

Rejuvenators

PRIZM Segments Included (by SESI): 14, 21, 33, 41, 45, 50

Market: Alberta

Overview

- Of the 9 EQ Target Groups identified in Canada, Rejuvenators rank 3rd, making up 237,088 households, or 14.4% of the total Households in Alberta (1,644,476)
- The Median Household Maintainer Age is 55, 54% of couples have children living at home
- Below Average Household Income of \$110,045 compared to Alberta at \$125,945
- Top Social Value: Attraction to Nature** - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Above Average interest in Fishing/Hunting and ATV/Snowmobiling
- Above Average interest in travelling within Canada (Manitoba), Rejuvenators from Alberta spent an average of \$1,447 on their last vacation
- On average, Personal History Explorers from Alberta spend 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (12 min/day)
- 80% currently use Facebook, 32% use Instagram and 22% use Twitter

Market Sizing



Total Population

Target Group: 674,364 | 15.1%
Market: 4,472,482



Total Households

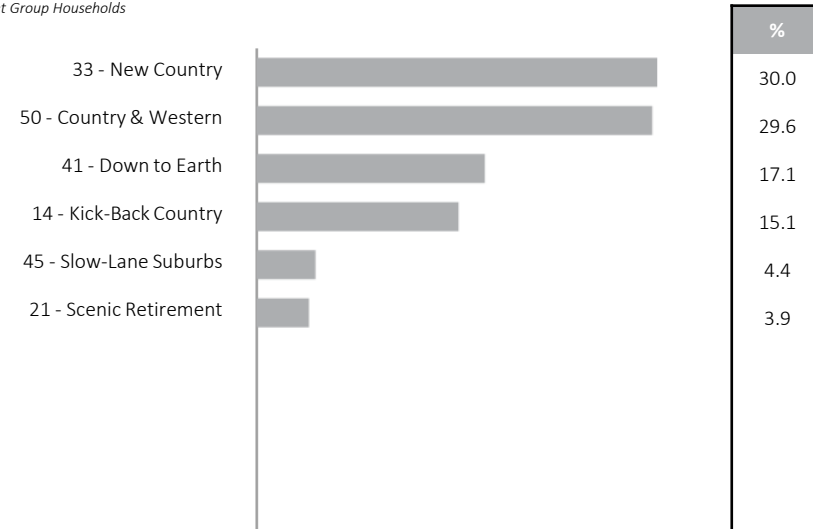
Target Group: 237,088 | 14.4%
Market: 1,644,476

Top Geographic Markets

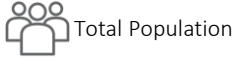
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Parkland County, AB (MD)	2.4	47.3	328	11,960	0.7
Lethbridge, AB (CY)	2.2	12.8	89	40,477	2.5
Grande Prairie County No. 1, AB (MD)	2.1	64.7	449	7,803	0.5
Red Deer County, AB (MD)	1.7	57.4	398	7,222	0.4
Mountain View County, AB (MD)	1.7	75.3	522	5,281	0.3
Sturgeon County, AB (MD)	1.7	55.5	385	7,119	0.4
Bonnyville No. 87, AB (MD)	1.6	80.2	556	4,850	0.3
Strathcona County, AB (SM)	1.6	10.1	70	38,575	2.3
Yellowhead County, AB (MD)	1.6	82.9	575	4,535	0.3
Lac Ste. Anne County, AB (MD)	1.6	84.4	584	4,417	0.3

Top PRIZM Segments

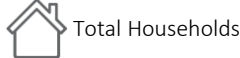
% of Target Group Households



Demographic Profile



Total Population
Target Group: 674,364 | 15.1%
Market: 4,472,482

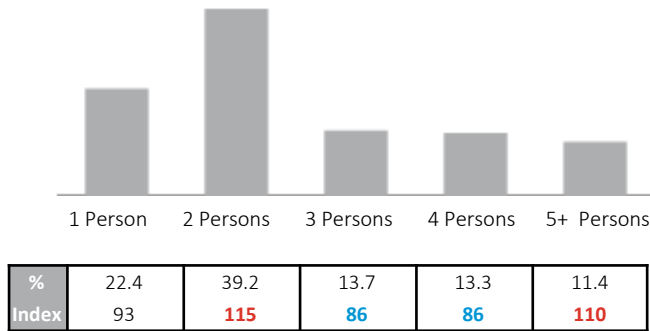


Total Households
Target Group: 237,088 | 14.4%
Market: 1,644,476

Average Household Income

\$110,045
(87)

Household Size*



Median Household Maintainer Age

55
(112)

Marital Status**

63.7%
(107)

Married/Common-Law

Family Composition***

45.6%
(116)

Couples Without Kids at Home

Education**

29.4%
(106)

High School Certificate Or Equivalent

Visible Minority Presence*

4.2%
(15)

Belong to a visible minority group

Non-Official Language*

0.5%
(33)

No knowledge of English or French

Immigrant Population*

8.0%
(35)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Attraction to Nature	137	68	Pursuit of Intensity
Emotional Control	126	73	Pursuit of Novelty
Obedience to Authority	126	73	Sexual Permissiveness
Utilitarian Consumerism	126	75	Joy of Consumption
Cultural Assimilation	124	76	Ecological Concern

Key Social Values

Attraction to Nature Index = 137	Emotional Control Index = 126	Ecological Fatalism Index = 124
Traditional Family Index = 114	Need for Escape Index = 112	National Pride Index = 111
Community Involvement Index = 109	Work Ethic Index = 106	Primacy of the Family Index = 105
Social Intimacy Index = 103	Legacy Index = 103	Racial Fusion Index = 101

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.6	100
Camping	62.4	105
Gardening	60.9	103
Swimming	52.6	102
Volunteer work	52.5	103

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	42.7	90
National or provincial park	38.9	96
Other activities & attractions	35.9	78
Exhibitions, carnivals, fairs & markets	35.8	105
Parks & city gardens	35.6	90

