

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

POPULATION

2,605,953

HOUSEHOLDS

1,393,517

MEDIAN MAINTAINER AGE

52

Index: 97

MARITAL STATUS



46.4%

Index: 82

Married/Common-Law

FAMILY STATUS*

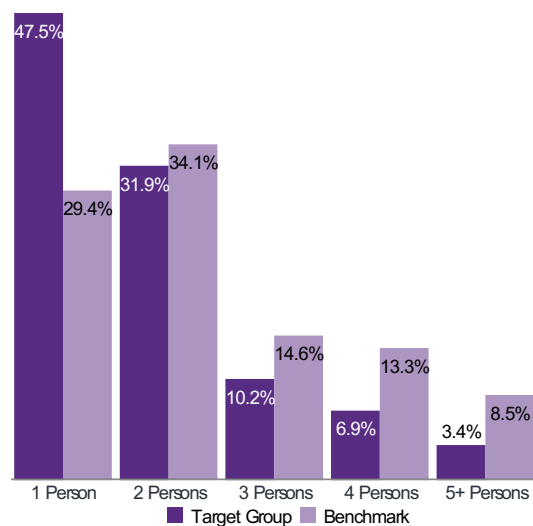


22.1%

Index: 129

Total Lone-Parent Families

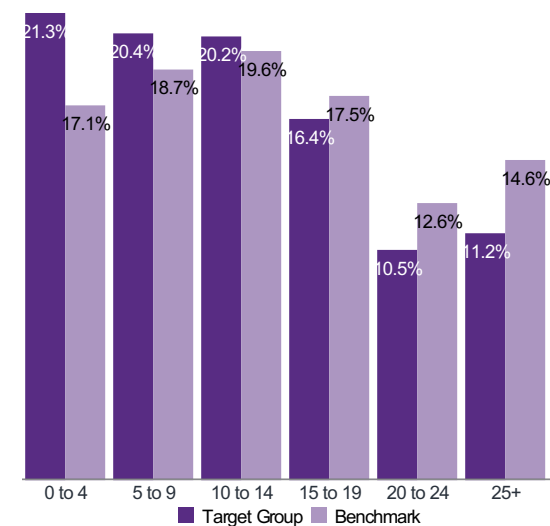
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	116,770	4.5	96
5 to 9	111,365	4.3	83
10 to 14	110,278	4.2	79
15 to 19	111,817	4.3	75
20 to 24	168,127	6.5	94
25 to 29	209,127	8.0	113
30 to 34	218,988	8.4	115
35 to 39	183,528	7.0	101
40 to 44	175,327	6.7	101
45 to 49	153,804	5.9	96
50 to 54	134,807	5.2	87
55 to 59	148,946	5.7	93
60 to 64	170,119	6.5	98
65 to 69	164,704	6.3	105
70 to 74	140,671	5.4	111
75 to 79	118,451	4.5	120
80 to 84	81,365	3.1	132
85+	87,758	3.4	152

AGE OF CHILDREN AT HOME



Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

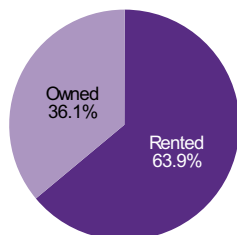
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Population: 2,605,953 | Households: 1,393,517

TENURE



STRUCTURE TYPE



Houses

22.1%

Index: 35



Apartments

77.1%

Index: 222

AGE OF HOUSING*

63+ Years Old

% Comp: 30.0 Index: 157

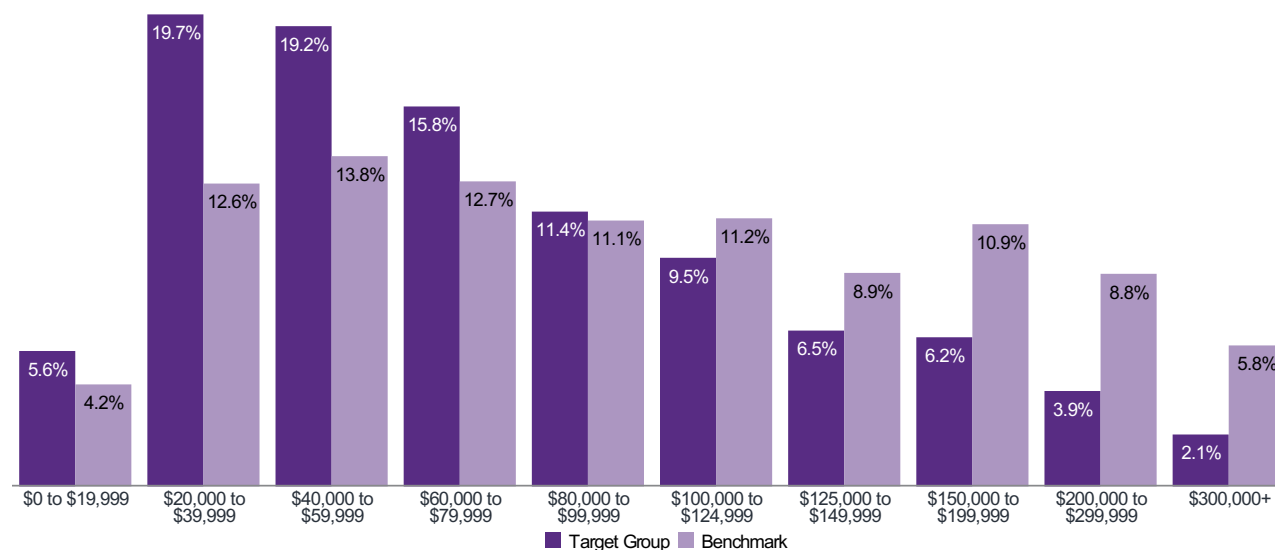
AVERAGE HOUSEHOLD INCOME



\$85,912

Index: 70

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Population: 2,605,953 | Households: 1,393,517

EDUCATION



28.2%

Index: 98

University Degree

LABOUR FORCE PARTICIPATION



63.4%

Index: 100

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



29.3%

Index: 83

Travel to work by **Car (as Driver)**

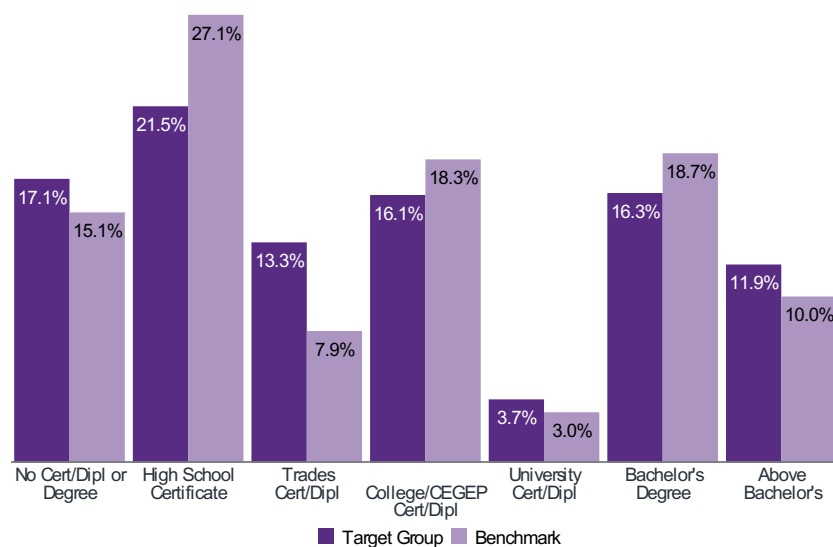


7.5%

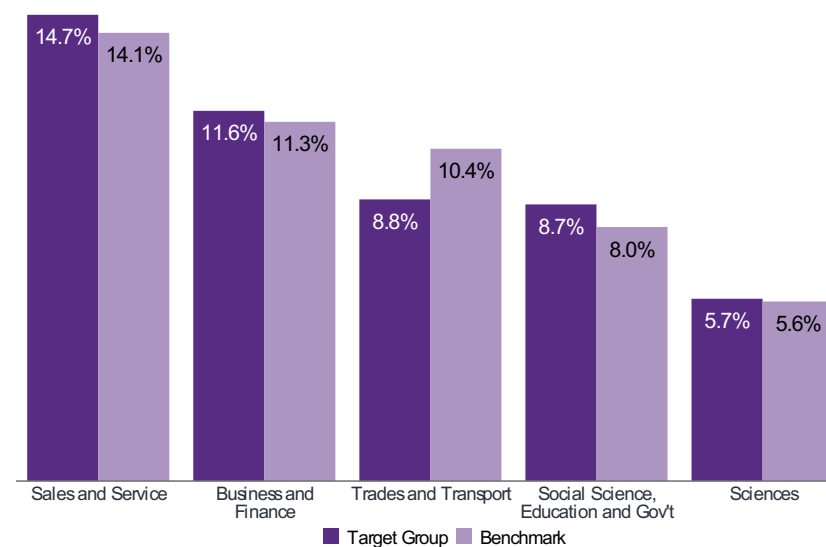
Index: 194

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Canada

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*Ranked by percent composition.

