

Overview

- Of the 9 EQ Target Groups identified in Canada, Virtual Travellers rank 9th, making up 141,229 households, or 8.6% of the total Households in Alberta (1,644,476)
- The Median Household Maintainer Age is 42, 56% of couples have children living at home
- Average Household Income of \$136,350 compared to Alberta at \$125,945
- **Top Social Value: Confidence in Advertising:** A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
- Above Average interest in Swimming, Cycling, Sport Events, Ice Skating, and Theme Parks/Waterparks
- Above Average interest in travelling within Canada (Banff, Calgary, Jasper, Vancouver), Virtual Travellers from Alberta spent an average of \$1,586 on their last vacation
- On average, Virtual Travellers from Alberta spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hrs/week reading the Newspaper and 4.5hrs/day on the Internet. Daily Magazine usage is minimal (5 min/day)
- 78% currently use Facebook, 46% use Instagram and 35% use Twitter

Market Sizing



Total Population

Target Group: 423,316 | 9.5%
Market: 4,472,482



Total Households

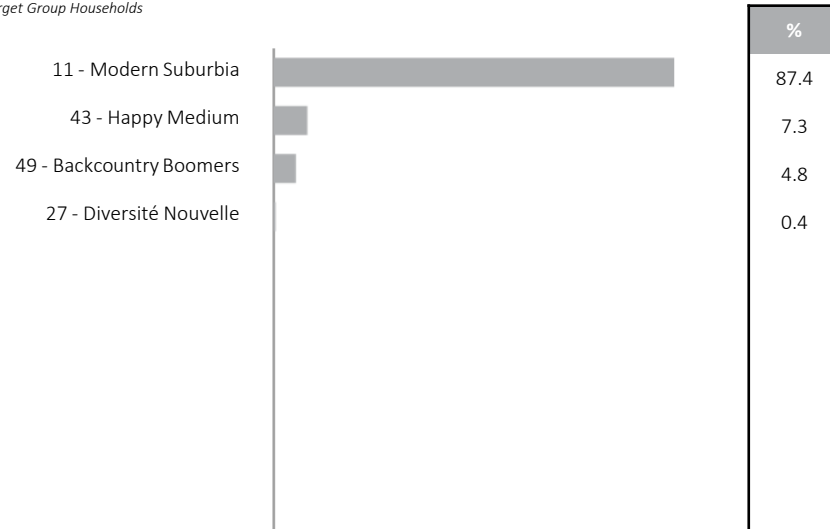
Target Group: 141,229 | 8.6%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	43.7	15.7	183	392,545	23.9
Calgary, AB (CY)	37.6	10.5	123	504,320	30.7
Wood Buffalo, AB (SM)	2.4	12.4	144	27,216	1.7
Airdrie, AB (CY)	1.2	6.5	75	25,833	1.6
Strathcona County, AB (SM)	1.0	3.5	41	38,575	2.3
Chestermere, AB (CY)	0.9	17.7	206	7,081	0.4
Ponoka, AB (T)	0.8	34.8	404	3,217	0.2
Redcliff, AB (T)	0.6	38.6	450	2,188	0.1
Red Deer, AB (CY)	0.6	1.9	22	42,867	2.6
Medicine Hat, AB (CY)	0.5	2.4	28	28,423	1.7

Top PRIZM Segments

% of Target Group Households



Demographic Profile

Psychographics**



Total Population

Target Group: 423,316 | 9.5%
Market: 4,472,482



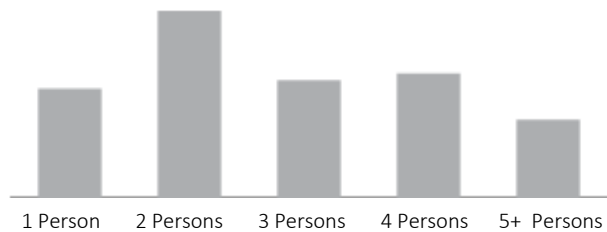
Total Households

Target Group: 141,229 | 8.6%
Market: 1,644,476

Average Household Income

\$136,350
(108)

