

#### Overview

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children living at home

Surrey target area at \$109,629

#### **Market Sizing**

**Top Geographic Markets** 

			Target Group	Market		
Total Population	Census Subdivision	% of Group	% of Market	Index	HH Count	% of Market
Target Group: 194,548   35.2%	Surrey, BC (CY)	87.8	27.5	201	183,889	43.7
Market: 551,929	Delta, BC (DM)	10.6	16.1	117	38,106	9.0
	New Westminster, BC (CY)	1.6	2.6	19	35,751	8.5
	Coquitlam, BC (CY)	0.0	0.0	0	55,399	13.2
Total Households	Port Coquitlam, BC (CY)	0.0	0.0	0	23,113	5.5

Target Group: 50,659 | 29.1% Market: 174,317

Average Household Income of \$103,820 compared to the Custom

Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank

1<sup>st</sup> for the Custom Surrey target area created using Regional District

South Asian Society make up 50,659 households, or 29% of the total

The Median Household Maintainer Age is 49, 66% of couples have

Okanagan Similkameen (RDOS) visitor origin FSA's

Households in the Custom Surrey target area (174,317)

- Top Social Value: Traditional Family The belief that society should guard against new definitions of what constitutes a "family" and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept nontraditional definitions of "family," such as common law and same-sex marriages
- ٠ Above Average interest in Visiting Video Arcades/Indoor Amusement Centres and Zoos/Aquariums
- Above average interest in travelling within Canada (Ontario), South Asian Society from the Custom Surrey target area spent an average of \$1,743 on their last vacation
- On average, South Asian Society from the Custom Surrey target area spent spend 10hrs/week listening to the Radio, 14hrs/week watching TV, Ohr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 77% currently use Facebook, 44% use Instagram and 30% use Twitter •

# **Top PRIZM Segments** % of Target Group Households 30 - South Asian Society 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



Demographic Profile			Psychographics**			
Total Populat	ion 🦷	Total Households	Stron	g Values	We	eak Values
Target Group: 194,548   Market: 551,929	35.2% Targe	et Group: 50,659   29.1% Market: 174,317	Introspection & Em	ipathy 16	2 33	Flexible Families
			Traditional F	amily 15	1 67	Sexual Permissiveness
Average Household Income	Househo	ld Size*	Status via I	Home 14	3 67	Skepticism Towards Advertising
\$103,820 <sup>(95)</sup>	_		Rejection of Aut	hority 14	2 70	Obedience to Authority
Median Household Maintainer Age			North American D	Dream 14	0 72	Concern for Appearance
49	1 Person 2 Persons 3 P	ersons 4 Persons 5+ Persons	Key Social Values			
(96) % Ind		16.5     20.3     28.7       98     109     159	Traditional Family Index = <b>151</b>		cial Fusion dex = <b>136</b>	Pursuit of Originality Index = <b>131</b>
Marital Status**	Family Composition***	Education**				
58.9% (100)	66.0% (117)	35.2% (107)	National Pride Index = <b>128</b>		gical Fatalisi dex = <b>122</b>	m Consumption Evangelism Index = <b>122</b>
Married/Common-Law	Couples With Kids at Home	High School Certificate Or Equivalent				
Visible Minority Presence*	Non-Official Language*	' Immigrant Population*	Social Responsibility Index = <b>118</b>		Legacy dex = <b>116</b>	Primacy of the Family Index = <b>116</b>
84.3%	<b>10.8%</b>	<b>53.6%</b>				
Belong to a visible minority	(164) No knowledge of English or	(122) Born outside Canada	Social Learning Index = <b>115</b>		ial Intimacy dex = <b>114</b>	Confidence in Advertising Index = <b>110</b>
group	French			-		

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

Target Group

Source: Environics Analytics 2020

\*Based on Households \*\*Based on Household Population 15+ Psychographics benchmarked to Canada, and \*\*\* Based on Census Family Households

2 Strong/Weak values ranked by index



### Sports & Leisure

O	Dentisiants on Attended Africation	[Dent Vermal
Occasionally/Regularly	Participate or Attended/Visited	[Past Year]

Top 5 Activities Participated*		Index	Top 5 Activities Attended*		Index
Reading 77.6		96	Exhibitions, carnivals, fairs & markets	57.0	106
Volunteer work	55.6	104	Movies at a theatre/drive-in	44.4	108
Swimming	55.2	96	Parks & city gardens	36.7	98
Home exercise & home workout	51.2	99	Bars & restaurant bars	34.7	94
Gardening	51.0	92	Concerts - Theatres & halls	31.7	103