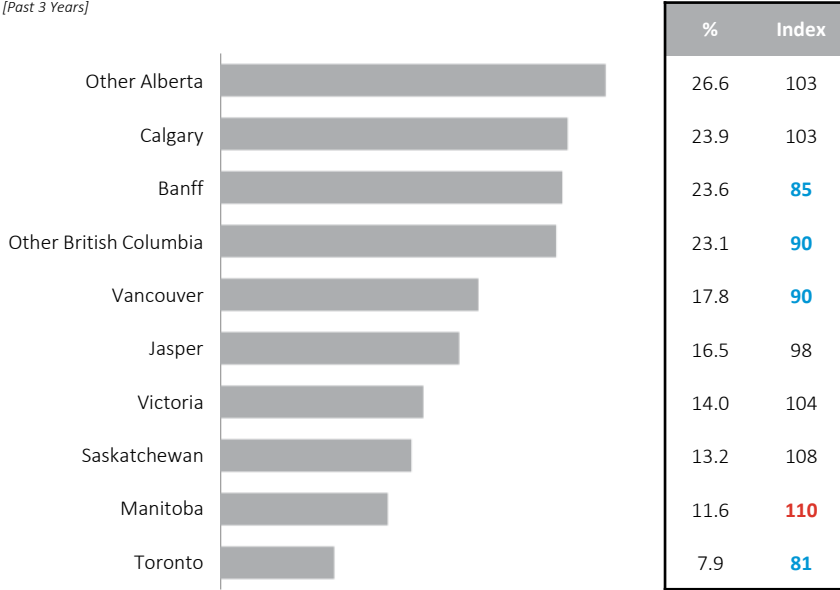
Key Tourism Activities**

Camping  62.4% (105)	Swimming  52.6% (102)	Cycling  40.1% (88)	National or provincial park  38.9% (96)	Fishing & hunting  36.0% (127)	Parks & city gardens  35.6% (90)	Hiking & backpacking  34.9% (85)	Zoos & aquariums  33.6% (108)
Photography  33.4% (108)	Golfing  33.2% (106)	Sporting events  32.9% (80)	Bars & restaurant bars  29.4% (80)	Ice skating  28.7% (95)	Historical sites  26.7% (107)	Canoeing & kayaking  26.4% (97)	ATV & snowmobiling  22.7% (130)
Specialty movie theatres/IMAX  22.6% (90)	Cross country skiing & snowshoeing  21.3% (100)	Downhill skiing  20.3% (102)	Theme parks, waterparks & water slides  20.1% (95)	Hockey  18.3% (116)	Pilates & yoga  18.2% (80)	Dinner theatres  15.1% (120)	Power boating & jet skiing  14.4% (107)
Curling  14.0% (114)	Video arcades & indoor amusement centres  13.3% (101)	Adventure sports  10.4% (83)	Music festivals  7.4% (91)	Inline skating  6.7% (83)	Beer, food & wine festivals  5.8% (73)	Snowboarding  5.3% (66)	RV shows  5.1% (115)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

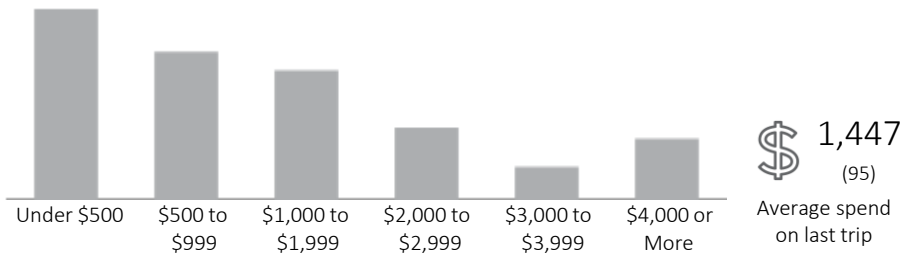


Booked With [Past Year]



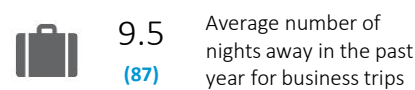
Vacation Spending

Spent Last Vacation

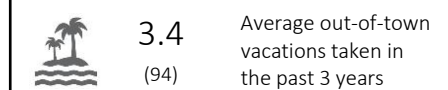


Travel Type & Frequency

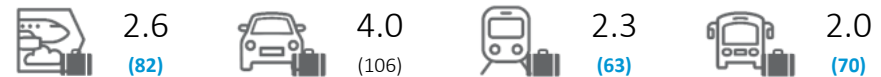
Business Trips



Personal Trips

















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



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 56.9% (96)	 Friends/relatives 35.1% (97)	 All-inclusive resort 19.7% (96)	 Camping 28.7% (109)	 Motel 21.3% (110)	 Vacation rental by owner 14.9% (82)	 Cottage 7.6% (86)
 B&B 10.0% (92)	 Condo/apartment 9.2% (81)	 Cruise ship 3.8% (75)	 RV/camper 16.1% (116)	 Package tours 1.7% (59)	 Spa resort 1.9% (68)	 Boat 1.1% (37)









Airline Preferences**

Flown [Past Year]

 Air Canada 26.9% (81)	 West Jet 37.5% (86)	 Air Transat 3.0% (79)	 Porter Airlines 0.1% (274)	 Other Canadian 3.1% (111)
 United Airlines 3.7% (71)	 Delta Airlines 3.9% (69)	 American Airlines 0.9% (63)	 Other American 0.5% (36)	
 European Airlines 1.6% (40)	 Asian Airlines 0.3% (22)	 Other Charter 2.4% (93)	 Other 2.9% (79)	

Car Rental*

Rented From [Past Year]

 Enterprise 4.0% (67)	 Budget 2.7% (70)	 Avis 2.9% (108)	 National 1.5% (67)
 Hertz 0.8% (48)	 Discount 0.3% (57)	 U-Haul 0.4% (56)	 Other Rentals 1.2% (67)

Media

Overall Level of Use

Radio



14 hours/week
(109)

Television



1,129 minutes/week
(94)

Newspaper



1 hours/week
(76)

Magazine



12 minutes/day
(156)

Internet



219 minutes/day
(94)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	25.8	100
Classic Country	22.1	250
Today's Country	20.0	124
Classic Hits	17.1	98
Multi/Variety/Specialty	12.2	106
Adult Contemporary	11.1	69
Mainstream Top 40/CHR	9.3	48
Hot Adult Contemporary	7.0	89
AOR/Mainstream Rock	5.8	57
Religious	5.6	114

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	47.9	93
Evening local news	31.5	90
Hockey (when in season)	30.3	100
Primetime serial dramas	25.5	89
CFL football (when in season)	25.2	113
Home renovation/decoration shows	24.5	97
News/current affairs	24.5	98
Suspense/crime dramas	24.5	101
Documentaries	23.6	102
Situation comedies	21.7	91

