

Overview

- Of the 9 EQ Target Groups identified in Canada, No Hassle Travellers rank 8<sup>th</sup>, making up 199,715 households, or 12.1% of the total Households in Alberta (1,644,476)
- The Median Household Maintainer Age is 51, 48% of couples have children living at home
- Average Household Income of \$118,008 compared to Alberta at \$125,945
- **Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Above Average interest in Dinner Theatres and Inline Skating
- Average interest in travelling within Canada (Banff, Other British Columbia, Other Alberta, Calgary, Vancouver, Jasper, Victoria, Saskatchewan, Manitoba, Toronto), No Hassle Travellers from Alberta spent an average of \$1,502 on their last vacation
- On average, Gentle Explorers from Alberta spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 79% currently use Facebook, 38% use Instagram and 29% use Twitter

Market Sizing



Total Population

Target Group: 595,910 | 13.3%  
Market: 4,472,482



Total Households

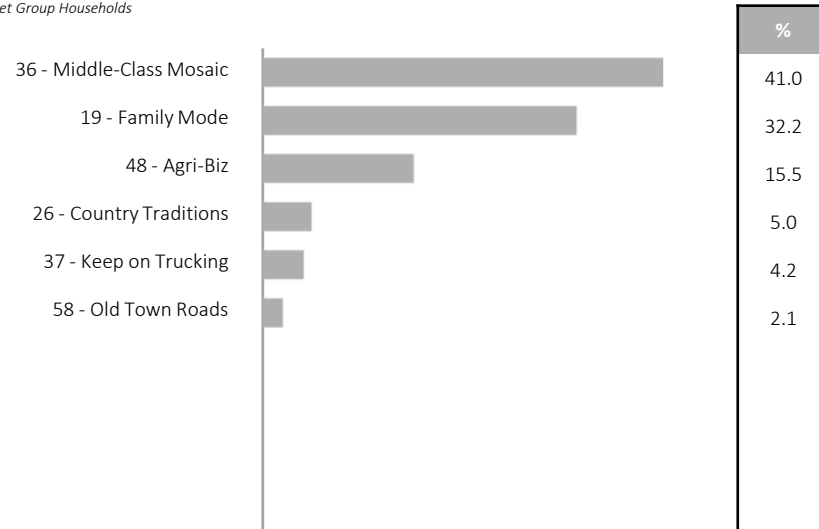
Target Group: 199,715 | 12.1%  
Market: 1,644,476

Top Geographic Markets

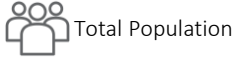
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	25.6	10.1	83	504,320	30.7
Edmonton, AB (CY)	18.9	9.6	79	392,545	23.9
Strathcona County, AB (SM)	4.7	24.3	200	38,575	2.3
Okotoks, AB (T)	2.6	49.6	408	10,666	0.6
Red Deer, AB (CY)	2.6	12.1	100	42,867	2.6
St. Albert, AB (CY)	2.5	19.1	158	25,755	1.6
Airdrie, AB (CY)	2.0	15.1	124	25,833	1.6
Lethbridge, AB (CY)	1.7	8.2	68	40,477	2.5
Chestermere, AB (CY)	1.5	42.5	349	7,081	0.4
Rocky View County, AB (MD)	1.5	20.3	167	14,248	0.9

Top PRIZM Segments

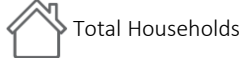
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 595,910 | 13.3%  
Market: 4,472,482

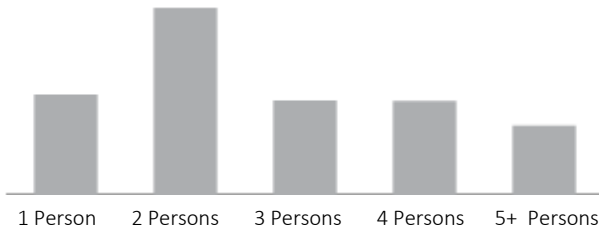


Total Households  
Target Group: 199,715 | 12.1%  
Market: 1,644,476

Average Household Income

\$118,008  
(94)

Household Size\*



Median Household Maintainer Age

51  
(104)

Marital Status\*\*

60.9%  
(102)

Married/Common-Law

Family Composition\*\*\*

48.1%  
(103)

Couples With Kids at Home

Education\*\*

30.2%  
(109)

High School Certificate Or Equivalent

Visible Minority Presence\*

26.9%  
(94)

Belong to a visible minority group

Non-Official Language\*

1.6%  
(108)

No knowledge of English or French

Immigrant Population\*

21.7%  
(95)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Need for Escape	127	80	Ecological Concern
Work Ethic	116	81	Fulfillment Through Work
Emotional Control	114	82	Pursuit of Intensity
Personal Control	114	84	Intuition & Impulse
Technology Anxiety	113	85	Ecological Lifestyle

**Key Social Values**

Need for Escape Index = 127	Work Ethic Index = 116	Emotional Control Index = 114
National Pride Index = 112	Racial Fusion Index = 111	Legacy Index = 107
Primacy of the Family Index = 106	Traditional Family Index = 106	Pursuit of Originality Index = 105
Ecological Fatalism Index = 104	Effort Toward Health Index = 104	Social Intimacy Index = 103

































**Sports & Leisure**

Occasionally/Regularly Participate or Attended/Visited (Past Year)

Top 5 Activities Participated*	% Comp	Index
Reading	80.4	99
Camping	60.0	102
Gardening	59.8	101
Home exercise & home workout	54.5	99
Swimming	51.6	100

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	46.3	98
Other activities & attractions	45.3	98
Parks & city gardens	40.8	103
Sporting events	40.6	99
National or provincial park	40.1	99