Household Size*



Median Household Maintainer Age

42
(85)

Marital Status**

67.1%
(112)

Married/Common-Law

Family Composition***

56.0%
(120)

Couples With Kids at Home

Education**

34.1%
(134)

University Degree

Visible Minority Presence*

49.9%
(175)

Belong to a visible minority group

Non-Official Language*

2.1%
(146)

No knowledge of English or French

Immigrant Population*

35.3%
(155)

Born outside Canada

Strong Values

Weak Values

Status via Home	141	55	Fulfillment Through Work
Confidence in Advertising	140	68	Ecological Concern
Ostentatious Consumption	139	71	Brand Apathy
Personal Optimism	134	72	Attraction to Nature
Attraction For Crowds	129	73	Search for Roots

Key Social Values

Confidence in Advertising Index = 140	Attraction For Crowds Index = 129	Ecological Fatalism Index = 129
Consumption Evangelism Index = 123	Consumptivity Index = 121	National Pride Index = 120
Racial Fusion Index = 118	Pursuit of Originality Index = 115	Need for Escape Index = 114
Culture Sampling Index = 112	Work Ethic Index = 112	Primacy of the Family Index = 112

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.9	99
Home exercise & home workout	58.3	106
Camping	58.1	98
Swimming	57.4	111
Gardening	57.0	96

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	58.1	125
Auditoriums, arenas & stadiums (any)	52.2	110
Sporting events	49.8	121
Movies at a theatre/drive-in	42.6	113
National or provincial park	42.6	105

Key Tourism Activities**

Camping  58.1% (98)	Swimming  57.4% (111)	Cycling  50.1% (110)	Sporting events  49.8% (121)	Hiking & backpacking  44.4% (108)	National or provincial park  42.6% (105)	Parks & city gardens  40.6% (102)	Bars & restaurant bars  37.6% (102)
Ice skating  33.6% (111)	Zoos & aquariums  31.7% (101)	Golfing  31.6% (101)	Photography  30.3% (98)	Theme parks, waterparks & water slides  29.1% (137)	Canoeing & kayaking  27.8% (103)	Specialty movie theatres/IMAX  27.4% (109)	Historical sites  26.5% (106)
Fishing & hunting  24.7% (87)	Cross country skiing & snowshoeing  21.8% (102)	Pilates & yoga  21.8% (97)	Downhill skiing  20.9% (105)	Hockey  19.9% (127)	Video arcades & indoor amusement centres  17.8% (136)	ATV & snowmobiling  15.9% (91)	Adventure sports  13.6% (108)
Power boating & jet skiing  12.0% (89)	Curling  12.0% (98)	Snowboarding  11.7% (144)	Dinner theatres  10.7% (85)	Beer, food & wine festivals  9.2% (116)	Inline skating  8.6% (107)	Music festivals  5.9% (72)	RV shows  5.7% (128)

