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British Columbia Regional Tourism Secretariat

Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: Alberta

Overview

- Of the 9 EQ Target Groups identified in Canada, Cultural History Buffs rank 8th, making up 107,691 households, or 6.5% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 43, 50.9% of couples have children living at home

- Below Average Household Income of $90,222 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 Specialty Movie Theatres/IMAX and Pilates/Yoga

- Above Average interest in travelling within Canada (Toronto), Cultural History Buffs from Alberta spent an average of $1,473 on their last vacation

- On average, Cultural History Buffs from Alberta spend 13hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day)

- 78% currently use Facebook, 43% use Instagram and 30% use Twitter

Market Sizing

👥 Total Population

Target Group: 208,083 | 4.7%
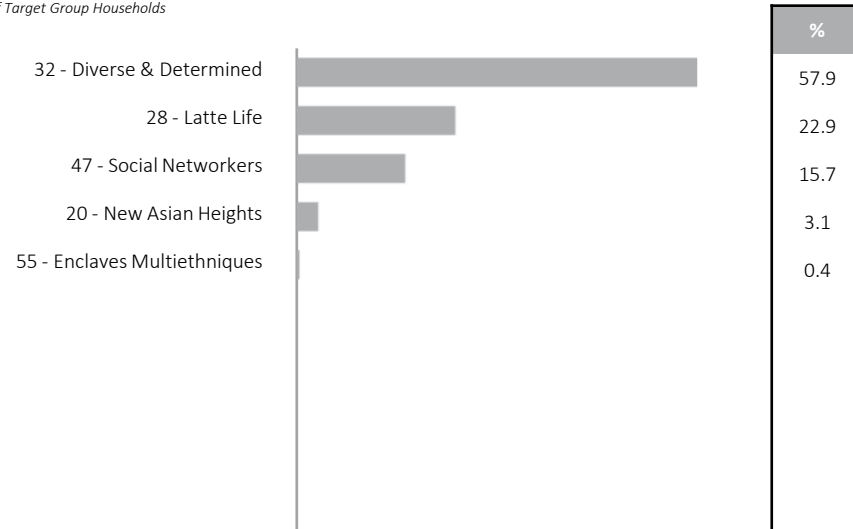Market: 4,472,482

🏠 Total Households

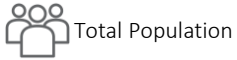Target Group: 107,691 | 6.5%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	50.6	10.8	165	504,320	30.7
Edmonton, AB (CY)	43.3	11.9	181	392,545	23.9
Airdrie, AB (CY)	1.4	5.8	88	25,833	1.6
Strathcona County, AB (SM)	1.1	3.1	48	38,575	2.3
St. Albert, AB (CY)	1.0	4.4	67	25,755	1.6
Wood Buffalo, AB (SM)	0.6	2.5	37	27,216	1.7
Spruce Grove, AB (CY)	0.5	3.3	50	15,517	0.9
Red Deer, AB (CY)	0.4	1.0	16	42,867	2.6
Canmore, AB (T)	0.3	4.5	68	6,410	0.4
Lethbridge, AB (CY)	0.2	0.7	10	40,477	2.5

Top PRIZM Segments

% of Target Group Households

	%
32 - Diverse & Determined	57.9
28 - Latte Life	22.9
47 - Social Networkers	15.7
20 - New Asian Heights	3.1
55 - Enclaves Multiethniques	0.4

Sources: DemoStats 2020, PRIZM 2020
Index: At least 10% above or below the average   Target Group   Source: Environics Analytics 2020
Top Geographic Markets ranked by percent of group
PRIZM segments ranked on percent composition chosen from highest percent composition
1

Cultural History Buffs

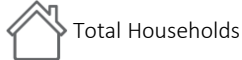**PRIZM Segments Included (by SESI):** 20, 28, 32, 47, 55
Market: Alberta

Demographic Profile

Total Population
Target Group: 208,083 | 4.7%
Market: 4,472,482

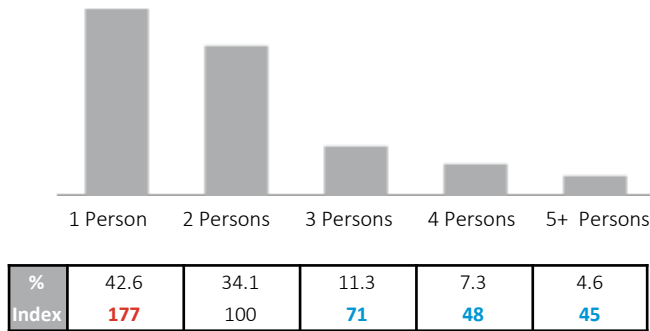**Total Households**
Target Group: 107,691 | 6.5%
Market: 1,644,476

Average Household Income

$90,222
(72)

Median Household Maintainer Age

43
(87)

Household Size*

%	42.6	34.1	11.3	7.3	4.6
Index	**177**	100	**71**	**48**	**45**

1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons

Marital Status**
47.2%
(79)
Married/Common-Law

Family Composition***
49.1%
(125)
Couples Without Kids at Home

Education**
36.6%
(144)
University Degree

Visible Minority Presence*
41.1%
(145)
Belong to a visible minority group

Non-Official Language*
1.9%
(129)
No knowledge of English or French

Immigrant Population*
29.9%
(131)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Culture Sampling	**138**	**65**	Attraction to Nature
Flexible Families	**127**	**79**	Parochialism
Introspection & Empathy	**125**	**80**	Sexism
Brand Genuineness	**125**	**86**	Utilitarian Consumerism
Need for Escape	**124**	**86**	Obedience to Authority

Key Social Values

Culture Sampling — Index = **138**	Flexible Families — Index = **127**	Brand Genuineness — Index = **125**
Need for Escape — Index = **124**	Social Learning — Index = **124**	Global Consciousness — Index = **122**
Pursuit of Originality — Index = **118**	Ecological Concern — Index = **117**	Ethical Consumerism — Index = **116**
Effort Toward Health — Index = **116**	Racial Fusion — Index = **116**	Emotional Control — Index = **115**

