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Secretariat

SYMPHONY TOURISM SERVICES

Overview

- Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank **3rd**, making up **83,825** households, or **5.1%** of the total Households in Alberta (1,641,221).

- The Median Household Maintainer Age is **42**, **53%** of couples have children living at home (Above Average).

- Above Average Household Income of **$140,202** compared to Alberta at **$126,807**.

- **Top 3 Social Values**: Flexible Families, Need for Escape, Racial Fusion

- **Top Tourism Activities**: Camping, Swimming, Cycling. Above Average interest in Swimming, Sporting Events, Canoeing/Kayaking, Ice Skating, Golfing

- **Average** interest for travelling within Canada (Above Average for: BC, Calgary, Ontario), All-Terrain Families from Alberta spent an average of **$1,752** (Above Average) on their last vacation.

- **80%** currently use Facebook (Average), **43%** use Instagram (Above Average), **33%** use Twitter (Above Average) and **70%** use YouTube (Average).
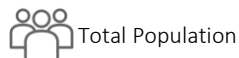
Market Sizing

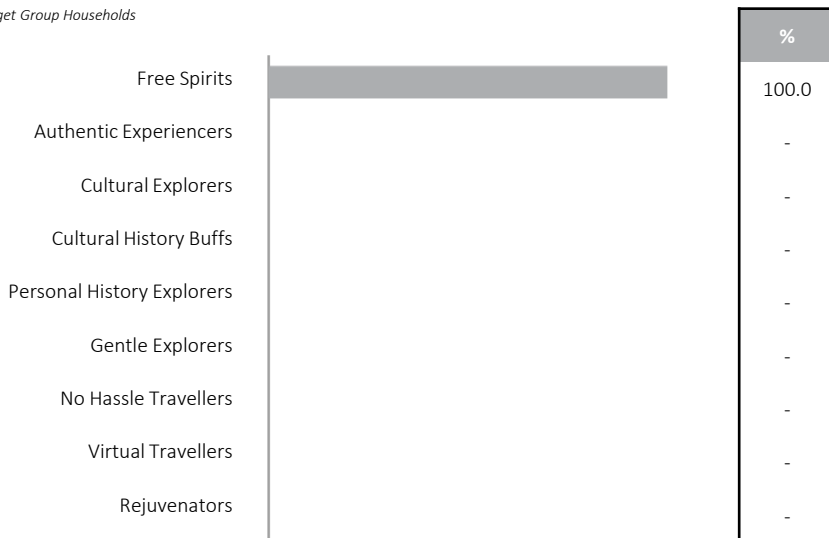Total Population

Target Group: 245,476 | 5.5%
Market: 4,440,749

Total Households

Target Group: 83,825 | 5.1%
Market: 1,641,221

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Airdrie, AB (CY)	13.2	42.2	826	26,198	1.6
Grande Prairie, AB (CY)	8.4	27.0	529	25,965	1.6
Calgary, AB (CY)	6.6	1.1	22	504,796	30.8
Spruce Grove, AB (CY)	6.2	36.1	706	14,519	0.9
Fort Saskatchewan, AB (CY)	6.2	48.8	955	10,600	0.6
Red Deer, AB (CY)	6.1	11.8	232	43,182	2.6
Leduc, AB (CY)	6.0	40.0	783	12,661	0.8
Cochrane, AB (T)	5.9	42.6	833	11,565	0.7
Lethbridge, AB (CY)	5.1	10.4	203	41,224	2.5
Wood Buffalo, AB (SM)	4.4	13.5	263	27,102	1.7

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
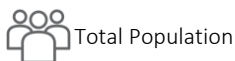
	%
24 - All-Terrain Families	100.0

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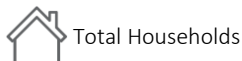British Columbia Regional Tourism Secretariat

SYMPHONY TOURISM SERVICES

Demographic Profile

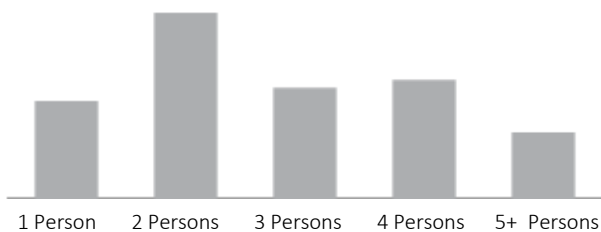**Total Population**
Target Group: 245,476 | 5.5%
Market: 4,440,749

Total Households
Target Group: 83,825 | 5.1%
Market: 1,641,221

Average Household Income

$140,202
(111)

Median Household Maintainer Age

42
(85)

Household Size*

%	16.9	32.1	19.1	20.5	11.4
Index	**70**	94	**119**	**133**	**110**

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

Marital Status**

67.5%
(112)

Married/Common-Law

Family Composition***

53.1%
(114)

Couples With Kids at Home

Education**

28.1%
(101)

High School Certificate Or Equivalent

Visible Minority Presence*

17.1%
(60)

Belong to a visible minority group

Non-Official Language*

0.5%
(35)

No knowledge of English or French

Immigrant Population*

12.4%
(56)

Born outside Canada

Psychographics**

Strong Values			Weak Values
Flexible Families	**150**	**64**	Skepticism Toward Small Business
Need for Escape	**146**	**68**	Ecological Concern
Personal Control	**142**	**70**	Enthusiasm for Technology
Penchant for Risk	**140**	**70**	Traditional Family
Acceptance of Violence	**139**	**71**	Duty

Key Social Values

Flexible Families Index = **150**	Need for Escape Index = **146**	Racial Fusion Index = **131**
Pursuit of Originality Index = **130**	Ethical Consumerism Index = **127**	Brand Genuineness Index = **125**
Multiculturalism Index = **123**	Primacy of the Family Index = **123**	National Pride Index = **119**
Social Intimacy Index = **118**	Ecological Fatalism Index = **118**	Culture Sampling Index = **117**

Sources: DemoStats 2021, SocialValues 2021
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average
Target Group
Source: Environics Analytics 2021
*Based on Households **Based on Household Population 15+
Psychographics to Canada and
Strong/Weak values ranked by Index
2