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

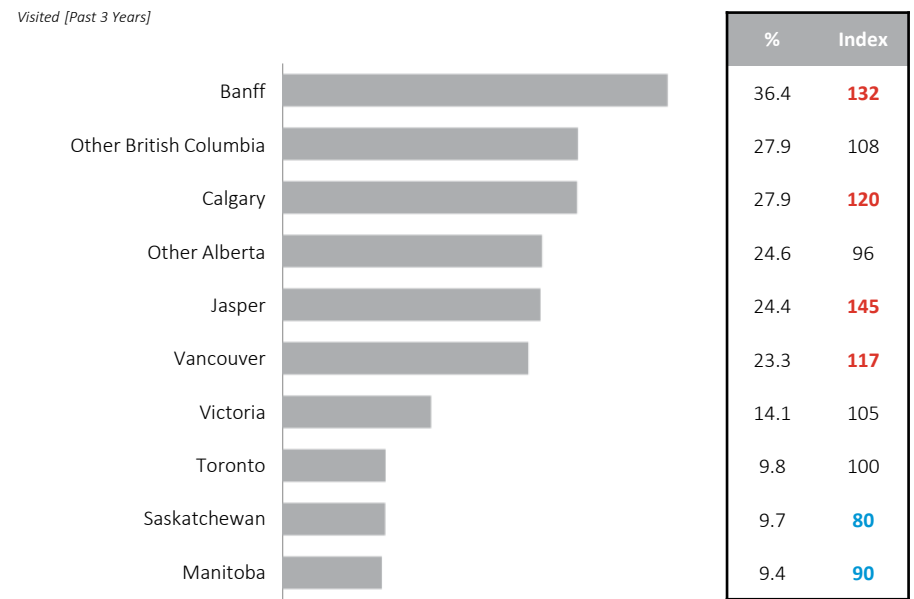
Source: Environics Analytics 2020

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

*Selected and ranked by percent composition
**Ranked by percent composition

Travel Profile

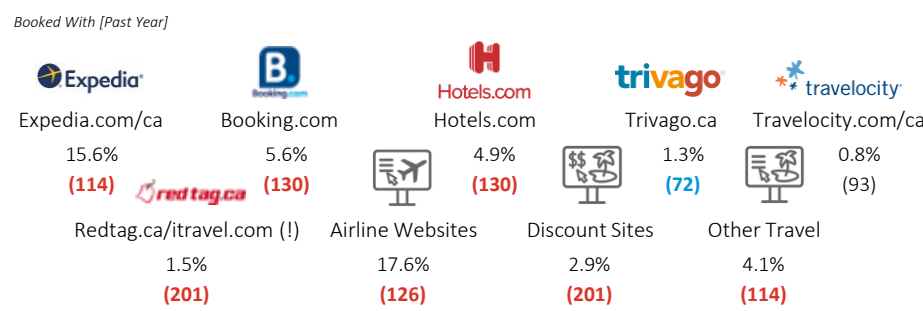
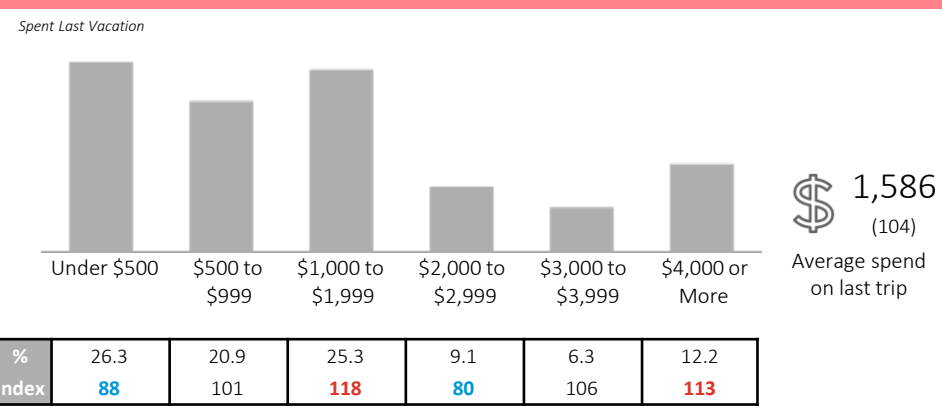
Top Canadian Destinations*