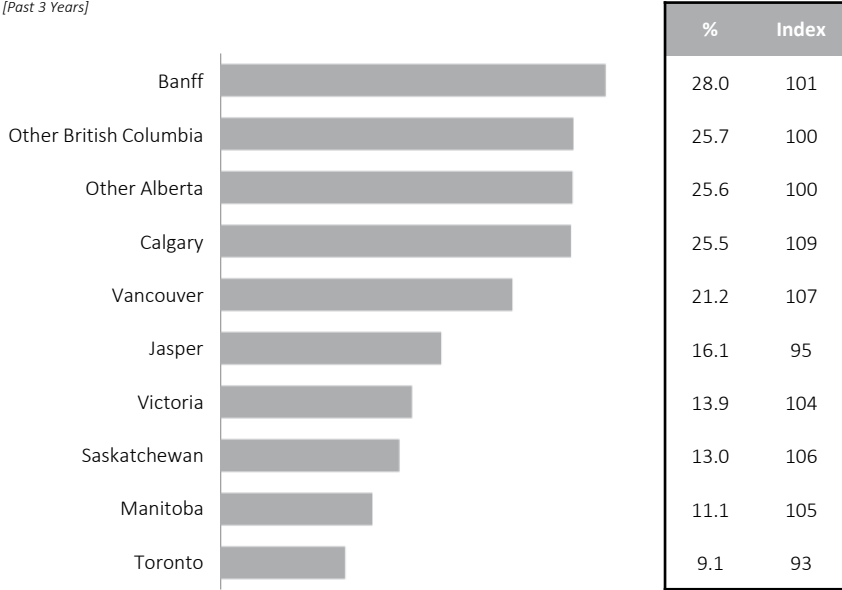
**Key Tourism Activities\*\***

Camping  60.0% (102)	Swimming  51.6% (100)	Cycling  45.4% (100)	Hiking & backpacking  42.3% (103)	Parks & city gardens  40.8% (103)	Sporting events  40.6% (99)	National or provincial park  40.1% (99)	Bars & restaurant bars  35.4% (96)
Golfing  32.1% (103)	Zoos & aquariums  31.7% (101)	Fishing & hunting  30.5% (107)	Photography  30.4% (98)	Ice skating  29.8% (99)	Canoeing & kayaking  26.9% (99)	Specialty movie theatres/IMAX  25.3% (100)	Historical sites  24.3% (98)
Pilates & yoga  22.5% (100)	Theme parks, waterparks & water slides  22.4% (106)	Cross country skiing & snowshoeing  20.2% (95)	Downhill skiing  20.0% (100)	ATV & snowmobiling  18.9% (108)	Hockey  15.4% (98)	Power boating & jet skiing  14.6% (108)	Dinner theatres  14.0% <b>(112)</b>
Video arcades & indoor amusement centres  13.4% (102)	Adventure sports  13.0% (103)	Curling  12.1% (99)	Inline skating  9.5% <b>(119)</b>	Music festivals  8.0% (98)	Beer, food & wine festivals  7.4% (93)	Snowboarding  7.0% <b>(87)</b>	RV shows  4.3% (95)

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

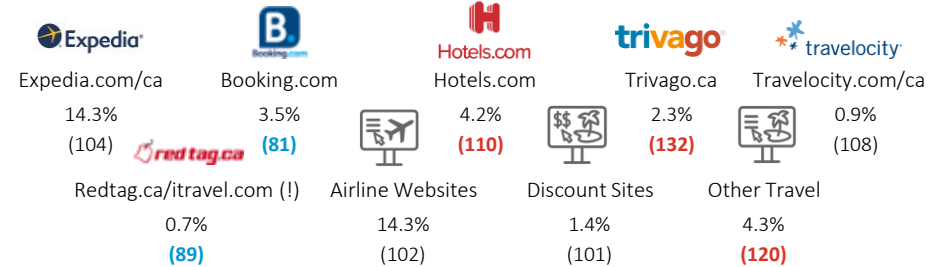


**Vacation Booking\*\***

Used [Past 3 Years]

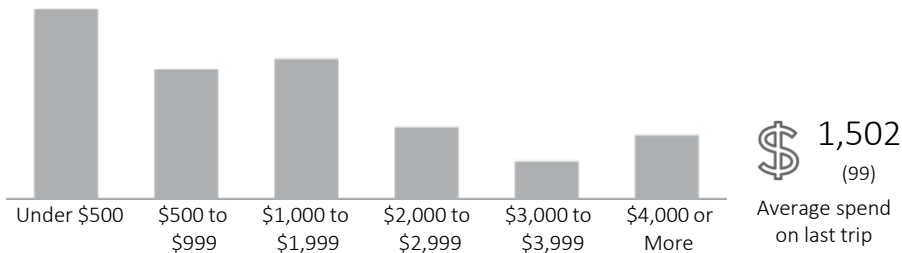


Booked With [Past Year]



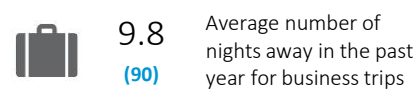
**Vacation Spending**

Spent Last Vacation

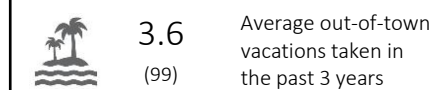


**Travel Type & Frequency**

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 59.5% (100)	 Friends/relatives 36.0% (99)	 All-inclusive resort 19.7% (96)	 Camping 27.0% (103)	 Motel 20.4% (105)	 Vacation rental by owner 16.7% (92)	 Cottage 9.0% (102)
 B&B 11.6% (107)	 Condo/apartment 11.4% (100)	 Cruise ship 4.8% (93)	 RV/camper 15.0% (108)	 Package tours 3.4% <b>(119)</b>	 Spa resort 3.0% (105)	 Boat 3.0% (104)









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 31.9% (96)	 West Jet 40.9% (94)	 Air Transat 3.8% (98)	 Porter Airlines 0.0% (101)	 Other Canadian 3.0% (106)
 United Airlines 4.8% (93)	 Delta Airlines 5.8% (100)	 American Airlines 1.5% (107)	 Other American 1.5% (109)	
 European Airlines 3.9% (98)	 Asian Airlines 1.4% <b>(110)</b>	 Other Charter 2.8% (108)	 Other 3.7% (100)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 5.2% <b>(86)</b>	 Budget 3.3% <b>(85)</b>	 Avis 2.4% (91)	 National 1.7% <b>(77)</b>
 Hertz 1.7% (102)	 Discount 0.3% <b>(58)</b>	 U-Haul 0.5% <b>(78)</b>	 Other Rentals 1.6% (93)

**Media**

**Overall Level of Use**

Radio



13 hours/week  
(101)

Television



1,197 minutes/week  
(100)

Newspaper



1 hours/week  
(94)

Magazine



8 minutes/day  
(103)

Internet



232 minutes/day  
(100)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	25.0	98
Mainstream Top 40/CHR	18.6	95
Classic Hits	18.4	105
Today's Country	17.1	106
Adult Contemporary	14.5	91
Multi/Variety/Specialty	11.4	100
AOR/Mainstream Rock	10.6	106
Classic Country	8.7	99
Hot Adult Contemporary	8.3	106
Classic Rock	7.8	<b>113</b>

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	52.9	103
Evening local news	34.6	99
Hockey (when in season)	32.1	106
Primetime serial dramas	30.3	105
Home renovation/decoration shows	25.3	100
Situation comedies	24.2	101
Suspense/crime dramas	24.2	100
News/current affairs	23.9	95
CFL football (when in season)	23.5	106
Documentaries	23.3	101

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.5	97
National News	48.7	99
International News & World	43.5	96
Movie & Entertainment	31.6	97
Sports	28.8	101
Editorials	27.2	98
Health	25.7	95
Food	25.2	97
Business & Financial	23.8	101
Travel	20.0	94

