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SYMPHONY TOURISM SERVICES

Overview

- Of the 67 PRIZM Clusters identified in Canada, Family Mode rank **8th**, making up **62,772** households, or **3.8%** of the total Households in Alberta (1,641,221).

- The Median Household Maintainer Age is **49**, **54%** of couples have children living at home (Above Average).

- Above Average Household Income of **$152,385** compared to Alberta at $126,807.

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

- **Top Tourism Activities**: Camping, Swimming, Cycling. Above Average interest in Attending Sporting Events, Ice Skating, Canoeing/Kayaking, Fishing/Hunting, Zoos/Aquariums

- **Average** interest for travelling within Canada (Above Average for: BC, Alberta, Calgary), Family Mode from Alberta spent an average of **$1,728** (Average) on their last vacation.

- **80%** currently use Facebook (Average), **41%** use Instagram (Average), **31%** use Twitter (Average) and **68%** use YouTube (Average).

Market Sizing
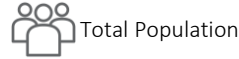
Total Population
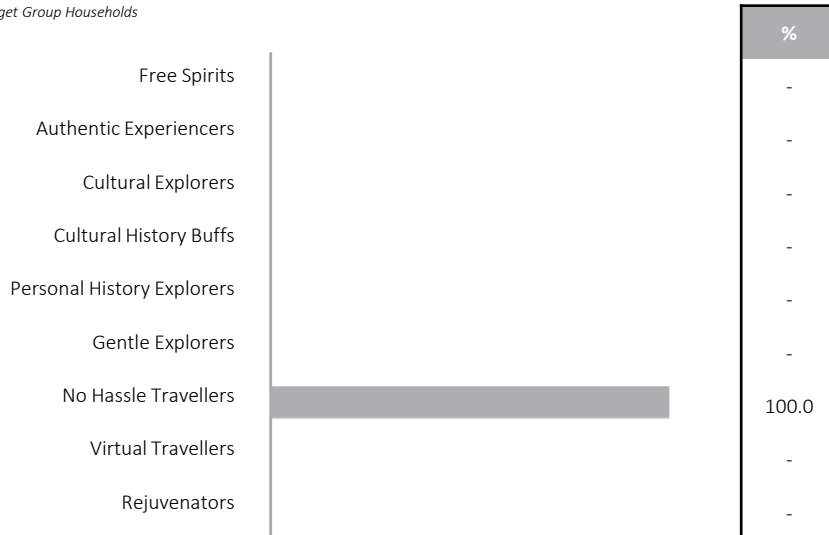
Target Group: 191,447 | 4.3%
Market: 4,440,749
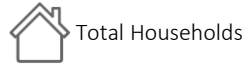
Total Households

Target Group: 62,772 | 3.8%
Market: 1,641,221

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Strathcona County, AB (SM)	11.0	17.9	468	38,465	2.3
Calgary, AB (CY)	9.1	1.1	30	504,796	30.8
Red Deer, AB (CY)	7.7	11.1	291	43,182	2.6
Okotoks, AB (T)	7.4	42.8	1,120	10,914	0.7
St. Albert, AB (CY)	7.4	17.8	466	25,901	1.6
Airdrie, AB (CY)	6.0	14.3	374	26,198	1.6
Lethbridge, AB (CY)	4.7	7.2	189	41,224	2.5
Chestermere, AB (CY)	4.5	40.0	1,044	7,133	0.4
Cochrane, AB (T)	3.6	19.8	516	11,565	0.7
Spruce Grove, AB (CY)	3.6	15.5	405	14,519	0.9

EQ Segments

% of Target Group Households

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

Top PRIZM Segments

% of Target Group Households
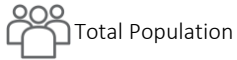
	%
19 - Family Mode	100.0

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Family Mode
PRIZM Segments Included (by SESI): 19
Market: Alberta

SYMPHONY
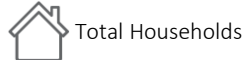TOURISM
SERVICES

Demographic Profile

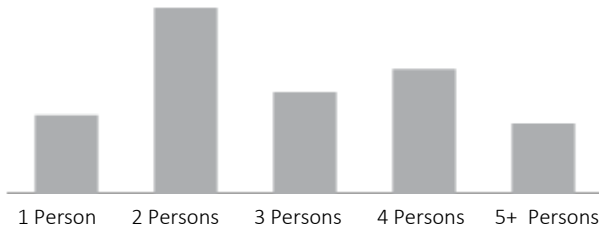**Total Population**
Target Group: 191,447 | 4.3%
Market: 4,440,749

Total Households
Target Group: 62,772 | 3.8%
Market: 1,641,221

Average Household Income

$152,385
(120)

Median Household Maintainer Age

49
(98)

Household Size*

%	14.0	33.1	18.1	22.2	12.5
Index	**58**	97	**113**	**145**	**121**

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

Marital Status**

66.9%
(111)

Married/Common-Law

Family Composition***

53.7%
(115)

Couples With Kids at Home

Education**

28.7%
(103)

High School Certificate Or Equivalent

Visible Minority Presence*

14.6%
(51)

Belong to a visible minority group

Non-Official Language*

0.5%
(31)

No knowledge of English or French

Immigrant Population*

12.6%
(56)

Born outside Canada

Psychographics**

Strong Values			**Weak Values**
Need for Escape	**137**	77	Active Government
Flexible Families	**132**	80	Need for Status Recognition
Cultural Assimilation	**123**	81	Brand Genuineness
Importance of Price	**122**	81	Search for Roots
Rejection of Orderliness	**121**	81	Enthusiasm for Technology