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.9	100
Bowling	60.1	**125**
Camping	60.0	103
Swimming	59.8	**110**
Gardening	58.6	102

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	51.6	**114**
Sporting events	46.7	**119**
Movies at a theatre/drive-in	45.9	**111**
Other activities & attractions	45.8	100
National or provincial park	44.4	104

Key Tourism Activities**

Camping	Swimming	Cycling	Sporting events	Hiking & backpacking	National or provincial park	Bars & restaurant bars	Parks & city gardens
60.0%	59.8%	52.7%	46.7%	46.6%	44.4%	40.5%	39.5%
(103)	**(110)**	(106)	**(119)**	(107)	(104)	(103)	(100)

Canoeing & kayaking	Ice skating	Golfing	Fishing & hunting	Photography	Zoos & aquariums	Specialty movie theatres/IMAX	Theme parks, waterparks & water slides
35.8%	35.5%	35.2%	33.1%	32.2%	32.1%	26.5%	25.1%
(116)	**(112)**	**(112)**	**(115)**	(99)	(105)	**(118)**	**(122)**

Historical sites	Pilates & yoga	ATV & snowmobiling	Downhill skiing	Video arcades & indoor amusement centres	Hockey	Power boating & jet skiing	Adventure sports
20.8%	20.5%	20.3%	19.7%	17.8%	17.0%	16.5%	16.1%
(100)	(95)	**(124)**	(99)	**(136)**	(103)	**(141)**	**(132)**

Cross country skiing & snowshoeing	Beer, food & wine festivals	Dinner theatres	Snowboarding	Marathon or similar event	Curling	Food & wine shows	Music festivals
14.8%	11.6%	9.8%	9.4%	8.3%	8.1%	7.0%	6.4%
(82)	**(126)**	**(80)**	**(130)**	**(131)**	**(85)**	**(174)**	**(84)**

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
3

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SYMPHONY TOURISM SERVICES

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

Destination	%	Index
Other British Columbia	33.2	**120**
Calgary	27.7	**116**
Other Alberta	27.5	106
Banff	26.6	103
Vancouver	19.3	104
Jasper	13.9	99
Saskatchewan	12.0	101
Toronto	11.3	109
Manitoba	8.7	96
Other Ontario	7.1	**112**
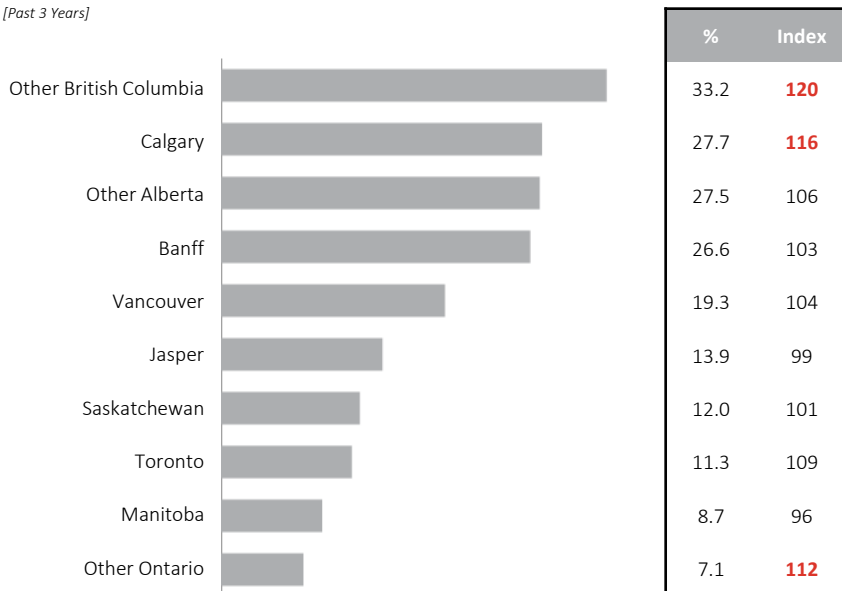
Vacation Booking*

Used [Past 3 Years]

Booking method	%	Index
Book through a hotel directly	38.9	98
Book through an airline directly	37.8	94
Book through an on-line travel agency	36.6	105
Book through airline/hotel website	27.6	100
Other services	21.6	**116**
Book through a full service travel agent	15.4	**82**
Book through a discount/last minute agency	10.0	**149**
Book a package tour	8.6	**87**

Booked With [Past Year]**

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
16.7%	3.3%	4.4%	2.1%	2.0%
(123)	**(79)**	(105)	(102)	**(131)**

Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
1.1%	16.6%	1.7%	4.7%
(74)	**(117)**	**(114)**	(105)

Vacation Spending

Spent Last Vacation

%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
	27.0	20.3	17.6	11.3	6.8	17.0
Index	**90**	105	**87**	106	105	**128**

$ 1,752 **(110)** Average spend on last trip
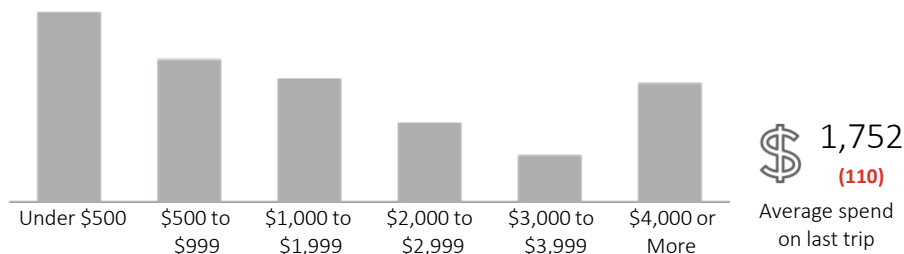
Travel Type & Frequency

Business Trips
10.5 (102) Average number of nights away in the past year for business trips
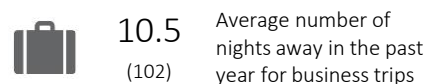
Personal Trips
3.7 (100) Average out-of-town vacations taken in the past 3 years
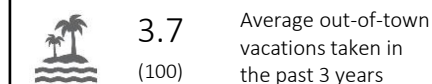
Average number of business trips by mode of transportation in the past year:

2.4 **(79)** | 4.1 **(113)** | 1.6 **(80)** | 2.0 **(53)**

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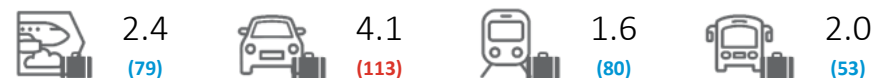
Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 58.6% (100)	Friends/relatives 36.5% (102)	All-inclusive resort 24.2% **(134)**	Camping 26.1% (104)	Vacation rental by owner 24.1% **(118)**	Motel 18.2% **(110)**	Cottage 9.3% **(128)**
B&B 12.0% (101)	Condo/apartment 7.4% **(79)**	RV/camper 20.3% **(132)**	Cruise ship 6.3% **(82)**	Package tours 2.9% **(89)**	Spa resort 5.0% **(178)**	Boat 2.6% (107)

Airline Preferences**

Flown [Past Year]

Air Canada 29.2% (95)	West Jet 45.4% (107)	Air Transat 3.0% (94)	Porter Airlines 0.1% **(203)**	Other Canadian 3.8% (101)
Delta Airlines 5.2% **(87)**	United Airlines 4.1% **(89)**	American Airlines 1.6% **(59)**	Other American 1.6% (101)	
European Airlines 3.4% (103)	Asian Airlines 0.3% **(23)**	Other Charter 2.6% **(86)**	Other 2.7% **(69)**	

Car Rental*

Rented From [Past Year]

Enterprise 3.5% **(60)**	Budget 1.5% **(55)**	Avis 2.1% **(81)**	U-Haul 1.2% **(77)**
Hertz 0.7% **(71)**	National (!) 0.4% **(42)**	Discount (!) 0.1% **(41)**	Other Rentals 2.5% (103)

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2021
Based on Household Population 12+
*Ranked by national values
**Ranked by national percent composition within row
5

All-Terrain Families
PRIZM Segments Included (by SESI): 24
Market: Alberta

SYMPHONY TOURISM SERVICES

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,124 minutes/week	0 hours/week	6 minutes/day	267 minutes/day
(92)	(91)	(54)	(84)	(100)

Top Radio Programs*
Programs [Weekly]

	%	Index
Today's Country	21.9	122
Classic Hits	17.8	105
Mainstream Top 40/CHR	17.6	115
News/Talk	14.2	66
Adult Contemporary	13.9	86
Multi/Variety/Specialty	12.2	100
Classic Rock	12.0	149
Hot Adult Contemporary	11.6	111
AOR/Mainstream Rock	10.5	103
Modern/Alternative Rock	9.5	148

Top Television Programs*
Programs [Average Week]

	%	Index
Movies	50.9	103
Hockey (when in season)	29.2	99
Evening local news	29.1	79
Primetime serial dramas	24.6	91
Home renovation/decoration shows	21.5	91
Situation comedies	20.5	96
News/current affairs	19.9	84
Documentaries	19.5	84
Cooking programs	18.6	96
Suspense/crime dramas	18.4	74

Top Newspaper Sections*
Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	45.3	88
National News	39.7	85
International News & World	39.3	89
Movie & Entertainment	28.1	87
Sports	26.0	89
Food	24.3	90
Editorials	22.3	79
Health	21.5	76
Travel	21.4	93
Business & Financial	17.2	77

Top Magazine Publications*
Read [Past Month]

	%	Index
Cineplex Magazine	5.7	144
Other U.S. magazines	4.6	77
CAA Magazine	4.5	70
National Geographic	4.1	91
Hello! Canada	4.1	146
Maclean's	4.1	88
Other English-Canadian	3.6	62
People	3.3	89
Reader's Digest	3.0	89
Outdoor Canada (!)	2.4	175

Top Internet Activities*
Activity [Past Week]

	%	Index
Send/receive email	70.7	102
Take pictures/video	67.7	119
Send/receive a text/instant message	67.5	104
Participate in an online social network	65.6	112
Use apps	60.9	113
Do banking/pay bills online	57.1	107
Use maps/directions service	55.5	109
Internet search - business, services, products	45.2	108
Watch a subscription-based video service	44.0	111
Access food/recipes content	37.5	125

Top Mobile Activities*
Activity [Past Week]

	%	Index
Send/receive a text/instant message	66.7	107
Take pictures/video	65.8	120
Send/receive email	60.2	110
Participate in an online social network	60.0	121
Use apps	58.8	116
Use maps/directions service	50.7	115
Do banking/pay bills online	38.2	115
Internet search - business, services, products	37.0	124
Access a news site	32.1	124
Access food/recipes content	30.6	154