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other U.S. magazines	7.5	101
Other English-Canadian	7.0	101
Reader's Digest	5.5	<b>110</b>
CAA Magazine	5.1	93
Canadian Living	4.7	96
Maclean's	4.6	107
People	3.8	99
Hello! Canada	3.7	102
National Geographic	3.6	<b>86</b>
Canadian Geographic	3.1	104

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	68.4	100
Send/receive a text/instant message	61.7	98
Participate in an online social network	54.4	100
Take pictures/video	52.6	100
Use apps	52.1	100
Do banking/pay bills online	51.6	99
Use maps/directions service	48.3	98
Internet search - business, services, products	43.3	98
Access a news site	34.8	101
Watch a subscription-based video service	34.3	103

**Top Mobile Activities\***

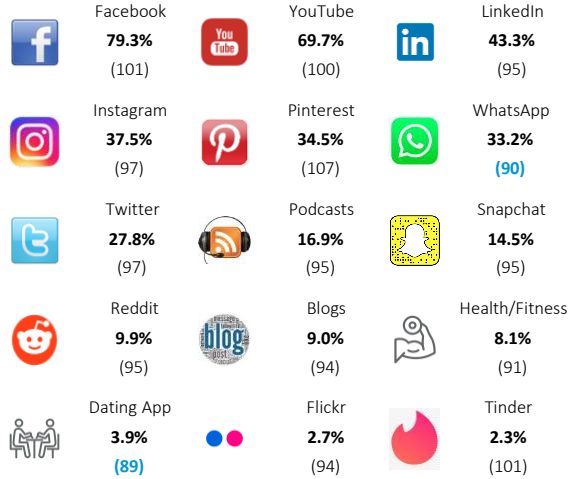
Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.5	97
Send/receive email	52.7	99
Take pictures/video	50.6	100
Use apps	49.4	100
Participate in an online social network	46.7	101
Use maps/directions service	43.0	98
Do banking/pay bills online	31.1	103
Internet search - business, services, products	29.9	96
Access a news site	24.2	102
Watch free streaming music videos	22.3	106

**Media**

**Social Media Platforms**

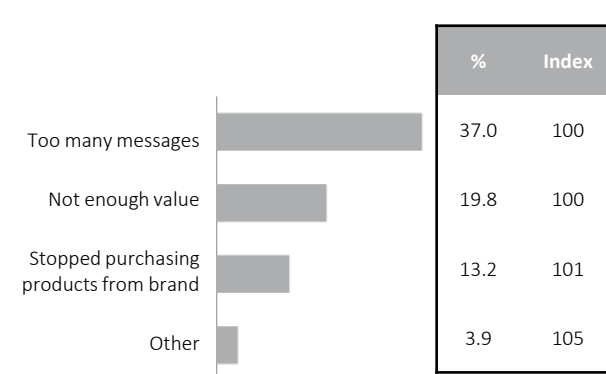
Usage [Currently Use]



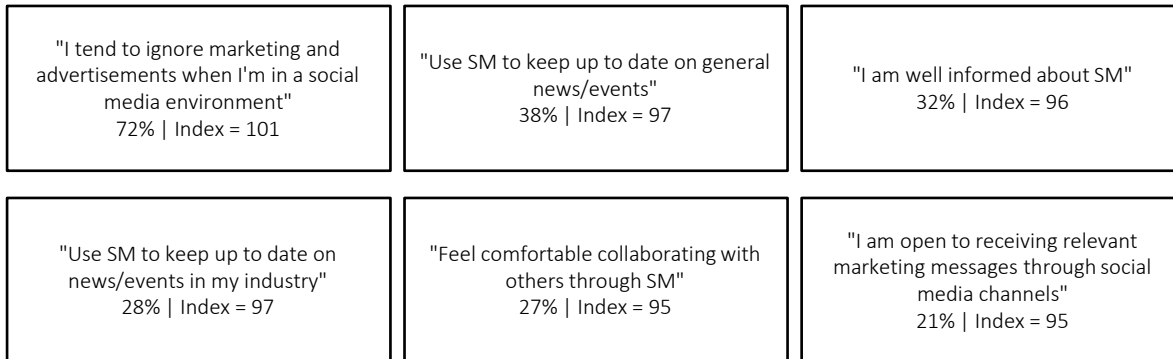
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

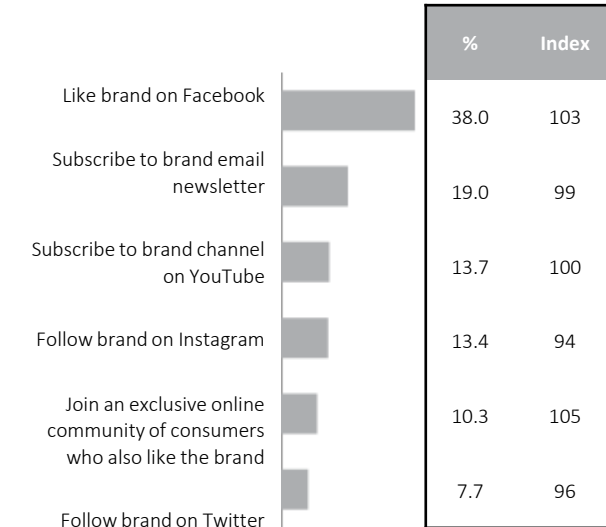


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

"I would like to eat healthy foods more often"  
73% | Index = 99

"I have tried a product/service based on a personal recommendation"  
71% | Index = 99

"I generally achieve what I set out to do"  
70% | Index = 100

"Family life and having children are most important to me"  
63% | Index = 101

"I am very concerned about the nutritional content of food products I buy"  
59% | Index = 96

"I value companies who give back to the community"  
59% | Index = 96

"I offer recommendations of products/services to other people"  
58% | Index = 100

"I consider myself to be informed on current events or issues"  
57% | Index = 99

"I like to cook"  
57% | Index = 100

"I am interested in learning about different cultures"  
54% | Index = 96

"I like to try new places to eat"  
52% | Index = 97

"I make an effort to buy local produce/products"  
52% | Index = 98

"When I shop online I prefer to support Canadian retailers"  
48% | Index = 100

"I like to try new and different products"  
48% | Index = 104

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
46% | Index = 97

"Free-trial/product samples can influence my purchase decisions"  
43% | Index = 101

