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SYMPHONY
TOURISM
SERVICES

Overview

- Of the 67 PRIZM Clusters identified in Canada, First-Class Families rank **22nd**, making up **33,902** households, or **2.1%** of the total Households in Alberta (1,641,221).

- The Median Household Maintainer Age is **56, 57%** of couples have children living at home (Above Average).

- Above Average Household Income of **$189,758** compared to Alberta at **$126,807**.

- **Top 3 Social Values**: Legacy, Effort Towards Health, Traditional Family

- **Top Tourism Activities**: Camping, Swimming, Cycling. Above Average interest in Visiting National/Provincial Parks, Sporting Events, Bars/Restaurants

- **Average** interest for travelling within Canada (Above Average for: BC, Banff, Vancouver, Jasper, Victoria, Toronto, Manitoba), First-Class Families from Alberta spent an average of **$1,742** (Average) on their last vacation.

- **77%** currently use Facebook (Average), **39%** use Instagram (Average), **30%** use Twitter (Average) and **71%** use YouTube (Average).

Market Sizing

Total Population

Target Group: 106,435 | 2.4%
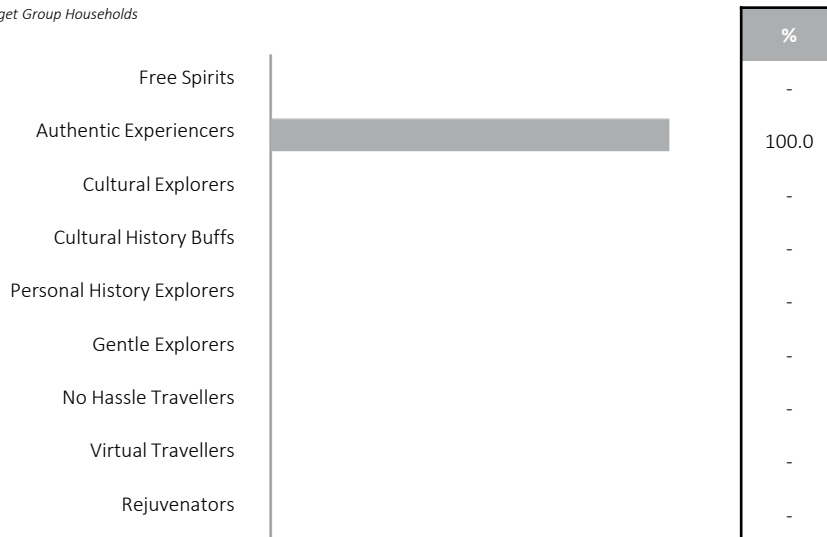Market: 4,440,749

Total Households

Target Group: 33,902 | 2.1%
Market: 1,641,221

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	56.8	3.8	185	504,796	30.8
Edmonton, AB (CY)	21.8	1.9	91	393,824	24.0
Strathcona County, AB (SM)	8.1	7.1	346	38,465	2.3
St. Albert, AB (CY)	7.4	9.7	470	25,901	1.6
Red Deer, AB (CY)	2.8	2.2	108	43,182	2.6
Okotoks, AB (T)	0.9	2.7	129	10,914	0.7
Lethbridge, AB (CY)	0.6	0.5	23	41,224	2.5
Chestermere, AB (CY)	0.5	2.3	113	7,133	0.4
Airdrie, AB (CY)	0.2	0.3	15	26,198	1.6
Canmore, AB (T)	0.2	1.2	60	6,283	0.4

EQ Segments

% of Target Group Households

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

Top PRIZM Segments

% of Target Group Households
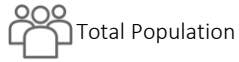
	%
05 - First-Class Families	100.0

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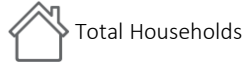
Demographic Profile

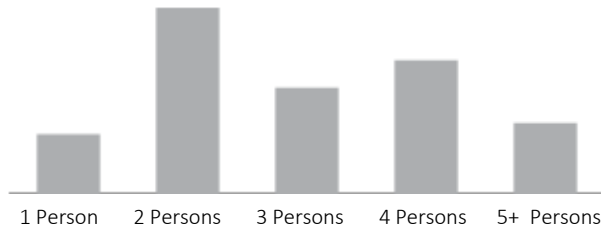**Total Population**
Target Group: 106,435 | 2.4%
Market: 4,440,749

Total Households
Target Group: 33,902 | 2.1%
Market: 1,641,221

Average Household Income
$189,758
(150)

Median Household Maintainer Age
56
(113)

Household Size*

%	10.7	33.4	19.1	24.0	12.8
Index	45	98	119	156	123

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

Marital Status**
65.2%
(108)
Married/Common-Law

Family Composition***
57.1%
(122)
Couples With Kids at Home

Education**
36.0%
(139)
University Degree

Visible Minority Presence*
29.2%
(103)
Belong to a visible minority group

Non-Official Language*
1.3%
(88)
No knowledge of English or French

Immigrant Population*
24.7%
(111)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Legacy	**123**	73	Anomie-Aimlessness
Vitality	**122**	75	Attraction to Nature
Cultural Assimilation	**119**	76	Active Government
Effort Toward Health	**118**	79	Confidence in Small Business
Personal Optimism	**117**	80	Joy of Consumption

Key Social Values

Legacy Index = **123**	Effort Toward Health Index = **118**	Traditional Family Index = **115**
Emotional Control Index = **114**	Work Ethic Index = **112**	Racial Fusion Index = **111**
National Pride Index = **110**	Culture Sampling Index = 109	Community Involvement Index = 109
Social Responsibility Index = 109	Need for Escape Index = 107	Confidence in Advertising Index = 107

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
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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	84.9	105
Gardening	61.4	106
Camping	60.6	104
Home exercise & home workout	59.3	102
Swimming	55.2	102

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	50.0	110
Auditoriums, arenas & stadiums (any)	49.2	109
National or provincial park	47.0	110
Sporting events	45.1	115
Bars & restaurant bars	43.5	111

