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PRIZM Segment Highlights
by Top Household Count
Alberta

November 2020

CONFIDENTIAL

SYMPHONY TOURISM SERVICES
INSPIRED NAVIGATION

NORTHERN BC

CARIBOO CHILCOTIN COAST

THOMPSON OKANAGAN

KOOTENAY ROCKIES

VANCOUVER ISLAND

RESEARCH OVERVIEW

ENVIRONICS ANALYTICS

- Environics Analytics classifies Canada's neighbourhoods into 67 unique lifestyle types by integrating geographic, demographic and psychographic data to form the PRIZM database

- These segments can be used to better understand and communicate with your ideal customer

- This report summarizes **50** Key PRIZM Segments within the Alberta Market by **Household Volume** to assist in determining your targets

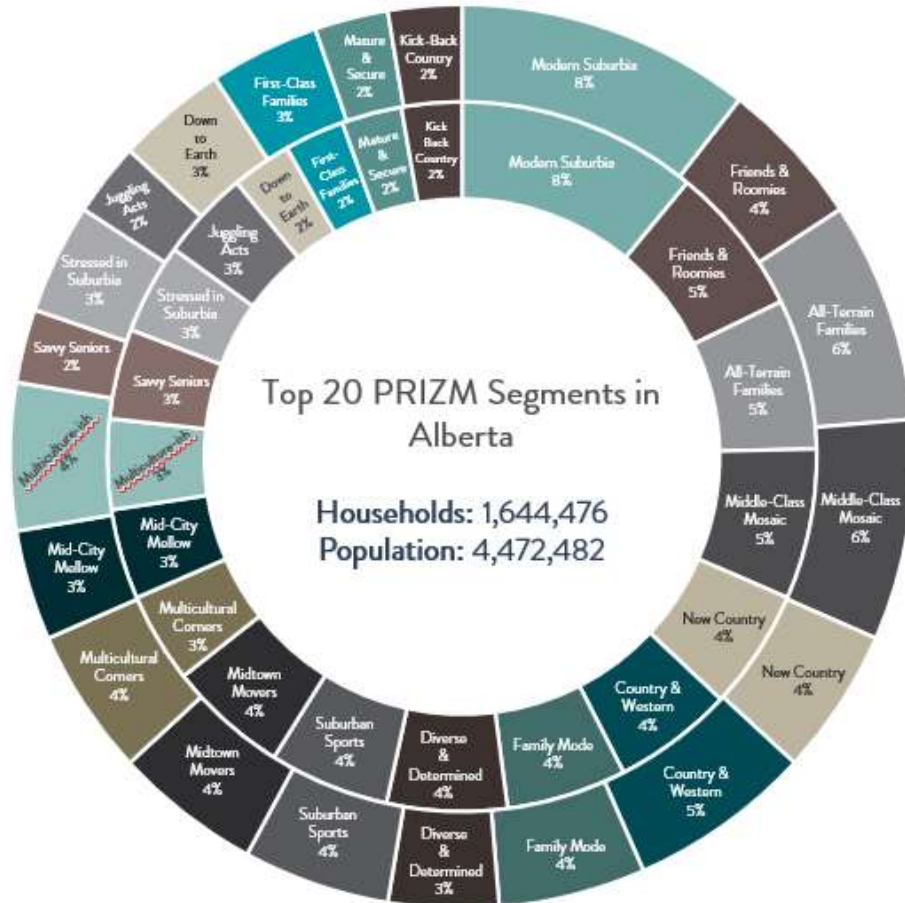All research queries are supported by detailed reports that summarize the following information:

- Top Geographic Markets
- Demographic Profiles
- Psychographic Profiles
- Key Social Values
- Key Tourism Activities
- Travel Profile (Vacation Spending, Booking, Travel Type and Frequency)
- Accommodation, Airline and Car Rental preferences
- Media Usage (Traditional and Social Media)
- Product Preferences (Food and Beverage)

Refer to the Sample of the **Modern Suburbia** segment for Alberta in the Appendix

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ALBERTA PRIZM SEGMENT COMPOSITION

TOP 20 SEGMENTS BY HOUSEHOLD COUNT

Top 20 PRIZM Segments in Alberta

Households: 1,644,476
Population: 4,472,482

Outer Circle: Population
Inner Circle: Households

PRIZM SEGMENT	Household Count	Population Count
Modern Suburbia	123,489 (8%)	376,989 (8%)
Friends & Roomies	86,518 (5%)	167,063 (4%)
All-Terrain Families	85,544 (5%)	248,743 (6%)
Middle-Class Mosaic	81,980 (5%)	248,820 (6%)
New Country	71,011 (4%)	199,871 (4%)
Country & Western	70,151 (4%)	208,967 (5%)
Family Mode	64,272 (4%)	197,419 (4%)
Diverse & Determined	62,321 (4%)	136,063 (3%)
Suburban Sports	61,676 (4%)	173,651 (4%)
Midtown Movers	57,855 (4%)	158,758 (4%)
Multicultural Corners	54,162 (3%)	175,925 (4%)
Mid-City Mellow	53,453 (3%)	146,353 (3%)
Multiculture-ish	46,523 (3%)	162,580 (4%)
Savvy Seniors	43,382 (3%)	102,004 (2%)
Stressed in Suburbia	42,788 (3%)	117,600 (3%)
Juggling Acts	41,108 (3%)	98,522 (2%)
Down to Earth	40,458 (2%)	111,996 (3%)
First-Class Families	36,893 (2%)	118,206 (3%)
Mature & Secure	35,973 (2%)	103,553 (2%)
Kick-Back Country	35,790 (2%)	107,540 (2%)

2020 ALBERTA PRIZM SEGMENT SUMMARY

MODERN SUBURBIA

General Canadian Summary:

- Younger and Middle-Aged, diverse families with younger children

- Highly Educated (University/College Degree)

- Mixed levels of employment

- Value trying new and exciting products and aesthetics over functionality

- Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau

- EQ Type: Virtual Traveller

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 41
Children at Home	58% of couples have children living at home
Household Income	Above Average Household Income of $141,199 compared to Alberta at $125,945
Top Social Value	Confidence in Advertising: A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
Media Habits	• 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4.6hrs/day on the Internet. Weekly Magazine usage is minimal (4min/day) • 77% currently use Facebook, 48% use Instagram and 36% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

FRIENDS AND ROOMIES

General Canadian Summary:

- Younger, diverse lower-middle-income city dwellers

- Mixed Education (High School/University)

- Service Sector and White-Collar positions

- Value in-person and online entertainment, music, podcasts and video games

- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton

- EQ Type: Cultural Explorer

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 2nd, making up 86,518 households, or 5.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 43
Children at Home	58% of couples have children living at home
Household Income	Below Average Household Income of $79,651 compared to Alberta at $125,945
Top Social Value	Multiculturalism - The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them
Media Habits	• 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 79% currently use Facebook, 41% use Instagram and 29% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

ALL-TERRAIN FAMILIES

General Canadian Summary:

- Younger and Middle-Aged couples and families with children under the age of 15

- Moderate Education (high school/college degree/Trades)

- Blue-collar positions in Mining, Oil and Gas Industries

- Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them

- Top Geography: St. Johns, Fredericton, Lethbridge, Red Deer

- EQ Type: Free Spirits

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 42
Children at Home	53% of couples have children living at home
Household Income	Above Average Household Income of $138,853 compared to Alberta at $125,945
Top Social Value	Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
Media Habits	• 14hrs/week listening to the Radio, 20hrs/week watching TV, 0hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day) • 78% currently use Facebook, 43% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

MIDDLE-CLASS MOSAIC

General Canadian Summary:

- Middle-income urban homeowners. More than a third of the population are visible minorities

- Moderate Education (Grade 9/High School/College)

- Blue-collar and Service Sector Positions in manufacturing, transportation and trades

- Enjoy a mellow urban lifestyle doing yoga and reading entertainment and science magazines

- Top Geography: Winnipeg, Saskatoon, Regina, Windsor, London

- EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank 4th, making up 81,980 households, or 5% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	47% of couples have children living at home
Household Income	Below Average Household Income of $97,145 compared to Alberta at $125,945
Top Social Value	Work Ethic - The propensity to follow the "golden rule" and guiding one's life according to the principles of deferring pleasure to realize greater gains in the future. Individuals who score high on this construct believe that children should be taught to work hard to get ahead
Media Habits	• 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 81% currently use Facebook, 40% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

NEW COUNTRY

General Canadian Summary:

- One of the wealthiest rural segments with maintainers between the ages of 45-64 years old

- Mixed Education (high school/college degree/University Degree)

- Blue-collar employment in the fields of Agriculture, Mining and Manufacturing

- Value community involvement and purchasing from small businesses rather than larger corporations

- Top Geography: Manitoba, Ontario, Prince Edward Island, Saskatchewan

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, New Country rank 5th, making up 71,011 households, or 4.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	54% of couples have children living at home
Household Income	Below Average Household Income of $107,836 compared to Alberta at $125,945
Top 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
Media Habits	• 14hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (12min/day) • 80% currently use Facebook, 31% use Instagram and 21% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

COUNTRY AND WESTERN

General Canadian Summary:

- Older, middle-income western homeowners

- Mixed Education

- Farming and Blue-Collar employment

- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles

- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 6th, making up 70,151 households, or 4.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	56% of couples have children living at home
Household Income	Below Average Household Income of $99,744 compared to Alberta at $125,945
Top Social Value	Emotional Control: The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences
Media Habits	• 14hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (13min/day) • 82% currently use Facebook, 32% use Instagram and 21% use Twitter

Source: Environics Analytics- Envision 2020

2020 ALBERTA PRIZM SEGMENT SUMMARY

FAMILY MODE

General Canadian Summary:

- Middle-aged couples and families with children (ages 10+) at home

- Moderate Education (high school/college degree)

- Blue-collar positions in service sector (Retail, Public Administration)

- Value outdoor adventure and interacting with people from different cultures

- Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's

- EQ Type: No Hassle Traveller

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 7th, making up 64,272 households, or 3.9% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 48
Children at Home	54% of couples have children living at home
Household Income	Above Average Household Income of $150,792 compared to Alberta at $125,945
Top Social Value	Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
Media Habits	• 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 77% currently use Facebook, 39% use Instagram and 29% use Twitter

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DIVERSE AND DETERMINED

General Canadian Summary:

- Midscale, younger and middle-aged city dwellers. Over one third of residents identify as a visible minority

- Mixed Education (High School/University)

- Mixed employment in Sales, Services, Business and Trades

- Value active activities such as Tennis, Pilates, Snowboarding/Skiing compared to more sedate pastimes

- Top Geography: Victoria, Abbotsford-Mission, Kelowna, Guelph

- EQ Type: Cultural History Buff

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Diverse & Determined rank 8th, making up 62,321 households, or 3.8% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 48
Children at Home	59% of couples have children living at home
Household Income	Below Average Household Income of $92,485 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 13hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 81% currently use Facebook, 42% use Instagram and 30% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SUBURBAN SPORTS

