

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

POPULATION

4,035,693

HOUSEHOLDS

1,196,453

MEDIAN MAINTAINER AGE

49

Index: 92

MARITAL STATUS



59.7%

Index: 106

Married/Common-Law

FAMILY STATUS*

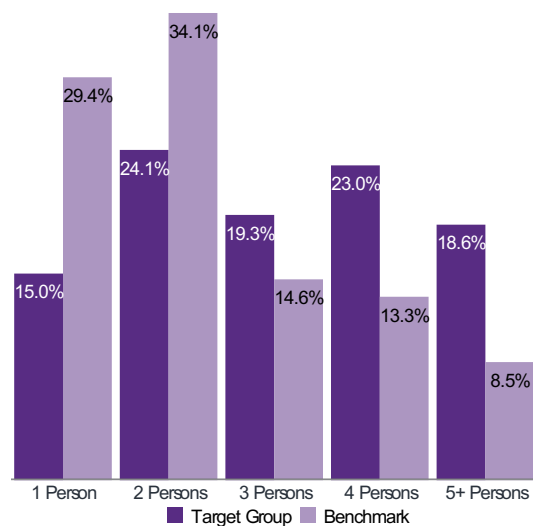


56.9%

Index: 137

Couples With Children At Home

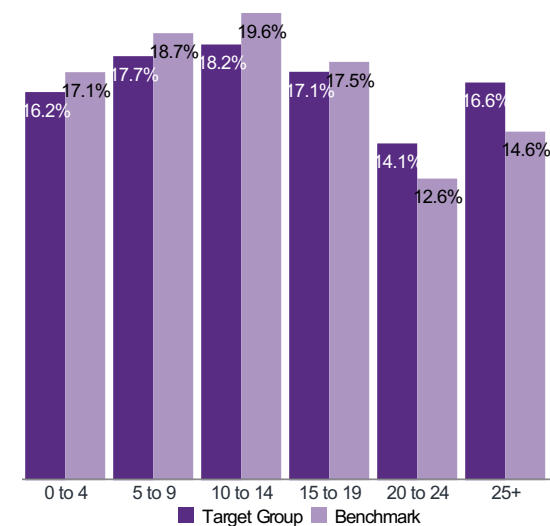
HOUSEHOLD SIZE



POPULATION BY AGE

| | Count | % | Index |
|----------|---------|-----|-------|
| 0 to 4 | 226,938 | 5.6 | 120 |
| 5 to 9 | 247,924 | 6.1 | 120 |
| 10 to 14 | 254,661 | 6.3 | 118 |
| 15 to 19 | 269,992 | 6.7 | 117 |
| 20 to 24 | 325,613 | 8.1 | 117 |
| 25 to 29 | 323,161 | 8.0 | 113 |
| 30 to 34 | 328,098 | 8.1 | 111 |
| 35 to 39 | 328,307 | 8.1 | 116 |
| 40 to 44 | 314,663 | 7.8 | 117 |
| 45 to 49 | 277,822 | 6.9 | 112 |
| 50 to 54 | 246,410 | 6.1 | 102 |
| 55 to 59 | 218,285 | 5.4 | 88 |
| 60 to 64 | 200,632 | 5.0 | 75 |
| 65 to 69 | 160,500 | 4.0 | 66 |
| 70 to 74 | 119,666 | 3.0 | 61 |
| 75 to 79 | 88,355 | 2.2 | 58 |
| 80 to 84 | 53,707 | 1.3 | 56 |
| 85+ | 50,959 | 1.3 | 57 |

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+

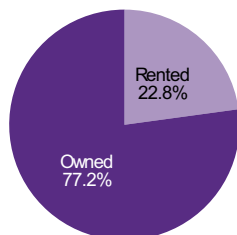
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Population: 4,035,693 | Households: 1,196,453

TENURE



STRUCTURE TYPE



Houses

78.5%

Index: 123



Apartments

21.4%

Index: 61

AGE OF HOUSING*

3 - 8 Years Old

% Comp: 16.1 Index: 244

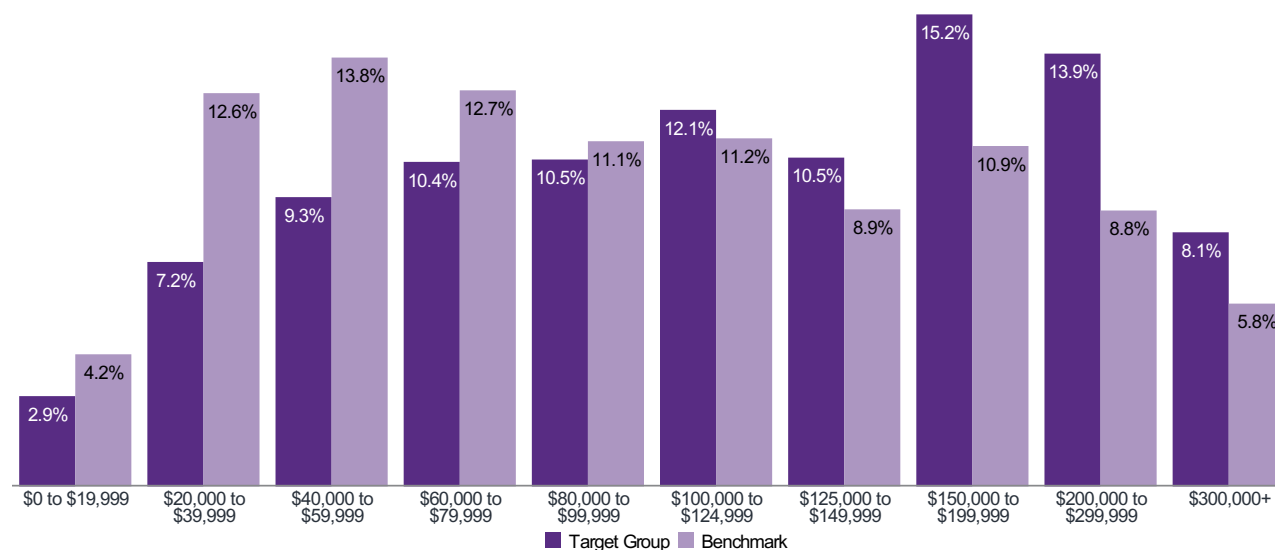
AVERAGE HOUSEHOLD INCOME



\$145,864

Index: 119

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 3 (08, 11, 15, 31)

Population: 4,035,693 | Households: 1,196,453

EDUCATION



37.7%

Index: 132

University Degree

LABOUR FORCE PARTICIPATION



68.4%

Index: 108

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



37.4%

Index: 106

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

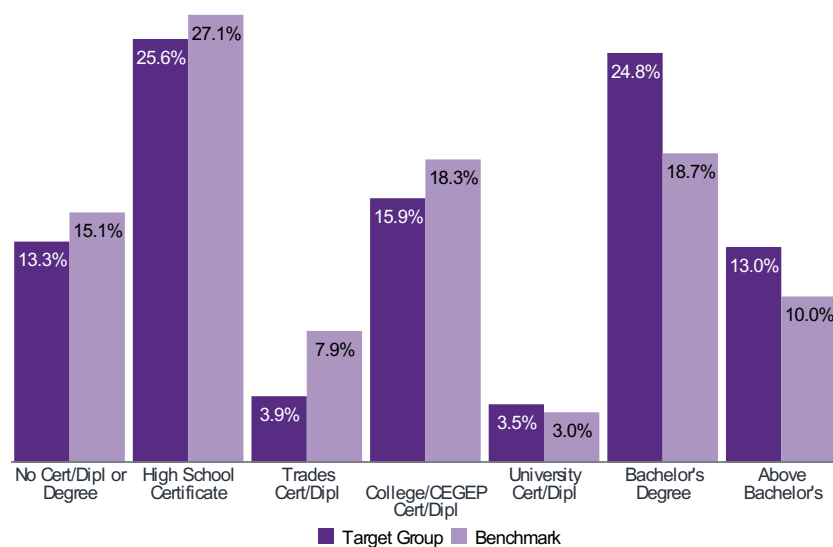


5.0%

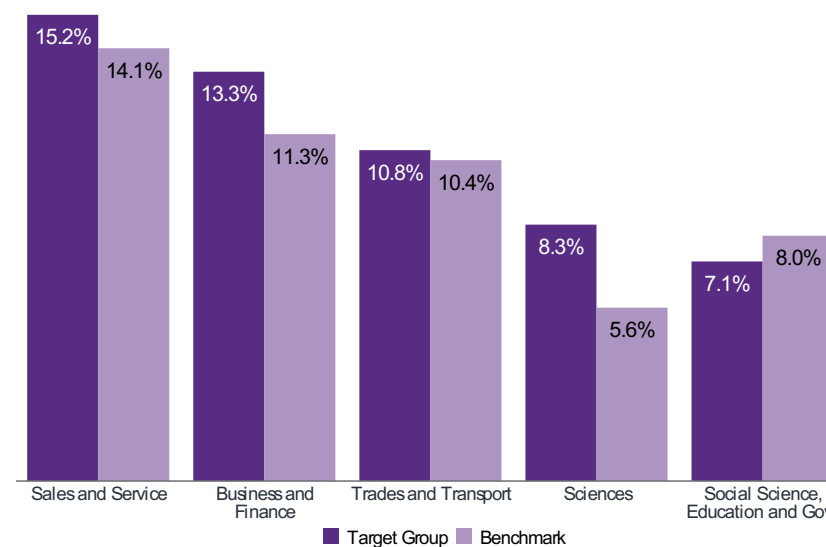
Index: 129

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 3 (08, 11, 15, 31)