Key Tourism Activities**

Camping	Swimming	Cycling	National or provincial park	Hiking & backpacking	Sporting events	Bars & restaurant bars	Parks & city gardens
60.6%	55.2%	53.8%	47.0%	46.5%	45.1%	43.5%	40.2%
(104)	(102)	(109)	(110)	(107)	(115)	(111)	(102)

Ice skating	Zoos & aquariums	Photography	Golfing	Canoeing & kayaking	Fishing & hunting	Cross country skiing & snowshoeing	Downhill skiing
36.5%	35.5%	33.4%	33.2%	30.9%	25.9%	24.7%	24.6%
(115)	(117)	(103)	(105)	(100)	(90)	(136)	(124)

Historical sites	Specialty movie theatres/IMAX	Pilates & yoga	Theme parks, waterparks & water slides	Hockey	Adventure sports	Dinner theatres	ATV & snowmobiling
24.1%	23.5%	22.8%	21.6%	15.6%	13.9%	12.8%	12.8%
(116)	(105)	(106)	(105)	(95)	(115)	(103)	(78)

Video arcades & indoor amusement centres	Power boating & jet skiing	Curling	Beer, food & wine festivals	Inline skating	Music festivals	Snowboarding	Marathon or similar event
11.6%	10.9%	10.1%	9.0%	8.2%	7.8%	6.4%	6.0%
(89)	(93)	(106)	(97)	(136)	(101)	(88)	(95)

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

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Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	34.1	**123**
Banff	32.4	**125**
Other Alberta	26.8	103
Calgary	25.2	106
Vancouver	21.3	**115**
Jasper	15.8	**112**
Victoria	15.2	**138**
Toronto	14.1	**137**
Saskatchewan	11.7	99
Manitoba	10.2	**112**
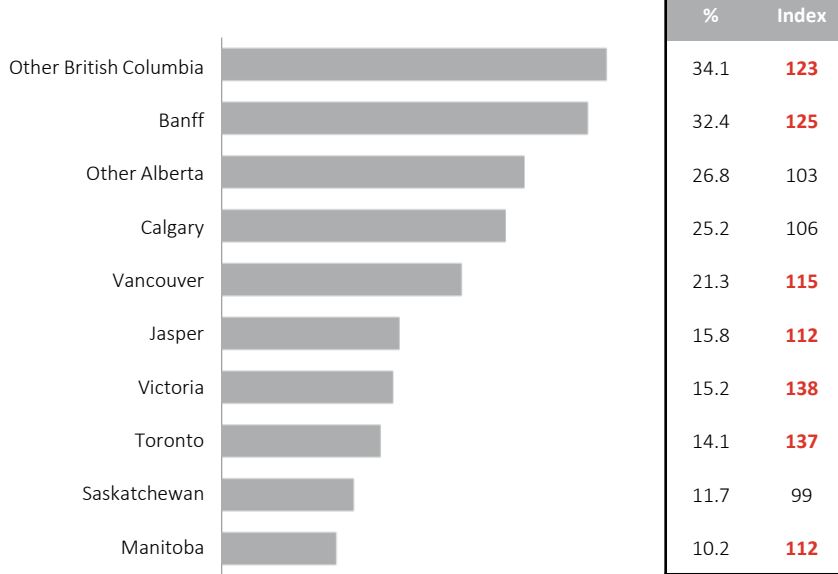
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	47.3	**118**
Book through a hotel directly	43.6	109
Book through an on-line travel agency	35.4	102
Book through airline/hotel website	31.3	**113**
Other services	18.6	100
Book through a full service travel agent	17.3	93
Book a package tour	10.5	106
Book through a discount/last minute agency	7.9	**118**

*Booked With [Past Year]***

Expedia	Booking.com	Hotels.com	sunwing	trivago
Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca	Trivago.ca
16.0%	5.5%	4.2%	1.9%	1.6%
(118)	**(129)**	(100)	(91)	(105)

travelocity	Airline Websites	Discount Sites	Other Travel
Travelocity.com/ca (!)	Airline Websites	Discount Sites	Other Travel
1.7%	18.0%	1.5%	5.0%
(116)	**(127)**	(103)	**(112)**

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
%	28.0	18.9	18.5	10.7	7.4	16.5
Index	93	97	92	100	**115**	**124**

$ 1,742
(109)
Average spend on last trip
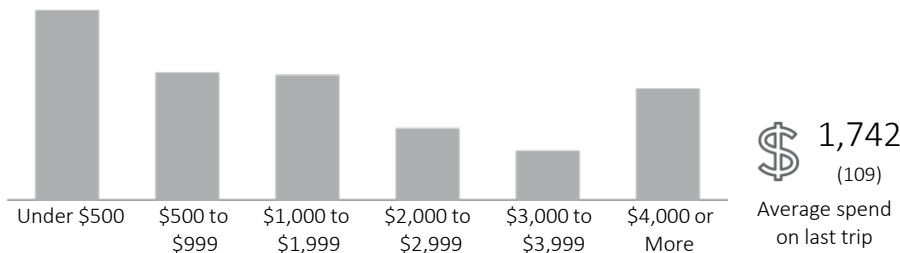
Travel Type & Frequency

Business Trips

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

Personal Trips
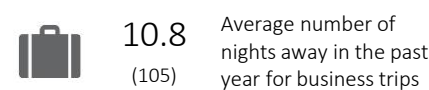
3.9
(105)
Average out-of-town vacations taken in the past 3 years
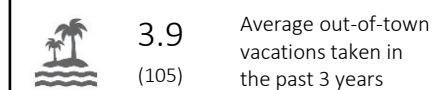
Average number of business trips by mode of transportation in the past year:

3.3	3.6	3.8	4.5
(111)	(98)	**(194)**	**(117)**

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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Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel 62.5% (107)	Friends/relatives 38.7% (109)	All-inclusive resort 23.5% **(130)**	Camping 24.9% (100)	Vacation rental by owner 23.2% **(113)**	Motel 17.9% (108)	Cottage 10.4% **(143)**
B&B 13.6% **(115)**	Condo/apartment 14.1% **(151)**	RV/camper 12.6% **(82)**	Cruise ship 8.5% **(110)**	Package tours 2.8% **(88)**	Spa resort 2.8% (100)	Boat 3.8% **(154)**