General Canadian Summary:

- Middle-aged couples and families (with children of all ages at home)

- Moderate Education (high school/college degree)

- Blue-collar positions in service sector (natural resources, Trades)

- Value community involvement and companies that treat their employees fairly

- **Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie**

- EQ Type: Gentle Explorer

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 9th, making up 61,676 households, or 3.8% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 50
Children at Home	46% of couples have children living at home
Household Income	Average Household Income of $136,314 compared to Alberta at $125,945
Top Social Value	Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	• 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day) • 79% currently use Facebook, 35% use Instagram and 25% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

MIDTOWN MOVERS

General Canadian Summary:

- Urban lower-middle-income families and singles. 45% identify as a visible minority

- Mixed Education (Grade 9/High School)

- Blue-collar positions in manufacturing, services and trades

- Value technology, entertainment and outdoor sporting activities

- Top Geography: Winnipeg, Edmonton, Calgary, Regina, London

- EQ Type: Free Spirit

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Midtown Movers rank 10th, making up 57,855 households, or 3.5% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 47
Children at Home	40% of couples have children living at home
Household Income	Below Average Household Income of $79,833 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day) • 84% currently use Facebook, 41% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY
MULTICULTURAL CORNERS

General Canadian Summary:

- Larger, more diverse families with older children

- Mixed Education (high school/college degree/University Degree)

- White-collar and Service Sector Positions

- Value hard work, their families, community involvement and religious connections

- Top Geography: Edmonton, Toronto, Calgary, Ottawa, Guelph and Gatineau

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 11th, making up 54,162 households, or 3.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 50
Children at Home	56% of couples have children living at home
Household Income	Average Household Income of $124,669 compared to Alberta at $125,945
Top Social Value	Work Ethic - The propensity to follow the "golden rule" and guiding one's life according to the principles of deferring pleasure to realize greater gains in the future. Individuals who score high on this construct believe that children should be taught to work hard to get ahead
Media Habits	• 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (5min/day) • 78% currently use Facebook, 42% use Instagram and 34% use Twitter

Source: Environics Analytics- Envision 2020

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2020 ALBERTA PRIZM SEGMENT SUMMARY

MID-CITY MELLOW

General Canadian Summary:

- Older, more mature singles and middle-aged families with older children

- Moderate Education (high school/college degree)

- Blue-collar positions in the service sector

- Value community involvement and the preservation of cultural traditions as well as brand authenticity

- Top Geography: Edmonton, Winnipeg, Hamilton, Toronto, Oshawa, St. Catharines, Niagara and Regina

- EQ Type: Personal History Explorer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Mid-City Mellow rank 12th, making up 53,453 households, or 3.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	57% of couples have children living at home
Household Income	Average Household Income of $119,718 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day) • 78% currently use Facebook, 35% use Instagram and 27% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

MULTICULTURE-ISH

General Canadian Summary:

- Ethnically diverse middle-aged Asian and South Asian households

- Highly Educated – University/Advanced Degree

- White-collar positions in Management, Business and Sciences

- Value ethnic diversity within their communities, work ethic and advertising

- Top Geography: Calgary, Edmonton, Winnipeg, Windsor, Guelph

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Multiculture-ish rank 13th, making up 46,523 households, or 2.8% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 48
Children at Home	65% of couples have children living at home
Household Income	Above Average Household Income of $166,844 compared to Alberta at $125,945
Top Social Value	Legacy - The 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
Media Habits	• 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Weekly Magazine usage is minimal (5min/day) • 75% currently use Facebook, 43% use Instagram and 36% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SAVVY SENIORS

General Canadian Summary:

- Upper-Middle-income Seniors in Urban Apartments. Nearly 40% of maintainers are over 65

- Mixed Education (High School/College/University degree)

- Upper level positions in Science, Education, Arts and Public Administration

- Value cultural activities, art galleries, the theatre and classical music concerts

- Top Geography: Victoria, Abbotsford, Saskatoon, London, Guelph

- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Savvy Seniors rank 14th, making up 43,382 households, or 2.6% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	52% of couples have children living at home
Household Income	Average Household Income of $124,394 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 13hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day) • 78% currently use Facebook, 38% use Instagram and 28% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

STRESSED IN SUBURBIA

General Canadian Summary:

- Middle-Income, younger and middle-aged suburban families

- Mixed Education - College/High School

- Blue-collar and service sector jobs

- Value leisure activities (cross-country skiing, golf, country music concerts and dinner theatres)

- Top Geography: Red Deer, Barrie, Kitchener, Oshawa, Kingston

- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Stressed in Suburbia rank 15th, making up 42,788 households, or 2.6% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 48
Children at Home	44% of couples have children living at home
Household Income	Below Average Household Income of $110,451 compared to Alberta at $125,945
Top Social Value	Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	• 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day) • 80% currently use Facebook, 37% use Instagram and 27% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

JUGGLING ACTS

General Canadian Summary:

- Younger, lower-middle-income urban singles and families

- Moderate Education (Grade 9/High School/College Degree)

- Blue-collar and Service Sector Positions

- Value dining and entertainment, family friendly activities and daytime/reality television

- Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay

- EQ Type: Free Spirit

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 16th, making up 41,108 households, or 2.5% of the total Households in Alberta (1,644,476)
Maintainer Age	The Median Household Maintainer Age is 45
Children at Home	40% of couples have children living at home
Household Income	Below Average Household Income of $102,001 compared to Alberta at $125,945
Top Social Value	Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
Media Habits	• 15hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day) • 82% currently use Facebook, 38% use Instagram and 28% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

DOWN TO EARTH

General Canadian Summary:

- Older, middle-income, rural couples and families

- Mixed Education

- Blue-collar and Service Sector Positions in agriculture, construction and the trades

- Enjoy outdoorsy activities such as hunting, fishing and gardening as well as crafting and home improvement

- Top Geography: Prince Edward Island, Newfoundland, Nova Scotia, British Columbia and Alberta

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 17th, making up 40,458 households, or 2.5% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	53% of couples have children living at home
Household Income	Below Average Household Income of $105,282 compared to Alberta at $125,945
Top 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
Media Habits	• 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (12min/day) • 81% currently use Facebook, 32% use Instagram and 21% use Twitter

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FIRST CLASS FAMILIES

General Canadian Summary:

- Middle-aged families with four or more people living at home (Children aged 10+)

- Mixed Education (high school/college degree/University Degree)

- White Collar/Service Sector Positions in Management, Education and Government

- Value environmental protection and living a healthy/wholesome lifestyle

- Top Geography: Calgary, Vancouver, Toronto, Ottawa, Oshawa, Windsor, Guelph, Hamilton and Gatineau

- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, First-Class Families rank 18th, making up 36,893 households, or 2.2% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	57% of couples have children living at home
Household Income	Above Average Household Income of $187,416 compared to Alberta at $125,945
Top Social Value	Effort Towards Health - The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet
Media Habits	• 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day) • 75% currently use Facebook, 38% use Instagram and 21% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

MATURE AND SECURE

General Canadian Summary:

- Older couples and families with children (ages 10+) at home

- Highly Educated (University/College Degree)

- White-collar positions in Business, Finance, Science and Education

- Value their health and local (Canadian) made products/services

- Top Geography: Calgary, Vancouver, Edmonton, Montréal, Toronto, Ottawa, Gatineau, Winnipeg, London and Hamilton

- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Mature & Secure rank 19th, making up 35,973 households, or 2.2% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	48% of couples have children living at home
Household Income	Above Average Household Income of $160,241 compared to Alberta at $125,945
Top Social Value	Legacy - The 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
Media Habits	• 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 75% currently use Facebook, 37% use Instagram and 29% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

KICK-BACK COUNTRY

General Canadian Summary:

- Middle-aged families and older couples with children ages 5-24 at home

- Mixed Education (high school/college degree/University Degree)

- Entry level positions in service sector (Mining, Construction, Trades and Transportation)

- Value outdoor adventure/healthy lifestyle and purchasing from small businesses

- Top Geography: spread across British Columbia, Alberta, Southern Ontario, Prince Edward Island and New Brunswick

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 20th, making up 35,790 households, or 2.2% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	46% of couples have children living at home
Household Income	Above Average Household Income of $145,747 compared to Alberta at $125,945
Top 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
Media Habits	• 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day) • 79% currently use Facebook, 33% use Instagram and 24% use Twitter

Source: Environics Analytics- Envision 2020

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JUST GETTING BY

General Canadian Summary:

- Younger, low-income city singles and families

- Mixed Education (Grade 9/High School/College

- Low-level positions in the Services, Trades and Manufacturing

- Value leisure activities, visiting chain restaurants and keeping up to date on entertainment and celebrity gossip

- Top Geography: Saint John, Sault Ste. Marie, North Bay, Belleville

- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Just Getting By rank 21st, making up 35,345 households, or 2.1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 48
Children at Home	58% of couples have children living at home
Household Income	Below Average Household Income of $71,112 compared to Alberta at $125,945
Top Social Value	Primacy of Environmental Protection: People strong on this construct prioritize the protection of the environment over economic advancement and job creation that could threaten the environment
Media Habits	• 14hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day) • 82% currently use Facebook, 37% use Instagram and 27% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

TURBO BURBS

General Canadian Summary:

- Middle-aged couples and families (with children ages 10-24 at home)

- Mixed Education (high school/college degree/University Degree)

- White-collar/Service Sector Positions in Management, Finance, Education and Government

- Value products offered by companies that are good corporate citizens as well as small, local businesses

- Top Geography: Kelowna, Prince George, Barrie, Saint John and St. John's

- EQ Type: Personal History Explorer

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Turbo Burbs rank 22nd, making up 34,645 households, or 2.1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	51% of couples have children living at home
Household Income	Above Average Household Income of $225,242 compared to Alberta at $125,945
Top Social Value	Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	• 13hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 77% currently use Facebook, 36% use Instagram and 29% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

VALUE VILLAGERS

General Canadian Summary:

- Lower-middle-income city dwellers

- Mixed Education (Grade 9/High School/College)

- Blue-collar and Service Sector Positions in manufacturing, sales, trades

- Enjoy crafting, swimming, hunting and snowboarding and value learning from different cultures

- Top Geography: Windsor, Prince George, Sarnia, Brantford, Cape Breton

- EQ Type: Gentle Explorer

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Value Villagers rank 23rd, making up 34,040 households, or 2.1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 51
Children at Home	58% of couples have children living at home
Household Income	Below Average Household Income of $89,345 compared to Alberta at $125,945
Top Social Value	Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	• 15hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal (10min/day) • 82% currently use Facebook, 35% use Instagram and 25% use Twitter

2020 ALBERTA PRIZM SEGMENT SUMMARY

AGRI-BIZ

General Canadian Summary:

- Middle-income farmers and blue-collar workers. Agri-Biz is one of Canada's most rustic lifestyles

- Mixed Education (Grade 9/High School/Trade School)

- Blue-collar and Farming employment. Agri-Biz has the highest proportion of Farmers in Canada