#### Key Tourism Activities\*\*

Swimming	Camping	Hiking & backpacking	Cycling	Parks & city gardens	Bars & restaurant bars	Video arcades & indoor amusement centres	Photography
	<u>kia</u>	Ŕ	Å	*	Ą		ō
55.2%	46.2%	43.7%	40.6%	36.7%	34.7%	30.5%	29.8%
(96)	(91)	(96)	(96)	(98)	(94)	(125)	(85)
Pilates & yoga	Zoos & aquariums	National or provincial park	Canoeing & kayaking	Ice skating	Sporting events	Fishing & hunting	Downhill skiing
疠	873	<u>A</u> P	ŝ	j.		12	ţ.
28.4%	26.6%	25.9%	24.9%	23.7%	21.0%	20.5%	18.8%
(105)	(127)	(91)	(84)	(95)	(105)	(100)	(97)
Golfing	Cross country skiing & snowshoeing	Specialty movie theatres/IMAX	Historical sites	Theme parks, waterparks & water slides	Hockey	Power boating & jet skiing	Snowboarding
- Si		÷.	1	Ĥ'n	ş.	ŝ	THE
18.5%	17.0%	16.4%	15.8%	10.5%	10.2%	10.0%	8.8%
(85)	(84)	(87)	(101)	(87)	(85)	(89)	(105)
Beer, food & wine festivals	Marathon or similar event	Adventure sports	Curling	Music festivals	ATV & snowmobiling	Film festivals	Dinner theatres
A A A A	-¥	÷.	si.	((())	50		
8.3%	7.8%	7.7%	6.4%	5.8%	4.8%	4.2%	2.9%
(74)	(95)	(70)	(93)	(76)	(66)	(82)	(93)

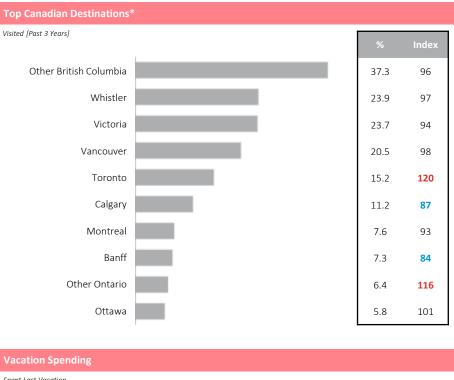
Sources: Opticks Powered by Numeris 2020 Note: Base variables are default and vary based on database Index: At least 10% above or below the average

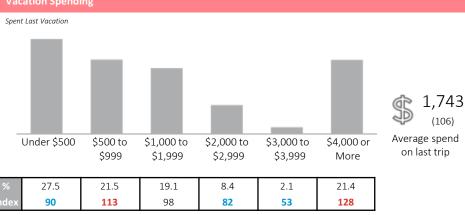
Source: Environics Analytics 2020

(!) Indicates small sample size Based on Household Population 12+ \*Selected and ranked by percent composition \*\*Ranked by percent composition 3

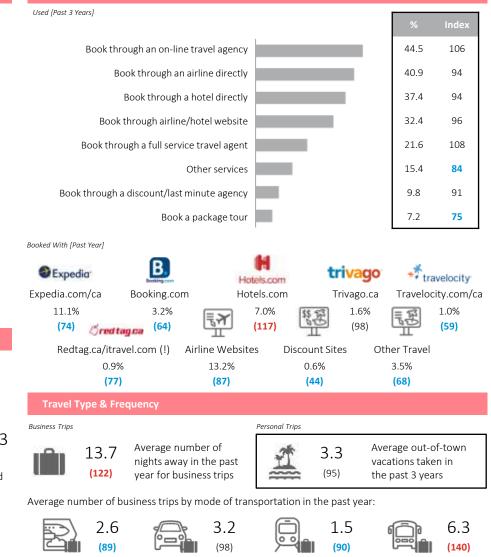


#### **Travel Profile**





#### Vacation Booking\*\*



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

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

\*\*Ranked by percent composition Based on Household Population 12+

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\*Selected and ranked by percent composition



#### **Travel Profile**

#### Accommodation Preferences\*

Used [Past 3 Years]

		R	<u>Åta</u>		õ	©\$P
Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
55.4%	38.8%	10.5%	26.8%	18.3%	17.1%	6.2%
(93)	(99)	<b>(65)</b>	(101)	<b>(90)</b>	(92)	<b>(74)</b>
			同意			
B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
11.5%	8.6%	9.3%	8.9%	1.4%	2.3%	1.2%
(89)	(68)	(84)	<b>(82)</b>	<b>(49)</b>	<b>(48)</b>	<b>(66)</b>

