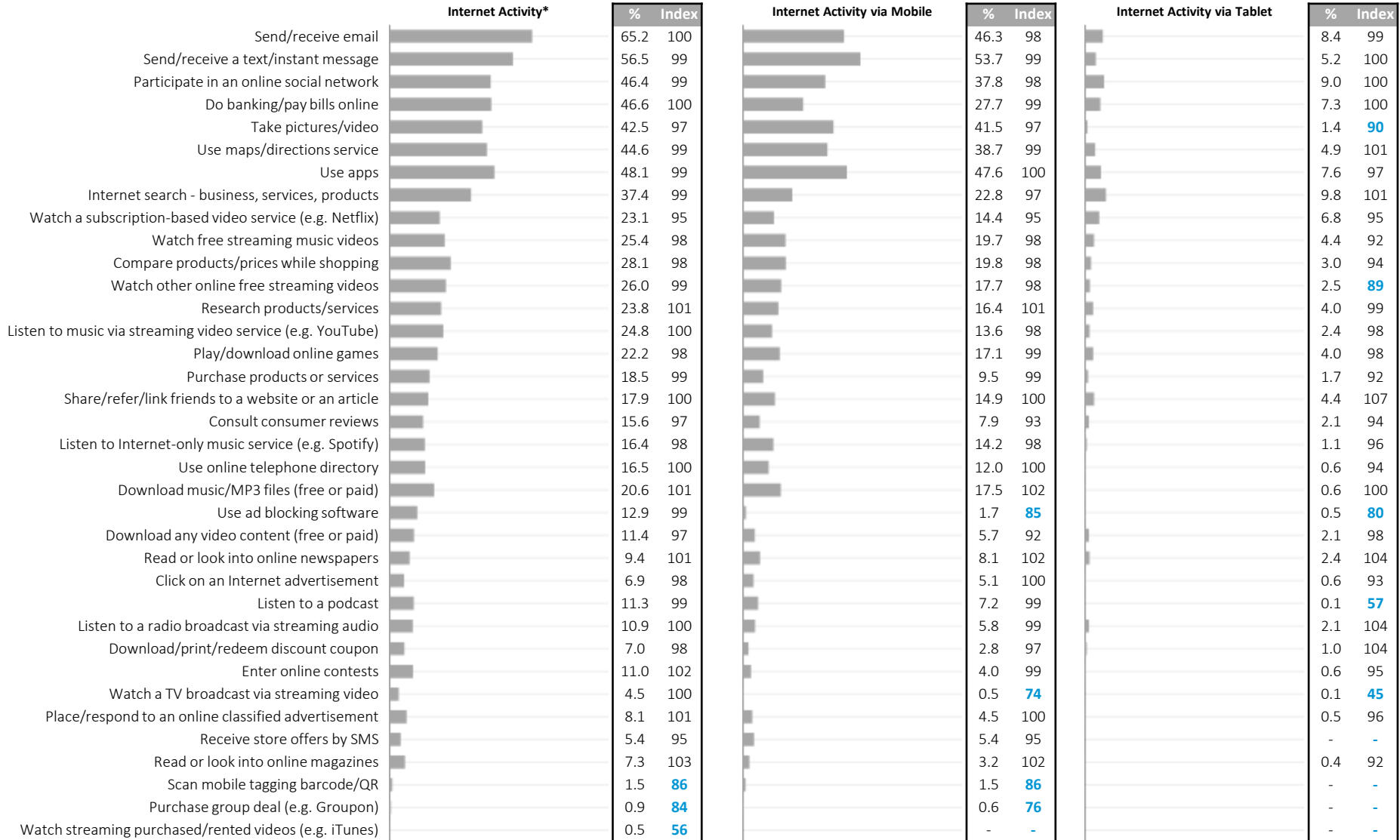
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