Airline Preferences**

Flown [Past Year]

Air Canada 37.4% **(122)**	West Jet 45.9% (108)	Air Transat 4.8% **(151)**	Porter Airlines 0.1% (95)	Other Canadian 3.9% (104)
Delta Airlines 6.0% (101)	United Airlines 7.3% **(159)**	American Airlines 3.2% **(121)**	Other American 1.3% **(82)**	
European Airlines 4.1% **(124)**	Asian Airlines 1.8% **(135)**	Other Charter 2.7% **(88)**	Other 4.2% (106)	

Car Rental*

Rented From [Past Year]

Enterprise 5.3% (91)	Budget 4.0% **(141)**	Avis 2.0% **(78)**	U-Haul 1.5% (101)
Hertz 1.4% **(138)**	National (!) 1.3% **(125)**	Discount (!) 0.1% **(51)**	Other Rentals 3.2% **(134)**

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

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First-Class Families
PRIZM Segments Included (by SESI): 05
Market: Alberta

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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,212 minutes/week	1 hours/week	7 minutes/day	270 minutes/day
(86)	(98)	**(129)**	(99)	(101)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	25.8	**121**
Mainstream Top 40/CHR	22.4	**147**
Adult Contemporary	20.7	**128**
Classic Hits	18.5	109
Today's Country	17.9	100
Multi/Variety/Specialty	12.2	100
Hot Adult Contemporary	11.9	**114**
AOR/Mainstream Rock	8.3	**81**
Modern/Alternative Rock	7.7	**119**
All News	6.7	**123**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	51.3	104
Evening local news	36.5	100
Hockey (when in season)	32.4	**110**
Primetime serial dramas	28.3	105
News/current affairs	26.6	**113**
Suspense/crime dramas	25.1	101
Home renovation/decoration shows	24.8	105
CFL football (when in season)	24.7	**117**
Cooking programs	21.9	**112**
Documentaries	21.4	92

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.2	**110**
National News	52.3	**112**
International News & World	47.2	106
Movie & Entertainment	32.9	102
Health	30.8	109
Editorials	29.5	104
Food	28.9	107
Sports	28.8	98
Business & Financial	27.3	**121**
Travel	25.2	**110**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	7.3	**123**
CAA Magazine	6.8	107
Canadian Living	5.7	**121**
Maclean's	5.6	**121**
Other English-Canadian	5.5	94
National Geographic	5.1	**113**
People	4.3	**114**
Reader's Digest	3.6	105
Hello! Canada	3.1	**112**
Cineplex Magazine	2.8	**71**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.7	105
Send/receive a text/instant message	68.5	105
Take pictures/video	58.8	103
Use apps	57.5	107
Participate in an online social network	56.0	95
Do banking/pay bills online	54.2	102
Use maps/directions service	51.8	102
Internet search - business, services, products	44.3	106
Watch a subscription-based video service	42.3	107
Access a news site	37.1	101

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	66.4	106
Send/receive email	57.4	105
Take pictures/video	56.9	104
Use apps	55.1	108
Participate in an online social network	48.3	98
Use maps/directions service	46.0	104
Do banking/pay bills online	31.8	96
Internet search - business, services, products	31.0	104
Access a news site	24.4	94
Watch other online free streaming videos	21.8	107

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	77.2%	(98)
YouTube	70.6%	(100)
LinkedIn	49.5%	(115)
WhatsApp	46.1%	(110)
Instagram	39.0%	(99)
Twitter	30.0%	(107)
Pinterest	25.0%	(85)
Podcasts	19.1%	(103)
Snapchat	11.8%	(81)
Health/Fitness	11.4%	(122)
Reddit	11.0%	(95)
Blogs	9.1%	(95)
TikTok	5.3%	(73)
Dating App	2.7%	(68)
Flickr	2.5%	(88)
Tinder	1.9%	(76)
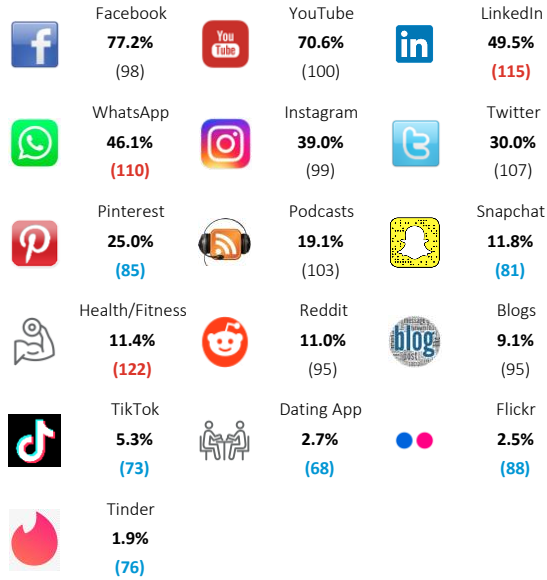
Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	29.3	97
To get coupons and discounts	27.5	97
To enter contests	25.8	98
To be among the first to hear brand news	12.6	103
To provide feedback to the brand	9.6	106
To engage with content	9.0	101
To share brand-related stories with consumers	6.2	129
To make suggestions for new products/services	4.7	101
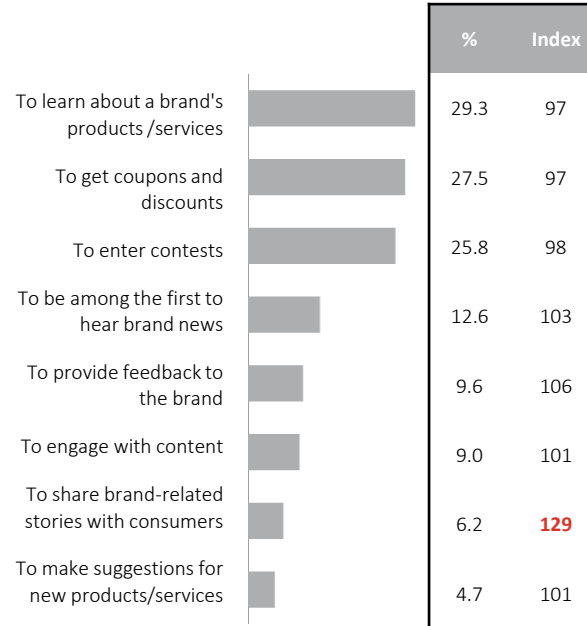
Reasons to Unfollow Brands