Population: 4,035,693 | Households: 1,196,453

INDIGENOUS IDENTITY



1.2%
Index: 24

VISIBLE MINORITY PRESENCE



67.5%
Index: 237

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



4.1%
Index: 214

No knowledge of
English or French

IMMIGRATION



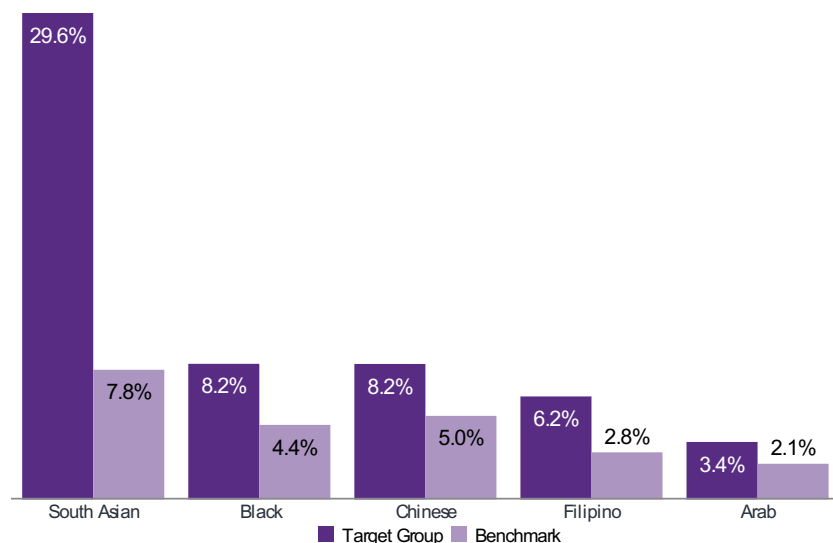
51.4%
Index: 201

Born outside Canada

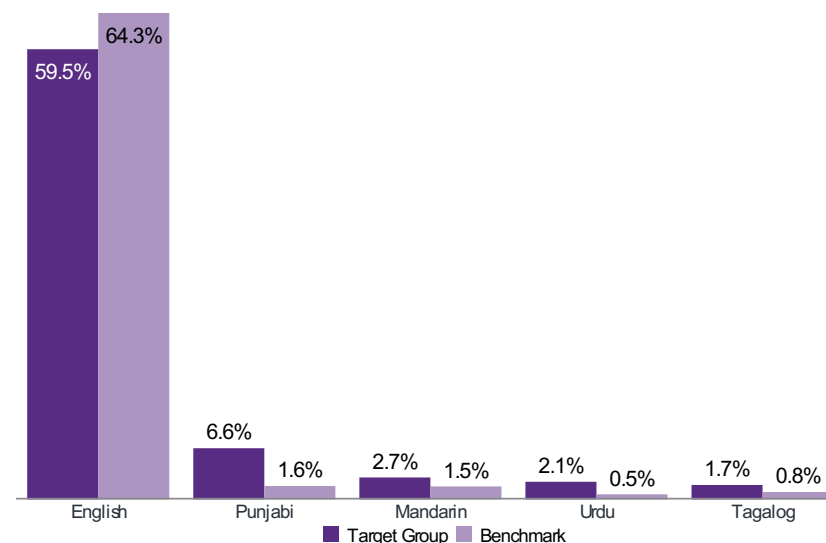
PERIOD OF IMMIGRATION*

2001 To 2010
12.6% Index: 244

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

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

HOUSEHOLD CHARACTERISTICS

| | Count | % | Base Count | Base % | % Pen | Index |
|---|-----------|--------|------------|--------|-------|-------|
| Basics | | | | | | |
| Total Population | 4,035,693 | 100.00 | 40,260,746 | 100.00 | 10.02 | 100 |
| Total Households | 1,196,453 | 100.00 | 16,017,402 | 100.00 | 7.47 | 100 |
| Age of Household Maintainer | | | | | | |
| 15 to 24 | 22,322 | 1.87 | 500,513 | 3.13 | 4.46 | 60 |
| 25 to 34 | 177,479 | 14.83 | 2,378,074 | 14.85 | 7.46 | 100 |
| 35 to 44 | 289,840 | 24.23 | 2,868,324 | 17.91 | 10.10 | 135 |
| 45 to 54 | 270,283 | 22.59 | 2,721,085 | 16.99 | 9.93 | 133 |
| 55 to 64 | 220,573 | 18.43 | 2,974,203 | 18.57 | 7.42 | 99 |
| 65 to 74 | 132,391 | 11.06 | 2,599,234 | 16.23 | 5.09 | 68 |
| 75 To 84 | 62,910 | 5.26 | 1,503,755 | 9.39 | 4.18 | 56 |
| 85 Or Older | 20,654 | 1.73 | 472,214 | 2.95 | 4.37 | 59 |
| Size of Household | | | | | | |
| 1 Person | 179,773 | 15.03 | 4,710,839 | 29.41 | 3.82 | 51 |
| 2 Persons | 288,190 | 24.09 | 5,465,468 | 34.12 | 5.27 | 71 |
| 3 Persons | 231,206 | 19.32 | 2,338,929 | 14.60 | 9.89 | 132 |
| 4 Persons | 274,639 | 22.95 | 2,134,580 | 13.33 | 12.87 | 172 |
| 5 or More Persons | 222,646 | 18.61 | 1,367,586 | 8.54 | 16.28 | 218 |
| Household Type | | | | | | |
| Total Family Households | 954,543 | 79.78 | 10,472,274 | 65.38 | 9.11 | 122 |
| One-Family Households | 839,813 | 70.19 | 9,931,541 | 62.01 | 8.46 | 113 |
| One-Family Hhlds w/ Additional Persons | 54,602 | 4.56 | 455,897 | 2.85 | 11.98 | 160 |
| Family Hhlds w/o Additional Persons | 785,211 | 65.63 | 9,475,644 | 59.16 | 8.29 | 111 |
| Multigenerational Family Househ. | 97,698 | 8.17 | 450,166 | 2.81 | 21.70 | 291 |
| Multiple-Family Households | 17,032 | 1.42 | 90,567 | 0.56 | 18.81 | 252 |
| Non-Family Households | 241,910 | 20.22 | 5,545,128 | 34.62 | 4.36 | 58 |
| One-Person Households | 188,912 | 15.79 | 4,798,667 | 29.96 | 3.94 | 53 |
| Two-Or-More-Person Households | 52,998 | 4.43 | 746,461 | 4.66 | 7.10 | 95 |
| Marital Status | | | | | | |
| Married Or Living With A Common-Law Partner | 1,962,103 | 59.74 | 18,939,051 | 56.45 | 10.36 | 106 |
| Single (Never Legally Married) | 994,529 | 30.28 | 9,850,607 | 29.36 | 10.10 | 103 |
| Separated | 74,936 | 2.28 | 888,677 | 2.65 | 8.43 | 86 |
| Divorced | 125,671 | 3.83 | 2,035,524 | 6.07 | 6.17 | 63 |
| Widowed | 127,271 | 3.88 | 1,835,997 | 5.47 | 6.93 | 71 |
| Children at Home | | | | | | |
| Households with Children at Home | — | 59.69 | — | 38.63 | — | 154 |
| Age of Children at Home | | | | | | |
| Total Number Of Children At Home | 1,381,996 | 100.00 | 11,071,412 | 100.00 | 12.48 | 100 |
| 0 to 4 | 224,334 | 16.23 | 1,889,666 | 17.07 | 11.87 | 95 |
| 5 to 9 | 245,183 | 17.74 | 2,071,103 | 18.71 | 11.84 | 95 |
| 10 to 14 | 251,950 | 18.23 | 2,164,853 | 19.55 | 11.64 | 93 |
| 15 to 19 | 236,117 | 17.09 | 1,937,622 | 17.50 | 12.19 | 98 |
| 20 to 24 | 194,535 | 14.08 | 1,394,954 | 12.60 | 13.95 | 112 |
| 25 and over | 229,876 | 16.63 | 1,613,214 | 14.57 | 14.25 | 114 |

DWELLING CHARACTERISTICS

| | Count | % | Base Count | Base % | % Pen | Index |
|---------------------------------------|---------|-------|------------|--------|-------|-------|
| Housing Tenure | | | | | | |
| Owned | 923,161 | 77.16 | 10,498,668 | 65.55 | 8.79 | 118 |
| Rented | 273,292 | 22.84 | 5,428,307 | 33.89 | 5.03 | 67 |
| Band Housing | 0 | 0.00 | 90,427 | 0.56 | 0.00 | 0 |
| Housing Type | | | | | | |
| Houses | 939,189 | 78.50 | 10,216,463 | 63.78 | 9.19 | 123 |
| Single-Detached House | 621,747 | 51.97 | 8,342,691 | 52.09 | 7.45 | 100 |
| Semi-Detached House | 123,963 | 10.36 | 804,880 | 5.03 | 15.40 | 206 |
| Row House | 193,479 | 16.17 | 1,068,892 | 6.67 | 18.10 | 242 |
| Apartments | 255,692 | 21.37 | 5,566,095 | 34.75 | 4.59 | 61 |
| High-rise (5+ Floors) | 80,462 | 6.72 | 1,756,799 | 10.97 | 4.58 | 61 |
| Low-rise (<5 Floors) | 107,586 | 8.99 | 2,937,636 | 18.34 | 3.66 | 49 |
| Detached Duplex | 67,644 | 5.65 | 871,660 | 5.44 | 7.76 | 104 |
| Other Dwelling Types | 1,571 | 0.13 | 234,844 | 1.47 | 0.67 | 9 |
| Housing Period of Construction | | | | | | |
| Before 1961 | 80,881 | 6.76 | 3,055,319 | 19.07 | 2.65 | 35 |
| 1961 - 1980 | 147,842 | 12.36 | 4,287,310 | 26.77 | 3.45 | 46 |
| 1981 - 1990 | 87,390 | 7.30 | 2,043,927 | 12.76 | 4.28 | 57 |
| 1991 - 2000 | 133,377 | 11.15 | 1,895,701 | 11.84 | 7.04 | 94 |
| 2001 - 2005 | 139,237 | 11.64 | 978,870 | 6.11 | 14.22 | 190 |
| 2006 - 2010 | 158,061 | 13.21 | 1,034,272 | 6.46 | 15.28 | 205 |
| 2011 - 2015 | 175,559 | 14.67 | 996,116 | 6.22 | 17.62 | 236 |
| 2016 - 2021 | 193,042 | 16.13 | 1,057,766 | 6.60 | 18.25 | 244 |
| After 2021 | 81,063 | 6.78 | 668,121 | 4.17 | 12.13 | 162 |

INCOME, EDUCATION & EMPLOYMENT

| | Count | % | Base Count | Base % | % Pen | Index |
|---------------------------------------|-----------|------------|------------|------------|-------|-------|
| Household Income | | | | | | |
| Average Household Income | — | 145,863.74 | — | 122,251.59 | — | 119 |
| Education | | | | | | |
| No Certificate, Diploma Or Degree | 437,454 | 13.32 | 5,062,714 | 15.09 | 8.64 | 88 |
| High School Certificate Or Equivalent | 840,724 | 25.60 | 9,083,509 | 27.07 | 9.26 | 95 |
| Apprenticeship Or Trades Cert/Dipl | 129,428 | 3.94 | 2,650,045 | 7.90 | 4.88 | 50 |
| College/CEGEP/Non-Uni Cert/Dipl | 523,888 | 15.95 | 6,141,220 | 18.30 | 8.53 | 87 |
| University Cert/Dipl Below Bachelor | 113,411 | 3.45 | 995,643 | 2.97 | 11.39 | 116 |
| University Degree | 1,239,606 | 37.74 | 9,616,727 | 28.66 | 12.89 | 132 |
| Labour Force | | | | | | |
| In The Labour Force (15+) | 2,246,422 | 68.39 | 21,289,384 | 63.46 | 10.55 | 108 |
| Labour Force by Occupation | | | | | | |
| Management | 20,727 | 0.63 | 277,725 | 0.83 | 7.46 | 76 |
| Business Finance Administration | 437,721 | 13.33 | 3,787,616 | 11.29 | 11.56 | 118 |
| Sciences | 273,922 | 8.34 | 1,889,740 | 5.63 | 14.50 | 148 |
| Health | 180,723 | 5.50 | 1,732,286 | 5.16 | 10.43 | 107 |
| Education, Gov't, Religion, Social | 234,469 | 7.14 | 2,676,881 | 7.98 | 8.76 | 89 |
| Art, Culture, Recreation, Sport | 50,280 | 1.53 | 645,774 | 1.93 | 7.79 | 80 |
| Sales and Service | 498,688 | 15.18 | 4,727,736 | 14.09 | 10.55 | 108 |
| Trades and Transport | 353,705 | 10.77 | 3,503,549 | 10.44 | 10.10 | 103 |
| Natural Resources and Agriculture | 17,322 | 0.53 | 563,922 | 1.68 | 3.07 | 31 |
| Manufacturing and Utilities | 98,508 | 3.00 | 889,063 | 2.65 | 11.08 | 113 |
| Commuting | | | | | | |
| Car (As Driver) | 1,229,482 | 37.43 | 11,821,849 | 35.24 | 10.40 | 106 |
| Car (As Passenger) | 122,492 | 3.73 | 1,001,125 | 2.98 | 12.24 | 125 |
| Public Transit | 162,692 | 4.95 | 1,290,550 | 3.85 | 12.61 | 129 |
| Walk | 33,183 | 1.01 | 852,954 | 2.54 | 3.89 | 40 |
| Bicycle | 5,295 | 0.16 | 188,667 | 0.56 | 2.81 | 29 |