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	53.5	101
National News	51.3	104
International News & World	44.6	99
Movie & Entertainment	31.0	95
Sports	29.9	105
Editorials	29.2	105
Food	26.1	100
Health	24.5	91
Business & Financial	24.1	102
Travel	20.8	97

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	9.5	137
Reader's Digest	8.5	171
Other U.S. magazines	8.1	109
CAA Magazine	5.3	96
Canadian Living	4.7	97
National Geographic	4.6	109
People	3.7	98
Canadian Geographic	3.7	124
Our Canada (!)	3.7	199
Hello! Canada	3.2	88

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	67.3	98
Send/receive a text/instant message	57.3	91
Participate in an online social network	49.0	90
Use apps	48.6	94
Do banking/pay bills online	48.5	93
Take pictures/video	47.0	89
Use maps/directions service	46.7	95
Internet search - business, services, products	39.1	88
Access a news site	31.2	90
Watch free streaming music videos	28.4	91

Top Mobile Activities*

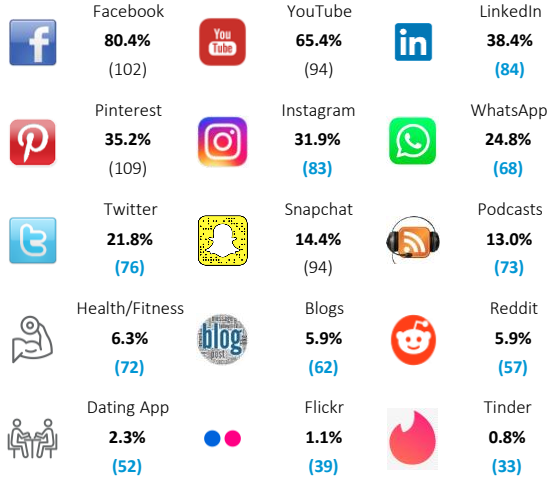
Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.2	90
Send/receive email	48.5	91
Use apps	47.6	96
Take pictures/video	45.9	91
Participate in an online social network	42.3	91
Use maps/directions service	41.4	94
Do banking/pay bills online	26.3	87
Internet search - business, services, products	23.7	76
Play/download online games	20.6	109
Access a news site	20.4	86

Media

Social Media Platforms

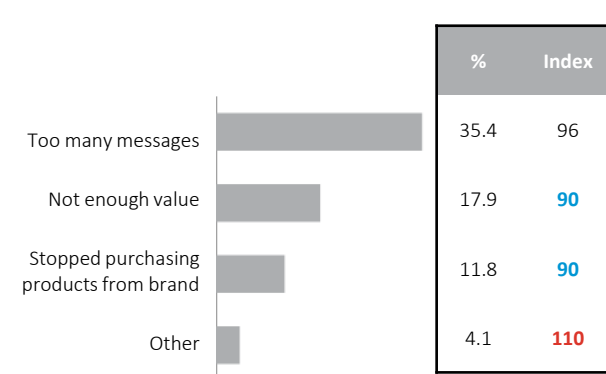
Usage [Currently Use]