Key Social Values

Need for Escape Index = **137**	Flexible Families Index = **132**	Racial Fusion Index = **119**
National Pride Index = **118**	Ecological Fatalism Index = **113**	Primacy of the Family Index = **111**
Emotional Control Index = 108	Effort Toward Health Index = 108	Work Ethic Index = 106
Culture Sampling Index = 105	Social Intimacy Index = 104	Legacy Index = 103

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

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SYMPHONY TOURISM SERVICES

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.7	102
Camping	62.0	107
Home exercise & home workout	59.8	103
Swimming	59.0	109
Gardening	57.5	100

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	47.5	105
Other activities & attractions	47.3	104
National or provincial park	45.9	108
Sporting events	45.3	116
Movies at a theatre/drive-in	44.0	107

Key Tourism Activities**

Camping	Swimming	Cycling	Hiking & backpacking	National or provincial park	Sporting events	Parks & city gardens	Bars & restaurant bars
62.0% (107)	59.0% (109)	53.8% (109)	46.2% (106)	45.9% (108)	45.3% (116)	40.6% (103)	40.2% (102)

Ice skating	Canoeing & kayaking	Fishing & hunting	Zoos & aquariums	Photography	Golfing	Specialty movie theatres/IMAX	Theme parks, waterparks & water slides
36.8% (116)	34.8% (112)	34.5% (120)	33.3% (110)	32.7% (100)	31.4% (100)	25.3% (112)	24.3% (119)

Downhill skiing	Historical sites	Pilates & yoga	ATV & snowmobiling	Cross country skiing & snowshoeing	Hockey	Power boating & jet skiing	Adventure sports
23.7% (120)	23.5% (113)	22.0% (102)	21.7% (132)	18.4% (102)	18.1% (110)	16.1% (138)	15.8% (131)

Video arcades & indoor amusement centres	Dinner theatres	Curling	Beer, food & wine festivals	Snowboarding	Marathon or similar event	Music festivals	Inline skating
14.6% (111)	12.8% (104)	11.0% (116)	10.6% (115)	9.6% (132)	7.2% (114)	6.5% (85)	5.8% (96)

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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Family Mode
PRIZM Segments Included (by SESI): 19
Market: Alberta

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Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	30.8	**111**
Other Alberta	29.4	**113**
Calgary	28.0	**118**
Banff	26.1	101
Vancouver	17.4	94
Jasper	14.8	105
Saskatchewan	11.5	97
Toronto	9.7	94
Victoria	8.9	**80**
Manitoba	8.7	96
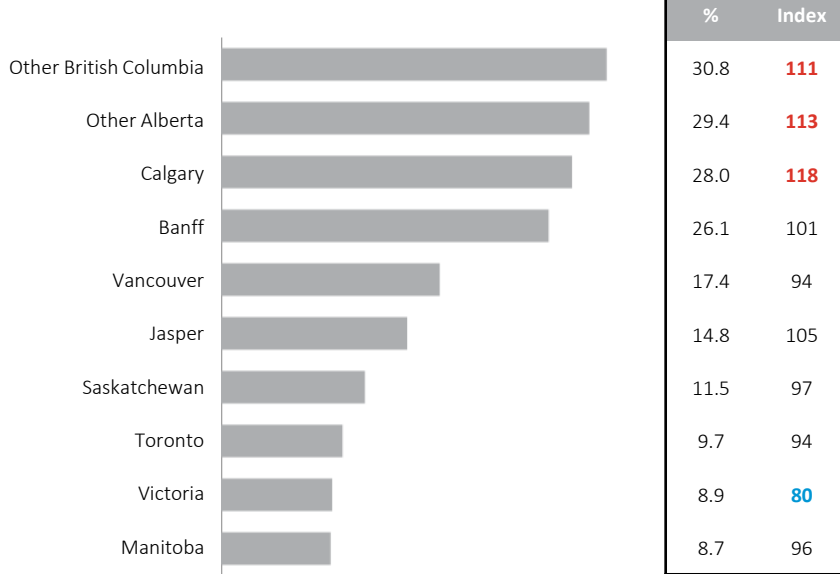
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	39.9	99
Book through a hotel directly	38.9	98
Book through an on-line travel agency	36.9	106
Book through airline/hotel website	26.1	95
Other services	20.2	108
Book through a full service travel agent	15.3	**82**
Book a package tour	8.1	**83**
Book through a discount/last minute agency	8.0	**119**

*Booked With [Past Year]***

Expedia.com/ca	14.0% (103)
Booking.com	3.2% **(75)**
Hotels.com	4.3% (101)
Sunwing.ca	2.7% **(128)**
Trivago.ca	1.8% **(122)**
Travelocity.com/ca (!)	1.0% **(71)**
Airline Websites	13.2% (93)
Discount Sites	0.8% **(55)**
Other Travel	3.7% **(83)**

Vacation Spending

Spent Last Vacation

%	28.1	16.9	19.9	12.6	8.2	14.3
Index	93	**87**	99	**118**	**127**	108

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

$ 1,728 (108) Average spend on last trip
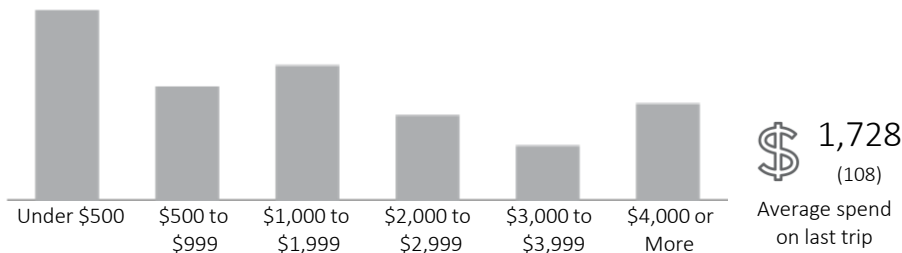
Travel Type & Frequency