"I am adventurous/"outdoorsy""  
40% | Index = 100

"Staying connected via social media is very important to me"  
31% | Index = 103

"I prefer to shop online for convenience"  
30% | Index = 102

"Advertising is an important source of information to me"  
28% | Index = 101

"I lead a fairly busy social life"  
26% | Index = 100

"Vegetarianism is a healthy option"  
25% | Index = 98

"I am willing to pay more for eco-friendly products"  
25% | Index = 97

"I consider myself to be sophisticated"  
23% | Index = 94

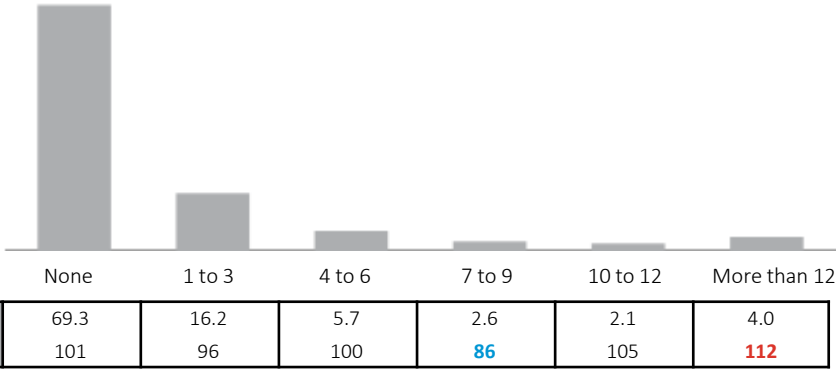
"I enjoy being extravagant/indulgent"  
19% | Index = 103



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

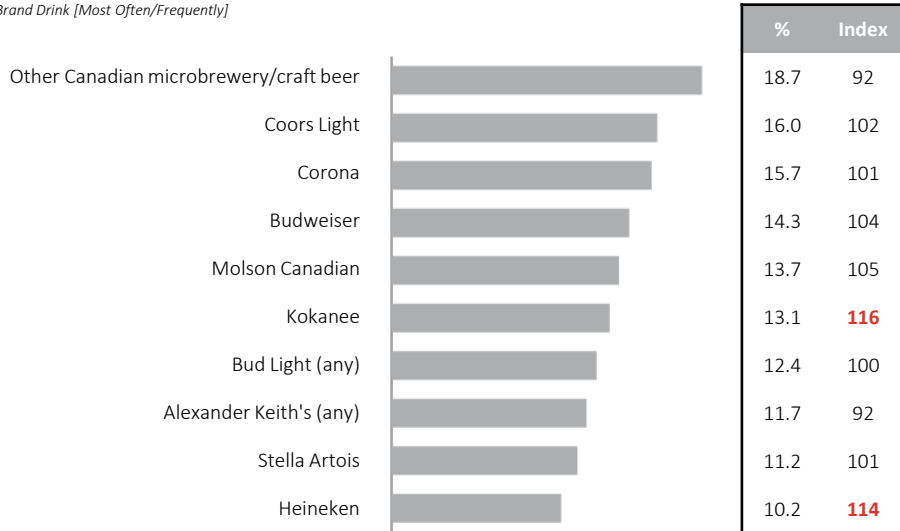
Drank [Past Month]	% Comp	Index
Canadian wine	11.4	92
Liqueurs (any)	6.8	99
Cider	5.5	90

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.1	104

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.7	92

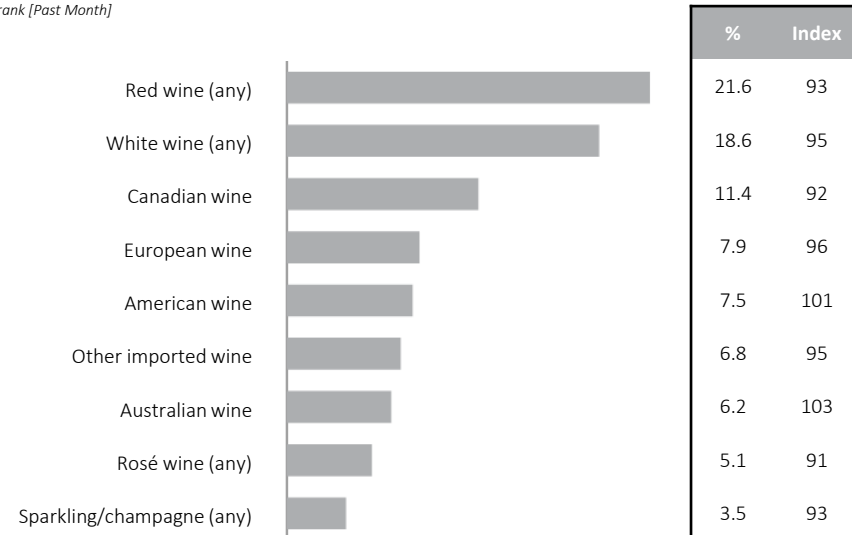
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