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

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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index	Top 5 Activities Attended*	% Comp	Index
Reading	84.5	104	Auditoriums, arenas & stadiums (any)	49.8	105
Home exercise & home workout	57.2	104	Other activities & attractions	46.8	101
Gardening	54.9	93	National or provincial park	44.3	109
Camping	54.0	91	Art galleries, museums & science centres	41.4	117
Volunteer work	49.9	98	Bars & restaurant bars	40.1	108

Key Tourism Activities**

Camping	Swimming	National or provincial park	Hiking & backpacking	Cycling	Bars & restaurant bars	Parks & city gardens	Sporting events
54.0%	46.0%	44.3%	44.2%	43.7%	40.1%	39.7%	38.8%
(91)	(89)	(109)	(108)	(96)	(108)	(100)	(95)

Photography	Specialty movie theatres/IMAX	Canoeing & kayaking	Pilates & yoga	Golfing	Ice skating	Zoos & aquariums	Historical sites
31.5%	28.7%	27.8%	27.7%	27.4%	27.0%	26.8%	23.8%
(101)	(113)	(103)	(123)	(88)	(89)	(86)	(95)

Fishing & hunting	Cross country skiing & snowshoeing	Downhill skiing	Theme parks, waterparks & water slides	Hockey	ATV & snowmobiling	Power boating & jet skiing	Curling
22.9%	20.2%	17.9%	14.4%	13.8%	13.2%	13.1%	11.8%
(81)	(95)	(90)	(68)	(88)	(75)	(97)	(97)

Dinner theatres	Adventure sports	Music festivals	Beer, food & wine festivals	Snowboarding	Video arcades & indoor amusement centres	Inline skating	Marathon or similar event
11.7%	11.5%	10.6%	9.9%	9.3%	8.9%	7.8%	4.0%
(93)	(92)	(130)	(125)	(115)	(68)	(98)	(93)

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	25.4	92
Other British Columbia	25.3	98
Other Alberta	24.1	94
Vancouver	19.7	99
Calgary	19.0	82
Jasper	16.2	96
Victoria	12.6	94
Saskatchewan	12.2	99
Toronto	12.1	124
Manitoba	10.4	99
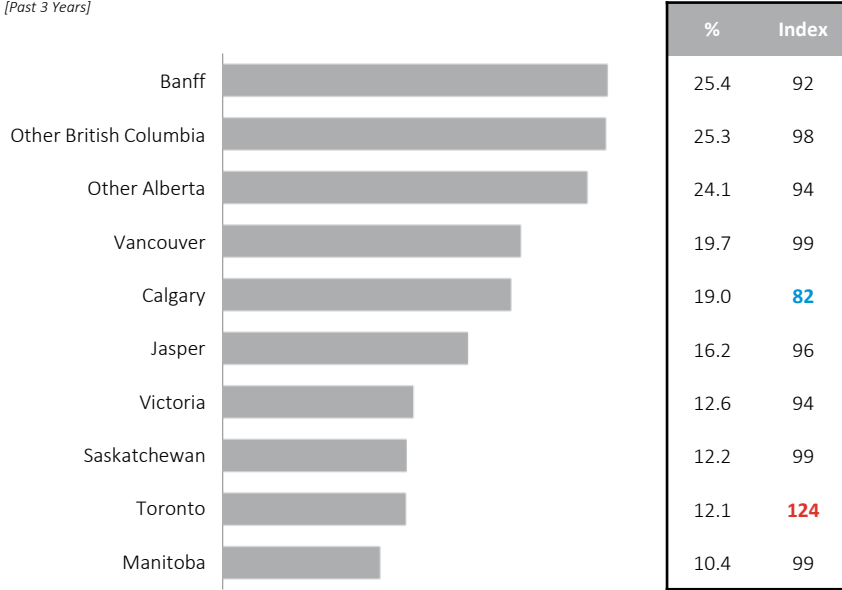
Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	39.2	96
Book through a hotel directly	36.0	97
Book through an on-line travel agency	32.4	98
Book through airline/hotel website	30.6	104
Other services	18.2	108
Book through a full service travel agent	16.9	92
Book a package tour	8.9	89
Book through a discount/last minute agency	7.6	105

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
12.7%	6.8%	3.8%	1.5%	1.0%
(93)	(159)	(102)	(85)	(113)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
0.7%	12.7%	1.5%	4.5%
(93)	(90)	(109)	(124)

Vacation Spending

Spent Last Vacation

	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	30.1	23.3	19.1	11.3	6.7	9.5
Index	101	112	90	99	113	88

$ 1,473
(97)
Average spend on last trip
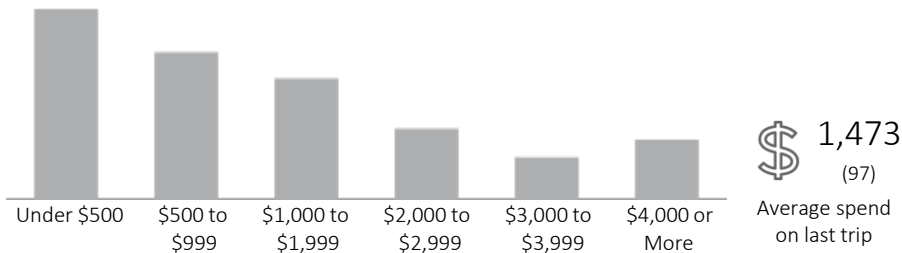
Travel Type & Frequency

Business Trips

13.7
(125)
Average number of nights away in the past year for business trips

Personal Trips
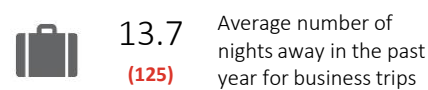
3.6
(100)
Average out-of-town vacations taken in the past 3 years
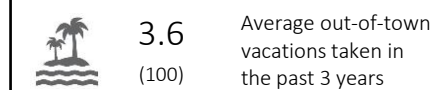
Average number of business trips by mode of transportation in the past year:

	3.4	3.7	3.2	2.6
	(110)	(96)	(89)	(89)

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Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
59.6%	35.1%	19.1%	22.3%	19.4%	18.6%	8.8%
(100)	(97)	(93)	(85)	(100)	(103)	(99)

B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
9.8%	10.5%	6.6%	10.6%	3.3%	3.2%	3.7%
(91)	(92)	(129)	(76)	(113)	(112)	(128)

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
33.8%	47.2%	3.6%	0.0%	3.3%
(102)	(109)	(94)	(17)	(118)