- Value outdoor activities, fishing, hunting and boating

- Top Geography: British Columbia, Southern Ontario, Saskatchewan, Newfoundland, Alberta

- EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics-Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Agri-Biz rank 24th, making up 30,915 households, or 1.9% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	53% of couples have children living at home
Household Income	Below Average Household Income of $102,746 compared to Alberta at $125,945
Top 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
Media Habits	• 14hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (13min/day) • 80% currently use Facebook, 32% use Instagram and 21% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

INDIEVILLE

General Canadian Summary:

- Younger and middle-aged urban singles and couples

- Highly Educated (University Degree). Twice as likely as the average Canadian to hold a Master's Degree

- White-collar and Service Sector Positions in the arts, education and sciences

- Enjoy an active social life, nightclubs, sports bars as well as a healthy lifestyle through swimming, yoga and Pilates classes

- Top Geography: Victoria, London, Kitchener, Toronto, Halifax

- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics-Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Indieville rank 25th, making up 28,279 households, or 1.7% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	54% of couples have children living at home
Household Income	Below Average Household Income of $107,679 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 80% currently use Facebook, 40% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

DOWNTOWN VERVE

General Canadian Summary:

- Younger and Middle-Aged singles, couples and families with children ranging from ages 5-24

- Highly Educated (University/College Degree)

- White-collar Management Positions

- Value the environment and purchasing eco-friendly products/services

- Top Geography: Calgary, Vancouver, Montréal, Halifax, Ottawa and Gatineau

- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Downtown Verve rank 26th, making up 27,896 households, or 1.7% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 44
Children at Home	48% of couples have children living at home
Household Income	Above Average Household Income of $147,291 compared to Alberta at $125,945
Top Social Value	Flexible Families: The willingness to accept non-traditional definitions of "family," such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family."
Media Habits	• 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 77% currently use Facebook, 41% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

LATTE LIFE

General Canadian Summary:

- Younger, single urban renters, between the ages of 25-44. Latte Life are one of the youngest PRIZM Segments

- University Education

- Entry-level positions in Education, Arts, Business and Science

- Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media

- Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo, Halifax

- EQ Type: Cultural History Buff

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics-Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Latte Life rank 27th, making up 24,697 households, or 1.5% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 36
Children at Home	28% of couples have children living at home
Household Income	Below Average Household Income of $98,685 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 13hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 4.5hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 74% currently use Facebook, 44% use Instagram and 29% use Twitter

2020 ALBERTA PRIZM SEGMENT SUMMARY

THE A-LIST

General Canadian Summary:

- Canada's most affluent segment. Middle-aged and older couples and families with older children (ages 10-25)

- Highly Educated – University/Advanced Degree

- Executive Positions in Management, Real Estate and the Arts

- Value community involvement, cultural diversity and having a healthy lifestyle

- Top Geography: Calgary, Vancouver, Edmonton, Montréal

- EQ Type: Authentic Experiencer

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, The A-List rank 28th, making up 23,972 households, or 1.5% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	55% of couples have children living at home
Household Income	Above Average Household Income of $466,483 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 73% currently use Facebook, 38% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SOUTH ASIAN ENTERPRISE

General Canadian Summary:

- Larger, upper-middle class families often living in multi-family households

- Mixed Education (high school/college degree/University Degree)

- Blue-collar and Service Sector Positions

- Value culturally diverse community involvement, large events and brands with authentic stories

- Top Geography: Toronto, Abbotsford-Mission, Edmonton, Calgary, Winnipeg

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, South Asian Enterprise rank 29th, making up 21,601 households, or 1.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 45
Children at Home	71% of couples have children living at home
Household Income	Below Average Household Income of $112,176 compared to Alberta at $125,945
Top Social Value	Traditional Family - The belief that society should guard against new definitions of what constitutes a "family" and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction.
Media Habits	• 10hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.3hrs/day on the Internet. Weekly Magazine usage is minimal (3min/day) • 79% currently use Facebook, 45% use Instagram and 36% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SUBURBAN RECLINERS

General Canadian Summary:

- Suburban downscale singles and couples

- Mixed Education – Grade 9/High School/College

- Accommodation and Food Service Employment

- Value visiting Provincial Parks, Casinos, Horse-Races and Lottery Kiosks

- Top Geography: Cape Breton, Nanaimo, Chilliwack

- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Suburban Recliners rank 30th, making up 20,670 households, or 1.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	52% of couples have children living at home
Household Income	Below Average Household Income of $82,529 compared to Alberta at $125,945
Top Social Value	Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	• 14hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Weekly Magazine usage is minimal (11min/day) • 81% currently use Facebook, 36% use Instagram and 25% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

WEALTHY AND WISE

General Canadian Summary:

- Older, more mature families with older children (Ages 10-25)

- Highly Educated – University/Advanced Degree

- White-collar positions in high-level Management

- Value learning from different cultures and incorporating diverse influences into their lives

- Top Geography: Calgary, Ottawa, Gatineau, Regina, London and Victoria

- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Wealthy & Wise rank 31st, making up 19,653 households, or 1.2% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	49% of couples have children living at home
Household Income	Above Average Household Income of $242,135 compared to Alberta at $125,945
Top Social Value	Legacy - The 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
Media Habits	• 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 75% currently use Facebook, 38% use Instagram and 29% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SOCIAL NETWORKERS

General Canadian Summary:

- Young, Diverse singles in city apartments. Over 50% identify as a visible minority

- Moderate Education (high school/University degree)

- White-collar and Service Sector Positions in the arts, sciences and sales

- Enjoy the lively cultural scene of city living, frequenting art galleries, cinemas, operas and music festivals

- Top Geography: Halifax, Kingston, Windsor, London, Kitchener

- EQ Type: Cultural History Buff

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Social Networkers rank 32nd, making up 16,894 households, or 1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 35
Children at Home	34% of couples have children living at home
Household Income	Below Average Household Income of $73,479 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 12hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.5hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 76% currently use Facebook, 44% use Instagram and 30% use Twitter

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EAT, PLAY, LOVE

General Canadian Summary:

- Younger urban singles. Over half of households contain single or divorced individuals

- University Education (Most educated of all 67 segments)

- White-collar positions in Business, Science, Education and Management

- Value experience-intensive lifestyles, adventure sports, concerts, gourmet cooking

- Top Geography: Toronto, Ottawa, Victoria, Edmonton, Calgary

- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Eat, Play, Love rank 33rd, making up 16,258 households, or 1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 39
Children at Home	24% of couples have children living at home
Household Income	Above Average Household Income of $153,102 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 12hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day) • 72% currently use Facebook, 44% use Instagram and 29% use Twitter

Source: Environics Analytics- Envision 2020

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2020 ALBERTA PRIZM SEGMENT SUMMARY

BOOMER BLISS

General Canadian Summary:

- Couples and Families with older children (ages 10+) at home

- Highly Educated (University/College Degree)

- White-collar positions in Management, Education, Health and Government Services

- Value environmental protection and eco-friendly products

- Top Geography: London, Hamilton, St. Catharines, Victoria, Nanaimo, Sault Ste. Marie, Chatham-Kent, Peterborough and Kingston

- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Boomer Bliss rank 34th, making up 12,568 households, or 0.8% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	52% of couples have children living at home
Household Income	Above Average Household Income of $153,311 compared to Alberta at $125,945
Top Social Value	Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	• 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (11min/day) • 77% currently use Facebook, 36% use Instagram and 26% use Twitter

Source: Environics Analytics-Envision 2020

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2020 ALBERTA PRIZM SEGMENT SUMMARY

ON THEIR OWN AGAIN

General Canadian Summary:

- City seniors in apartment rentals

- Mixed Education. Over 45% have attended College or University

- White-collar and Service Sector Positions in sales, administration support and health care

- Value being active in their communities as volunteers on local issues as well as reading, watching tv and listening to music

- Top Geography: Ottawa, Oshawa, Hamilton, Guelph, Winnipeg

- EQ Type: Personal History Explorer

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, On Their Own Again rank 35th, making up 11,403 households, or 0.7% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 53
Children at Home	38% of couples have children living at home
Household Income	Below Average Household Income of $77,422 compared to Alberta at $125,945
Top Social Value	Flexible Families: The willingness to accept non-traditional definitions of "family," such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family."
Media Habits	• 14hrs/week listening to the Radio, 25hrs/week watching TV, 2hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day) • 77% currently use Facebook, 42% use Instagram and 29% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SLOW-LANE SUBURBS

General Canadian Summary:

- Older and mature suburban singles and couples

- Mixed Education - College/High School

- Service sector and white-collar jobs in health, food services, sales or retail

- Value leisure-intensive lifestyles, casinos, community theatre, beer/food/wine festivals

- Top Geography: Sault Ste. Marie, Thunder Bay, North Bay, Sarnia

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Slow-Lane Suburbs rank 36th, making up 10,423 households, or 0.6% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	53% of couples have children living at home
Household Income	Below Average Household Income of $90,965 compared to Alberta at $125,945
Top Social Value	National Pride: The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world
Media Habits	• 15hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal (11min/day) • 80% currently use Facebook, 34% use Instagram and 25% use Twitter

Source: Environics Analytics-Envision 2020

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HAPPY MEDIUM

General Canadian Summary:

- Suburban, middle-income couples and families

- Mixed Education (High School/College)

- Blue-collar and Service Sector Positions in manufacturing, construction, mining and public administration

- Enjoy home based activities such as sewing and woodworking as well as spectator sports and shopping at second hand stores

- Top Geography: Greater Sudbury, Belleville, Fredericton, Saint John

- EQ Type: Virtual Traveller

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Happy Medium rank 37th, making up 10,370 households, or 0.6% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 53
Children at Home	57% of couples have children living at home
Household Income	Below Average Household Income of $108,136 compared to Alberta at $125,945
Top Social Value	Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	• 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (10min/day) • 79% currently use Facebook, 34% use Instagram and 23% use Twitter

Source: Environics Analytics- Envision 2020

2020 ALBERTA PRIZM SEGMENT SUMMARY
COUNTRY TRADITIONS

General Canadian Summary:

- Middle-aged couples and families (with children of all ages at home)

- Mixed Education (high school/college degree/University Degree)

- Blue-collar positions in service sector (Construction, Health Care, Social Services and Public Administration)

- Value the outdoors and the opportunity to escape into nature as well as purchasing from ethical companies

- Top Geography: Halifax, Southern Ontario, Nova Scotia, Newfoundland and New Brunswick

- EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Country Traditions rank 38th, making up 10,011 households, or 0.6% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	48% of couples have children living at home
Household Income	Average Household Income of $137,887 compared to Alberta at $125,945
Top 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
Media Habits	• 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 77% currently use Facebook, 33% use Instagram and 25% use Twitter

Source: Environics Analytics-Envision 2020

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SCENIC RETIREMENT

General Canadian Summary:

- Older and more mature, middle-income suburbanites

- Mixed Education - College/High School

- Blue-collar and service sector jobs as well as pensions and government transfers