# Airline Preference

WESTJET 🛷	Air transat	porter	٠
West Jet	Air Transat	Porter Airlines	Other Canadian
30.3%	7.6%	0.0%	5.4%
(91)	(114)	(9)	(101)
& DELTA	American Airlines 🍾		
Delta Airlines	American Airlines	Other American	
5.6%	2.6%	12.2%	
(93)	(73)	(106)	
<del>a</del>	1. A A A A A A A A A A A A A A A A A A A	B	<i>n</i>
Asian Airlines	Other Charter	Other	
9.1%	1.4%	7.1%	
(122)	(81)	(93)	
	West Jet 30.3% (91) Delta Airlines 5.6% (93) Asian Airlines 9.1%	West JetAir Transat30.3%7.6%(91)(114)American AirlinesAmerican AirlinesDelta Airlines2.6%(93)(73)Asian AirlinesOther Charter9.1%1.4%	West Jet 30.3% (91)Air Transat 7.6% (114)Porter Airlines 0.0% (9)Merican Airlines 5.6% (93)American Airlines 2.6% (73)Other American 12.2% (106)Main Airlines 9.1%Other Charter 1.4%Other 7.1%

#### Car Rental\*

Rented From [Past Year]

Enterprise 5.3% (93)	Budget 4.8% (94)	AVIS Avis 0.8% (47)	National National 0.4% (21)
Hertz 3.0%	Discount Discount 0.1%	UHAUL U-Haul 0.3%	Other Rentals 1.1%
(88)	(17)	(41)	(50)

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

Source: Environics Analytics 2020



#### Media

Overall Level of Use										
Radio			Television	Newspa	aper	Magazir	ne	Interr	iet	
<u> </u>						Ę		((1 1))	]	
10 hours/week		8	61 minutes/week	0 hours/	week	8 minutes,	′day	250 minut	es/day	
(91)			(89)	(62)		(110)		(103	)	
Top Radio Programs*			Top Television Programs*		Top Newspaper Sections*			Top Magazine Publications*		
Programs [Weekly]			Programs [Average Week]		Frequency Read [Occasionally/Frequent	tly]		Read [Past Month]		
	%	Index		% Index		%	Index		%	Index
Mainstream Top 40/CHR	35.8	129	Movies	45.8 102	National News	54.4	105	Other U.S. magazines	8.4	88
News/Talk	28.8	88	Evening local news	28.9 <b>87</b>	Local & Regional News	53.3	98	National Geographic	8.1	124
Ethnic/Multi-cultural	19.7	204	Suspense/crime dramas	25.9 100	International News & World	44.5	92	Other English-Canadian	6.5	77
Adult Contemporary	12.2	71	Primetime serial dramas	24.9 94	Health	35.1	101	Cineplex Magazine	4.2	94
Hot Adult Contemporary	11.6	94	Home renovation/decoration shows	23.8 95	Movie & Entertainment	32.9	99	Time	3.8	138
Modern/Alternative Rock	10.9	91	News/current affairs	23.7 <b>90</b>	Food	28.4	92	Canadian Living	3.6	50
Today's Country	9.8	86	Cooking programs	22.6 95	Editorials	23.6	91	Reader's Digest	3.5	94
Classic Hits	8.6	79	Other programs	22.5 <b>121</b>	Fashion & Lifestyle	22.4	116	Hello! Canada	2.9	85
Not Classified	7.7	114	Hockey (when in season)	20.6 <b>88</b>	Sports	21.3	84	Air Canada enRoute	2.7	95
Classic Rock	5.8	67	Situation comedies	19.9 <b>89</b>	Travel	20.8	82	People	2.4	64

#### **Top Internet Activities\***



## **Top Mobile Activities\***

Activity [Past Week]

Send/receive a text/instant message 57.1 96 52.5 102 Take pictures/video 50.3 101 Send/receive email 49.7 102 Use apps Participate in an online social network 47.9 105 42.7 96 Use maps/directions service 30.2 104 Internet search - business, services, products Do banking/pay bills online 28.3 104 Access food/recipes content 24.8 128 22.5 109 Watch free streaming music videos

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



#### Media

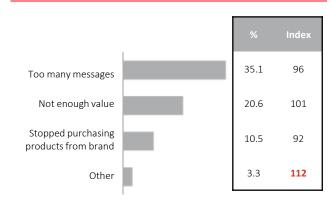
Soci	al Media Pla	tforms								
Usage [Currently Use]										
f	Facebook <b>77.1%</b> (99)	)III	YouTube <b>73.6%</b> (101)	Ø	WhatsApp <b>56.1%</b> (104)					
Ø	Instagram <b>43.7%</b> (103)	in	LinkedIn <b>43.3%</b> (100)	ଞ	Twitter <b>29.9%</b> (105)					
P	Pinterest <b>23.5%</b> (92)		Snapchat 18.4% (112)	6	Podcasts <b>15.0%</b> (91)					
٢	Reddit <b>14.0%</b> (119)	blog	Blogs <b>12.9%</b> (101)	Ħ	Health/Fitness <b>10.0%</b> (102)					
ĥŔ	Dating App <b>7.3%</b> (118)	٢	Tinder <b>4.8%</b> (135)	••	Flickr <b>4.2%</b> (98)					