| | % | Index | % | Index | % | Index |
|------------------------------------------|------|-------|------|-------|-----|-------|
| Access a news site | 27.9 | 99 | 18.4 | 98 | 2.9 | 89 |
| Access food/recipes content | 25.4 | 100 | 13.8 | 98 | 5.7 | 99 |
| Access health-related content | 9.4 | 97 | 6.5 | 97 | 0.9 | 89 |
| Access professional sports content | 6.3 | 89 | 5.9 | 93 | 1.3 | 89 |
| Access restaurant guides/reviews | 8.5 | 98 | 6.9 | 99 | 0.6 | 89 |
| Access travel content | 8.1 | 99 | 5.2 | 100 | 2.6 | 102 |
| Access real estate listings/sites | 5.5 | 97 | 3.2 | 99 | 0.6 | 89 |
| Access a radio station's website | 11.6 | 99 | 6.0 | 100 | 1.0 | 95 |
| Access home decor-related content | 4.9 | 100 | 4.6 | 103 | 0.4 | 97 |
| Access a TV station's website | 6.3 | 101 | 2.4 | 100 | 2.8 | 106 |
| Access celebrity gossip content | 8.1 | 100 | 5.2 | 99 | 0.5 | 73 |
| Access fashion or beauty-related content | 5.2 | 98 | 2.2 | 89 | 0.1 | 70 |
| Access automotive news/content | 2.1 | 92 | 1.0 | 94 | 0.0 | 37 |

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

| | % | Index |
|------------------------------------------------|------|-------|
| Flyers delivered to the door or in the mail | 35.3 | 100 |
| Apps/online flyers | 34.1 | 103 |
| Coupons | 28.8 | 99 |
| Direct email offers | 26.6 | 102 |
| General information from the Internet/websites | 25.5 | 96 |
| Flyers inserted into a community newspaper | 24.3 | 99 |
| Local store catalogues | 20.0 | 99 |
| Flyers inserted into a daily newspaper | 14.8 | 99 |
| Yellow Pages (online) | 6.8 | 104 |
| Mail order | 6.5 | 100 |
| Yellow Pages (print) | 5.2 | 100 |

Out of Home Advertising

Noticed Advertising [Past Week]

| | % | Index |
|----------------------------------------|------|-------|
| Billboards | 23.9 | 97 |
| Digital billboards | 16.1 | 97 |
| Inside shopping malls | 13.2 | 96 |
| On street furniture (e.g. bus benches) | 12.5 | 98 |
| Inside public washrooms | 11.4 | 94 |
| On bus exteriors | 9.2 | 95 |
| Inside buses | 8.4 | 100 |
| Inside movie theaters | 6.6 | 95 |
| On transit shelters | 6.0 | 100 |
| Inside airports | 4.0 | 101 |
| Screens inside elevators | 1.5 | 87 |
| Inside commuter trains | 1.4 | 91 |
| Inside subway/metro cars | 1.4 | 100 |
| On taxis | 1.2 | 93 |
| On subway/metro platforms | 0.4 | 86 |

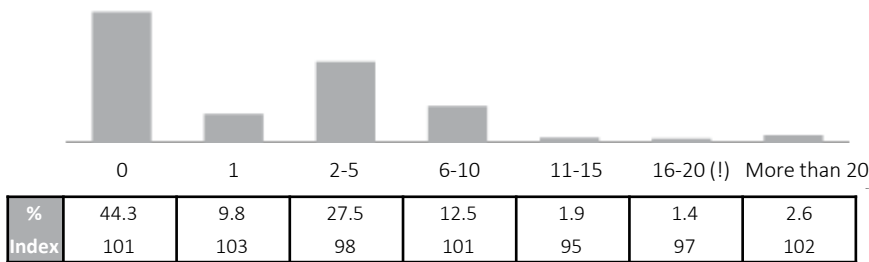
Social Media Usage

Social Media Overview

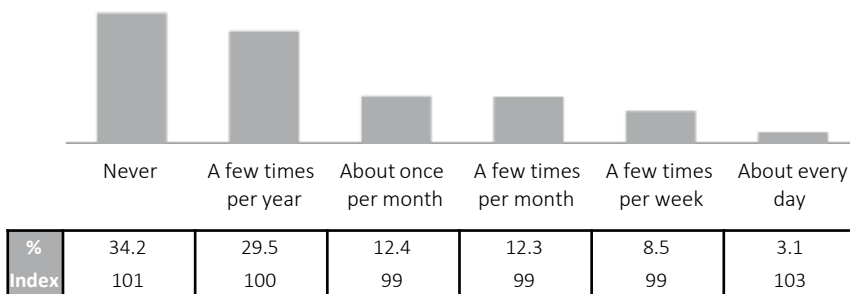
- 58% of Country & Western from the Custom La Crete target area spent tend to access social media on their mobile phones during the morning hours, 61% during the afternoon hours
- 7% seek recommendations for Vacation/Travel Information via social media (Average)
- 86% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