United Airlines	Delta Airlines	American Airlines	Other American	
6.7%	6.7%	1.3%	1.5%	
(130)	(117)	(94)	(107)	

European Airlines	Asian Airlines	Other Charter	Other	
5.2%	2.4%	1.9%	4.3%	
(130)	(185)	(74)	(117)	

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
6.9%	4.4%	2.1%	3.4%
(114)	(116)	(79)	(152)

Hertz	Discount	U-Haul	Other Rentals
2.1%	0.9%	1.0%	2.0%
(129)	(177)	(148)	(116)

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Media

Overall Level of Use

	Radio	Television	Newspaper	Magazine	Internet
	13 hours/week	1,332 minutes/week	1 hours/week	7 minutes/day	242 minutes/day
	(98)	**(111)**	**(138)**	(91)	(104)

Top Radio Programs*
Programs [Weekly]

	%	Index
News/Talk	29.3	**114**
Mainstream Top 40/CHR	18.4	94
Adult Contemporary	17.5	109
Classic Hits	16.9	97
Today's Country	14.8	92
Multi/Variety/Specialty	13.6	**119**
AOR/Mainstream Rock	11.4	**114**
Modern/Alternative Rock	7.8	**110**
Classic Rock	6.0	**87**
Religious	5.4	109

Top Television Programs*
Programs [Average Week]

	%	Index
Movies	52.0	101
Evening local news	38.6	**110**
Hockey (when in season)	28.7	95
Primetime serial dramas	28.1	98
News/current affairs	27.9	**111**
Situation comedies	26.6	**111**
Documentaries	26.4	**114**
Suspense/crime dramas	24.8	102
Home renovation/decoration shows	23.0	91
CFL football (when in season)	22.2	100

Top Newspaper Sections*
Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.7	107
National News	52.3	106
International News & World	50.7	**112**
Movie & Entertainment	39.8	**123**
Health	32.0	**119**
Sports	31.8	**112**
Editorials	30.8	**111**
Food	30.4	**116**
Business & Financial	27.2	**115**
Travel	25.6	**120**

Top Magazine Publications*
Read [Past Month]

	%	Index
Other U.S. magazines	7.2	98
Other English-Canadian	6.7	97
CAA Magazine	6.5	**119**
Canadian Living	5.6	**115**
National Geographic	4.8	**113**
Maclean's	4.6	108
Canadian Geographic	4.2	**139**
Hello! Canada	3.8	106
People	3.6	95
Reader's Digest	3.4	**67**

Top Internet Activities*
Activity [Past Week]

	%	Index
Send/receive email	70.0	102
Send/receive a text/instant message	63.8	101
Participate in an online social network	55.1	102
Do banking/pay bills online	54.6	105
Take pictures/video	51.7	98
Use maps/directions service	50.9	103
Use apps	48.6	93
Internet search - business, services, products	45.7	103
Access a news site	37.8	109
Watch free streaming music videos	32.9	105

Top Mobile Activities*
Activity [Past Week]

	%	Index
Send/receive a text/instant message	61.8	101
Send/receive email	51.5	97
Take pictures/video	48.5	96
Participate in an online social network	46.3	100
Use apps	45.5	92
Use maps/directions service	44.5	101
Internet search - business, services, products	33.2	107
Do banking/pay bills online	30.5	101
Access a news site	26.2	**110**
Watch free streaming music videos	21.3	102

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Media

Social Media Platforms

Usage [Currently Use]

Platform	%	(Index)
Facebook	78.4%	(100)
YouTube	74.5%	(107)
LinkedIn	47.6%	(105)
WhatsApp	44.2%	(120)
Instagram	42.9%	(111)
Twitter	29.5%	(103)
Pinterest	27.2%	(84)
Podcasts	21.5%	(121)
Snapchat	15.3%	(99)
Reddit	12.5%	(120)
Blogs	11.9%	(124)
Health/Fitness	9.4%	(106)
Dating App	7.2%	(165)
Flickr	4.7%	(165)
Tinder	3.2%	(141)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	33.2	102
To learn about a brand's products /services	32.8	103
To enter contests	30.5	99
To be among the first to hear brand news	15.1	123
To provide feedback to the brand	11.0	96
To engage with content	8.1	102
To make suggestions for new products/services	6.1	114
To share brand-related stories with consumers	5.9	105

Reasons to Unfollow Brands

	%	Index
Too many messages	37.8	103
Not enough value	21.7	110
Stopped purchasing products from brand	13.8	106
Other	3.2	86
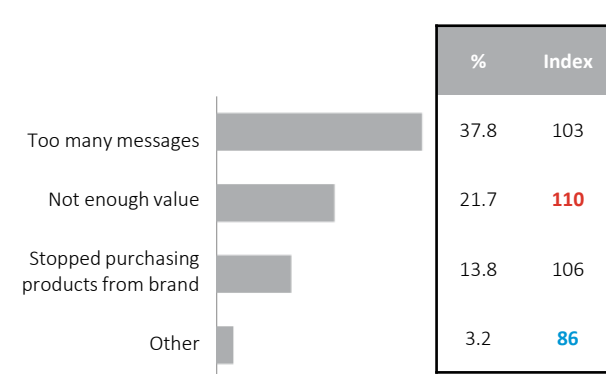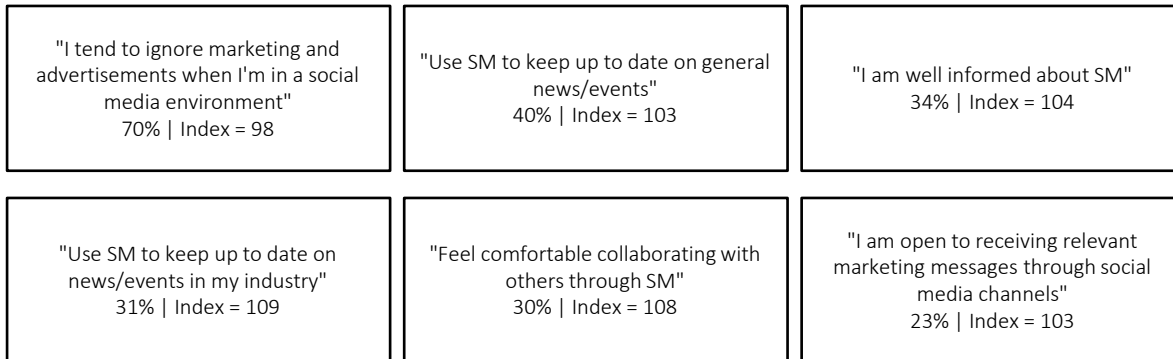
Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	36.7	99
Subscribe to brand email newsletter	21.4	112
Follow brand on Instagram	16.9	119
Subscribe to brand channel on YouTube	15.9	116
Join an exclusive online community of consumers who also like the brand	9.5	97
Follow brand on Twitter	9.5	119