# **Reasons to Follow Brands** To learn about a brand's

To learn about a brand's products /services	34.5	106
To get coupons and discounts	33.9	103
To enter contests	32.1	104
To be among the first to hear brand news	15.9	112
To provide feedback to the brand	14.0	110
To engage with content	9.1	108
To make suggestions for new products/services	5.4	93
To share brand-related stories with consumers	3.8	74

#### **Social Media Attitudes** "I tend to ignore marketing and "Use SM to keep up to date on general "I am well informed about SM" advertisements when I'm in a social news/events" media environment" 37% | Index = 110 38% | Index = 103 63% | Index = 93 "I am open to receiving relevant "Use SM to keep up to date on "Feel comfortable collaborating with marketing messages through social news/events in my industry" others through SM" media channels" 31% | Index = 108 28% | Index = 104 24% | Index = 109

#### **Reasons to Unfollow Brands**



#### Actions Taken using Social Media Variables with Response "Yes" Like brand on Facebook 37.6 106 Subscribe to brand email newsletter 19.9 101 Follow brand on Instagram 19.2 108 Subscribe to brand channel on YouTube 14.5 96 Follow brand on Twitter 9.1 102 Join an exclusive online 8.4 82 community of consumers

who also like the brand

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



#### **Product Preferences**

Variables with "Agree" Statements

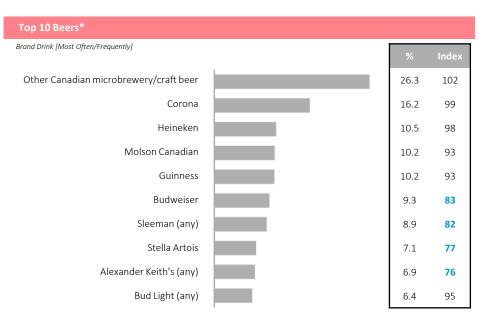
"I would like to eat healthy foods more often" 74%   Index = 99	"I am very concerned about the nutritional content of food products I buy" 69%   Index = 105	"I generally achieve what I set out to do" 67%   Index = 102	"I have tried a product/service based on a personal recommendation" 64%   Index = 93	"l like to cook" 64%   Index = <b>110</b>
"I consider myself to be informed on current events or issues" 58%   Index = 99	"I am interested in learning about different cultures" 57%   Index = 97	"I make an effort to buy local produce/products" 57%   Index = 97	"Family life and having children are most important to me" 57%   Index = 99	"I value companies who give back to the community" 57%   Index = 94
"I offer recommendations of products/services to other people" 56%   Index = 104	"It's important to buy products from socially-responsible/environmentally- friendly companies" 55%   Index = 102	"I like to try new and different products" 54%   Index = 102	"I like to try new places to eat" 49%   Index = 96	"When I shop online I prefer to support Canadian retailers" 46%   Index = 100
"Vegetarianism is a healthy option" 46%   Index = <b>125</b>	"Free-trial/product samples can influence my purchase decisions" 41%   Index = 97	"I am willing to pay more for eco- friendly products" 36%   Index = 106	"I am adventurous/"outdoorsy"" 34%   Index = 98	"I prefer to shop online for convenience" 33%   Index = 102
"l consider myself to be sophisticated" 27%   Index = <b>111</b>	"Staying connected via social media is very important to me" 25%   Index = 94	"Advertising is an important source of information to me" 22%   Index = 95	"I lead a fairly busy social life" 19%   Index = <mark>90</mark>	"I enjoy being extravagant/indulgent" 17%   Index = 96

Index: At least 10% above or below the average



#### **Product Preferences**

Beer Co	nsumption					
Drinks (Pasi	t Week)					
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	71.1	16.6	2.9	1.1	2.7	5.5
Index	100	102	69	45	144	132

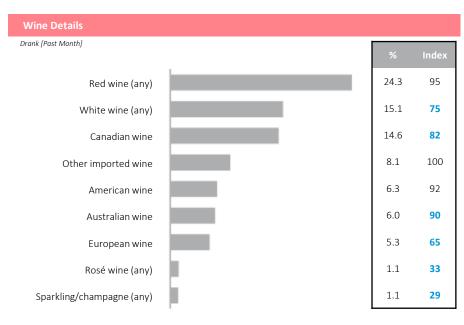


#### Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	14.6	82
Liqueurs (any)	8.6	94
Cider	7.8	77

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	10.5	77

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.3	102



Source: Environics Analytics 2020

(!) Indicates small sample size Based on Household Population 12+



#### **Product Preferences**

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Restaurant Type	Visited*						
Frequency of Visiting [Pas	t Year]						
Once a month or more II	2-11 times per year III Once a year	%	Index	%	Index	%	Index
Pizza restaurants		12.6	108	40.1	100	4.8	91
Asian restaurants		14.2	104	38.1	92	8.2	122
Submarine/sandwich restaurants		8.4	102	34.8	99	1.6	55
Breakfast style restaurant		5.8	99	19.0	74	10.9	118
Chicken restaurants		4.9	99	25.8	113	1.8	53
Ice cream/frozen yogurt restaurants		2.3	107	27.1	95	5.3	111
Specialty burger restaurants		5.8	109	20.5	89	5.9	104
Italian restaurants		3.6	102	17.3	80	6.5	94
Steakhouse		0.2	32	18.4	91	11.5	85
Other ethnic restaurants		2.0	69	30.0	97	4.3	71
Mexican/Burrito-style restaurants		3.9	98	27.1	109	6.6	89
Seafood/Fish and Chips restaurants		1.0	60	20.6	96	5.7	72