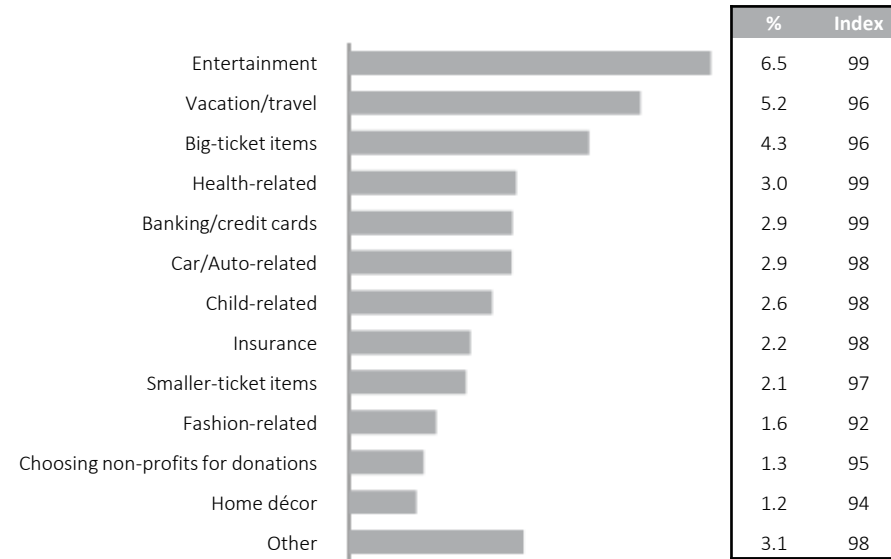
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Country & Western from the Custom La Crete target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
86% | Index = 100

"I tend to ignore marketing and advertisements when I'm in a social media environment"
73% | Index = 100

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
71% | Index = 99

"Use SM to stay connected with personal contacts"
47% | Index = 101

Sources: AskingCanadians Social 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

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

Social Media Usage

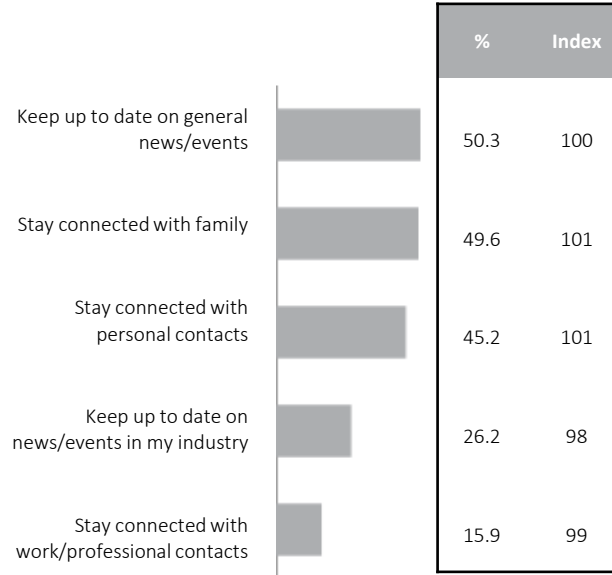
Frequency of Participation*

A few times per week or more

| Participate In | % Comp | Index |
|-----------------------------------------|--------|-------|
| View friends' photos online | 47.2 | 100 |
| Read status updates/tweets | 47.0 | 101 |
| Read article comments | 45.1 | 100 |
| Watch video online | 41.6 | 100 |
| Listen to radio or stream music online | 30.7 | 100 |
| Chat in online chats | 30.5 | 99 |
| Share links with friends and colleagues | 26.8 | 100 |
| Click links in news feeds | 18.7 | 98 |
| Play games with others online | 18.2 | 101 |
| Update your status on a social network | 13.5 | 100 |
| Post photos online | 13.2 | 99 |
| Rate or review products online | 11.7 | 100 |
| Share your GPS location | 10.3 | 101 |
| Read blogs | 9.8 | 97 |
| Comment on articles or blogs | 8.0 | 99 |
| Chat in online forums | 7.8 | 98 |
| Check in with locations | 6.4 | 97 |
| Post videos online | 4.3 | 100 |
| Publish blog, Tumblr, online journal | 0.8 | 94 |