- Value traditional media and home-based hobby crafts

- Top Geography: Vernon, Nanaimo, Kelowna

- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics-Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Scenic Retirement rank 39th, making up 9,255 households, or 0.6% of the total Households in Alberta (1,644,476)
Maintainer Age	The Median Household Maintainer Age is 60
Children at Home	46% of couples have children living at home
Household Income	Below Average Household Income of $109,327 compared to Alberta at $125,945
Top Social Value	Ethical Consumerism: The willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals).
Media Habits	• 14hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Weekly Magazine usage is minimal (19min/day) • 78% currently use Facebook, 33% use Instagram and 25% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

KEEP ON TRUCKING

General Canadian Summary:

- Younger and middle-aged couples and families with a high concentration of peoples with Aboriginal Origin

- Mixed Education (high school/college degree/University Degree)

- Blue-collar positions in service sector, mining, oil and gas

- Value small-town community involvement, living a healthy lifestyle and social equality

- Top Geography: Saskatchewan, Prince Edward Island, Ontario and Halifax

- EQ Type: No Hassle Traveller

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Keep on Trucking rank 40th, making up 8,413 households, or 0.5% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 50
Children at Home	44% of couples have children living at home
Household Income	Average Household Income of $116,715 compared to Alberta at $125,945
Top Social Value	Work Ethic - The propensity to follow the "golden rule" and guiding one's life according to the principles of deferring pleasure to realize greater gains in the future. Individuals who score high on this construct believe that children should be taught to work hard to get ahead
Media Habits	• 15hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day) • 80% currently use Facebook, 34% use Instagram and 24% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

BACKCOUNTRY BOOMERS

General Canadian Summary:

- Rural, lower-middle-income older couples and singles

- Mixed Education

- Blue-collar and Service Sector Positions in farming, natural resources, construction, transportation and trades

- Value their outdoor surroundings, hiking, cross-country skiing and snowmobiling

- Top Geography: Prince Edward Island, Ontario, Nova Scotia, Newfoundland, New Brunswick

- EQ Type: Virtual Traveller

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics-Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Backcountry Boomers rank 41st, making up 6,818 households, or 0.4% of the total Households in Alberta (1,644,476)
Maintainer Age	The Median Household Maintainer Age is 58
Children at Home	50% of couples have children living at home
Household Income	Below Average Household Income of $93,644 compared to Alberta at $125,945
Top 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
Media Habits	• 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Weekly Magazine usage is minimal (13min/day) • 80% currently use Facebook, 33% use Instagram and 22% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

CAME FROM AWAY

General Canadian Summary:

- Multi-ethnic, middle-aged urban renters. Nearly 60% of residents are foreign-born

- Mixed Education (Grade School through to University)

- Service Sector employment and jobs in manufacturing and trades

- Value furthering their education to advance their careers as well as outdoor sports and activities

- Top Geography: Toronto, Kitchener, Hamilton, Ottawa, Montréal

- EQ Type: Free Spirit

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Came From Away rank 42nd, making up 6,584 households, or 0.4% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 39
Children at Home	48% of couples have children living at home
Household Income	Below Average Household Income of $101,832 compared to Alberta at $125,945
Top Social Value	Attraction to Crowds: Enjoyment of being in large crowds as a means of deindividuation and connection-seeking
Media Habits	• 10hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.4hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 77% currently use Facebook, 40% use Instagram and 30% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

INDIGENOUS FAMILIES

General Canadian Summary:

- Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin

- Mixed Education (Grade 9/High School)

- Positions in health care, education and the trades

- Value volunteering within their communities and outdoor activities such as hiking, skiing and boating

- Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Indigenous Families rank 43rd, making up 5,839 households, or 0.4% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	44% of couples have children living at home
Household Income	Below Average Household Income of $98,996 compared to Alberta at $125,945
Top 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
Media Habits	• 14hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (11min/day) • 83% currently use Facebook, 33% use Instagram and 22% use Twitter

Source: Environics Analytics- Envision 2020

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ASIAN SOPHISTICATES

General Canadian Summary:

- Middle-aged Boomer Parents with Teenaged and Older Children and Grandparents living at home

- Highly Educated (University/College Degree)

- White-collar positions in Business, Finance, Arts and Science

- Value brand authenticity and community involvement

- Top Geography: Toronto, Vancouver, Waterloo, Montréal and Edmonton

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Asian Sophisticates rank 44th, making up 4,932 households, or 0.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	61% of couples have children living at home
Household Income	Above Average Household Income of $170,142 compared to Alberta at $125,945
Top Social Value	Legacy - The 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
Media Habits	• 10hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.3hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day) • 72% currently use Facebook, 37% use Instagram and 34% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SILVER FLATS

General Canadian Summary:

- Mature, suburban singles and couples. Silver Flats are the oldest segment in Canada

- Mixed Education

- Over two thirds of Silver Flats are retired

- Enjoy quiet hobbies such as reading and bird watching as well as staying active through fitness classes, rowing and walking

- Top Geography: North Bay, Sault Ste. Marie, Sarnia, Brantford, St. Catharines – Niagara

- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Silver Flats rank 45th, making up 4,893 households, or 0.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 60
Children at Home	50% of couples have children living at home
Household Income	Below Average Household Income of $73,695 compared to Alberta at $125,945
Top Social Value	National Pride: The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world
Media Habits	• 13hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal (11min/day) • 82% currently use Facebook, 34% use Instagram and 24% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

OLD TOWN ROADS

General Canadian Summary:

- Older, lower-middle-income town couples and singles

- Mixed Education

- Lower-Income jobs in manufacturing, farming, services and trades

- Value investing in Canadian made goods/services

- Top Geography: Prince Edward Island, Southern Ontario, Nova Scotia, New Brunswick, British Columbia

- EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Old Town Roads rank 46th, making up 4,124 households, or 0.3% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	53% of couples have children living at home
Household Income	Below Average Household Income of $90,603 compared to Alberta at $125,945
Top 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
Media Habits	• spend 15hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal (12min/day) • 80% currently use Facebook, 33% use Instagram and 23% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

NEW ASIAN HEIGHTS

General Canadian Summary:

- Younger, Educated Asian Singles and Couples

- University Education

- Positions in Science, Arts and Culture, Information and Technology

- Value city life and a fast-paced urban environment, shopping, going out to pubs and sports bars

- Top Geography: Vancouver, Calgary, Kitchener, Toronto, Montréal

- EQ Type: Cultural History Buff

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, New Asian Heights rank 47th, making up 3,350 households, or 0.2% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 36
Children at Home	27% of couples have children living at home
Household Income	Below Average Household Income of $74,900 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 11hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 77% currently use Facebook, 42% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

SOUTH ASIAN SOCIETY

General Canadian Summary:

- Middle- aged, middle income South Asian Families with children of mixed ages

- Grade 9/High School Education

- Positions in Manufacturing, Trades and Services

- Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising

- Top Geography: Abbotsford-Mission, Vancouver, Kelowna, Calgary, Toronto

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank 48th, making up 2,114 households, or 0.1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 44
Children at Home	71% of couples have children living at home
Household Income	Below Average Household Income of $96,073 compared to Alberta at $125,945
Top Social Value	Traditional Family - The belief that society should guard against new definitions of what constitutes a "family" and preserve the traditional, "one man, one woman" definition of the nuclear family.
Media Habits	• 10hrs/week listening to the Radio, 19hrs/week watching TV, 0hr/week reading the Newspaper and 4.3hrs/day on the Internet. Weekly Magazine usage is minimal (4min/day) • 80% currently use Facebook, 45% use Instagram and 35% use Twitter

Source: Environics Analytics- Envision 2020

2020 ALBERTA PRIZM SEGMENT SUMMARY

ASIAN ACHEIVEMENT

General Canadian Summary:

- Middle-aged and older families with 60% of citizens born outside of Canada. Children ages 5-25 at home

- Moderate Education (high school/University degree)

- White-collar and Service Sector Positions

- Value connections to similar communities and products/services from large companies with a compelling story

- Top Geography: Vancouver, Toronto, Edmonton, Calgary and Montréal

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Asian Achievement rank 49th, making up 1,363 households, or 0.1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	50% of couples have children living at home
Household Income	Average Household Income of $124,634 compared to Alberta at $125,945
Top Social Value	Legacy - The 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
Media Habits	• 11hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day) • 77% currently use Facebook, 39% use Instagram and 31% use Twitter

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2020 ALBERTA PRIZM SEGMENT SUMMARY

METRO MELTING POT

General Canadian Summary:

- Diverse, middle-income city dwellers

- Moderate Education (high school/University degree)

- Mixed occupations, business, services and manufacturing

- Enjoy splurging on home electronics and video gaming systems. Value multiculturalism and the preservation of cultural identity

- Top Geography: Toronto, Vancouver, Hamilton, Ottawa, Montréal

- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Metro Melting Pot rank 50th, making up 823 households, or 0.1% of the total Households in Alberta (1,644,476)
Maintainer Age	Median Household Maintainer Age is 50
Children at Home	46% of couples have children living at home
Household Income	Below Average Household Income of $94,194 compared to Alberta at $125,945
Top Social Value	Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
Media Habits	• 12hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day) • 80% currently use Facebook, 41% use Instagram and 31% use Twitter

Source: Environics Analytics- Envision 2020

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APPENDIX

MODERN SUBURBIA

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Overview

- Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 41, 58% of couples have children living at home

- Above Average Household Income of $141,199 compared to Alberta at $125,945

- **Top Social Value: Confidence in Advertising:** A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society

- Above average interest in Swimming, Sporting Events and Cycling

- Average interest in travelling within Canada (Above Average for: Banff, BC, Calgary, Jasper and Vancouver); Modern Suburbia from Alberta spent an average of $1,596 on their last vacation

- On average Modern Suburbia from Alberta spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4.6hrs/day on the Internet. Weekly Magazine usage is minimal (4min/day)

- 77% currently use Facebook, 48% use Instagram and 36% use Twitter

Market Sizing
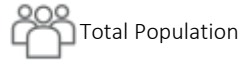
Total Population

Target Group: 376,989 | 8.4%
Market: 4,472,482

Total Households

Target Group: 123,489 | 7.5%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	49.4	15.6	207	392,545	23.9
Calgary, AB (CY)	42.9	10.5	140	504,320	30.7
Wood Buffalo, AB (SM)	2.7	12.4	165	27,216	1.7
Airdrie, AB (CY)	1.3	6.2	82	25,833	1.6
Chestermere, AB (CY)	1.0	17.4	232	7,081	0.4
Strathcona County, AB (SM)	0.7	2.3	31	38,575	2.3
Red Deer, AB (CY)	0.6	1.8	23	42,867	2.6
St. Albert, AB (CY)	0.5	2.2	30	25,755	1.6
Lethbridge, AB (CY)	0.4	1.1	15	40,477	2.5
Grande Prairie, AB (CY)	0.2	0.8	11	25,600	1.6