Based on Household Population 15+

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Population: 2,605,953 | Households: 1,393,517

INDIGENOUS IDENTITY



2.3%

Index: 43

VISIBLE MINORITY PRESENCE



19.2%

Index: 67

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.9%

Index: 47

No knowledge of
English or French

IMMIGRATION



17.9%

Index: 70

Born outside Canada

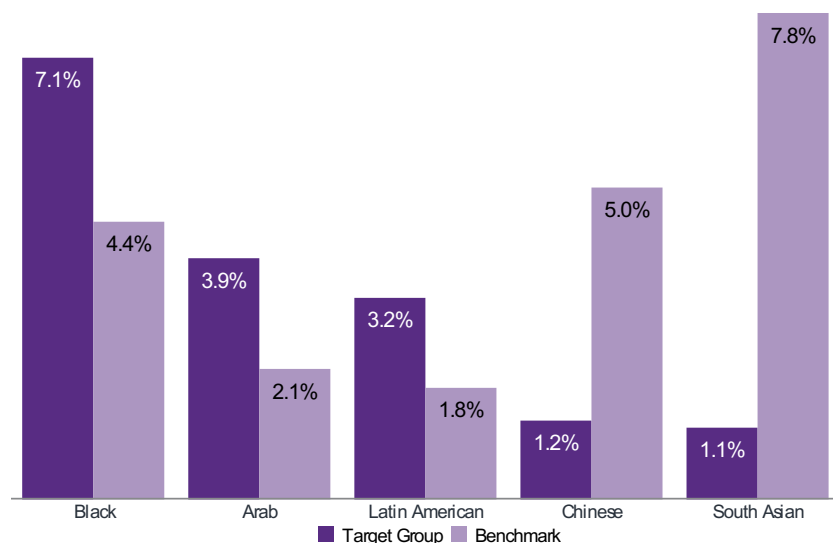
PERIOD OF IMMIGRATION*

Before 2001

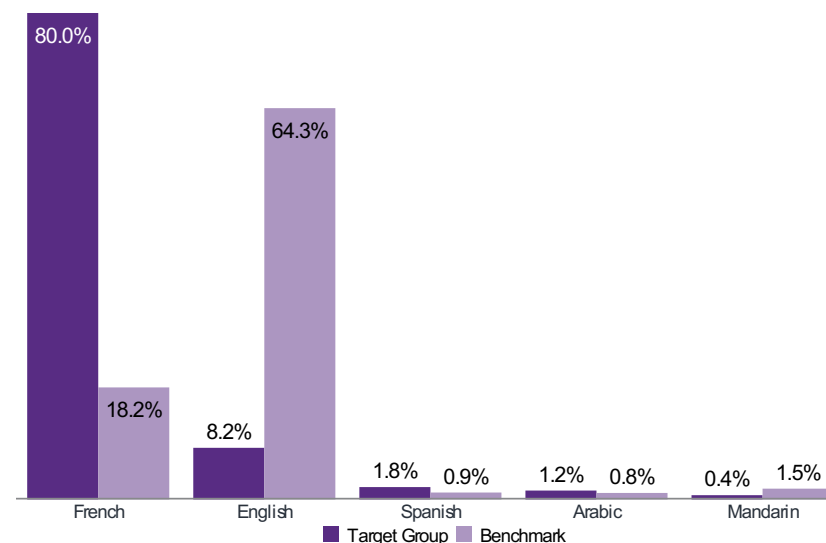
5.2%

Index: 51

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition.

**Ranked by percent composition.

Index Colours: <80 80 - 110 110+

Demographics | DemoStats Highlights

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	2,605,953	100.00	40,260,746	100.00	6.47	100
Total Households	1,393,517	100.00	16,017,402	100.00	8.70	100
Age of Household Maintainer						
15 to 24	74,061	5.32	500,513	3.13	14.80	170
25 to 34	252,514	18.12	2,378,074	14.85	10.62	122
35 to 44	237,908	17.07	2,868,324	17.91	8.29	95
45 to 54	201,655	14.47	2,721,085	16.99	7.41	85
55 to 64	227,076	16.30	2,974,203	18.57	7.63	88
65 to 74	221,837	15.92	2,599,234	16.23	8.53	98
75 To 84	135,408	9.72	1,503,755	9.39	9.00	104
85 Or Older	43,057	3.09	472,214	2.95	9.12	105
Size of Household						
1 Person	662,336	47.53	4,710,839	29.41	14.06	162
2 Persons	445,033	31.94	5,465,468	34.12	8.14	94
3 Persons	141,788	10.18	2,338,929	14.60	6.06	70
4 Persons	96,639	6.93	2,134,580	13.33	4.53	52
5 or More Persons	47,721	3.42	1,367,586	8.54	3.49	40
Household Type						
Total Family Households	657,614	47.19	10,472,274	65.38	6.28	72
One-Family Households	644,991	46.28	9,931,541	62.01	6.49	75
One-Family Hhlds w/ Additional Persons	21,053	1.51	455,897	2.85	4.62	53
Family Hhlds w/o Additional Persons	623,939	44.77	9,475,644	59.16	6.58	76
Multiple-Generational Family Households	10,603	0.76	450,166	2.81	2.36	27
Multiple-Family Households	2,019	0.14	90,567	0.56	2.23	26
Non-Family Households	735,903	52.81	5,545,128	34.62	13.27	153
One-Person Households	667,729	47.92	4,798,667	29.96	13.91	160
Two-Or-More-Person Households	68,174	4.89	746,461	4.66	9.13	105
Marital Status						
Married Or Living With A Common-Law Partner	1,010,376	46.35	18,939,051	56.45	5.33	82
Single (Never Legally Married)	804,710	36.92	9,850,607	29.36	8.17	126
Separated	44,287	2.03	888,677	2.65	4.98	77
Divorced	180,688	8.29	2,035,524	6.07	8.88	137
Widowed	139,595	6.40	1,835,997	5.47	7.60	117
Children at Home						
Households with Children at Home	—	25.05	—	38.63	—	65
Age of Children at Home						
Total Number Of Children At Home	570,997	100.00	11,071,412	100.00	5.16	100
0 to 4	121,581	21.29	1,889,666	17.07	6.43	125
5 to 9	116,262	20.36	2,071,103	18.71	5.61	109
10 to 14	115,453	20.22	2,164,853	19.55	5.33	103
15 to 19	93,912	16.45	1,937,622	17.50	4.85	94
20 to 24	59,721	10.46	1,394,954	12.60	4.28	83
25 and over	64,068	11.22	1,613,214	14.57	3.97	77

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	502,376	36.05	10,498,668	65.55	4.79	55
Rented	890,398	63.90	5,428,307	33.89	16.40	189
Band Housing	743	0.05	90,427	0.56	0.82	9
Housing Type						
Houses	307,766	22.09	10,216,463	63.78	3.01	35
Single-Detached House	231,128	16.59	8,342,691	52.09	2.77	32
Semi-Detached House	42,510	3.05	804,880	5.03	5.28	61
Row House	34,128	2.45	1,068,892	6.67	3.19	37
Apartments	1,074,575	77.11	5,566,095	34.75	19.31	222
High-rise (5+ Floors)	127,406	9.14	1,756,799	10.97	7.25	83
Low-rise (<5 Floors)	804,693	57.75	2,937,636	18.34	27.39	315
Detached Duplex	142,475	10.22	871,660	5.44	16.35	188
Other Dwelling Types	11,176	0.80	234,844	1.47	4.76	55
Housing Period of Construction						
Before 1961	418,603	30.04	3,055,319	19.07	13.70	157
1961 - 1980	395,296	28.37	4,287,310	26.77	9.22	106
1981 - 1990	168,792	12.11	2,043,927	12.76	8.26	95
1991 - 2000	123,360	8.85	1,895,701	11.84	6.51	75
2001 - 2005	53,881	3.87	978,870	6.11	5.50	63
2006 - 2010	61,079	4.38	1,034,272	6.46	5.91	68
2011 - 2015	66,856	4.80	996,116	6.22	6.71	77
2016 - 2021	72,608	5.21	1,057,766	6.60	6.86	79
After 2021	33,042	2.37	668,121	4.17	4.95	57

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	—	85,912.02	—	122,251.59	—	70
Education						
No Certificate, Diploma Or Degree	373,256	17.13	5,062,714	15.09	7.37	113
High School Certificate Or Equivalent	469,179	21.52	9,083,509	27.07	5.17	80
Apprenticeship Or Trades Cert/Dipl	289,302	13.27	2,650,045	7.90	10.92	168
College/CEGEP/Non-Uni Cert/Dipl	351,761	16.14	6,141,220	18.30	5.73	88
University Cert/Dipl Below Bachelor	81,719	3.75	995,643	2.97	8.21	126
University Degree	614,438	28.19	9,616,727	28.66	6.39	98
Labour Force						
In The Labour Force (15+)	1,382,449	63.42	21,289,384	63.46	6.49	100
Labour Force by Occupation						
Management	17,218	0.79	277,725	0.83	6.20	95
Business Finance Administration	253,633	11.64	3,787,616	11.29	6.70	103
Sciences	124,644	5.72	1,889,740	5.63	6.00	102
Health	112,439	5.16	1,732,286	5.16	6.49	100
Education, Gov't, Religion, Social	189,400	8.69	2,676,881	7.98	7.08	109
Art, Culture, Recreation, Sport	63,573	2.92	645,774	1.93	9.84	152
Sales and Service	319,543	14.66	4,727,736	14.09	6.76	104
Trades and Transport	192,825	8.85	3,503,549	10.44	5.50	85
Natural Resources and Agriculture	12,825	0.59	563,922	1.68	2.27	35
Manufacturing and Utilities	58,472	2.68	889,063	2.65	6.58	101
Commuting						
Car (As Driver)	637,983	29.27	11,821,849	35.24	5.40	83
Car (As Passenger)	42,689	1.96	1,001,125	2.98	4.26	66
Public Transit	162,863	7.47	1,290,550	3.85	12.62	194
Walk	96,516	4.43	852,954	2.54	11.32	174
Bicycle	29,526	1.35	188,667	0.56	15.65	241