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment"
70% | Index = 98

"Use SM to keep up to date on general news/events"
40% | Index = 103

"I am well informed about SM"
34% | Index = 104

"Use SM to keep up to date on news/events in my industry"
31% | Index = 109

"Feel comfortable collaborating with others through SM"
30% | Index = 108

"I am open to receiving relevant marketing messages through social media channels"
23% | Index = 103

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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" 74% | Index = 104	"I generally achieve what I set out to do" 74% | Index = 105	"I am very concerned about the nutritional content of food products I buy" 66% | Index = 107	"I value companies who give back to the community" 65% | Index = 107
"I am interested in learning about different cultures" 61% | Index = 108	"I consider myself to be informed on current events or issues" 61% | Index = 106	"I make an effort to buy local produce/products" 59% | Index = **111**	"I like to try new places to eat" 58% | Index = 109	"Family life and having children are most important to me" 58% | Index = 94
"I offer recommendations of products/services to other people" 56% | Index = 97	"I like to cook" 56% | Index = 98	"When I shop online I prefer to support Canadian retailers" 51% | Index = 107	"It's important to buy products from socially-responsible/environmentally-friendly companies" 50% | Index = 106	"I like to try new and different products" 46% | Index = 100
"Free-trial/product samples can influence my purchase decisions" 43% | Index = 102	"I am adventurous/"outdoorsy"" 40% | Index = 99	"Staying connected via social media is very important to me" 31% | Index = 100	"Vegetarianism is a healthy option" 30% | Index = **117**	"I prefer to shop online for convenience" 29% | Index = 96
"Advertising is an important source of information to me" 28% | Index = 103	"I consider myself to be sophisticated" 28% | Index = **114**	"I lead a fairly busy social life" 26% | Index = 102	"I am willing to pay more for eco-friendly products" 26% | Index = 100	"I enjoy being extravagant/indulgent" 19% | Index = 99

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
%	71.2	15.1	6.5	3.2	1.2	2.8
Index	104	89	114	105	59	78
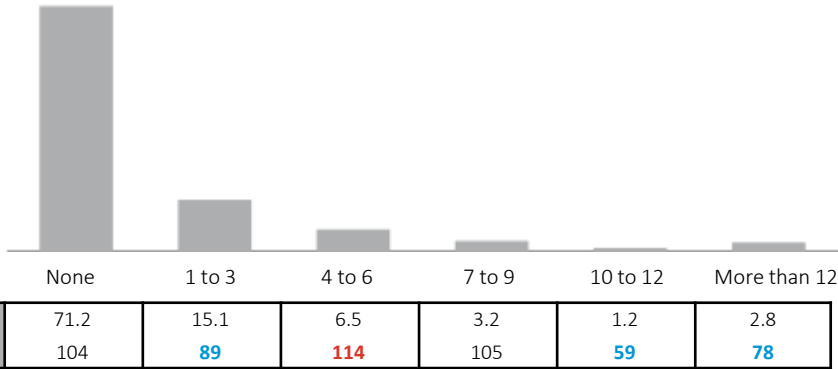
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	15.9	128
Cider	8.0	131
Liqueurs (any)	6.6	97

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.6	108

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	20.7	102

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	20.7	102
Coors Light	17.2	110
Corona	15.3	99
Alexander Keith's (any)	15.0	118
Bud Light (any)	14.3	116
Molson Canadian	12.7	98
Budweiser	12.5	91
Kokanee	11.4	101
Stella Artois	9.7	87
Rickard's (any)	9.0	95
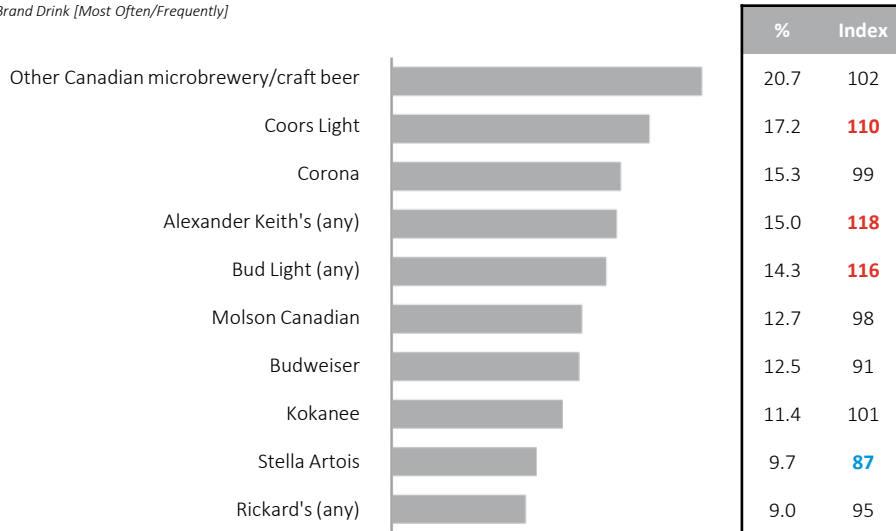
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	25.6	110
White wine (any)	20.2	103
Canadian wine	15.9	128
European wine	8.3	101
Other imported wine	7.6	106
American wine	7.3	98
Rosé wine (any)	7.1	128
Australian wine	5.0	82
Sparkling/champagne (any)	4.5	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
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