EQ Segments

% of Target Group Households

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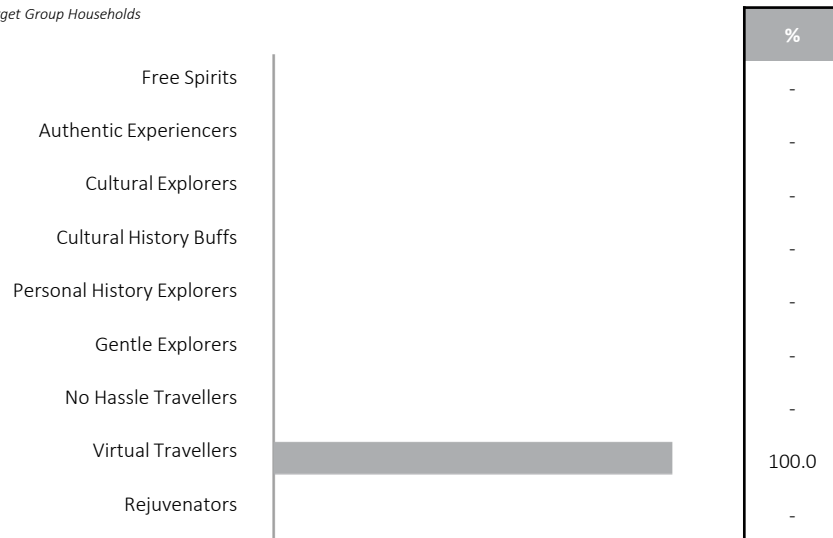
Top PRIZM Segments

% of Target Group Households

	%
11 - Modern Suburbia	100.0

Modern Suburbia

Demographic Profile

Total Population
Target Group: 376,989 | 8.4%
Market: 4,472,482

Total Households
Target Group: 123,489 | 7.5%
Market: 1,644,476

Average Household Income
$141,199
(112)

Median Household Maintainer Age
41
(83)

Household Size*

%	16.7	29.1	19.8	21.3	13.1
Index	**70**	**85**	**123**	**139**	**127**

(1 Person, 2 Persons, 3 Persons, 4 Persons, 5+ Persons)
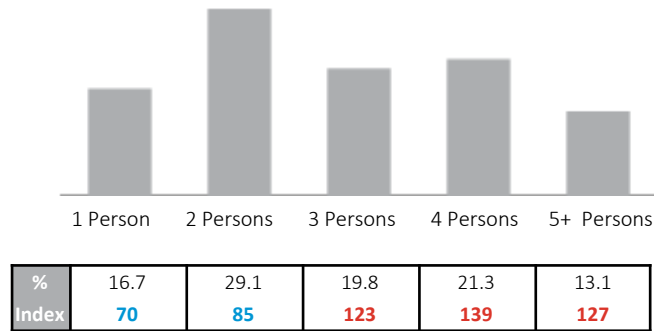
Marital Status**
67.7%
(113)
Married/Common-Law

Family Composition***
58.0%
(125)
Couples With Kids at Home

Education**
36.8%
(145)
University Degree

Visible Minority Presence*
55.0%
(193)
Belong to a visible minority group

Non-Official Language*
2.3%
(159)
No knowledge of English or French

Immigrant Population*
38.2%
(168)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Status via Home	**148**	**50**	Fulfilment Through Work
Ostentatious Consumption	**146**	**66**	Ecological Concern
Confidence in Advertising	**146**	**66**	Attraction to Nature
Personal Optimism	**139**	**67**	Brand Apathy
Pursuit of Novelty	**135**	**68**	Utilitarian Consumerism

Key Social Values

Confidence in Advertising Index = **146**	Attraction For Crowds Index = **134**	Ecological Fatalism Index = **132**
Consumption Evangelism Index = **127**	Consumptivity Index = **125**	National Pride Index = **121**
Racial Fusion Index = **119**	Pursuit of Originality Index = **118**	Culture Sampling Index = **115**
Need for Escape Index = **114**	Multiculturalism Index = **113**	Traditional Family Index = **113**

Sources: DemoStats 2020, SocialValues 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

*Based on Households **Based on Household Population 15+ ***Based on Census Family Households

Psychographics benchmarked to Canada, and Strong/Weak values ranked by index

2

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.9	99
Home exercise & home workout	59.1	107
Swimming	58.2	113
Camping	57.6	97
Gardening	56.7	96

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	60.8	131
Auditoriums, arenas & stadiums (any)	53.1	112
Sporting events	51.7	126
Movies at a theatre/drive-in	43.6	115
National or provincial park	43.2	107

Key Tourism Activities**

Swimming	Camping	Sporting events	Cycling	Hiking & backpacking	National or provincial park	Parks & city gardens	Bars & restaurant bars
58.2% (113)	57.6% (97)	51.7% (126)	51.1% (113)	45.5% (111)	43.2% (107)	40.9% (103)	38.3% (104)

Ice skating	Golfing	Zoos & aquariums	Theme parks, waterparks & water slides	Photography	Specialty movie theatres/IMAX	Canoeing & kayaking	Historical sites
34.3% (113)	31.6% (101)	31.6% (101)	30.3% (143)	30.1% (97)	28.1% (111)	28.0% (103)	26.6% (107)

Fishing & hunting	Pilates & yoga	Cross country skiing & snowshoeing	Downhill skiing	Hockey	Video arcades & indoor amusement centres	ATV & snowmobiling	Adventure sports
23.6% (83)	22.0% (97)	21.9% (103)	21.1% (106)	20.2% (129)	18.5% (141)	15.0% (86)	13.9% (110)

Snowboarding	Curling	Power boating & jet skiing	Dinner theatres	Beer, food & wine festivals	Inline skating	RV shows	Music festivals
12.5% (154)	11.8% (97)	11.8% (87)	10.3% (82)	9.5% (120)	8.8% (109)	5.9% (132)	5.7% (69)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2020
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
3

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Banff	37.9	**137**
Other British Columbia	28.6	**111**
Calgary	28.4	**122**
Jasper	25.6	**152**
Other Alberta	24.3	95
Vancouver	24.0	**121**
Victoria	14.2	106
Toronto	9.9	102
Saskatchewan	9.4	**76**
Manitoba	9.0	**86**

Vacation Spending

Spent Last Vacation

$ **1,596**
(105)
Average spend on last trip
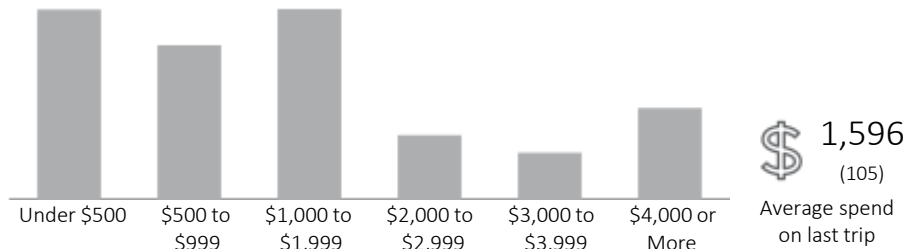
%	25.8	20.9	25.8	8.7	6.4	12.4
Index	**87**	101	**121**	**77**	107	**115**

Columns: Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More

Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	44.1	108
Book through an on-line travel agency	41.7	**126**
Book through a hotel directly	41.4	**112**
Book through airline/hotel website	35.1	**120**
Book through a full service travel agent	13.5	**74**
Other services	13.3	**79**
Book a package tour	8.9	**88**
Book through a discount/last minute agency	7.0	96

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
16.2%	5.9%	5.1%	1.2%	0.8%
(118)	(137)	(135)	(67)	(93)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
1.6%	18.4%	3.1%	4.3%
(216)	(132)	(220)	(119)

Travel Type & Frequency

Business Trips

12.0
(110)
Average number of nights away in the past year for business trips

Personal Trips

3.8
(106)
Average out-of-town vacations taken in the past 3 years
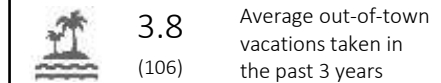
Average number of business trips by mode of transportation in the past year:

3.4 (108)	**3.1** (80)	**4.5** (124)	**2.1** (72)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average | Target Group | Source: Environics Analytics 2020 | (!) Indicates small sample size

*Selected and ranked by percent composition
**Ranked by percent composition
Based on Household Population 12+

4

Modern Suburbia
PRIZM Segments Included (by SESI): 11
Market: Alberta

Travel Profile

Accommodation Preferences*
Used [Past 3 Years]

Hotel 65.8% **(111)**	Friends/relatives 38.4% (106)	All-inclusive resort 22.9% **(111)**	Camping 28.0% (107)	Motel 14.4% **(74)**	Vacation rental by owner 24.4% **(134)**	Cottage 8.2% (93)
B&B 10.9% (101)	Condo/apartment 14.3% **(126)**	Cruise ship 3.8% **(74)**	RV/camper 13.1% (94)	Package tours 2.8% (96)	Spa resort 3.4% **(119)**	Boat 3.3% **(115)**

Airline Preferences**
Flown [Past Year]

Air Canada 39.4% **(119)**	West Jet 49.8% **(114)**	Air Transat 5.1% **(133)**	Porter Airlines 0.0% **(66)**	Other Canadian 2.9% (103)
United Airlines 5.6% (109)	Delta Airlines 6.7% **(116)**	American Airlines 1.3% (91)	Other American 2.0% **(148)**	
European Airlines 5.3% **(133)**	Asian Airlines 2.0% **(154)**	Other Charter 1.3% **(52)**	Other 5.1% **(138)**	

Car Rental*
Rented From [Past Year]

Enterprise 8.6% **(143)**	Budget 8.0% **(208)**	Avis 2.2% **(81)**	National 3.7% **(165)**
Hertz 2.1% **(124)**	Discount 1.0% **(201)**	U-Haul 0.4% **(60)**	Other Rentals 1.4% **(82)**

5

Modern Suburbia
PRIZM Segments Included (by SESI): 11
Market: Alberta

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,090 minutes/week	0 hours/week	4 minutes/day	276 minutes/day
(86)	(91)	**(62)**	**(55)**	**(119)**
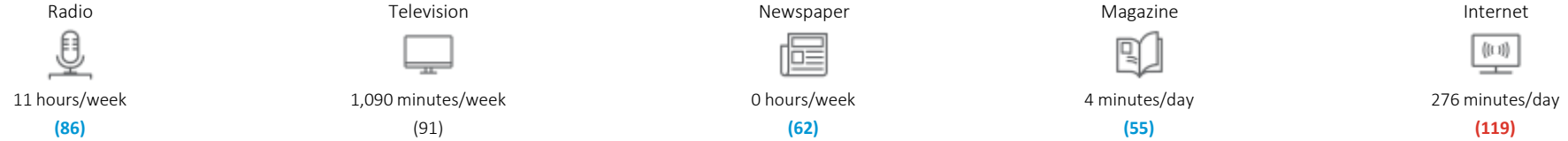
Top Radio Programs*