	%	Index
Too many messages	37.0	106
Not enough value	21.7	97
Stopped purchasing products from brand	13.6	94
Other	2.8	77
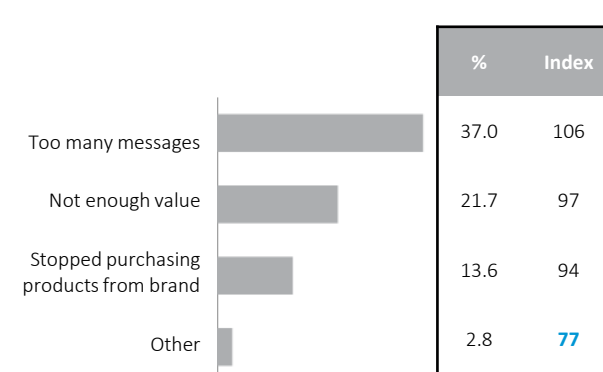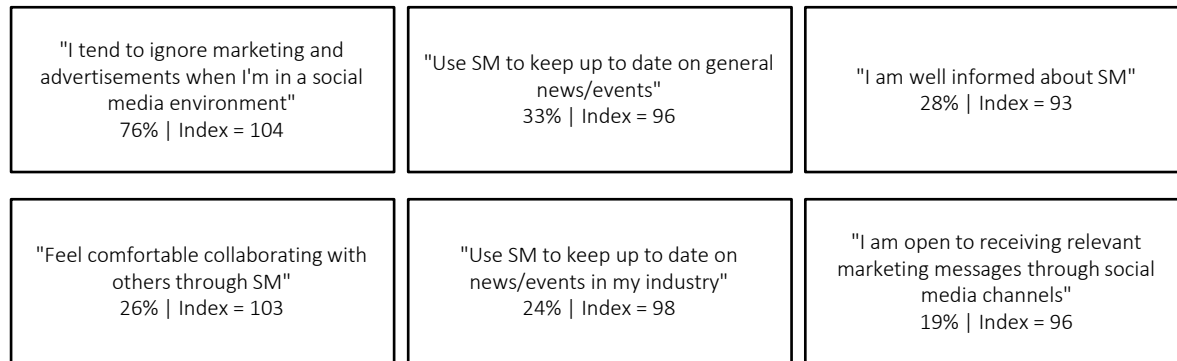
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	31.5	88
Subscribe to brand email newsletter	17.7	101
Follow brand on Instagram	14.4	86
Subscribe to brand channel on YouTube	13.9	98
Join an exclusive online community of consumers who also like the brand	10.3	111
Follow brand on Twitter	9.0	100

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
76% | Index = 104

"Use SM to keep up to date on general news/events"
33% | Index = 96

"I am well informed about SM"
28% | Index = 93

"Feel comfortable collaborating with others through SM"
26% | Index = 103

"Use SM to keep up to date on news/events in my industry"
24% | Index = 98

"I am open to receiving relevant marketing messages through social media channels"
19% | Index = 96

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"
71% | Index = 100

"I generally achieve what I set out to do"
69% | Index = 102

"I am very concerned about the nutritional content of food products I buy"
66% | Index = 107

"I consider myself to be informed on current events or issues"
64% | Index = 106

"I like to try new places to eat"
60% | Index = 104

"I offer recommendations of products/services to other people"
58% | Index = 102

"Family life and having children are most important to me"
58% | Index = 96

"I value companies who give back to the community"
57% | Index = 97

"I am interested in learning about different cultures"
57% | Index = 101

"I like to cook"
55% | Index = 97

"I make an effort to buy local produce/products"
54% | Index = 98

"When I shop online I prefer to support Canadian retailers"
54% | Index = 106

"It's important to buy products from socially-responsible/environmentally-friendly companies"
51% | Index = 107

"I like to try new and different products"
48% | Index = 96

"Free-trial/product samples can influence my purchase decisions"
41% | Index = 104

"I am adventurous/"outdoorsy""
40% | Index = 101

"Staying connected via social media is very important to me"
35% | Index = 108

"I am willing to pay more for eco-friendly products"
29% | Index = 103

"I prefer to shop online for convenience"
29% | Index = 95

"Advertising is an important source of information to me"
26% | Index = 97

"Vegetarianism is a healthy option"
25% | Index = **111**

"I lead a fairly busy social life"
24% | Index = 96

"I consider myself to be sophisticated"
22% | Index = 104

"I enjoy being extravagant/indulgent"
18% | Index = 101

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Product Preferences

Beer Consumption

Drinks [Past Week]
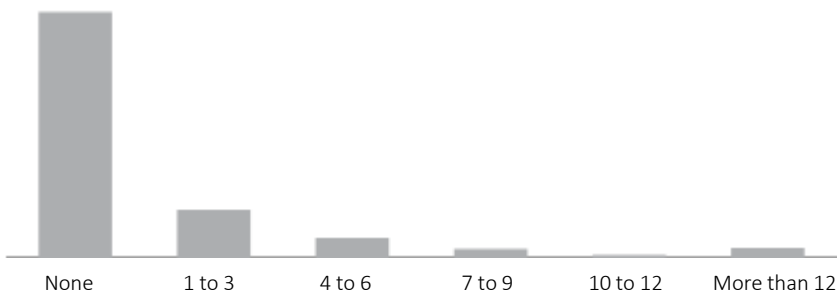
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	73.1	14.3	5.9	2.7	0.9	3.0
Index	103	102	93	87	106	70

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	16.4	135
Liqueurs (any)	10.0	92
Cider	7.5	100

