

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

POPULATION

3,745,857

HOUSEHOLDS

1,318,852

MEDIAN MAINTAINER AGE

57

Index: 107

MARITAL STATUS



62.5%

Index: 111

Married/Common-Law

FAMILY STATUS*

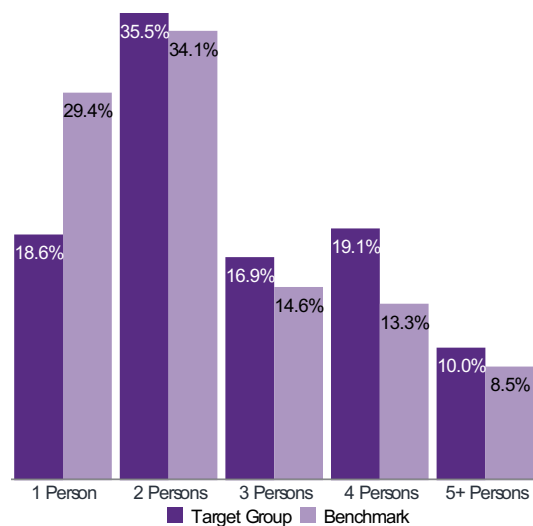


48.1%

Index: 116

Couples With Children At Home

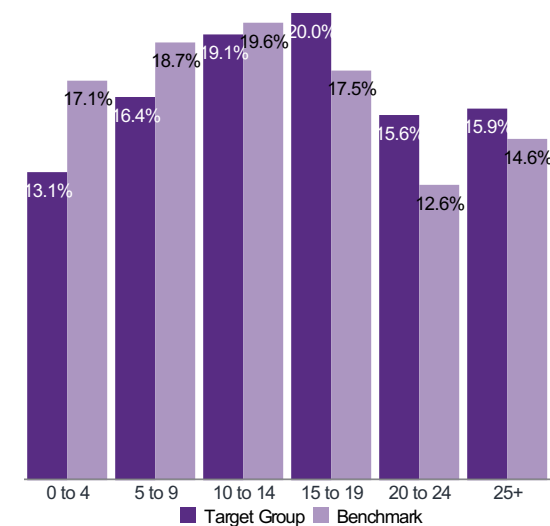
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	146,254	3.9	83
5 to 9	181,762	4.9	95
10 to 14	211,259	5.6	105
15 to 19	252,631	6.7	118
20 to 24	268,077	7.2	104
25 to 29	216,276	5.8	81
30 to 34	203,877	5.4	75
35 to 39	218,615	5.8	84
40 to 44	234,121	6.3	93
45 to 49	239,885	6.4	104
50 to 54	253,783	6.8	114
55 to 59	258,456	6.9	112
60 to 64	276,095	7.4	111
65 to 69	247,059	6.6	110
70 to 74	202,058	5.4	111
75 to 79	157,279	4.2	111
80 to 84	94,415	2.5	107
85+	83,954	2.2	101

AGE OF CHILDREN AT HOME



Benchmark: Canada

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Index Colours: <80 80 - 110 110+

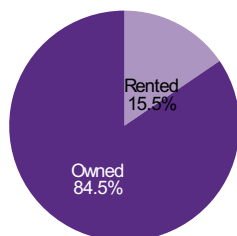
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Population: 3,745,857 | Households: 1,318,852

TENURE



STRUCTURE TYPE



Houses

84.4%

Index: 132



Apartments

15.4%

Index: 44

AGE OF HOUSING*

34 - 43 Years Old

% Comp: 16.7 Index: 131

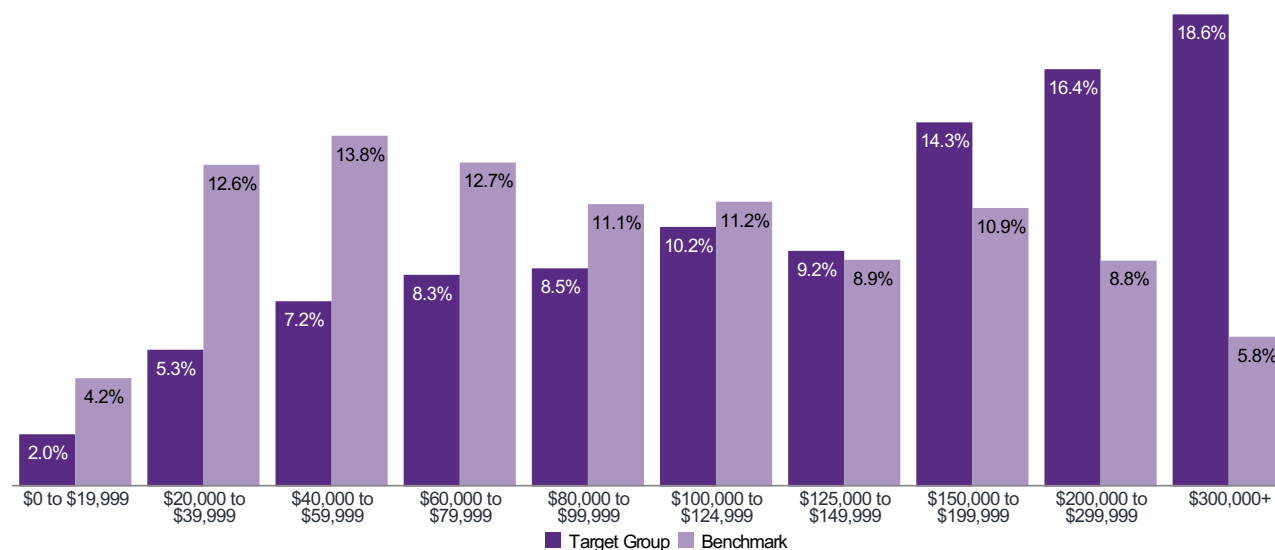
AVERAGE HOUSEHOLD INCOME



\$221,072

Index: 181

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Canada

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Population: 3,745,857 | Households: 1,318,852

EDUCATION



42.6%

Index: 148

University Degree

LABOUR FORCE PARTICIPATION



63.4%

Index: 100

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



35.5%

Index: 101

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

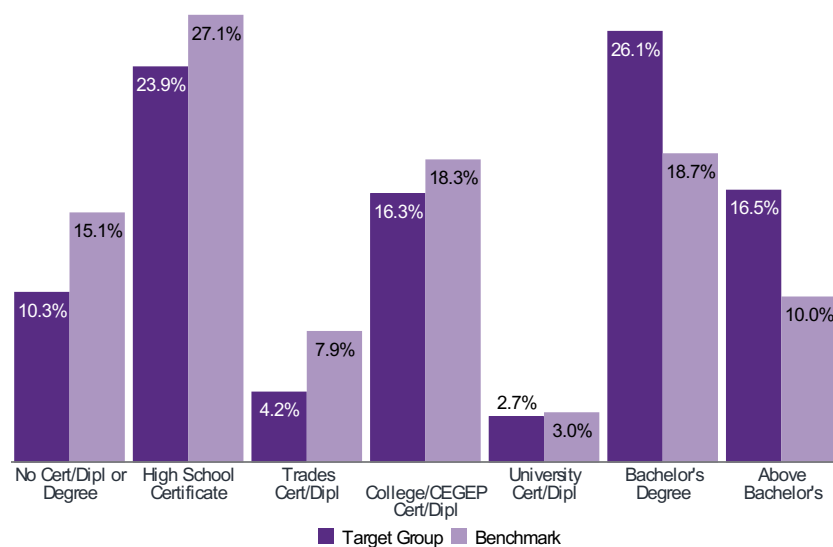


2.8%

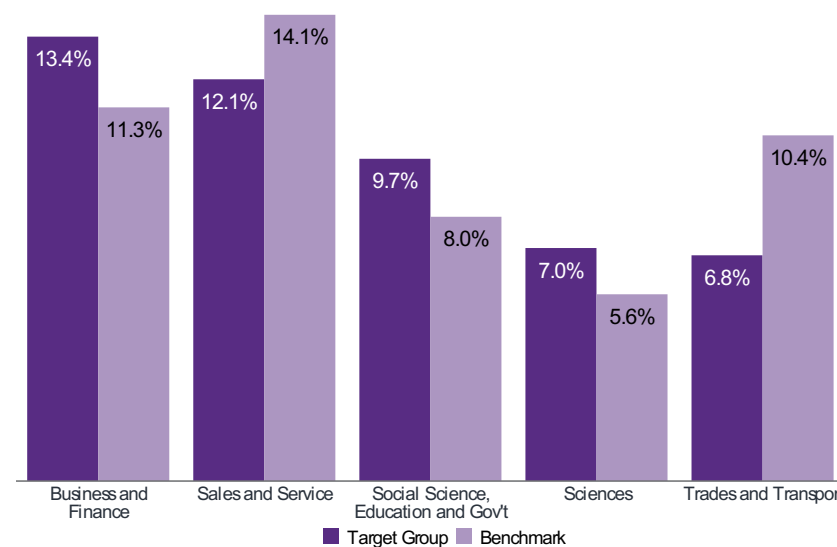
Index: 74

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 6 (01, 02, 04, 05, 06, 07, 09)