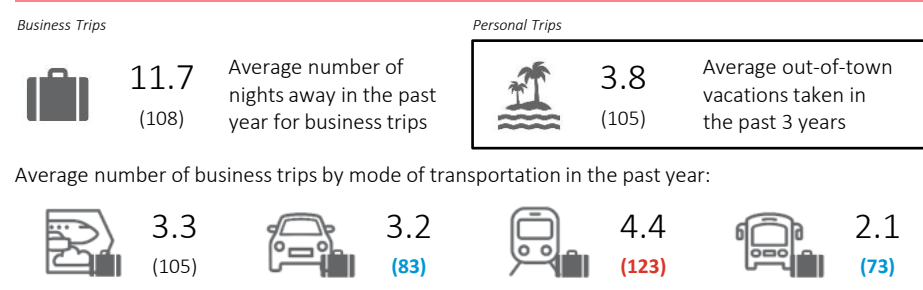
Vacation Booking**



Vacation Spending

















Travel Type & Frequency



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 64.9% (109)	 Friends/relatives 38.1% (105)	 All-inclusive resort 22.4% (109)	 Camping 28.0% (107)	 Motel 15.2% (78)	 Vacation rental by owner 23.3% (129)	 Cottage 8.2% (93)
 B&B 10.8% (100)	 Condo/apartment 13.9% (122)	 Cruise ship 4.0% (77)	 RV/camper 13.4% (97)	 Package tours 2.7% (94)	 Spa resort 3.2% (113)	 Boat 3.1% (109)









Airline Preferences**

Flown [Past Year]

 Air Canada 38.1% (115)	 West Jet 48.6% (112)	 Air Transat 4.9% (127)	 Porter Airlines 0.0% (86)	 Other Canadian 2.9% (105)
 United Airlines 5.5% (106)	 Delta Airlines 6.5% (113)	 American Airlines 1.3% (91)	 Other American 1.9% (139)	
 European Airlines 5.0% (125)	 Asian Airlines 1.8% (140)	 Other Charter 1.5% (59)	 Other 4.8% (132)	

Car Rental*

Rented From [Past Year]

 Enterprise 8.2% (136)	 Budget 7.5% (195)	 Avis 2.2% (81)	 National 3.4% (153)
 Hertz 2.0% (118)	 Discount 1.0% (186)	 U-Haul 0.4% (61)	 Other Rentals 1.4% (82)

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

Program	%	Index
Mainstream Top 40/CHR	31.0	159
Adult Contemporary	21.9	137
News/Talk	18.2	71
Today's Country	14.7	91
Classic Hits	14.4	83
Sports	11.0	224
Modern/Alternative Rock	10.8	153
Hot Adult Contemporary	10.1	129
AOR/Mainstream Rock	10.1	100
Multi/Variety/Specialty	7.4	65

Top Television Programs*

Programs [Average Week]

Program	%	Index
Movies	52.9	103
Evening local news	32.8	94
Primetime serial dramas	31.0	108
Hockey (when in season)	28.9	95
Home renovation/decoration shows	27.4	109
Situation comedies	23.8	99
Suspense/crime dramas	23.0	95
Sci-Fi/fantasy/comic book shows	22.6	144
News/current affairs	22.1	88
Cooking programs	20.5	106

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

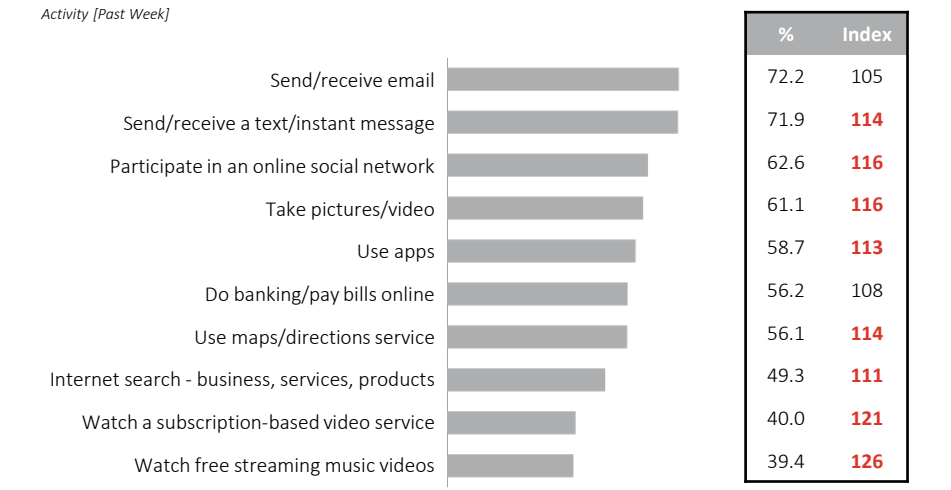
Section	%	Index
Local & Regional News	49.8	94
National News	45.3	92
International News & World	42.1	93
Movie & Entertainment	30.6	94
Health	27.2	101
Sports	26.5	93
Editorials	24.2	87
Food	22.1	85
Business & Financial	19.7	83
Travel	18.5	86

