

**Overview**

- Of the 9 EQ Target Groups identified in Canada, Cultural Explorers rank 6<sup>th</sup>, making up 158,951 households, or 9.7% of the total Households in Alberta (1,644,476)
- The Median Household Maintainer Age is 43, 53% of couples have children living at home
- Below Average Household Income of \$104,021 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
- Above Average interest in Bars/Restaurant Bars and Pilates/Yoga
- Above Average interest in travelling within Canada (Toronto), Cultural Explorers from Alberta spent an average of \$1,603 on their last vacation
- On average, Cultural Explorers from Alberta spend 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day)
- 78% currently use Facebook, 41% use Instagram and 29.9% use Twitter

**Market Sizing**



Total Population

Target Group: 323,884 | 7.2%  
Market: 4,472,482



Total Households

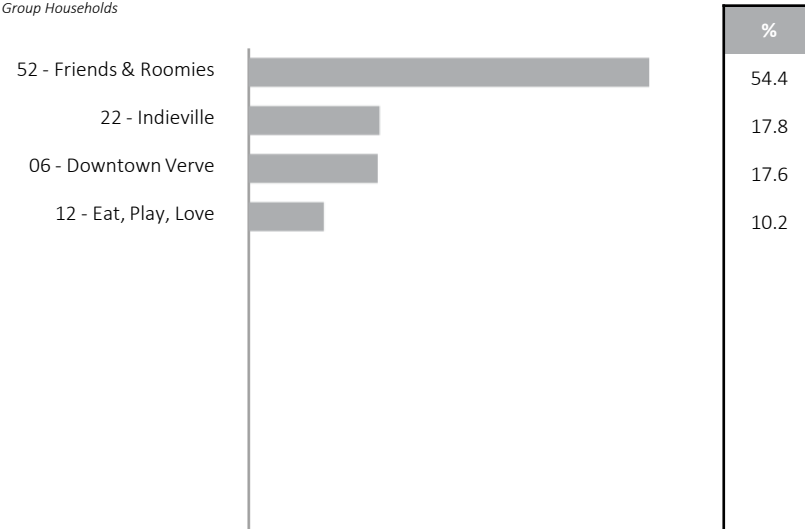
Target Group: 158,951 | 9.7%  
Market: 1,644,476

**Top Geographic Markets**

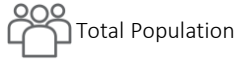
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	50.2	15.8	164	504,320	30.7
Edmonton, AB (CY)	42.7	17.3	179	392,545	23.9
Wood Buffalo, AB (SM)	1.8	10.3	106	27,216	1.7
Banff, AB (T)	1.3	73.6	759	2,788	0.2
Red Deer, AB (CY)	1.2	4.4	45	42,867	2.6
Lethbridge, AB (CY)	0.8	3.2	33	40,477	2.5
Canmore, AB (T)	0.5	12.9	133	6,410	0.4
Grande Prairie, AB (CY)	0.3	1.8	19	25,600	1.6
Leduc, AB (CY)	0.3	3.2	33	12,590	0.8
Camrose, AB (CY)	0.2	3.7	38	8,612	0.5

**Top PRIZM Segments**

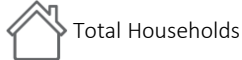
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 323,884 | 7.2%  
Market: 4,472,482

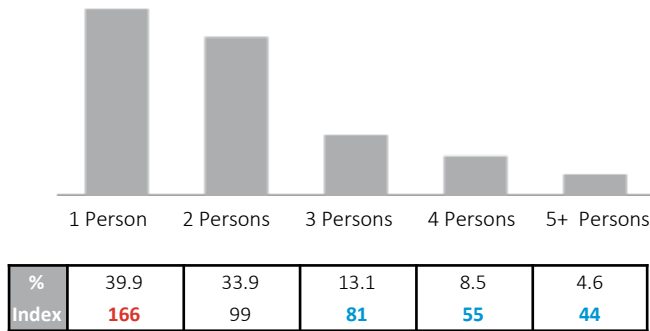


Total Households  
Target Group: 158,951 | 9.7%  
Market: 1,644,476

Average Household Income

\$104,021  
(83)

Household Size\*



Median Household  
Maintainer Age

43  
(87)

Marital Status\*\*



47.6%  
(80)

Family Composition\*\*\*



46.9%  
(119)

Education\*\*



38.2%  
(150)

Visible Minority Presence\*



38.6%  
(136)

Non-Official Language\*



1.8%  
(120)

Immigrant Population\*



28.6%  
(125)

**Psychographics\*\***

**Strong Values**

**Weak Values**

Rejection of Authority	145	64	Attraction to Nature
Culture Sampling	143	71	Obedience to Authority
Flexible Families	137	74	Sexism
Equal Relationship with Youth	134	79	Parochialism
Racial Fusion	134	80	Aversion to Complexity

**Key Social Values**

Culture Sampling Index = 143	Flexible Families Index = 137	Racial Fusion Index = 134
Consumptivity Index = 131	Global Consciousness Index = 129	Multiculturalism Index = 129
Social Learning Index = 129	Ecological Concern Index = 128	Primacy of Environmental Protection Index = 124
Need for Escape Index = 119	Pursuit of Originality Index = 118	Effort Toward Health Index = 118

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	84.5	104
Home exercise & home workout	57.8	105
Gardening	56.7	96
Camping	55.8	94
Volunteer work	52.1	102

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	47.1	102
Auditoriums, arenas & stadiums (any)	47.0	99
National or provincial park	44.3	109
Parks & city gardens	41.2	104
Bars & restaurant bars	40.5	<b>110</b>