Population: 3,745,857 | Households: 1,318,852

INDIGENOUS IDENTITY



2.3%
Index: 45

VISIBLE MINORITY PRESENCE



24.4%
Index: 85

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.4%
Index: 74

No knowledge of
English or French

IMMIGRATION



27.2%
Index: 106

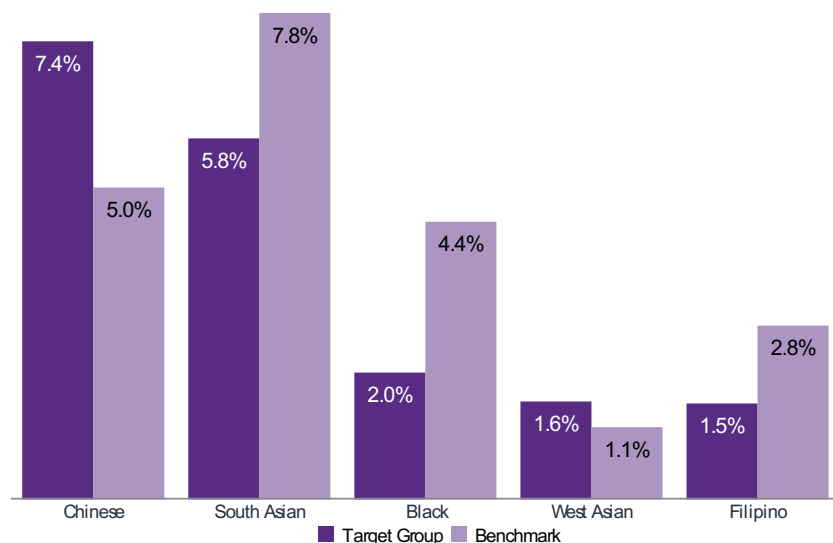
Born outside Canada

PERIOD OF IMMIGRATION*

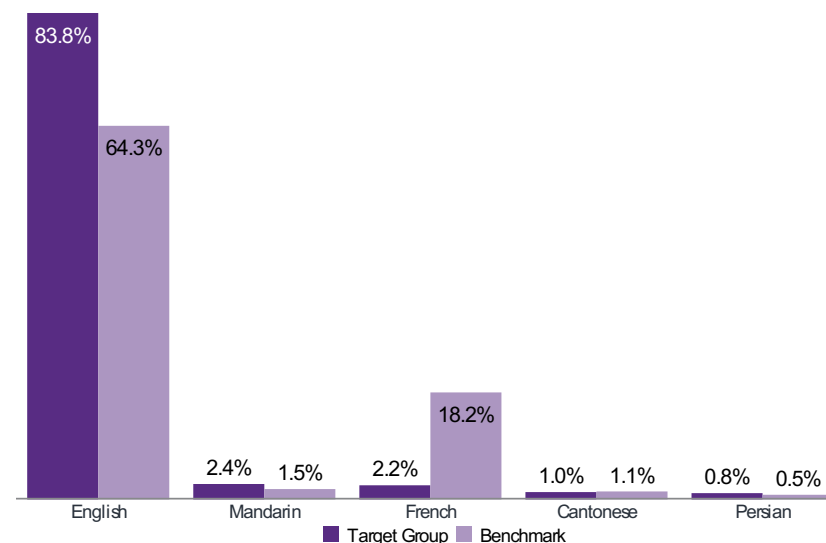
Before 2001

13.9% Index: 135

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 6 (01, 02, 04, 05, 06, 07, 09)

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	3,745,857	100.00	40,260,746	100.00	9.30	100
Total Households	1,318,852	100.00	16,017,402	100.00	8.23	100
Age of Household Maintainer						
15 to 24	14,264	1.08	500,513	3.13	2.85	35
25 to 34	117,649	8.92	2,378,074	14.85	4.95	60
35 to 44	209,734	15.90	2,868,324	17.91	7.31	89
45 to 54	253,413	19.21	2,721,085	16.99	9.31	113
55 to 64	286,976	21.76	2,974,203	18.57	9.65	117
65 to 74	247,003	18.73	2,599,234	16.23	9.50	115
75 To 84	145,410	11.03	1,503,755	9.39	9.67	117
85 Or Older	44,404	3.37	472,214	2.95	9.40	114
Size of Household						
1 Person	245,324	18.60	4,710,839	29.41	5.21	63
2 Persons	467,936	35.48	5,465,468	34.12	8.56	104
3 Persons	222,579	16.88	2,338,929	14.60	9.52	116
4 Persons	251,411	19.06	2,134,580	13.33	11.78	143
5 or More Persons	131,601	9.98	1,367,586	8.54	9.62	117
Household Type						
Total Family Households	1,024,586	77.69	10,472,274	65.38	9.78	119
One-Family Households	977,138	74.09	9,931,541	62.01	9.84	119
One-Family Hhlds w/ Additional Persons	37,230	2.82	455,897	2.85	8.17	99
Family Hhlds w/o Additional Persons	939,908	71.27	9,475,644	59.16	9.92	120
Multigenerational Family Households	39,306	2.98	450,166	2.81	8.73	106
Multiple-Family Households	8,142	0.62	90,567	0.56	8.99	109
Non-Family Households	294,266	22.31	5,545,128	34.62	5.31	64
One-Person Households	249,632	18.93	4,798,667	29.96	5.20	63
Two-Or-More-Person Households	44,634	3.38	746,461	4.66	5.98	73
Marital Status						
Married Or Living With A Common-Law Partner	1,984,713	62.51	18,939,051	56.45	10.48	111
Single (Never Legally Married)	833,399	26.25	9,850,607	29.36	8.46	89
Separated	61,278	1.93	888,677	2.65	6.90	73
Divorced	143,310	4.51	2,035,524	6.07	7.04	74
Widowed	152,279	4.80	1,835,997	5.47	8.29	88
Children at Home						
Households with Children at Home	—	46.77	—	38.63	—	121
Age of Children at Home						
Total Number Of Children At Home	1,102,984	100.00	11,071,412	100.00	9.96	100
0 to 4	144,991	13.14	1,889,666	17.07	7.67	77
5 to 9	180,531	16.37	2,071,103	18.71	8.72	87
10 to 14	210,134	19.05	2,164,853	19.55	9.71	97
15 to 19	220,274	19.97	1,937,622	17.50	11.37	114
20 to 24	172,008	15.60	1,394,954	12.60	12.33	124
25 and over	175,046	15.87	1,613,214	14.57	10.85	109

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	1,114,606	84.51	10,498,668	65.55	10.62	129
Rented	204,145	15.48	5,428,307	33.89	3.76	46
Band Housing	100	0.01	90,427	0.56	0.11	1
Housing Type						
Houses	1,112,940	84.39	10,216,463	63.78	10.89	132
Single-Detached House	980,106	74.31	8,342,691	52.09	11.75	143
Semi-Detached House	66,959	5.08	804,880	5.03	8.32	101
Row House	65,875	5.00	1,068,892	6.67	6.16	75
Apartments	202,471	15.35	5,566,095	34.75	3.64	44
High-rise (5+ Floors)	37,924	2.88	1,756,799	10.97	2.16	26
Low-rise (<5 Floors)	100,249	7.60	2,937,636	18.34	3.41	41
Detached Duplex	64,299	4.88	871,660	5.44	7.38	90
Other Dwelling Types	3,440	0.26	234,844	1.47	1.46	18
Housing Period of Construction						
Before 1961	265,772	20.15	3,055,319	19.07	8.70	106
1961 - 1980	307,800	23.34	4,287,310	26.77	7.18	87
1981 - 1990	219,708	16.66	2,043,927	12.76	10.75	131
1991 - 2000	199,951	15.16	1,895,701	11.84	10.55	128
2001 - 2005	92,751	7.03	978,870	6.11	9.48	115
2006 - 2010	65,637	4.98	1,034,272	6.46	6.35	77
2011 - 2015	53,831	4.08	996,116	6.22	5.40	66
2016 - 2021	58,078	4.40	1,057,766	6.60	5.49	67
After 2021	55,323	4.20	668,121	4.17	8.28	101

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	—	221,071.58	—	122,251.59	—	181
Education						
No Certificate, Diploma Or Degree	326,065	10.27	5,062,714	15.09	6.44	68
High School Certificate Or Equivalent	760,321	23.95	9,083,509	27.07	8.37	88
Apprenticeship Or Trades Cert/Dipl	134,057	4.22	2,650,045	7.90	5.06	53
College/CEGEP/Non-Uni Cert/Dipl	516,313	16.26	6,141,220	18.30	8.41	89
University Cert/Dipl Below Bachelor	86,769	2.73	995,643	2.97	8.71	92
University Degree	1,351,454	42.57	9,616,727	28.66	14.05	148
Labour Force						
In The Labour Force (15+)	2,011,756	63.36	21,289,384	63.46	9.45	100
Labour Force by Occupation						
Management	61,415	1.93	277,725	0.83	22.11	234
Business Finance Administration	426,416	13.43	3,787,616	11.29	11.26	119
Sciences	223,303	7.03	1,889,740	5.63	11.82	125
Health	183,085	5.77	1,732,286	5.16	10.57	112
Education, Gov't, Religion, Social	309,062	9.73	2,676,881	7.98	11.55	122
Art, Culture, Recreation, Sport	83,782	2.64	645,774	1.93	12.97	137
Sales and Service	385,430	12.14	4,727,736	14.09	8.15	86
Trades and Transport	216,302	6.81	3,503,549	10.44	6.17	65
Natural Resources and Agriculture	29,531	0.93	563,922	1.68	5.24	55
Manufacturing and Utilities	43,962	1.39	889,063	2.65	4.94	52
Commuting						
Car (As Driver)	1,126,129	35.47	11,821,849	35.24	9.53	101
Car (As Passenger)	88,605	2.79	1,001,125	2.98	8.85	94
Public Transit	90,467	2.85	1,290,550	3.85	7.01	74
Walk	66,204	2.08	852,954	2.54	7.76	82
Bicycle	24,308	0.77	188,667	0.56	12.88	136