Top Magazine Publications*

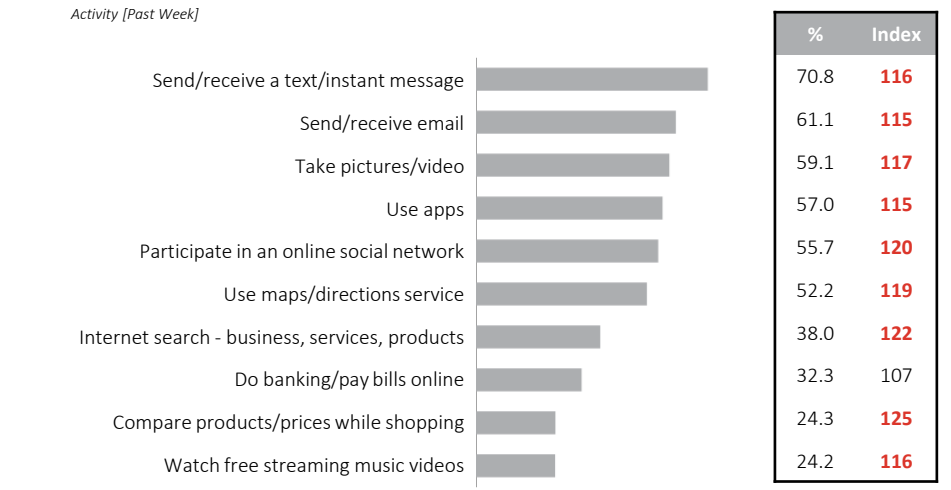
Read [Past Month]

Publication	%	Index
Other U.S. magazines	7.2	98
Other English-Canadian	7.2	104
National Geographic	4.3	103
People	4.3	114
CAA Magazine	4.3	78
Canadian House and Home	3.7	188
Hello! Canada	3.0	82
Reader's Digest	3.0	59
Canadian Living	2.7	56
Maclean's	2.6	60

Top Internet Activities*



Top Mobile Activities*



Media

Social Media Platforms

Usage [Currently Use]

	Facebook 77.6% (99)		YouTube 68.1% (97)		LinkedIn 53.9% (119)
	WhatsApp 48.8% (133)		Instagram 46.4% (120)		Twitter 34.7% (121)
	Pinterest 30.3% (94)		Snapchat 17.4% (114)		Podcasts 16.0% (89)
	Reddit 13.6% (131)		Health/Fitness 11.2% (126)		Blogs 10.0% (104)
	Dating App 5.3% (121)		Flickr 2.6% (93)		Tinder 2.4% (107)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	36.9	113
To learn about a brand's products/services	34.6	108
To enter contests	32.5	106
To be among the first to hear brand news	17.3	141
To provide feedback to the brand	12.6	110
To engage with content	10.8	136
To make suggestions for new products/services	6.6	123
To share brand-related stories with consumers	5.8	104

Reasons to Unfollow Brands

	%	Index
Too many messages	37.2	101
Not enough value	21.1	107
Stopped purchasing products from brand	14.5	111
Other	3.7	100

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 66% Index = 92	"Use SM to keep up to date on general news/events" 43% Index = 112	"I am well informed about SM" 40% Index = 119
"Feel comfortable collaborating with others through SM" 34% Index = 120	"Use SM to keep up to date on news/events in my industry" 32% Index = 112	"I am open to receiving relevant marketing messages through social media channels" 25% Index = 116