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Indigenous Identity						
Indigenous Identity	57,024	2.27	2,067,992	5.22	2.76	43
Knowledge of Official Language						
English Only	101,509	4.03	27,751,316	70.00	0.37	6
French Only	1,150,242	45.69	4,162,473	10.50	27.63	435
English And French	1,243,040	49.37	6,964,814	17.57	17.85	281
Neither English Nor French	22,933	0.91	767,058	1.94	2.99	47
Immigration Status						
Non-Immigrant Population	1,880,155	74.68	27,413,116	69.14	6.86	108
Born In Province of Residence	1,786,474	70.96	23,249,108	58.64	7.68	121
Born Outside Province of Residence	93,682	3.72	4,164,009	10.50	2.25	35
Immigrant Population	451,820	17.95	10,158,784	25.62	4.45	70
Visible Minority Status						
Total Visible Minorities	483,024	19.18	11,300,136	28.50	4.27	67
Chinese	31,313	1.24	1,982,177	5.00	1.58	25
South Asian	28,456	1.13	3,097,643	7.81	0.92	14
Black	178,566	7.09	1,763,835	4.45	10.12	159
Filipino	8,102	0.32	1,100,300	2.77	0.74	12
Latin American	81,129	3.22	702,455	1.77	11.55	182
Southeast Asian	23,769	0.94	441,126	1.11	5.39	85
Arab	97,219	3.86	823,375	2.08	11.81	186
West Asian	13,145	0.52	450,989	1.14	2.91	46
Korean	3,057	0.12	267,496	0.68	1.14	18
Japanese	2,433	0.10	112,276	0.28	2.17	34
Mother Tongue*						
English	133,014	5.28	21,109,222	53.24	0.63	10
French	1,949,868	77.45	7,519,466	18.97	25.93	408
Total Non-Official	336,246	13.36	9,321,705	23.51	3.61	57
Spanish	73,733	2.93	650,956	1.64	11.33	178
Arabic	63,585	2.53	625,914	1.58	10.16	160
Portuguese	16,506	0.66	286,447	0.72	5.76	91
Italian	14,946	0.59	319,255	0.81	4.68	74
Mandarin	13,931	0.55	822,528	2.08	1.69	27
Persian	9,857	0.39	343,527	0.87	2.87	45
Vietnamese	9,133	0.36	202,537	0.51	4.51	71
Russian	7,962	0.32	223,308	0.56	3.57	56
Romanian	7,682	0.30	97,577	0.25	7.87	124
Cantonese	5,438	0.22	622,837	1.57	0.87	14

Benchmark: Canada

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*Displaying top 10 non-official Mother Tongue language variables by percent composition.

Index Colours:	<80	80 - 110	110+
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Psychographics | SocialValues Overview

Target Group: Group 1 (39, 40, 44, 56, 65, 59)



Strong Values

Values	Index
Fulfilment Through Work	161
Ecological Concern	130
Active Government	128
Sexism	127
Joy of Consumption	125
Anomie-Aimlessness	124
Sexual Permissiveness	124
Personal Expression	123
Search for Roots	119
Personal Creativity	117



Descriptions | Top 3 Strong Values

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

Active Government

Tendency to believe that government efficaciously performs socially beneficial functions. A desire for more government involvement in resolving social issues.



Weak Values

Values	Index
National Pride	51
Legacy	65
Need for Escape	68
Emotional Control	72
Status via Home	72
Community Involvement	73
Religiosity	73
Culture Sampling	74
Fear of Violence	75
Ostentatious Consumption	77



Descriptions | Top 3 Weak Values

National Pride

Defining one's identity through national pride and believing that Canada should hold a strong position in the world.

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

Need for Escape

The desire to regularly escape the stress and responsibilities of everyday life.

Benchmark: Canada

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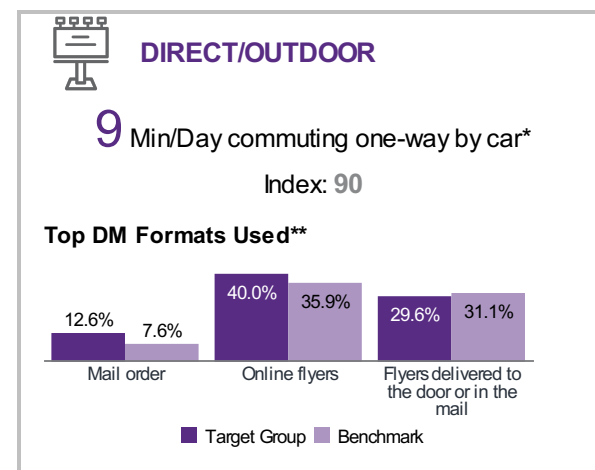
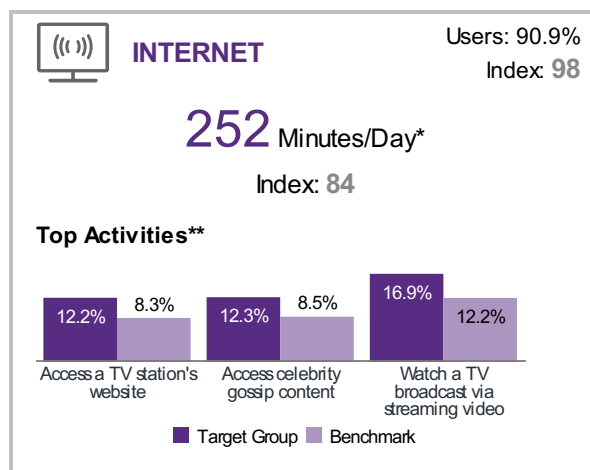
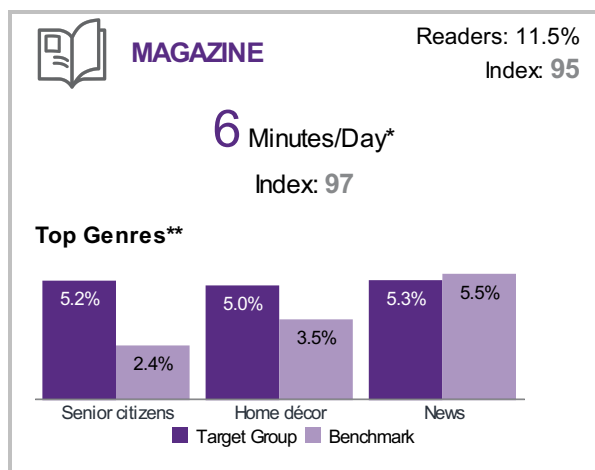
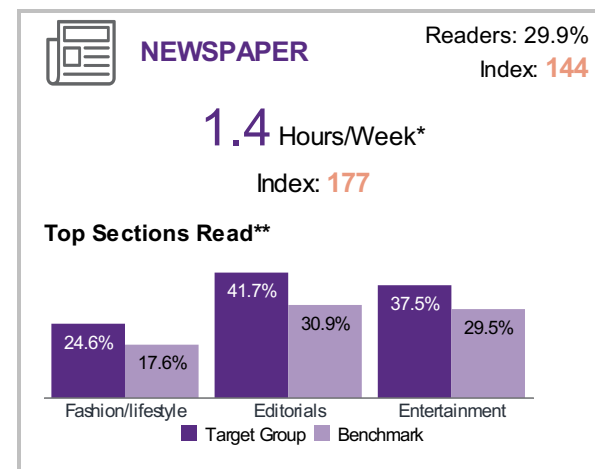
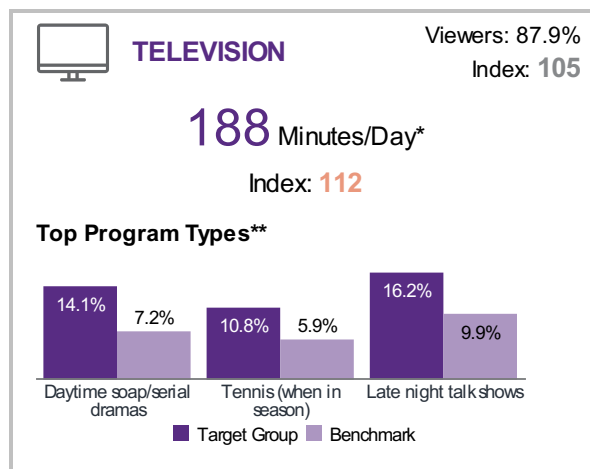
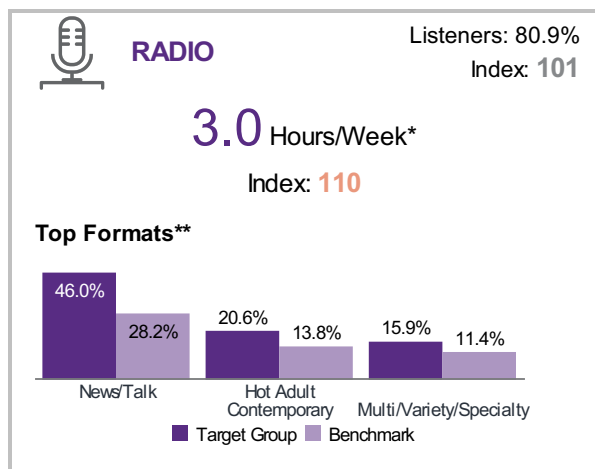
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Behavioural - Numeris | Media Overview

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451



Benchmark: Canada

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*Consumption values based to Household Population 12+.

**Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Behavioural - Numeris | Sports & Leisure Overview - Attend

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

Top Shows & Exhibitions*

Book shows



6.6%

Index: 317

Auto shows



3.4%

Index: 94

Food/wine shows



1.6%

Index: 65

Craft shows



3.7%

Index: 58

Top Local Attractions & Destinations**

Comedy clubs/shows



17.2%

Index: 174

Historical sites



35.8%

Index: 149

Music festivals



11.1%

Index: 142

Other leisure activities



38.2%

Index: 115

Top Professional Sports**

Soccer



5.7%

Index: 87

Hockey



15.3%

Index: 86

Football



5.6%

Index: 80

Baseball



5.1%

Index: 48

Top Concert & Theatre Venues**

Concerts - Outdoor stages



20.9%

Index: 157

Concerts - Theatres/halls



38.2%

Index: 148

Concerts - Other concert venues



16.9%

Index: 140

Theatre - Major theatres



31.1%

Index: 123

Benchmark: Canada

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*Chosen from index ranking.