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

| | Count | % | Base Count | Base % | % Pen | Index |
|---------------------------------------|-----------|-------|------------|--------|-------|-------|
| Indigenous Identity | | | | | | |
| Indigenous Identity | 50,043 | 1.25 | 2,067,992 | 5.22 | 2.42 | 24 |
| Knowledge of Official Language | | | | | | |
| English Only | 3,474,741 | 86.57 | 27,751,316 | 70.00 | 12.52 | 124 |
| French Only | 23,317 | 0.58 | 4,162,473 | 10.50 | 0.56 | 6 |
| English And French | 349,914 | 8.72 | 6,964,814 | 17.57 | 5.02 | 50 |
| Neither English Nor French | 165,836 | 4.13 | 767,058 | 1.94 | 21.62 | 214 |
| Immigration Status | | | | | | |
| Non-Immigrant Population | 1,663,975 | 41.46 | 27,413,116 | 69.14 | 6.07 | 60 |
| Born In Province of Residence | 1,432,564 | 35.69 | 23,249,108 | 58.64 | 6.16 | 61 |
| Born Outside Province of Residence | 231,410 | 5.76 | 4,164,009 | 10.50 | 5.56 | 55 |
| Immigrant Population | 2,062,808 | 51.39 | 10,158,784 | 25.62 | 20.31 | 201 |
| Visible Minority Status | | | | | | |
| Total Visible Minorities | 2,710,752 | 67.54 | 11,300,136 | 28.50 | 23.99 | 237 |
| Chinese | 327,903 | 8.17 | 1,982,177 | 5.00 | 16.54 | 163 |
| South Asian | 1,187,611 | 29.59 | 3,097,643 | 7.81 | 38.34 | 379 |
| Black | 328,200 | 8.18 | 1,763,835 | 4.45 | 18.61 | 184 |
| Filipino | 248,233 | 6.18 | 1,100,300 | 2.77 | 22.56 | 223 |
| Latin American | 104,499 | 2.60 | 702,455 | 1.77 | 14.88 | 147 |
| Southeast Asian | 89,016 | 2.22 | 441,126 | 1.11 | 20.18 | 199 |
| Arab | 136,790 | 3.41 | 823,375 | 2.08 | 16.61 | 164 |
| West Asian | 87,238 | 2.17 | 450,989 | 1.14 | 19.34 | 191 |
| Korean | 48,398 | 1.21 | 267,496 | 0.68 | 18.09 | 179 |
| Japanese | 8,760 | 0.22 | 112,276 | 0.28 | 7.80 | 77 |
| Mother Tongue* | | | | | | |
| English | 1,685,568 | 41.99 | 21,109,222 | 53.24 | 7.98 | 79 |
| French | 80,505 | 2.01 | 7,519,466 | 18.97 | 1.07 | 11 |
| Total Non-Official | 1,920,453 | 47.85 | 9,321,705 | 23.51 | 20.60 | 203 |
| Punjabi | 364,761 | 9.09 | 907,337 | 2.29 | 40.20 | 397 |
| Mandarin | 146,692 | 3.65 | 822,528 | 2.08 | 17.83 | 176 |
| Urdu | 128,194 | 3.19 | 280,475 | 0.71 | 45.71 | 451 |
| Tagalog | 120,309 | 3.00 | 552,392 | 1.39 | 21.78 | 215 |
| Arabic | 103,104 | 2.57 | 625,914 | 1.58 | 16.47 | 163 |
| Cantonese | 96,789 | 2.41 | 622,837 | 1.57 | 15.54 | 153 |
| Spanish | 88,148 | 2.20 | 650,956 | 1.64 | 13.54 | 134 |
| Tamil | 85,425 | 2.13 | 176,330 | 0.45 | 48.45 | 478 |
| Gujarati | 78,374 | 1.95 | 189,638 | 0.48 | 41.33 | 408 |
| Hindi | 69,336 | 1.73 | 211,028 | 0.53 | 32.86 | 325 |

Benchmark: Canada

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

| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Psychographics | SocialValues Overview

Target Group: Group 3 (08, 11, 15, 31)



Strong Values

| Values | Index |
|-----------------------------|-------|
| Ostentatious Consumption | 149 |
| Status via Home | 147 |
| Religiosity | 141 |
| Advertising as Stimulus | 133 |
| Need for Status Recognition | 133 |
| Pursuit of Novelty | 132 |
| Traditional Family | 130 |
| Attraction For Crowds | 129 |
| Confidence in Advertising | 128 |
| Consumption Evangelism | 125 |



Descriptions | Top 3 Strong Values

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

Religiosity

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Note: Lower scores on this construct should be construed not as anti-religious, but as "Apathetic").



Weak Values

| Values | Index |
|--------------------------------|-------|
| Fulfilment Through Work | 66 |
| Attraction to Nature | 68 |
| Cultural Assimilation | 70 |
| Brand Apathy | 75 |
| Flexible Families | 77 |
| Skepticism Towards Advertising | 77 |
| Aversion to Complexity | 78 |
| Utilitarian Consumerism | 78 |
| Rejection of Orderliness | 79 |
| Ecological Concern | 82 |



Descriptions | Top 3 Weak 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.

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

Benchmark: Canada

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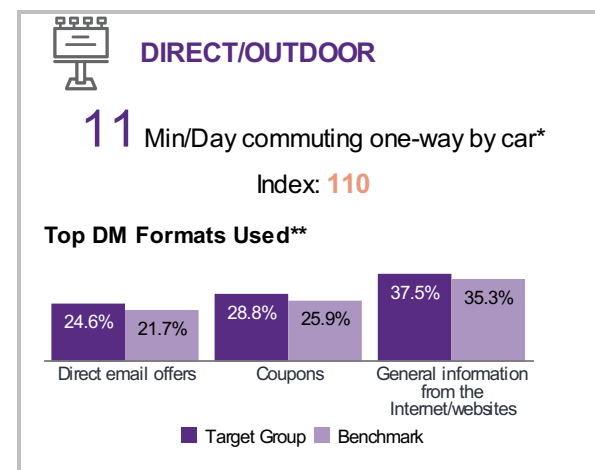
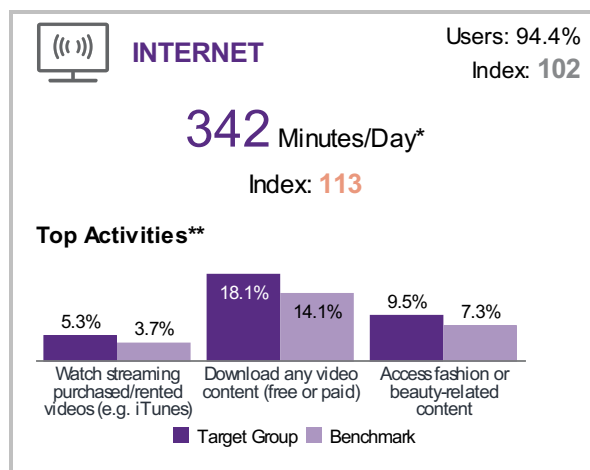
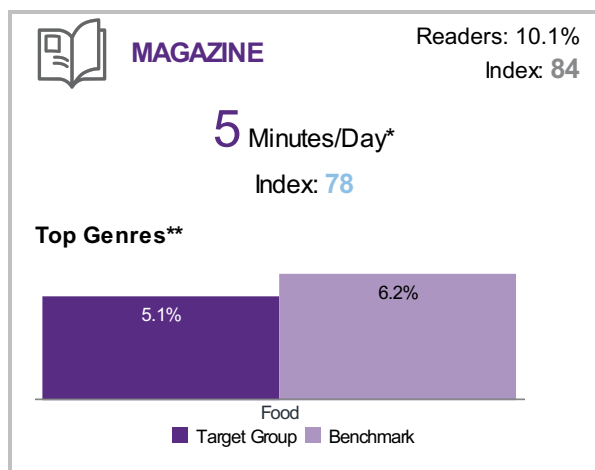
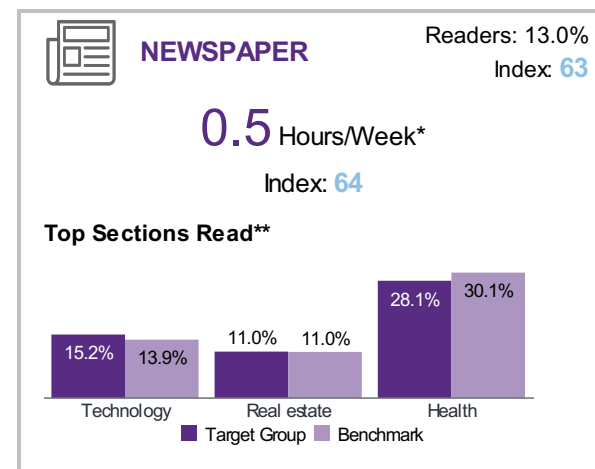
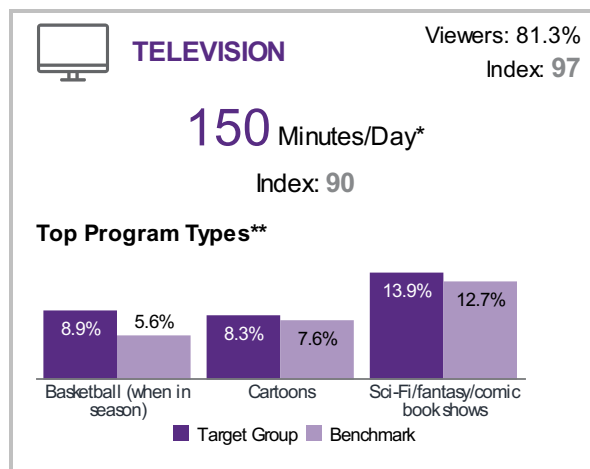
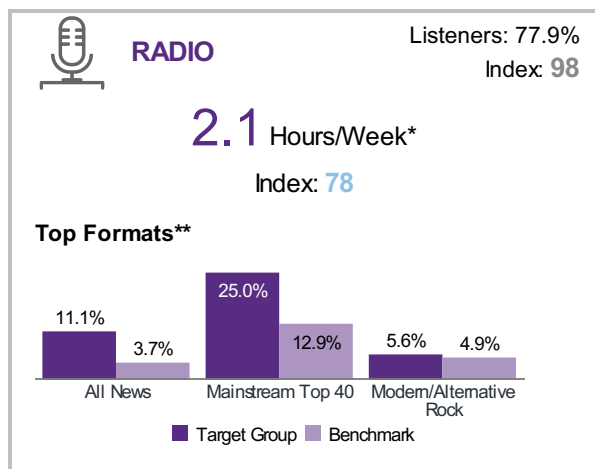
Index Colours: <80 80 - 110 110+

Behavioural - Numeris | Media Overview

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243



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 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

Top Shows & Exhibitions*

Food/wine shows



2.6%

Index: 103

Auto shows



3.6%

Index: 97

Home shows



3.4%

Index: 93

Garden shows (!)



1.8%

Index: 89

Top Local Attractions & Destinations**

Theme parks



18.2%

Index: 134

Indoor amusement centres



12.0%

Index: 124

Dancing/night clubs



6.4%

Index: 116

Other leisure activities



38.0%

Index: 114

Top Professional Sports**

Basketball



6.8%

Index: 160

Baseball



15.5%

Index: 147

Soccer



7.6%

Index: 115

Hockey



19.0%

Index: 107

Top Concert & Theatre Venues**

Concerts - Arenas



35.5%

Index: 116

Theatre - Major theatres



23.6%

Index: 93

Theatre - Other venues



6.6%

Index: 87

Concerts - Casinos



8.3%

Index: 86

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+

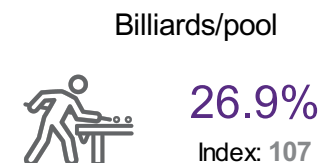
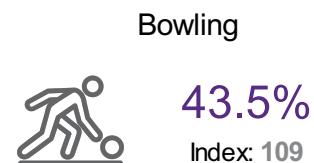
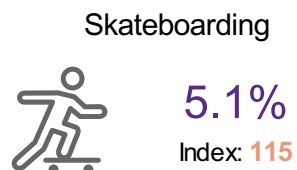
Behavioural - Numeris | Sports & Leisure Overview - Participate

ENVIRONICS
ANALYTICS

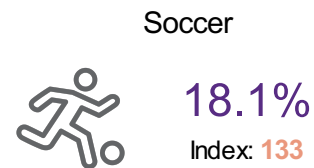
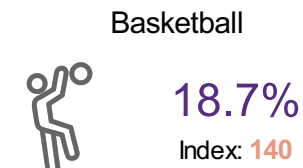
Target Group: Group 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

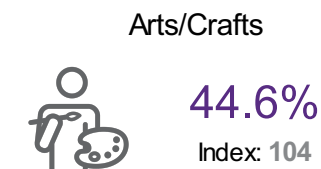
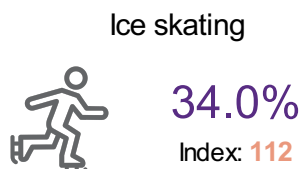
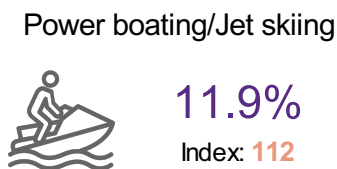
Top Individual Sports