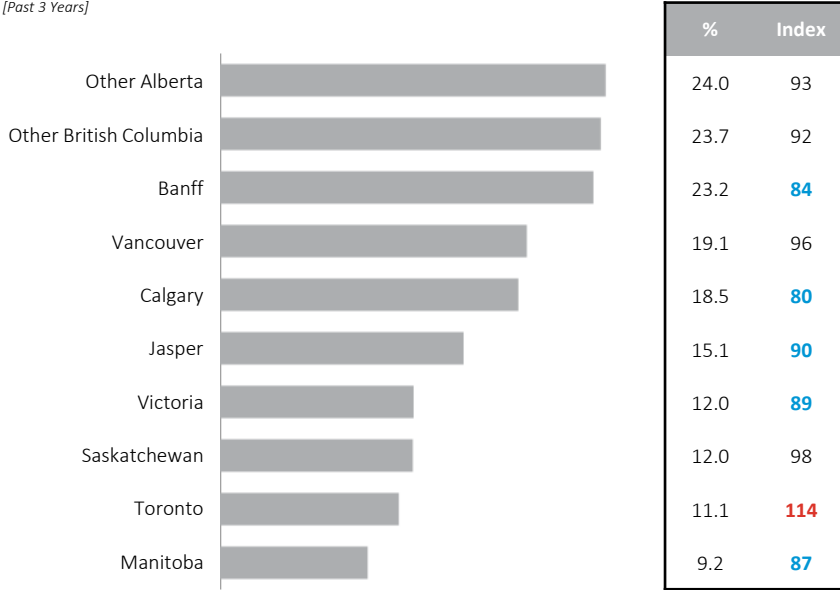
**Key Tourism Activities\*\***

Camping  55.8% (94)	Swimming  51.4% (100)	Cycling  45.2% (99)	Hiking & backpacking  44.3% (108)	National or provincial park  44.3% (109)	Parks & city gardens  41.2% (104)	Bars & restaurant bars  40.5% <b>(110)</b>	Sporting events  39.6% (96)
Photography  33.1% (107)	Canoeing & kayaking  29.2% (108)	Ice skating  28.7% (95)	Zoos & aquariums  28.7% (92)	Golfing  28.4% (91)	Pilates & yoga  27.6% <b>(122)</b>	Specialty movie theatres/IMAX  27.3% (108)	Historical sites  24.3% (97)
Fishing & hunting  24.1% <b>(85)</b>	Cross country skiing & snowshoeing  23.6% <b>(111)</b>	Downhill skiing  17.5% <b>(87)</b>	Theme parks, waterparks & water slides  13.8% <b>(65)</b>	Power boating & jet skiing  13.0% (96)	Adventure sports  12.5% (99)	ATV & snowmobiling  12.2% <b>(70)</b>	Hockey  12.1% <b>(77)</b>
Video arcades & indoor amusement centres  10.5% <b>(80)</b>	Curling  10.3% <b>(84)</b>	Dinner theatres  10.2% <b>(81)</b>	Music festivals  9.9% <b>(122)</b>	Beer, food & wine festivals  9.8% <b>(123)</b>	Snowboarding  9.4% <b>(116)</b>	Inline skating  5.3% <b>(66)</b>	Marathon or similar event  5.0% <b>(115)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

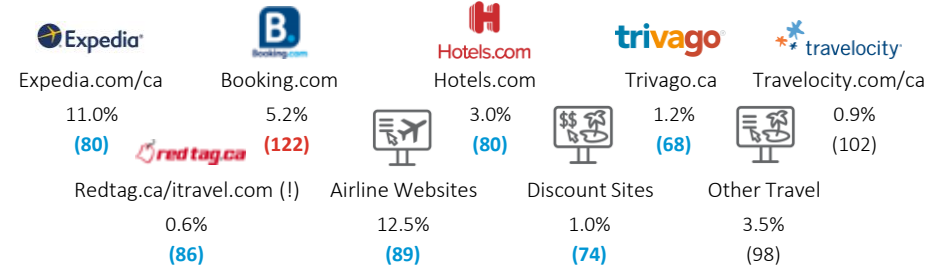


**Vacation Booking\*\***

Used [Past 3 Years]

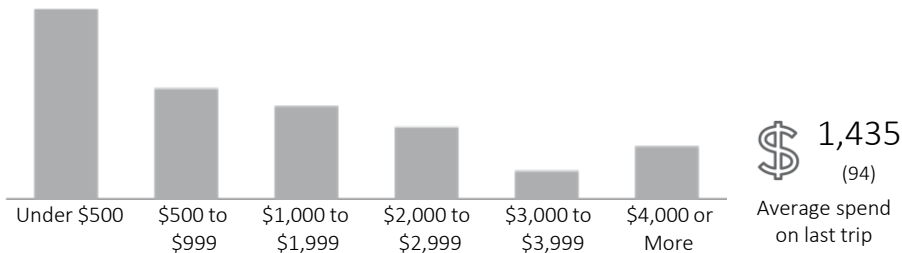


Booked With [Past Year]



**Vacation Spending**

Spent Last Vacation

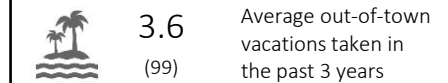


**Travel Type & Frequency**

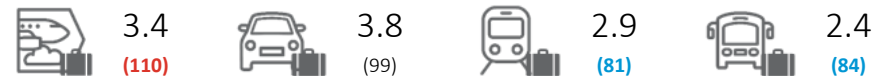
Business Trips



Personal Trips

















Average number of business trips by mode of transportation in the past year:



**Travel Profile**














**Accommodation Preferences\***

Used [Past 3 Years]

 Hotel 57.4% (97)	 Friends/relatives 36.7% (102)	 All-inclusive resort 18.6% (91)	 Camping 24.2% (92)	 Motel 17.1% <b>(88)</b>	 Vacation rental by owner 15.3% <b>(84)</b>	 Cottage 8.3% (94)
 B&B 9.6% <b>(88)</b>	 Condo/apartment 10.6% (93)	 Cruise ship 5.9% <b>(116)</b>	 RV/camper 10.9% <b>(78)</b>	 Package tours 2.7% (95)	 Spa resort 2.8% (99)	 Boat 3.5% <b>(124)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 34.9% (105)	 West Jet 45.1% (104)	 Air Transat 2.9% <b>(74)</b>	 Porter Airlines 0.0% <b>(10)</b>	 Other Canadian 2.3% <b>(82)</b>
 United Airlines 5.2% (102)	 Delta Airlines 5.9% (102)	 American Airlines 0.9% <b>(64)</b>	 Other American 1.0% <b>(72)</b>	
 European Airlines 3.7% (91)	 Asian Airlines 1.5% <b>(117)</b>	 Other Charter 1.7% <b>(66)</b>	 Other 3.4% (93)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 6.8% <b>(112)</b>	 Budget 3.0% <b>(79)</b>	 Avis 2.2% <b>(81)</b>	 National 3.1% <b>(137)</b>
 Hertz 1.5% (92)	 Discount 0.5% (106)	 U-Haul 1.0% <b>(142)</b>	 Other Rentals 1.6% (92)

**Media**

**Overall Level of Use**

Radio



13 hours/week  
(97)

Television



1,245 minutes/week  
(104)

Newspaper



1 hours/week  
**(127)**

Magazine



7 minutes/day  
(91)

Internet



233 minutes/day  
(100)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	30.2	<b>118</b>
Mainstream Top 40/CHR	18.7	96
Classic Hits	17.8	102
Adult Contemporary	15.6	98
Multi/Variety/Specialty	14.8	<b>129</b>
AOR/Mainstream Rock	13.7	<b>136</b>
Today's Country	12.9	<b>80</b>
Modern/Alternative Rock	6.8	96
Classic Rock	6.4	93
Hot Adult Contemporary	5.4	<b>70</b>

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	49.2	95
Evening local news	36.5	104
News/current affairs	28.4	<b>113</b>
Primetime serial dramas	26.8	93
Hockey (when in season)	26.6	<b>88</b>
Documentaries	25.9	<b>112</b>
Suspense/crime dramas	23.4	97
Situation comedies	23.0	96
Home renovation/decoration shows	21.6	<b>85</b>
CFL football (when in season)	21.1	95

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.6	106
International News & World	51.7	<b>114</b>
National News	50.6	102
Movie & Entertainment	38.5	<b>118</b>
Editorials	29.9	108
Health	29.8	<b>111</b>
Food	29.7	<b>114</b>
Sports	28.7	101
Business & Financial	27.3	<b>115</b>
Travel	25.0	<b>117</b>

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other U.S. magazines	8.0	107
Canadian Living	6.7	<b>136</b>
Other English-Canadian	6.2	<b>90</b>
National Geographic	5.8	<b>139</b>
CAA Magazine	5.6	102
Maclean's	4.9	<b>114</b>
Hello! Canada	4.1	<b>114</b>
Cineplex Magazine	3.7	<b>120</b>
Canadian Geographic	3.4	<b>114</b>
Reader's Digest	3.1	<b>62</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	66.6	97
Send/receive a text/instant message	60.8	96
Participate in an online social network	52.4	97
Do banking/pay bills online	52.2	100
Take pictures/video	49.2	94
Use maps/directions service	48.8	99
Use apps	48.5	93
Internet search - business, services, products	44.6	101
Access a news site	38.8	<b>112</b>
Watch a subscription-based video service	30.4	92