#### Restaurant Service Type\*

Frequency of Visiting [Past Year]

Once a month or more	# 2-11 times per year    Once a year	%	lue die se	0/	Indau	0/	Index
		%	Index	%	Index	%	Index
Casual/family dining restaurants		8.9	105	44.6	98	6.9	116
Food court outlets at a shopping mall		9.7	131	39.3	93	5.6	68
Pub restaurants		7.9	104	32.5	89	3.5	88
Formal dine-in restaurants		3.5	81	24.3	86	7.8	95
Fast casual restaurants		7.3	92	31.1	103	2.9	107
Sports bars		3.6	126	9.6	66	2.8	84
Other types		4.9	116	17.1	91	1.9	106

#### Purchased Organic Food

Done [Past Week]





Organic Meat

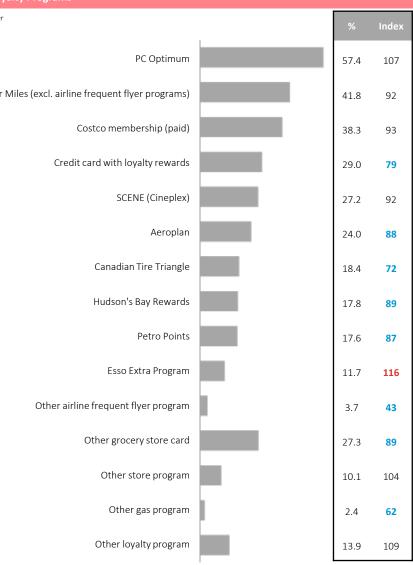
9.6% (95)



#### **Product Preferences**

Demographic	s								Loyalty Pro	ograms*
R	ENT	Ren 37.3 (125	%		<	S S	Own 62.7% <b>(89)</b>	, )	Member	
				Ag	e of Childre	en at Home			Air Miles (e	xcl. airline freque
	5									Costco
Households	s with	_								Credit card w
Children at I	Home		0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more	2	
58.0% (112)		% Index	15.2 97	16.2 96	16.4 98	17.6 99	15.6 104	18.9 106		
		mack	57	50	50		104	100	_	Car
Demographic	Trends									
56k			Hou	sehold Pro	jections					Hud
54k										I
52k		_							(	Other airline freq
2020	2021 20	)22 2	2023 20	024 202	5 2026	2027 2	2028 202	29 2030		Other
	2020			023	_	:025		.030		O
Count	50,659		52	2,523	53	3,729	56	5,081		
% Change	-			3.7		6.1		10.7		
Index	-			93		94		89		Oth

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





#### **Internet Activity**

Activity [Past Week]								
	Internet Activity*	% Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email		65.3 95		50.3	101		5.7	58
Send/receive a text/instant message		58.3 94		57.1	96		6.2	82
Participate in an online social network		55.4 99		47.9	105		5.3	71
Do banking/pay bills online		51.2 99		28.3	104		5.5	101
Take pictures/video		53.1 99		52.5	102		2.9	71
Use maps/directions service		48.1 95		42.7	96		4.9	105
Use apps		51.0 98		49.7	102		11.7	95
Internet search - business, services, products		45.5 101		30.2	104		6.5	91
Watch a subscription-based video service (e.g. Netflix)		34.2 99		15.3	98		8.1	95
Watch free streaming music videos		39.0 <b>118</b>		22.5	109		12.4	130
Compare products/prices while shopping		29.1 95		18.6	95		3.4	86
Watch other online free streaming videos		31.9 105		19.1	100		5.5	91
Research products/services		31.5 99		20.2	107		4.7	94
Listen to music via streaming video service (e.g. YouTube)		21.6 93		16.6	104		3.2	102
Play/download online games		26.3 97		17.9	102	1	2.3	59
Purchase products or services		19.3 <b>83</b>		8.7	87	1	1.8	56
Share/refer/link friends to a website or an article		22.7 106		17.7	109		3.5	129
Consult consumer reviews		25.1 99		14.0	94		2.6	80
Listen to Internet-only music service (e.g. Spotify)		22.8 106		21.8	114		0.6	42
Use online telephone directory		11.2 <b>72</b>		6.2	60		1.1	55
Download music/MP3 files (free or paid)		10.5 <b>71</b>		7.9	76		1.5	123
Use ad blocking software		20.1 101		7.7	99		1.7	112
Download any video content (free or paid)		11.3 <b>80</b>	-	6.2	96		1.8	71
Read or look into online newspapers		10.0 <b>90</b>	-	5.6	84		0.8	56
Click on an Internet advertisement		11.4 92	-	6.7	90		3.6	133
Listen to a podcast		14.8 102		11.8	108		1.3	65
Listen to a radio broadcast via streaming audio		8.3 <b>84</b>	-	6.4	96		0.7	56
Download/print/redeem discount coupon		10.0 <b>87</b>	-	5.0	83		0.1	33
Enter online contests		12.9 <b>114</b>	-	5.2	97		0.3	50
Watch a TV broadcast via streaming video		11.1 <b>117</b>	1	2.9	93		2.6	138
Place/respond to an online classified advertisement		9.0 <b>90</b>		3.9	74		1.0	93
Receive store offers by SMS		8.4 97		6.1	82		-	-
Read or look into online magazines		5.8 <b>118</b>		3.0	112		0.7	74
Scan mobile tagging barcode/QR		5.9 99		3.5	74		-	-
Purchase group deal (e.g. Groupon)		5.2 <b>111</b>	-	2.7	88		-	-
Watch streaming purchased/rented videos (e.g. iTunes)		3.5 <b>110</b>		-	-		-	-