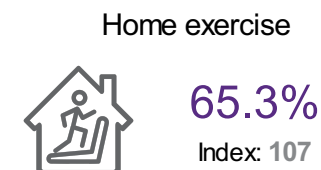
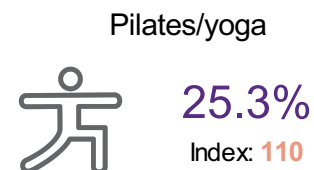
Top Team Sports



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 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Media - Internet - Activity [Pst Wk] | | | |
| Listen to Internet-only music service (free) | 25.69 | 22.49 | 114 |
| Listen to Internet-only music service (paid) | 15.74 | 12.41 | 127 |
| Watch streaming purchased/rented videos | 5.26 | 3.69 | 143 |
| Participate in an online social network | 56.37 | 53.25 | 106 |
| Participate in an online video conference for business or personal | 35.14 | 29.67 | 118 |
| Share/refer/link friends to a website or an article | 23.50 | 22.78 | 103 |
| Enter online contests | 9.52 | 8.12 | 117 |
| Internet search - business, services, products | 48.12 | 49.87 | 96 |
| Place/respond to an online classified advertisement | 5.78 | 6.96 | 83 |
| Send/receive a text/instant message | 68.22 | 67.23 | 101 |
| Send/receive email | 70.40 | 70.95 | 99 |
| Take pictures/video | 56.55 | 53.00 | 107 |
| Use apps | 57.02 | 50.78 | 112 |
| Use maps/directions service | 57.58 | 54.08 | 106 |
| Use online telephone directory | 14.79 | 16.22 | 91 |
| Do banking/pay bills online | 58.68 | 57.98 | 101 |
| Scan mobile tagging barcode/QR | 16.22 | 13.42 | 121 |
| Read or look into online magazine | 7.81 | 7.56 | 103 |
| Read or look into online newspapers | 14.20 | 16.89 | 84 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|---|-------|--------|-------|
| Media - Internet - Purchase Behaviour [Pst Wk] | | | |
| Click on an Internet advertisement | 15.52 | 16.19 | 96 |
| Compare products/prices while shopping | 37.50 | 34.30 | 109 |
| Consult consumer reviews | 23.89 | 23.59 | 101 |
| Purchase group deal (e.g. Groupon) | 1.95 | 1.27 | 153 |
| Purchase products or services | 31.01 | 28.55 | 109 |
| Receive store offers by SMS | 13.46 | 10.58 | 127 |
| Research products/services | 32.53 | 31.40 | 104 |

DOWNLOAD

| | % | Base % | Index |
|---|-------|--------|-------|
| Media - Internet - Download [Pst Wk] | | | |
| Music/MP3 files (free or paid) | 15.40 | 13.18 | 117 |
| Any video content (free or paid) | 18.09 | 14.08 | 129 |
| Play/download online games | 29.91 | 29.46 | 102 |
| Download/print/redeem discount coupon | 8.98 | 8.29 | 108 |

SITE/CONTENT ACCESS

| | % | Base % | Index |
|--|-------|--------|-------|
| Media - Internet - Site/Content Access [Pst Wk] | | | |
| Use ad blocking software | 20.52 | 17.17 | 120 |
| News site | 38.70 | 38.16 | 101 |
| Radio station's website | 8.84 | 9.90 | 89 |
| TV station's website | 7.43 | 8.27 | 90 |
| Automotive news/content | 5.42 | 5.47 | 99 |
| Celebrity gossip content | 10.06 | 8.51 | 118 |
| Fashion or beauty-related content | 9.49 | 7.34 | 129 |
| Food/recipes content | 26.98 | 29.57 | 91 |
| Health-related content | 19.16 | 18.75 | 102 |
| Home decor-related content | 10.20 | 8.70 | 117 |
| Professional sports content | 13.74 | 12.76 | 108 |
| Real estate listings/sites | 13.30 | 12.97 | 103 |
| Restaurant guides/reviews | 17.00 | 15.24 | 112 |
| Travel content | 11.39 | 13.01 | 88 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Media - Internet - Watch [Pst Wk] | | | |
| Subscription-based video service (e.g. Netflix) | 47.45 | 40.61 | 117 |
| TV broadcast via streaming video | 11.21 | 12.19 | 92 |
| Free streaming music videos | 38.24 | 32.32 | 118 |
| Streaming purchased/rented videos | 5.26 | 3.69 | 143 |
| Other online free streaming videos | 37.49 | 31.73 | 118 |

LISTEN

| | % | Base % | Index |
|--|-------|--------|-------|
| Media - Internet - Listen [Pst Wk] | | | |
| A podcast | 23.01 | 20.25 | 114 |
| A radio broadcast via streaming audio | 11.86 | 14.28 | 83 |
| Music via streaming video service (e.g. YouTube) | 30.37 | 24.63 | 123 |

Benchmark: Canada

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

| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Behavioural - Numeris | Digital - Mobile Phone Activities

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Mobile - Internet - Activity [Pst Wk] | | | |
| Listen to Internet-only music service (free) | 19.89 | 17.71 | 112 |
| Listen to Internet-only music service (paid) | 14.27 | 11.23 | 127 |
| Watch streaming purchased/rented videos (!) | 2.45 | 1.69 | 145 |
| Participate in an online social network | 49.05 | 42.93 | 114 |
| Participate in an online video conference for business or personal | 10.83 | 8.84 | 123 |
| Share/refer/link friends to a website or an article | 19.37 | 17.67 | 110 |
| Enter online contests | 6.21 | 4.85 | 128 |
| Internet search - business, services, products | 37.01 | 34.38 | 108 |
| Place/respond to an online classified advertisement | 4.16 | 4.35 | 96 |
| Send/receive a text/instant message | 65.67 | 62.73 | 105 |
| Send/receive email | 56.60 | 53.72 | 105 |
| Take pictures/video | 54.94 | 50.77 | 108 |
| Use apps | 55.14 | 47.65 | 116 |
| Use maps/directions service | 52.32 | 46.79 | 112 |
| Use online telephone directory | 11.01 | 11.08 | 99 |
| Do banking/pay bills online | 38.34 | 32.32 | 119 |
| Scan mobile tagging barcode/QR | 15.49 | 12.89 | 120 |
| Read or look into online magazine | 5.35 | 4.07 | 131 |
| Read or look into online newspapers | 8.16 | 8.97 | 91 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|--|-------|--------|-------|
| Mobile - Internet - Purchase Behaviour [Pst Wk] | | | |
| Click on an Internet advertisement | 11.72 | 11.23 | 104 |
| Compare products/prices while shopping | 27.20 | 23.09 | 118 |
| Consult consumer reviews | 17.23 | 15.02 | 115 |
| Purchase group deal (e.g. Groupon) | 0.85 | 0.64 | 133 |
| Purchase products or services | 19.31 | 15.78 | 122 |
| Receive store offers by SMS | 13.16 | 10.13 | 130 |
| Research products/services | 23.13 | 19.79 | 117 |

DOWNLOAD

| | % | Base % | Index |
|--|-------|--------|-------|
| Mobile - Internet - Download [Pst Wk] | | | |
| Music/MP3 files (free or paid) | 12.58 | 9.58 | 131 |
| Any video content (free or paid) | 8.92 | 7.15 | 125 |
| Play/download online games | 20.79 | 17.12 | 121 |
| Download/print/redeem discount coupon | 5.81 | 4.75 | 122 |

SITE/CONTENT ACCESS

| Variable | % | Base % | Index |
|---|-------|--------|-------|
| Mobile - Internet - Site/Content Access [Pst Wk] | | | |
| Use ad blocking software | 7.86 | 6.13 | 128 |
| News site | 29.01 | 26.84 | 108 |
| Radio station's website | 4.77 | 5.63 | 85 |
| TV station's website | 3.35 | 3.67 | 91 |
| Automotive news/content | 4.08 | 3.77 | 108 |
| Celebrity gossip content | 7.96 | 6.05 | 132 |
| Fashion or beauty-related content | 7.41 | 5.36 | 138 |
| Food/recipes content | 18.45 | 17.65 | 105 |
| Health-related content | 14.06 | 11.78 | 119 |
| Home decor-related content | 7.42 | 5.15 | 144 |
| Professional sports content | 10.93 | 9.11 | 120 |
| Real estate listings/sites | 8.24 | 7.41 | 111 |
| Restaurant guides/reviews | 13.15 | 11.00 | 120 |
| Travel content | 7.21 | 6.98 | 103 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Mobile - Internet - Watch [Pst Wk] | | | |
| Subscription-based video service (e.g. Netflix) | 23.89 | 18.52 | 129 |
| TV broadcast via streaming video | 4.13 | 4.82 | 86 |
| Free streaming music videos | 25.85 | 20.81 | 124 |
| Streaming purchased/rented videos (!) | 2.45 | 1.69 | 145 |
| Other online free streaming videos | 27.19 | 21.13 | 129 |

LISTEN

| | % | Base % | Index |
|---|-------|--------|-------|
| Mobile - Internet - Listen [Pst Wk] | | | |
| A podcast | 18.69 | 16.37 | 114 |
| A radio broadcast via streaming audio | 7.53 | 9.10 | 83 |
| Internet-only music service (free) (e.g. Spotify) | 19.89 | 17.71 | 112 |
| Internet-only music service (paid) (e.g. Tidal) | 14.27 | 11.23 | 127 |
| Music via streaming video service (e.g. YouTube) | 21.09 | 16.04 | 132 |

Benchmark: Canada

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

| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Behavioural - Numeris | Digital - Tablet Activities

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Tablet - Activity [Pst Wk] | | | |
| Use apps | 13.07 | 13.42 | 97 |
| Send/receive email | 12.70 | 15.32 | 83 |
| Internet search - business, services, products | 10.43 | 11.65 | 89 |
| Participate in an online social network | 8.61 | 11.03 | 78 |
| Send/receive a text/instant message | 7.20 | 8.79 | 82 |
| Do banking/pay bills online | 5.55 | 7.63 | 73 |
| Use maps/directions service | 5.31 | 6.06 | 88 |
| Read/Look into online newspapers | 5.04 | 5.80 | 87 |
| Participate in an online video conference for business or personal | 4.99 | 4.28 | 116 |
| Take pictures/video | 3.88 | 4.97 | 78 |
| Listen to Internet-only music service (free) | 3.34 | 3.32 | 101 |
| Share/refer/link friends to a website or an article | 2.54 | 3.34 | 76 |
| Read/Look into online magazines | 2.46 | 2.49 | 99 |
| Listen to Internet-only music service (paid) (!) | 2.06 | 1.40 | 147 |
| Use online telephone directory | 1.75 | 2.24 | 78 |
| Receive store offers by SMS (!) | 1.70 | 0.89 | 191 |
| Enter online contests | 1.44 | 1.27 | 113 |
| Watch streaming purchased/rented videos (!) | 1.05 | 0.84 | 125 |
| Place/respond to an online classified advertisement | 0.71 | 1.15 | 62 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|---|------|--------|-------|
| Tablet - Purchase Behaviour [Pst Wk] | | | |
| Click on an Internet advertisement | 3.66 | 3.22 | 114 |
| Compare products/prices while shopping | 6.81 | 6.08 | 112 |
| Consult consumer reviews | 3.74 | 4.29 | 87 |
| Purchase products or services | 4.51 | 4.38 | 103 |
| Receive store offers by SMS (!) | 1.70 | 0.89 | 191 |
| Research products/services | 6.56 | 7.02 | 93 |

DOWNLOAD

| | % | Base % | Index |
|---------------------------------------|------|--------|-------|
| Tablet - Download [Pst Wk] | | | |
| Music/MP3 files (free or paid) | 1.65 | 1.48 | 112 |
| Any video content (free or paid) | 3.73 | 2.91 | 128 |
| Play/download online games | 5.70 | 6.78 | 84 |
| Download/print/redeem discount coupon | 0.63 | 0.83 | 76 |