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Indigenous Identity						
Indigenous Identity	86,345	2.33	2,067,992	5.22	4.18	45
Knowledge of Official Language						
English Only	3,063,452	82.49	27,751,316	70.00	11.04	118
French Only	13,096	0.35	4,162,473	10.50	0.31	3
English And French	584,330	15.73	6,964,814	17.57	8.39	90
Neither English Nor French	52,999	1.43	767,058	1.94	6.91	74
Immigration Status						
Non-Immigrant Population	2,586,320	69.64	27,413,116	69.14	9.43	101
Born In Province of Residence	2,068,787	55.70	23,249,108	58.64	8.90	95
Born Outside Province of Residence	517,533	13.94	4,164,009	10.50	12.43	133
Immigrant Population	1,010,774	27.22	10,158,784	25.62	9.95	106
Visible Minority Status						
Total Visible Minorities	904,892	24.36	11,300,136	28.50	8.01	85
Chinese	273,243	7.36	1,982,177	5.00	13.79	147
South Asian	215,106	5.79	3,097,643	7.81	6.94	74
Black	74,943	2.02	1,763,835	4.45	4.25	45
Filipino	56,441	1.52	1,100,300	2.77	5.13	55
Latin American	40,089	1.08	702,455	1.77	5.71	61
Southeast Asian	29,563	0.80	441,126	1.11	6.70	72
Arab	53,611	1.44	823,375	2.08	6.51	70
West Asian	57,629	1.55	450,989	1.14	12.78	136
Korean	35,983	0.97	267,496	0.68	13.45	144
Japanese	18,590	0.50	112,276	0.28	16.56	177
Mother Tongue*						
English	2,572,079	69.26	21,109,222	53.24	12.18	130
French	139,673	3.76	7,519,466	18.97	1.86	20
Total Non-Official	864,519	23.28	9,321,705	23.51	9.27	99
Mandarin	126,696	3.41	822,528	2.08	15.40	164
Cantonese	64,248	1.73	622,837	1.57	10.32	110
Italian	52,823	1.42	319,255	0.81	16.55	177
Persian	52,510	1.41	343,527	0.87	15.29	163
Spanish	48,683	1.31	650,956	1.64	7.48	80
Arabic	45,318	1.22	625,914	1.58	7.24	77
Punjabi	43,627	1.18	907,337	2.29	4.81	51
Russian	31,644	0.85	223,308	0.56	14.17	151
German	31,230	0.84	246,885	0.62	12.65	135
Tagalog	28,332	0.76	552,392	1.39	5.13	55

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 6 (01, 02, 04, 05, 06, 07, 09)



Strong Values

Values	Index
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Emotional Control	116
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Descriptions | Top 3 Strong Values

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.

Personal Control

Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.

Rejection of Orderliness

Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.



Weak Values

Values	Index
Attraction to Nature	77
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Sexism	84
Xenophobia	84
Acceptance of Violence	85
Brand Apathy	86
Financial Concern Regarding the Future	86



Descriptions | Top 3 Weak Values

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.

Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Benchmark: Canada

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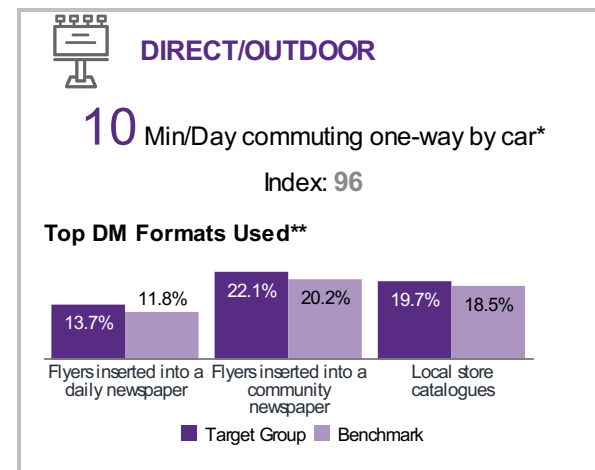
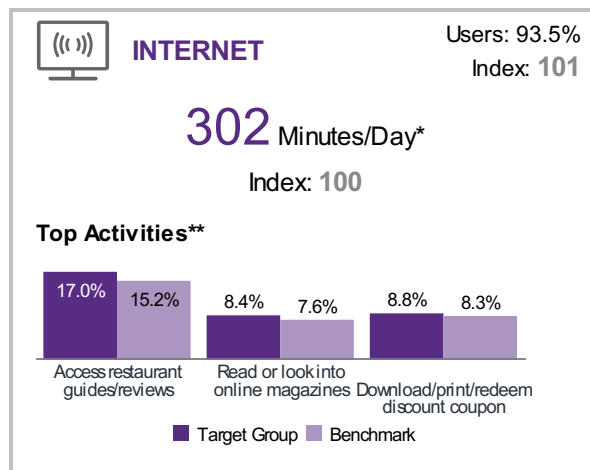
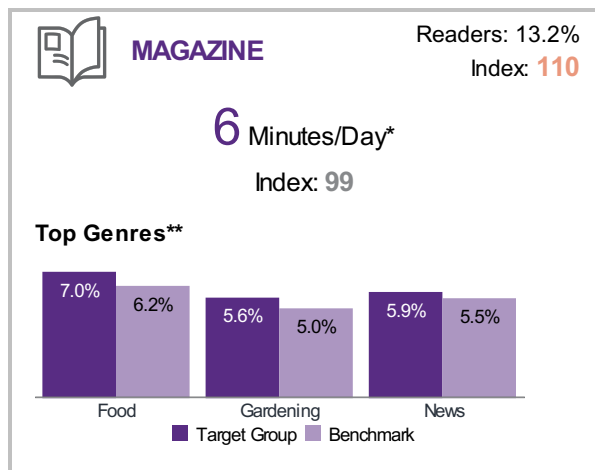
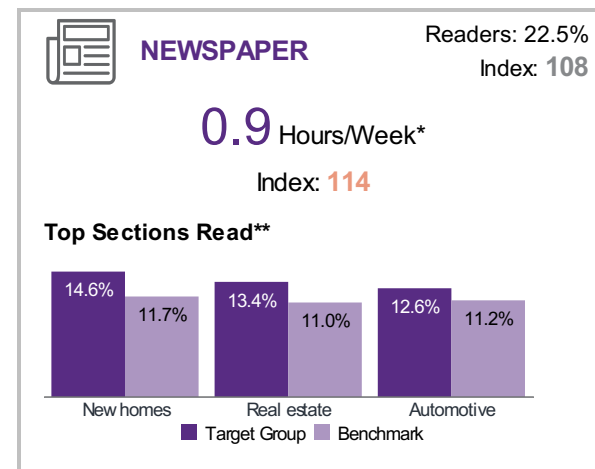
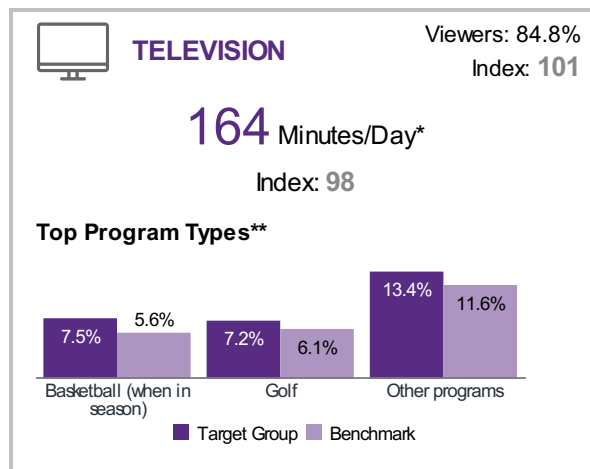
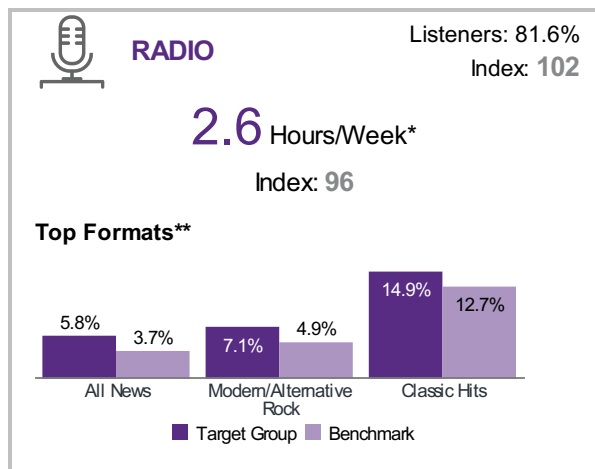
Index Colours: <80 80 - 110 110+

Behavioural - Numeris | Media Overview

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104



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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

Top Shows & Exhibitions*

Garden shows (!)