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021
(!) Indicates small sample size
*Selected and ranked by percent composition
Ranked on Household Population 12+
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Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	**80.1%**	(102)
YouTube	**70.0%**	(99)
LinkedIn	**45.1%**	(105)
Instagram	**43.4%**	(110)
WhatsApp	**41.1%**	(98)
Twitter	**32.7%**	(116)
Pinterest	**32.2%**	(109)
Snapchat	**20.4%**	(141)
Podcasts	**19.9%**	(107)
Reddit	**13.6%**	(117)
Health/Fitness	**10.7%**	(114)
TikTok	**7.7%**	(107)
Blogs	**7.5%**	(78)
Dating App	**4.2%**	(106)
Tinder	**3.0%**	(121)
Flickr	**1.2%**	(40)
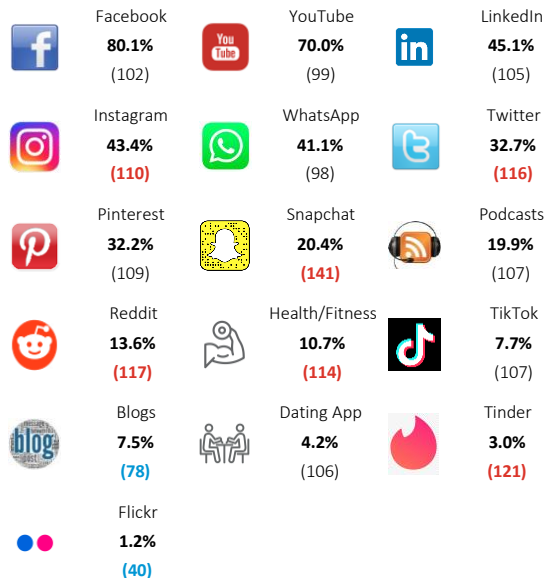
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	34.9	**115**
To get coupons and discounts	32.1	**113**
To enter contests	31.8	**120**
To be among the first to hear brand news	13.0	106
To provide feedback to the brand	12.0	**132**
To engage with content	10.0	**112**
To make suggestions for new products/services	5.5	**118**
To share brand-related stories with consumers	4.2	**88**
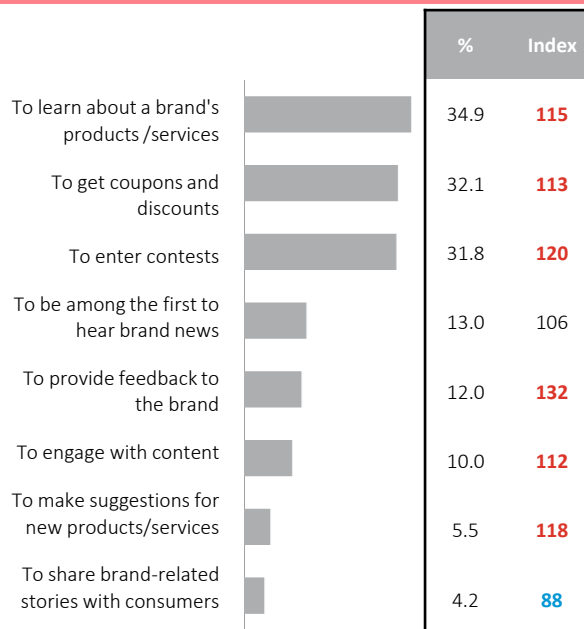
Reasons to Unfollow Brands

	%	Index
Too many messages	39.6	**114**
Not enough value	25.1	**113**
Stopped purchasing products from brand	16.4	**114**
Other	4.2	**119**
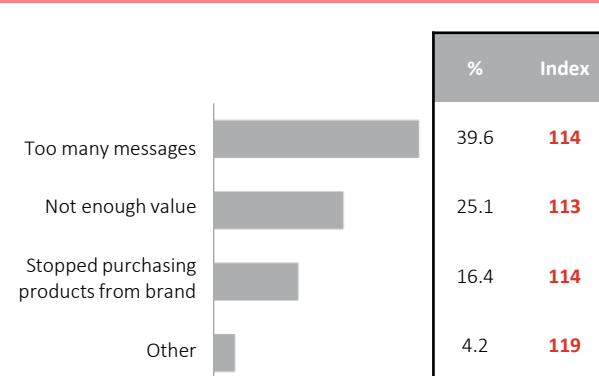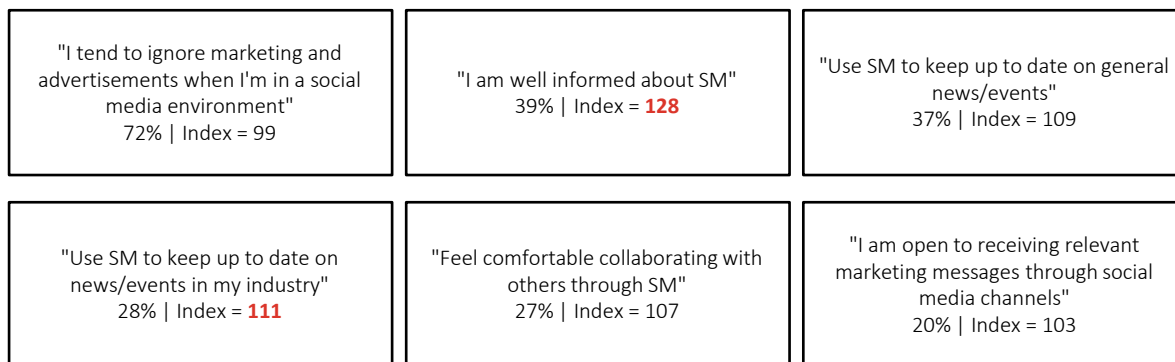
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	44.1	**123**
Follow brand on Instagram	22.0	**132**
Subscribe to brand email newsletter	16.9	96
Subscribe to brand channel on YouTube	13.2	93
Follow brand on Twitter	11.4	**127**
Join an exclusive online community of consumers who also like the brand	10.0	107

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
72% | Index = 99

"I am well informed about SM"
39% | Index = **128**

"Use SM to keep up to date on general news/events"
37% | Index = 109

"Use SM to keep up to date on news/events in my industry"
28% | Index = **111**

"Feel comfortable collaborating with others through SM"
27% | Index = 107

"I am open to receiving relevant marketing messages through social media channels"
20% | Index = 103

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2021
Ranked by percent composition
Based on Household Population 18+
7

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All-Terrain Families
PRIZM Segments Included (by SESI): 24
Market: Alberta

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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 79% | Index = 104	"I have tried a product/service based on a personal recommendation" 74% | Index = 104	"I generally achieve what I set out to do" 68% | Index = 102	"I offer recommendations of products/services to other people" 64% | Index = **113**	"Family life and having children are most important to me" 64% | Index = 107
"I like to try new places to eat" 63% | Index = 109	"I like to cook" 62% | Index = 109	"I am very concerned about the nutritional content of food products I buy" 59% | Index = 95	"I value companies who give back to the community" 59% | Index = 99	"I consider myself to be informed on current events or issues" 58% | Index = 97
"When I shop online I prefer to support Canadian retailers" 56% | Index = **111**	"I make an effort to buy local produce/products" 53% | Index = 96	"I am interested in learning about different cultures" 53% | Index = 93	"I like to try new and different products" 52% | Index = 105	"It's important to buy products from socially-responsible/environmentally-friendly companies" 45% | Index = 93
"I am adventurous/"outdoorsy"" 43% | Index = 107	"Free-trial/product samples can influence my purchase decisions" 43% | Index = 107	"Staying connected via social media is very important to me" 36% | Index = **114**	"I prefer to shop online for convenience" 35% | Index = **114**	"I am willing to pay more for eco-friendly products" 29% | Index = 103
"Advertising is an important source of information to me" 28% | Index = 104	"Vegetarianism is a healthy option" 25% | Index = **113**	"I lead a fairly busy social life" 23% | Index = 94	"I enjoy being extravagant/indulgent" 20% | Index = **111**	"I consider myself to be sophisticated" 19% | Index = **89**