SITE/CONTENT ACCESS

| | % | Base % | Index |
|--|------|--------|-------|
| Tablet - Site/Content Access [Pst Wk] | | | |
| Use ad blocking software | 2.53 | 1.99 | 127 |
| News site | 7.20 | 8.34 | 86 |
| Radio station's website | 1.38 | 1.86 | 74 |
| TV station's website | 2.13 | 2.10 | 101 |
| Automotive news/content | 2.00 | 1.31 | 153 |
| Celebrity gossip content | 1.86 | 1.59 | 117 |
| Fashion or beauty-related content | 1.53 | 1.48 | 104 |
| Food/recipes content | 5.10 | 7.63 | 67 |
| Health-related content | 3.10 | 3.99 | 78 |
| Home decor-related content | 2.50 | 2.48 | 101 |
| Professional sports content | 3.01 | 2.45 | 123 |
| Real estate listings/sites | 3.11 | 2.53 | 123 |
| Restaurant guides/reviews | 3.23 | 2.98 | 108 |
| Travel content | 2.91 | 3.39 | 86 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Tablet - Watch [Pst Wk] | | | |
| Subscription-based video service (e.g. Netflix) | 12.57 | 11.88 | 106 |
| TV broadcast via streaming video | 3.78 | 3.56 | 106 |
| Free streaming music videos | 10.21 | 8.13 | 126 |
| Streaming purchased/rented videos (!) | 1.05 | 0.84 | 125 |
| Other online free streaming videos | 7.46 | 7.66 | 97 |

LISTEN

| | % | Base % | Index |
|--|------|--------|-------|
| Tablet - Listen [Pst Wk] | | | |
| A podcast | 2.06 | 2.53 | 82 |
| A radio broadcast via streaming audio | 1.66 | 2.66 | 62 |
| Internet-only music service (free) | 3.34 | 3.32 | 101 |
| Internet-only music service (paid) (!) | 2.06 | 1.40 | 147 |
| Music via streaming video service (e.g. YouTube) | 5.40 | 4.74 | 114 |

Benchmark: Canada

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| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Behavioural - Numeris | Digital - Computer Activities

ENVIRONICS
ANALYTICS

Target Group Group 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Computer - Activity [Pst Wk] | | | |
| Listen to Internet-only music service (free) | 8.84 | 8.20 | 108 |
| Listen to Internet-only music service (paid) | 5.59 | 4.89 | 114 |
| Watch streaming purchased/rented videos | 3.23 | 2.14 | 151 |
| Participate in an online social network | 21.13 | 21.95 | 96 |
| Participate in an online video conference for business or personal | 28.02 | 23.30 | 120 |
| Share/refer/link friends to a website or an article | 10.88 | 10.46 | 104 |
| Enter online contests | 4.11 | 3.63 | 113 |
| Internet search - business, services, products | 31.91 | 31.97 | 100 |
| Place/respond to an online classified advertisement | 2.63 | 3.27 | 81 |
| Send/receive a text/instant message | 11.70 | 12.50 | 94 |
| Send/receive email | 48.57 | 48.76 | 100 |
| Take pictures/video | 1.85 | 2.23 | 83 |
| Use apps | 16.45 | 13.61 | 121 |
| Use maps/directions service | 18.83 | 17.64 | 107 |
| Use online telephone directory | 6.47 | 7.22 | 90 |
| Do banking/pay bills online | 30.03 | 34.06 | 88 |
| Read/Look into online magazines | 3.34 | 3.47 | 96 |
| Read/Look into online newspapers | 7.72 | 8.98 | 86 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|---|-------|--------|-------|
| Computer - Purchase Behaviour [Pst Wk] | | | |
| Click on an Internet advertisement | 7.20 | 6.96 | 103 |
| Compare products/prices while shopping | 19.60 | 17.96 | 109 |
| Consult consumer reviews | 13.51 | 13.27 | 102 |
| Purchase group deal (e.g. Groupon) | 1.13 | 0.73 | 155 |
| Purchase products or services | 17.62 | 17.78 | 99 |
| Receive store offers by SMS (!) | 1.51 | 0.95 | 160 |
| Research products/services | 20.61 | 19.98 | 103 |

DOWNLOAD

| | % | Base % | Index |
|---------------------------------------|-------|--------|-------|
| Computer - Download [Pst Wk] | | | |
| Music/MP3 files (free or paid) | 5.81 | 5.39 | 108 |
| Any video content (free or paid) | 11.29 | 8.50 | 133 |
| Play/download online games | 13.33 | 14.14 | 94 |
| Download/print/redeem discount coupon | 3.95 | 4.12 | 96 |

SITE/CONTENT ACCESS

| | % | Base % | Index |
|--|-------|--------|-------|
| Computer - Site/Content Access [Pst Wk] | | | |
| Use ad blocking software | 18.36 | 15.22 | 121 |
| News site | 21.93 | 21.71 | 101 |
| Radio station's website | 4.43 | 4.91 | 90 |
| TV station's website | 4.18 | 4.93 | 85 |
| Automotive news/content | 2.70 | 2.88 | 94 |
| Celebrity gossip content | 3.21 | 3.02 | 106 |
| Fashion or beauty-related content | 3.27 | 2.64 | 124 |
| Food/recipes content | 11.93 | 13.18 | 91 |
| Health-related content | 7.77 | 9.09 | 86 |
| Home decor-related content | 4.33 | 4.07 | 107 |
| Professional sports content | 6.75 | 6.70 | 101 |
| Real estate listings/sites | 6.04 | 6.54 | 92 |
| Restaurant guides/reviews | 6.41 | 5.99 | 107 |
| Travel content | 6.71 | 7.78 | 86 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Computer - Watch [Pst Wk] | | | |
| Subscription-based video service (e.g. Netflix) | 26.72 | 23.39 | 114 |
| TV broadcast via streaming video | 5.74 | 6.53 | 88 |
| Free streaming music videos | 21.80 | 18.05 | 121 |
| Streaming purchased/rented videos | 3.23 | 2.14 | 151 |
| Other online free streaming videos | 22.60 | 17.77 | 127 |

LISTEN

| | % | Base % | Index |
|--|-------|--------|-------|
| Computer - Listen [Pst Wk] | | | |
| A podcast | 6.84 | 5.60 | 122 |
| A radio broadcast via streaming audio | 5.45 | 5.26 | 104 |
| Internet-only music service (free) | 8.84 | 8.20 | 108 |
| Internet-only music service (paid) | 5.59 | 4.89 | 114 |
| Music via streaming video service (e.g. YouTube) | 16.43 | 13.77 | 119 |

Benchmark: Canada

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| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Behavioural - Numeris | Digital - Social Network Usage

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

USED ONLINE SOCIAL NETWORKS

Past week

| | % | Base % | Index |
|------------------------------|-------|--------|-------|
| Facebook | 40.35 | 45.12 | 89 |
| Instagram | 34.75 | 28.76 | 121 |
| LinkedIn | 17.83 | 13.08 | 136 |
| Pinterest | 9.96 | 10.01 | 99 |
| Reddit | 10.93 | 8.84 | 124 |
| Snapchat | 12.32 | 9.69 | 127 |
| TikTok | 17.35 | 12.48 | 139 |
| X (formerly Twitter) | 19.28 | 13.74 | 140 |
| WhatsApp | 28.44 | 18.64 | 153 |
| Online/Internet dating sites | 2.90 | 1.98 | 146 |
| YouTube videos/channels | 43.13 | 37.96 | 114 |

Benchmark: Canada

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| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Behavioural - Numeris | Media Highlights

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 12+: 3,439,243

TELEVISION

| | % | Base % | Index |
|---|-------|--------|-------|
| Viewership | | | |
| Heavy | 12.35 | 16.48 | 75 |
| Medium/Heavy | 15.12 | 17.15 | 88 |
| Medium | 16.77 | 16.81 | 100 |
| Medium/Light | 17.67 | 16.62 | 106 |
| Light | 19.50 | 16.92 | 115 |
| Top Program Types (Watch in Typical Week)* | | | |
| Basketball (when in season) | 8.91 | 5.63 | 158 |
| Cartoons | 8.28 | 7.63 | 109 |
| Sci-Fi/fantasy/comic book shows | 13.89 | 12.73 | 109 |
| Soccer | 6.63 | 6.06 | 109 |
| Baseball (when in season) | 12.14 | 11.65 | 104 |
| Contest shows | 9.68 | 9.67 | 100 |
| Variety/award specials | 6.53 | 6.56 | 99 |
| Cooking programs | 15.86 | 16.22 | 98 |
| Movies | 42.01 | 42.73 | 98 |
| Entertainment news programs | 5.77 | 5.93 | 97 |
| Late night talk shows | 9.62 | 9.89 | 97 |
| Situation comedies | 18.36 | 18.92 | 97 |
| Hockey (when in season) | 20.36 | 21.43 | 95 |
| Home renovation/decoration shows | 17.99 | 19.67 | 91 |
| Reality shows | 13.76 | 15.22 | 90 |

RADIO

| | % | Base % | Index |
|------------------------------------|-------|--------|-------|
| Listenership | | | |
| Heavy | 14.18 | 21.54 | 66 |
| Medium/Heavy | 18.16 | 19.48 | 93 |
| Medium | 22.07 | 19.07 | 116 |
| Medium/Light | 23.54 | 19.70 | 119 |
| Light | 22.06 | 19.90 | 111 |
| Top Formats (Weekly Reach)* | | | |
| All News | 11.11 | 3.69 | 301 |
| Mainstream Top 40/CHR | 25.04 | 12.92 | 194 |
| Modern/Alternative Rock | 5.63 | 4.91 | 115 |
| Adult Contemporary | 16.57 | 15.46 | 107 |
| Mainstream Rock | 9.26 | 8.81 | 105 |
| Hot Adult Contemporary | 13.70 | 13.82 | 99 |
| Classic Hits | 12.16 | 12.74 | 95 |
| Multi/Variety/Specialty | 8.41 | 11.41 | 74 |
| News/Talk | 18.05 | 28.18 | 64 |

NEWSPAPERS

| | % | Base % | Index |
|--------------------------------------|-------|--------|-------|
| Readership - Dailies | | | |
| Heavy | 2.58 | 3.99 | 65 |
| Medium/Heavy | 2.29 | 4.03 | 57 |
| Medium | 2.85 | 4.28 | 67 |
| Medium/Light | 2.84 | 3.99 | 71 |
| Light | 2.47 | 4.44 | 56 |
| Section Read - Dailies* | | | |
| Computer/high tech | 15.16 | 13.92 | 109 |
| Real estate listings | 11.04 | 10.97 | 101 |
| Health | 28.13 | 30.10 | 93 |
| Business & financial | 25.33 | 27.48 | 92 |
| New homes section | 10.77 | 11.67 | 92 |
| International news/world section | 43.87 | 48.03 | 91 |
| Movie & entertainment | 26.88 | 29.50 | 91 |
| National news | 44.20 | 49.23 | 90 |
| Fashion/lifestyle | 15.65 | 17.61 | 89 |
| Sports | 20.27 | 22.70 | 89 |
| Readership - Community Papers | | | |
| Heavy | 3.60 | 5.60 | 64 |
| Medium/Heavy | 3.99 | 5.55 | 72 |
| Medium | 4.14 | 5.57 | 74 |
| Medium/Light | 3.46 | 5.34 | 65 |
| Light | 4.24 | 5.32 | 80 |

INTERNET

| | % | Base % | Index |
|--|-------|--------|-------|
| Usage | | | |
| Heavy | 26.16 | 19.31 | 135 |
| Medium/Heavy | 20.00 | 18.44 | 108 |
| Medium | 17.94 | 18.31 | 98 |
| Medium/Light | 16.44 | 18.41 | 89 |
| Light | 13.87 | 18.36 | 76 |
| Online Social Networks (Used in Past Month) | | | |
| WhatsApp | 28.44 | 18.64 | 153 |
| Online/Internet dating sites | 2.90 | 1.98 | 146 |
| X (formerly Twitter) | 19.28 | 13.74 | 140 |
| TikTok | 17.35 | 12.48 | 139 |
| LinkedIn | 17.83 | 13.08 | 136 |
| Snapchat | 12.32 | 9.69 | 127 |
| Reddit | 10.93 | 8.84 | 124 |
| Instagram | 34.75 | 28.76 | 121 |
| YouTube | 43.13 | 37.96 | 114 |
| Pinterest | 9.96 | 10.01 | 99 |
| Facebook | 40.35 | 45.12 | 89 |
| Top Activities (Past Week)* | | | |
| Watch streaming purchased/rented videos (e.g. iTunes) | 5.26 | 3.69 | 143 |
| Download any video content (free or paid) | 18.09 | 14.08 | 129 |
| Access fashion or beauty-related content | 9.49 | 7.34 | 129 |
| Receive store offers by SMS | 13.46 | 10.58 | 127 |
| Listen to Internet-only music service (paid) | 15.74 | 12.41 | 127 |
| Listen to music via streaming video service (e.g. YouTube) | 30.37 | 24.63 | 123 |
| Scan mobile tagging barcode/QR | 16.22 | 13.42 | 121 |
| Use ad blocking software | 20.52 | 17.17 | 120 |
| Watch free streaming music videos | 38.24 | 32.32 | 118 |
| Watch other online free streaming videos | 37.49 | 31.73 | 118 |
| Access celebrity gossip content | 10.06 | 8.51 | 118 |
| Participate in an online video conference for business or personal | 35.14 | 29.67 | 118 |
| Download music/MP3 files (free or paid) | 15.40 | 13.18 | 117 |
| Watch a subscription-based video service (e.g. Netflix) | 47.45 | 40.61 | 117 |
| Enter online contests | 9.52 | 8.12 | 117 |