#### **Internet Activity**

Top Website Types*							Direct Media Usage	
Activity [Past Week]							Frequency of Use [Occasionally/Frequently]	%
Internet Mobile Tablet	%	Index	%	Index	0/	Index	Coupons	37.9
	/0	muex	70	muex	/0		Flyers inserted into a community newspaper	36.7
	30.6	91	17.4	84	8.0	106		
Access a news site	50.0	51	1/.1		0.0	100	Flyers delivered to the door or in the mail	34.2
Access food/recipes content	35.3	108	24.8	128	3.0	68	Apps/online flyers	29.9
Access lood/lecipes content							General information from the Internet/websites	28.0
Access health-related content	16.3	93	10.4	100	2.2	81	Direct email offers	27.2
Access hearth related content							Flyers inserted into a daily newspaper	24.5
Access professional sports	6.1	58	4.1	49	1.0	55	Local store catalogues	13.7
content							Mail order	5.0
Access restaurant	15.7	98	13.7	106	0.9	49		
guides/reviews							Yellow Pages (print)	1.2
Access travel content	11.5	80	8.4	90	1.2	45	Yellow Pages (online)	1.0
							Out of Home Advertising	
Access real estate listings/sites	7.9	66	4.4	72	1.2	53	Noticed Advertising [Past Week]	%
							On bus exteriors	24.5
Access a radio station's website	9.8	87	4.0	82	0.9	48	Billboards	21.9
							On transit shelters	20.7
Access home decor-related content	5.5	77	3.1	87	0.7	44	Digital billboards	19.5
content							Inside shopping malls	17.7
Access a TV station's website	6.4	84	1.2	53	0.4	48	On street furniture (e.g. bus benches)	14.6
							Inside buses	12.9
Access celebrity gossip content	5.1	76	3.9	74	0.3	52	Inside public washrooms	8.7 8.3
							On subway/metro platforms	8.3 7.5
Access fashion or beauty- related content	10.9	105	8.9	111	1.2	85	Screens inside elevators	6.7
							Inside subway/metro cars	6.1
Access automotive news/content	2.7	50	1.8	51	0.1	31	Inside movie theaters	5.4
news/content	L		L				Inside airports	4.9

2.6

82

13

On taxis

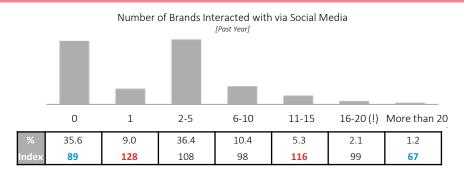


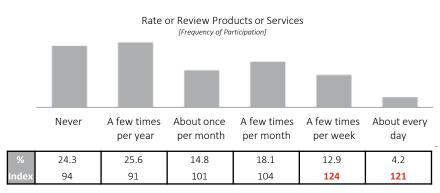
#### **Social Media Usage**

#### Social Media Overview

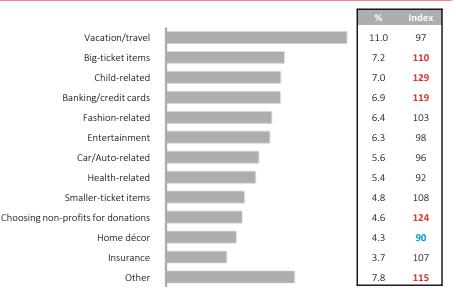
- 73% of South Asian Society from the Custom Surrey target area spent tend to access social media on their mobile phones during the morning hours, 67% during the afternoon hours
- 11% seek recommendations for Vacation/Travel Information via social media (Average)
- 75% believe that Social media companies should not be allowed to own or share their personal information