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	39.1	106
Follow brand on Instagram	21.3	150
Subscribe to brand email newsletter	20.4	107
Subscribe to brand channel on YouTube	15.0	109
Join an exclusive online community of consumers who also like the brand	11.0	112
Follow brand on Twitter	10.1	126

Product Preferences

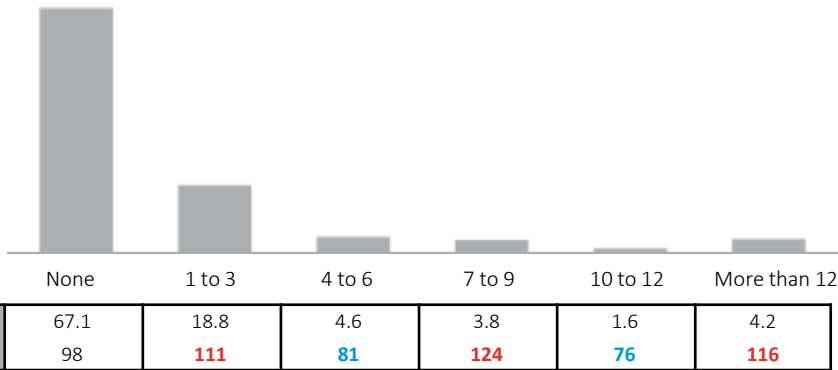
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% Index = 102	"I have tried a product/service based on a personal recommendation" 75% Index = 106	"I generally achieve what I set out to do" 72% Index = 103	"I am very concerned about the nutritional content of food products I buy" 65% Index = 105	"I value companies who give back to the community" 63% Index = 102
"I offer recommendations of products/services to other people" 62% Index = 107	"Family life and having children are most important to me" 62% Index = 100	"I like to cook" 61% Index = 108	"I am interested in learning about different cultures" 61% Index = 108	"I consider myself to be informed on current events or issues" 55% Index = 95
"I like to try new places to eat" 54% Index = 100	"It's important to buy products from socially-responsible/environmentally-friendly companies" 48% Index = 101	"I make an effort to buy local produce/products" 48% Index = 90	"When I shop online I prefer to support Canadian retailers" 46% Index = 97	"I like to try new and different products" 44% Index = 97
"I am adventurous/"outdoorsy" 44% Index = 108	"Free-trial/product samples can influence my purchase decisions" 43% Index = 101	"Vegetarianism is a healthy option" 33% Index = 128	"I prefer to shop online for convenience" 32% Index = 107	"Advertising is an important source of information to me" 29% Index = 107
"I lead a fairly busy social life" 27% Index = 103	"Staying connected via social media is very important to me" 27% Index = 87	"I am willing to pay more for eco-friendly products" 26% Index = 104	"I consider myself to be sophisticated" 26% Index = 106	"I enjoy being extravagant/indulgent" 21% Index = 114

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

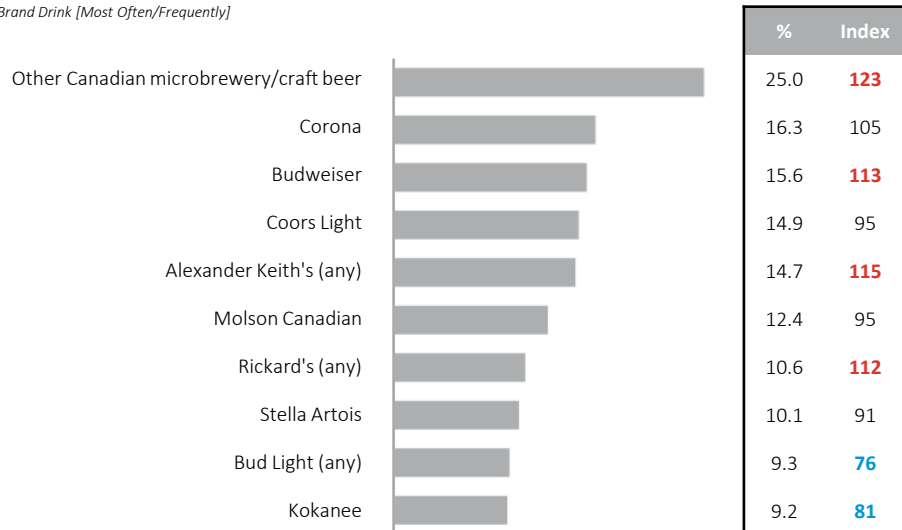
Drank [Past Month]	% Comp	Index
Canadian wine	13.2	106
Cider	9.5	155
Liqueurs (any)	7.1	104