Business Trips

10.8 (105) Average number of nights away in the past year for business trips

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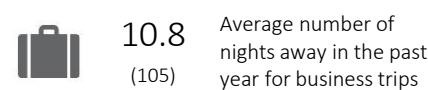
3.7 (100) Average out-of-town vacations taken in the past 3 years
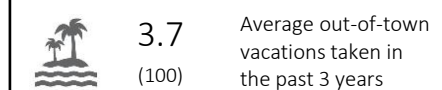
Average number of business trips by mode of transportation in the past year:

2.9 (96) 3.7 (103) 1.9 (97) 3.3 **(85)**

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
Based on Household Population 12+
*Selected and ranked by percent composition   4
**Ranked by national percent composition

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SYMPHONY TOURISM SERVICES

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 59.0% (101)	Friends/relatives 36.9% (104)	All-inclusive resort 23.0% **(127)**	Camping 25.8% (103)	Vacation rental by owner 21.9% (107)	Motel 16.9% (102)	Cottage 8.0% (109)
B&B 11.1% (94)	Condo/apartment 9.4% (100)	RV/camper 19.3% **(125)**	Cruise ship 6.2% **(80)**	Package tours 2.6% **(81)**	Spa resort 2.9% (105)	Boat 3.1% **(126)**

Airline Preferences**

Flown [Past Year]

Air Canada 31.5% (103)	West Jet 43.6% (102)	Air Transat 3.6% **(112)**	Porter Airlines 0.3% **(402)**	Other Canadian 3.1% **(83)**
Delta Airlines 4.1% **(69)**	United Airlines 4.9% (108)	American Airlines 2.1% **(77)**	Other American 1.4% **(90)**	
European Airlines 3.3% (101)	Asian Airlines 0.6% **(44)**	Other Charter 4.0% **(132)**	Other 3.2% **(81)**	

Car Rental*

Rented From [Past Year]

Enterprise 4.6% **(79)**	Budget 2.6% (91)	Avis 2.3% (92)	U-Haul 0.8% **(52)**
Hertz 0.8% **(83)**	National (!) 0.9% **(86)**	Discount (!) 0.2% **(74)**	Other Rentals 3.7% **(152)**

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

Family Mode

PRIZM Segments Included (by SESI): 19
Market: Alberta

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,119 minutes/week	1 hours/week	7 minutes/day	265 minutes/day
(89)	(91)	**(71)**	(98)	(100)

Top Radio Programs*

Programs [Weekly]

	%	Index
Today's Country	22.1	**123**
News/Talk	19.4	**90**
Classic Hits	18.5	109
Mainstream Top 40/CHR	17.5	**115**
Adult Contemporary	16.2	101
Multi/Variety/Specialty	12.5	103
Hot Adult Contemporary	10.2	97
Classic Rock	9.5	**118**
AOR/Mainstream Rock	9.1	**89**
Modern/Alternative Rock	7.1	**110**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	51.2	104
Evening local news	31.0	**85**
Hockey (when in season)	28.3	96
Primetime serial dramas	26.1	97
Home renovation/decoration shows	23.6	100
Suspense/crime dramas	22.4	**90**
News/current affairs	22.2	94
Documentaries	19.8	**86**
Situation comedies	19.4	91
CFL football (when in season)	19.1	91

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	44.9	**88**
National News	44.8	96
International News & World	38.4	**86**
Movie & Entertainment	30.1	93
Sports	26.8	91
Health	25.3	**90**
Food	25.2	93
Editorials	23.1	**82**
Travel	22.5	98
Business & Financial	19.9	**88**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	6.3	106
Other English-Canadian	5.3	91
National Geographic	4.5	100
CAA Magazine	4.5	**70**
People	4.3	**114**
Hello! Canada	3.9	**138**
Cineplex Magazine	3.7	94
Maclean's	3.5	**75**
Reader's Digest	3.1	91
Canadian Living	2.9	**62**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	71.9	104
Send/receive a text/instant message	67.5	104
Take pictures/video	64.4	**113**
Participate in an online social network	61.8	105
Use apps	58.6	109
Do banking/pay bills online	54.0	101
Use maps/directions service	53.5	105
Watch a subscription-based video service	42.0	106
Internet search - business, services, products	41.6	100
Access a news site	38.1	103

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	66.3	106
Take pictures/video	62.8	**115**
Send/receive email	59.4	109
Use apps	56.3	**111**
Participate in an online social network	56.1	**113**
Use maps/directions service	49.7	**113**
Do banking/pay bills online	35.6	107
Internet search - business, services, products	31.7	107
Access a news site	29.7	**115**
Play/download online games	25.4	**113**

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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SYMPHONY TOURISM SERVICES

Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	80.1%	(102)
YouTube	68.1%	(96)
LinkedIn	45.4%	(106)
Instagram	40.7%	(103)
WhatsApp	38.8%	(92)
Pinterest	31.2%	(106)
Twitter	30.6%	(109)
Podcasts	19.0%	(103)
Snapchat	17.3%	(120)
Reddit	12.4%	(107)
Health/Fitness	10.6%	(112)
Blogs	7.5%	(78)
TikTok	5.7%	(79)
Dating App	2.6%	(65)
Tinder	2.0%	(80)
Flickr	1.5%	(52)
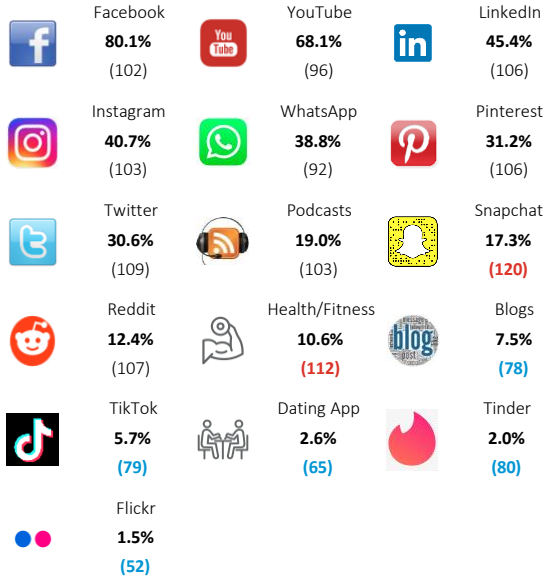
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	34.1	113
To get coupons and discounts	30.2	106
To enter contests	30.1	114
To be among the first to hear brand news	11.2	91
To provide feedback to the brand	10.8	119
To engage with content	9.4	105
To make suggestions for new products/services	5.6	121
To share brand-related stories with consumers	4.3	90

Reasons to Unfollow Brands

	%	Index
Too many messages	36.8	106
Not enough value	22.9	103
Stopped purchasing products from brand	15.9	110
Other	3.8	106
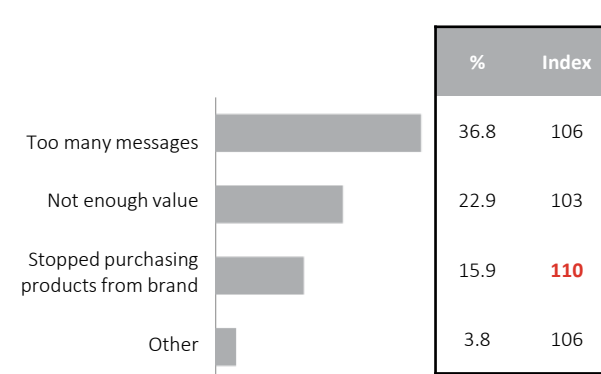
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	40.2	112
Follow brand on Instagram	17.5	105
Subscribe to brand email newsletter	15.7	89
Subscribe to brand channel on YouTube	11.5	81
Follow brand on Twitter	10.0	111
Join an exclusive online community of consumers who also like the brand	9.8	105

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 102

"Use SM to keep up to date on general news/events"
34% | Index = 100

"I am well informed about SM"
33% | Index = 109

"Use SM to keep up to date on news/events in my industry"
26% | Index = 103

"Feel comfortable collaborating with others through SM"
25% | Index = 100

"I am open to receiving relevant marketing messages through social media channels"
20% | Index = 99

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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Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 77% | Index = 102	"I have tried a product/service based on a personal recommendation" 75% | Index = 106	"I generally achieve what I set out to do" 67% | Index = 100	"I am very concerned about the nutritional content of food products I buy" 64% | Index = 104	"Family life and having children are most important to me" 63% | Index = 105
"I offer recommendations of products/services to other people" 61% | Index = 106	"I like to try new places to eat" 60% | Index = 104	"I consider myself to be informed on current events or issues" 58% | Index = 96	"I value companies who give back to the community" 57% | Index = 96	"I like to cook" 56% | Index = 99
"When I shop online I prefer to support Canadian retailers" 55% | Index = 108	"I make an effort to buy local produce/products" 54% | Index = 97	"I am interested in learning about different cultures" 52% | Index = 91	"I like to try new and different products" 52% | Index = 104	"It's important to buy products from socially-responsible/environmentally-friendly companies" 47% | Index = 98
"Free-trial/product samples can influence my purchase decisions" 42% | Index = 105	"I am adventurous/"outdoorsy"" 41% | Index = 102	"I prefer to shop online for convenience" 35% | Index = **115**	"Staying connected via social media is very important to me" 33% | Index = 103	"I am willing to pay more for eco-friendly products" 30% | Index = 105
"Advertising is an important source of information to me" 27% | Index = 99	"Vegetarianism is a healthy option" 24% | Index = 106	"I lead a fairly busy social life" 24% | Index = 96	"I enjoy being extravagant/indulgent" 19% | Index = 105	"I consider myself to be sophisticated" 19% | Index = **89**

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SYMPHONY TOURISM SERVICES

Product Preferences

Beer Consumption

Drinks [Past Week]

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	71.5	15.5	5.4	2.5	0.6	4.5
Index	100	110	85	79	73	105
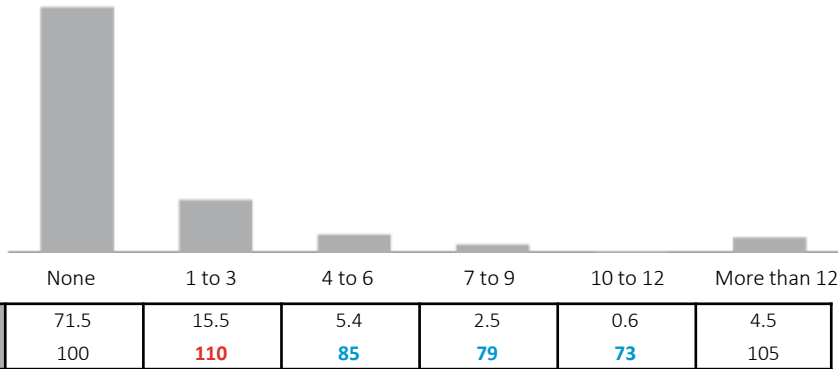
Drinks