	%	Index	%	Index	%	Index
Pizza restaurants	10.9	**83**	49.8	102	5.5	**130**
Asian restaurants	6.9	**116**	47.5	99	6.5	92
Submarine/sandwich restaurants	8.1	**86**	40.3	97	4.7	106
Breakfast style restaurant	4.4	**110**	30.9	105	10.6	**82**
Chicken restaurants	2.7	**84**	25.4	100	5.4	94
Ice cream/frozen yogurt restaurants	2.5	**87**	28.3	98	6.3	**111**
Specialty burger restaurants	4.6	104	27.1	92	9.2	**127**
Italian restaurants	2.1	99	25.0	**116**	8.5	**110**
Steakhouse	0.5	**77**	21.8	100	16.6	91
Other ethnic restaurants	3.0	**123**	19.1	**115**	8.9	**110**
Mexican/Burrito-style restaurants	3.0	**125**	25.1	**110**	6.1	**81**
Seafood/Fish and Chips restaurants	0.6	**110**	13.8	93	6.3	**87**

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	5.0	**86**	47.3	96	9.2	**123**
Food court outlets at a shopping mall	9.1	**111**	45.4	95	8.4	104
Pub restaurants	6.9	**140**	34.4	109	5.0	**89**
Formal dine-in restaurants	3.9	**133**	31.9	107	9.6	**80**
Fast casual restaurants	7.4	**84**	27.2	**88**	3.9	106
Sports bars	3.4	**132**	22.0	**118**	4.0	94
Other types	2.3	**74**	19.9	**115**	2.1	107
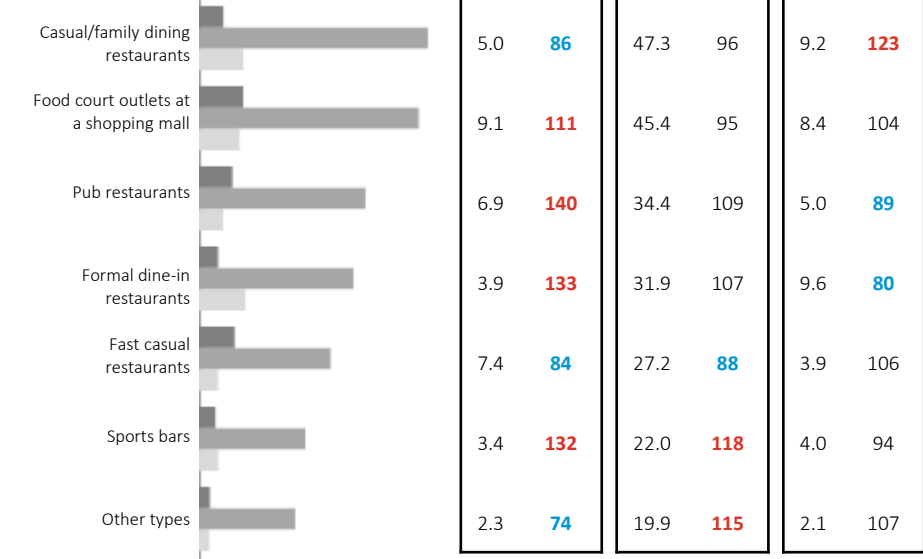
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
24.2%	8.8%	6.7%
(112)	(98)	(103)

Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: Alberta

Product Preferences

Demographics

Rent
50.3%
(185)

Own
49.7%
(69)

Households with Children at Home
24.1%
(57)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	22.0	19.8	16.7	15.5	11.2	14.8
Index	109	98	**89**	**89**	100	**122**
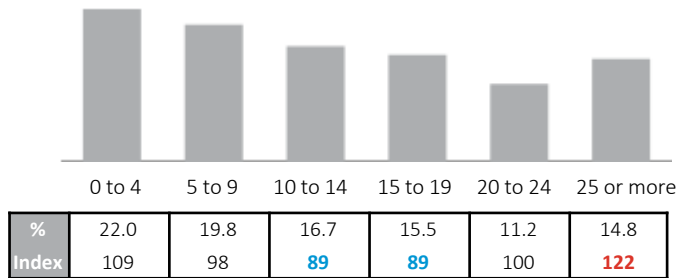
Demographic Trends

Household Projections
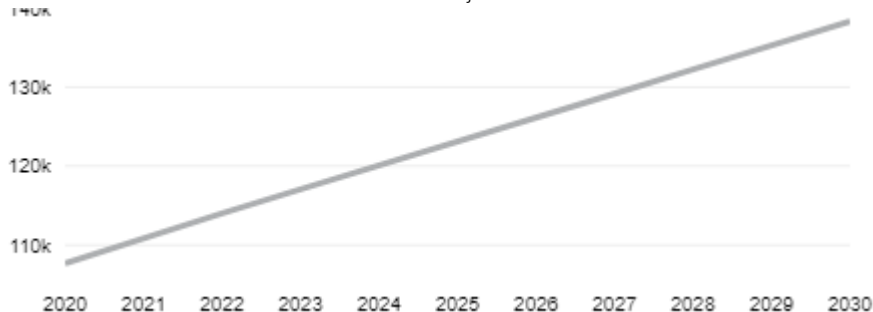
	2020	**2023**	**2025**	**2030**
Count	107,691	117,062	123,064	138,302
% Change	-	8.7	14.3	28.4
Index	-	**175**	**175**	**177**

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)	63.2	102
PC Optimum	56.9	109
Costco membership (paid)	44.9	96
Canadian Tire Triangle	37.9	94
Credit card with loyalty rewards	31.5	93
SCENE (Cineplex)	31.4	100
Aeroplan	25.3	99
Hudson's Bay Rewards	21.3	**113**
Petro Points	21.0	108
Esso Extra Program	9.7	100
Other airline frequent flyer program	9.9	109
Other grocery store card	19.7	102
Other store program	8.0	**113**
Other gas program	7.0	**86**
Other loyalty program	12.3	**125**