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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
%	70.2	15.6	6.9	1.7	0.7	4.8
Index	98	111	109	55	82	114
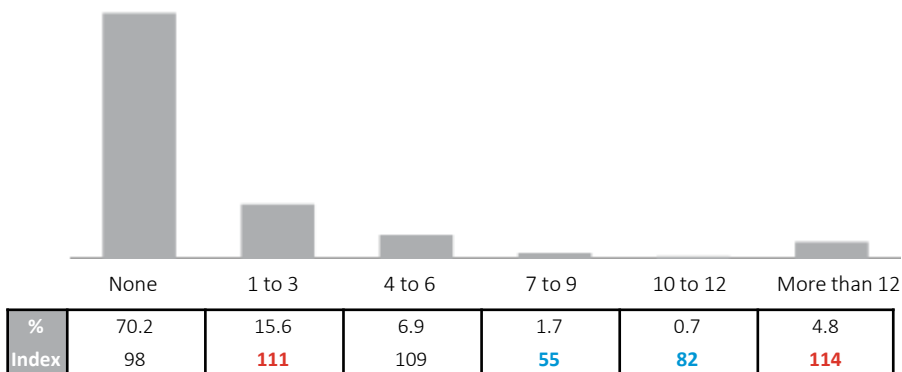
Drinks

Drank [Past Month]	% Comp	Index
Liqueurs (any)	12.6	116
Canadian wine	8.8	73
Cider	7.9	105

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.4	102

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	20.1	93

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	20.1	93
Corona	17.9	129
Coors Light	17.8	126
Budweiser	12.5	112
Alexander Keith's (any)	11.8	98
Bud Light (any)	11.5	110
Stella Artois	11.4	115
Heineken	10.4	124
Molson Canadian	10.2	108
Guinness	9.8	100
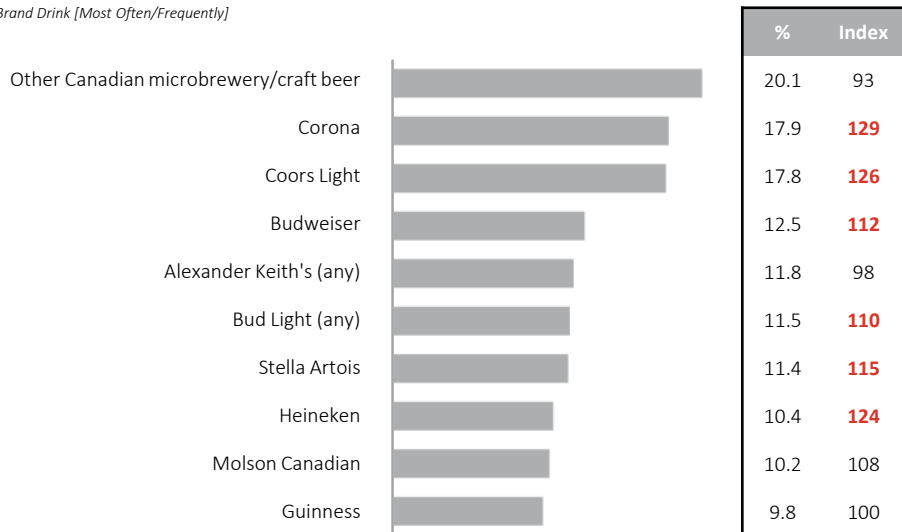
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	19.2	91
White wine (any)	19.2	105
Canadian wine	8.8	73
Rosé wine (any)	8.5	133
American wine	8.4	123
Other imported wine	7.1	97
Australian wine	7.0	110
European wine	3.3	50
Sparkling/champagne (any)	3.2	79

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
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(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition   9
ranked by percent composition

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SYMPHONY TOURISM SERVICES

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	12.1	100	62.6	**117**	2.3	**71**
Asian restaurants	3.8	**62**	51.4	**111**	10.1	**135**
Submarine/sandwich restaurants	9.2	105	42.9	105	4.5	108
Breakfast style restaurant	5.5	106	35.1	104	11.8	**128**
Chicken restaurants	3.3	**87**	28.8	106	7.6	**126**
Ice cream/frozen yogurt restaurants	3.2	97	30.2	108	4.0	**73**
Specialty burger restaurants	4.3	**85**	43.0	**132**	6.1	**88**
Italian restaurants	0.6	**32**	22.1	98	11.2	**124**
Other ethnic restaurants	2.3	99	18.8	96	8.4	**136**
Steakhouse	0.5	**67**	27.9	**124**	21.0	**117**
Mexican/Burrito-style restaurants	3.3	**146**	23.7	107	9.6	**126**
Seafood/Fish and Chips restaurants	0.3	**30**	9.1	**72**	9.4	**126**

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.0	**137**	48.1	101	9.8	**110**
Food court outlets at a shopping mall	7.1	**88**	52.9	**118**	9.2	99
Pub restaurants	7.3	**119**	37.7	**114**	4.1	**80**
Formal dine-in restaurants	4.1	**145**	35.2	**113**	11.7	103
Fast casual restaurants	13.1	**126**	34.8	**119**	3.0	**83**
Sports bars	2.7	**112**	23.9	**123**	2.5	**64**
Other types	1.2	**52**	14.8	**87**	1.8	**134**

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
20.4%	8.8%	4.2%
(93)	(107)	**(74)**

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021
*Ranked by national percent composition of visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+
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Product Preferences

Demographics

Rent
19.4%
(71)

Own
80.6%
(112)

Households with Children at Home
51.0%
(120)

Age of Children at Home

%	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	25.9	25.4	19.6	14.6	6.9	7.6
Index	132	126	104	85	61	58