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	33.4	**171**
Adult Contemporary	23.1	**145**
News/Talk	17.4	**68**
Today's Country	14.0	**87**
Classic Hits	13.9	**80**
Sports	12.0	**245**
Modern/Alternative Rock	11.7	**164**
AOR/Mainstream Rock	10.5	104
Hot Adult Contemporary	10.4	**133**
Multi/Variety/Specialty	6.9	**60**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	53.3	103
Evening local news	32.6	93
Primetime serial dramas	31.3	109
Hockey (when in season)	28.5	94
Home renovation/decoration shows	27.6	109
Sci-Fi/fantasy/comic book shows	23.9	**152**
Situation comedies	23.8	100
Suspense/crime dramas	22.7	94
News/current affairs	21.6	**86**
Cooking programs	20.8	108

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	49.2	93
National News	44.7	91
International News & World	41.7	92
Movie & Entertainment	30.5	94
Health	27.3	101
Sports	26.1	92
Editorials	23.5	**85**
Food	21.5	**82**
Business & Financial	19.1	**81**
Travel	18.1	**85**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	7.2	97
Other English-Canadian	7.1	102
People	4.3	**115**
National Geographic	4.3	103
CAA Magazine	4.1	**74**
Canadian House and Home	4.0	**201**
Hello! Canada	2.9	**81**
Sports Illustrated	2.7	**192**
Canadian Living	2.5	**50**
Maclean's	2.4	**56**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	73.6	**116**
Send/receive email	72.8	106
Participate in an online social network	64.2	**119**
Take pictures/video	62.6	**119**
Use apps	60.1	**116**
Use maps/directions service	57.4	**116**
Do banking/pay bills online	57.2	110
Internet search - business, services, products	50.3	**114**
Watch a subscription-based video service	41.4	**125**
Watch free streaming music videos	40.9	**130**

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	72.6	**119**
Send/receive email	62.5	**118**
Take pictures/video	60.6	**120**
Use apps	58.4	**118**
Participate in an online social network	57.4	**124**
Use maps/directions service	53.7	**122**
Internet search - business, services, products	39.4	**127**
Do banking/pay bills online	32.9	109
Compare products/prices while shopping	25.2	**130**
Watch other online free streaming videos	24.9	**120**

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2020   (!) Indicates small sample size   *Selected and ranked by percent composition Based on Household Population 12+   6

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Media

Social Media Platforms

Usage [Currently Use]

Platform	%	Index
Facebook	77.4%	(98)
YouTube	68.2%	(98)
LinkedIn	55.9%	(123)
WhatsApp	51.6%	(140)
Instagram	48.0%	(124)
Twitter	36.2%	(126)
Pinterest	29.6%	(92)
Snapchat	17.7%	(115)
Podcasts	16.1%	(90)
Reddit	14.5%	(139)
Health/Fitness	11.6%	(131)
Blogs	10.4%	(108)
Dating App	5.6%	(128)
Flickr	2.8%	(97)
Tinder	2.5%	(113)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	37.7	116
To learn about a brand's products /services	35.3	110
To enter contests	32.7	106
To be among the first to hear brand news	18.5	151
To provide feedback to the brand	12.8	112
To engage with content	11.4	143
To make suggestions for new products/services	6.8	127
To share brand-related stories with consumers	5.8	104

Reasons to Unfollow Brands

	%	Index
Too many messages	37.3	101
Not enough value	21.5	109
Stopped purchasing products from brand	14.8	113
Other	3.7	100

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	39.3	106
Follow brand on Instagram	22.6	159
Subscribe to brand email newsletter	20.8	109
Subscribe to brand channel on YouTube	15.4	112
Join an exclusive online community of consumers who also like the brand	11.2	115
Follow brand on Twitter	10.7	133

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
65% | Index = 90

"Use SM to keep up to date on general news/events"
44% | Index = 114

"I am well informed about SM"
41% | Index = 124

"Feel comfortable collaborating with others through SM"
35% | Index = 124

"Use SM to keep up to date on news/events in my industry"
33% | Index = 115

"I am open to receiving relevant marketing messages through social media channels"
26% | Index = 119

Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often" 77% | Index = 103	"I have tried a product/service based on a personal recommendation" 76% | Index = 107	"I generally achieve what I set out to do" 72% | Index = 103	"I am very concerned about the nutritional content of food products I buy" 65% | Index = 105	"I value companies who give back to the community" 63% | Index = 103
"I offer recommendations of products/services to other people" 62% | Index = 108	"I like to cook" 62% | Index = 109	"I am interested in learning about different cultures" 62% | Index = 109	"Family life and having children are most important to me" 62% | Index = 99	"I consider myself to be informed on current events or issues" 55% | Index = 94
"I like to try new places to eat" 54% | Index = 100	"It's important to buy products from socially-responsible/environmentally-friendly companies" 48% | Index = 101	"I make an effort to buy local produce/products" 47% | Index = **89**	"When I shop online I prefer to support Canadian retailers" 46% | Index = 97	"I like to try new and different products" 45% | Index = 97
"I am adventurous/"outdoorsy"" 44% | Index = 109	"Free-trial/product samples can influence my purchase decisions" 43% | Index = 101	"Vegetarianism is a healthy option" 35% | Index = **134**	"I prefer to shop online for convenience" 32% | Index = 108	"Advertising is an important source of information to me" 29% | Index = 108
"I am willing to pay more for eco-friendly products" 27% | Index = 105	"I lead a fairly busy social life" 27% | Index = 103	"I consider myself to be sophisticated" 26% | Index = 108	"Staying connected via social media is very important to me" 26% | Index = **85**	"I enjoy being extravagant/indulgent" 22% | Index = **118**

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Source: Environics Analytics 2020

Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Beer Consumption

Drinks (Past Week)

	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	66.6	19.2	4.5	3.9	1.5	4.3
Index	97	113	80	128	72	118
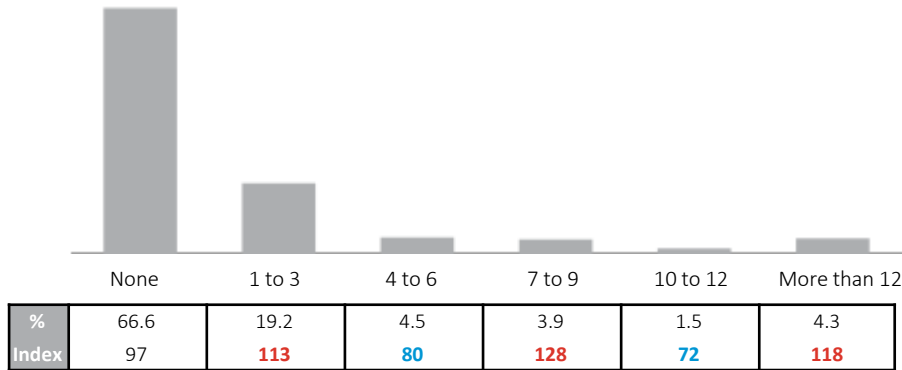
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	13.5	109
Cider	10.1	165
Liqueurs (any)	7.1	105

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.3	105

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.0	128

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	26.0	128
Corona	16.3	105
Budweiser	15.7	114
Alexander Keith's (any)	15.1	118
Coors Light	14.7	94
Molson Canadian	12.4	95
Rickard's (any)	10.9	115
Stella Artois	10.0	90
Bud Light (any)	8.8	72
Kokanee	8.8	78

Wine Details

Drank [Past Month]

	%	Index
White wine (any)	22.6	116
Red wine (any)	22.6	97
Canadian wine	13.5	109
American wine	6.8	92
Rosé wine (any)	6.8	122
Other imported wine	6.2	87
European wine	4.9	60
Sparkling/champagne (any)	4.8	127
Australian wine	3.4	57

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group   *Source: Environics Analytics 2020*

(!) Indicates small sample size
Based on Household Population 12+

*Selected and ranked by percent composition
Ranked by percent composition

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Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	11.9	91	55.5	114	2.0	47
Asian restaurants	6.0	101	53.6	112	8.0	113
Submarine/sandwich restaurants	12.4	131	43.1	103	5.0	113
Breakfast style restaurant	7.4	184	31.6	107	16.2	125
Chicken restaurants	4.7	146	23.8	94	4.2	73
Ice cream/frozen yogurt restaurants	2.7	94	32.1	111	6.5	114
Specialty burger restaurants	4.8	110	37.2	127	10.1	140
Italian restaurants	4.4	214	20.8	97	9.0	117
Steakhouse	0.2	38	26.9	124	20.6	114
Other ethnic restaurants	5.9	246	18.1	108	8.5	106
Mexican/Burrito-style restaurants	2.0	84	30.5	134	9.0	120
Seafood/Fish and Chips restaurants	0.3	49	13.3	90	4.8	66

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	7.3	124	47.8	97	7.0	94
Food court outlets at a shopping mall	6.7	81	56.9	120	6.3	79
Pub restaurants	7.1	144	39.4	125	2.8	51
Formal dine-in restaurants	2.9	98	32.7	110	14.2	118
Fast casual restaurants	11.7	133	35.8	116	5.9	159
Sports bars	3.5	137	20.6	110	3.8	89
Other types	1.5	48	12.3	71	1.4	69

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
22.1%	8.8%	8.2%
(102)	(98)	(125)

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   ▨ Target Group   *Source: Environics Analytics 2020*

Ranked by national percent composition of Visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Demographics

Rent
15.9%
(58)

Own
84.1%
(117)

Households with Children at Home
53.3%
(125)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	28.2	24.1	17.6	13.6	8.9	7.7
Index	**140**	**119**	94	**78**	**79**	**63**
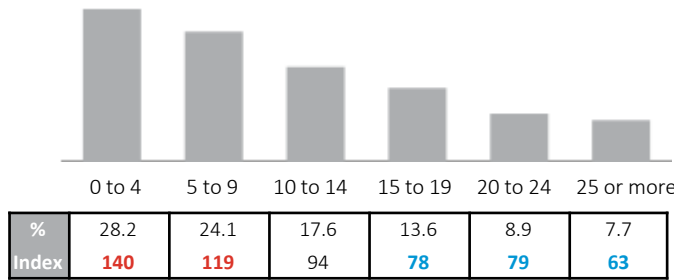
Demographic Trends

Household Projections
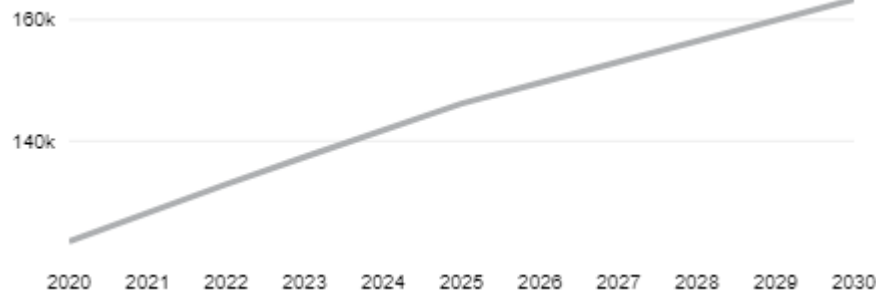
	2020	2023	2025	2030
Count	123,489	137,378	146,201	163,343
% Change	-	11.2	18.4	32.3
Index	-	**226**	**225**	**201**