2.2%

Index: 107

Food/wine shows



2.6%

Index: 104

Craft shows



6.5%

Index: 103

Home shows



3.8%

Index: 103

Top Local Attractions & Destinations**

Sporting events



18.5%

Index: 107

Carnivals/fairs



29.2%

Index: 105

Ballet/opera/symphony



8.4%

Index: 105

Beer/food/wine festivals



8.6%

Index: 105

Top Professional Sports**

Baseball



12.2%

Index: 116

Football



7.5%

Index: 106

Hockey



18.0%

Index: 101

Soccer



6.6%

Index: 100

Top Concert & Theatre Venues**

Theatre - Other venues



8.3%

Index: 109

Concerts - Arenas



33.0%

Index: 108

Theatre - Community theatres



9.8%

Index: 103

Theatre - Major theatres



25.2%

Index: 100

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+

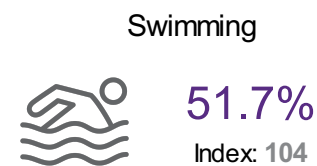
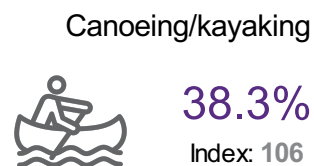
Behavioural - Numeris | Sports & Leisure Overview - Participate

ENVIRONICS
ANALYTICS

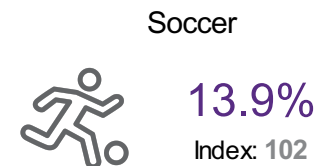
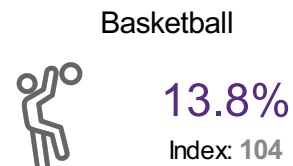
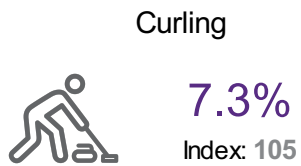
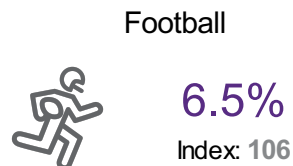
Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

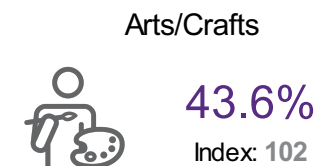
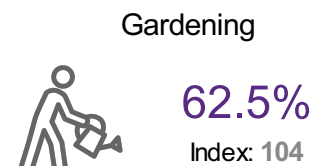
Top Individual Sports



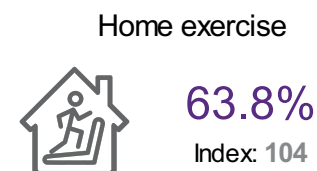
Top Team Sports



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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

ACTIVITIES

	%	Base %	Index
Media - Internet - Activity [Pst Wk]			
Listen to Internet-only music service (free)	20.27	22.49	90
Listen to Internet-only music service (paid)	12.20	12.41	98
Watch streaming purchased/rented videos	3.61	3.69	98
Participate in an online social network	50.99	53.25	96
Participate in an online video conference for business or personal	30.27	29.67	102
Share/refer/link friends to a website or an article	21.83	22.78	96
Enter online contests	6.76	8.12	83
Internet search - business, services, products	48.94	49.87	98
Place/respond to an online classified advertisement	6.81	6.96	98
Send/receive a text/instant message	68.05	67.23	101
Send/receive email	71.52	70.95	101
Take pictures/video	53.27	53.00	101
Use apps	51.76	50.78	102
Use maps/directions service	56.25	54.08	104
Use online telephone directory	16.87	16.22	104
Do banking/pay bills online	56.82	57.98	98
Scan mobile tagging barcode/QR	13.88	13.42	103
Read or look into online magazine	8.43	7.56	112
Read or look into online newspapers	16.95	16.89	100

PURCHASE BEHAVIOUR

	%	Base %	Index
Media - Internet - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	16.68	16.19	103
Compare products/prices while shopping	32.93	34.30	96
Consult consumer reviews	23.13	23.59	98
Purchase group deal (e.g. Groupon)	1.30	1.27	102
Purchase products or services	29.82	28.55	104
Receive store offers by SMS	10.38	10.58	98
Research products/services	32.36	31.40	103

DOWNLOAD

	%	Base %	Index
Media - Internet - Download [Pst Wk]			
Music/MP3 files (free or paid)	12.77	13.18	97
Any video content (free or paid)	14.34	14.08	102
Play/download online games	28.73	29.46	98
Download/print/redeem discount coupon	8.82	8.29	106

SITE/CONTENT ACCESS

	%	Base %	Index
Media - Internet - Site/Content Access [Pst Wk]			
Use ad blocking software	17.52	17.17	102
News site	40.18	38.16	105
Radio station's website	9.34	9.90	94
TV station's website	7.54	8.27	91
Automotive news/content	5.03	5.47	92
Celebrity gossip content	6.78	8.51	80
Fashion or beauty-related content	7.38	7.34	101
Food/recipes content	29.81	29.57	101
Health-related content	19.12	18.75	102
Home decor-related content	8.51	8.70	98
Professional sports content	13.58	12.76	106
Real estate listings/sites	12.92	12.97	100
Restaurant guides/reviews	17.00	15.24	112
Travel content	13.12	13.01	101

WATCH

	%	Base %	Index
Media - Internet - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	41.99	40.61	103
TV broadcast via streaming video	11.30	12.19	93
Free streaming music videos	30.66	32.32	95
Streaming purchased/rented videos	3.61	3.69	98
Other online free streaming videos	31.09	31.73	98

LISTEN

	%	Base %	Index
Media - Internet - Listen [Pst Wk]			
A podcast	21.06	20.25	104
A radio broadcast via streaming audio	13.14	14.28	92
Music via streaming video service (e.g. YouTube)	23.23	24.63	94

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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

ACTIVITIES

	%	Base %	Index
Mobile - Internet - Activity [Pst Wk]			
Listen to Internet-only music service (free)	15.41	17.71	87
Listen to Internet-only music service (paid)	11.04	11.23	98
Watch streaming purchased/rented videos (!)	1.64	1.69	97
Participate in an online social network	41.22	42.93	96
Participate in an online video conference for business or personal	9.25	8.84	105
Share/refer/link friends to a website or an article	17.31	17.67	98
Enter online contests	4.08	4.85	84
Internet search - business, services, products	33.34	34.38	97
Place/respond to an online classified advertisement	4.38	4.35	101
Send/receive a text/instant message	64.41	62.73	103
Send/receive email	55.06	53.72	103
Take pictures/video	51.51	50.77	101
Use apps	48.53	47.65	102
Use maps/directions service	48.87	46.79	104
Use online telephone directory	11.56	11.08	104
Do banking/pay bills online	29.89	32.32	92
Scan mobile tagging barcode/QR	13.35	12.89	104
Read or look into online magazine	4.21	4.07	103
Read or look into online newspapers	9.27	8.97	103

PURCHASE BEHAVIOUR

	%	Base %	Index
Mobile - Internet - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	11.46	11.23	102
Compare products/prices while shopping	21.58	23.09	93
Consult consumer reviews	13.92	15.02	93
Purchase group deal (e.g. Groupon)	0.65	0.64	102
Purchase products or services	15.46	15.78	98
Receive store offers by SMS	9.87	10.13	97
Research products/services	19.87	19.79	100

DOWNLOAD

	%	Base %	Index
Mobile - Internet - Download [Pst Wk]			
Music/MP3 files (free or paid)	9.07	9.58	95
Any video content (free or paid)	7.10	7.15	99
Play/download online games	17.36	17.12	101
Download/print/redeem discount coupon	4.95	4.75	104

SITE/CONTENT ACCESS

Variable	%	Base %	Index
Mobile - Internet - Site/Content Access [Pst Wk]			
Use ad blocking software	6.71	6.13	109
News site	28.26	26.84	105
Radio station's website	5.55	5.63	99
TV station's website	3.33	3.67	91
Automotive news/content	3.49	3.77	92
Celebrity gossip content	5.09	6.05	84
Fashion or beauty-related content	5.56	5.36	104
Food/recipes content	17.93	17.65	102
Health-related content	11.83	11.78	100
Home decor-related content	4.99	5.15	97
Professional sports content	9.11	9.11	100
Real estate listings/sites	6.74	7.41	91
Restaurant guides/reviews	12.01	11.00	109
Travel content	6.90	6.98	99

WATCH

	%	Base %	Index
Mobile - Internet - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	18.69	18.52	101
TV broadcast via streaming video	4.36	4.82	90
Free streaming music videos	19.39	20.81	93
Streaming purchased/rented videos (!)	1.64	1.69	97
Other online free streaming videos	20.23	21.13	96

LISTEN

	%	Base %	Index
Mobile - Internet - Listen [Pst Wk]			
A podcast	17.08	16.37	104
A radio broadcast via streaming audio	8.34	9.10	92
Internet-only music service (free) (e.g. Spotify)	15.41	17.71	87
Internet-only music service (paid) (e.g. Tidal)	11.04	11.23	98
Music via streaming video service (e.g. YouTube)	15.43	16.04	96

Benchmark: Canada

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Index Colours:	<80	80 - 110	110+
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Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