Demographic Trends

Household Projections
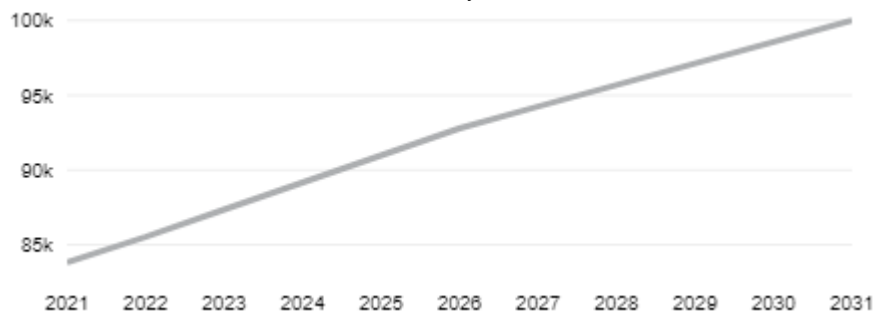
Name	2021	2024	2026	2031
Count	83,825	89,177	92,786	100,004
% Change	-	6.4	10.7	19.3
Index	-	146	147	137

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)	67.2	112
Costco membership (paid)	51.2	111
Canadian Tire Triangle	49.5	120
PC Optimum	47.2	91
SCENE (Cineplex)	37.8	117
Credit card with loyalty rewards	31.6	95
Aeroplan	23.6	90
Petro Points	21.2	115
Hudson's Bay Rewards	19.8	118
Esso Extra Program	12.6	135
Other grocery store card	17.1	93
Other loyalty program	13.9	118
Other airline frequent flyer program	9.7	98
Other gas program	7.9	107
Other store program	6.4	96

Sources: DemoStats 2021, DemoStats Trends 2021, Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2021
Target Group
*Ranked by percent composition and based on Household Population 12+
Based on Households
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Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	70.7	102		60.2	110		13.1	107
Send/receive a text/instant message	67.5	104		66.7	107		7.1	107
Participate in an online social network	65.6	112		60.0	121		10.9	110
Do banking/pay bills online	57.1	107		38.2	115		6.4	129
Take pictures/video	67.7	119		65.8	120		4.4	83
Use apps	60.9	113		58.8	116		13.3	99
Use maps/directions service	55.5	109		50.7	115		2.4	74
Internet search - business, services, products	45.2	108		37.0	124		7.6	89
Watch a subscription-based video service (e.g. Netflix)	44.0	111		25.0	132		5.2	58
Watch free streaming music videos	35.0	111		27.0	115		5.4	96
Watch other online free streaming videos	30.7	109		24.4	119		6.9	122
Compare products/prices while shopping	31.1	113		23.7	121		5.2	131
Play/download online games	36.3	111		27.9	124		8.7	103
Research products/services	29.4	108		23.5	135		6.5	129
Listen to music via streaming video service (e.g. YouTube)	31.1	104		26.5	121		4.2	89
Share/refer/link friends to a website or an article	18.6	90		15.9	97		2.7	98
Listen to Internet-only music service (e.g. Spotify)	29.6	127		27.3	133		2.0	97
Purchase products or services	21.1	93		14.7	122		2.9	85
Consult consumer reviews	19.9	98		15.2	118		1.9	62
Use online telephone directory	12.9	80		9.8	84		0.9	43
Use ad blocking software	18.3	117		7.2	141		0.3	24
Download any video content (free or paid)	14.3	101		7.0	106		2.7	96
Read or look into online newspapers	8.3	77		5.5	88		1.8	70
Download music/MP3 files (free or paid)	17.5	109		14.5	116		1.3	96
Click on an Internet advertisement	15.0	110		12.9	132		1.4	69
Listen to a podcast	13.3	93		10.9	91		0.8	50
Listen to a radio broadcast via streaming audio	7.2	88		4.2	87		1.2	59
Download/print/redeem discount coupon	9.1	90		6.0	98		1.2	115
Watch a TV broadcast via streaming video	5.3	67		1.6	67		1.1	71
Enter online contests	5.8	95		3.8	92		0.1	19
Place/respond to an online classified advertisement	6.6	98		6.2	124		0.5	56
Receive store offers by SMS	7.1	93		6.9	96		-	-
Read or look into online magazines	3.6	68		1.8	78		0.7	45
Scan mobile tagging barcode/QR	4.8	133		4.7	140		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	3.5	118		-	-		-	-
Purchase group deal (e.g. Groupon)	1.6	87		1.1	103		-	-

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2021
*Ranked by national percent composition
Based on Household Population 12+
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Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.4	101	32.1	124	5.8	79
Access food/recipes content	37.5	125	30.6	154	8.9	118
Access health-related content	14.2	87	10.3	102	4.7	126
Access professional sports content	12.8	101	11.1	112	1.4	55
Access restaurant guides/reviews	7.7	66	5.8	64	0.8	42
Access travel content	9.3	99	6.9	129	2.1	105
Access real estate listings/sites	9.2	99	6.7	135	0.6	57
Access a radio station's website	6.9	73	3.2	70	1.9	126
Access home decor-related content	7.8	108	4.4	106	1.7	95
Access celebrity gossip content	6.0	80	4.9	96	0.4	46
Access a TV station's website	11.0	146	3.1	112	2.5	230
Access fashion or beauty-related content	8.1	136	7.8	157	0.4	47
Access automotive news/content	3.2	68	2.7	85	1.4	239

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	36.6	89
General information from the Internet/websites	33.1	96
Coupons	30.0	89
Apps/online flyers	29.7	96
Direct email offers	22.9	90
Flyers inserted into a community newspaper	21.4	97
Local store catalogues	17.0	76
Flyers inserted into a daily newspaper	11.8	70
Mail order	6.5	87
Yellow Pages (print)	1.2	35
Yellow Pages (online)	1.0	44

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	43.1	121
Digital billboards	30.4	124
On bus exteriors	23.7	103
On street furniture (e.g. bus benches)	23.3	103
Inside shopping malls	20.4	106
Inside public washrooms	17.5	109
On transit shelters	13.0	91
Inside movie theaters	9.4	105
Inside buses	7.8	90
Inside airports	5.0	97
On taxis	3.4	122
Screens inside elevators	3.4	79
Inside subway/metro cars	2.6	99
On subway/metro platforms	1.7	50
Inside commuter trains	1.5	33

Sources: Opticks Powered by Numeris 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average ■ Target Group
Source: Environics Analytics 2021
*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

- **Internet and Social Media Usage: 45%** search for Businesses, Services and Products online (Average), **9%** access Travel Content Websites (Average).