#### Brand Interaction





#### Seek Recommendations via Social Media\*



#### **Top Social Media Attitudes\*\***

South Asian Society from the Custom Surrey target area are private about sharing their personal information online								
"Social media companies should not be allowed to own or share my personal information" 75%   Index = 95	"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 68%   Index = 97							
"I tend to ignore marketing and advertisements when I'm in a social media environment" 63%   Index = 93	"Use SM to stay connected with personal contacts" 48%   Index = 106							

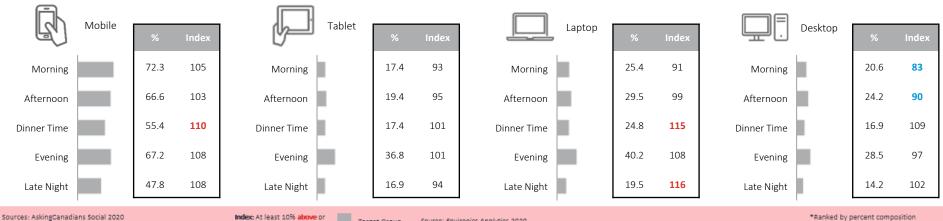
Sources: AskingCanadians Social 2020 Note: Base variables are default and vary based on database



#### Social Media Usage

Frequency of Participation*			Social Media Uses*			Number of Connections				
A few times per week or more			A few times per week or more	A few times per week or more			Across all social media			
Participate In	% Comp	Index						%	Index	
Watch video online	50.5	106		%	Index			70	muex	
View friends' photos online	50.0	101				0-49		32.9	96	
Read article comments	46.4	107	Stay connected with family			24.0		52.5	50	
Chat in online chats	45.2	107	,	47.6	104	50-99		14.8	102	
Read status updates/tweets	43.6	108		_		30.55		1	102	
Listen to radio or stream music online	42.0	107	Keep up to date on general			100-149		13.3	106	
Share links with friends and colleagues	33.5	107	news/events	46.7	100			10.1	100	
Click links in news feeds	29.6	109		40.7	100	150-199		8.3	104	
Read blogs	19.5	107								
Rate or review products online	17.2	124	Stay connected with	45.0	101	200-299		9.9	111	
Update your status on a social network	16.5	122	personal contacts	45.9	104			l	'	
Post photos online	16.4	109				300-399		7.4	115	
Share your GPS location	14.8	115	Keep up to date on							
Check in with locations	14.8	112	news/events in my industry	30.3	105	400-499		3.9	97	
Play games with others online	13.4	88						l		
Chat in online forums	13.2	113				500-1000		5.9	82	
Post videos online	10.1	129	Stay connected with	21.8	104			l		
Comment on articles or blogs	8.5	86	work/professional contacts			More than 1000		3.6	89	
Publish blog, Tumblr, online journal	4.2	91	1			Г		<u> </u>	I	

Typically use



Note: Base variables are default and vary based on database

below the average

\*Ranked by percent composition 15 Based on Household Population 18+



#### Social Media Usage

Facebook						
	ncy of t Year]	Use				
1. A.					%	Index
Currently Use	Did Not Use	Use Daily			54.	3 99
77.1%	15.8%	Use Weekly	μ.		16.	7 109
(99)	(94)	Use Monthly			4.7	7 <b>9</b>
Participate In	* (at least a	few times per we	eek)	% Co	mp	Index
Read my news	feed			57.2		104
Comment/Like	other users	' posts		46	.3	106
Use Messenge	r			40	.5	104
Watch videos				40	.0	107
Watch live vide	eos			20	.5	114
Update my sta	tus			17	.8	120
Like or become	e a fan of a p	oage		15	.5	114
Post photos				13	.5	103
Click on an ad				11	.7	109
Post videos		9.	8	130		
Create a Faceb		6.	122			
Give to a Facel	book fundrai	iser (!)		4.	128	
Create a Faceb	ook fundrai	ser (!)		3.	8	122

LinkedIn							
fi	Frequer [Pas				Use		_
Currently Use <b>43.3%</b>	Did Not Use <b>45.6%</b>	Use Daily Use Weekly			% 6.9 11.4	82	ĸ
(100)	(97)	Use Monthly			23.2	2 <b>114</b>	
Participate In <sup>3</sup>	* (at least a	few times per we	ek)	% Co	mp	Index	
Read your new	/sfeed			10.	.9	112	
View a job pos	ting			9.7		124	
Search and rev	iew other p	rofiles		8.0		121	
Watch videos				7.5		116	
Create a conne	ection			7.4		118	
Comment on c	ontent			4.7		107	
Update your p	Update your profile information			3.6	6	105	
Post an article, video or picture (!)			3.6	6	113		
Join a LinkedIn group (!)			3.5	5	118		
Participate in LinkedIn forums (!)			3.4	4	117		
Request a recommendation (!)			3.0	C	126		
Click on an ad	(!)			2.6	6	84	