Note: Index compares % change from 2020 target group households to % change from 2020 market households

Loyalty Programs*

Member

	%	Index
Air Miles (excl. airline frequent flyer programs)	71.1	**115**
PC Optimum	58.9	**112**
Costco membership (paid)	53.9	**116**
Canadian Tire Triangle	44.5	**110**
SCENE (Cineplex)	39.3	**126**
Credit card with loyalty rewards	36.8	108
Aeroplan	31.2	**122**
Petro Points	27.2	**141**
Hudson's Bay Rewards	19.6	104
Esso Extra Program	13.6	**140**
Other airline frequent flyer program	10.1	**111**
Other grocery store card	22.4	**116**
Other store program	6.5	92
Other gas program	5.2	**63**
Other loyalty program	7.9	**80**

Sources: DemoStats 2020, DemoStats Trends 2020, Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2020
Target Group
*Ranked by percent composition and based on Household Population 12+
Based on Households
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Internet Activity

Activity [Past Week]

Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	72.8	106		62.5	118		10.7	81
Send/receive a text/instant message	73.6	116		72.6	119		5.3	95
Participate in an online social network	64.2	119		57.4	124		8.5	90
Do banking/pay bills online	57.2	110		32.9	109		8.6	134
Take pictures/video	62.6	119		60.6	120		4.6	115
Use maps/directions service	57.4	116		53.7	122		4.0	86
Use apps	60.1	116		58.4	118		17.7	128
Internet search - business, services, products	50.3	114		39.4	127		9.8	96
Watch a subscription-based video service (e.g. Netflix)	41.4	125		20.1	123		15.8	151
Watch free streaming music videos	40.9	130		24.8	119		12.8	172
Compare products/prices while shopping	35.4	124		25.2	130		4.2	102
Watch other online free streaming videos	33.9	120		24.9	120		7.8	136
Research products/services	29.1	113		20.1	123		6.4	127
Listen to music via streaming video service (e.g. YouTube)	26.4	102		17.2	101		4.7	111
Play/download online games	32.9	121		24.7	131		4.5	84
Purchase products or services	21.1	107		12.2	130		2.2	73
Share/refer/link friends to a website or an article	23.2	117		19.5	121		1.8	65
Consult consumer reviews	21.9	122		16.1	133		2.8	110
Listen to Internet-only music service (e.g. Spotify)	24.7	134		21.7	146		1.0	63
Use online telephone directory	19.6	107		17.8	122		1.7	112
Download music/MP3 files (free or paid)	20.5	112		16.2	117		4.0	299
Use ad blocking software	16.2	107		5.7	105		1.2	82
Download any video content (free or paid)	19.6	136		12.9	153		2.1	79
Read or look into online newspapers	11.0	102		6.4	96		3.1	102
Click on an Internet advertisement	12.2	107		8.6	104		1.1	63
Listen to a podcast	13.1	110		10.2	117		1.8	133
Listen to a radio broadcast via streaming audio	10.3	105		7.3	121		1.8	123
Download/print/redeem discount coupon	13.9	120		8.7	135		0.8	87
Enter online contests	6.9	78		4.2	89		0.9	84
Watch a TV broadcast via streaming video	5.9	102		2.6	95		0.9	64
Place/respond to an online classified advertisement	9.7	110		6.2	115		0.5	64
Receive store offers by SMS	9.5	131		8.0	121		-	-
Read or look into online magazines	4.9	93		3.1	116		1.1	79
Scan mobile tagging barcode/QR	3.4	87		3.4	88		-	-
Purchase group deal (e.g. Groupon)	4.4	180		2.9	189		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	3.1	114		-	-		-	-

Sources: Opticks Powered by Numeris 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group

Source: Environics Analytics 2020

*Ranked by national percent composition
Based on Household Population 12+

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Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

Website Type	%	Index	%	Index	%	Index
Access a news site	35.0	101	24.4	103	8.1	123
Access food/recipes content	27.7	103	17.3	106	7.6	113
Access health-related content	11.7	88	7.6	88	1.8	61
Access professional sports content	13.2	106	10.2	107	2.1	79
Access restaurant guides/reviews	12.0	101	10.2	108	0.6	40
Access travel content	9.1	90	5.9	106	1.7	74
Access real estate listings/sites	8.6	97	5.3	124	1.4	89
Access a radio station's website	9.0	84	3.9	74	0.6	65
Access home decor-related content	7.1	96	5.4	126	1.0	60
Access a TV station's website	9.1	120	2.8	95	1.3	65
Access celebrity gossip content	8.5	119	6.2	122	1.1	95
Access fashion or beauty-related content	4.3	88	3.6	104	0.5	57
Access automotive news/content	3.3	79	1.7	87	0.5	72

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	35.9	90
Coupons	35.1	105
General information from the Internet/websites	31.5	109
Apps/online flyers	31.4	105
Direct email offers	26.6	111
Flyers inserted into a community newspaper	20.0	82
Local store catalogues	19.6	96
Flyers inserted into a daily newspaper	11.3	64
Mail order	4.9	63
Yellow Pages (print)	1.1	33
Yellow Pages (online)	1.1	32

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	35.0	104
Digital billboards	29.0	118
On street furniture (e.g. bus benches)	26.0	124
On bus exteriors	22.5	114
Inside public washrooms	20.4	123
Inside shopping malls	18.0	91
On transit shelters	15.2	122
Inside movie theaters	10.7	115
Inside buses	8.1	100
Screens inside elevators	7.9	122
Inside commuter trains	6.9	152
Inside airports	5.9	118
On subway/metro platforms	3.2	129
Inside subway/metro cars	2.0	88
On taxis	1.7	52

British Columbia Regional Tourism Secretariat

Social Media Usage

Social Media Overview

- 78% of Modern Suburbia from Alberta spent tend to access social media on their mobile phones during the morning hours, 71% during the afternoon hours

- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)

- 80% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	12.1	**133**
Entertainment	10.4	**139**
Car/Auto-related	7.5	**145**
Big-ticket items	7.4	**112**
Home décor	7.2	**176**
Fashion-related	6.8	**160**
Health-related	6.3	**137**
Insurance	6.2	**176**
Banking/credit cards	6.1	**127**
Child-related	5.4	**154**
Smaller-ticket items	4.5	**113**
Choosing non-profits for donations	2.7	104
Other	5.2	**119**

Brand Interaction

Number of Brands Interacted with via Social Media
[Past Year]

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	37.5	5.8	37.1	12.3	4.2	1.1	2.1
Index	**89**	**80**	**114**	**110**	**126**	**79**	93

Rate or Review Products or Services
[Frequency of Participation]

	Never	A few times per year	About once per month	A few times per month	A few times per week	About every day
%	25.9	25.7	17.2	17.2	11.0	3.0
Index	**85**	**89**	**123**	**119**	**113**	**121**

Top Social Media Attitudes**

Modern Suburbia from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
80% | Index = 93

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
68% | Index = 94

"I tend to ignore marketing and advertisements when I'm in a social media environment"
65% | Index = **90**

"Use SM to stay connected with personal contacts"
50% | Index = **112**

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2020
(!) Indicates small sample size
*Ranked by percent composition
**Selected and ranked by highest percent composition
Based on Household Population 18+
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British Columbia Regional Tourism Secretariat

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Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	56.1	115
Watch video online	49.9	109
Read article comments	47.4	107
Read status updates/tweets	47.4	112
Chat in online chats	41.3	117
Listen to radio or stream music online	37.8	106
Share links with friends and colleagues	32.3	111
Click links in news feeds	27.5	116
Read blogs	21.6	135
Play games with others online	16.4	96
Post photos online	14.4	108
Rate or review products online	13.9	115
Update your status on a social network	13.8	109
Chat in online forums	13.8	124
Comment on articles or blogs	13.0	126
Check in with locations	11.4	120
Share your GPS location	9.3	103
Post videos online	7.7	135
Publish blog, Tumblr, online journal	5.2	157

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	52.6	105
Stay connected with family	49.2	107
Stay connected with personal contacts	43.9	97
Keep up to date on news/events in my industry	30.3	104
Stay connected with work/professional contacts	22.1	110
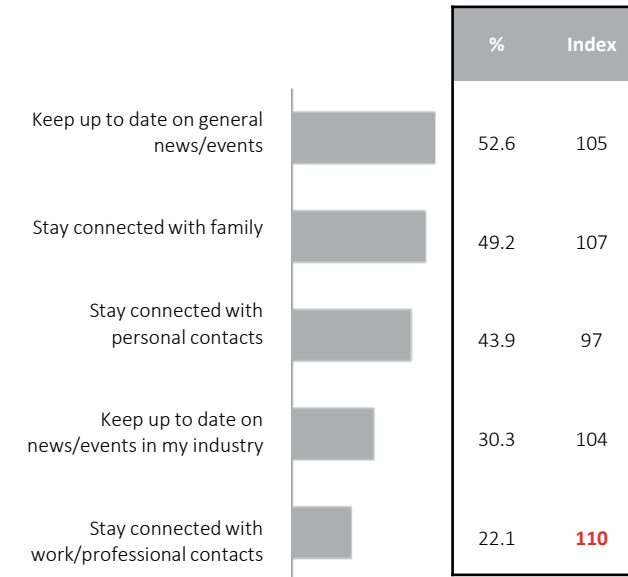
Number of Connections

Across all social media

	%	Index
0-49	25.4	76
50-99	13.5	95
100-149	9.6	85
150-199	9.2	112
200-299	13.0	138
300-399	6.3	104
400-499	5.6	133
500-1000	11.4	141
More than 1000	6.0	121
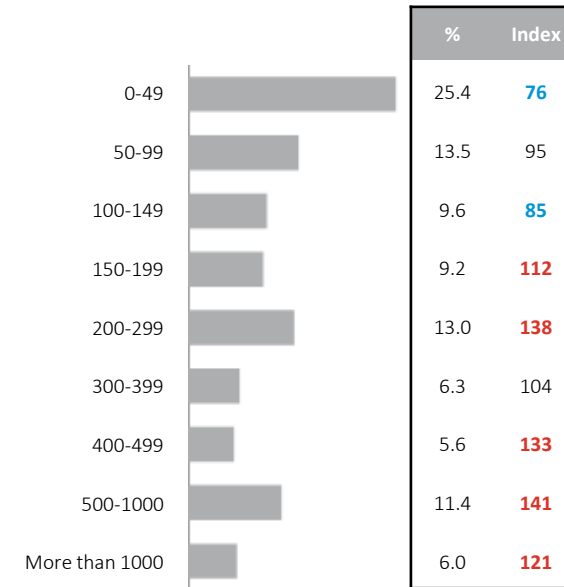
Social Media Access

Typically use

Mobile

	%	Index
Morning	78.0	116
Afternoon	71.1	110
Dinner Time	55.5	112
Evening	67.3	108
Late Night	51.2	115