**Chosen from index ranking with minimum 5% composition.

(!) Represents low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

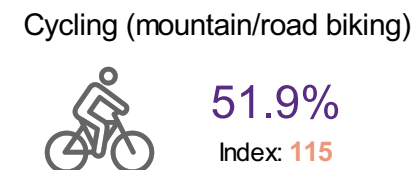
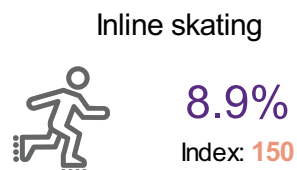
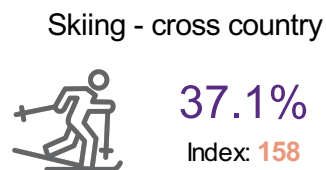
Behavioural - Numeris | Sports & Leisure Overview - Participate

ENVIRONICS
ANALYTICS

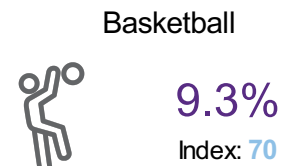
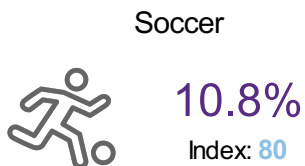
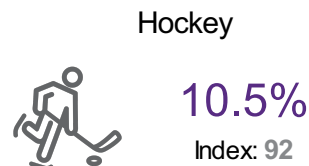
Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

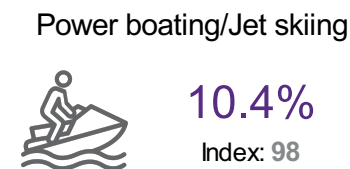
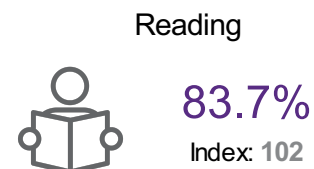
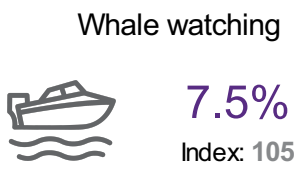
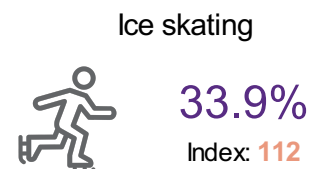
Top Individual Sports



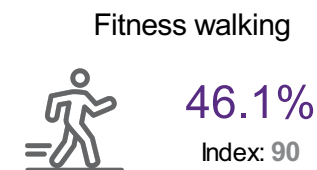
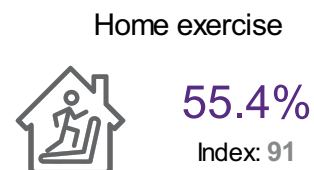
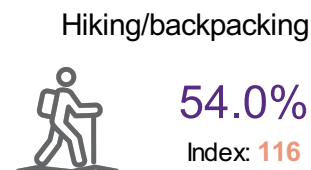
Top Team Sports



Top Activities



Top Fitness



Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Behavioural - Numeris | Digital - Internet Activities

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

ACTIVITIES

	%	Base %	Index
Media - Internet - Activity [Pst Wk]			
Listen to Internet-only music service (free)	25.58	22.49	114
Listen to Internet-only music service (paid)	10.40	12.41	84
Watch streaming purchased/rented videos	1.73	3.69	47
Participate in an online social network	51.82	53.25	97
Participate in an online video conference for business or personal	27.31	29.67	92
Share/refer/link friends to a website or an article	20.03	22.78	88
Enter online contests	9.03	8.12	111
Internet search - business, services, products	55.60	49.87	112
Place/respond to an online classified advertisement	6.09	6.96	87
Send/receive a text/instant message	61.67	67.23	92
Send/receive email	67.43	70.95	95
Take pictures/video	47.29	53.00	89
Use apps	43.80	50.78	86
Use maps/directions service	51.42	54.08	95
Use online telephone directory	16.47	16.22	102
Do banking/pay bills online	58.83	57.98	101
Scan mobile tagging barcode/QR	13.39	13.42	100
Read or look into online magazine	6.09	7.56	81
Read or look into online newspapers	21.03	16.89	125

PURCHASE BEHAVIOUR

	%	Base %	Index
Media - Internet - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	13.21	16.19	82
Compare products/prices while shopping	37.41	34.30	109
Consult consumer reviews	24.54	23.59	104
Purchase group deal (e.g. Groupon)	1.25	1.27	98
Purchase products or services	24.48	28.55	86
Receive store offers by SMS	10.60	10.58	100
Research products/services	27.55	31.40	88

DOWNLOAD

	%	Base %	Index
Media - Internet - Download [Pst Wk]			
Music/MP3 files (free or paid)	13.30	13.18	101
Any video content (free or paid)	11.86	14.08	84
Play/download online games	26.23	29.46	89
Download/print/redeem discount coupon	5.43	8.29	66

SITE/CONTENT ACCESS

	%	Base %	Index
Media - Internet - Site/Content Access [Pst Wk]			
Use ad blocking software	14.20	17.17	83
News site	36.93	38.16	97
Radio station's website	11.51	9.90	116
TV station's website	12.22	8.27	148
Automotive news/content	6.57	5.47	120
Celebrity gossip content	12.32	8.51	145
Fashion or beauty-related content	6.72	7.34	92
Food/recipes content	33.18	29.57	112
Health-related content	18.50	18.75	99
Home decor-related content	9.54	8.70	110
Professional sports content	10.55	12.76	83
Real estate listings/sites	9.98	12.97	77
Restaurant guides/reviews	9.56	15.24	63
Travel content	13.64	13.01	105

WATCH

	%	Base %	Index
Media - Internet - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	31.96	40.61	79
TV broadcast via streaming video	16.91	12.19	139
Free streaming music videos	30.33	32.32	94
Streaming purchased/rented videos	1.73	3.69	47
Other online free streaming videos	28.46	31.73	90

LISTEN

	%	Base %	Index
Media - Internet - Listen [Pst Wk]			
A podcast	14.20	20.25	70
A radio broadcast via streaming audio	18.96	14.28	133
Music via streaming video service (e.g. YouTube)	25.88	24.63	105

Benchmark: Canada

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(!) Represents low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Behavioural - Numeris | Digital - Mobile Phone Activities

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

ACTIVITIES

	%	Base %	Index
Mobile - Internet - Activity [Pst Wk]			
Listen to Internet-only music service (free)	20.99	17.71	119
Listen to Internet-only music service (paid)	9.74	11.23	87
Watch streaming purchased/rented videos (!)	0.92	1.69	55
Participate in an online social network	39.88	42.93	93
Participate in an online video conference for business or personal	6.23	8.84	70
Share/refer/link friends to a website or an article	13.58	17.67	77
Enter online contests	4.94	4.85	102
Internet search - business, services, products	34.13	34.38	99
Place/respond to an online classified advertisement	2.30	4.35	53
Send/receive a text/instant message	53.81	62.73	86
Send/receive email	45.14	53.72	84
Take pictures/video	42.86	50.77	84
Use apps	38.30	47.65	80
Use maps/directions service	42.23	46.79	90
Use online telephone directory	9.60	11.08	87
Do banking/pay bills online	29.68	32.32	92
Scan mobile tagging barcode/QR	13.06	12.89	101
Read or look into online magazine	2.29	4.07	56
Read or look into online newspapers	8.87	8.97	99

PURCHASE BEHAVIOUR

	%	Base %	Index
Mobile - Internet - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	7.17	11.23	64
Compare products/prices while shopping	21.33	23.09	92
Consult consumer reviews	13.66	15.02	91
Purchase group deal (e.g. Groupon)	0.94	0.64	148
Purchase products or services	11.04	15.78	70
Receive store offers by SMS	9.39	10.13	93
Research products/services	14.74	19.79	74

DOWNLOAD

	%	Base %	Index
Mobile - Internet - Download [Pst Wk]			
Music/MP3 files (free or paid)	9.11	9.58	95
Any video content (free or paid)	5.25	7.15	73
Play/download online games	14.24	17.12	83
Download/print/redeem discount coupon	2.74	4.75	58

SITE/CONTENT ACCESS

Variable	%	Base %	Index
Mobile - Internet - Site/Content Access [Pst Wk]			
Use ad blocking software	3.09	6.13	50
News site	22.77	26.84	85
Radio station's website	6.09	5.63	108
TV station's website	4.12	3.67	112
Automotive news/content	3.94	3.77	104
Celebrity gossip content	6.78	6.05	112
Fashion or beauty-related content	3.99	5.36	74
Food/recipes content	16.08	17.65	91
Health-related content	8.72	11.78	74
Home decor-related content	4.16	5.15	81
Professional sports content	6.34	9.11	70
Real estate listings/sites	4.88	7.41	66
Restaurant guides/reviews	5.78	11.00	53
Travel content	6.11	6.98	88

WATCH

	%	Base %	Index
Mobile - Internet - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	15.44	18.52	83
TV broadcast via streaming video	6.77	4.82	140
Free streaming music videos	17.92	20.81	86
Streaming purchased/rented videos (!)	0.92	1.69	55
Other online free streaming videos	18.00	21.13	85

LISTEN

	%	Base %	Index
Mobile - Internet - Listen [Pst Wk]			
A podcast	10.45	16.37	64
A radio broadcast via streaming audio	12.47	9.10	137
Internet-only music service (free) (e.g. Spotify)	20.99	17.71	119
Internet-only music service (paid) (e.g. Tidal)	9.74	11.23	87
Music via streaming video service (e.g. YouTube)	13.76	16.04	86