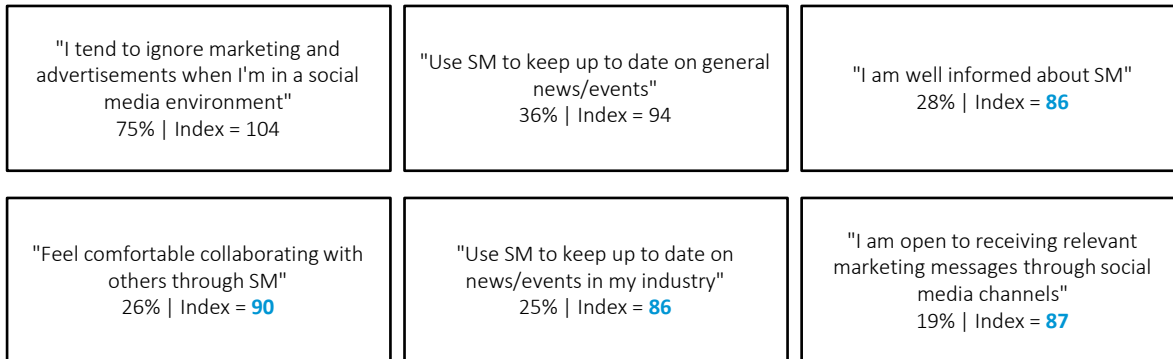
Reasons to Follow Brands



Reasons to Unfollow Brands

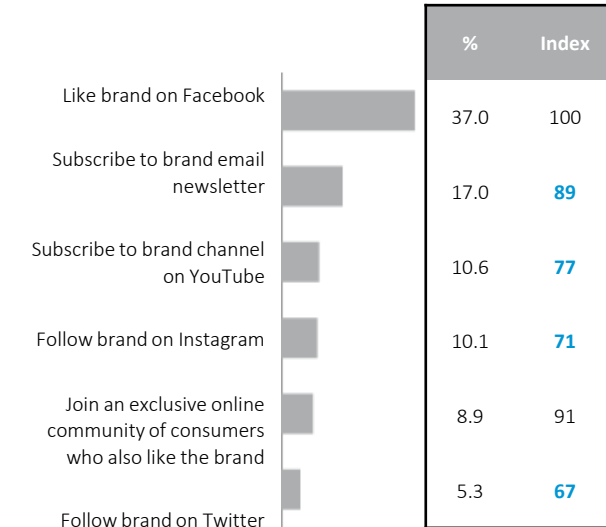


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

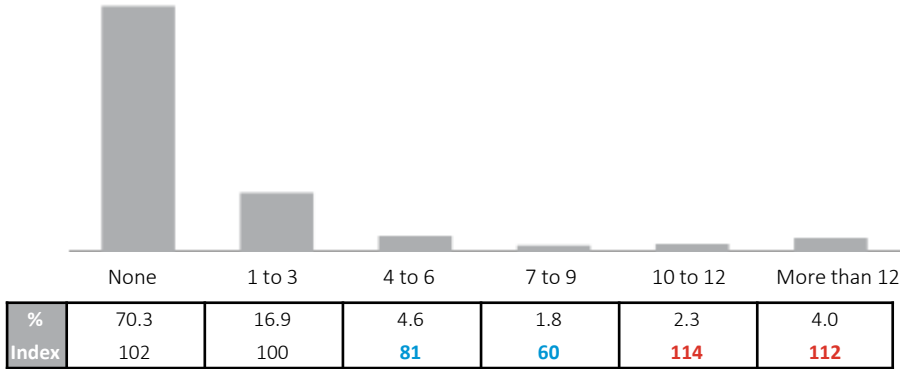
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 73% Index = 97	"I generally achieve what I set out to do" 68% Index = 97	"I have tried a product/service based on a personal recommendation" 68% Index = 95	"Family life and having children are most important to me" 61% Index = 99	"I consider myself to be informed on current events or issues" 61% Index = 105
"I value companies who give back to the community" 60% Index = 98	"I am very concerned about the nutritional content of food products I buy" 57% Index = 92	"I offer recommendations of products/services to other people" 57% Index = 98	"I am interested in learning about different cultures" 55% Index = 98	"I make an effort to buy local produce/products" 54% Index = 101
"I like to cook" 53% Index = 94	"I like to try new places to eat" 49% Index = 92	"It's important to buy products from socially-responsible/environmentally-friendly companies" 48% Index = 101	"When I shop online I prefer to support Canadian retailers" 47% Index = 99	"Free-trial/product samples can influence my purchase decisions" 43% Index = 102
"I am adventurous/"outdoorsy" 40% Index = 100	"I like to try new and different products" 39% Index = 84	"Staying connected via social media is very important to me" 35% Index = 114	"I lead a fairly busy social life" 31% Index = 121	"I prefer to shop online for convenience" 30% Index = 100
"Advertising is an important source of information to me" 28% Index = 104	"I am willing to pay more for eco-friendly products" 25% Index = 99	"Vegetarianism is a healthy option" 21% Index = 81	"I consider myself to be sophisticated" 20% Index = 84	"I enjoy being extravagant/indulgent" 16% Index = 87

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

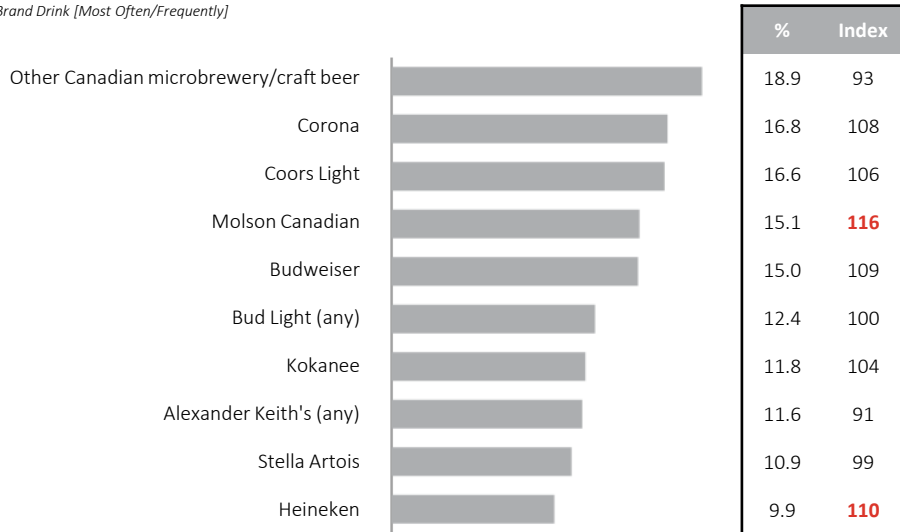
Drank [Past Month]	% Comp	Index
Canadian wine	9.5	76
Liqueurs (any)	5.5	81
Cider	3.7	60

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	8.6	73

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	18.9	93

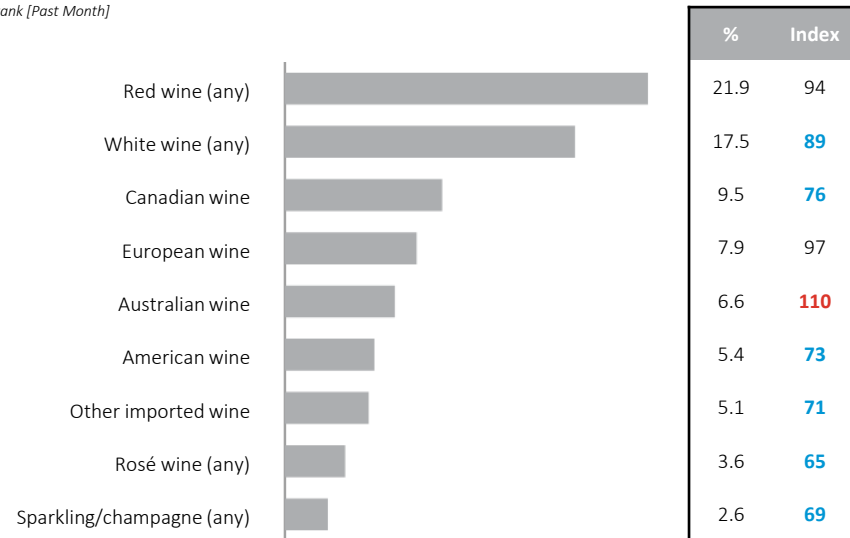
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