**Top Mobile Activities\***

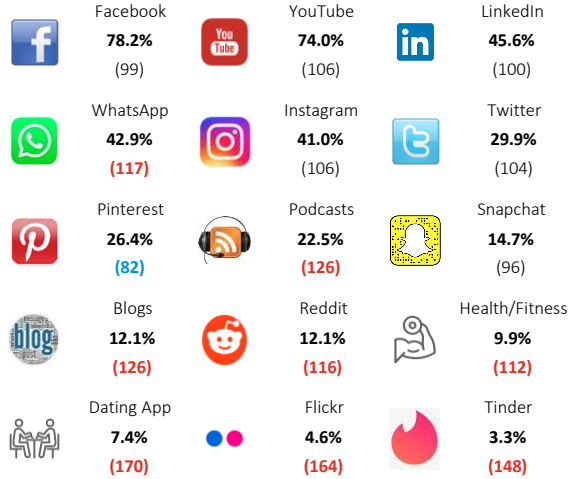
Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.2	97
Send/receive email	51.7	97
Take pictures/video	47.0	93
Use apps	45.4	92
Participate in an online social network	44.4	96
Use maps/directions service	42.0	96
Internet search - business, services, products	33.4	107
Do banking/pay bills online	29.6	98
Access a news site	26.7	<b>112</b>
Watch other online free streaming videos	22.9	<b>110</b>

**Media**

**Social Media Platforms**

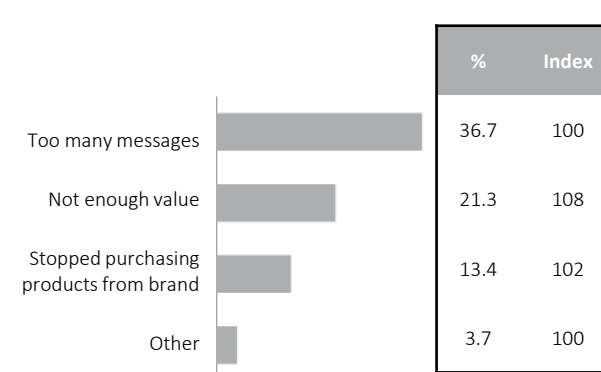
Usage [Currently Use]



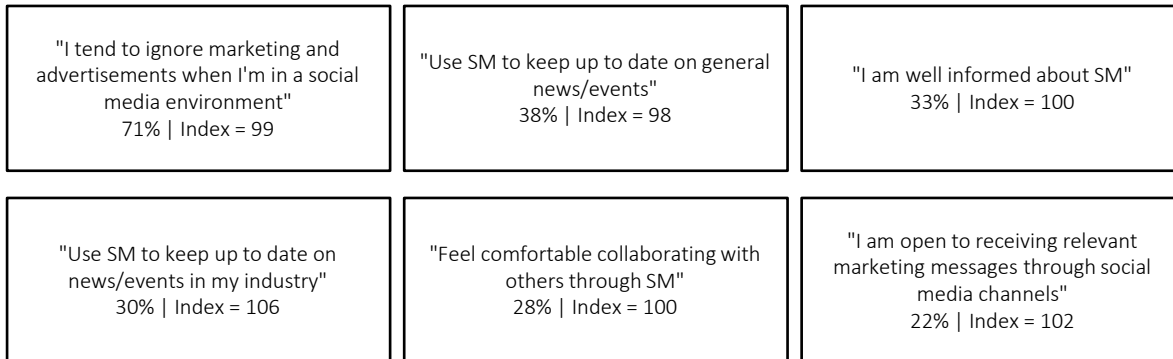
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

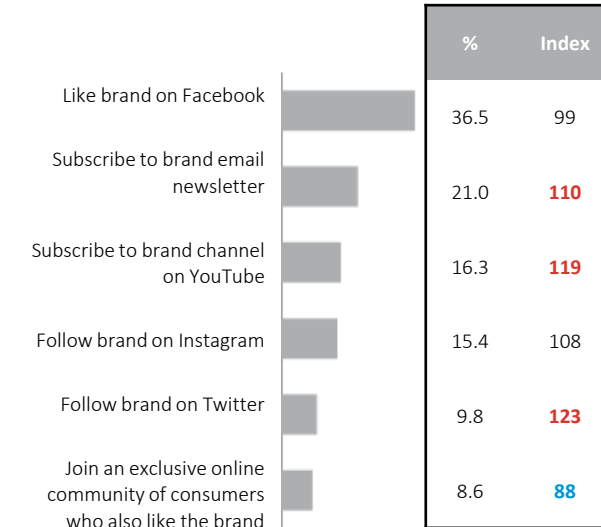


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

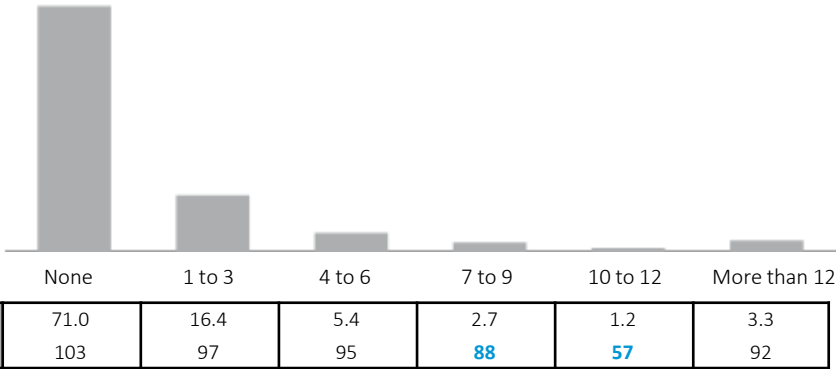
"I would like to eat healthy foods more often" 76%   Index = 102	"I generally achieve what I set out to do" 73%   Index = 105	"I have tried a product/service based on a personal recommendation" 73%   Index = 102	"I am very concerned about the nutritional content of food products I buy" 67%   Index = 108	"I value companies who give back to the community" 65%   Index = 106
"I am interested in learning about different cultures" 64%   Index = <b>114</b>	"Family life and having children are most important to me" 62%   Index = 99	"I like to try new places to eat" 61%   Index = <b>114</b>	"I make an effort to buy local produce/products" 60%   Index = <b>114</b>	"I consider myself to be informed on current events or issues" 60%   Index = 103
"I offer recommendations of products/services to other people" 58%   Index = 100	"I like to cook" 55%   Index = 97	"When I shop online I prefer to support Canadian retailers" 49%   Index = 102	"It's important to buy products from socially-responsible/environmentally-friendly companies" 49%   Index = 103	"I like to try new and different products" 44%   Index = 97
"Free-trial/product samples can influence my purchase decisions" 44%   Index = 103	"I am adventurous/"outdoorsy" 40%   Index = 99	"Vegetarianism is a healthy option" 30%   Index = <b>114</b>	"I prefer to shop online for convenience" 30%   Index = 99	"Advertising is an important source of information to me" 28%   Index = 104
"Staying connected via social media is very important to me" 28%   Index = 92	"I consider myself to be sophisticated" 28%   Index = <b>114</b>	"I am willing to pay more for eco-friendly products" 27%   Index = 104	"I lead a fairly busy social life" 25%   Index = 97	"I enjoy being extravagant/indulgent" 20%   Index = 108