Drank [Past Month]	% Comp	Index
Liqueurs (any)	10.3	94
Canadian wine	9.8	81
Cider	6.0	80

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.9	99

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.9	87

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	18.9	87
Corona	14.1	101
Coors Light	13.6	96
Budweiser	12.1	109
Alexander Keith's (any)	12.0	100
Bud Light (any)	11.5	110
Molson Canadian	9.1	96
Sleeman (any)	8.9	109
Stella Artois	8.8	88
Guinness	8.6	88
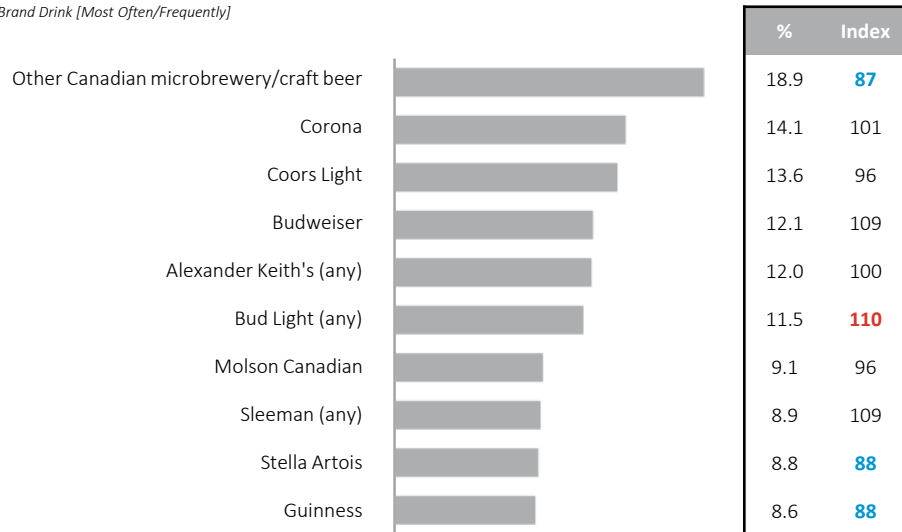
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	21.2	101
White wine (any)	18.7	102
Canadian wine	9.8	81
Other imported wine	7.4	102
American wine	7.2	105
Rosé wine (any)	6.6	103
Australian wine	5.9	92
European wine	5.6	85
Sparkling/champagne (any)	3.3	81

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

	%	Index	%	Index	%	Index
Pizza restaurants	11.2	92	59.6	**111**	2.7	**83**
Asian restaurants	4.8	**78**	48.9	105	10.3	**137**
Submarine/sandwich restaurants	7.6	**87**	42.8	105	5.0	**118**
Breakfast style restaurant	4.7	**90**	37.0	**110**	11.8	**128**
Chicken restaurants	5.2	**139**	26.6	98	6.7	**111**
Ice cream/frozen yogurt restaurants	2.7	**83**	29.1	104	4.5	**83**
Specialty burger restaurants	5.0	100	38.6	**118**	5.6	**81**
Italian restaurants	1.4	**78**	23.3	103	8.4	93
Other ethnic restaurants	2.0	**88**	18.6	95	7.8	**126**
Steakhouse	0.6	**80**	28.5	**127**	17.5	97
Mexican/Burrito-style restaurants	2.4	103	25.6	**116**	8.9	**116**
Seafood/Fish and Chips restaurants	1.0	103	9.8	**78**	8.8	**117**

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	5.7	**131**	49.8	105	10.6	**119**
Food court outlets at a shopping mall	7.6	95	47.3	106	11.8	**127**
Pub restaurants	5.9	96	37.3	**113**	4.6	**89**
Formal dine-in restaurants	3.6	**126**	34.7	**111**	12.1	106
Fast casual restaurants	10.6	101	31.4	107	4.2	**116**
Sports bars	2.4	97	21.1	108	3.3	**85**
Other types	2.1	92	16.8	99	1.1	**80**

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
20.0%	7.8%	5.2%
(91)	(95)	(92)

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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SYMPHONY
TOURISM
SERVICES

Product Preferences

Demographics

Rent
11.8%
(43)

Own
88.2%
(122)

Age of Children at Home

Households with Children at Home
53.6%
(126)
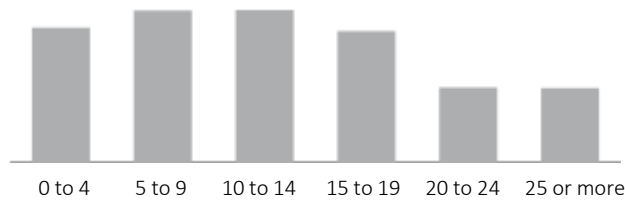
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	18.7	21.1	21.2	18.2	10.5	10.3
Index	95	105	113	106	93	79

Demographic Trends

Household Projections
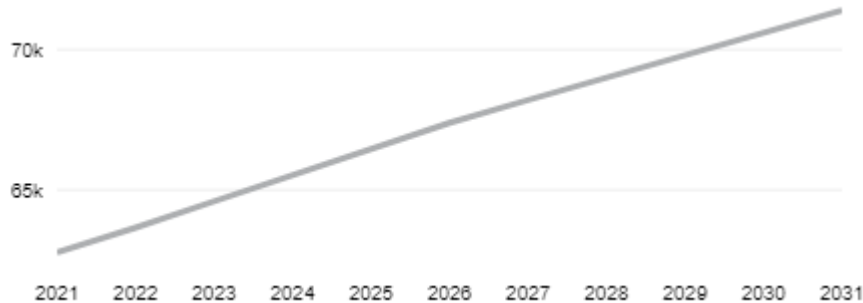
Name	2021	2024	2026	2031
Count	62,772	65,533	67,386	71,393
% Change	-	4.4	7.4	13.7
Index	-	101	101	97