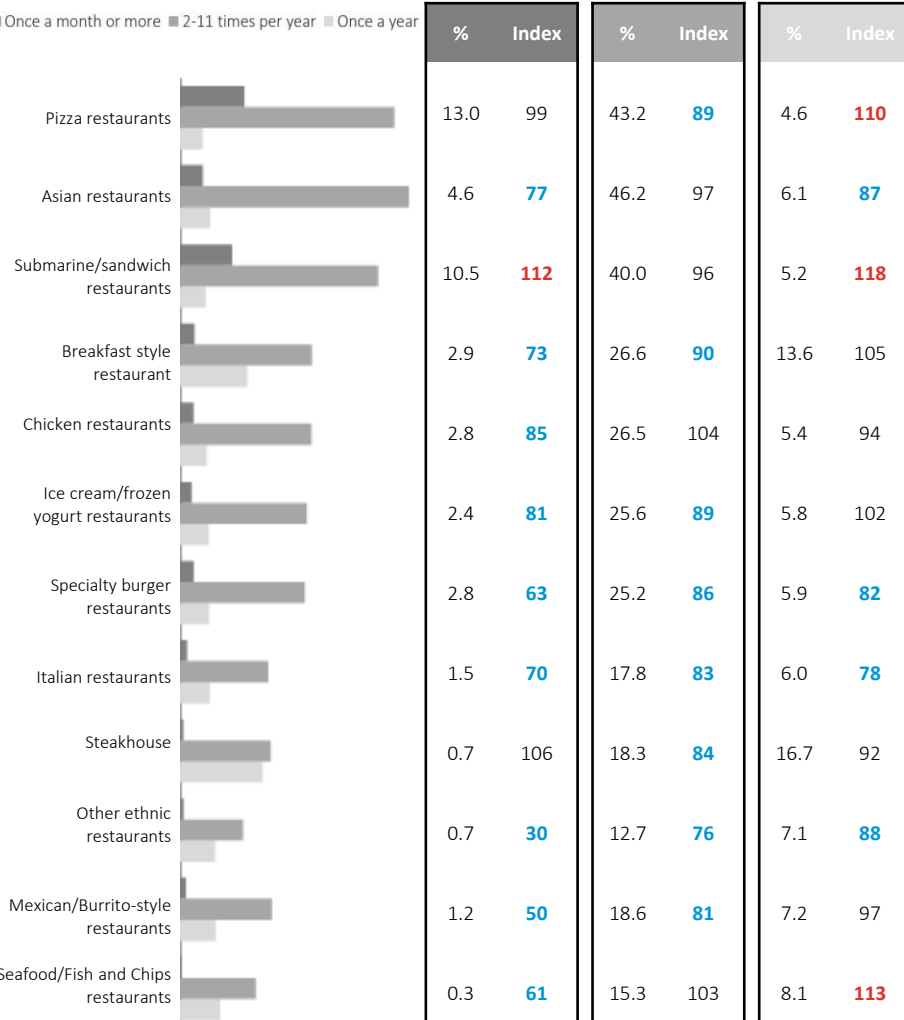


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

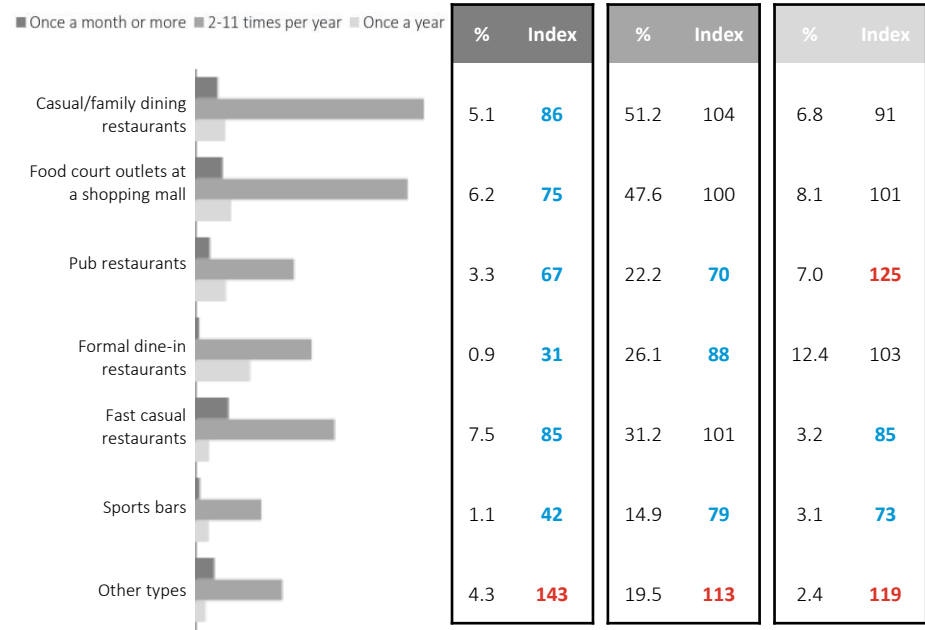
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
17.4%
(80)



Other Organic Food
7.3%
(81)



Organic Meat
4.5%
(69)

Product Preferences

Demographics



Rent
16.7%
(61)

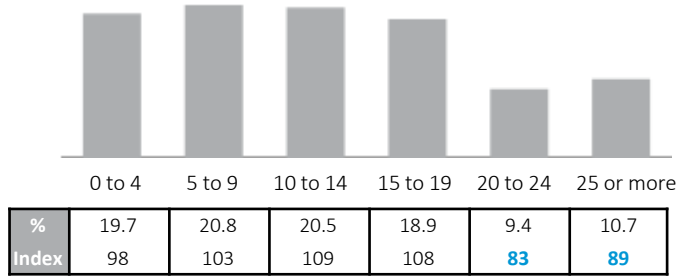


Own
80.2%
(111)



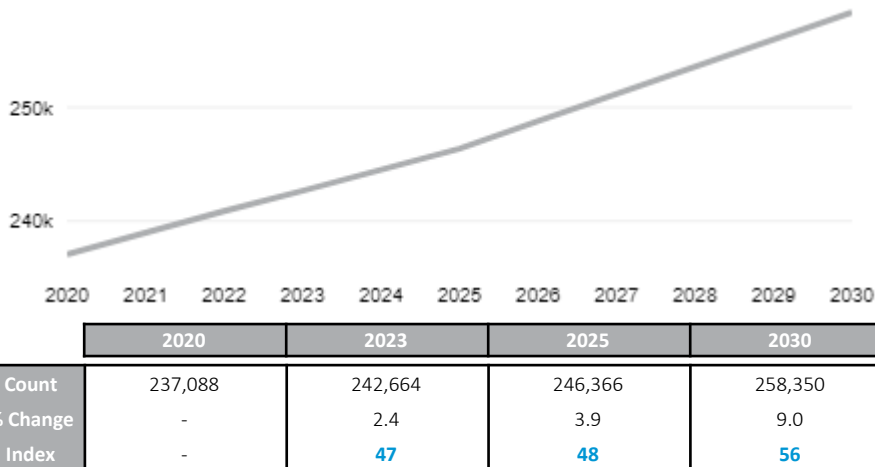
Households with
Children at Home
40.5%
(95)