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

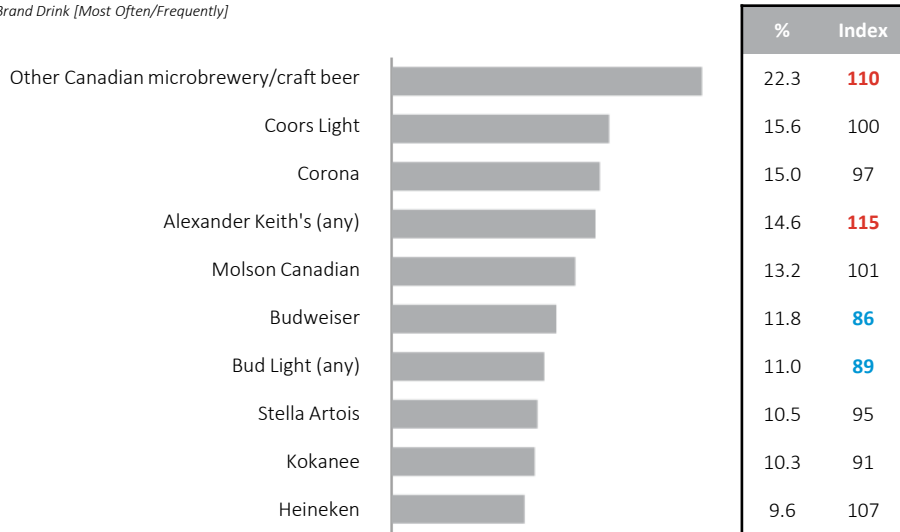
Drank [Past Month]	% Comp	Index
Canadian wine	14.3	115
Cider	7.0	114
Liqueurs (any)	6.8	100

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.4	106

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.3	110

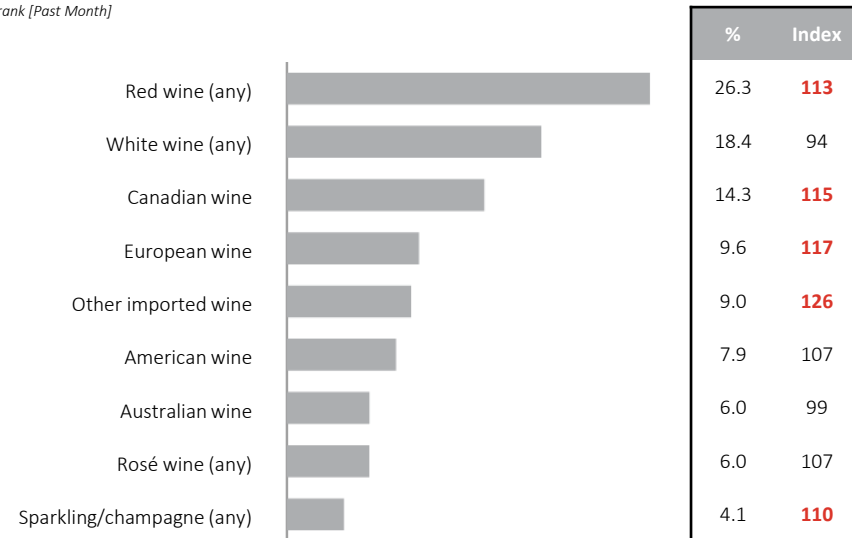
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

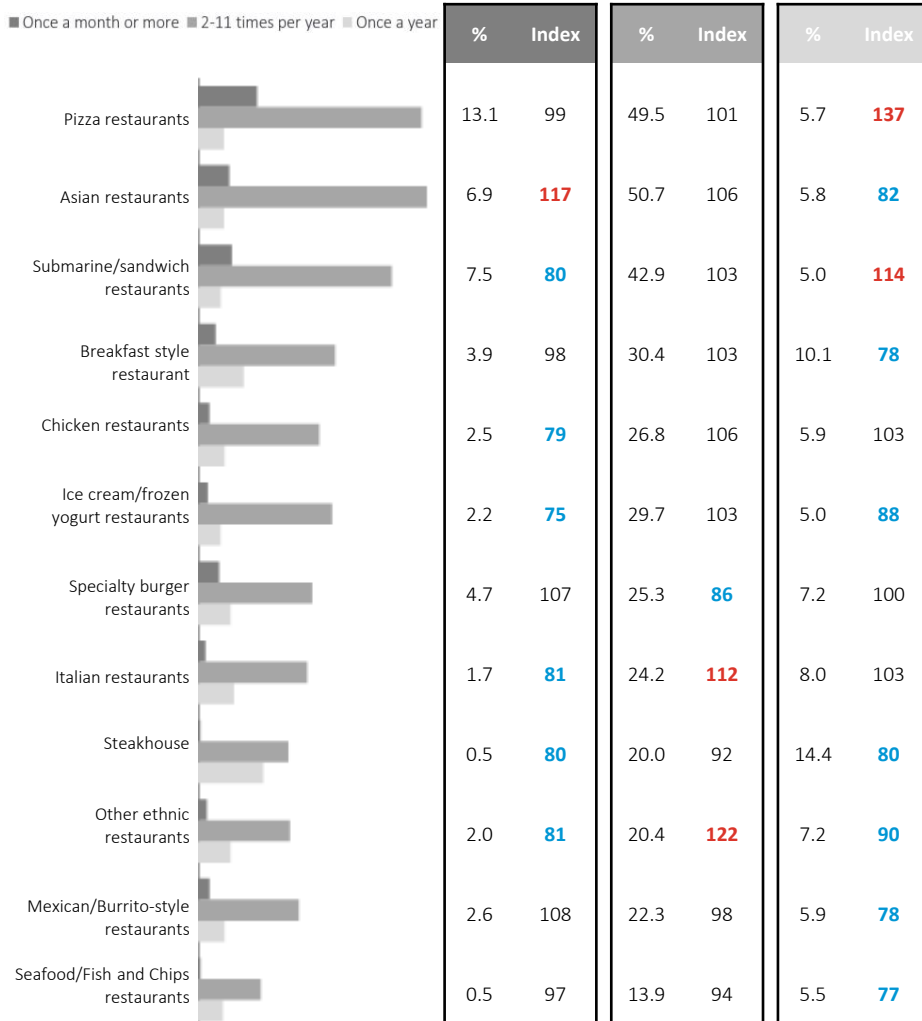


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

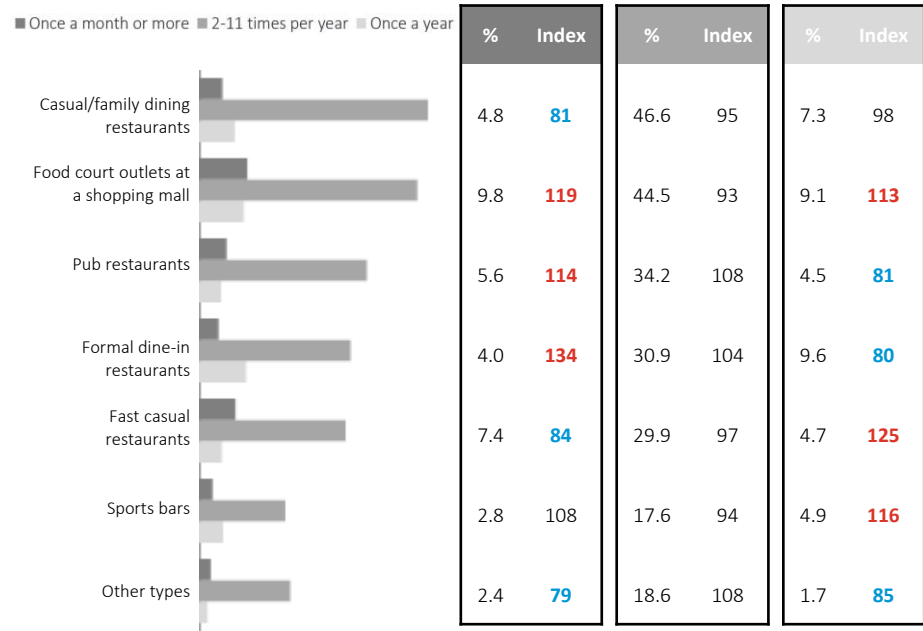
■ Once a month or more ■ 2-11 times per year ■ Once a year