Benchmark: Canada

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(!) Represents low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Behavioural - Numeris | Digital - Tablet Activities

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

ACTIVITIES

	%	Base %	Index
Tablet - Activity [Pst Wk]			
Send/receive email	17.46	15.32	114
Use apps	14.81	13.42	110
Internet search - business, services, products	14.62	11.65	125
Participate in an online social network	13.34	11.03	121
Do banking/pay bills online	11.39	7.63	149
Send/receive a text/instant message	10.70	8.79	122
Read/Look into online newspapers	9.72	5.80	168
Take pictures/video	7.90	4.97	159
Use maps/directions service	6.24	6.06	103
Listen to Internet-only music service (free)	6.13	3.32	185
Participate in an online video conference for business or personal	4.72	4.28	110
Share/refer/link friends to a website or an article	4.37	3.34	131
Use online telephone directory	3.33	2.24	149
Read/Look into online magazines	2.30	2.49	92
Listen to Internet-only music service (paid) (!)	1.85	1.40	132
Place/respond to an online classified advertisement	1.71	1.15	150
Enter online contests	1.52	1.27	120
Receive store offers by SMS (!)	1.09	0.89	122
Watch streaming purchased/rented videos (!)	0.59	0.84	70

PURCHASE BEHAVIOUR

	%	Base %	Index
Tablet - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	4.04	3.22	125
Compare products/prices while shopping	8.98	6.08	148
Consult consumer reviews	5.92	4.29	138
Purchase products or services	4.72	4.38	108
Receive store offers by SMS (!)	1.09	0.89	122
Research products/services	8.31	7.02	118

DOWNLOAD

	%	Base %	Index
Tablet - Download [Pst Wk]			
Music/MP3 files (free or paid)	2.99	1.48	202
Any video content (free or paid)	3.63	2.91	125
Play/download online games	8.01	6.78	118
Download/print/redeem discount coupon	0.65	0.83	78

SITE/CONTENT ACCESS

	%	Base %	Index
Tablet - Site/Content Access [Pst Wk]			
Use ad blocking software	1.00	1.99	50
News site	11.09	8.34	133
Radio station's website	2.77	1.86	149
TV station's website	4.12	2.10	196
Automotive news/content	1.84	1.31	140
Celebrity gossip content	3.53	1.59	222
Fashion or beauty-related content	2.46	1.48	166
Food/recipes content	10.38	7.63	136
Health-related content	5.52	3.99	138
Home decor-related content	2.79	2.48	113
Professional sports content	2.04	2.45	83
Real estate listings/sites	2.53	2.53	100
Restaurant guides/reviews	3.00	2.98	101
Travel content	4.60	3.39	136

WATCH

	%	Base %	Index
Tablet - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	9.77	11.88	82
TV broadcast via streaming video	5.46	3.56	153
Free streaming music videos	9.03	8.13	111
Streaming purchased/rented videos (!)	0.59	0.84	70
Other online free streaming videos	7.59	7.66	99

LISTEN

	%	Base %	Index
Tablet - Listen [Pst Wk]			
A podcast	2.56	2.53	101
A radio broadcast via streaming audio	4.66	2.66	175
Internet-only music service (free)	6.13	3.32	185
Internet-only music service (paid) (!)	1.85	1.40	132
Music via streaming video service (e.g. YouTube)	6.23	4.74	132

Benchmark: Canada

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(!) Represents low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Behavioural - Numeris | Digital - Computer Activities

ENVIRONICS
ANALYTICS

Target Group Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

ACTIVITIES

	%	Base %	Index
Computer - Activity [Pst Wk]			
Listen to Internet-only music service (free)	7.45	8.20	91
Listen to Internet-only music service (paid)	3.13	4.89	64
Watch streaming purchased/rented videos	0.49	2.14	23
Participate in an online social network	20.98	21.95	96
Participate in an online video conference for business or personal	21.38	23.30	92
Share/refer/link friends to a website or an article	9.45	10.46	90
Enter online contests	3.90	3.63	107
Internet search - business, services, products	33.00	31.97	103
Place/respond to an online classified advertisement	3.41	3.27	104
Send/receive a text/instant message	12.46	12.50	100
Send/receive email	48.31	48.76	99
Take pictures/video	2.18	2.23	98
Use apps	10.67	13.61	78
Use maps/directions service	16.05	17.64	91
Use online telephone directory	6.94	7.22	96
Do banking/pay bills online	34.36	34.06	101
Read/Look into online magazines	2.96	3.47	85
Read/Look into online newspapers	8.98	8.98	100

PURCHASE BEHAVIOUR

	%	Base %	Index
Computer - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	4.84	6.96	70
Compare products/prices while shopping	19.17	17.96	107
Consult consumer reviews	13.54	13.27	102
Purchase group deal (e.g. Groupon)	0.28	0.73	39
Purchase products or services	15.58	17.78	88
Receive store offers by SMS (!)	1.14	0.95	120
Research products/services	15.99	19.98	80

DOWNLOAD

	%	Base %	Index
Computer - Download [Pst Wk]			
Music/MP3 files (free or paid)	5.20	5.39	96
Any video content (free or paid)	6.85	8.50	81
Play/download online games	10.12	14.14	72
Download/print/redeem discount coupon	2.41	4.12	58

SITE/CONTENT ACCESS

	%	Base %	Index
Computer - Site/Content Access [Pst Wk]			
Use ad blocking software	13.31	15.22	87
News site	20.53	21.71	95
Radio station's website	5.41	4.91	110
TV station's website	6.36	4.93	129
Automotive news/content	3.15	2.88	109
Celebrity gossip content	5.24	3.02	173
Fashion or beauty-related content	1.42	2.64	54
Food/recipes content	14.66	13.18	111
Health-related content	9.51	9.09	105
Home decor-related content	5.05	4.07	124
Professional sports content	6.75	6.70	101
Real estate listings/sites	4.47	6.54	68
Restaurant guides/reviews	3.24	5.99	54
Travel content	7.32	7.78	94

WATCH

	%	Base %	Index
Computer - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	17.40	23.39	74
TV broadcast via streaming video	9.68	6.53	148
Free streaming music videos	15.77	18.05	87
Streaming purchased/rented videos	0.49	2.14	23
Other online free streaming videos	14.37	17.77	81

LISTEN

	%	Base %	Index
Computer - Listen [Pst Wk]			
A podcast	3.65	5.60	65
A radio broadcast via streaming audio	5.67	5.26	108
Internet-only music service (free)	7.45	8.20	91
Internet-only music service (paid)	3.13	4.89	64
Music via streaming video service (e.g. YouTube)	15.20	13.77	110

Benchmark: Canada

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(!) Represents low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Behavioural - Numeris | Digital - Social Network Usage

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

USED ONLINE SOCIAL NETWORKS

Past week

	%	Base %	Index
Facebook	51.32	45.12	114
Instagram	23.52	28.76	82
LinkedIn	10.22	13.08	78
Pinterest	9.25	10.01	92
Reddit	5.13	8.84	58
Snapchat	8.33	9.69	86
TikTok	10.15	12.48	81
X (formerly Twitter)	8.88	13.74	65
WhatsApp	9.26	18.64	50
Online/Internet dating sites	1.93	1.98	97
YouTube videos/channels	30.05	37.96	79

Benchmark: Canada

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Index Colours:	<80	80 - 110	110+
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Behavioural - Numeris | Media Highlights

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 12+: 2,244,451

TELEVISION

	%	Base %	Index
Viewership			
Heavy	21.15	16.48	128
Medium/Heavy	17.67	17.15	103
Medium	17.24	16.81	103
Medium/Light	17.28	16.62	104
Light	14.52	16.92	86
Top Program Types (Watch in Typical Week)*			
Daytime soap/serial dramas	14.12	7.20	196
Tennis (when in season)	10.84	5.95	182
Late night talk shows	16.22	9.89	164
Variety/award specials	10.36	6.56	158
Daytime talk shows	6.37	4.52	141
Primetime serial dramas	33.63	25.07	134
Documentaries	33.22	25.58	130
Evening local news	40.33	33.10	122
Contest shows	11.56	9.67	120
Morning local news	17.51	14.77	119
Entertainment news programs	6.97	5.93	118
News/current affairs	29.92	25.50	117
Game shows	14.51	13.38	108
NFL football (when in season)	11.30	10.54	107
Movies	45.28	42.73	106

RADIO

	%	Base %	Index
Listenership			
Heavy	25.07	21.54	116
Medium/Heavy	21.67	19.48	111
Medium	15.26	19.07	80
Medium/Light	18.90	19.70	96
Light	19.11	19.90	96
Top Formats (Weekly Reach)*			
News/Talk	45.96	28.18	163
Hot Adult Contemporary	20.63	13.82	149
Multi/Variety/Specialty	15.89	11.41	139
Not Classified	5.78	4.97	116
Adult Contemporary	14.18	15.46	92
Mainstream Top 40/CHR	9.74	12.92	75
Mainstream Rock	5.74	8.81	65
Classic Hits	5.79	12.74	45

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	7.42	3.99	186
Medium/Heavy	7.47	4.03	186
Medium	5.28	4.28	123
Medium/Light	5.16	3.99	129
Light	4.56	4.44	103
Section Read - Dailies*			
Fashion/lifestyle	24.61	17.61	140
Editorials	41.69	30.88	135
Movie & entertainment	37.47	29.50	127
Health	38.05	30.10	126
Food	33.96	27.60	123
Automotive	13.72	11.22	122
Sports	27.07	22.70	119
Travel	26.90	22.54	119
National news	57.48	49.23	117
International news/world section	55.55	48.03	116
Readership - Community Papers			
Heavy	5.29	5.60	95
Medium/Heavy	4.98	5.55	90
Medium	4.39	5.57	79
Medium/Light	5.24	5.34	98
Light	3.85	5.32	72