Age of Children at Home



Demographic Trends

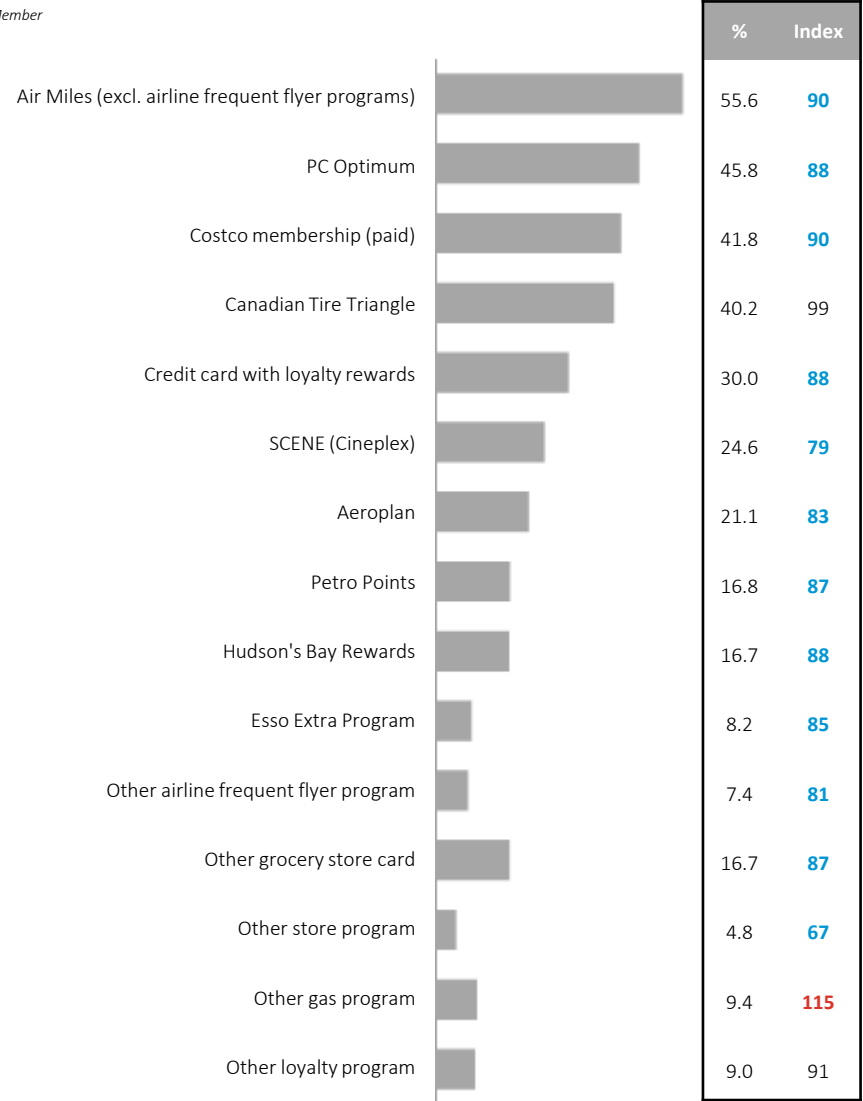
Household Projections



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

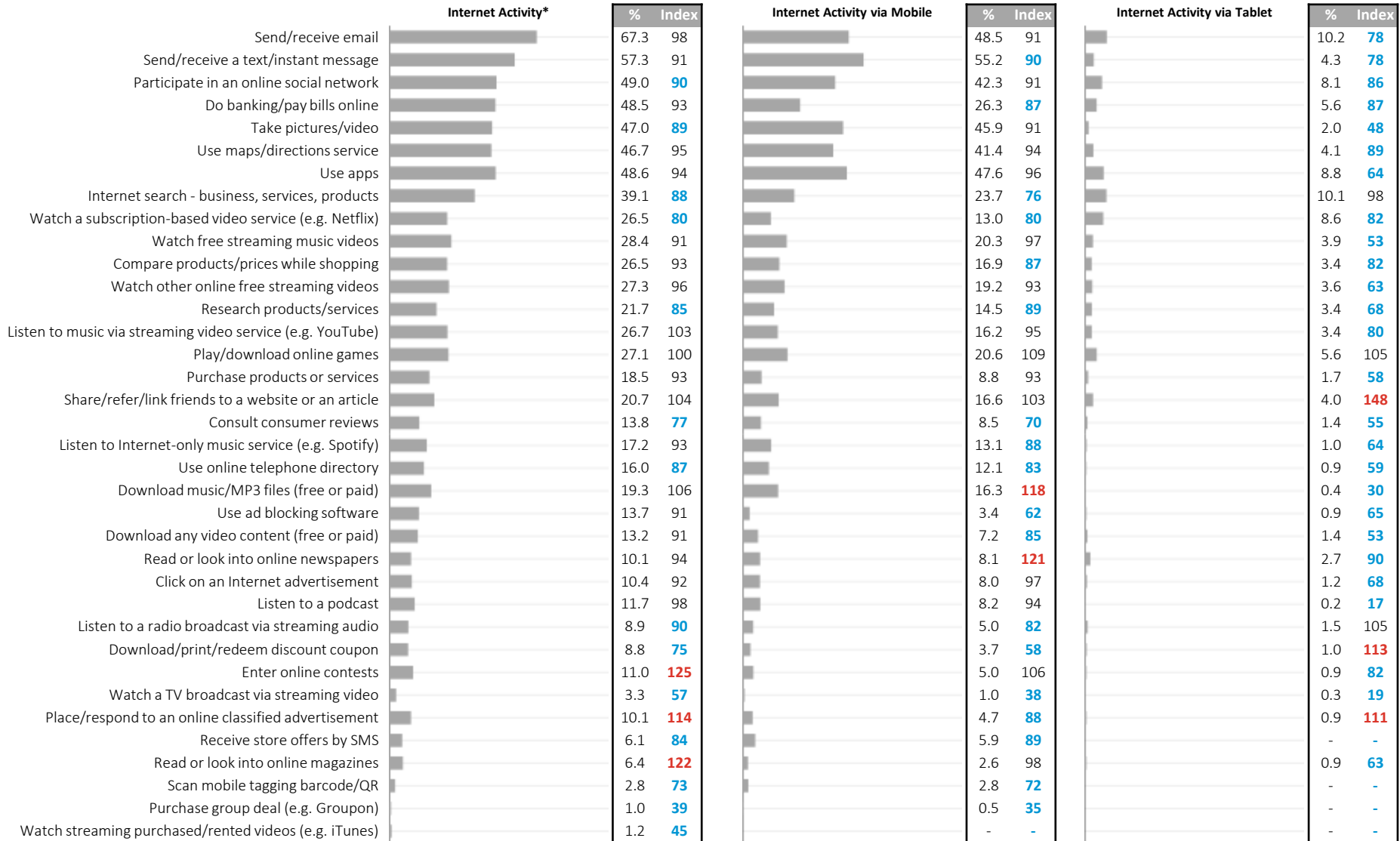
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	31.2	90	20.4	86	4.6	70
Access food/recipes content	27.8	103	15.8	97	5.7	85
Access health-related content	12.3	93	9.0	104	1.8	63
Access professional sports content	8.0	64	7.0	73	1.8	68
Access restaurant guides/reviews	7.7	65	6.1	65	0.8	51
Access travel content	7.9	78	3.4	60	1.3	57
Access real estate listings/sites	7.3	83	4.0	92	0.9	59
Access a radio station's website	10.2	96	5.6	106	0.6	70
Access home decor-related content	6.6	91	5.4	125	1.5	89
Access a TV station's website	6.9	90	2.0	67	2.2	108
Access celebrity gossip content	6.8	95	5.2	101	0.5	45
Access fashion or beauty-related content	4.1	85	2.4	69	0.5	57
Access automotive news/content	3.8	90	1.4	68	0.2	26