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	22.8	105

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	22.8	105
Corona	15.8	114
Alexander Keith's (any)	13.5	112
Bud Light (any)	13.1	125
Coors Light	11.6	82
Kokanee	11.4	119
Budweiser	11.1	99
Rickard's (any)	10.1	93
Stella Artois	9.6	96
Other imported brand	9.6	107
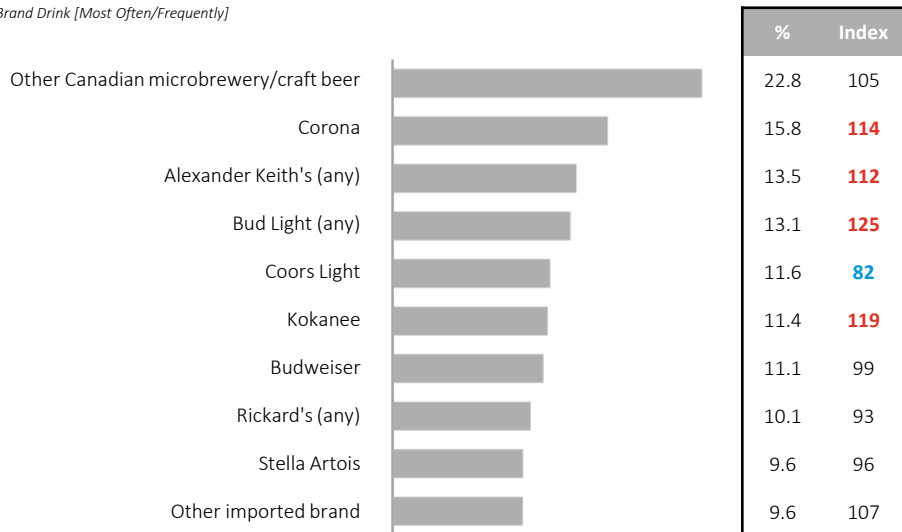
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	26.8	127
White wine (any)	23.9	130
Canadian wine	16.4	135
American wine	10.1	147
European wine	9.2	140
Australian wine	8.1	127
Other imported wine	7.5	103
Rosé wine (any)	7.1	112
Sparkling/champagne (any)	3.9	96

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

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Pizza restaurants	14.5	**120**	51.2	96	4.1	**126**
Asian restaurants	6.0	99	45.1	97	8.3	**111**
Submarine/sandwich restaurants	8.1	92	43.4	107	4.0	95
Breakfast style restaurant	5.4	104	34.7	103	10.6	**115**
Chicken restaurants	3.1	**82**	24.3	**89**	8.9	**147**
Ice cream/frozen yogurt restaurants	4.1	**125**	30.2	108	6.5	**120**
Specialty burger restaurants	4.1	**83**	34.7	106	9.3	**136**
Italian restaurants	2.6	**142**	29.5	**131**	8.1	91
Other ethnic restaurants	2.3	100	24.1	**124**	6.9	**111**
Steakhouse	0.8	107	27.2	**121**	19.0	106
Mexican/Burrito-style restaurants	2.3	101	27.1	**122**	7.1	93
Seafood/Fish and Chips restaurants	1.6	**159**	14.5	**115**	8.4	**112**

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	5.0	**114**	49.9	105	10.0	**112**
Food court outlets at a shopping mall	6.9	**86**	43.4	97	10.5	**114**
Pub restaurants	4.6	**74**	36.2	109	6.4	**124**
Formal dine-in restaurants	2.8	98	36.8	**118**	12.2	107
Fast casual restaurants	8.2	**79**	32.5	**111**	3.4	93
Sports bars	2.3	95	18.0	93	5.9	**150**
Other types	2.4	103	17.6	104	1.0	**74**
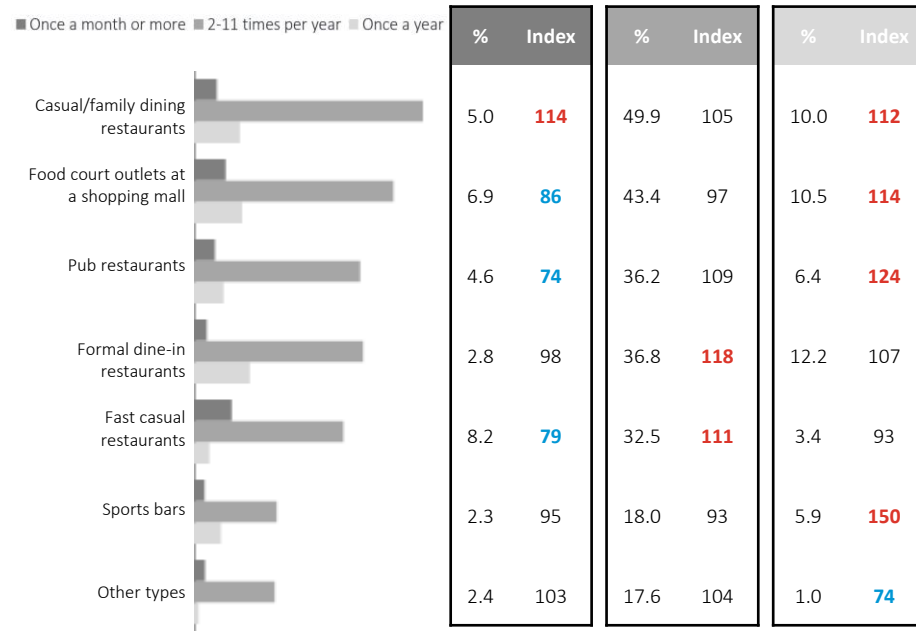
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables
26.0%
(118)

Other Organic Food
8.6%
(105)

Organic Meat
4.7%
(83)

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+   10

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Product Preferences

Demographics

Rent
6.1%
(22)

Own
93.9%
(130)

Households with
Children at Home
57.2%
(134)