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

Loyalty Programs*

Member

	%	Index
Air Miles (excl. airline frequent flyer programs)	64.1	107
Costco membership (paid)	52.4	114
PC Optimum	49.2	94
Canadian Tire Triangle	44.7	108
SCENE (Cineplex)	33.2	103
Credit card with loyalty rewards	33.0	99
Aeroplan	24.6	94
Petro Points	19.5	105
Hudson's Bay Rewards	17.6	105
Esso Extra Program	11.9	128
Other grocery store card	17.7	96
Other loyalty program	14.2	120
Other airline frequent flyer program	10.4	105
Other gas program	6.9	94
Other store program	6.6	100

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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SYMPHONY TOURISM SERVICES

Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	71.9	104		59.4	109		12.2	99
Send/receive a text/instant message	67.5	104		66.3	106		6.3	94
Participate in an online social network	61.8	105		56.1	113		10.0	101
Do banking/pay bills online	54.0	101		35.6	107		5.0	100
Take pictures/video	64.4	113		62.8	115		4.4	82
Use apps	58.6	109		56.3	111		13.3	99
Use maps/directions service	53.5	105		49.7	113		2.2	67
Internet search - business, services, products	41.6	100		31.7	107		7.8	92
Watch a subscription-based video service (e.g. Netflix)	42.0	106		24.7	131		6.3	70
Watch free streaming music videos	31.4	100		24.2	103		4.8	86
Watch other online free streaming videos	29.8	105		23.8	117		5.0	89
Compare products/prices while shopping	28.2	102		22.3	114		4.4	112
Play/download online games	33.1	101		25.4	113		8.8	105
Research products/services	27.9	102		20.5	118		5.6	111
Listen to music via streaming video service (e.g. YouTube)	30.5	102		24.0	110		4.5	95
Share/refer/link friends to a website or an article	18.0	87		14.9	91		2.4	86
Listen to Internet-only music service (e.g. Spotify)	27.2	116		24.1	118		2.0	97
Purchase products or services	20.6	91		11.6	97		3.6	104
Consult consumer reviews	21.5	105		14.2	111		2.3	77
Use online telephone directory	14.5	90		11.5	98		1.3	60
Use ad blocking software	16.8	108		6.1	120		0.6	51
Download any video content (free or paid)	14.2	100		6.7	101		2.6	92
Read or look into online newspapers	8.9	84		5.4	87		2.0	80
Download music/MP3 files (free or paid)	17.4	109		14.2	113		1.2	88
Click on an Internet advertisement	12.5	92		9.3	95		1.6	78
Listen to a podcast	13.8	96		12.3	102		1.5	99
Listen to a radio broadcast via streaming audio	8.0	98		4.7	97		1.2	58
Download/print/redeem discount coupon	9.9	98		6.7	110		0.7	69
Watch a TV broadcast via streaming video	7.3	93		2.9	121		1.2	83
Enter online contests	4.3	71		2.9	71		0.4	55
Place/respond to an online classified advertisement	5.7	85		4.9	98		0.5	50
Receive store offers by SMS	7.4	97		7.0	98		-	-
Read or look into online magazines	3.8	72		1.8	79		0.9	60
Scan mobile tagging barcode/QR	4.7	132		4.7	138		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	2.2	74		-	-		-	-
Purchase group deal (e.g. Groupon)	1.1	62		0.6	62		-	-

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SYMPHONY TOURISM SERVICES

Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	38.1	103	29.7	115	5.7	78
Access food/recipes content	32.1	107	23.6	119	6.8	90
Access health-related content	13.4	82	8.5	85	3.5	93
Access professional sports content	12.3	97	9.8	100	1.8	71
Access restaurant guides/reviews	8.6	74	6.8	75	1.1	58
Access travel content	10.0	107	6.8	127	1.9	93
Access real estate listings/sites	8.4	90	5.7	115	0.7	67
Access a radio station's website	8.1	86	3.5	77	2.0	130
Access home decor-related content	6.7	93	3.8	92	1.3	75
Access celebrity gossip content	7.6	101	5.8	113	1.1	109
Access a TV station's website	8.1	107	2.9	104	1.2	117
Access fashion or beauty-related content	7.5	127	6.8	137	0.7	80
Access automotive news/content	3.7	77	2.6	82	0.9	161

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	38.4	93
General information from the Internet/websites	30.7	89
Coupons	29.5	88
Apps/online flyers	29.3	95
Direct email offers	24.5	97
Flyers inserted into a community newspaper	23.5	107
Local store catalogues	17.1	76
Flyers inserted into a daily newspaper	13.6	81
Mail order	7.4	99
Yellow Pages (online)	2.3	97
Yellow Pages (print)	2.3	68

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	38.6	108
Digital billboards	29.3	120
On bus exteriors	22.8	99
On street furniture (e.g. bus benches)	21.3	95
Inside shopping malls	18.6	97
Inside public washrooms	18.1	112
On transit shelters	12.8	90
Inside movie theaters	8.7	97
Inside buses	7.6	88
Inside airports	5.1	98
Screens inside elevators	3.9	89
On taxis	3.7	131
On subway/metro platforms	2.5	74
Inside commuter trains	2.4	54
Inside subway/metro cars	1.8	71

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+ 13 ranked by percent composition

Social Media Usage

Social Media Overview

- **Internet and Social Media Usage: 42%** search for Businesses, Services and Products online (Average), **10%** access Travel Content Websites (Average).