INTERNET

	%	Base %	Index
Usage			
Heavy	11.52	19.31	60
Medium/Heavy	15.73	18.44	85
Medium	19.35	18.31	106
Medium/Light	21.75	18.41	118
Light	22.52	18.36	123
Online Social Networks (Used in Past Month)			
Facebook	51.32	45.12	114
Online/Internet dating sites	1.93	1.98	97
Pinterest	9.25	10.01	92
Snapchat	8.33	9.69	86
Instagram	23.52	28.76	82
TikTok	10.15	12.48	81
YouTube	30.05	37.96	79
LinkedIn	10.22	13.08	78
X (formerly Twitter)	8.88	13.74	65
Reddit	5.13	8.84	58
WhatsApp	9.26	18.64	50
Top Activities (Past Week)*			
Access a TV station's website	12.22	8.27	148
Access celebrity gossip content	12.32	8.51	145
Watch a TV broadcast via streaming video	16.91	12.19	139
Listen to a radio broadcast via streaming audio	18.96	14.28	133
Read or look into online newspapers	21.03	16.89	125
Access automotive news/content	6.57	5.47	120
Access a radio station's website	11.51	9.90	116
Listen to Internet-only music service (free)	25.58	22.49	114
Internet search - business, services, products	55.60	49.87	112
Access food/recipes content	33.18	29.57	112
Enter online contests	9.03	8.12	111
Access home decor-related content	9.54	8.70	110
Compare products/prices while shopping	37.41	34.30	109
Listen to music via streaming video service (e.g. YouTube)	25.88	24.63	105
Access travel content	13.64	13.01	105

DIRECT

	%	Base %	Index
Used in Shopping			
Mail order	12.59	7.57	166
Online flyers	40.04	35.85	112
Flyers delivered to the door or in the mail	29.64	31.12	95
General information from the Internet/websites	33.67	35.26	95
Local store catalogues	16.83	18.47	91
Direct email offers	19.16	21.73	88
Coupons	22.21	25.85	86
Flyers inserted into a daily newspaper	8.98	11.81	76
Flyers inserted into a community newspaper	11.87	20.16	59
Opinion of Flyers to Door/By Mail			
Somewhat unfavourable	24.67	22.46	110
Very unfavourable	28.40	28.09	101
Very favourable	14.77	14.78	100
Somewhat favourable	32.17	34.36	94

MAGAZINES

	%	Base %	Index
Readership			
Heavy	3.04	2.52	121
Medium/Heavy	2.37	2.38	99
Medium	2.51	2.44	103
Medium/Light	2.02	2.40	84
Light	1.54	2.32	66
Top Magazine Types*			
Senior citizens	5.24	2.36	222
Home décor	5.03	3.52	143
News & current affairs	5.27	5.55	95
Food & beverage	5.81	6.25	93

Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+
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GivingBack | General Volunteering

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 15+: 2,179,655

FORMAL VOLUNTEERING

In the past year



29.4%

Index: 72

TIME SPENT VOLUNTEERING*

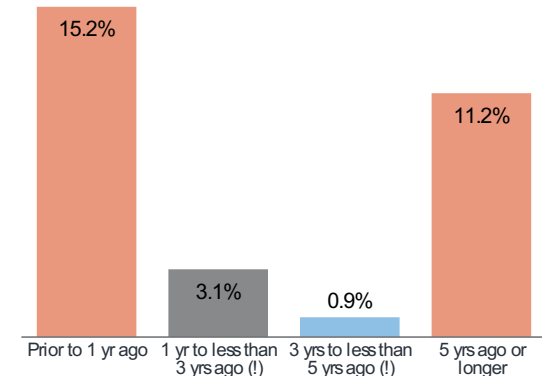
At least once a week



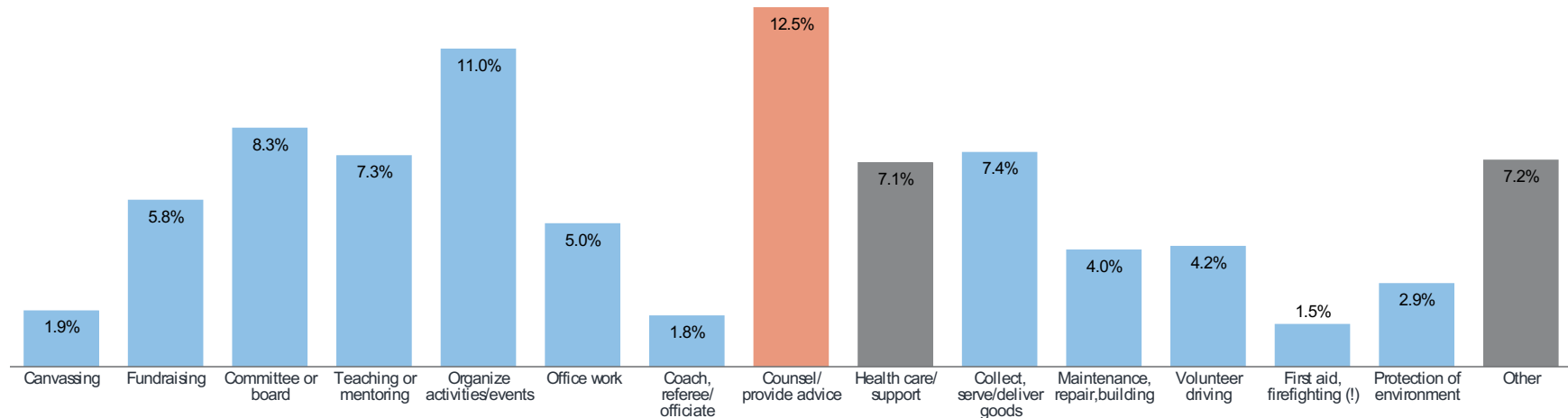
8.3%

Index: 66

VOLUNTEER HISTORY



TYPES OF FORMAL VOLUNTEERING [Pst Yr]



Benchmark: Canada

*Ranked by percent composition.

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample. Please analyze with discretion.

Note: N/A values are displayed if variables do not meet 5% threshold criteria.

Bar Chart bars are coloured based on Index ranges.

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Index Colours: <80 80 - 110 110+

GivingBack | Becoming a Volunteer and Reasons for Volunteering

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 15+: 2,179,655

DISCOVERED VOLUNTEER OPPORTUNITY



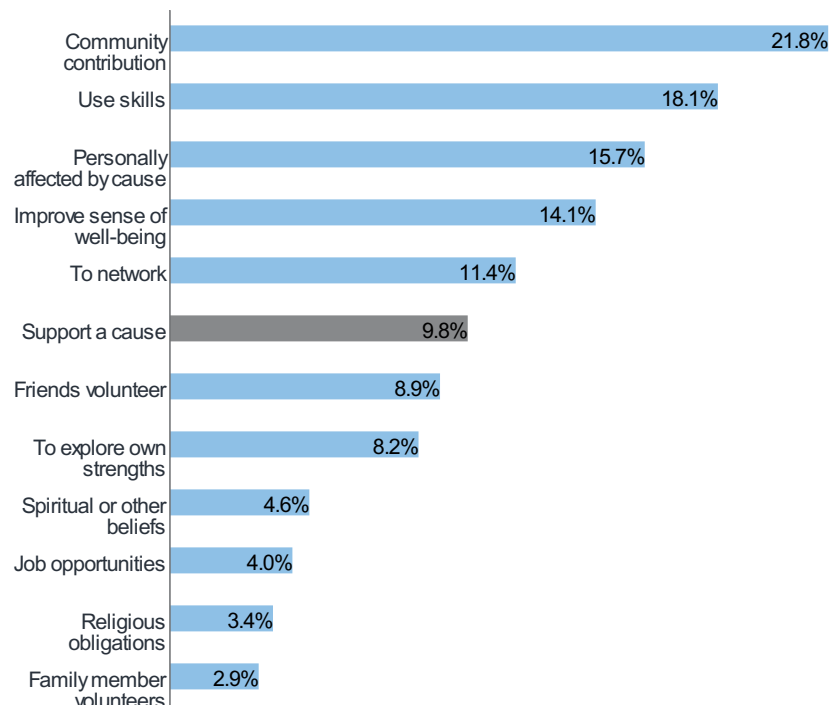
	%	Base %	% Pen	Index
By attending a meeting or activity	6.3	8.0	5.1	79
Word of mouth	4.8	7.0	4.5	69
Through an online source (!)	0.6	2.0	1.8	28

MOTIVATION FOR VOLUNTEERING

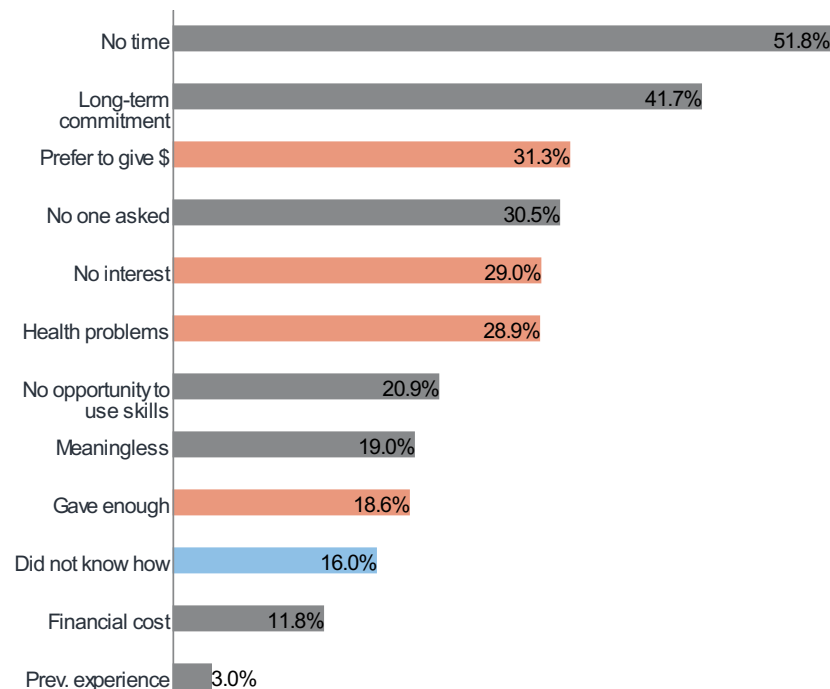


	%	Base %	% Pen	Index
Formal recognition	9.3	11.1	5.5	84
Non-monetary benefit/compensation	4.7	6.9	4.5	69
Payment to cover expenses	2.3	4.5	3.4	52
Monetary compensation for time (^)	0.4	0.7	3.6	55

REASONS FOR VOLUNTEERING



REASONS FOR NOT VOLUNTEERING MORE



Benchmark: Canada

Ranked by percent composition.