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	38.9	98
Apps/online flyers	35.1	117
Coupons	30.3	91
Flyers inserted into a community newspaper	28.1	115
General information from the Internet/websites	27.7	96
Direct email offers	22.6	95
Local store catalogues	18.9	92
Flyers inserted into a daily newspaper	14.4	81
Mail order	7.7	98
Yellow Pages (online)	4.6	136
Yellow Pages (print)	3.8	110

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	28.4	84
Digital billboards	20.3	83
Inside shopping malls	16.4	83
On street furniture (e.g. bus benches)	13.7	65
Inside public washrooms	12.7	77
On bus exteriors	11.4	58
Inside movie theaters	7.8	84
On transit shelters	6.7	53
Inside buses	6.0	74
Inside commuter trains	2.9	63
Screens inside elevators	2.9	44
Inside airports	2.8	57
On taxis	2.5	78
Inside subway/metro cars	1.0	44
On subway/metro platforms	0.8	33

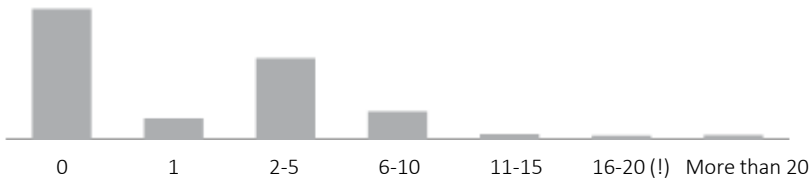
Social Media Usage

Social Media Overview

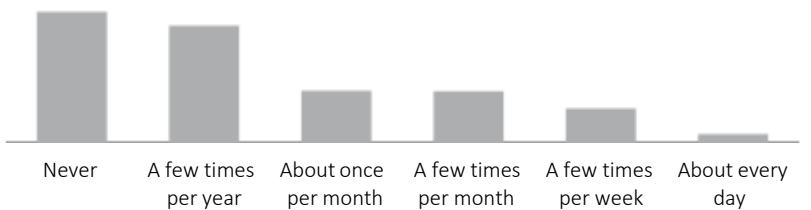
- 60% of Rejuvenators from Alberta tend to access social media on their mobile phones during the morning hours, 60.5% during the afternoon hours
- 5% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 88% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

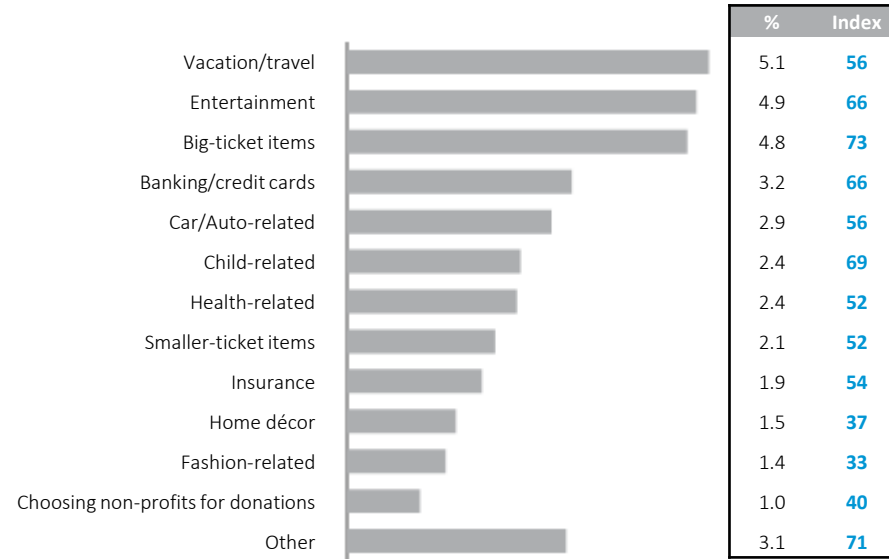
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Rejuvenators from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
88% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
75% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"
75% | Index = 104

"Use SM to stay connected with personal contacts"
43% | Index = 98

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	43.1	89
Read article comments	41.8	95
Read status updates/tweets	40.6	96
Watch video online	40.6	88
Listen to radio or stream music online	32.5	91
Chat in online chats	27.9	79
Share links with friends and colleagues	25.4	87
Click links in news feeds	18.8	79
Play games with others online	17.0	100
Update your status on a social network	11.6	92
Rate or review products online	10.9	90
Post photos online	10.5	79
Read blogs	10.1	63
Share your GPS location	8.0	88
Comment on articles or blogs	7.7	75
Chat in online forums	7.2	65
Check in with locations	6.8	71
Post videos online	4.1	72
Publish blog, Tumblr, online journal	1.5	44

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	48.8	98
Stay connected with family	45.6	99
Stay connected with personal contacts	43.4	96
Keep up to date on news/events in my industry	26.6	91
Stay connected with work/professional contacts	15.8	79

Number of Connections

Across all social media

	%	Index
0-49	37.0	110
50-99	14.7	104
100-149	12.8	113
150-199	7.3	89
200-299	8.8	94
300-399	6.8	113
400-499	2.8	66
500-1000	6.0	74
More than 1000	3.8	77

Social Media Access

Typically use



Mobile

	%	Index
Morning	60.3	89
Afternoon	60.5	94
Dinner Time	43.8	89
Evening	57.6	93
Late Night	38.2	86



