

Digital Behaviour for Selected Canadian Metropolitan Areas

Montreal uses a blackberry to break up 9 times more than the other cities.

Montreal, with its social aptitude and love for fashion and entertainment, doesn't pay as much attention to technology. They like to feel safe at home thus Home Security systems are essential for them.

Calgary and Edmonton show above average online activities and PDA/Blackberry usage. They like to be well equipped with technological devices with Plasma/LCD TVs being very important to them.

In their online activities Vancouverites stand out searching the classifieds 40—60% more than people in other cities, Torontonians search the classifieds the least but they search for entertainment gossip the most.

- Plasma/LCD has its largest market in Calgary and Edmonton and the lowest in Montreal
- Home Security System has its largest market in Montreal and the smallest market in Toronto
- Montreal interacts with a TV show using PDA/Blackberry more than any other city
- Toronto and Vancouver trade stocks online and read entertainment gossip



Calgary uses a blackberry to ask someone on a date while Montreal uses it to break up a relationship.

2008 Digital Predictions

	Toronto	Montreal	Vancouver	Calgary	Edmonton
Plasma/LCD technology missed the most	14%	10%	15%	16%	16%
Home Security technology missed the most	7%	12%	9%	10%	10%
Ask someone on a date using PDA/Blackberry	5%	1%	5%	6%	5%
Break up a relationship using PDA/Blackberry	1%	9%	1%	1%	1%
Interact with a TV (e.g. Canadian Idol) show using PDA/Blackberry	2%	10%	2%	2%	2%
Online stocks trading	12%	8%	12%	10%	9%
Search classified online at least once a week	20%	22%	32%	24%	24%
Read entertainment news/gossip online daily	40%	23%	36%	26%	26%

Blue boxes indicate CMA results greater than Canadian average; Red text indicates results less than Canadian average

Source: G5 Delvinia Digital Canadians 2008 ©

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