ACTIVITIES

	%	Base %	Index
Tablet - Activity [Pst Wk]			
Send/receive email	14.72	15.32	96
Use apps	14.03	13.42	105
Internet search - business, services, products	11.50	11.65	99
Participate in an online social network	10.63	11.03	96
Send/receive a text/instant message	8.51	8.79	97
Use maps/directions service	7.06	6.06	116
Do banking/pay bills online	7.05	7.63	92
Read/Look into online newspapers	5.53	5.80	95
Take pictures/video	4.71	4.97	95
Participate in an online video conference for business or personal	4.25	4.28	99
Read/Look into online magazines	3.19	2.49	128
Listen to Internet-only music service (free)	2.84	3.32	86
Share/refer/link friends to a website or an article	2.84	3.34	85
Use online telephone directory	2.33	2.24	104
Listen to Internet-only music service (paid) (!)	1.63	1.40	116
Enter online contests	1.06	1.27	83
Place/respond to an online classified advertisement	0.95	1.15	83
Receive store offers by SMS (!)	0.94	0.89	105
Watch streaming purchased/rented videos (!)	0.81	0.84	97

PURCHASE BEHAVIOUR

	%	Base %	Index
Tablet - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	3.19	3.22	99
Compare products/prices while shopping	5.40	6.08	89
Consult consumer reviews	4.03	4.29	94
Purchase products or services	4.57	4.38	104
Receive store offers by SMS (!)	0.94	0.89	105
Research products/services	7.12	7.02	101

DOWNLOAD

	%	Base %	Index
Tablet - Download [Pst Wk]			
Music/MP3 files (free or paid)	1.24	1.48	83
Any video content (free or paid)	3.20	2.91	110
Play/download online games	6.69	6.78	99
Download/print/redeem discount coupon	0.82	0.83	100

SITE/CONTENT ACCESS

	%	Base %	Index
Tablet - Site/Content Access [Pst Wk]			
Use ad blocking software	2.32	1.99	117
News site	8.74	8.34	105
Radio station's website	1.47	1.86	79
TV station's website	1.73	2.10	82
Automotive news/content	1.03	1.31	79
Celebrity gossip content	0.89	1.59	56
Fashion or beauty-related content	1.38	1.48	94
Food/recipes content	7.85	7.63	103
Health-related content	4.40	3.99	110
Home decor-related content	2.21	2.48	89
Professional sports content	2.99	2.45	122
Real estate listings/sites	2.57	2.53	102
Restaurant guides/reviews	3.31	2.98	111
Travel content	3.21	3.39	95

WATCH

	%	Base %	Index
Tablet - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	12.55	11.88	106
TV broadcast via streaming video	3.45	3.56	97
Free streaming music videos	7.18	8.13	88
Streaming purchased/rented videos (!)	0.81	0.84	97
Other online free streaming videos	7.06	7.66	92

LISTEN

	%	Base %	Index
Tablet - Listen [Pst Wk]			
A podcast	2.76	2.53	109
A radio broadcast via streaming audio	2.25	2.66	85
Internet-only music service (free)	2.84	3.32	86
Internet-only music service (paid) (!)	1.63	1.40	116
Music via streaming video service (e.g. YouTube)	4.54	4.74	96

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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

ACTIVITIES

	%	Base %	Index
Computer - Activity [Pst Wk]			
Listen to Internet-only music service (free)	8.14	8.20	99
Listen to Internet-only music service (paid)	4.97	4.89	102
Watch streaming purchased/rented videos	2.24	2.14	105
Participate in an online social network	21.17	21.95	96
Participate in an online video conference for business or personal	24.16	23.30	104
Share/refer/link friends to a website or an article	9.52	10.46	91
Enter online contests	3.22	3.63	89
Internet search - business, services, products	33.88	31.97	106
Place/respond to an online classified advertisement	3.40	3.27	104
Send/receive a text/instant message	12.47	12.50	100
Send/receive email	50.85	48.76	104
Take pictures/video	2.43	2.23	109
Use apps	14.90	13.61	109
Use maps/directions service	18.51	17.64	105
Use online telephone directory	7.62	7.22	105
Do banking/pay bills online	36.03	34.06	106
Read/Look into online magazines	4.25	3.47	122
Read/Look into online newspapers	9.63	8.98	107

PURCHASE BEHAVIOUR

	%	Base %	Index
Computer - Purchase Behaviour [Pst Wk]			
Click on an Internet advertisement	7.76	6.96	112
Compare products/prices while shopping	18.03	17.96	100
Consult consumer reviews	14.36	13.27	108
Purchase group deal (e.g. Groupon)	0.63	0.73	87
Purchase products or services	20.04	17.78	113
Receive store offers by SMS (!)	1.01	0.95	107
Research products/services	22.05	19.98	110

DOWNLOAD

	%	Base %	Index
Computer - Download [Pst Wk]			
Music/MP3 files (free or paid)	5.73	5.39	106
Any video content (free or paid)	8.78	8.50	103
Play/download online games	13.88	14.14	98
Download/print/redeem discount coupon	4.73	4.12	115

SITE/CONTENT ACCESS

	%	Base %	Index
Computer - Site/Content Access [Pst Wk]			
Use ad blocking software	15.55	15.22	102
News site	24.07	21.71	111
Radio station's website	4.75	4.91	97
TV station's website	4.74	4.93	96
Automotive news/content	2.72	2.88	94
Celebrity gossip content	2.54	3.02	84
Fashion or beauty-related content	2.79	2.64	106
Food/recipes content	13.99	13.18	106
Health-related content	9.42	9.09	104
Home decor-related content	4.19	4.07	103
Professional sports content	7.53	6.70	112
Real estate listings/sites	7.32	6.54	112
Restaurant guides/reviews	7.03	5.99	117
Travel content	8.25	7.78	106

WATCH

	%	Base %	Index
Computer - Watch [Pst Wk]			
Subscription-based video service (e.g. Netflix)	24.28	23.39	104
TV broadcast via streaming video	6.44	6.53	99
Free streaming music videos	17.69	18.05	98
Streaming purchased/rented videos	2.24	2.14	105
Other online free streaming videos	18.39	17.77	103

LISTEN

	%	Base %	Index
Computer - Listen [Pst Wk]			
A podcast	5.93	5.60	106
A radio broadcast via streaming audio	4.87	5.26	93
Internet-only music service (free)	8.14	8.20	99
Internet-only music service (paid)	4.97	4.89	102
Music via streaming video service (e.g. YouTube)	12.87	13.77	93

Benchmark: Canada

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Index Colours:	<80	80 - 110	110+
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Behavioural - Numeris | Digital - Social Network Usage

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

USED ONLINE SOCIAL NETWORKS

Past week

	%	Base %	Index
Facebook	41.39	45.12	92
Instagram	29.72	28.76	103
LinkedIn	13.90	13.08	106
Pinterest	9.77	10.01	98
Reddit	9.07	8.84	103
Snapchat	9.76	9.69	101
TikTok	12.32	12.48	99
X (formerly Twitter)	14.38	13.74	105
WhatsApp	20.98	18.64	113
Online/Internet dating sites	1.53	1.98	77
YouTube videos/channels	39.40	37.96	104

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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

TELEVISION

	%	Base %	Index
Viewership			
Heavy	15.58	16.48	95
Medium/Heavy	17.61	17.15	103
Medium	17.84	16.81	106
Medium/Light	16.92	16.62	102
Light	16.88	16.92	100
Top Program Types (Watch in Typical Week)*			
Basketball (when in season)	7.46	5.63	133
Golf	7.15	6.11	117
Baseball (when in season)	13.36	11.65	115
Soccer	7.00	6.06	115
NFL football (when in season)	11.46	10.54	109
Situation comedies	20.48	18.92	108
Auto racing	5.57	5.23	107
CFL football (when in season)	9.60	8.93	107
Hockey (when in season)	22.87	21.43	107
Curling (when in season)	6.51	6.11	106
News/current affairs	26.43	25.50	104
Home renovation/decoration shows	20.23	19.67	103
Cartoons	7.63	7.63	100
Cooking programs	16.16	16.22	100
Evening local news	33.24	33.10	100

RADIO

	%	Base %	Index
Listenership			
Heavy	20.19	21.54	94
Medium/Heavy	20.25	19.48	104
Medium	20.58	19.07	108
Medium/Light	20.63	19.70	105
Light	18.29	19.90	92
Top Formats (Weekly Reach)*			
All News	5.83	3.69	158
Modern/Alternative Rock	7.09	4.91	144
Classic Hits	14.85	12.74	117
Mainstream Rock	9.97	8.81	113
Today's Country	8.41	7.57	111
Multi/Variety/Specialty	12.29	11.41	108
Mainstream Top 40/CHR	13.64	12.92	106
News/Talk	29.34	28.18	104
Adult Contemporary	15.43	15.46	100
Hot Adult Contemporary	11.00	13.82	80

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	4.58	3.99	115
Medium/Heavy	4.72	4.03	117
Medium	4.46	4.28	104
Medium/Light	4.33	3.99	108
Light	4.40	4.44	99
Section Read - Dailies*			
New homes section	14.58	11.67	125
Real estate listings	13.38	10.97	122
Automotive	12.63	11.22	113
Travel	24.14	22.54	107
Sports	24.17	22.70	106
Business & financial	28.85	27.48	105
Computer/high tech	14.60	13.92	105
Classified ads (excl. real estate)	9.33	9.06	103
Fashion/lifestyle	18.08	17.61	103
National news	50.55	49.23	103
Readership - Community Papers			
Heavy	5.35	5.60	96
Medium/Heavy	5.38	5.55	97
Medium	6.39	5.57	115
Medium/Light	5.65	5.34	106
Light	5.69	5.32	107