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	70.0	102		51.5	97		17.1	131
Send/receive a text/instant message	63.8	101		61.8	101		6.2	111
Participate in an online social network	55.1	102		46.3	100		11.2	119
Do banking/pay bills online	54.6	105		30.5	101		6.0	93
Take pictures/video	51.7	98		48.5	96		7.0	172
Use maps/directions service	50.9	103		44.5	101		4.7	102
Use apps	48.6	93		45.5	92		15.6	113
Internet search - business, services, products	45.7	103		33.2	107		10.5	103
Watch a subscription-based video service (e.g. Netflix)	32.8	99		14.6	89		7.1	68
Watch free streaming music videos	32.9	105		21.3	102		8.3	113
Compare products/prices while shopping	26.9	94		18.6	96		4.5	110
Watch other online free streaming videos	28.5	101		20.3	98		5.6	98
Research products/services	30.1	117		19.4	119		4.4	86
Listen to music via streaming video service (e.g. YouTube)	26.1	100		18.1	106		6.2	148
Play/download online games	27.5	101		16.1	85		6.2	116
Purchase products or services	19.6	99		10.0	106		3.4	114
Share/refer/link friends to a website or an article	21.7	109		17.5	109		2.5	91
Consult consumer reviews	18.3	102		13.3	110		2.4	93
Listen to Internet-only music service (e.g. Spotify)	16.8	91		12.1	81		1.8	119
Use online telephone directory	22.6	123		18.1	124		1.9	130
Download music/MP3 files (free or paid)	17.2	94		11.8	86		1.4	103
Use ad blocking software	16.5	109		5.9	109		2.1	147
Download any video content (free or paid)	15.3	106		9.7	116		4.2	158
Read or look into online newspapers	12.4	116		7.8	117		4.0	131
Click on an Internet advertisement	10.8	95		7.2	87		2.0	120
Listen to a podcast	13.2	111		9.0	103		2.0	147
Listen to a radio broadcast via streaming audio	8.9	90		5.4	89		1.1	79
Download/print/redeem discount coupon	11.2	97		6.5	100		0.9	98
Enter online contests	8.6	98		5.5	116		1.3	117
Watch a TV broadcast via streaming video	8.1	141		2.7	97		3.2	238
Place/respond to an online classified advertisement	8.5	96		5.9	108		0.9	105
Receive store offers by SMS	8.3	114		7.5	114		-	-
Read or look into online magazines	4.6	88		2.5	95		1.5	100
Scan mobile tagging barcode/QR	3.6	94		3.6	94		-	-
Purchase group deal (e.g. Groupon)	2.7	113		1.6	102		-	-
Watch streaming purchased/rented videos (e.g. iTunes)	3.7	133		-	-		-	-

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Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: Alberta

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.8	109	26.2	110	8.8	134
Access food/recipes content	28.7	106	17.1	104	7.3	108
Access health-related content	14.0	106	8.0	93	4.0	139
Access professional sports content	14.2	114	9.9	103	3.1	117
Access restaurant guides/reviews	16.7	140	12.9	136	2.4	154
Access travel content	11.5	114	7.9	141	2.2	94
Access real estate listings/sites	11.8	135	7.6	176	1.7	108
Access a radio station's website	10.6	100	4.9	92	1.0	117
Access home decor-related content	7.7	105	3.4	79	1.4	82
Access a TV station's website	7.2	95	2.2	73	1.9	91
Access celebrity gossip content	8.5	119	5.8	114	1.2	100
Access fashion or beauty-related content	5.0	103	3.7	109	1.4	160
Access automotive news/content	5.0	118	2.6	131	1.0	138

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	41.2	103
Coupons	33.6	101
Apps/online flyers	29.6	99
General information from the Internet/websites	29.6	102
Direct email offers	25.5	107
Local store catalogues	23.5	115
Flyers inserted into a community newspaper	21.2	87
Flyers inserted into a daily newspaper	19.3	109
Mail order	8.6	110
Yellow Pages (print)	3.1	88
Yellow Pages (online)	2.6	77

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	37.1	110
Digital billboards	27.8	113
On bus exteriors	25.1	127
On street furniture (e.g. bus benches)	25.0	119
Inside shopping malls	23.8	120
Inside public washrooms	17.2	104
On transit shelters	15.0	120
Inside buses	11.7	145
Inside movie theaters	10.5	112
Inside airports	7.3	146
Screens inside elevators	6.8	105
Inside commuter trains	5.3	116
Inside subway/metro cars	4.0	180
On taxis	3.3	104
On subway/metro platforms	3.0	120

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Cultural History Buffs
PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: Alberta

Social Media Usage

Social Media Overview

- 69% of Cultural History Buffs from Alberta tend to access social media on their mobile phones during the morning hours, 65% during the afternoon hours

- 10% seek recommendations for Vacation/Travel Information via social media (Above Average)

- 83% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	10.2	**112**
Entertainment	9.0	**120**
Big-ticket items	6.9	104
Fashion-related	6.7	**157**
Banking/credit cards	6.2	**129**
Car/Auto-related	5.9	**114**
Home décor	5.7	**139**
Health-related	5.5	**119**
Smaller-ticket items	5.3	**132**
Child-related	5.2	**148**
Choosing non-profits for donations	4.8	**186**
Insurance	4.6	**132**
Other	4.7	107

Brand Interaction

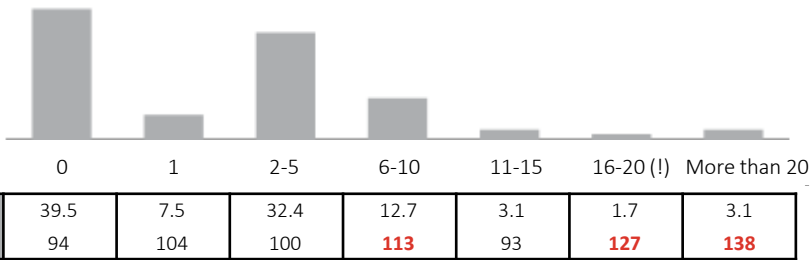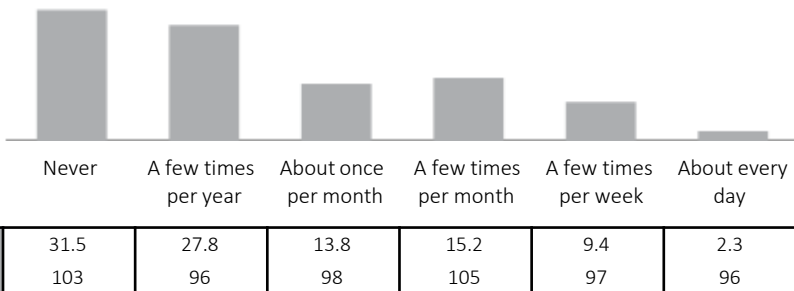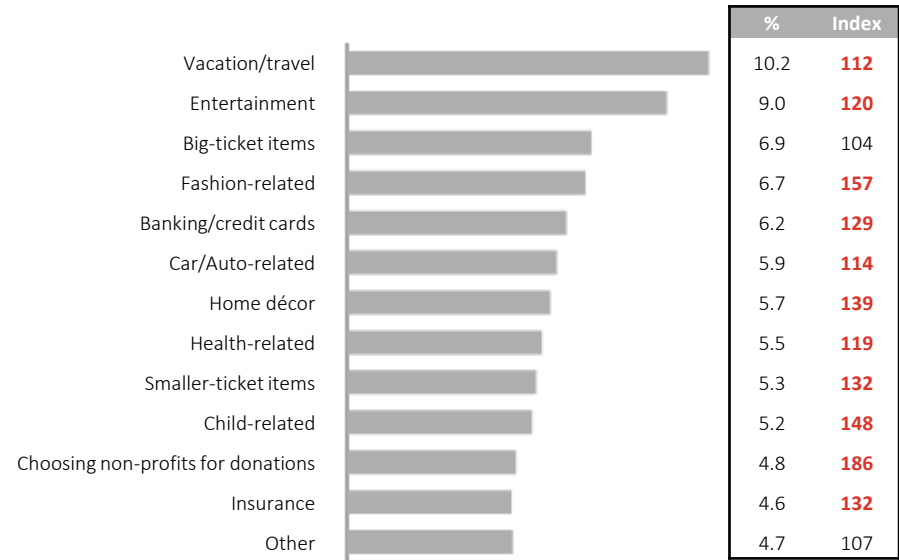Number of Brands Interacted with via Social Media
[Past Year]