- **67%** of Family Mode from Alberta tend to access social media on their mobile phones during the morning hours, **65%** 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]
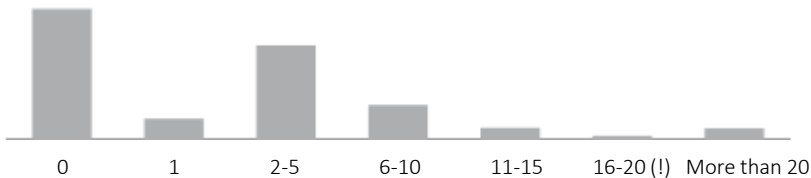
	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	42.3	6.9	30.6	11.3	3.9	1.3	3.8
Index	95	107	98	107	**112**	**113**	**134**

Rate or Review Products or Services
[Frequency of Participation]
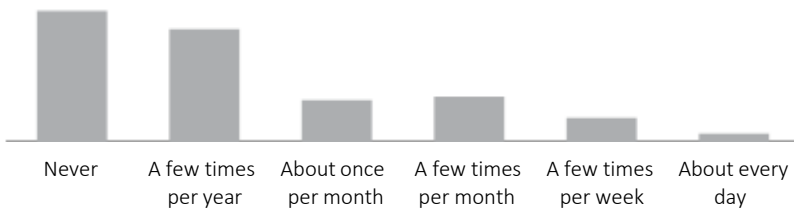
	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	36.0	31.0	11.5	12.5	6.7	2.3
Index	102	101	100	100	93	92

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	9.1	105
Big-ticket items	5.5	94
Entertainment	5.5	93
Car/Auto-related	4.5	94
Fashion-related	4.5	**83**
Health-related	3.8	**84**
Home décor	3.3	**74**
Smaller-ticket items	3.1	**76**
Child-related	3.0	**84**
Banking/credit cards	3.0	**65**
Insurance	2.5	**78**
Choosing non-profits for donations	1.9	**64**
Other	3.9	94
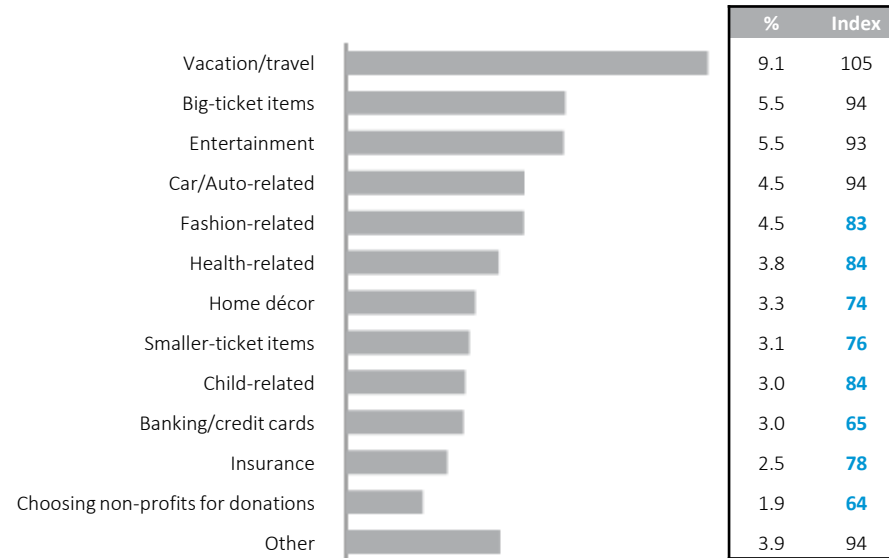
Top Social Media Attitudes**

74% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
86% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
70% | Index = 102

"Use SM to stay connected with personal contacts"
42% | Index = 99

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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SYMPHONY TOURISM SERVICES

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	45.9	102
Watch video online	44.9	99
Chat in online chats	42.5	108
Read status updates/tweets	40.2	106
Read article comments	38.0	100
Listen to radio or stream music online	34.3	101
Share links with friends and colleagues	23.3	89
Click links in news feeds	18.0	92
Play games with others online	14.7	99
Read blogs	13.8	99
Post photos online	12.4	101
Chat in online forums	10.5	101
Update your status on a social network	9.6	99
Rate or review products online	9.0	92
Comment on articles or blogs	8.0	88
Check in with locations	7.5	87
Share your GPS location	7.2	90
Post videos online	4.8	83
Publish blog, Tumblr, online journal	3.7	94

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	47.8	106
Keep up to date on general news/events	44.5	101
Stay connected with personal contacts	44.4	103
Keep up to date on news/events in my industry	25.7	102
Stay connected with work/professional contacts	17.8	99

Number of Connections

Across all social media

	%	Index
0-49	31.9	93
50-99	11.1	85
100-149	11.7	105
150-199	9.8	119
200-299	9.3	108
300-399	6.0	100
400-499	4.9	103
500-1000	9.8	118
More than 1000	5.6	99

Social Media Access

Typically use

Mobile

	%	Index
Morning	67.0	103
Afternoon	64.6	101
Dinner Time	46.5	96
Evening	62.6	101
Late Night	46.2	100

Tablet

	%	Index
Morning	23.1	113
Afternoon	21.1	102
Dinner Time	14.7	101
Evening	32.9	103
Late Night	14.9	92

Laptop

	%	Index
Morning	25.8	95
Afternoon	31.3	101
Dinner Time	14.2	86
Evening	31.5	97
Late Night	12.8	91

Desktop

	%	Index
Morning	22.0	97
Afternoon	22.2	92
Dinner Time	8.4	79
Evening	21.5	94
Late Night	11.0	104