INTERNET

	%	Base %	Index
Usage			
Heavy	18.69	19.31	97
Medium/Heavy	18.87	18.44	102
Medium	18.45	18.31	101
Medium/Light	19.50	18.41	106
Light	18.04	18.36	98
Online Social Networks (Used in Past Month)			
WhatsApp	20.98	18.64	113
LinkedIn	13.90	13.08	106
X (formerly Twitter)	14.38	13.74	105
YouTube	39.40	37.96	104
Instagram	29.72	28.76	103
Reddit	9.07	8.84	103
Snapchat	9.76	9.69	101
TikTok	12.32	12.48	99
Pinterest	9.77	10.01	98
Facebook	41.39	45.12	92
Online/Internet dating sites	1.53	1.98	77
Top Activities (Past Week)*			
Access restaurant guides/reviews	17.00	15.24	112
Read or look into online magazines	8.43	7.56	112
Download/print/redeem discount coupon	8.82	8.29	106
Access professional sports content	13.58	12.76	106
Access a news site	40.18	38.16	105
Listen to a podcast	21.06	20.25	104
Use maps/directions service	56.25	54.08	104
Use online telephone directory	16.87	16.22	104
Purchase products or services	29.82	28.55	104
Watch a subscription-based video service (e.g. Netflix)	41.99	40.61	103
Click on an Internet advertisement	16.68	16.19	103
Research products/services	32.36	31.40	103
Scan mobile tagging barcode/QR	13.88	13.42	103
Download any video content (free or paid)	14.34	14.08	102
Use ad blocking software	17.52	17.17	102

DIRECT

	%	Base %	Index
Used in Shopping			
Flyers inserted into a daily newspaper	13.69	11.81	116
Flyers inserted into a community newspaper	22.07	20.16	109
Local store catalogues	19.66	18.47	106
Coupons	26.28	25.85	102
General information from the Internet/websites	35.90	35.26	102
Direct email offers	21.56	21.73	99
Flyers delivered to the door or in the mail	30.72	31.12	99
Online flyers	35.23	35.85	98
Mail order	6.07	7.57	80
Opinion of Flyers to Door/By Mail			
Somewhat unfavourable	23.59	22.46	105
Very unfavourable	28.27	28.09	101
Somewhat favourable	34.01	34.36	99
Very favourable	14.05	14.78	95

MAGAZINES

	%	Base %	Index
Readership			
Heavy	2.37	2.52	94
Medium/Heavy	2.38	2.38	100
Medium	2.86	2.44	117
Medium/Light	2.81	2.40	117
Light	2.81	2.32	121
Top Magazine Types*			
Food & beverage	7.04	6.25	113
Gardening & homes	5.58	4.98	112
News & current affairs	5.90	5.55	106

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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

FORMAL VOLUNTEERING

In the past year



48.5%

Index: 118

TIME SPENT VOLUNTEERING*

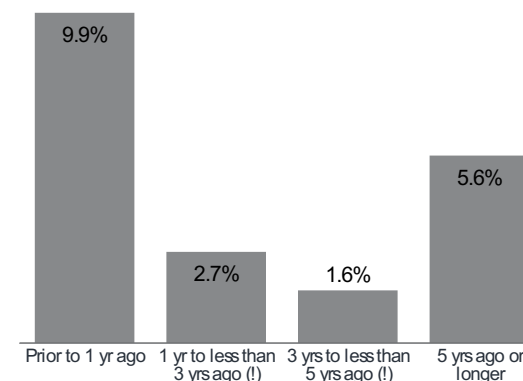
At least once a week



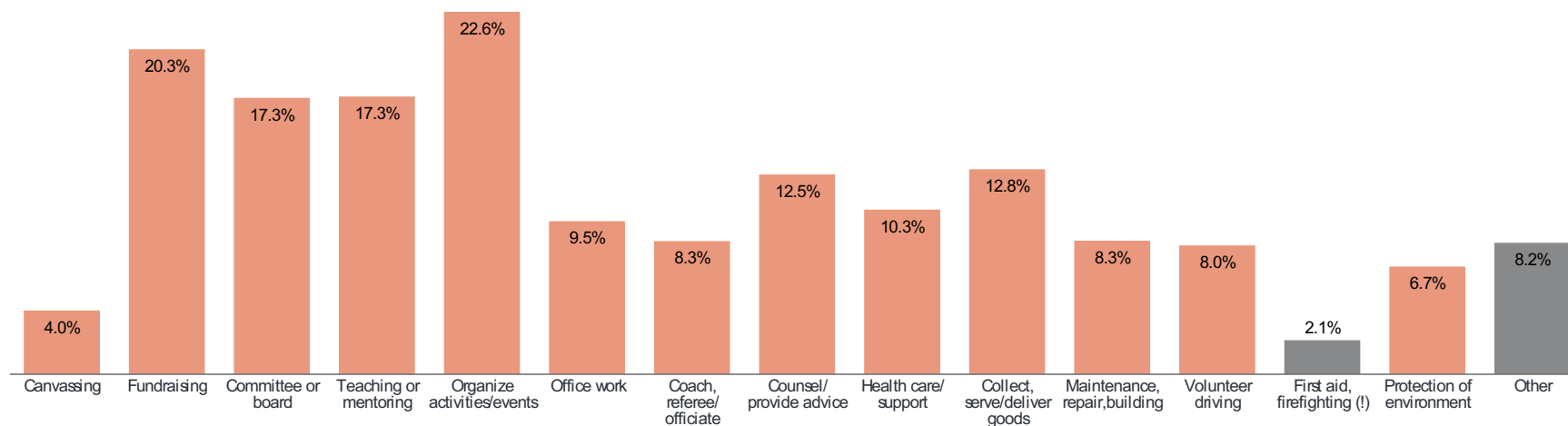
16.1%

Index: 128

VOLUNTEER HISTORY



TYPES OF FORMAL VOLUNTEERING [Pst Yr]



Benchmark: Canada

*Ranked by percent composition.

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(!) 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.

Index Colours: <80 80 - 110 110+

GivingBack | Becoming a Volunteer and Reasons for Volunteering

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

DISCOVERED VOLUNTEER OPPORTUNITY



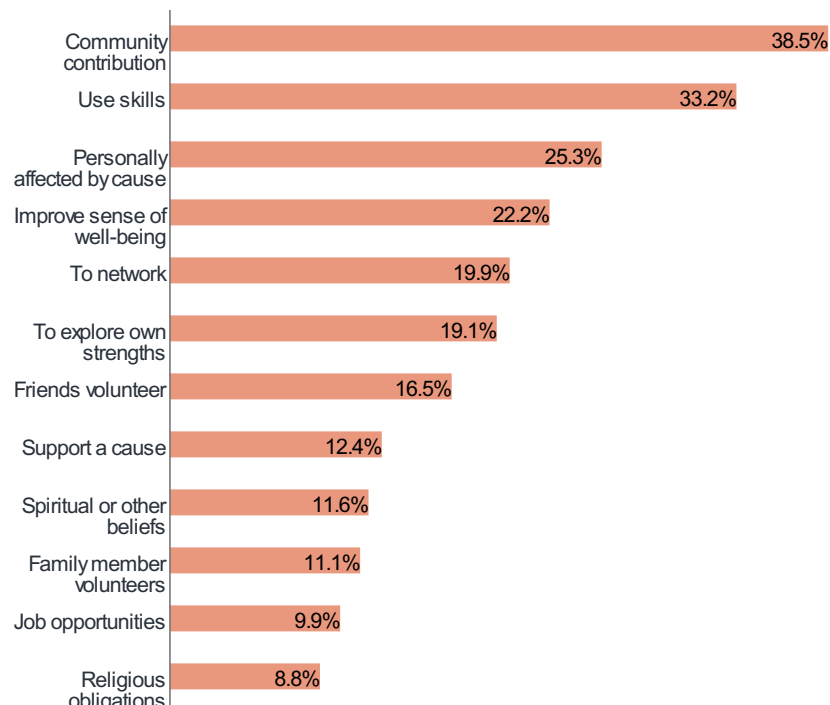
	%	Base %	% Pen	Index
By attending a meeting or activity	10.1	8.0	11.9	126
Word of mouth	7.9	7.0	10.6	112
Through an online source (!)	2.3	2.0	10.5	111

MOTIVATION FOR VOLUNTEERING

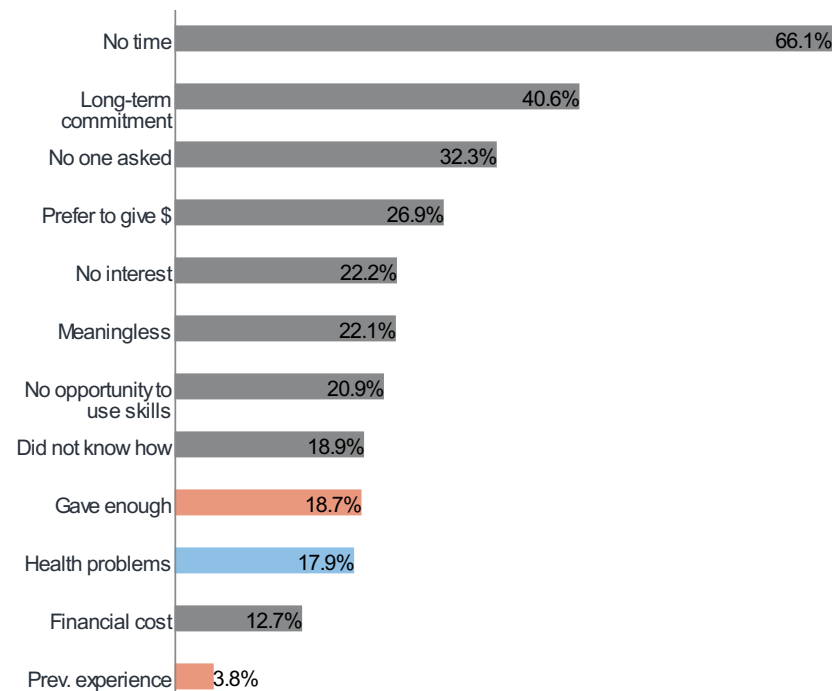


	%	Base %	% Pen	Index
Formal recognition	12.9	11.1	11.0	116
Non-monetary benefit/compensation	8.3	6.9	11.4	120
Payment to cover expenses	7.1	4.5	15.0	159
Monetary compensation for time (^)	1.2	0.7	15.5	164