Age of Children at Home
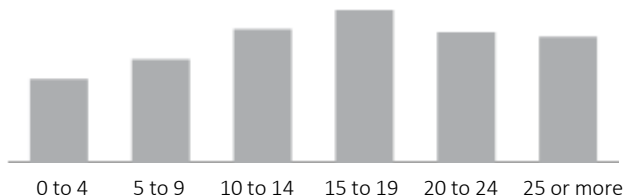
%	11.5	14.2	18.3	20.9	17.9	17.3
Index	**59**	**70**	98	**122**	**158**	**132**

Categories: 0 to 4, 5 to 9, 10 to 14, 15 to 19, 20 to 24, 25 or more

Demographic Trends

Household Projections

38k
36k
34k

2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031
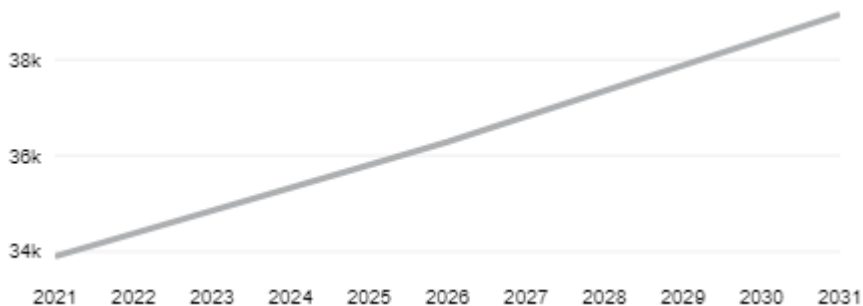
Name	2021	2024	2026	2031
Count	33,902	35,328	36,284	38,939
% Change	-	4.2	7.0	14.9
Index	-	96	96	105

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)	61.2	102
PC Optimum	52.8	101
Costco membership (paid)	47.7	103
Canadian Tire Triangle	38.1	92
Credit card with loyalty rewards	35.3	106
SCENE (Cineplex)	33.6	104
Aeroplan	29.1	**111**
Hudson's Bay Rewards	20.1	**120**
Petro Points	17.9	96
Esso Extra Program	7.7	**82**
Other grocery store card	20.4	**111**
Other airline frequent flyer program	12.8	**128**
Other loyalty program	11.3	96
Other store program	8.7	**132**
Other gas program	7.4	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	72.7	105		57.4	105		14.0	115
Send/receive a text/instant message	68.5	105		66.4	106		7.9	119
Participate in an online social network	56.0	95		48.3	98		12.0	122
Do banking/pay bills online	54.2	102		31.8	96		5.2	105
Take pictures/video	58.8	103		56.9	104		4.7	89
Use apps	57.5	107		55.1	108		16.7	124
Use maps/directions service	51.8	102		46.0	104		5.1	159
Internet search - business, services, products	44.3	106		31.0	104		10.5	124
Watch a subscription-based video service (e.g. Netflix)	42.3	107		20.6	109		8.9	98
Watch free streaming music videos	30.0	95		21.5	91		4.9	87
Watch other online free streaming videos	30.1	106		21.8	107		6.9	121
Compare products/prices while shopping	28.3	103		19.4	99		6.2	156
Play/download online games	29.6	90		20.1	90		9.2	109
Research products/services	28.9	106		17.7	102		6.1	122
Listen to music via streaming video service (e.g. YouTube)	29.4	99		20.6	94		4.6	98
Share/refer/link friends to a website or an article	21.9	106		17.6	107		2.3	85
Listen to Internet-only music service (e.g. Spotify)	23.5	101		20.7	101		2.8	134
Purchase products or services	23.4	103		10.9	91		4.5	132
Consult consumer reviews	21.6	106		12.8	100		2.9	97
Use online telephone directory	18.7	116		14.0	120		1.9	92
Use ad blocking software	14.4	92		3.9	77		1.8	146
Download any video content (free or paid)	15.4	108		8.2	124		3.5	123
Read or look into online newspapers	12.3	115		7.0	113		2.9	113
Download music/MP3 files (free or paid)	18.8	117		15.2	121		2.4	175
Click on an Internet advertisement	15.0	110		10.2	104		3.0	150
Listen to a podcast	15.8	110		13.7	114		1.8	121
Listen to a radio broadcast via streaming audio	8.7	107		4.4	92		2.8	136
Download/print/redeem discount coupon	10.8	107		6.0	98		0.8	78
Watch a TV broadcast via streaming video	8.9	113		3.2	134		1.3	89
Enter online contests	5.4	89		3.0	72		0.9	112
Place/respond to an online classified advertisement	7.3	108		5.0	101		0.9	95
Receive store offers by SMS	7.7	101		6.9	96		-	-
Read or look into online magazines	4.4	84		2.5	108		1.1	72
Scan mobile tagging barcode/QR	6.0	167		5.8	171		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	4.3	146		-	-		-	-
Purchase group deal (e.g. Groupon)	2.2	119		1.2	112		-	-

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Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.1	101	24.4	94	7.9	108
Access food/recipes content	29.0	96	17.2	**86**	8.3	**110**
Access health-related content	15.5	95	9.3	93	3.4	**90**
Access professional sports content	12.6	99	9.6	97	2.8	**111**
Access restaurant guides/reviews	16.1	**137**	11.1	**123**	1.8	98
Access travel content	11.8	**125**	6.2	**116**	2.7	**135**
Access real estate listings/sites	9.1	98	5.6	**114**	1.1	109
Access a radio station's website	9.5	100	4.6	100	1.9	**125**
Access home decor-related content	8.3	**117**	5.4	**129**	1.2	**68**
Access celebrity gossip content	6.7	**90**	4.4	**85**	1.0	106
Access a TV station's website	8.8	**117**	4.0	**145**	1.1	105
Access fashion or beauty-related content	7.2	**121**	4.9	99	1.3	**155**
Access automotive news/content	4.6	97	2.7	**86**	1.0	**176**

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	38.6	94
Coupons	36.3	108
General information from the Internet/websites	33.6	97
Apps/online flyers	31.7	103
Direct email offers	29.2	**115**
Local store catalogues	21.3	95
Flyers inserted into a community newspaper	20.6	94
Flyers inserted into a daily newspaper	16.7	99
Mail order	7.9	106
Yellow Pages (print)	2.6	**78**
Yellow Pages (online)	2.5	106

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	39.3	**110**
Digital billboards	28.9	**118**
On bus exteriors	26.2	**114**
On street furniture (e.g. bus benches)	25.1	**111**
Inside shopping malls	21.1	**110**
Inside public washrooms	15.3	95
On transit shelters	14.8	104
Inside movie theaters	9.1	102
Inside buses	8.9	103
Inside commuter trains	6.4	**141**
Screens inside elevators	6.2	**144**
Inside airports	5.0	97
On subway/metro platforms	4.8	**141**
Inside subway/metro cars	4.4	**169**
On taxis	3.3	**119**

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: 44%** search for Businesses, Services and Products online (Average), **12%** access Travel Content Websites (Above Average).