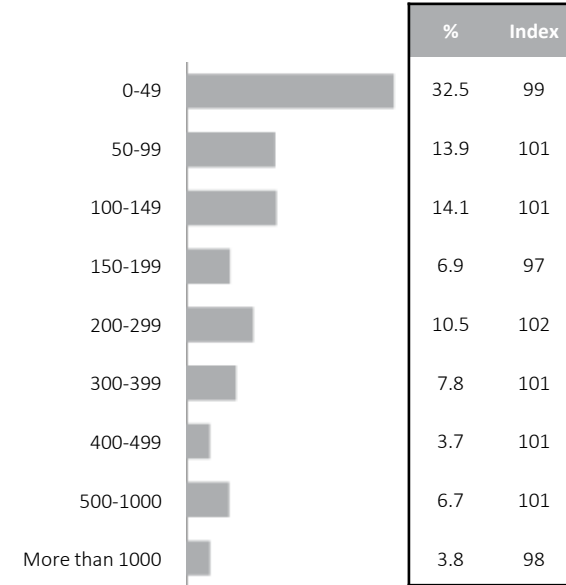
Social Media Uses*

A few times per week or more



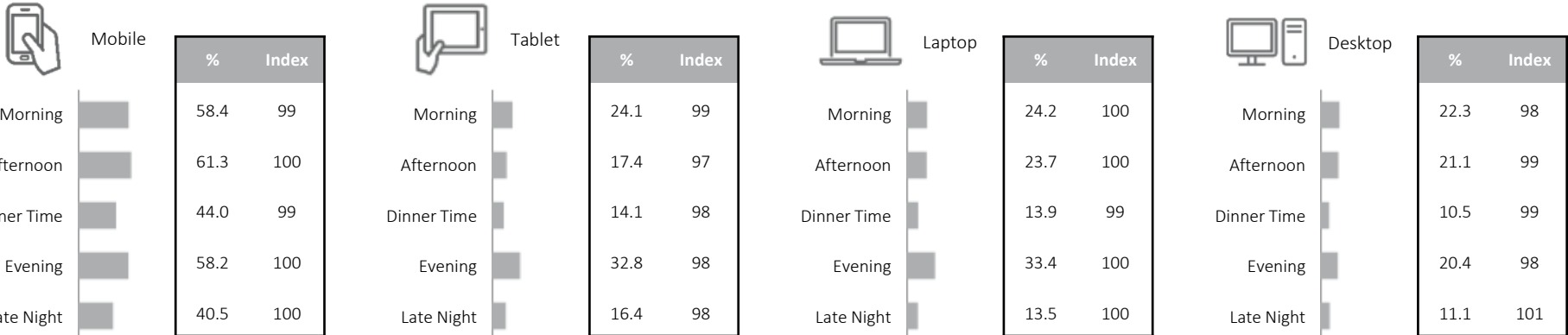
Number of Connections

Across all social media



Social Media Access

Typically use

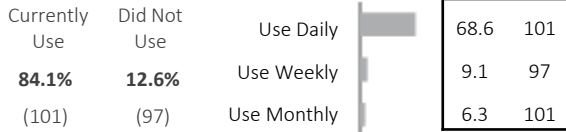


Social Media Usage

Facebook



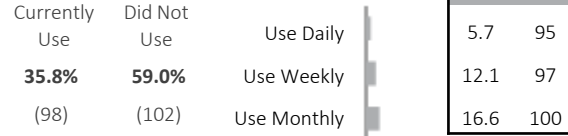
Frequency of Use
[Past Year]