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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

VOLUNTEERING - INCPO CATEGORIES

	%	Volunteered [Pst Yr]			Hours	Avg. Hrs. [Pst Yr]	
		Base %	% Pen	Index		Base Hours	Index
Arts And Culture	3.3	2.9	10.8	114	152.35	127.59	119
Sports And Recreation	12.1	8.6	13.3	141	125.24	135.44	92
Education And Research	7.6	5.9	12.1	127	57.88	49.33	117
Health	5.0	4.2	11.3	119	71.36	61.77	116
Hospitals (!)	2.5	2.1	11.4	120	126.50	147.57	86
Social Services	14.1	11.1	12.0	127	79.08	75.31	105
Environment	2.7	2.2	11.8	125	83.70	85.71	98
Development And Housing	6.3	5.2	11.4	121	74.45	70.28	106
Law, Advocacy (!)	2.3	2.0	10.6	112	111.13	81.77	136
Grant-Making, Fundraising (!)	2.0	1.7	11.2	118	83.94	68.33	123
Religion	10.6	8.4	11.9	126	118.42	122.52	97
Business And Professional (!)	1.9	1.1	17.3	183	59.39	97.48	61



DONATIONS - INCPO MAJOR ACTIVITY GROUPS

	%	Number of Donations [Pst Yr]				Avg. Dollars [Pst Yr]	
		Base %	% Pen	Index		Base \$	Index
Arts And Culture	3.9	3.2	11.5	122	189.80	130.69	145
Sports And Recreation	13.9	12.7	10.4	110	103.38	86.22	120
Education And Research	13.2	10.7	11.6	123	88.05	82.61	107
Universities And Colleges (!)	2.7	1.6	15.8	167	662.51	459.76	144
Health	37.6	31.9	11.1	118	169.03	117.41	144
Hospitals	15.6	17.6	8.4	89	197.63	124.10	159
Social Services	34.7	33.1	9.9	105	154.33	114.69	135
Environment	8.2	7.1	10.9	115	174.29	130.68	133
Development And Housing (!)	2.8	2.5	10.7	113	254.36	147.29	173
Law, Advocacy	4.3	2.9	14.2	150	185.23	177.40	104
Grant-Making, Fundraising	12.5	11.1	10.7	113	248.98	212.91	117
International Organizations	10.1	8.1	11.8	125	387.21	300.30	129
Religion	29.8	27.9	10.1	107	1,004.83	688.10	146
Not Elsewhere Classified (!)	2.3	2.5	8.8	93	137.43	85.14	161



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 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

DONATED TO CHARITY

In the past year



72.5%

Index: 104

NUMBER OF DONATIONS*

1 donation



16.4%

Index: 101

PATTERN OF GIVING

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

Both



23.8%

Index: 123

INFORMATION SOURCE

Ask someone



10.6%

Index: 137

REASON FOR GIVING

	%	Base %	Index
Personally affected	39.7	33.7	118
Tax credit	18.2	12.2	149
Religious obligations	20.4	16.1	127
Spiritual, Other beliefs	19.5	16.4	119
Cause	48.1	40.9	118
Compassion	47.2	41.9	113
Community contribution	41.1	35.6	115
Asked by Someone	26.9	20.9	129

DONOR CHANNEL & AVERAGE DOLLARS

	Number of Donations			Average Dollars Donated		
	%	Base %	Index	\$	Base \$	Index
Mail	19.4	17.8	109	292.58	221.82	132
Telephone	7.2	6.0	121	209.99	178.84	117
Television	3.5	5.2	68	181.74	131.82	138
Online	13.9	11.5	121	220.65	207.31	106
On your own initiative	18.9	15.8	119	836.30	519.87	161
Charity event	17.5	14.4	121	167.69	135.30	124
In memory of someone	21.2	17.1	124	200.78	137.44	146
Work	17.4	13.6	127	89.33	72.16	124
Door-to-door canvassing	17.0	15.5	110	42.65	38.99	109
Shopping centre	31.9	32.8	97	28.37	26.55	107
Place of worship	28.5	27.0	106	723.61	540.05	134
By sponsoring someone	25.4	19.3	132	68.83	51.03	135
Other	4.7	4.2	113	386.25	208.08	186

Benchmark: Canada

*Ranked by percent composition with minimum 5 percent composition.

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

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

VOLUNTEERING IN GENERAL

	Count	%	Base Count	Base %	% Pen	Index
Volunteering in General						
Volunteered [Pst Yr]	1,540,030	48.51	13,756,965	41.01	11.19	118
With immediate family members	583,438	18.38	4,284,582	12.77	13.62	144
With others (friends, neighbours, colleagues)	753,434	23.73	6,487,371	19.34	11.61	123
Used Internet to perform activities	589,042	18.55	4,675,596	13.94	12.60	133
Using Internet to search for opportunities	282,627	8.90	2,320,965	6.92	12.18	129
Volunteer History						
Volunteered more than a year ago	315,466	9.94	3,438,998	10.25	9.17	97
1 to less than 3 years ago (!)	86,645	2.73	1,023,831	3.05	8.46	89
3 to less than 5 years ago (!)	49,797	1.57	626,107	1.87	7.95	84
5 years ago or longer	178,623	5.63	1,786,714	5.33	10.01	106
Volunteer Activity Performed [Pst Yr]						
Canvassing	125,544	3.95	1,001,203	2.98	12.54	133
Fundraising	644,247	20.29	5,586,133	16.65	11.53	122
Committee/board member	547,725	17.25	4,545,733	13.55	12.05	127
Teaching/mentoring	550,421	17.34	4,147,744	12.36	13.27	140
Organizing activities/events	718,633	22.63	6,141,398	18.30	11.70	124
Doing office work	302,777	9.54	2,572,082	7.67	11.77	124
Coaching, refereeing/officiating	263,289	8.29	1,613,559	4.81	16.32	172
Counselling/providing advice	395,627	12.46	3,482,038	10.38	11.36	120
Health care	325,816	10.26	2,944,320	8.78	11.07	117
Collecting, serving goods	406,019	12.79	3,832,642	11.42	10.59	112
Maintenance, repair, building	264,079	8.32	2,093,755	6.24	12.61	133
Volunteer driving	254,737	8.02	2,203,606	6.57	11.56	122
First aid, firefighting	66,491	2.09	714,851	2.13	9.30	98
Protection of the environment	212,781	6.70	1,884,545	5.62	11.29	119
Other	259,899	8.19	2,537,106	7.56	10.24	108
Number of organizations volunteered [Pst Yr]						
1 organization	688,725	21.69	7,211,120	21.49	9.55	101
2 organizations	435,944	13.73	3,567,678	10.63	12.22	129
3 organizations	240,391	7.57	1,591,308	4.74	15.11	160
4+ organizations	174,969	5.51	1,386,858	4.13	12.62	133
Time spent volunteering [Pst Yr]						
Daily or almost daily	152,240	4.79	1,085,475	3.23	14.03	148
At least once a week	510,053	16.07	4,215,007	12.56	12.10	128
At least once a month	359,896	11.34	3,409,349	10.16	10.56	112
At least 3 or 4 times	253,193	7.97	2,382,047	7.10	10.63	112
Once or twice	212,736	6.70	2,144,439	6.39	9.92	105
Hours spent volunteering [Pst Yr]						
Average	-	154.46	-	143.28	-	108
Incidence	1,540,030	48.51	13,756,965	41.01	11.19	118

EMPLOYER SUPPORT

	Count	%	Base Count	Base %	% Pen	Index
Employment						
Self-employed [Pst Yr]	307,400	9.68	2,990,263	8.91	10.28	109
Have corporate volunteer program/policy	379,613	11.96	3,022,063	9.01	12.56	133