DIRECT

| | % | Base % | Index |
|--|-------|--------|-------|
| Used in Shopping | | | |
| Direct email offers | 24.58 | 21.73 | 113 |
| Coupons | 28.81 | 25.85 | 111 |
| General information from the Internet/websites | 37.52 | 35.26 | 106 |
| Online flyers | 36.26 | 35.85 | 101 |
| Flyers inserted into a community newspaper | 19.73 | 20.16 | 98 |
| Local store catalogues | 18.14 | 18.47 | 98 |
| Flyers delivered to the door or in the mail | 28.21 | 31.12 | 91 |
| Flyers inserted into a daily newspaper | 10.53 | 11.81 | 89 |
| Mail order | 5.67 | 7.57 | 75 |
| Opinion of Flyers to Door/By Mail | | | |
| Very unfavourable | 31.81 | 28.09 | 113 |
| Somewhat unfavourable | 22.58 | 22.46 | 101 |
| Somewhat favourable | 32.92 | 34.36 | 96 |
| Very favourable | 12.68 | 14.78 | 86 |

MAGAZINES

| | % | Base % | Index |
|----------------------------|------|--------|-------|
| Readership | | | |
| Heavy | 1.73 | 2.52 | 69 |
| Medium/Heavy | 1.85 | 2.38 | 78 |
| Medium | 1.74 | 2.44 | 71 |
| Medium/Light | 2.52 | 2.40 | 105 |
| Light | 2.25 | 2.32 | 97 |
| Top Magazine Types* | | | |
| Food & beverage | 5.12 | 6.25 | 82 |

Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition.

| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

GivingBack | General Volunteering

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 15+: 3,284,510

FORMAL VOLUNTEERING

In the past year



34.6%

Index: 84

TIME SPENT VOLUNTEERING*

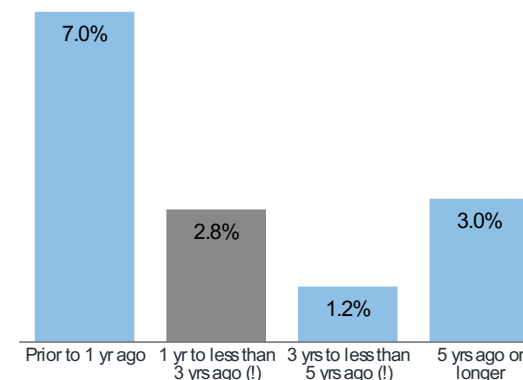
At least once a week



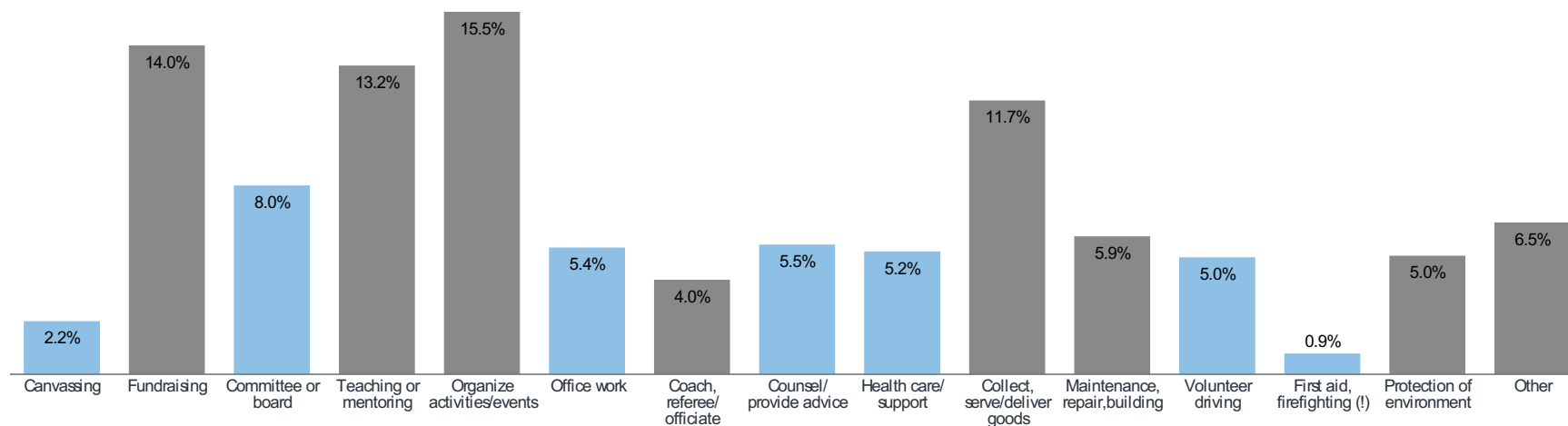
10.4%

Index: 83

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 3 (08, 11, 15, 31)

Household Population 15+: 3,284,510

DISCOVERED VOLUNTEER OPPORTUNITY



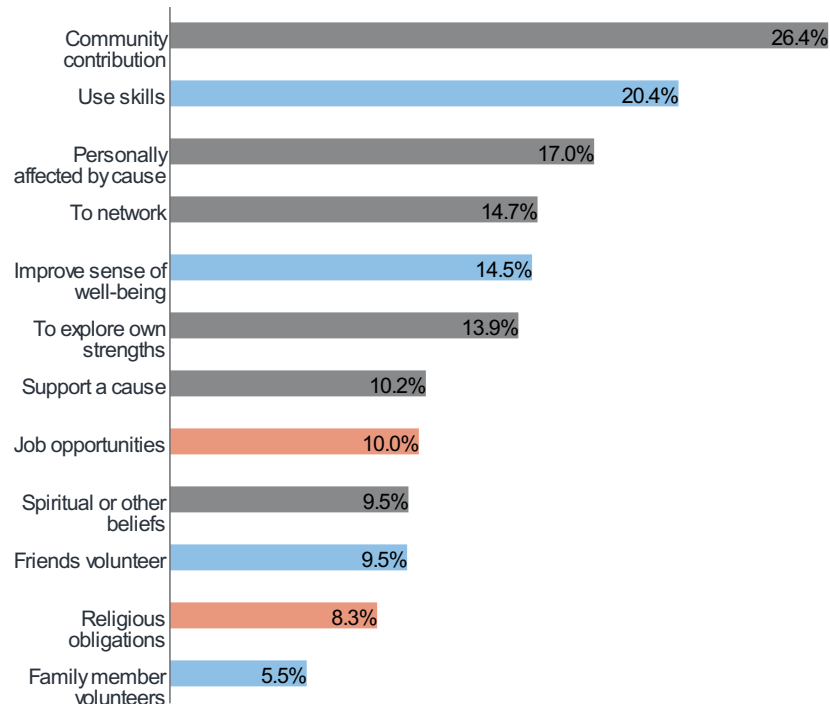
| | % | Base % | % Pen | Index |
|------------------------------------|-----|--------|-------|-------|
| By attending a meeting or activity | 8.0 | 8.0 | 9.8 | 100 |
| Word of mouth | 5.6 | 7.0 | 7.8 | 79 |
| Through an online source (!) | 3.2 | 2.0 | 15.2 | 155 |

MOTIVATION FOR VOLUNTEERING

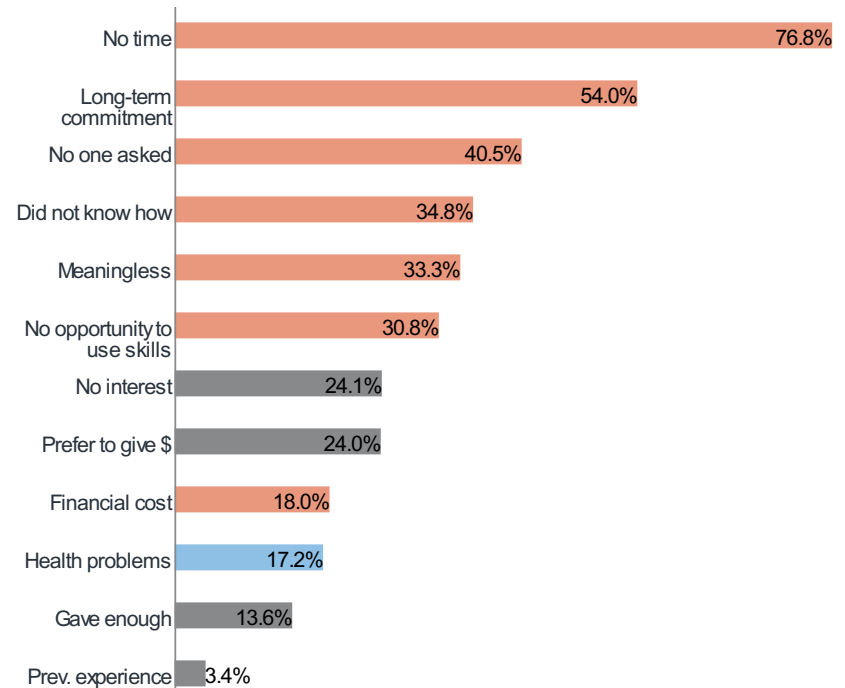


| | % | Base % | % Pen | Index |
|------------------------------------|-----|--------|-------|-------|
| Formal recognition | 8.3 | 11.1 | 7.3 | 74 |
| Non-monetary benefit/compensation | 4.8 | 6.9 | 6.9 | 70 |
| Payment to cover expenses | 3.5 | 4.5 | 7.6 | 78 |
| Monetary compensation for time (^) | 0.2 | 0.7 | 3.2 | 33 |

REASONS FOR VOLUNTEERING



REASONS FOR NOT VOLUNTEERING MORE



Benchmark: Canada

Ranked by percent composition.