	0	1	2-5	6-10	11-15	16-20 (!)	More than 20
%	39.5	7.5	32.4	12.7	3.1	1.7	3.1
Index	94	104	100	**113**	93	**127**	**138**

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
%	31.5	27.8	13.8	15.2	9.4	2.3
Index	103	96	98	105	97	96

Top Social Media Attitudes**

Cultural History Buffs from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
83% | Index = 97

"I tend to ignore marketing and advertisements when I'm in a social media environment"
70% | Index = 98

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
70% | Index = 96

"Use SM to stay connected with personal contacts"
45% | Index = 102

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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Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	51.5	112
View friends' photos online	50.9	105
Read article comments	43.4	98
Read status updates/tweets	43.3	102
Chat in online chats	39.6	112
Listen to radio or stream music online	37.9	106
Share links with friends and colleagues	34.1	117
Click links in news feeds	25.6	108
Read blogs	18.5	116
Play games with others online	17.9	105
Post photos online	14.1	106
Update your status on a social network	13.7	108
Chat in online forums	13.2	119
Comment on articles or blogs	12.7	124
Check in with locations	11.8	123
Rate or review products online	11.7	97
Share your GPS location	10.7	119
Post videos online	7.7	135
Publish blog, Tumblr, online journal	5.3	158

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	51.5	103
Stay connected with personal contacts	47.3	105
Stay connected with family	42.3	92
Keep up to date on news/events in my industry	29.8	103
Stay connected with work/professional contacts	21.3	106
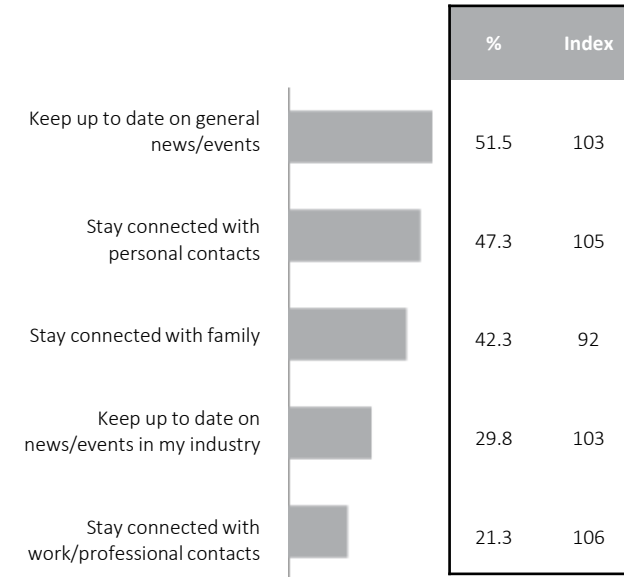
Number of Connections

Across all social media

	%	Index
0-49	30.0	89
50-99	14.0	98
100-149	10.8	96
150-199	8.8	107
200-299	9.9	105
300-399	5.8	96
400-499	5.1	121
500-1000	10.0	124
More than 1000	5.5	112
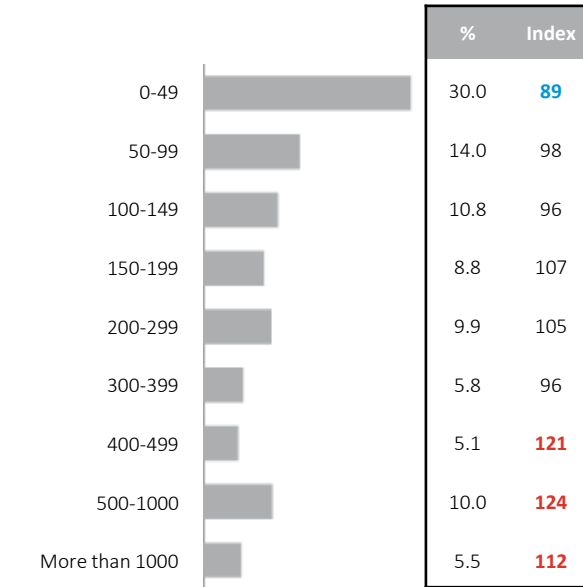
Social Media Access

Typically use

Mobile

	%	Index
Morning	68.8	102
Afternoon	64.7	100
Dinner Time	53.3	108
Evening	64.9	104
Late Night	48.9	110

Tablet

	%	Index
Morning	20.9	90
Afternoon	18.1	93
Dinner Time	13.9	91
Evening	34.6	99
Late Night	18.6	101

Laptop

	%	Index
Morning	23.8	93
Afternoon	26.7	99
Dinner Time	16.9	105
Evening	37.2	106
Late Night	18.1	116

Desktop

	%	Index
Morning	27.1	103
Afternoon	30.6	114
Dinner Time	13.8	120
Evening	24.3	104
Late Night	11.9	108

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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Cultural History Buffs

PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: Alberta

Social Media Usage

Facebook

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	78.4%	**18.0%**
	(100)	(102)

	%	Index
Use Daily	55.6	95
Use Weekly	15.0	115
Use Monthly	7.4	115

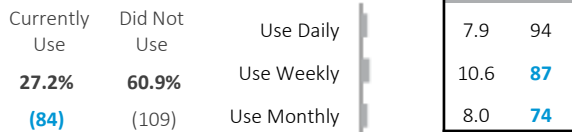| Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.3	99
Comment/Like other users' posts	44.3	94
Watch videos	39.8	101
Use Messenger	37.9	96
Watch live videos	18.7	108
Like or become a fan of a page	14.4	99
Click on an ad	13.9	108
Update my status	13.8	111
Post photos	12.6	96
Post videos	7.2	113
Create a Facebook group or fan page	5.7	137
Give to a Facebook fundraiser (!)	3.8	153
Create a Facebook fundraiser (!)	3.2	166

LinkedIn

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	47.6%	**43.3%**
	(105)	(93)

	%	Index
Use Daily	11.7	122
Use Weekly	18.2	109
Use Monthly	15.5	90

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	15.3	137
View a job posting	11.5	135
Watch videos	9.2	146
Search and review other profiles	8.6	131
Create a connection	7.1	161
Comment on content	6.2	178
Post an article, video or picture (!)	4.5	188
Click on an ad (!)	4.3	146
Update your profile information	4.0	111
Participate in LinkedIn forums (!)	3.7	164
Request a recommendation (!)	3.4	151
Join a LinkedIn group (!)	3.2	168

Instagram

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	42.9%	**47.5%**
	(111)	(92)

	%	Index
Use Daily	24.4	122
Use Weekly	11.2	95
Use Monthly	6.3	108

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	29.1	113
Like photos/videos	25.7	119
Comment on photos/videos	15.3	121
Watch live videos	13.6	114
Send direct messages	12.9	134
View a brand's page	11.0	143
Post photos/videos	9.5	130
Click on ads	8.1	163
Watch IGTV videos	7.9	141

Pinterest

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	27.2%	**60.9%**
	(84)	(109)

	%	Index
Use Daily	7.9	94
Use Weekly	10.6	87
Use Monthly	8.0	74

Reddit

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	12.5%	**77.0%**
	(120)	(94)

	%	Index
Use Daily	5.0	133
Use Weekly	4.4	122
Use Monthly	2.7	99

Participate In* (at least a few times per month)	% Comp	Index
View content	9.7	126
Follow specific Subreddits	6.7	125
Vote on content	5.0	135
Post content	3.1	140
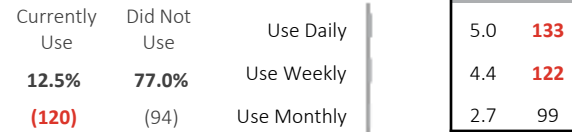
WhatsApp

Frequency of Use *[Past Year]*

	Currently Use	Did Not Use
	44.2%	**47.2%**
	(120)	(86)

	%	Index
Use Daily	20.8	129
Use Weekly	12.9	117
Use Monthly	9.1	102

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	27.8	124
Send/receive images	25.7	129
Use group chats	19.3	125
Use voice calls	13.2	133
Send/receive documents and files	12.9	138

Cultural History Buffs

PRIZM Segments Included (by SESI): 20, 28, 32, 47, 55
Market: Alberta

Social Media Usage

Twitter

Currently Use **29.5%** (103)
Did Not Use **59.8%** (98)

Frequency of Use [Past Year]

	%	Index
Use Daily	14.0	111
Use Weekly	7.9	92
Use Monthly	6.4	98

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	20.0	105
Watch videos	12.4	111
Tweet	8.1	119
Send or receive direct messages	7.0	116
Share a link to a blog post or article of interest	7.0	118
Respond to tweets	6.7	105
Retweet	6.7	113
Follow users who follow you	6.6	125
Watch live videos	6.4	120
Actively follow new users	5.4	118
Click on an ad	4.1	132

YouTube

Currently Use **74.5%** (107)
Did Not Use **14.4%** (84)

Frequency of Use [Past Year]

	%	Index
Use Daily	30.3	110
Use Weekly	29.3	111
Use Monthly	13.9	89

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	51.1	117
Like or dislike videos	16.1	122
Watch live videos	15.2	115
Share videos	10.8	141
Click on an ad	8.2	118
Leave comment or post response on video	7.6	121
Embed a video on a web page or blog	6.7	160
Create and post a video	4.8	174

Snapchat

Currently Use **15.3%** (99)
Did Not Use **76.9%** (100)

Frequency of Use [Past Year]

	%	Index
Use Daily	5.7	90
Use Weekly	5.4	122
Use Monthly	3.8	92

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.6	94
Send direct text messages	6.7	99
Send photos/videos	6.3	102
Use filters or effects	4.3	102
Read Snapchat discover/News	4.1	110
View a brand's snaps	3.0	116
Use group chat	2.9	94
View ads	2.1	96
Use video chat	2.0	92

Audio Podcasts

Currently Use **21.5%** (121)
Did Not Use **61.1%** (93)

Frequency of Use [Past Year]

	%	Index
Use Daily	6.2	135
Use Weekly	9.2	128
Use Monthly	5.2	92

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	6.4	143
Listen to an educational podcast	6.0	150
Listen to a news podcast	5.6	124
Listen to a business podcast	5.3	155
Listen to a comedy podcast	4.1	121
Listen to a sports podcast	4.1	131
Subscribe to another genre of podcast	3.7	157
Listen to a technology focused podcast	3.5	139
Subscribe to a educational podcast	3.4	185
Subscribe to a sports podcast**	3.0	111
Subscribe to a news podcast	2.7	157
Subscribe to a comedy podcast (!)	2.5	160
Subscribe to a business podcast (!)	2.5	180
Subscribe to a technology podcast (!)	1.9	148

Other Social Media Platforms

Tinder
Currently Use **3.2%** (141)
Did Not Use **93.4%** (99)

Tik Tok
Currently Use **2.8%** (124)
Did Not Use **93.7%** (99)

Frequency of Use - Tinder [Past Year]

	%	Index
Use Daily (!)	1.0	111
Use Weekly (!)	1.2	139