**Restaurant Service Type\***

Frequency of Visiting [Past Year]

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



**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables  
23.2%  
(107)



Other Organic Food  
7.1%  
(80)



Organic Meat  
6.8%  
(104)

**Product Preferences**

**Demographics**



Rent  
59.4%  
**(218)**



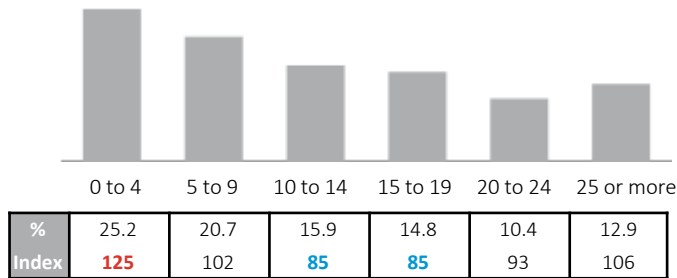
Own  
40.6%  
**(56)**



Households with  
Children at Home

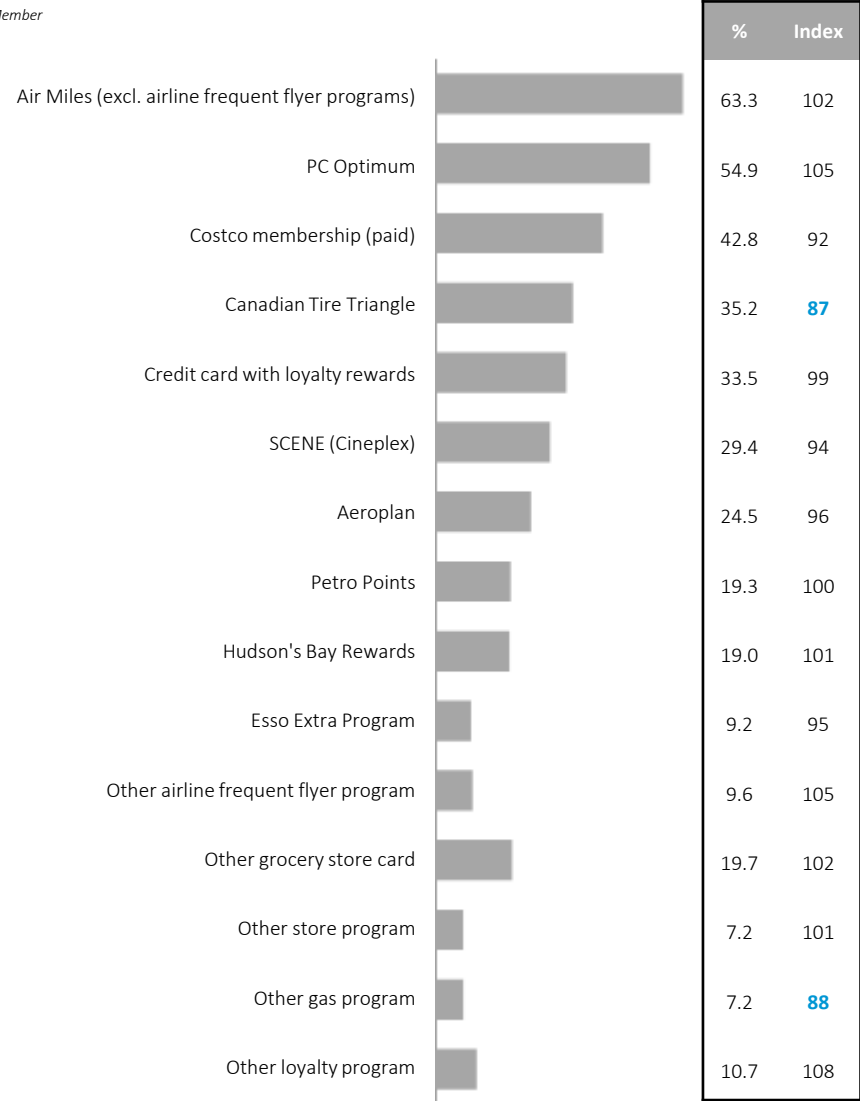
26.1%  
**(61)**

Age of Children at Home



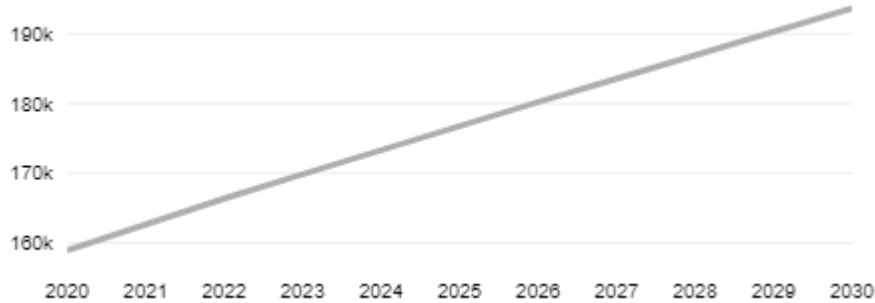
**Loyalty Programs\***

Member



**Demographic Trends**

Household Projections

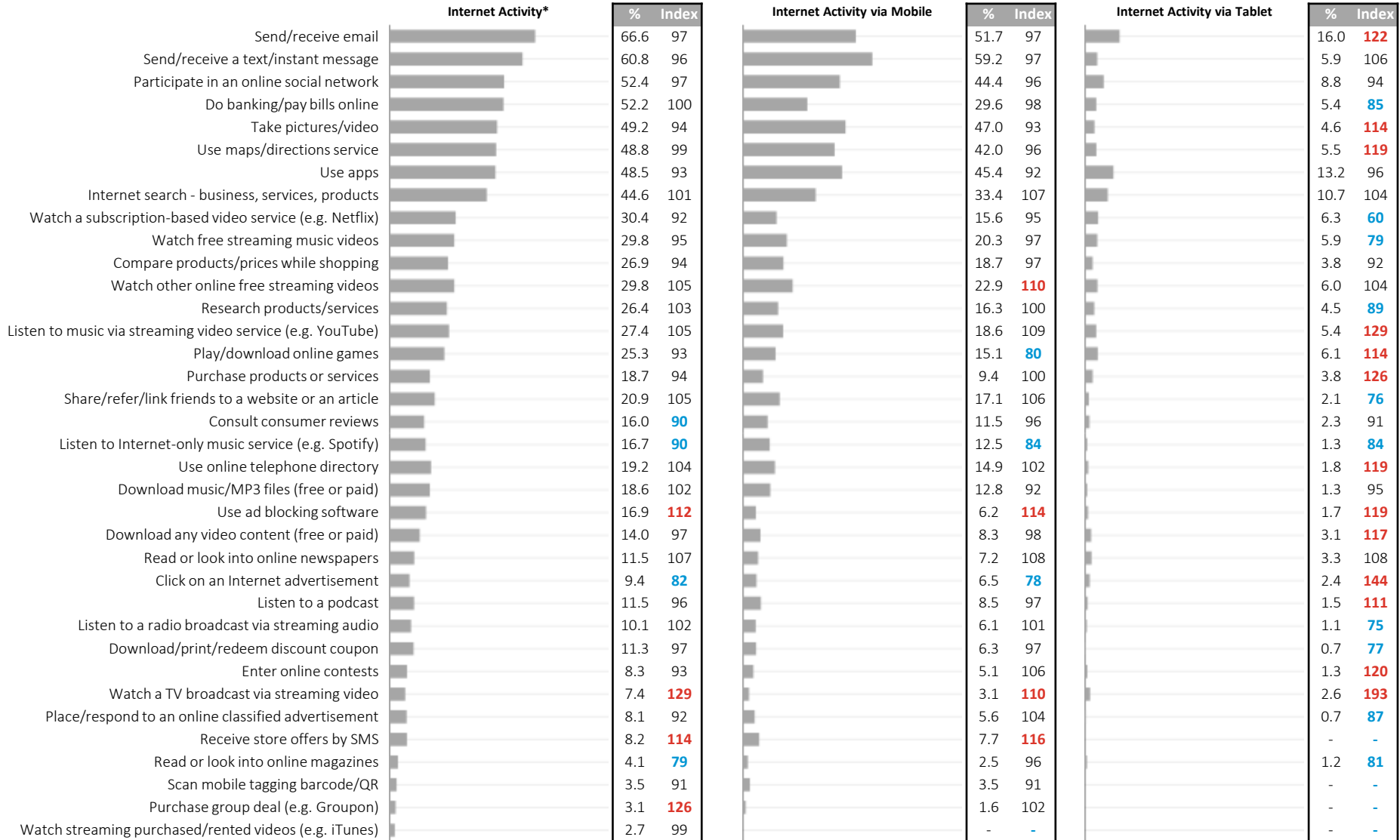


	2020	2023	2025	2030
Count	158,951	169,870	176,872	193,632
% Change	-	6.9	11.3	21.8