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

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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 3 (08, 11, 15, 31)

Household Population 15+: 3,284,510

VOLUNTEERING - INCPO CATEGORIES

| | % | Volunteered [Pst Yr] | | | Hours | Avg. Hrs. [Pst Yr] | | |
|-------------------------------|-----|----------------------|-------|-------|--------|--------------------|--|-------|
| | | Base % | % Pen | Index | | Base Hours | | Index |
| Arts And Culture | 1.6 | 2.9 | 5.6 | 57 | 74.32 | 127.59 | | 58 |
| Sports And Recreation | 4.4 | 8.6 | 5.1 | 52 | 81.64 | 135.44 | | 60 |
| Education And Research | 7.0 | 5.9 | 11.6 | 118 | 35.85 | 49.33 | | 73 |
| Health | 5.2 | 4.2 | 12.2 | 124 | 38.43 | 61.77 | | 62 |
| Hospitals (!) | 1.5 | 2.1 | 7.3 | 75 | 282.30 | 147.57 | | 191 |
| Social Services | 9.0 | 11.1 | 8.0 | 82 | 67.35 | 75.31 | | 89 |
| Environment | 1.1 | 2.2 | 4.8 | 49 | 85.26 | 85.71 | | 99 |
| Development And Housing | 5.0 | 5.2 | 9.5 | 97 | 58.67 | 70.28 | | 83 |
| Law, Advocacy (!) | 1.3 | 2.0 | 6.1 | 63 | 142.40 | 81.77 | | 174 |
| Grant-Making, Fundraising (!) | 0.9 | 1.7 | 5.4 | 55 | 39.52 | 68.33 | | 58 |
| Religion | 8.2 | 8.4 | 9.5 | 97 | 93.34 | 122.52 | | 76 |
| Business And Professional (!) | 0.5 | 1.1 | 5.0 | 51 | 53.81 | 97.48 | | 55 |



DONATIONS - INCPO MAJOR ACTIVITY GROUPS

| | % | Number of Donations [Pst Yr] | | | Avg. Dollars [Pst Yr] | | | |
|-------------------------------|------|------------------------------|-------|-------|-----------------------|---------|--|-------|
| | | Base % | % Pen | Index | | Base \$ | | Index |
| Arts And Culture | 3.3 | 3.2 | 10.0 | 102 | 67.65 | 130.69 | | 52 |
| Sports And Recreation | 8.9 | 12.7 | 6.9 | 70 | 92.50 | 86.22 | | 107 |
| Education And Research | 7.4 | 10.7 | 6.8 | 69 | 65.61 | 82.61 | | 79 |
| Universities And Colleges (!) | 0.9 | 1.6 | 5.7 | 58 | 128.60 | 459.76 | | 28 |
| Health | 20.4 | 31.9 | 6.3 | 64 | 112.67 | 117.41 | | 96 |
| Hospitals | 16.1 | 17.6 | 9.0 | 91 | 113.22 | 124.10 | | 91 |
| Social Services | 25.4 | 33.1 | 7.5 | 77 | 184.18 | 114.69 | | 161 |
| Environment | 2.7 | 7.1 | 3.6 | 37 | 125.24 | 130.68 | | 96 |
| Development And Housing (!) | 2.3 | 2.5 | 9.0 | 92 | 170.24 | 147.29 | | 116 |
| Law, Advocacy | 1.8 | 2.9 | 6.1 | 63 | 228.21 | 177.40 | | 129 |
| Grant-Making, Fundraising | 10.4 | 11.1 | 9.2 | 94 | 256.29 | 212.91 | | 120 |
| International Organizations | 8.7 | 8.1 | 10.5 | 107 | 253.13 | 300.30 | | 84 |
| Religion | 30.8 | 27.9 | 10.8 | 110 | 688.12 | 688.10 | | 100 |
| Not Elsewhere Classified (!) | 2.0 | 2.5 | 8.0 | 82 | 54.39 | 85.14 | | 64 |



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+ |
|----------------|-----|----------|------|

GivingBack | Charitable Donations

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 15+: 3,284,510

DONATED TO CHARITY

In the past year



59.4%

Index: 85

NUMBER OF DONATIONS*

1 donation



14.4%

Index: 89

PATTERN OF GIVING

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

Both



20.9%

Index: 108

INFORMATION SOURCE

Ask someone



8.0%

Index: 104

REASON FOR GIVING

| | % | Base % | Index |
|--------------------------|------|--------|-------|
| Personally affected | 28.2 | 33.7 | 84 |
| Tax credit | 12.5 | 12.2 | 102 |
| Religious obligations | 22.0 | 16.1 | 137 |
| Spiritual, Other beliefs | 21.0 | 16.4 | 129 |
| Cause | 40.2 | 40.9 | 98 |
| Compassion | 42.9 | 41.9 | 102 |
| Community contribution | 36.2 | 35.6 | 102 |
| Asked by Someone | 18.8 | 20.9 | 90 |

DONOR CHANNEL & AVERAGE DOLLARS

| | Number of Donations | | | Average Dollars Donated | | |
|-------------------------|---------------------|--------|-------|-------------------------|---------|-------|
| | % | Base % | Index | \$ | Base \$ | Index |
| Mail | 12.1 | 17.8 | 68 | 203.86 | 221.82 | 92 |
| Telephone | 4.1 | 6.0 | 69 | 148.31 | 178.84 | 83 |
| Television | 5.0 | 5.2 | 96 | 210.47 | 131.82 | 160 |
| Online | 10.4 | 11.5 | 90 | 140.32 | 207.31 | 68 |
| On your own initiative | 14.6 | 15.8 | 92 | 597.40 | 519.87 | 115 |
| Charity event | 14.0 | 14.4 | 97 | 162.73 | 135.30 | 120 |
| In memory of someone | 9.3 | 17.1 | 54 | 121.49 | 137.44 | 88 |
| Work | 15.1 | 13.6 | 111 | 89.92 | 72.16 | 125 |
| Door-to-door canvassing | 14.0 | 15.5 | 90 | 68.12 | 38.99 | 175 |
| Shopping centre | 26.6 | 32.8 | 81 | 31.83 | 26.55 | 120 |
| Place of worship | 29.1 | 27.0 | 108 | 543.41 | 540.05 | 101 |
| By sponsoring someone | 11.0 | 19.3 | 57 | 54.19 | 51.03 | 106 |
| Other | 2.2 | 4.2 | 53 | 297.46 | 208.08 | 143 |

Benchmark: Canada

*Ranked by percent composition with minimum 5 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.

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| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

GivingBack | General Volunteering Highlights

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 15+: 3,284,510

VOLUNTEERING IN GENERAL

| | Count | % | Base Count | Base % | % Pen | Index |
|---|-----------|-------|------------|--------|-------|-------|
| Volunteering in General | | | | | | |
| Volunteered [Pst Yr] | 1,135,877 | 34.58 | 13,756,965 | 41.01 | 8.26 | 84 |
| With immediate family members | 330,249 | 10.05 | 4,284,582 | 12.77 | 7.71 | 79 |
| With others (friends, neighbours, colleagues) | 531,876 | 16.19 | 6,487,371 | 19.34 | 8.20 | 84 |
| Used Internet to perform activities | 359,404 | 10.94 | 4,675,596 | 13.94 | 7.69 | 79 |
| Using Internet to search for opportunities | 301,932 | 9.19 | 2,320,965 | 6.92 | 13.01 | 133 |
| Volunteer History | | | | | | |
| Volunteered more than a year ago | 230,426 | 7.01 | 3,438,998 | 10.25 | 6.70 | 68 |
| 1 to less than 3 years ago (!) | 92,233 | 2.81 | 1,023,831 | 3.05 | 9.01 | 92 |
| 3 to less than 5 years ago (!) | 38,341 | 1.17 | 626,107 | 1.87 | 6.12 | 63 |
| 5 years ago or longer | 99,713 | 3.04 | 1,786,714 | 5.33 | 5.58 | 57 |
| Volunteer Activity Performed [Pst Yr] | | | | | | |
| Canvassing | 73,692 | 2.24 | 1,001,203 | 2.98 | 7.36 | 75 |
| Fundraising | 460,811 | 14.03 | 5,586,133 | 16.65 | 8.25 | 84 |
| Committee/board member | 264,236 | 8.04 | 4,545,733 | 13.55 | 5.81 | 59 |
| Teaching/mentoring | 432,564 | 13.17 | 4,147,744 | 12.36 | 10.43 | 107 |
| Organizing activities/events | 508,011 | 15.47 | 6,141,398 | 18.30 | 8.27 | 84 |
| Doing office work | 177,138 | 5.39 | 2,572,082 | 7.67 | 6.89 | 70 |
| Coaching, refereeing/officiating | 131,856 | 4.01 | 1,613,559 | 4.81 | 8.17 | 83 |
| Counselling/providing advice | 181,283 | 5.52 | 3,482,038 | 10.38 | 5.21 | 53 |
| Health care | 171,584 | 5.22 | 2,944,320 | 8.78 | 5.83 | 60 |
| Collecting, serving goods | 383,564 | 11.68 | 3,832,642 | 11.42 | 10.01 | 102 |
| Maintenance, repair, building | 192,804 | 5.87 | 2,093,755 | 6.24 | 9.21 | 94 |
| Volunteer driving | 163,338 | 4.97 | 2,203,606 | 6.57 | 7.41 | 76 |
| First aid, firefighting | 28,360 | 0.86 | 714,851 | 2.13 | 3.97 | 41 |
| Protection of the environment | 165,606 | 5.04 | 1,884,545 | 5.62 | 8.79 | 90 |
| Other | 212,301 | 6.46 | 2,537,106 | 7.56 | 8.37 | 85 |
| Number of organizations volunteered [Pst Yr] | | | | | | |
| 1 organization | 642,228 | 19.55 | 7,211,120 | 21.49 | 8.91 | 91 |
| 2 organizations | 266,074 | 8.10 | 3,567,678 | 10.63 | 7.46 | 76 |
| 3 organizations | 133,344 | 4.06 | 1,591,308 | 4.74 | 8.38 | 86 |
| 4+ organizations | 94,231 | 2.87 | 1,386,858 | 4.13 | 6.79 | 69 |
| Time spent volunteering [Pst Yr] | | | | | | |
| Daily or almost daily | 63,763 | 1.94 | 1,085,475 | 3.23 | 5.87 | 60 |
| At least once a week | 341,946 | 10.41 | 4,215,007 | 12.56 | 8.11 | 83 |
| At least once a month | 265,547 | 8.09 | 3,409,349 | 10.16 | 7.79 | 80 |
| At least 3 or 4 times | 218,891 | 6.66 | 2,382,047 | 7.10 | 9.19 | 94 |
| Once or twice | 222,919 | 6.79 | 2,144,439 | 6.39 | 10.40 | 106 |
| Hours spent volunteering [Pst Yr] | | | | | | |
| Average | - 111.44 | - | 143.28 | - | - | 78 |
| Incidence | 1,135,877 | 34.58 | 13,756,965 | 41.01 | 8.26 | 84 |

EMPLOYER SUPPORT

| | Count | % | Base Count | Base % | % Pen | Index |
|---|---------|-------|------------|--------|-------|-------|
| Employment | | | | | | |
| Self-employed [Pst Yr] | 702,932 | 21.40 | 2,990,263 | 8.91 | 23.51 | 240 |
| Have corporate volunteer program/policy | 376,027 | 11.45 | 3,022,063 | 9.01 | 12.44 | 127 |

BECOMING A VOLUNTEER

| | Count | % | Base Count | Base % | % Pen | Index |
|--|---------|-------|------------|--------|-------|-------|
| Becoming a Volunteer | | | | | | |
| Approached organization yourself - Yes | 600,231 | 18.27 | 6,617,987 | 19.73 | 9.07 | 93 |
| Discovered Volunteer Opportunity | | | | | | |
| By attending a meeting or activity | 263,082 | 8.01 | 2,688,605 | 8.01 | 9.79 | 100 |
| Through the Internet | 103,945 | 3.17 | 683,845 | 2.04 | 15.20 | 155 |
| Word of mouth | 183,075 | 5.57 | 2,355,632 | 7.02 | 7.77 | 79 |
| Asked to Become a Volunteer | | | | | | |
| Someone asked you to become a volunteer - Yes | 427,418 | 13.01 | 5,296,737 | 15.79 | 8.07 | 82 |
| A friend/relative outside the organization | 107,213 | 3.26 | 1,135,234 | 3.38 | 9.44 | 96 |
| Someone in the organization | 247,308 | 7.53 | 3,444,281 | 10.27 | 7.18 | 73 |
| Time Spent Volunteering at Organization | | | | | | |
| Less than 1 year | 310,539 | 9.46 | 2,573,036 | 7.67 | 12.07 | 123 |
| 1 to less than 3 years | 334,138 | 10.17 | 3,389,824 | 10.10 | 9.86 | 101 |
| 3 to less than 5 years | 179,609 | 5.47 | 2,079,876 | 6.20 | 8.64 | 88 |
| 5 to less than 10 years | 116,888 | 3.56 | 1,894,458 | 5.65 | 6.17 | 63 |
| 10 years or more | 138,403 | 4.21 | 2,832,965 | 8.44 | 4.89 | 50 |
| Benefits as a Volunteer | | | | | | |
| Received payment to cover expenses | 114,735 | 3.49 | 1,506,948 | 4.49 | 7.61 | 78 |
| Received monetary compensation for time (!) | 7,620 | 0.23 | 238,215 | 0.71 | 3.20 | 33 |
| Received non-monetary benefit/compensation | 158,896 | 4.84 | 2,304,777 | 6.87 | 6.89 | 70 |
| Received formal recognition from organization | 272,076 | 8.28 | 3,739,846 | 11.15 | 7.28 | 74 |