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(^) Represents extremely low sample. Please analyze with discretion.

Bar Chart bars are coloured based on Index ranges.

Index Colours: <80 80 - 110 110+

GivingBack | Int'l Classification of Non-Profit Organizations (ICNPO)

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 15+: 2,179,655

VOLUNTEERING - INCPO CATEGORIES

	%	Volunteered [Pst Yr]			Hours	Avg. Hrs. [Pst Yr]	
		Base %	% Pen	Index		Base Hours	Index
Arts And Culture	2.1	2.9	4.8	73	87.97	127.59	69
Sports And Recreation	5.1	8.6	3.9	60	296.91	135.44	219
Education And Research	3.2	5.9	3.5	53	33.07	49.33	67
Health	3.3	4.2	5.2	79	88.00	61.77	142
Hospitals (!)	1.1	2.1	3.5	55	152.04	147.57	103
Social Services	9.3	11.1	5.5	84	115.79	75.31	154
Environment	1.7	2.2	5.2	80	24.96	85.71	29
Development And Housing	4.3	5.2	5.4	83	92.75	70.28	132
Law, Advocacy (!)	1.8	2.0	5.6	86	68.91	81.77	84
Grant-Making, Fundraising (!)	1.4	1.7	5.6	86	25.68	68.33	38
Religion	3.4	8.4	2.6	40	218.93	122.52	179
Business And Professional (!)	0.5	1.1	3.0	46	56.69	97.48	58



DONATIONS - INCPO MAJOR ACTIVITY GROUPS

	%	Number of Donations [Pst Yr]			Avg. Dollars [Pst Yr]	Avg. Dollars [Pst Yr]	
		Base %	% Pen	Index		Base \$	Index
Arts And Culture	1.9	3.2	3.9	59	265.13	130.69	203
Sports And Recreation	14.5	12.7	7.5	115	101.45	86.22	118
Education And Research	7.1	10.7	4.3	67	49.72	82.61	60
Universities And Colleges (!)	1.7	1.6	6.8	105	210.06	459.76	46
Health	31.3	31.9	6.4	98	78.61	117.41	67
Hospitals	22.6	17.6	8.4	129	49.00	124.10	39
Social Services	34.6	33.1	6.8	104	75.33	114.69	66
Environment	5.9	7.1	5.4	83	97.09	130.68	74
Development And Housing (!)	1.3	2.5	3.5	54	64.69	147.29	44
Law, Advocacy	1.6	2.9	3.6	56	73.02	177.40	41
Grant-Making, Fundraising	9.8	11.1	5.8	89	103.27	212.91	49
International Organizations	4.7	8.1	3.8	58	242.06	300.30	81
Religion	25.4	27.9	5.9	91	253.13	688.10	37
Not Elsewhere Classified (!)	2.9	2.5	7.6	116	39.78	85.14	47



Benchmark: Canada

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(^) Represents extremely low sample. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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GivingBack | Charitable Donations

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 15+: 2,179,655

DONATED TO CHARITY

In the past year



65.2%

Index: 93

NUMBER OF DONATIONS*

1 donation



15.5%

Index: 96

PATTERN OF GIVING

(Donate to same orgs./Vary orgs./Both)

Both



19.3%

Index: 100

INFORMATION SOURCE

Ask someone



5.1%

Index: 66

REASON FOR GIVING

	%	Base %	Index
Personally affected	34.8	33.7	103
Tax credit	8.0	12.2	65
Religious obligations	13.3	16.1	83
Spiritual, Other beliefs	13.3	16.4	81
Cause	39.6	40.9	97
Compassion	42.0	41.9	100
Community contribution	32.8	35.6	92
Asked by Someone	16.4	20.9	79

DONOR CHANNEL & AVERAGE DOLLARS

	Number of Donations			Average Dollars Donated		
	%	Base %	Index	\$	Base \$	Index
Mail	19.4	17.8	109	130.86	221.82	59
Telephone	4.9	6.0	82	105.39	178.84	59
Television	10.9	5.2	211	63.48	131.82	48
Online	4.7	11.5	41	97.40	207.31	47
On your own initiative	15.4	15.8	98	259.77	519.87	50
Charity event	13.5	14.4	94	104.35	135.30	77
In memory of someone	16.4	17.1	96	71.96	137.44	52
Work	6.4	13.6	47	115.89	72.16	161
Door-to-door canvassing	12.8	15.5	82	43.05	38.99	110
Shopping centre	35.3	32.8	108	20.11	26.55	76
Place of worship	24.9	27.0	92	187.17	540.05	35
By sponsoring someone	9.2	19.3	48	66.15	51.03	130
Other	2.2	4.2	53	180.34	208.08	87

Benchmark: Canada

*Ranked by percent composition with minimum 5 percent composition.

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Note: N/A values are displayed if variables do not meet 5% threshold criteria.

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Index Colours:	<80	80 - 110	110+
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GivingBack | General Volunteering Highlights

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 15+: 2,179,655

VOLUNTEERING IN GENERAL

	Count	%	Base Count	Base %	% Pen	Index
Volunteering in General						
Volunteered [Pst Yr]	641,159	29.42	13,756,965	41.01	4.66	72
With immediate family members	113,807	5.22	4,284,582	12.77	2.66	41
With others (friends, neighbours, colleagues)	267,866	12.29	6,487,371	19.34	4.13	64
Used Internet to perform activities	171,319	7.86	4,675,596	13.94	3.66	56
Using Internet to search for opportunities	47,229	11.24	2,320,965	6.92	2.03	31
Volunteer History						
Volunteered more than a year ago	332,162	15.24	3,438,998	10.25	9.66	149
1 to less than 3 years ago (!)	67,607	3.10	1,023,831	3.05	6.60	102
3 to less than 5 years ago (!)	19,274	0.88	626,107	1.87	3.08	47
5 years ago or longer	245,078	11.24	1,786,714	5.33	13.72	211
Volunteer Activity Performed [Pst Yr]						
Canvassing	42,159	1.93	1,001,203	2.98	4.21	65
Fundraising	125,827	5.77	5,586,133	16.65	2.25	35
Committee/board member	180,331	8.27	4,545,733	13.55	3.97	61
Teaching/mentoring	159,515	7.32	4,147,744	12.36	3.85	59
Organizing activities/events	240,140	11.02	6,141,398	18.30	3.91	60
Doing office work	108,057	4.96	2,572,082	7.67	4.20	65
Coaching, refereeing/officiating	38,352	1.76	1,613,559	4.81	2.38	37
Counselling/providing advice	271,439	12.45	3,482,038	10.38	7.80	120
Health care	154,233	7.08	2,944,320	8.78	5.24	81
Collecting, serving goods	161,974	7.43	3,832,642	11.42	4.23	65
Maintenance, repair, building	88,224	4.05	2,093,755	6.24	4.21	65
Volunteer driving	90,945	4.17	2,203,606	6.57	4.13	64
First aid, firefighting	31,905	1.46	714,851	2.13	4.46	69
Protection of the environment	62,777	2.88	1,884,545	5.62	3.33	51
Other	156,158	7.16	2,537,106	7.56	6.15	95
Number of organizations volunteered [Pst Yr]						
1 organization	380,543	17.46	7,211,120	21.49	5.28	81
2 organizations	172,492	7.91	3,567,678	10.63	4.83	74
3 organizations	52,828	2.42	1,591,308	4.74	3.32	51
4+ organizations	35,297	1.62	1,386,858	4.13	2.55	39
Time spent volunteering [Pst Yr]						
Daily or almost daily	51,598	2.37	1,085,475	3.23	4.75	73
At least once a week	181,124	8.31	4,215,007	12.56	4.30	66
At least once a month	168,568	7.73	3,409,349	10.16	4.94	76
At least 3 or 4 times	99,147	4.55	2,382,047	7.10	4.16	64
Once or twice	105,143	4.82	2,144,439	6.39	4.90	75
Hours spent volunteering [Pst Yr]						
Average	-	177.03	-	143.28	-	124
Incidence	641,159	29.42	13,756,965	41.01	4.66	72

EMPLOYER SUPPORT

	Count	%	Base Count	Base %	% Pen	Index
Employment						
Self-employed [Pst Yr]	204,045	9.36	2,990,263	8.91	6.82	105
Have corporate volunteer program/policy	126,672	5.81	3,022,063	9.01	4.19	65