LinkedIn



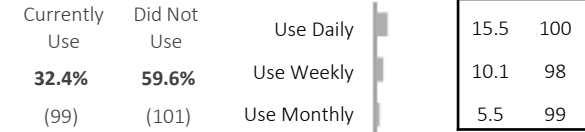
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



| Participate In* (at least a few times per week) | % Comp | Index |
|-------------------------------------------------|--------|-------|
| Read my news feed | 58.4 | 100 |
| Comment/Like other users' posts | 54.7 | 101 |
| Use Messenger | 49.5 | 101 |
| Watch videos | 41.8 | 101 |
| Like or become a fan of a page | 18.7 | 102 |
| Watch live videos | 16.1 | 100 |
| Post photos | 14.4 | 99 |
| Update my status | 13.5 | 100 |
| Click on an ad | 11.5 | 98 |
| Post videos | 6.4 | 101 |
| Create a Facebook group or fan page | 2.8 | 100 |
| Give to a Facebook fundraiser (!) | 1.9 | 95 |
| Create a Facebook fundraiser (!) | 1.0 | 98 |

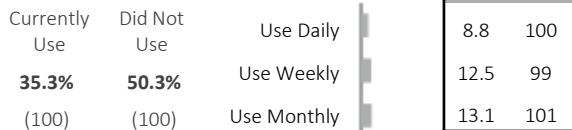
| Participate In* (at least a few times per week) | % Comp | Index |
|-------------------------------------------------|--------|-------|
| Read your newsfeed | 5.7 | 94 |
| View a job posting | 5.0 | 98 |
| Watch videos | 4.0 | 96 |
| Search and review other profiles | 3.9 | 94 |
| Update your profile information | 3.2 | 99 |
| Comment on content | 2.7 | 99 |
| Create a connection | 2.7 | 97 |
| Participate in LinkedIn forums (!) | 2.0 | 101 |
| Request a recommendation (!) | 2.0 | 102 |
| Click on an ad (!) | 1.9 | 100 |
| Join a LinkedIn group (!) | 1.9 | 102 |
| Post an article, video or picture (!) | 1.2 | 98 |

| Participate In* (at least a few times per week) | % Comp | Index |
|-------------------------------------------------|--------|-------|
| View photos/videos | 19.2 | 99 |
| Like photos/videos | 17.2 | 99 |
| Comment on photos/videos | 9.2 | 98 |
| Watch live videos | 7.0 | 96 |
| Send direct messages | 4.6 | 96 |
| Post photos/videos | 4.0 | 99 |
| View a brand's page | 3.8 | 97 |
| Watch IGTV videos | 3.0 | 97 |
| Click on ads | 2.5 | 98 |

Pinterest



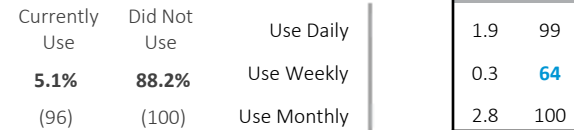
Frequency of Use
[Past Year]



Reddit



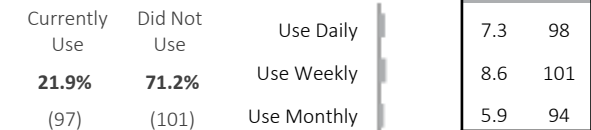
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



| Participate In* (at least a few times per month) | % Comp | Index |
|--------------------------------------------------|--------|-------|
| View content | 2.5 | 90 |
| Follow specific Subreddits | 1.9 | 94 |
| Vote on content | 0.7 | 86 |
| Post content | 0.5 | 88 |

| Participate In* (at least a few times per week) | % Comp | Index |
|-------------------------------------------------|--------|-------|
| Send/receive messages | 12.6 | 99 |
| Send/receive images | 9.1 | 98 |
| Use group chats | 7.3 | 99 |
| Use voice calls | 3.7 | 97 |
| Send/receive documents and files | 2.9 | 96 |

Social Media Usage

Twitter



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | | % | Index |
|---------------|----------------|-------------|-----|-------|
| 21.7% (98) | 69.7% (101) | Use Daily | 7.9 | 98 |
| | | Use Weekly | 8.8 | 100 |
| | | Use Monthly | 4.8 | 95 |