Tablet

	%	Index
Morning	24.7	107
Afternoon	18.7	96
Dinner Time	13.8	90
Evening	32.3	93
Late Night	16.5	90



Laptop

	%	Index
Morning	27.1	106
Afternoon	26.1	97
Dinner Time	15.2	95
Evening	34.1	97
Late Night	14.9	96



Desktop

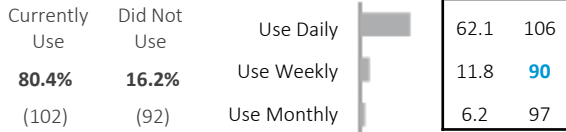
	%	Index
Morning	24.5	93
Afternoon	24.1	90
Dinner Time	11.0	95
Evening	20.9	89
Late Night	11.7	107

Social Media Usage

Facebook



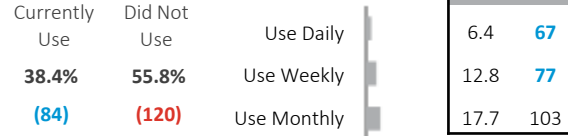
Frequency of Use
[Past Year]



LinkedIn



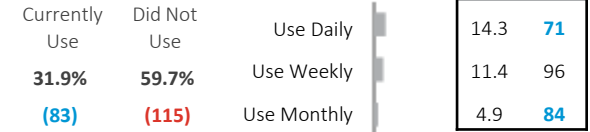
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.6	98
Comment/Like other users' posts	49.5	105
Use Messenger	41.4	105
Watch videos	37.2	95
Watch live videos	15.3	88
Like or become a fan of a page	15.2	104
Post photos	11.9	91
Click on an ad	11.4	89
Update my status	10.5	85
Post videos	5.2	82
Create a Facebook group or fan page	2.4	57
Give to a Facebook fundraiser (!)	1.3	52
Create a Facebook fundraiser (!)	0.8	40

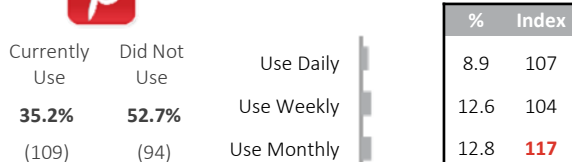
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.2	55
View a job posting	4.7	55
Search and review other profiles	4.7	71
Watch videos	3.8	61
Update your profile information	3.1	87
Create a connection	2.6	60
Comment on content	2.1	60
Click on an ad (!)	1.8	62
Request a recommendation (!)	1.7	78
Join a LinkedIn group (!)	1.6	84
Participate in LinkedIn forums (!)	1.5	66
Post an article, video or picture (!)	0.8	32

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	19.7	76
Like photos/videos	16.0	74
Comment on photos/videos	9.8	77
Watch live videos	8.2	69
Send direct messages	5.4	56
Post photos/videos	4.5	61
View a brand's page	3.9	50
Watch IGTV videos	2.9	52
Click on ads	2.7	55

Pinterest



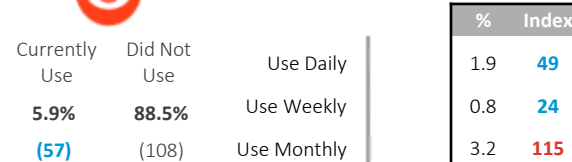
Frequency of Use
[Past Year]



Reddit



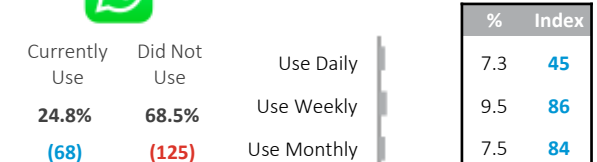
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	3.3	42
Follow specific Subreddits	2.2	41
Vote on content	1.0	26
Post content	0.7	31

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	12.3	55
Send/receive images	10.2	51
Use group chats	7.8	51
Use voice calls	4.1	41
Send/receive documents and files	3.2	34

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily			8.3	66
Use Weekly			7.7	90
Use Monthly			5.1	78
21.8% (76)	69.0% (113)			

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily			22.9	84
Use Weekly			23.5	89
Use Monthly			18.4	118
65.4% (94)	19.6% (115)			

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily			6.0	96
Use Weekly			3.1	70
Use Monthly			4.7	114
14.4% (94)	79.3% (104)			

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.8	73
Watch videos	8.1	73
Share a link to a blog post or article of interest	4.2	71
Tweet	4.1	60
Respond to tweets	3.9	61
Follow users who follow you	3.4	63
Watch live videos	3.3	61
Send or receive direct messages	3.2	54
Retweet	2.9	49
Actively follow new users	2.8	61
Click on an ad	1.8	59

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	35.3	81
Watch live videos	10.2	78
Like or dislike videos	8.9	67
Click on an ad	5.8	84
Share videos	4.2	55
Leave comment or post response on video	4.1	66
Embed a video on a web page or blog	1.6	39
Create and post a video	1.1	41

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.2	90
Send direct text messages	6.4	96
Send photos/videos	5.0	80
Use filters or effects	2.5	59
Read Snapchat discover/News	2.1	55
Use group chat	1.9	61
View ads	1.7	76
Use video chat	1.3	58
View a brand's snaps	1.2	47

Audio Podcasts



Currently Use	Did Not Use
13.0% (73)	71.6% (109)

Frequency of Use
[Past Year]

	%	Index
Use Daily	2.1	45
Use Weekly	4.6	65
Use Monthly	6.2	110

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	2.4	52
Listen to a sports podcast	2.3	75
Subscribe to a sports podcast**	2.3	84
Listen to another genre of podcast	1.5	35
Listen to a comedy podcast	1.4	42
Listen to a business podcast	1.4	42
Listen to an educational podcast	1.4	34
Listen to a technology focused podcast	1.0	39
Subscribe to another genre of podcast	0.9	40
Subscribe to a news podcast	0.7	41
Subscribe to a educational podcast	0.7	37
Subscribe to a comedy podcast (!)	0.7	44
Subscribe to a technology podcast (!)	0.5	40
Subscribe to a business podcast (!)	0.5	35

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
0.8% (33)	97.3% (103)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.4	44
Use Weekly (!)	0.2	25

Tik Tok



Currently Use	Did Not Use
1.5% (66)	97.1% (102)