Index	-	138	138	136

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

**Internet Activity**

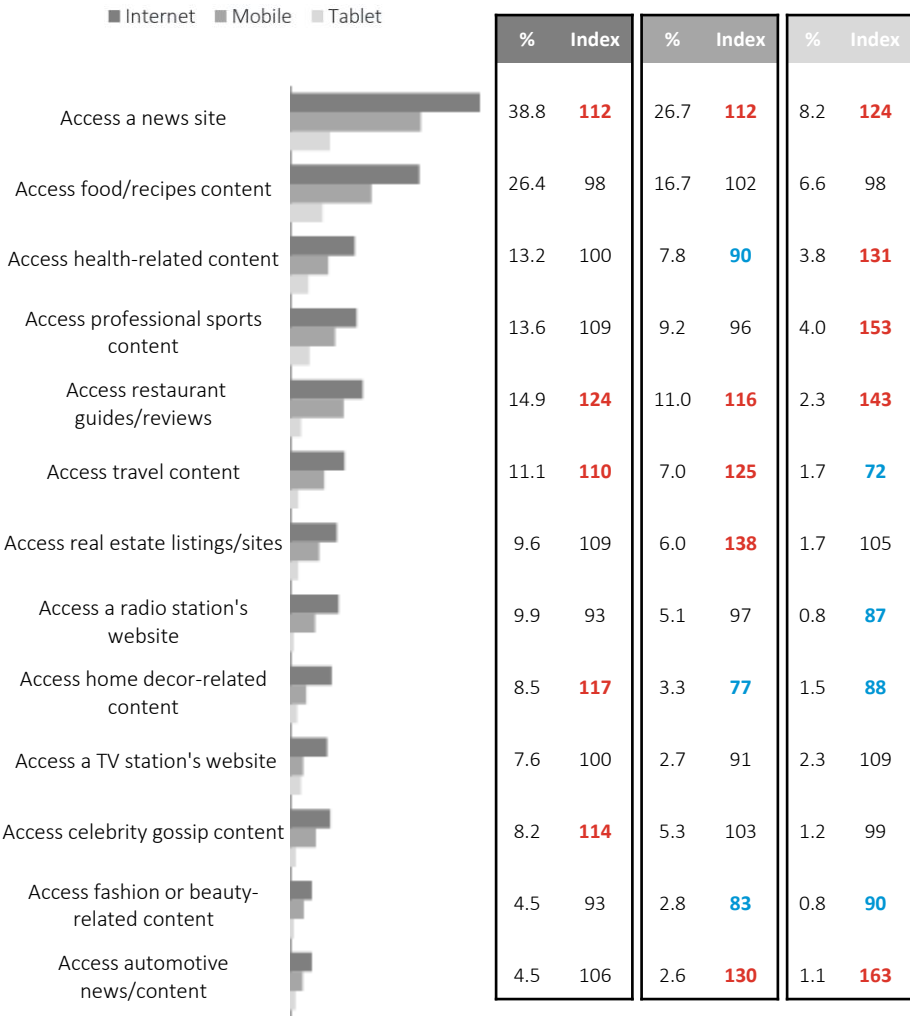
Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]



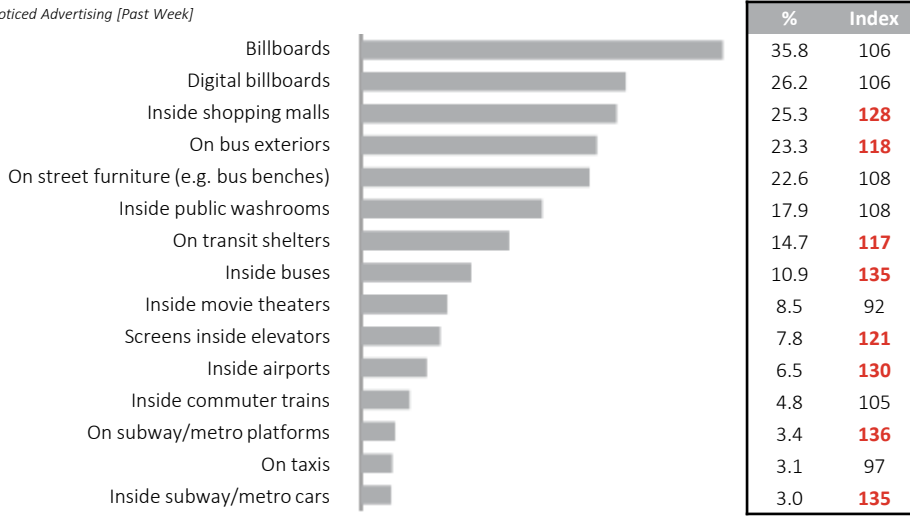
**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]



**Out of Home Advertising**

Noticed Advertising [Past Week]



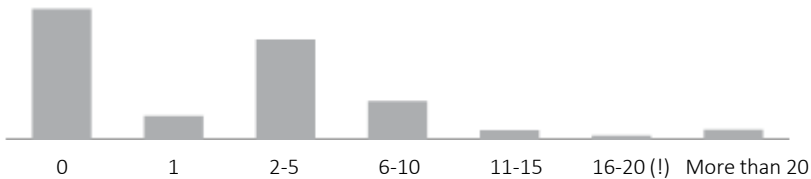
**Social Media Usage**

**Social Media Overview**

- 69% of Cultural Explorers from Alberta tend to access social media on their mobile phones during the morning hours, 64% during the afternoon hours
- 10% seek recommendations for Vacation/Travel Information via social media (Average)
- 84% believe that Social media companies should not be allowed to own or share their personal information