#### Instagram Frequency of Use [Past Year] Currently Did Not Use Daily 106 26.4 Use Use Use Weekly 11.4 101 43.7% 41.1% Use Monthly 5.7 97 (103) (92)

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	34.9	110
Like photos/videos	26.5	105
Send direct messages	17.1	118
Comment on photos/videos	16.9	108
Watch live videos	16.5	113
Post photos/videos	12.1	117
View a brand's page	8.1	99
Watch IGTV videos	8.0	117
Click on ads	5.5	98

9	D	Freq	uency of [Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily	1	7.0	108
23.5%	60.3%	Use Weekly		7.3	76
(92)	(99)	Use Monthly		8.7	98

Reddit					
6	5		iency of Past Year]	Use	
				%	Index
Currently Use	Did Not Use	Use Daily		4.8	116
14.0%	77.3%	Use Weekly		4.6	126
(119)	(98)	Use Monthly		3.9	120
Participate	e In* (at lea: montl	st a few times per h)	% Co	mp	Index
/iew content			10	.2	120
ollow specific	Subreddits		6.	2	124

WhatsApp					
(	)	Free	quency of [Past Year]	Use	
6			_	%	Index
Currently Use	Did Not Use	Use Daily		35.7	113
56.1%	32.1%	Use Weekly		11.9	92
(104)	(90)	Use Monthly		7.3	91

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	43.3	111
Send/receive images	40.1	113
Use group chats	32.1	116
Send/receive documents and files	22.8	121
Use voice calls	22.0	125

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

Vote on content

Post content

Source: Environics Analytics 2020

6.1

5.4

116

144

(!) Indicates small sample size



#### **Social Media Usage**

Twitter					
B		Frequency of Use [Past Year]			
				%	Index
Currently Use	Did Not Use	Use Daily		11.9	98
29.9%	53.3%	Use Weekly		11.8	127
(105)	(92)	Use Monthly		5.0	84

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.6	97
Watch videos	8.5	89
Tweet	7.1	106
Respond to tweets	7.0	116
Retweet	6.9	113
Follow users who follow you	6.5	117
Send or receive direct messages	6.3	106
Watch live videos	5.8	102
Actively follow new users	5.5	107
Share a link to a blog post or article of interest	3.7	77
Click on an ad	2.0	69

YouTube					
Ye		Frequency of Use [Past Year]			
			_	%	Index
Currently Use	Did Not Use	Use Daily		36.1	110
73.6%	14.4%	Use Weekly		28.7	101
(101)	(95)	Use Monthly		7.0	68

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	55.5	109
Like or dislike videos	19.8	122
Watch live videos	17.6	117
Share videos	13.5	123
Click on an ad	9.9	117
Leave comment or post response on video	8.6	119
Embed a video on a web page or blog	7.6	123
Create and post a video	5.0	126

		Freq	uency of [Past Year]	Use	
the page				%	Index
Currently Use	Did Not Use	Use Daily		9.3	139
18.4%	68.3%	Use Weekly		5.3	101
(112)	(94)	Use Monthly		3.4	85

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	11.4	134
Send direct text messages	10.4	133
Send photos/videos	7.9	131
Use filters or effects	7.7	130
Read Snapchat discover/News	7.3	130
Use group chat	5.9	121
View a brand's snaps	5.2	135
Use video chat	4.7	140
View ads	3.9	131

#### Audio Podcasts



(31)		(100
Frequenc [Past 1		
	%	Ind
Use Daily	5.3	9

Use Monthly

Did Not Use 67.5%

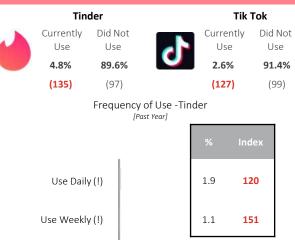
Frequency of Use [Past Year]				
		%	Index	
Use Daily	1	5.3	95	
Use Weekly		3.3	65	

6.0 **115** 

Listen to another genre of podcast 4.4 Listen to a news podcast 4.0 Listen to an educational podcast 3.6 Subscribe to another genre of podcast 3.4 Listen to a sports podcast 2.9 Subscribe to a sports podcast\*\* 2.3 Listen to a technology focused podcast 2.3 Subscribe to a news podcast 1.9 Listen to a business podcast 1.9 Subscribe to a educational podcast 1.5 Listen to a comedy podcast 1.4 Subscribe to a comedy podcast (!) 1.3 Subscribe to a technology podcast (!) 1.3

Participate In\* (at least a few times per week) % Comp

#### **Other Social Media Platforms**



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

Subscribe to a business podcast (!)

Index

91

95

97

107

110

99

101

97

70

74

65

79

76

79

1.2