Tablet

	%	Index
Morning	18.1	78
Afternoon	16.4	84
Dinner Time	14.5	95
Evening	34.3	98
Late Night	17.5	95

Laptop

	%	Index
Morning	21.7	85
Afternoon	23.8	88
Dinner Time	15.4	96
Evening	36.6	104
Late Night	13.2	85

Desktop

	%	Index
Morning	24.5	94
Afternoon	25.9	97
Dinner Time	8.8	76
Evening	20.4	87
Late Night	7.6	69

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average   Target Group

Source: Environics Analytics 2020

*Ranked by percent composition
Based on Household Population 18+

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Social Media Usage

Facebook

Frequency of Use
[Past Year]

Currently Use	Did Not Use
77.4%	**17.6%**
(98)	(100)

	%	Index
Use Daily	57.5	98
Use Weekly	13.9	106
Use Monthly	5.8	**89**
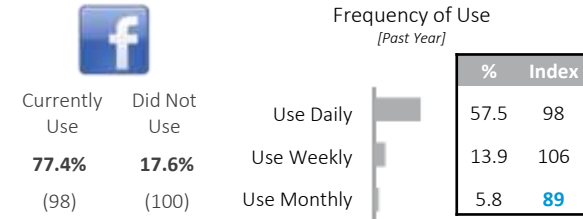
Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	58.4	105
Comment/Like other users' posts	47.3	100
Watch videos	44.3	**113**
Use Messenger	39.2	99
Watch live videos	20.2	**116**
Like or become a fan of a page	15.4	106
Click on an ad	15.2	**118**
Post photos	13.1	100
Update my status	12.5	101
Post videos	8.5	**133**
Create a Facebook group or fan page	6.4	**155**
Give to a Facebook fundraiser (!)	4.2	**171**
Create a Facebook fundraiser (!)	3.4	**177**

LinkedIn

Frequency of Use
[Past Year]

Currently Use	Did Not Use
55.9%	**35.0%**
(123)	**(75)**

	%	Index
Use Daily	12.5	**130**
Use Weekly	19.9	**119**
Use Monthly	21.4	**124**
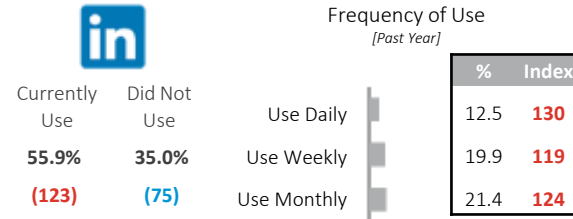
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.2	**118**
View a job posting	12.4	**145**
Search and review other profiles	8.9	**136**
Watch videos	8.0	**126**
Create a connection	6.0	**136**
Update your profile information	4.1	**115**
Click on an ad (!)	4.1	**140**
Comment on content	3.1	**90**
Post an article, video or picture (!)	3.0	**127**
Participate in LinkedIn forums (!)	2.8	**122**
Request a recommendation (!)	2.6	**115**
Join a LinkedIn group (!)	2.5	**130**

Instagram

Frequency of Use
[Past Year]

Currently Use	Did Not Use
48.0%	**40.7%**
(124)	**(79)**

	%	Index
Use Daily	27.0	**135**
Use Weekly	12.1	103
Use Monthly	7.8	**134**
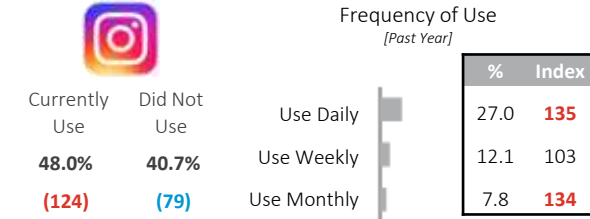
Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	33.2	**129**
Like photos/videos	28.0	**129**
Watch live videos	16.1	**135**
Comment on photos/videos	15.2	**120**
Send direct messages	13.6	**140**
View a brand's page	11.7	**152**
Post photos/videos	10.2	**140**
Watch IGTV videos	8.2	**147**
Click on ads	6.7	**136**

Pinterest

Frequency of Use
[Past Year]

Currently Use	Did Not Use
29.6%	**56.8%**
(92)	(102)

	%	Index
Use Daily	7.1	**85**
Use Weekly	10.1	**83**
Use Monthly	11.6	106

Reddit

Frequency of Use
[Past Year]

Currently Use	Did Not Use
14.5%	**75.4%**
(139)	(92)

	%	Index
Use Daily	5.4	**143**
Use Weekly	5.6	**156**
Use Monthly	3.2	**114**
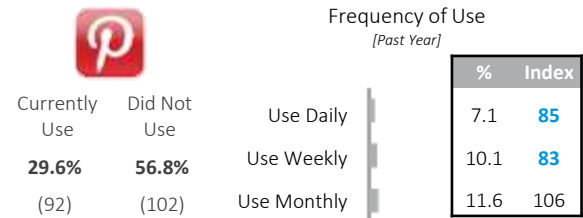
Participate In* (at least a few times per month)	% Comp	Index
View content	10.6	**138**
Follow specific Subreddits	7.1	**132**
Vote on content	4.2	**115**
Post content	3.5	**157**

WhatsApp

Frequency of Use
[Past Year]

Currently Use	Did Not Use
51.6%	**38.6%**
(140)	**(71)**

	%	Index
Use Daily	27.4	**170**
Use Weekly	13.8	**126**
Use Monthly	10.3	**116**
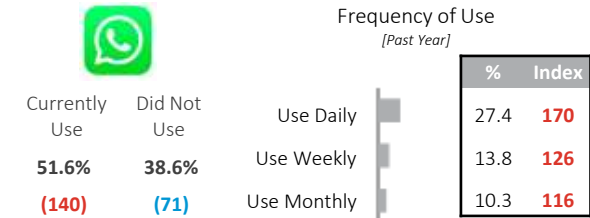
Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	35.6	**159**
Send/receive images	33.7	**169**
Use group chats	26.3	**171**
Send/receive documents and files	17.8	**191**
Use voice calls	17.0	**172**

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group
Source: Environics Analytics 2020
(!) Indicates small sample size
*Ranked by percent composition
Based on Household Population 18+
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Social Media Usage

Twitter

Frequency of Use
[Past Year]

Currently Use	Did Not Use			%	Index
36.2%	**54.0%**	Use Daily		15.9	**126**
		Use Weekly		11.1	**130**
(126)	(88)	Use Monthly		8.3	**126**
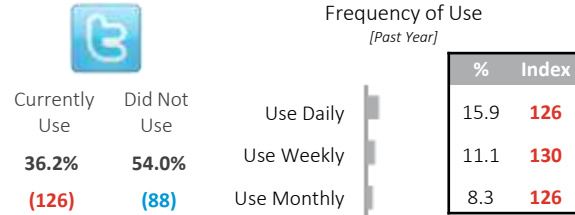
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	23.4	**123**
Watch videos	13.5	**121**
Retweet	9.0	**152**
Tweet	8.9	**131**
Respond to tweets	8.7	**135**
Follow users who follow you	7.2	**136**
Actively follow new users	7.0	**154**
Watch live videos	7.0	**130**
Send or receive direct messages	6.9	**115**
Share a link to a blog post or article of interest	6.3	107
Click on an ad	5.2	**167**

YouTube

Frequency of Use
[Past Year]

Currently Use	Did Not Use			%	Index
68.2%	**18.4%**	Use Daily		29.8	109
		Use Weekly		24.8	94
(98)	(108)	Use Monthly		13.3	85
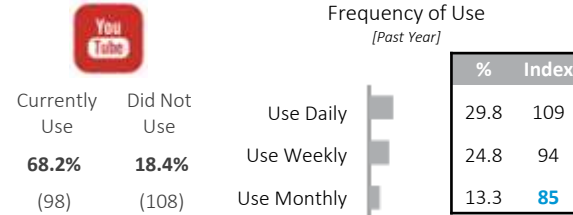
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	46.5	106
Like or dislike videos	16.4	**125**
Watch live videos	14.8	**112**
Share videos	9.1	**119**
Leave comment or post response on video	8.1	**130**
Click on an ad	8.0	**114**
Embed a video on a web page or blog	5.9	**142**
Create and post a video	4.2	**151**

Snapchat

Frequency of Use
[Past Year]

Currently Use	Did Not Use			%	Index
17.7%	**71.4%**	Use Daily		5.6	88
		Use Weekly		5.7	**129**
(115)	(93)	Use Monthly		5.7	**140**
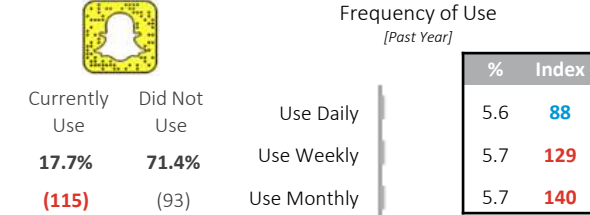
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	9.4	**116**
Send photos/videos	6.9	**112**
Send direct text messages	6.5	97
Use filters or effects	6.2	**147**
Read Snapchat discover/News	5.4	**143**
Use group chat	4.5	**144**
View a brand's snaps	3.7	**142**
Use video chat	3.4	**156**
View ads	3.2	**147**

Audio Podcasts

Currently Use	Did Not Use
16.1%	**66.4%**
(90)	(101)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.3	**116**
Use Weekly	6.6	92
Use Monthly	4.2	**73**
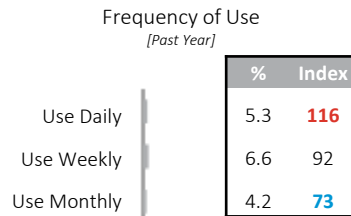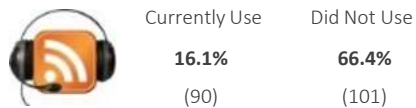
Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.8	**131**
Listen to a news podcast	5.8	**129**
Listen to an educational podcast	4.7	**116**
Listen to a comedy podcast	4.6	**135**
Listen to a business podcast	4.1	**122**
Listen to a sports podcast	3.7	**118**
Subscribe to a sports podcast**	3.1	**113**
Listen to a technology focused podcast	2.8	**113**
Subscribe to another genre of podcast	2.5	106
Subscribe to a educational podcast	2.3	**126**
Subscribe to a comedy podcast (!)	2.1	**136**
Subscribe to a business podcast (!)	2.0	**147**
Subscribe to a news podcast	1.8	107
Subscribe to a technology podcast (!)	1.3	108

Other Social Media Platforms

Tinder		Tik Tok	
Currently Use	Did Not Use	Currently Use	Did Not Use
2.5%	**92.3%**	**4.3%**	**91.8%**
(113)	(98)	(189)	(97)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.8	86
Use Weekly (!)	1.4	158

Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database

Index: At least 10% **above** or **below** the average

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

*Ranked by percent composition
**a few times per month or more
Based on Household Population 18+

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