- **65%** of First-Class Families from Alberta tend to access social media on their mobile phones during the morning hours, **63%** 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
%	45.9	7.0	29.3	10.0	3.6	1.1	3.1
Index	103	109	94	95	104	92	**111**

Rate or Review Products or Services
[Frequency of Participation]
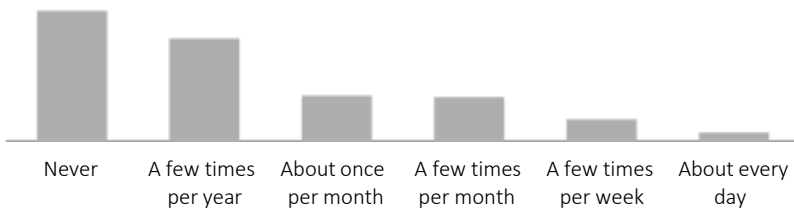
	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	36.6	29.0	12.9	12.5	6.3	2.7
Index	103	94	**112**	100	**87**	107

Seek Recommendations via Social Media*

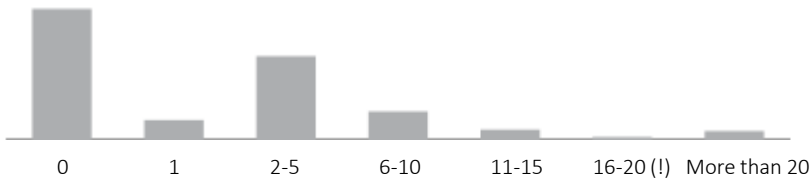|	%	Index
Vacation/travel	9.1	105
Big-ticket items	6.5	**112**
Entertainment	5.4	92
Fashion-related	4.9	91
Car/Auto-related	4.6	97
Health-related	3.7	**81**
Banking/credit cards	3.4	**74**
Insurance	3.2	98
Smaller-ticket items	3.2	**78**
Home décor	3.1	**70**
Child-related	2.9	**80**
Choosing non-profits for donations	2.2	**74**
Other	3.8	91
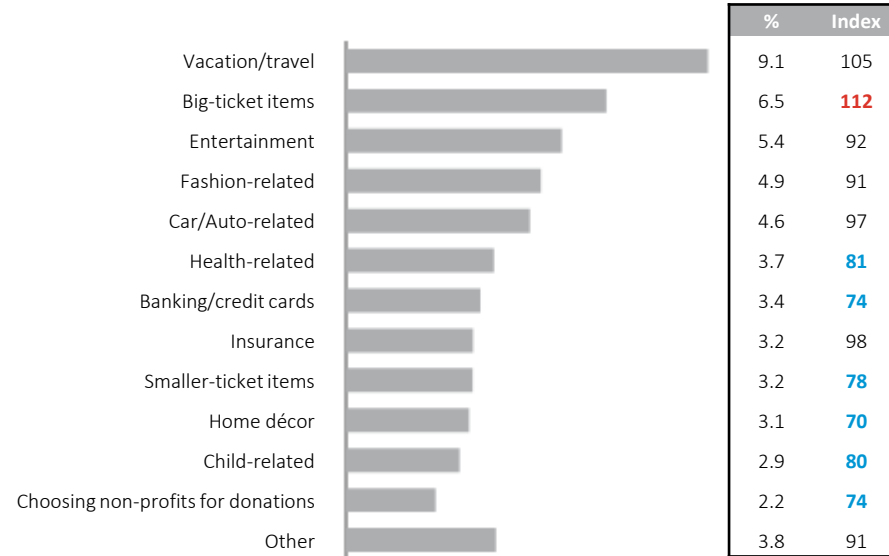
Top Social Media Attitudes**

76% 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"
76% | Index = 104

"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"
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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Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	43.8	96
View friends' photos online	40.7	90
Chat in online chats	38.4	97
Read status updates/tweets	36.1	95
Read article comments	34.9	92
Listen to radio or stream music online	33.4	98
Share links with friends and colleagues	25.9	99
Click links in news feeds	20.4	103
Read blogs	14.7	106
Play games with others online	12.4	83
Chat in online forums	10.5	101
Post photos online	10.4	84
Check in with locations	9.3	108
Rate or review products online	9.0	93
Share your GPS location	8.1	101
Update your status on a social network	7.9	81
Comment on articles or blogs	7.4	81
Post videos online	4.8	84
Publish blog, Tumblr, online journal	3.2	82

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	47.1	104
Keep up to date on general news/events	41.0	93
Stay connected with personal contacts	41.0	95
Keep up to date on news/events in my industry	24.4	97
Stay connected with work/professional contacts	17.7	99

Number of Connections

Across all social media

	%	Index
0-49	37.0	107
50-99	13.5	103
100-149	9.6	87
150-199	10.0	122
200-299	7.8	92
300-399	4.8	80
400-499	3.3	70
500-1000	8.3	100
More than 1000	5.7	102

Social Media Access

Typically use

Mobile

	%	Index
Morning	65.1	100
Afternoon	63.3	99
Dinner Time	45.2	93
Evening	61.7	100
Late Night	40.9	89

Tablet

	%	Index
Morning	24.8	121
Afternoon	24.8	120
Dinner Time	14.9	102
Evening	36.7	115
Late Night	18.1	111