VOLUNTEER DECISIONS

| | Count | % | Base Count | Base % | % Pen | Index |
|-------------------------------------|-----------|-------|------------|--------|-------|-------|
| Reasons for Volunteering | | | | | | |
| Personally affected by cause | 557,684 | 16.98 | 6,873,258 | 20.49 | 8.11 | 83 |
| Family member volunteers | 179,229 | 5.46 | 2,858,419 | 8.52 | 6.27 | 64 |
| Friends volunteer | 311,446 | 9.48 | 4,727,715 | 14.09 | 6.59 | 67 |
| To network | 483,170 | 14.71 | 5,968,666 | 17.79 | 8.10 | 83 |
| Job opportunities | 326,863 | 9.95 | 2,857,173 | 8.52 | 11.44 | 117 |
| Religious obligations | 271,969 | 8.28 | 2,365,777 | 7.05 | 11.50 | 117 |
| Spiritual or other beliefs | 313,185 | 9.54 | 3,248,629 | 9.68 | 9.64 | 98 |
| To explore own strengths | 457,947 | 13.94 | 5,180,439 | 15.44 | 8.84 | 90 |
| Community contribution | 865,873 | 26.36 | 10,538,705 | 31.41 | 8.22 | 84 |
| Use skills | 668,749 | 20.36 | 8,808,198 | 26.25 | 7.59 | 78 |
| Support a cause | 336,087 | 10.23 | 3,687,066 | 10.99 | 9.12 | 93 |
| Improve sense of well-being | 475,959 | 14.49 | 6,229,564 | 18.57 | 7.64 | 78 |
| Reasons for Not Volunteering | | | | | | |
| Gave enough | 446,404 | 13.59 | 5,566,861 | 16.59 | 8.02 | 82 |
| Previous experience | 113,193 | 3.45 | 1,094,400 | 3.26 | 10.34 | 106 |
| No one asked | 1,329,123 | 40.47 | 11,358,755 | 33.86 | 11.70 | 120 |
| Did not know how | 1,142,144 | 34.77 | 6,792,600 | 20.25 | 16.81 | 172 |
| Health problems | 565,037 | 17.20 | 7,562,293 | 22.54 | 7.47 | 76 |
| No time | 2,523,724 | 76.84 | 20,918,735 | 62.35 | 12.06 | 123 |
| Financial cost | 589,965 | 17.96 | 4,436,830 | 13.22 | 13.30 | 136 |
| Long-term commitment | 1,774,069 | 54.01 | 14,512,508 | 43.26 | 12.22 | 125 |
| Preferred to give money | 786,979 | 23.96 | 9,354,312 | 27.88 | 8.41 | 86 |
| No interest | 791,081 | 24.09 | 8,125,623 | 24.22 | 9.74 | 99 |
| No opportunity to use skills | 1,010,398 | 30.76 | 7,571,082 | 22.57 | 13.35 | 136 |
| Meaningless | 1,093,169 | 33.28 | 7,706,355 | 22.97 | 14.19 | 145 |

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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GivingBack | Charitable Donations Highlights

ENVIRONICS
ANALYTICS

Target Group: Group 3 (08, 11, 15, 31)

Household Population 15+: 3,284,510

DONATION AMOUNT AND CHANNEL

| | Count | % | Base Count | Base % | % Pen | Index |
|---|-----------|--------|------------|--------|-------|-------|
| Charitable Donations | | | | | | |
| Donated [Pst Yr] | 1,949,622 | 59.36 | 23,402,281 | 69.75 | 8.33 | 85 |
| Number of Donations [Pst Yr] | | | | | | |
| 1 | 474,534 | 14.45 | 5,426,775 | 16.18 | 8.74 | 89 |
| 2 | 350,991 | 10.69 | 4,824,255 | 14.38 | 7.28 | 74 |
| 3 | 358,100 | 10.90 | 3,704,191 | 11.04 | 9.67 | 99 |
| 4 | 258,717 | 7.88 | 2,548,787 | 7.60 | 10.15 | 104 |
| 5 | 286,269 | 8.72 | 2,473,367 | 7.37 | 11.57 | 118 |
| 6 | 68,915 | 2.10 | 1,435,857 | 4.28 | 4.80 | 49 |
| 7 | 42,566 | 1.30 | 829,296 | 2.47 | 5.13 | 52 |
| 8 | 44,475 | 1.35 | 721,812 | 2.15 | 6.16 | 63 |
| 9 (!) | 16,624 | 0.51 | 431,222 | 1.28 | 3.86 | 39 |
| 10+ | 48,430 | 1.48 | 1,006,718 | 3.00 | 4.81 | 49 |
| Amount Donated [Pst Yr] | | | | | | |
| Incidence | 1,949,622 | 59.36 | 23,402,281 | 69.75 | 8.33 | 85 |
| Average (\$) | — | 641.04 | — | 565.34 | — | 113 |
| Charitable Donation Channel [Pst Yr] | | | | | | |
| Mail | 398,439 | 12.13 | 5,970,983 | 17.80 | 6.67 | 68 |
| Telephone | 135,529 | 4.13 | 2,000,099 | 5.96 | 6.78 | 69 |
| Television/Radio | 162,922 | 4.96 | 1,742,315 | 5.19 | 9.35 | 96 |
| Online | 340,382 | 10.36 | 3,856,896 | 11.50 | 8.83 | 90 |
| On own | 478,396 | 14.56 | 5,297,834 | 15.79 | 9.03 | 92 |
| Charity event | 459,999 | 14.01 | 4,842,082 | 14.43 | 9.50 | 97 |
| In memoriam | 304,645 | 9.28 | 5,730,185 | 17.08 | 5.32 | 54 |
| Work | 496,882 | 15.13 | 4,578,073 | 13.65 | 10.85 | 111 |
| Door-to-door | 460,037 | 14.01 | 5,207,240 | 15.52 | 8.83 | 90 |
| Shopping centre | 873,236 | 26.59 | 11,019,336 | 32.84 | 7.92 | 81 |
| Place of worship | 956,418 | 29.12 | 9,057,896 | 27.00 | 10.56 | 108 |
| By sponsoring someone | 362,793 | 11.05 | 6,468,738 | 19.28 | 5.61 | 57 |
| Other | 73,101 | 2.23 | 1,405,234 | 4.19 | 5.20 | 53 |

DONATIONS DETAILS

| | Count | % | Base Count | Base % | % Pen | Index |
|--|---------|-------|------------|--------|-------|-------|
| Larger Donations | | | | | | |
| Decided amounts in advance | 742,889 | 22.62 | 7,418,615 | 22.11 | 10.01 | 102 |
| Responded to someone asking | 631,716 | 19.23 | 7,293,430 | 21.74 | 8.66 | 88 |
| Both | 333,307 | 10.15 | 2,865,849 | 8.54 | 11.63 | 119 |
| Charitable Donation Details | | | | | | |
| Claiming tax credit | 599,611 | 18.26 | 7,459,664 | 22.23 | 8.04 | 82 |
| Annual donation amounts decided in advance | 472,211 | 14.38 | 3,233,176 | 9.64 | 14.61 | 149 |
| Searched for info when considering new charities | 624,433 | 19.01 | 5,961,213 | 17.77 | 10.47 | 107 |
| Know how to verify a registered charity | 601,832 | 18.32 | 5,873,979 | 17.51 | 10.25 | 105 |
| Aware of Orgs. that monitor donation use - Yes | 267,161 | 8.13 | 3,109,581 | 9.27 | 8.59 | 88 |
| Pattern of Giving | | | | | | |
| I always donate to the same organizations | 443,805 | 13.51 | 5,065,473 | 15.10 | 8.76 | 89 |
| I vary the organizations to which I donate | 532,432 | 16.21 | 5,037,457 | 15.02 | 10.57 | 108 |
| Both | 687,446 | 20.93 | 6,477,666 | 19.31 | 10.61 | 108 |
| Information Source | | | | | | |
| Contact the charity | 142,626 | 4.34 | 1,595,833 | 4.76 | 8.94 | 91 |
| CRA Website (!) | 36,648 | 1.12 | 561,136 | 1.67 | 6.53 | 67 |
| Ask someone | 264,363 | 8.05 | 2,598,003 | 7.74 | 10.18 | 104 |

DONATIONS DECISIONS

| | Count | % | Base Count | Base % | % Pen | Index |
|---|-----------|-------|------------|--------|-------|-------|
| Reasons For Giving | | | | | | |
| Personally affected | 927,739 | 28.25 | 11,295,118 | 33.67 | 8.21 | 84 |
| Tax credit | 411,905 | 12.54 | 4,106,616 | 12.24 | 10.03 | 102 |
| Religious obligations | 721,893 | 21.98 | 5,396,291 | 16.08 | 13.38 | 137 |
| Spiritual or other beliefs | 691,253 | 21.05 | 5,490,439 | 16.36 | 12.59 | 129 |
| Cause | 1,320,656 | 40.21 | 13,728,984 | 40.92 | 9.62 | 98 |
| Compassion | 1,409,245 | 42.91 | 14,049,032 | 41.88 | 10.03 | 102 |
| Community contribution | 1,190,480 | 36.24 | 11,938,577 | 35.59 | 9.97 | 102 |
| Requested | 617,081 | 18.79 | 7,001,122 | 20.87 | 8.81 | 90 |
| Reasons For Not Giving More | | | | | | |
| Happy with amount already gave | 1,029,648 | 31.35 | 11,674,255 | 34.80 | 8.82 | 90 |
| Could not afford | 1,088,974 | 33.16 | 11,187,327 | 33.34 | 9.73 | 99 |
| No one asked | 426,197 | 12.98 | 3,853,446 | 11.49 | 11.06 | 113 |
| Did not know where | 276,656 | 8.42 | 1,725,436 | 5.14 | 16.03 | 164 |
| Hard to find worthy cause | 284,343 | 8.66 | 1,896,479 | 5.65 | 14.99 | 153 |
| Gave time instead | 478,867 | 14.58 | 4,394,101 | 13.10 | 10.90 | 111 |
| Gave directly to people instead of organization | 615,790 | 18.75 | 6,010,869 | 17.92 | 10.24 | 105 |
| Tax credit incentive not enough | 370,732 | 11.29 | 3,072,190 | 9.16 | 12.07 | 123 |
| Did not like way requests were made | 332,094 | 10.11 | 3,022,380 | 9.01 | 10.99 | 112 |
| So many organizations for one cause | 1,846,464 | 56.22 | 16,648,649 | 49.62 | 11.09 | 113 |
| Concerned about charity fraud | 2,352,280 | 71.62 | 19,727,446 | 58.80 | 11.92 | 122 |
| Reasons For Not Giving More (efficient use of funds) | | | | | | |
| Donation would not be used efficiently | 493,192 | 15.02 | 4,016,957 | 11.97 | 12.28 | 125 |
| Too much spending on fundraising | 166,809 | 5.08 | 1,688,231 | 5.03 | 9.88 | 101 |
| No impact on cause or community | 159,646 | 4.86 | 1,350,945 | 4.03 | 11.82 | 121 |
| No explanation of where donation would go | 335,707 | 10.22 | 2,351,773 | 7.01 | 14.27 | 146 |
| Other (!) | 73,008 | 2.22 | 560,745 | 1.67 | 13.02 | 133 |
| Reasons For Not Giving More (requests) | | | | | | |
| Inconvenient time of day | 93,004 | 2.83 | 909,103 | 2.71 | 10.23 | 104 |
| Number of requests | 199,156 | 6.06 | 1,586,942 | 4.73 | 12.55 | 128 |
| Tone | 152,685 | 4.65 | 1,284,464 | 3.83 | 11.89 | 121 |
| Multiple requests | 209,084 | 6.37 | 1,442,147 | 4.30 | 14.50 | 148 |
| Method used | 169,886 | 5.17 | 1,447,908 | 4.32 | 11.73 | 120 |
| Other | 4,478 | 0.14 | 183,390 | 0.55 | 2.44 | 25 |
| Other Giving | | | | | | |
| Food bank - Yes | 1,353,312 | 41.20 | 12,980,982 | 38.69 | 10.43 | 106 |
| Clothing, toys or household goods | 1,991,715 | 60.64 | 18,205,459 | 54.26 | 10.94 | 112 |
| Through a bequest in respondent's will | 68,999 | 2.10 | 908,309 | 2.71 | 7.60 | 78 |

Benchmark: Canada

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