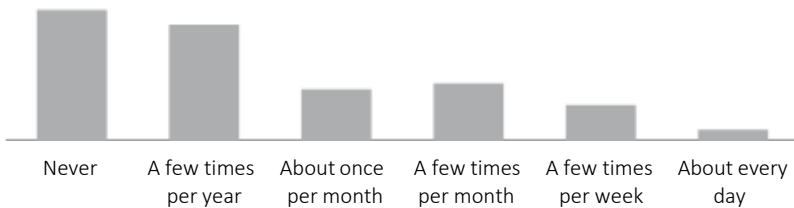
**Brand Interaction**

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



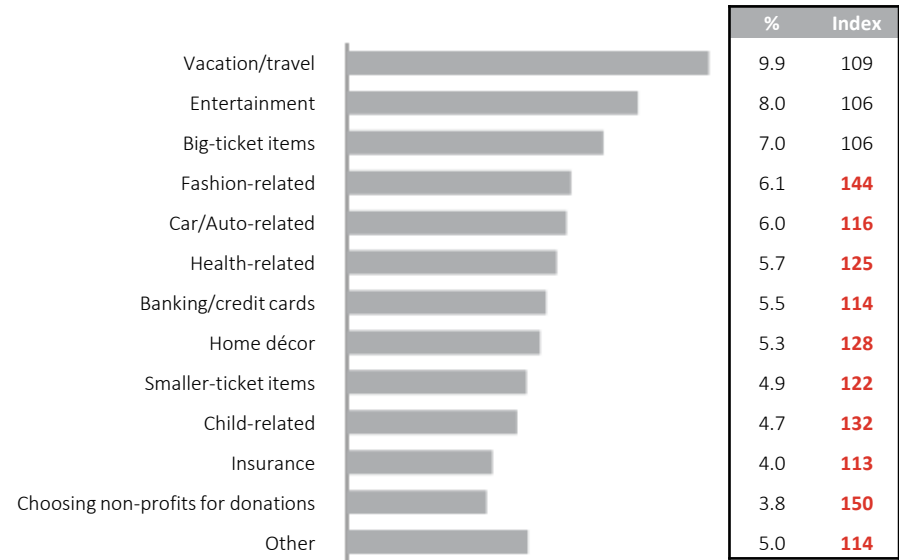
%	41.0	7.5	31.5	12.2	3.1	1.4	3.3
Index	97	103	97	109	93	107	146

Rate or Review Products or Services  
[Frequency of Participation]



%	32.4	28.8	12.8	14.3	8.9	2.8
Index	106	100	92	99	92	116

**Seek Recommendations via Social Media\***



**Top Social Media Attitudes\*\***

Cultural Explorers from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"  
84% | Index = 98

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
71% | Index = 98

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
71% | Index = 99

"Use SM to stay connected with personal contacts"  
44% | Index = 99

**Social Media Usage**

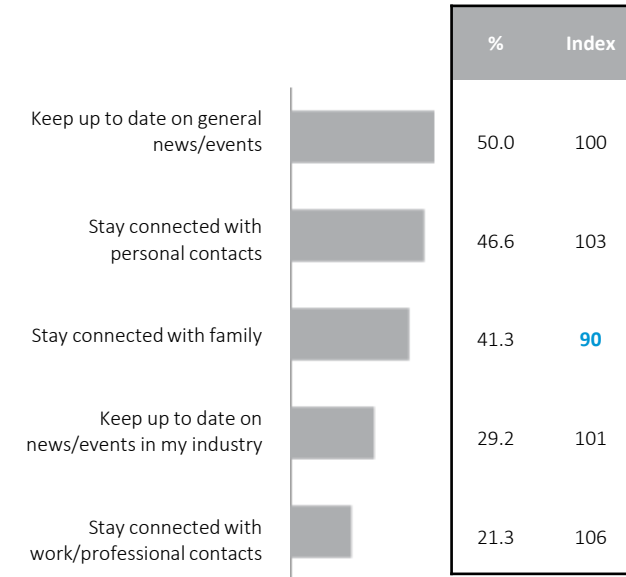
**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
Watch video online	50.9	111
View friends' photos online	50.2	103
Read status updates/tweets	43.2	102
Read article comments	41.1	93
Chat in online chats	38.7	109
Listen to radio or stream music online	38.6	108
Share links with friends and colleagues	32.3	111
Click links in news feeds	25.7	108
Play games with others online	18.5	108
Read blogs	16.8	105
Post photos online	13.9	104
Update your status on a social network	13.8	109
Chat in online forums	13.5	121
Comment on articles or blogs	13.0	126
Rate or review products online	11.7	97
Check in with locations	11.6	121
Share your GPS location	10.8	120
Post videos online	7.2	125
Publish blog, Tumblr, online journal	5.4	161

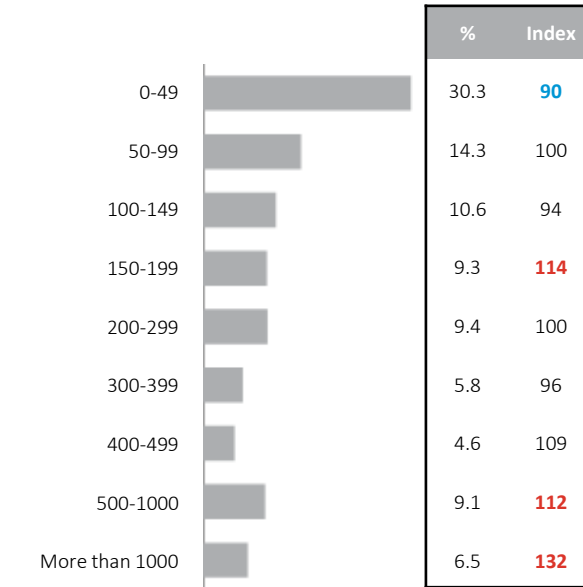
**Social Media Uses\***

*A few times per week or more*



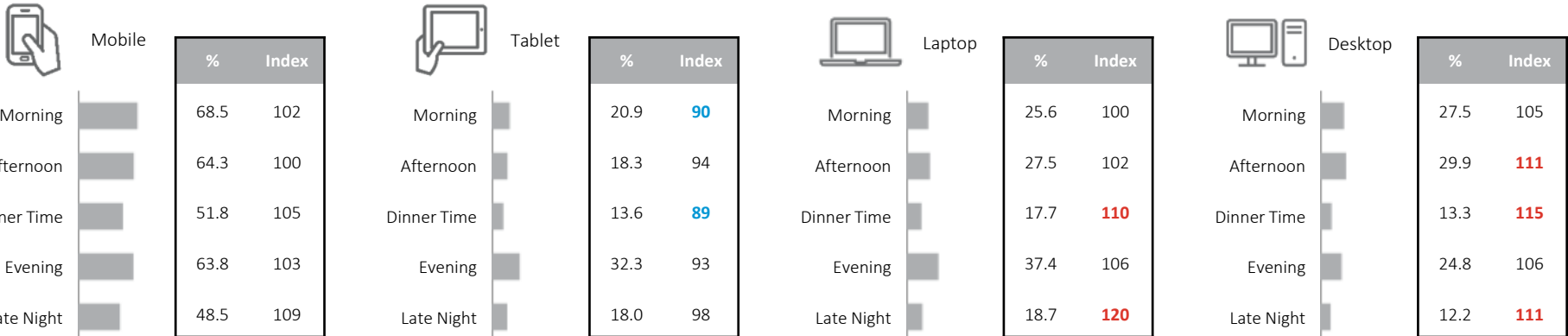
**Number of Connections**

*Across all social media*



**Social Media Access**

*Typically use*

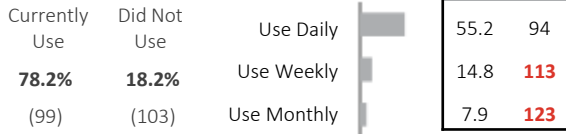


**Social Media Usage**

**Facebook**



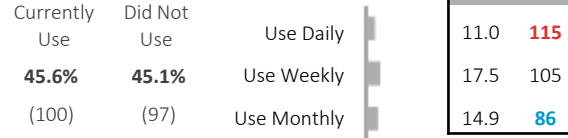
Frequency of Use  
[Past Year]