BECOMING A VOLUNTEER

	Count	%	Base Count	Base %	% Pen	Index
Becoming a Volunteer						
Approached organization yourself - Yes	777,826	24.50	6,617,987	19.73	11.75	124
Discovered Volunteer Opportunity						
By attending a meeting or activity	319,743	10.07	2,688,605	8.01	11.89	126
Through the Internet	72,044	2.27	683,845	2.04	10.54	111
Word of mouth	249,694	7.86	2,355,632	7.02	10.60	112
Asked to Become a Volunteer						
Someone asked you to become a volunteer - Yes	594,619	18.73	5,296,737	15.79	11.23	119
A friend/relative outside the organization	105,466	3.32	1,135,234	3.38	9.29	98
Someone in the organization	393,774	12.40	3,444,281	10.27	11.43	121
Time Spent Volunteering at Organization						
Less than 1 year	266,686	8.40	2,573,036	7.67	10.36	110
1 to less than 3 years	361,161	11.38	3,389,824	10.10	10.65	113
3 to less than 5 years	247,192	7.79	2,079,876	6.20	11.88	126
5 to less than 10 years	221,957	6.99	1,894,458	5.65	11.72	124
10 years or more	356,877	11.24	2,832,965	8.44	12.60	133
Benefits as a Volunteer						
Received payment to cover expenses	226,298	7.13	1,506,948	4.49	15.02	159
Received monetary compensation for time (!)	37,022	1.17	238,215	0.71	15.54	164
Received non-monetary benefit/compensation	262,191	8.26	2,304,777	6.87	11.38	120
Received formal recognition from organization	410,358	12.93	3,739,846	11.15	10.97	116

VOLUNTEER DECISIONS

	Count	%	Base Count	Base %	% Pen	Index
Reasons for Volunteering						
Personally affected by cause	801,793	25.25	6,873,258	20.49	11.67	123
Family member volunteers	352,579	11.11	2,858,419	8.52	12.33	130
Friends volunteer	522,808	16.47	4,727,715	14.09	11.06	117
To network	630,867	19.87	5,968,666	17.79	10.57	112
Job opportunities	315,445	9.94	2,857,173	8.52	11.04	117
Religious obligations	277,855	8.75	2,365,777	7.05	11.74	124
Spiritual or other beliefs	368,147	11.60	3,248,629	9.68	11.33	120
To explore own strengths	606,680	19.11	5,180,439	15.44	11.71	124
Community contribution	1,223,197	38.53	10,538,705	31.41	11.61	123
Use skills	1,052,532	33.15	8,808,198	26.25	11.95	126
Support a cause	392,835	12.37	3,687,066	10.99	10.65	113
Improve sense of well-being	704,930	22.20	6,229,564	18.57	11.32	120
Reasons for Not Volunteering						
Gave enough	592,582	18.66	5,566,861	16.59	10.64	112
Previous experience	119,993	3.78	1,094,400	3.26	10.96	116
No one asked	1,025,039	32.28	11,358,755	33.86	9.02	95
Did not know how	600,750	18.92	6,792,600	20.25	8.84	93
Health problems	568,998	17.92	7,562,293	22.54	7.52	80
No time	2,097,652	66.07	20,918,735	62.35	10.03	106
Financial cost	402,723	12.68	4,436,830	13.22	9.08	96
Long-term commitment	1,289,498	40.61	14,512,508	43.26	8.89	94
Preferred to give money	855,589	26.95	9,354,312	27.88	9.15	97
No interest	705,823	22.23	8,125,623	24.22	8.69	92
No opportunity to use skills	664,254	20.92	7,571,082	22.57	8.77	93
Meaningless	702,497	22.13	7,706,355	22.97	9.12	96

Benchmark: Canada

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

ENVIRONICS
ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

DONATION AMOUNT AND CHANNEL

	Count	%	Base Count	Base %	% Pen	Index
Charitable Donations						
Donated [Pst Yr]	2,300,369	72.45	23,402,281	69.75	9.83	104
Number of Donations [Pst Yr]						
1	519,262	16.36	5,426,775	16.18	9.57	101
2	419,190	13.20	4,824,255	14.38	8.69	92
3	315,336	9.93	3,704,191	11.04	8.51	90
4	256,199	8.07	2,548,787	7.60	10.05	106
5	222,623	7.01	2,473,367	7.37	9.00	95
6	160,107	5.04	1,435,857	4.28	11.15	118
7	93,952	2.96	829,296	2.47	11.33	120
8	81,271	2.56	721,812	2.15	11.26	119
9 (!)	58,642	1.85	431,222	1.28	13.60	144
10+	173,786	5.47	1,006,718	3.00	17.26	182
Amount Donated [Pst Yr]						
Incidence	2,300,369	72.45	23,402,281	69.75	9.83	104
Average (\$)	—	843.75	—	565.34	—	149
Charitable Donation Channel [Pst Yr]						
Mail	614,654	19.36	5,970,983	17.80	10.29	109
Telephone	228,244	7.19	2,000,099	5.96	11.41	121
Television/Radio	112,049	3.53	1,742,315	5.19	6.43	68
Online	440,171	13.86	3,856,896	11.50	11.41	121
On own	598,599	18.85	5,297,834	15.79	11.30	119
Charity event	555,763	17.50	4,842,082	14.43	11.48	121
In memoriam	673,146	21.20	5,730,185	17.08	11.75	124
Work	552,124	17.39	4,578,073	13.65	12.06	127
Door-to-door	539,673	17.00	5,207,240	15.52	10.36	110
Shopping centre	1,012,869	31.90	11,019,336	32.84	9.19	97
Place of worship	906,094	28.54	9,057,896	27.00	10.00	106
By sponsoring someone	807,998	25.45	6,468,738	19.28	12.49	132
Other	150,276	4.73	1,405,234	4.19	10.69	113

DONATIONS DETAILS

	Count	%	Base Count	Base %	% Pen	Index
Larger Donations						
Decided amounts in advance	810,838	25.54	7,418,615	22.11	10.93	115
Responded to someone asking	628,368	19.79	7,293,430	21.74	8.62	91
Both	392,274	12.36	2,865,849	8.54	13.69	145
Charitable Donation Details						
Claiming tax credit	1,001,796	31.55	7,459,664	22.23	13.43	142
Annual donation amounts decided in advance	409,450	12.90	3,233,176	9.64	12.66	134
Searched for info when considering new charities	681,490	21.46	5,961,213	17.77	11.43	121
Know how to verify a registered charity	758,212	23.88	5,873,979	17.51	12.91	136
Aware of Orgs. that monitor donation use - Yes	395,718	12.46	3,109,581	9.27	12.73	134
Pattern of Giving						
I always donate to the same organizations	540,705	17.03	5,065,473	15.10	10.67	113
I vary the organizations to which I donate	470,137	14.81	5,037,457	15.02	9.33	99
Both	754,598	23.77	6,477,666	19.31	11.65	123
Information Source						
Contact the charity	159,131	5.01	1,595,833	4.76	9.97	105
CRA Website (!)	97,935	3.08	561,136	1.67	17.45	184
Ask someone	335,844	10.58	2,598,003	7.74	12.93	137

DONATIONS DECISIONS

	Count	%	Base Count	Base %	% Pen	Index
Reasons For Giving						
Personally affected	1,260,192	39.69	11,295,118	33.67	11.16	118
Tax credit	578,059	18.21	4,106,616	12.24	14.08	149
Religious obligations	649,067	20.44	5,396,291	16.08	12.03	127
Spiritual or other beliefs	617,643	19.45	5,490,439	16.36	11.25	119
Cause	1,527,172	48.10	13,728,984	40.92	11.12	118
Compassion	1,497,586	47.17	14,049,032	41.88	10.66	113
Community contribution	1,303,414	41.05	11,938,577	35.59	10.92	115
Requested	855,119	26.93	7,001,122	20.87	12.21	129
Reasons For Not Giving More						
Happy with amount already gave	1,256,370	39.57	11,674,255	34.80	10.76	114
Could not afford	1,016,525	32.02	11,187,327	33.34	9.09	96
No one asked	384,895	12.12	3,853,446	11.49	9.99	106
Did not know where	156,423	4.93	1,725,436	5.14	9.07	96
Hard to find worthy cause	163,419	5.15	1,896,479	5.65	8.62	91
Gave time instead	391,894	12.34	4,394,101	13.10	8.92	94
Gave directly to people instead of organization	553,597	17.44	6,010,869	17.92	9.21	97
Tax credit incentive not enough	294,193	9.27	3,072,190	9.16	9.58	101
Did not like way requests were made	351,172	11.06	3,022,380	9.01	11.62	123
So many organizations for one cause	1,624,365	51.16	16,648,649	49.62	9.76	103
Concerned about charity fraud	1,884,004	59.34	19,727,446	58.80	9.55	101
Reasons For Not Giving More (efficient use of funds)						
Donation would not be used efficiently	442,146	13.93	4,016,957	11.97	11.01	116
Too much spending on fundraising	199,182	6.27	1,688,231	5.03	11.80	125
No impact on cause or community	144,317	4.55	1,350,945	4.03	10.68	113
No explanation of where donation would go	262,391	8.26	2,351,773	7.01	11.16	118
Other (!)	35,624	1.12	560,745	1.67	6.35	67
Reasons For Not Giving More (requests)						
Inconvenient time of day	115,335	3.63	909,103	2.71	12.69	134
Number of requests	185,244	5.83	1,586,942	4.73	11.67	123
Tone	136,726	4.31	1,284,464	3.83	10.64	112
Multiple requests	172,110	5.42	1,442,147	4.30	11.93	126
Method used	179,673	5.66	1,447,908	4.32	12.41	131
Other	21,277	0.67	183,390	0.55	11.60	123
Other Giving						
Food bank - Yes	1,483,681	46.73	12,980,982	38.69	11.43	121
Clothing, toys or household goods	1,964,604	61.88	18,205,459	54.26	10.79	114
Through a bequest in respondent's will	119,047	3.75	908,309	2.71	13.11	138

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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