YouTube



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | | % | Index |
|----------------|---------------|-------------|------|-------|
| 62.3% (100) | 19.5% (99) | Use Daily | 21.0 | 99 |
| | | Use Weekly | 21.3 | 99 |
| | | Use Monthly | 19.7 | 101 |

Snapchat



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | | % | Index |
|----------------|----------------|-------------|-----|-------|
| 16.1% (102) | 77.5% (100) | Use Daily | 6.4 | 102 |
| | | Use Weekly | 3.4 | 98 |
| | | Use Monthly | 5.5 | 104 |

| Participate In* (at least a few times per week) | % Comp | Index |
|----------------------------------------------------|--------|-------|
| Read tweets | 15.2 | 99 |
| Watch videos | 10.3 | 101 |
| Share a link to a blog post or article of interest | 5.3 | 101 |
| Tweet | 5.2 | 100 |
| Follow users who follow you | 4.5 | 100 |
| Respond to tweets | 4.0 | 98 |
| Send or receive direct messages | 3.9 | 97 |
| Actively follow new users | 3.3 | 99 |
| Retweet | 3.1 | 97 |
| Click on an ad | 2.8 | 101 |
| Watch live videos | 2.7 | 98 |

| Participate In* (at least a few times per week) | % Comp | Index |
|-------------------------------------------------|--------|-------|
| Watch videos | 33.6 | 99 |
| Watch live videos | 9.9 | 96 |
| Like or dislike videos | 8.2 | 98 |
| Click on an ad | 6.3 | 98 |
| Leave comment or post response on video | 5.2 | 99 |
| Share videos | 4.8 | 99 |
| Embed a video on a web page or blog | 1.8 | 95 |
| Create and post a video | 1.7 | 102 |

| Participate In* (at least a few times per week) | % Comp | Index |
|-------------------------------------------------|--------|-------|
| Receive photos/videos | 8.2 | 102 |
| Send direct text messages | 7.0 | 102 |
| Send photos/videos | 5.3 | 100 |
| Read Snapchat discover/News | 2.3 | 101 |
| View ads | 2.1 | 103 |
| Use group chat | 2.1 | 98 |
| Use filters or effects | 2.0 | 98 |
| View a brand's snaps | 1.2 | 100 |
| Use video chat | 1.1 | 98 |

Audio Podcasts



| Currently Use | Did Not Use |
|---------------|----------------|
| 11.5% (98) | 72.5% (100) |

Frequency of Use
[Past Year]

| | % | Index |
|-------------|-----|-------|
| Use Daily | 1.6 | 97 |
| Use Weekly | 4.6 | 95 |
| Use Monthly | 5.2 | 101 |

| Participate In* (at least a few times per week) | % Comp | Index |
|-------------------------------------------------|--------|-------|
| Subscribe to a sports podcast** | 2.8 | 102 |
| Listen to a sports podcast | 2.7 | 102 |
| Listen to another genre of podcast | 1.8 | 98 |
| Listen to a business podcast | 1.7 | 98 |
| Listen to an educational podcast | 1.6 | 94 |
| Listen to a comedy podcast | 1.5 | 98 |
| Listen to a news podcast | 1.5 | 93 |
| Subscribe to another genre of podcast | 1.2 | 98 |
| Listen to a technology focused podcast | 1.2 | 98 |
| Subscribe to a comedy podcast (!) | 0.8 | 101 |
| Subscribe to an educational podcast | 0.7 | 94 |
| Subscribe to a technology podcast (!) | 0.6 | 98 |
| Subscribe to a news podcast | 0.5 | 89 |
| Subscribe to a business podcast (!) | 0.1 | 75 |

Other Social Media Platforms

Tinder



| Currently Use | Did Not Use |
|---------------|----------------|
| 0.6% (99) | 96.8% (100) |

Frequency of Use -Tinder
[Past Year]

| | % | Index |
|----------------|-----|-------|
| Use Daily (!) | 0.4 | 101 |
| Use Weekly (!) | 0.2 | 101 |

Tik Tok



| Currently Use | Did Not Use |
|---------------|----------------|
| 1.5% (99) | 97.2% (100) |