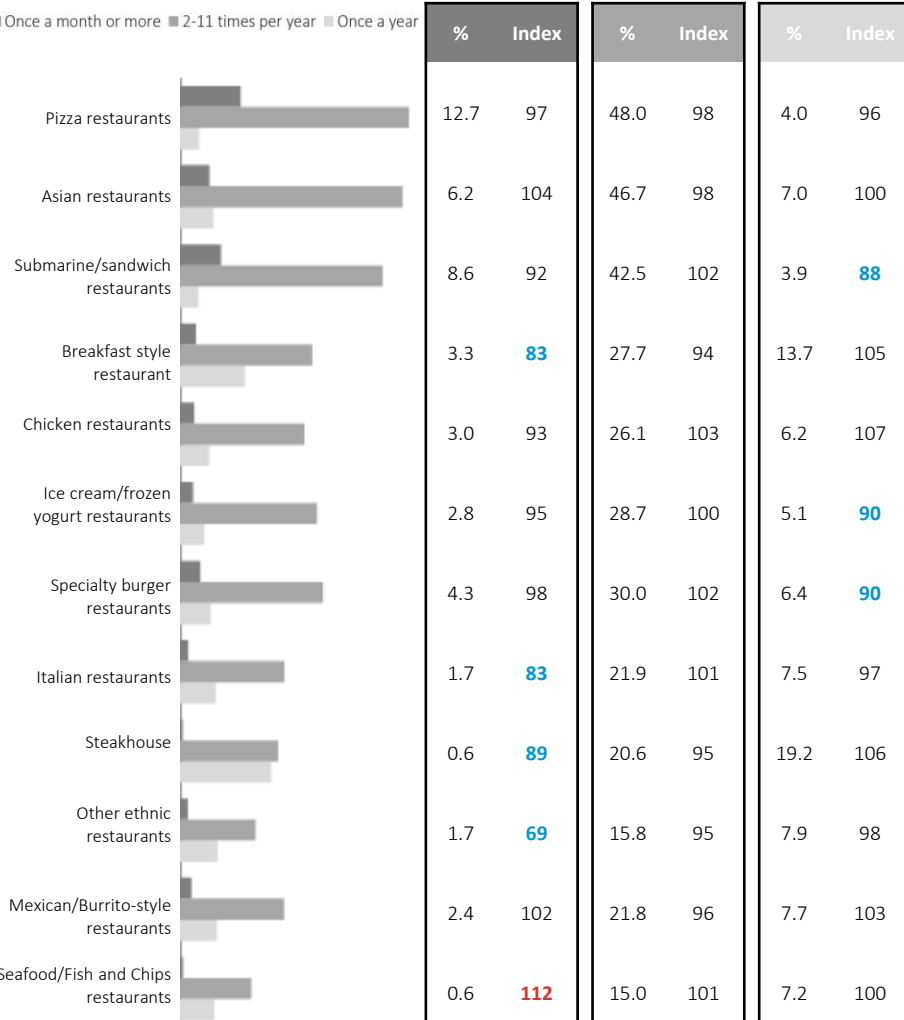


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

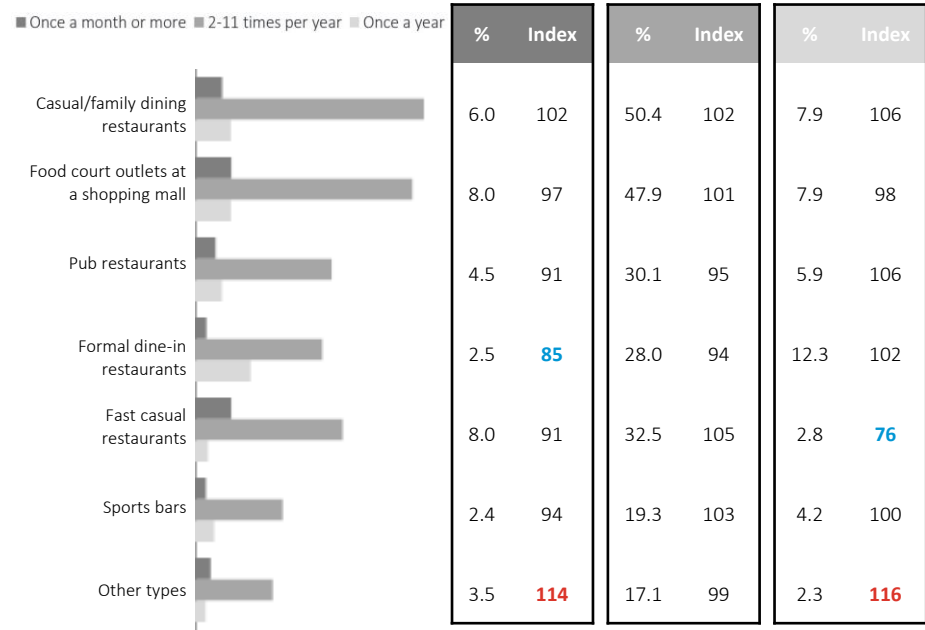
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
21.8%  
(101)



Other Organic Food  
9.3%  
(104)



Organic Meat  
6.3%  
(96)