- **72%** of All-Terrain Families from Alberta tend to access social media on their mobile phones during the morning hours, **68%** during the afternoon hours.

- **9%** seek recommendations for Vacation/Travel Information via social media (Average).

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
%	39.9	5.5	31.5	12.2	5.2	1.6	4.1
Index	90	85	101	117	148	133	147
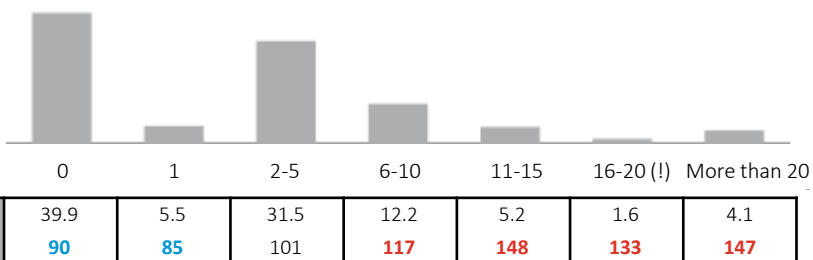
Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	31.8	32.4	10.9	14.2	8.0	2.7
Index	90	105	94	114	111	108
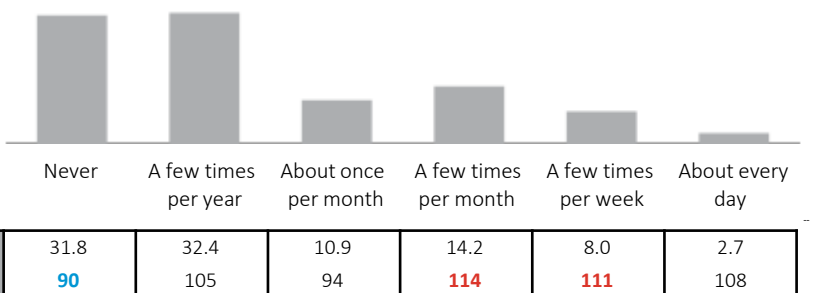
Seek Recommendations via Social Media*

	%	Index
Vacation/travel	9.1	105
Entertainment	5.9	100
Car/Auto-related	5.8	121
Fashion-related	5.6	105
Big-ticket items	5.3	91
Home décor	4.6	105
Health-related	4.5	99
Smaller-ticket items	4.2	103
Child-related	4.1	116
Banking/credit cards	3.8	83
Insurance	3.3	102
Choosing non-profits for donations	2.7	89
Other	5.1	123
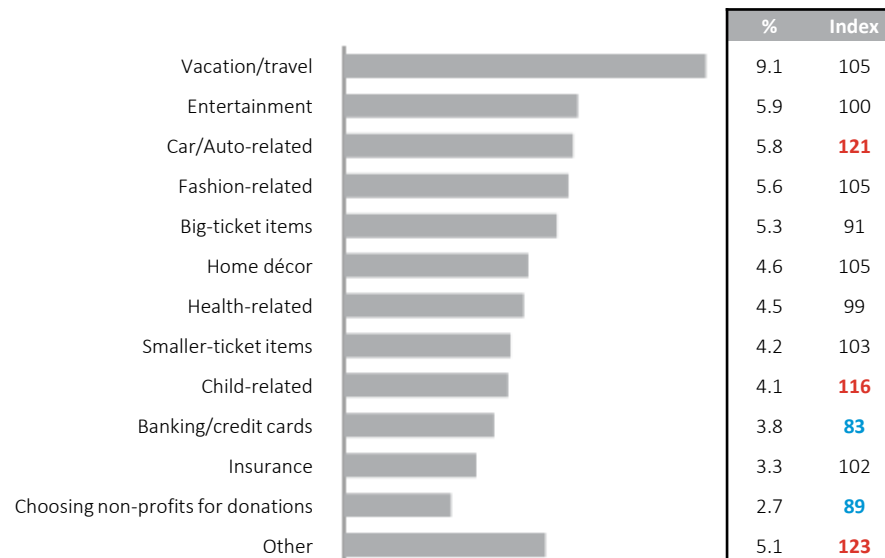
Top Social Media Attitudes**

72% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
85% | Index = 102

"I tend to ignore marketing and advertisements when I'm in a social media environment"
72% | Index = 99

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
69% | Index = 101

"Use SM to stay connected with personal contacts"
46% | Index = 109

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2021
(!) Indicates small sample size
Based on Household Population 18+
*Ranked by percent composition
**Selected and ranked by highest percent composition
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Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	52.5	116
Watch video online	48.4	106
Chat in online chats	45.5	115
Read status updates/tweets	44.1	116
Read article comments	39.8	105
Listen to radio or stream music online	38.6	113
Share links with friends and colleagues	24.4	93
Click links in news feeds	20.3	103
Play games with others online	17.9	120
Read blogs	14.4	103
Post photos online	14.1	114
Update your status on a social network	12.1	125
Rate or review products online	10.7	110
Chat in online forums	10.3	99
Comment on articles or blogs	10.0	110
Check in with locations	9.1	106
Share your GPS location	8.8	111
Post videos online	6.2	109
Publish blog, Tumblr, online journal	4.5	115

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	50.6	112
Keep up to date on general news/events	49.3	111
Stay connected with personal contacts	48.0	111
Keep up to date on news/events in my industry	29.7	118
Stay connected with work/professional contacts	20.2	112

Number of Connections

Across all social media

	%	Index
0-49	25.8	75
50-99	9.0	69
100-149	14.0	126
150-199	9.6	117
200-299	11.5	134
300-399	8.0	133
400-499	6.2	131
500-1000	9.4	113
More than 1000	6.5	116

Social Media Access

Typically use

Mobile

	%	Index
Morning	71.8	110
Afternoon	68.0	106
Dinner Time	51.3	106
Evening	66.3	107
Late Night	51.9	113

Tablet

	%	Index
Morning	19.3	94
Afternoon	18.7	90
Dinner Time	15.4	105
Evening	29.2	91
Late Night	15.5	95