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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Family Mode

PRIZM Segments Included (by SESI): 19
Market: Alberta

Social Media Usage

Facebook

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	80.1%	**17.2%**
	(102)	(96)

	%	Index
Use Daily	61.2	108
Use Weekly	13.5	91
Use Monthly	4.8	72

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	56.4	103
Comment/Like other users' posts	48.7	108
Use Messenger	42.6	100
Watch videos	41.8	103
Watch live videos	16.9	93
Post photos	14.7	121
Like or become a fan of a page	12.2	100
Update my status	12.2	105
Click on an ad	9.8	88
Post videos	6.4	90
Create a Facebook group or fan page	4.1	77
Give to a Facebook fundraiser (!)	2.0	59
Create a Facebook fundraiser (!)	1.7	62

LinkedIn

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	45.4%	**47.3%**
	(106)	(96)

	%	Index
Use Daily	10.4	108
Use Weekly	16.2	112
Use Monthly	16.6	98

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	11.8	105
Watch videos	8.7	125
View a job posting	8.5	101
Search and review other profiles	5.5	85
Create a connection	4.1	86
Update your profile information	2.9	87
Comment on content	2.7	67
Click on an ad (!)	2.2	66
Post an article, video or picture (!)	2.2	72
Request a recommendation (!)	1.6	56
Participate in LinkedIn forums (!)	1.4	60
Join a LinkedIn group (!)	1.2	45

Instagram

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	40.7%	**50.3%**
	(103)	(98)

	%	Index
Use Daily	23.6	109
Use Weekly	10.5	96
Use Monthly	6.1	98

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	29.4	105
Like photos/videos	24.8	108
Comment on photos/videos	12.1	94
Send direct messages	11.5	93
Watch live videos	9.2	83
View a brand's page	8.3	98
Post photos/videos	7.7	96
Watch IGTV videos	6.8	102
Click on ads	4.4	89

Pinterest

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	31.2%	**58.4%**
	(106)	(97)

	%	Index
Use Daily	6.8	101
Use Weekly	12.1	113
Use Monthly	11.2	104

Reddit

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	12.4%	**81.4%**
	(107)	(100)

	%	Index
Use Daily	3.6	95
Use Weekly	4.2	118
Use Monthly	4.4	116

Participate In* (at least a few times per month)	% Comp	Index
View content	8.9	110
Follow specific Subreddits	4.5	107
Vote on content	3.6	110
Post content	1.4	63

WhatsApp

Frequency of Use
[Past Year]

	Currently Use	Did Not Use
	38.8%	**55.9%**
	(92)	(108)

	%	Index
Use Daily	16.8	86
Use Weekly	13.2	106
Use Monthly	8.2	90

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	24.6	90
Send/receive images	21.8	87
Use group chats	16.6	87
Send/receive documents and files	9.8	88
Use voice calls	9.3	74

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+

SYMPHONY TOURISM SERVICES

Social Media Usage

Twitter

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
30.6%	**61.6%**	Use Daily	14.0	**111**
		Use Weekly	9.9	**121**
(109)	(97)	Use Monthly	6.0	95

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	20.3	**111**
Watch videos	11.3	103
Retweet	6.8	96
Share a link to a blog post or article of interest	5.7	93
Tweet	5.7	**84**
Send or receive direct messages	5.3	**90**
Watch live videos	5.1	**80**
Respond to tweets	4.9	**77**
Follow users who follow you	4.4	**79**
Actively follow new users	4.0	**80**
Click on an ad	1.9	**59**

YouTube

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
68.1%	**17.5%**	Use Daily	26.1	**88**
		Use Weekly	28.7	**110**
(96)	(104)	Use Monthly	13.0	91

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	46.1	97
Like or dislike videos	16.2	99
Watch live videos	14.9	96
Share videos	6.6	**75**
Click on an ad	4.9	**76**
Leave comment or post response on video	4.4	**61**
Create and post a video	2.4	**63**
Embed a video on a web page or blog	2.4	**55**

Snapchat

Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
17.3%	**77.0%**	Use Daily	8.2	**116**
		Use Weekly	4.7	**115**
(120)	(97)	Use Monthly	4.1	**143**

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	9.1	105
Send direct text messages	8.0	**114**
Send photos/videos	7.7	107
Use filters or effects	5.2	**117**
Use group chat	4.5	**112**
Read Snapchat discover/News	3.1	**80**
Use video chat	2.1	95
View a brand's snaps	1.9	**77**
View ads	1.4	**78**

Audio Podcasts

Currently Use	Did Not Use
19.0%	**65.5%**
(103)	(97)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.6	107
Use Weekly	7.1	101
Use Monthly	6.0	103

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.9	**113**
Listen to an educational podcast	5.6	**120**
Listen to a news podcast	4.7	102
Listen to a technology focused podcast	3.1	**112**
Subscribe to another genre of podcast	3.0	102
Listen to a comedy podcast	2.9	**84**
Listen to a business podcast	2.8	**88**
Listen to a sports podcast	2.4	**80**
Subscribe to a educational podcast	2.4	**111**
Subscribe to a news podcast	2.2	103
Subscribe to a technology podcast (!)	2.1	**115**
Subscribe to a business podcast (!)	1.9	**119**
Subscribe to a sports podcast**	1.8	**75**
Subscribe to a comedy podcast (!)	1.0	**59**

Other Social Media Platforms

Tinder

Currently Use	Did Not Use
2.0%	**95.1%**
(80)	(100)

Tik Tok

Currently Use	Did Not Use
5.7%	**89.2%**
(79)	(102)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.1	**112**
Use Weekly (!)	0.5	**60**

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

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