**Product Preferences**

**Demographics**



Rent  
20.1%  
**(74)**



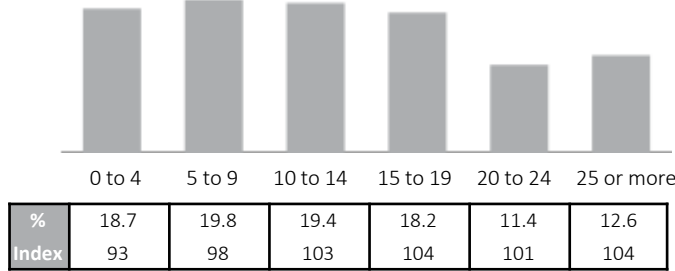
Own  
79.5%  
**(110)**



Households with  
Children at Home

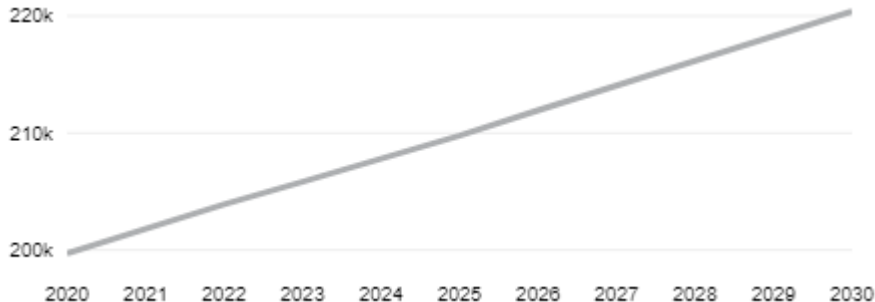
48.0%  
**(113)**

Age of Children at Home



**Demographic Trends**

Household Projections

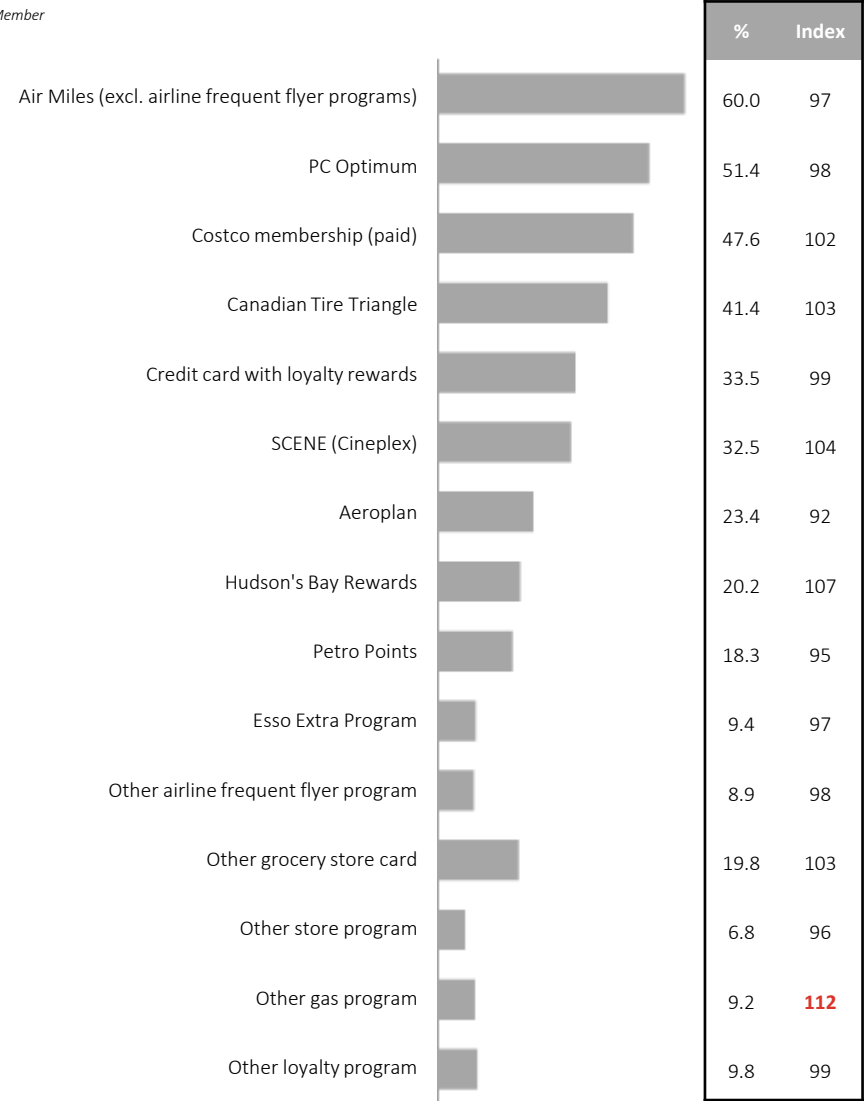


	2020	2023	2025	2030
Count	199,715	205,834	209,764	220,390
% Change	-	3.1	5.0	10.4
Index	-	<b>62</b>	<b>62</b>	<b>65</b>

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

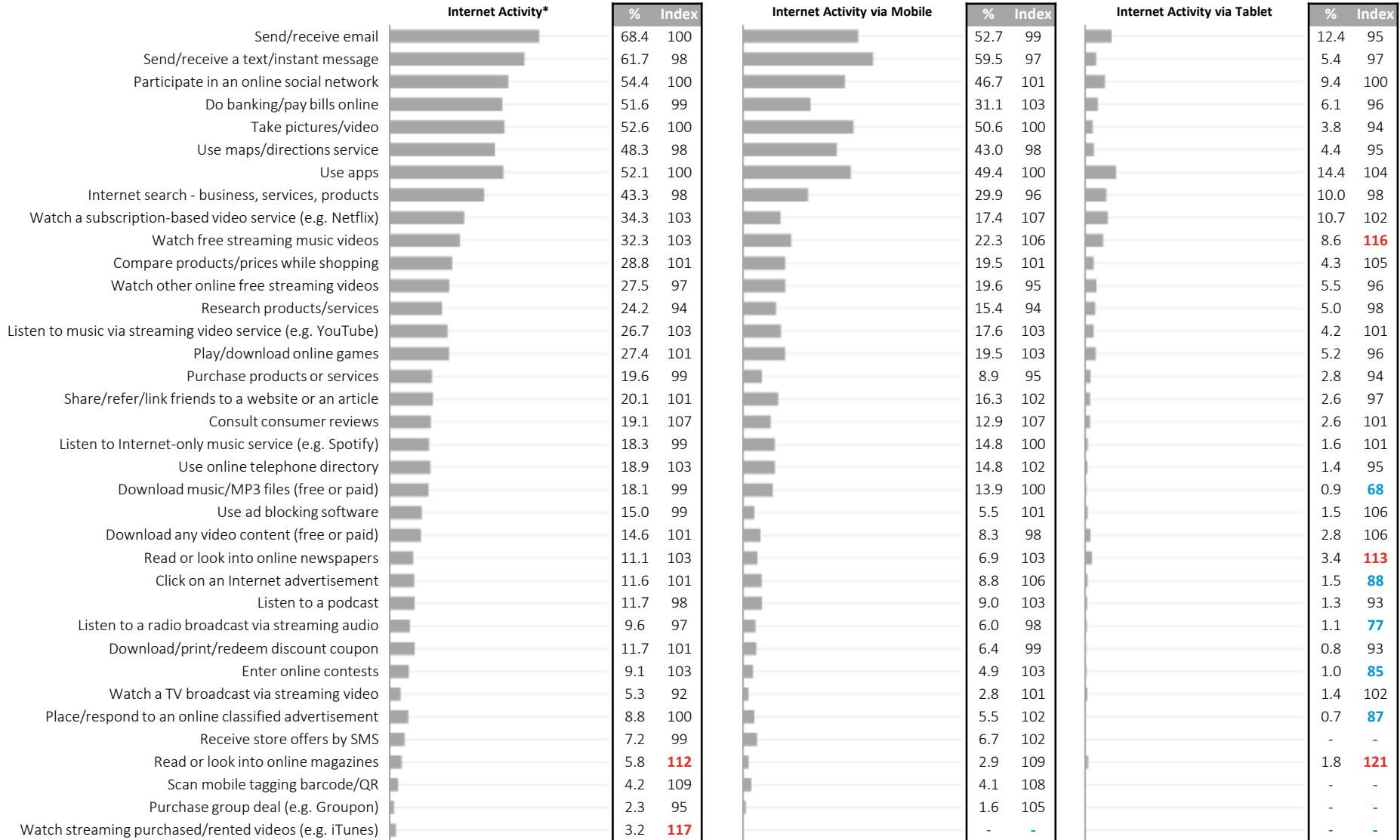
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	34.8	101	24.2	102	6.2	95
Access food/recipes content	26.8	99	16.7	102	6.5	97
Access health-related content	13.7	103	8.9	103	2.9	100
Access professional sports content	12.7	102	9.6	100	2.5	95
Access restaurant guides/reviews	11.9	100	9.4	100	1.8	111
Access travel content	10.1	100	5.4	96	3.0	128
Access real estate listings/sites	9.9	113	4.3	100	1.6	103
Access a radio station's website	11.2	105	5.6	107	1.2	135
Access home decor-related content	7.3	100	4.1	96	1.8	107
Access a TV station's website	7.7	102	3.4	114	2.2	104
Access celebrity gossip content	7.1	98	5.1	100	1.6	131
Access fashion or beauty-related content	5.4	112	3.8	113	1.0	114
Access automotive news/content	4.5	106	1.8	92	0.7	106

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	40.3	101
Coupons	33.5	101
Apps/online flyers	29.5	98
General information from the Internet/websites	28.5	99
Flyers inserted into a community newspaper	25.5	104
Direct email offers	22.1	93
Local store catalogues	20.5	100
Flyers inserted into a daily newspaper	19.0	107
Mail order	8.6	111
Yellow Pages (online)	3.7	110
Yellow Pages (print)	3.5	102

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	34.3	102
Digital billboards	25.6	104
On street furniture (e.g. bus benches)	20.9	99
Inside shopping malls	20.4	103
On bus exteriors	19.8	100
Inside public washrooms	17.5	106
On transit shelters	13.0	104
Inside movie theaters	9.4	101
Inside buses	8.0	99
Screens inside elevators	6.7	103
Inside commuter trains	4.8	106
Inside airports	4.5	90
On taxis	3.8	119
On subway/metro platforms	2.1	86
Inside subway/metro cars	2.1	93