Laptop

	%	Index
Morning	22.9	84
Afternoon	29.9	96
Dinner Time	14.5	88
Evening	29.4	91
Late Night	12.2	87

Desktop

	%	Index
Morning	18.6	82
Afternoon	19.2	80
Dinner Time	8.4	80
Evening	19.5	85
Late Night	10.3	97

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2021
*Ranked by percent composition
Based on Household Population 18+
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Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
80.1%	**16.6%**	Use Daily	63.7	**112**
(102)	(93)	Use Weekly	11.3	**77**
		Use Monthly	4.4	**65**

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	59.8	109
Comment/Like other users' posts	53.8	**120**
Watch videos	45.8	**112**
Use Messenger	45.0	106
Watch live videos	18.6	103
Post photos	15.1	**124**
Like or become a fan of a page	14.4	**117**
Update my status	13.3	**115**
Click on an ad	11.0	98
Post videos	7.5	105
Create a Facebook group or fan page	6.2	**116**
Give to a Facebook fundraiser (!)	2.7	**81**
Create a Facebook fundraiser (!)	2.7	99

LinkedIn

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
45.1%	**47.5%**	Use Daily	11.9	**123**
(105)	(96)	Use Weekly	15.0	104
		Use Monthly	16.2	96

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.8	**123**
Watch videos	10.1	**145**
View a job posting	10.1	**121**
Search and review other profiles	6.6	102
Create a connection	4.5	95
Update your profile information	3.7	**111**
Comment on content	3.5	**87**
Post an article, video or picture (!)	3.0	97
Request a recommendation (!)	2.5	**87**
Click on an ad (!)	2.4	**72**
Participate in LinkedIn forums (!)	2.1	**87**
Join a LinkedIn group (!)	1.3	**51**

Instagram

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
43.4%	**47.6%**	Use Daily	26.5	**122**
(110)	(93)	Use Weekly	11.1	101
		Use Monthly	5.5	**88**

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	33.5	**119**
Like photos/videos	29.2	**127**
Comment on photos/videos	14.5	**112**
Send direct messages	13.8	**111**
Watch live videos	11.0	100
Post photos/videos	10.2	**127**
View a brand's page	9.8	**116**
Watch IGTV videos	8.7	**131**
Click on ads	5.5	**111**

Pinterest

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
32.2%	**58.4%**	Use Daily	7.6	**114**
(109)	(97)	Use Weekly	12.2	**113**
		Use Monthly	10.7	99

Reddit

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
13.6%	**80.5%**	Use Daily	4.2	**111**
(117)	(99)	Use Weekly	4.0	**114**
		Use Monthly	5.2	**135**

Participate In* (at least a few times per month)	% Comp	Index
View content	9.8	**120**
Follow specific Subreddits	5.4	**128**
Vote on content	4.9	**150**
Post content	2.7	**124**

WhatsApp

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
41.1%	**53.8%**	Use Daily	18.4	95
(98)	(104)	Use Weekly	14.8	**119**
		Use Monthly	7.2	**80**

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	27.0	99
Send/receive images	25.0	100
Use group chats	19.3	102
Send/receive documents and files	13.0	**117**
Use voice calls	11.5	92

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2021

(!) 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
	32.7%	**57.6%**
	(116)	(91)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	14.6	116
Use Weekly	10.5	128
Use Monthly	6.8	107

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	21.5	118
Watch videos	11.6	106
Retweet	8.1	115
Send or receive direct messages	6.6	111
Watch live videos	6.1	96
Tweet	5.7	85
Actively follow new users	5.5	110
Share a link to a blog post or article of interest	5.5	90
Follow users who follow you	5.1	91
Respond to tweets	4.9	78
Click on an ad	3.3	102

YouTube

	Currently Use	Did Not Use
	70.0%	**17.0%**
	(99)	(101)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	29.2	99
Use Weekly	28.7	109
Use Monthly	11.7	82

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	50.6	106
Like or dislike videos	18.1	111
Watch live videos	16.3	105
Share videos	8.0	90
Click on an ad	6.0	93
Leave comment or post response on video	5.3	74
Create and post a video	3.5	90
Embed a video on a web page or blog	3.2	74

Snapchat

	Currently Use	Did Not Use
	20.4%	**74.3%**
	(141)	(93)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	9.0	127
Use Weekly	5.2	129
Use Monthly	5.5	194

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	10.2	119
Send photos/videos	8.5	118
Send direct text messages	8.1	115
Use filters or effects	6.4	143
Use group chat	5.5	139
Read Snapchat discover/News	3.8	97
Use video chat	3.0	131
View a brand's snaps	2.7	109
View ads	1.8	95

Audio Podcasts

	Currently Use	Did Not Use
	19.9%	**66.2%**
	(107)	(98)

Frequency of Use *[Past Year]*

	%	Index
Use Daily	6.3	120
Use Weekly	7.2	102
Use Monthly	6.1	104

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	6.9	132
Listen to an educational podcast	6.1	131
Listen to a news podcast	5.5	121
Listen to a comedy podcast	4.5	127
Subscribe to another genre of podcast	4.2	142
Listen to a sports podcast	3.5	117
Listen to a business podcast	3.1	97
Subscribe to a sports podcast**	2.9	116
Subscribe to a educational podcast	2.9	134
Listen to a technology focused podcast	2.8	100
Subscribe to a news podcast	2.5	121
Subscribe to a business podcast (!)	2.1	133
Subscribe to a technology podcast (!)	2.1	117
Subscribe to a comedy podcast (!)	2.0	118

Other Social Media Platforms

Tinder

	Currently Use	Did Not Use
	3.0%	**93.9%**
	(121)	(99)

Tik Tok

	Currently Use	Did Not Use
	7.7%	**86.6%**
	(107)	(99)

Frequency of Use - Tinder *[Past Year]*

	%	Index
Use Daily (!)	1.4	148
Use Weekly (!)	0.7	81

Sources: AskingCanadians Social 2021
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

☐ Target Group

Source: Environics Analytics 2021

(!) Indicates small sample size
Based on Household Population 18+

*Ranked by percent composition
**a few times per month or more