Laptop

	%	Index
Morning	30.9	113
Afternoon	36.4	117
Dinner Time	16.1	97
Evening	35.3	109
Late Night	15.5	110

Desktop

	%	Index
Morning	23.3	102
Afternoon	25.8	107
Dinner Time	8.3	78
Evening	24.6	107
Late Night	11.5	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
*Ranked by percent composition
Based on Household Population 18+
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Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use **77.2%** (98)
Did Not Use **19.3%** (108)

	%	Index
Use Daily	52.0	92
Use Weekly	17.3	117
Use Monthly	7.6	112

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	52.3	96
Comment/Like other users' posts	39.3	87
Watch videos	36.7	90
Use Messenger	35.3	83
Watch live videos	15.9	87
Post photos	11.2	92
Like or become a fan of a page	11.2	91
Click on an ad	10.4	93
Update my status	9.9	85
Post videos	5.5	78
Create a Facebook group or fan page	4.8	90
Give to a Facebook fundraiser (!)	2.7	79
Create a Facebook fundraiser (!)	2.3	83

LinkedIn

Frequency of Use
[Past Year]

Currently Use **49.5%** (115)
Did Not Use **41.8%** (85)

	%	Index
Use Daily	9.6	100
Use Weekly	18.2	126
Use Monthly	20.3	120

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	11.0	98
View a job posting	7.7	92
Watch videos	6.6	95
Search and review other profiles	6.0	93
Create a connection	4.7	98
Click on an ad (!)	3.7	109
Request a recommendation (!)	2.6	92
Comment on content	2.5	63
Update your profile information	2.3	69
Post an article, video or picture (!)	2.0	66
Participate in LinkedIn forums (!)	2.0	85
Join a LinkedIn group (!)	1.8	71

Instagram

Frequency of Use
[Past Year]

Currently Use **39.0%** (99)
Did Not Use **51.5%** (100)

	%	Index
Use Daily	20.0	92
Use Weekly	12.0	109
Use Monthly	6.7	108

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	26.4	94
Like photos/videos	21.0	91
Comment on photos/videos	10.9	84
Send direct messages	10.4	84
Watch live videos	10.0	91
View a brand's page	7.7	91
Post photos/videos	6.3	78
Watch IGTV videos	5.1	76
Click on ads	4.1	84

Pinterest

Frequency of Use
[Past Year]

Currently Use **25.0%** (85)
Did Not Use **64.3%** (106)

	%	Index
Use Daily	6.2	92
Use Weekly	9.3	86
Use Monthly	8.9	83

Reddit

Frequency of Use
[Past Year]

Currently Use **11.0%** (95)
Did Not Use **82.5%** (102)

	%	Index
Use Daily	4.1	108
Use Weekly	4.1	117
Use Monthly	2.5	65

Participate In* (at least a few times per month)	% Comp	Index
View content	8.3	102
Follow specific Subreddits	4.2	100
Vote on content	2.8	86
Post content	1.9	88

WhatsApp

Frequency of Use
[Past Year]

Currently Use **46.1%** (110)
Did Not Use **46.5%** (90)

	%	Index
Use Daily	24.2	125
Use Weekly	11.5	93
Use Monthly	8.7	97

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	30.5	112
Send/receive images	27.6	110
Use group chats	20.0	106
Use voice calls	13.3	106
Send/receive documents and files	11.6	105

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

Frequency of Use
[Past Year]

Currently Use **30.0%** (107)

Did Not Use **61.1%** (96)

	%	Index
Use Daily	14.0	111
Use Weekly	8.9	109
Use Monthly	6.3	99

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	20.0	110
Watch videos	11.2	102
Tweet	7.2	107
Share a link to a blog post or article of interest	7.1	116
Respond to tweets	6.7	107
Retweet	6.3	90
Watch live videos	6.0	95
Send or receive direct messages	5.8	98
Follow users who follow you	5.2	93
Actively follow new users	4.1	82
Click on an ad	2.6	79

YouTube

Frequency of Use
[Past Year]

Currently Use **70.6%** (100)

Did Not Use **14.0%** (83)

	%	Index
Use Daily	28.2	96
Use Weekly	30.2	115
Use Monthly	12.0	84

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	48.0	101
Like or dislike videos	14.3	87
Watch live videos	13.2	85
Share videos	8.2	93
Click on an ad	5.4	84
Leave comment or post response on video	4.3	60
Embed a video on a web page or blog	3.5	81
Create and post a video	3.2	83

Snapchat

Frequency of Use
[Past Year]

Currently Use **11.8%** (81)

Did Not Use **81.5%** (102)

	%	Index
Use Daily	6.0	85
Use Weekly	3.3	82
Use Monthly	2.2	77

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.2	72
Send photos/videos	6.0	84
Send direct text messages	5.7	81
Use filters or effects	3.8	84
Read Snapchat discover/News	3.1	80
Use group chat	3.1	77
Use video chat	1.7	75
View a brand's snaps	1.7	67
View ads	1.0	54

Audio Podcasts

Currently Use **19.1%** (103)

Did Not Use **63.8%** (95)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.3	100
Use Weekly	6.6	95
Use Monthly	6.8	116

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.5	86
Listen to a news podcast	4.0	87
Listen to an educational podcast	3.9	85
Listen to a business podcast	3.3	101
Listen to a technology focused podcast	2.5	91
Subscribe to another genre of podcast	2.4	82
Listen to a sports podcast	2.3	75
Listen to a comedy podcast	2.1	60
Subscribe to a news podcast	2.0	96
Subscribe to a sports podcast**	1.8	74
Subscribe to a technology podcast (!)	1.5	86
Subscribe to a educational podcast	1.5	68
Subscribe to a business podcast (!)	1.3	82
Subscribe to a comedy podcast (!)	1.2	69

Other Social Media Platforms

Tinder

Currently Use **1.9%** (76)

Did Not Use **95.3%** (101)

Tik Tok

Currently Use **5.3%** (73)

Did Not Use **88.9%** (102)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.7	69
Use Weekly (!)	0.7	78

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
17