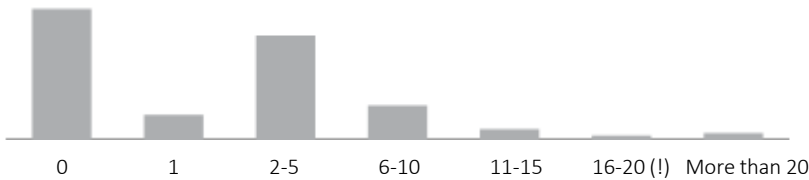
**Social Media Usage**

**Social Media Overview**

- 66% of No Hassle Travellers from Alberta tend to access social media on their mobile phones during the morning hours, 64% during the afternoon hours
- 9% seek recommendations for Vacation/Travel Information via social media (Average)
- 86% believe that Social media companies should not be allowed to own or share their personal information

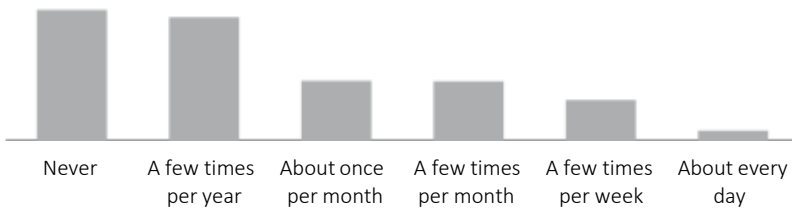
**Brand Interaction**

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



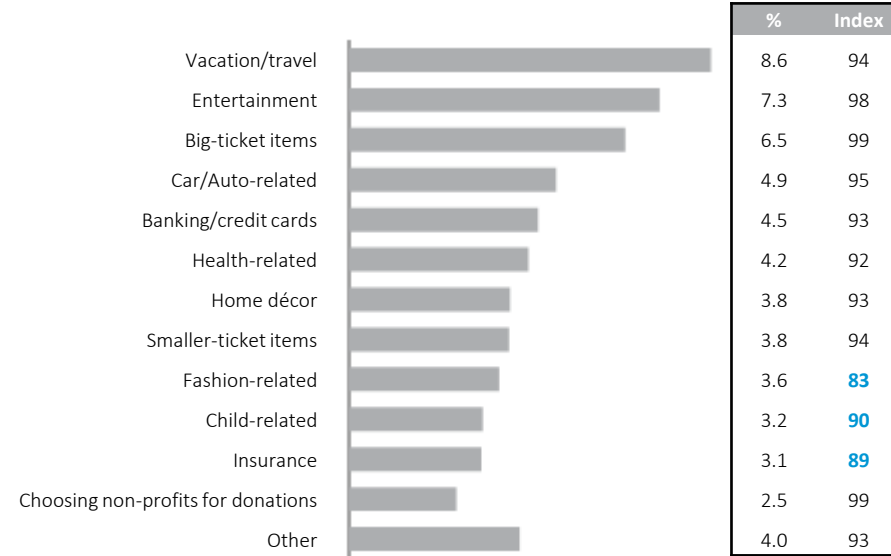
%	41.3	7.9	32.9	10.9	3.4	1.4	2.2
Index	98	109	101	97	103	105	98

Rate or Review Products or Services  
[Frequency of Participation]



%	30.8	29.1	14.2	14.0	9.6	2.4
Index	101	101	101	96	99	99

**Seek Recommendations via Social Media\***



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

No Hassle Travellers from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"  
86% | Index = 101

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
73% | Index = 101

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
72% | Index = 101

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

**Social Media Usage**

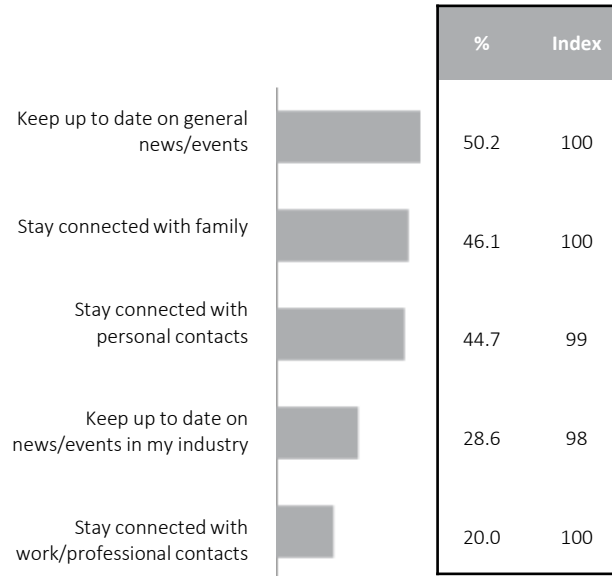
**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	47.2	97
Watch video online	44.7	97
Read article comments	44.3	100
Read status updates/tweets	41.8	99
Listen to radio or stream music online	34.8	97
Chat in online chats	34.5	98
Share links with friends and colleagues	27.5	95
Click links in news feeds	22.7	96
Play games with others online	17.5	103
Read blogs	15.3	95
Post photos online	14.0	106
Update your status on a social network	13.3	105
Rate or review products online	12.0	99
Chat in online forums	10.5	95
Comment on articles or blogs	9.2	89
Check in with locations	9.1	95
Share your GPS location	8.4	94
Post videos online	5.0	88
Publish blog, Tumblr, online journal	3.0	89