BECOMING A VOLUNTEER

	Count	%	Base Count	Base %	% Pen	Index
Becoming a Volunteer						
Approached organization yourself - Yes	335,355	15.39	6,617,987	19.73	5.07	78
Discovered Volunteer Opportunity						
By attending a meeting or activity	138,209	6.34	2,688,605	8.01	5.14	79
Through the Internet	12,294	0.56	683,845	2.04	1.80	28
Word of mouth	105,713	4.85	2,355,632	7.02	4.49	69
Asked to Become a Volunteer						
Someone asked you to become a volunteer - Yes	213,167	9.78	5,296,737	15.79	4.02	62
A friend/relative outside the organization	59,044	2.71	1,135,234	3.38	5.20	80
Someone in the organization	123,091	5.65	3,444,281	10.27	3.57	55
Time Spent Volunteering at Organization						
Less than 1 year	81,499	3.74	2,573,036	7.67	3.17	49
1 to less than 3 years	180,235	8.27	3,389,824	10.10	5.32	82
3 to less than 5 years	70,833	3.25	2,079,876	6.20	3.41	52
5 to less than 10 years	113,910	5.23	1,894,458	5.65	6.01	93
10 years or more	139,247	6.39	2,832,965	8.44	4.92	76
Benefits as a Volunteer						
Received payment to cover expenses	51,053	2.34	1,506,948	4.49	3.39	52
Received monetary compensation for time (!)	8,479	0.39	238,215	0.71	3.56	55
Received non-monetary benefit/compensation	103,302	4.74	2,304,777	6.87	4.48	69
Received formal recognition from organization	203,637	9.34	3,739,846	11.15	5.45	84

VOLUNTEER DECISIONS

	Count	%	Base Count	Base %	% Pen	Index
Reasons for Volunteering						
Personally affected by cause	342,598	15.72	6,873,258	20.49	4.98	77
Family member volunteers	63,656	2.92	2,858,419	8.52	2.23	34
Friends volunteer	194,692	8.93	4,727,715	14.09	4.12	63
To network	249,372	11.44	5,968,666	17.79	4.18	64
Job opportunities	88,019	4.04	2,857,173	8.52	3.08	47
Religious obligations	73,971	3.39	2,365,777	7.05	3.13	48
Spiritual or other beliefs	100,255	4.60	3,248,629	9.68	3.09	48
To explore own strengths	179,155	8.22	5,180,439	15.44	3.46	53
Community contribution	475,157	21.80	10,538,705	31.41	4.51	69
Use skills	395,483	18.14	8,808,198	26.25	4.49	69
Support a cause	214,703	9.85	3,687,066	10.99	5.82	90
Improve sense of well-being	307,159	14.09	6,229,564	18.57	4.93	76
Reasons for Not Volunteering						
Gave enough	405,387	18.60	5,566,861	16.59	7.28	112
Previous experience	64,986	2.98	1,094,400	3.26	5.94	91
No one asked	663,854	30.46	11,358,755	33.86	5.84	90
Did not know how	348,722	16.00	6,792,600	20.25	5.13	79
Health problems	629,420	28.88	7,562,293	22.54	8.32	128
No time	1,128,334	51.77	20,918,735	62.35	5.39	83
Financial cost	257,785	11.83	4,436,830	13.22	5.81	89
Long-term commitment	907,864	41.65	14,512,508	43.26	6.26	96
Preferrd to give money	681,271	31.26	9,354,312	27.88	7.28	112
No interest	631,552	28.98	8,125,623	24.22	7.77	120
No opportunity to use skills	455,978	20.92	7,571,082	22.57	6.02	93
Meaningless	414,022	19.00	7,706,355	22.97	5.37	83

Benchmark: Canada

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(*) Represents extremely low sample. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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GivingBack | Charitable Donations Highlights

ENVIRONICS
ANALYTICS

Target Group: Group 1 (39, 40, 44, 56, 65, 59)

Household Population 15+: 2,179,655

DONATION AMOUNT AND CHANNEL

	Count	%	Base Count	Base %	% Pen	Index
Charitable Donations						
Donated [Pst Yr]	1,420,152	65.16	23,402,281	69.75	6.07	93
Number of Donations [Pst Yr]						
1	337,431	15.48	5,426,775	16.18	6.22	96
2	305,548	14.02	4,824,255	14.38	6.33	97
3	228,064	10.46	3,704,191	11.04	6.16	95
4	192,765	8.84	2,548,787	7.60	7.56	116
5	97,144	4.46	2,473,367	7.37	3.93	60
6	71,431	3.28	1,435,857	4.28	4.97	77
7	35,529	1.63	829,296	2.47	4.28	66
8	63,888	2.93	721,812	2.15	8.85	136
9 (!)	15,263	0.70	431,222	1.28	3.54	54
10+	73,090	3.35	1,006,718	3.00	7.26	112
Amount Donated [Pst Yr]						
Incidence	1,420,152	65.16	23,402,281	69.75	6.07	93
Average (\$)	—	283.31	—	565.34	—	50
Charitable Donation Channel [Pst Yr]						
Mail	422,026	19.36	5,970,983	17.80	7.07	109
Telephone	106,458	4.88	2,000,099	5.96	5.32	82
Television/Radio	238,474	10.94	1,742,315	5.19	13.69	211
Online	103,489	4.75	3,856,896	11.50	2.68	41
On own	336,703	15.45	5,297,834	15.79	6.36	98
Charity event	294,143	13.49	4,842,082	14.43	6.07	94
In memoriam	356,801	16.37	5,730,185	17.08	6.23	96
Work	139,989	6.42	4,578,073	13.65	3.06	47
Door-to-door	278,964	12.80	5,207,240	15.52	5.36	82
Shopping centre	769,702	35.31	11,019,336	32.84	6.99	108
Place of worship	542,476	24.89	9,057,896	27.00	5.99	92
By sponsoring someone	200,024	9.18	6,468,738	19.28	3.09	48
Other	48,137	2.21	1,405,234	4.19	3.43	53

DONATIONS DETAILS

	Count	%	Base Count	Base %	% Pen	Index
Larger Donations						
Decided amounts in advance	373,676	17.14	7,418,615	22.11	5.04	78
Responded to someone asking	597,259	27.40	7,293,430	21.74	8.19	126
Both	175,472	8.05	2,865,849	8.54	6.12	94
Charitable Donation Details						
Claiming tax credit	370,557	17.00	7,459,664	22.23	4.97	76
Annual donation amounts decided in advance	147,540	6.77	3,233,176	9.64	4.56	70
Searched for info when considering new charities	411,528	18.88	5,961,213	17.77	6.90	106
Know how to verify a registered charity	222,953	10.23	5,873,979	17.51	3.80	58
Aware of Orgs. that monitor donation use - Yes	60,903	2.79	3,109,581	9.27	1.96	30
Pattern of Giving						
I always donate to the same organizations	327,104	15.01	5,065,473	15.10	6.46	99
I vary the organizations to which I donate	269,292	12.36	5,037,457	15.02	5.35	82
Both	419,573	19.25	6,477,666	19.31	6.48	100
Information Source						
Contact the charity	126,970	5.83	1,595,833	4.76	7.96	122
CRA Website (!)	16,085	0.74	561,136	1.67	2.87	44
Ask someone	111,038	5.09	2,598,003	7.74	4.27	66

DONATIONS DECISIONS

	Count	%	Base Count	Base %	% Pen	Index
Reasons For Giving						
Personally affected	757,630	34.76	11,295,118	33.67	6.71	103
Tax credit	173,697	7.97	4,106,616	12.24	4.23	65
Religious obligations	289,845	13.30	5,396,291	16.08	5.37	83
Spiritual or other beliefs	290,657	13.34	5,490,439	16.36	5.29	81
Cause	863,587	39.62	13,728,984	40.92	6.29	97
Compassion	915,260	41.99	14,049,032	41.88	6.51	100
Community contribution	714,946	32.80	11,938,577	35.59	5.99	92
Requested	358,435	16.45	7,001,122	20.87	5.12	79
Reasons For Not Giving More						
Happy with amount already gave	877,832	40.27	11,674,255	34.80	7.52	116
Could not afford	802,765	36.83	11,187,327	33.34	7.18	110
No one asked	180,505	8.28	3,853,446	11.49	4.68	72
Did not know where	112,213	5.15	1,725,436	5.14	6.50	100
Hard to find worthy cause	145,459	6.67	1,896,479	5.65	7.67	118
Gave time instead	283,621	13.01	4,394,101	13.10	6.45	99
Gave directly to people instead of organization	608,508	27.92	6,010,869	17.92	10.12	156
Tax credit incentive not enough	174,021	7.98	3,072,190	9.16	5.66	87
Did not like way requests were made	119,504	5.48	3,022,380	9.01	3.95	61
So many organizations for one cause	1,197,939	54.96	16,648,649	49.62	7.20	111
Concerned about charity fraud	1,461,827	67.07	19,727,446	58.80	7.41	114
Reasons For Not Giving More (efficient use of funds)						
Donation would not be used efficiently	267,800	12.29	4,016,957	11.97	6.67	103
Too much spending on fundraising	88,937	4.08	1,688,231	5.03	5.27	81
No impact on cause or community	65,212	2.99	1,350,945	4.03	4.83	74
No explanation of where donation would go	126,003	5.78	2,351,773	7.01	5.36	82
Other (!)	77,867	3.57	560,745	1.67	13.89	214
Reasons For Not Giving More (requests)						
Inconvenient time of day	45,179	2.07	909,103	2.71	4.97	76
Number of requests	69,516	3.19	1,586,942	4.73	4.38	67
Tone	49,841	2.29	1,284,464	3.83	3.88	60
Multiple requests	61,425	2.82	1,442,147	4.30	4.26	66
Method used	57,376	2.63	1,447,908	4.32	3.96	61
Other	22,629	1.04	183,390	0.55	12.34	190
Other Giving						
Food bank - Yes	607,643	27.88	12,980,982	38.69	4.68	72
Clothing, toys or household goods	1,245,265	57.13	18,205,459	54.26	6.84	105
Through a bequest in respondent's will	44,027	2.02	908,309	2.71	4.85	75

Benchmark: Canada

(!) Represents low sample size. Please analyze with discretion.

(*) Represents extremely low sample. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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