**LinkedIn**



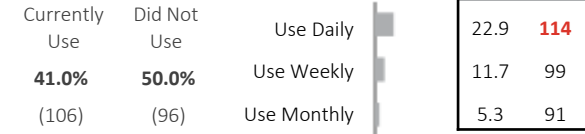
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	53.3	96
Comment/Like other users' posts	44.5	94
Watch videos	39.4	100
Use Messenger	38.3	97
Watch live videos	16.9	98
Like or become a fan of a page	14.3	98
Update my status	12.9	105
Post photos	12.6	97
Click on an ad	12.0	94
Post videos	7.0	<b>111</b>
Create a Facebook group or fan page	5.2	<b>125</b>
Give to a Facebook fundraiser (!)	3.3	<b>136</b>
Create a Facebook fundraiser (!)	2.8	<b>143</b>

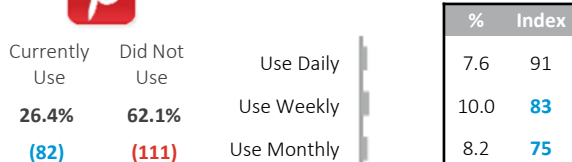
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	14.8	<b>133</b>
View a job posting	10.4	<b>122</b>
Watch videos	8.5	<b>134</b>
Search and review other profiles	8.2	<b>125</b>
Create a connection	6.9	<b>157</b>
Comment on content	6.1	<b>177</b>
Post an article, video or picture (!)	5.0	<b>209</b>
Update your profile information	4.1	<b>114</b>
Click on an ad (!)	4.0	<b>136</b>
Participate in LinkedIn forums (!)	3.7	<b>163</b>
Request a recommendation (!)	3.4	<b>155</b>
Join a LinkedIn group (!)	3.3	<b>173</b>

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	27.9	108
Like photos/videos	24.7	<b>114</b>
Comment on photos/videos	15.5	<b>123</b>
Send direct messages	12.6	<b>130</b>
Watch live videos	12.2	102
View a brand's page	10.0	<b>130</b>
Post photos/videos	9.1	<b>124</b>
Watch IGTV videos	7.3	<b>131</b>
Click on ads	7.1	<b>144</b>

**Pinterest**



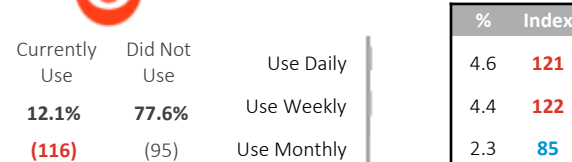
Frequency of Use  
[Past Year]



**Reddit**



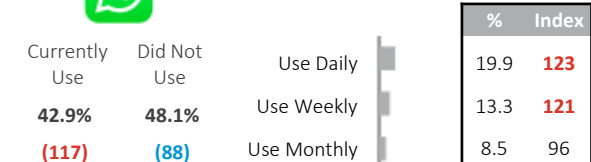
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	9.6	<b>124</b>
Follow specific Subreddits	7.0	<b>130</b>
Vote on content	5.3	<b>144</b>
Post content	3.4	<b>152</b>

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	27.2	<b>121</b>
Send/receive images	24.6	<b>123</b>
Use group chats	19.1	<b>124</b>
Use voice calls	13.6	<b>137</b>
Send/receive documents and files	12.5	<b>134</b>

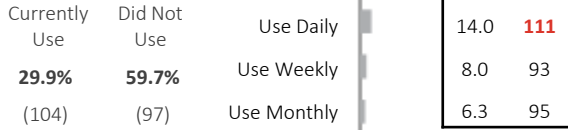


**Social Media Usage**

**Twitter**



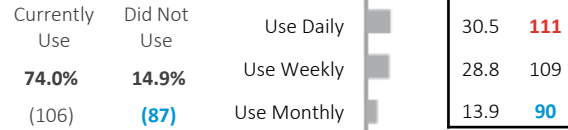
Frequency of Use  
[Past Year]



**YouTube**



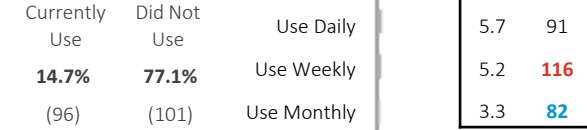
Frequency of Use  
[Past Year]



**Snapchat**



Frequency of Use  
[Past Year]

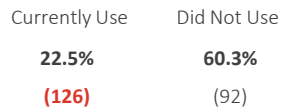


Participate In* (at least a few times per week)	% Comp	Index
Read tweets	19.7	104
Watch videos	12.5	112
Tweet	8.3	123
Send or receive direct messages	7.2	119
Respond to tweets	7.1	110
Retweet	7.0	118
Share a link to a blog post or article of interest	6.9	117
Watch live videos	6.9	128
Follow users who follow you	6.2	117
Actively follow new users	5.4	119
Click on an ad	3.8	122

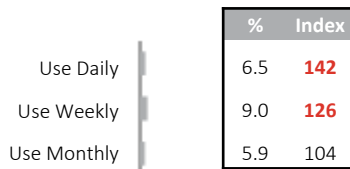
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	51.1	117
Like or dislike videos	16.0	122
Watch live videos	15.2	115
Share videos	10.8	141
Leave comment or post response on video	7.7	124
Click on an ad	7.7	111
Embed a video on a web page or blog	6.7	161
Create and post a video	4.5	165

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.8	96
Send direct text messages	6.6	99
Send photos/videos	6.4	104
Use filters or effects	4.5	108
Read Snapchat discover/News	3.9	105
View a brand's snaps	3.2	124
Use group chat	2.9	94
Use video chat	2.2	100
View ads	2.1	94

**Audio Podcasts**

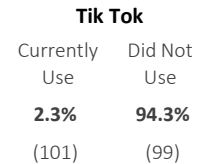
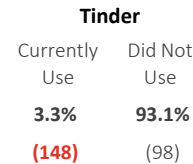


Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	6.7	167
Listen to another genre of podcast	6.1	138
Listen to a news podcast	5.7	126
Listen to a business podcast	5.4	159
Listen to a technology focused podcast	4.4	177
Listen to a comedy podcast	4.3	127
Listen to a sports podcast	4.0	127
Subscribe to a educational podcast	3.8	204
Subscribe to another genre of podcast	3.6	154
Subscribe to a sports podcast**	3.1	115
Subscribe to a news podcast	3.0	174
Subscribe to a business podcast (!)	2.8	202
Subscribe to a technology podcast (!)	2.7	218
Subscribe to a comedy podcast (!)	2.6	173

**Other Social Media Platforms**



Frequency of Use -Tinder  
[Past Year]