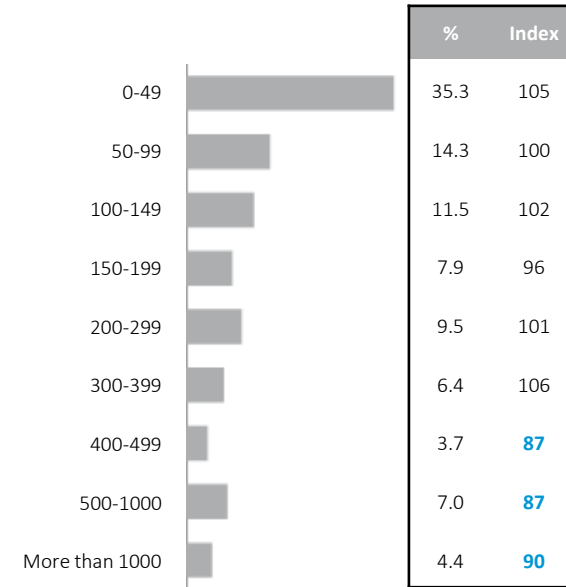
**Social Media Uses\***

*A few times per week or more*



**Number of Connections**

*Across all social media*

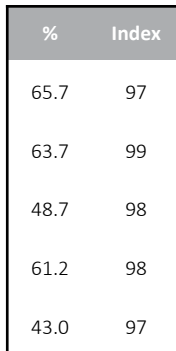


**Social Media Access**

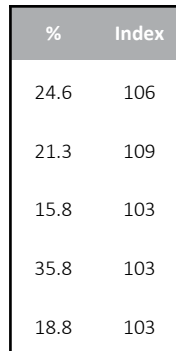
*Typically use*



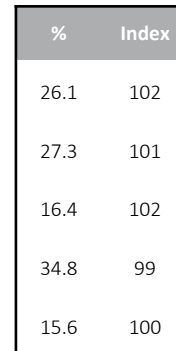
Mobile



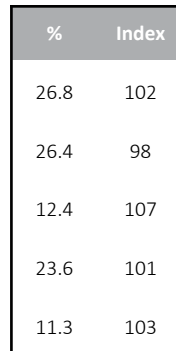
Tablet



Laptop



Desktop

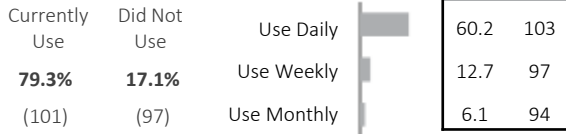


**Social Media Usage**

**Facebook**



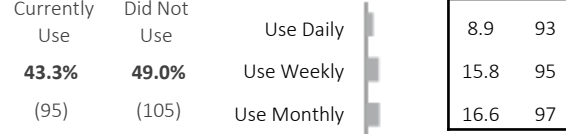
Frequency of Use  
[Past Year]



**LinkedIn**



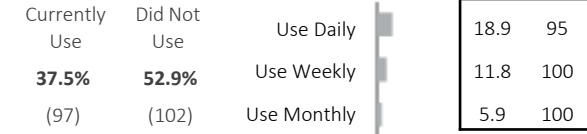
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.8	100
Comment/Like other users' posts	48.4	102
Use Messenger	40.2	102
Watch videos	39.4	100
Watch live videos	18.2	105
Like or become a fan of a page	15.1	104
Post photos	13.9	106
Click on an ad	13.3	103
Update my status	13.0	105
Post videos	6.3	100
Create a Facebook group or fan page	3.7	89
Give to a Facebook fundraiser (!)	2.1	86
Create a Facebook fundraiser (!)	1.6	80

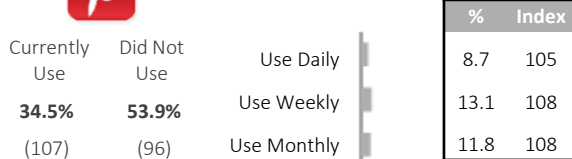
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	9.9	89
View a job posting	7.3	86
Watch videos	5.8	92
Search and review other profiles	5.7	87
Create a connection	3.5	79
Update your profile information	3.5	97
Comment on content	2.9	84
Click on an ad (!)	2.5	87
Participate in LinkedIn forums (!)	1.8	81
Request a recommendation (!)	1.8	80
Post an article, video or picture (!)	1.8	75
Join a LinkedIn group (!)	1.5	79

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	25.2	98
Like photos/videos	20.8	96
Comment on photos/videos	12.4	98
Watch live videos	11.8	99
Send direct messages	9.1	94
View a brand's page	7.2	94
Post photos/videos	6.9	94
Watch IGTV videos	5.5	98
Click on ads	4.9	99

**Pinterest**



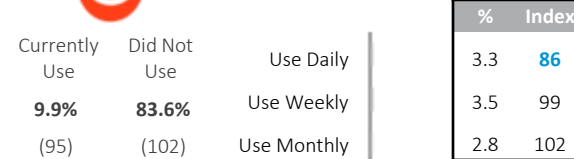
Frequency of Use  
[Past Year]



**Reddit**



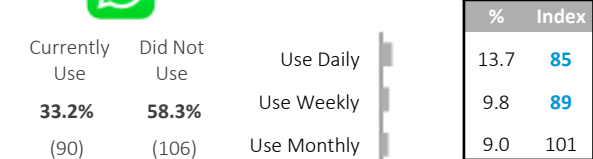
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	7.1	93
Follow specific Subreddits	4.8	90
Vote on content	3.1	86
Post content	1.8	80

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	19.3	86
Send/receive images	16.7	84
Use group chats	12.7	83
Use voice calls	8.0	80
Send/receive documents and files	7.0	75



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
27.8% (97)	61.6% (101)	Use Daily	12.1	96
		Use Weekly	8.3	96
		Use Monthly	6.4	98

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
69.7% (100)	17.2% (100)	Use Daily	27.2	99
		Use Weekly	26.2	99
		Use Monthly	15.8	102

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
14.5% (95)	77.8% (102)	Use Daily	6.1	97
		Use Weekly	4.1	92
		Use Monthly	3.8	94

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	18.4	97
Watch videos	10.8	96
Tweet	6.3	94
Respond to tweets	5.9	93
Share a link to a blog post or article of interest	5.8	99
Send or receive direct messages	5.8	96
Retweet	5.4	91
Follow users who follow you	5.1	95
Watch live videos	4.7	88
Actively follow new users	4.1	90
Click on an ad	2.6	83

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	42.8	98
Watch live videos	13.3	101
Like or dislike videos	12.8	97
Share videos	7.2	95
Click on an ad	7.0	101
Leave comment or post response on video	6.2	99
Embed a video on a web page or blog	3.8	90
Create and post a video	2.4	88

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.7	96
Send direct text messages	6.6	99
Send photos/videos	5.9	95
Use filters or effects	3.9	93
Read Snapchat discover/News	3.6	96
Use group chat	2.8	88
View a brand's snaps	2.1	82
View ads	2.1	93
Use video chat	1.9	89

**Audio Podcasts**



Currently Use	Did Not Use
16.9% (95)	66.6% (102)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	4.3	94
Use Weekly	6.7	94
Use Monthly	5.5	98

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.2	93
Listen to another genre of podcast	4.2	93
Listen to an educational podcast	3.4	86
Listen to a comedy podcast	3.2	95
Listen to a sports podcast	2.8	89
Listen to a business podcast	2.7	80
Subscribe to a sports podcast**	2.7	98
Subscribe to another genre of podcast	2.2	94
Listen to a technology focused podcast	2.2	87
Subscribe to an educational podcast	1.5	84
Subscribe to a news podcast	1.5	91
Subscribe to a comedy podcast (!)	1.4	94
Subscribe to a business podcast (!)	1.1	81
Subscribe to a technology podcast (!)	1.1	86

**Other Social Media Platforms**

**Tinder**



Currently Use	Did Not Use
2.3% (101)	94.9% (100)

**Tik Tok**



Currently Use	Did Not Use
2.1% (92)	95.2% (100)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	0.9	107
Use Weekly (!)	0.9	101