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.0	102

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.0	123

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

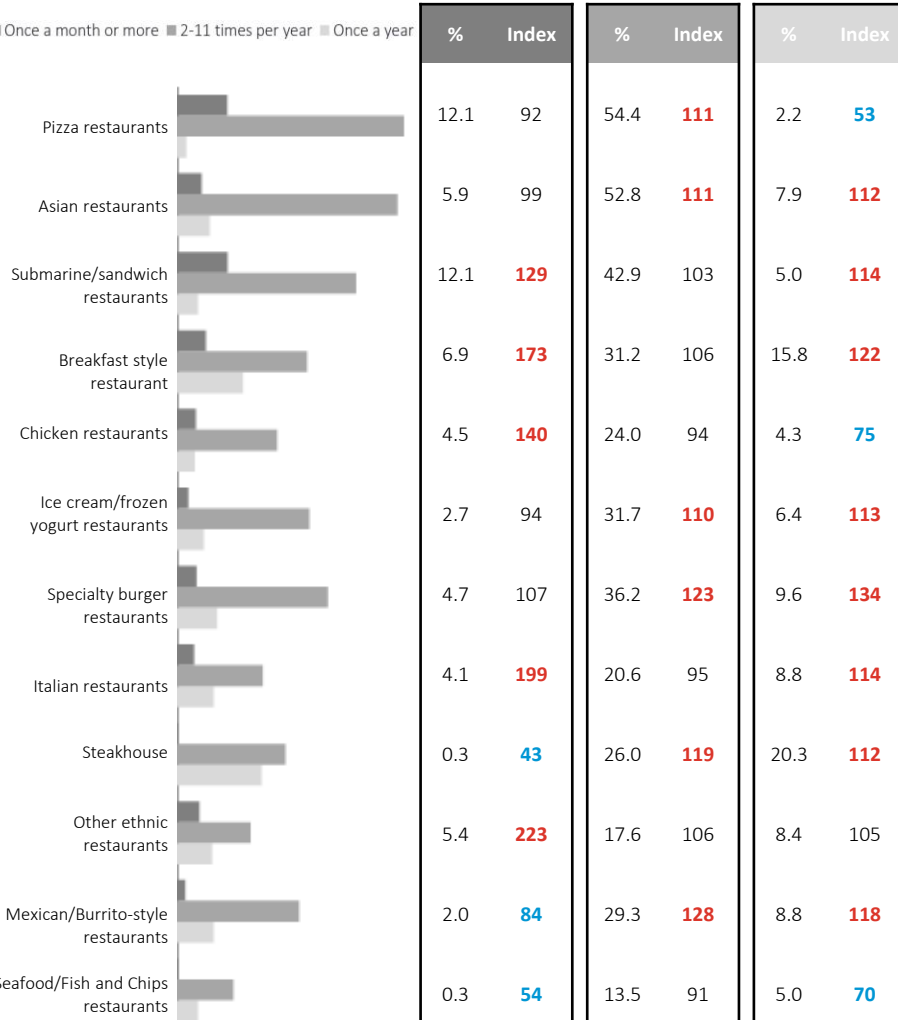


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

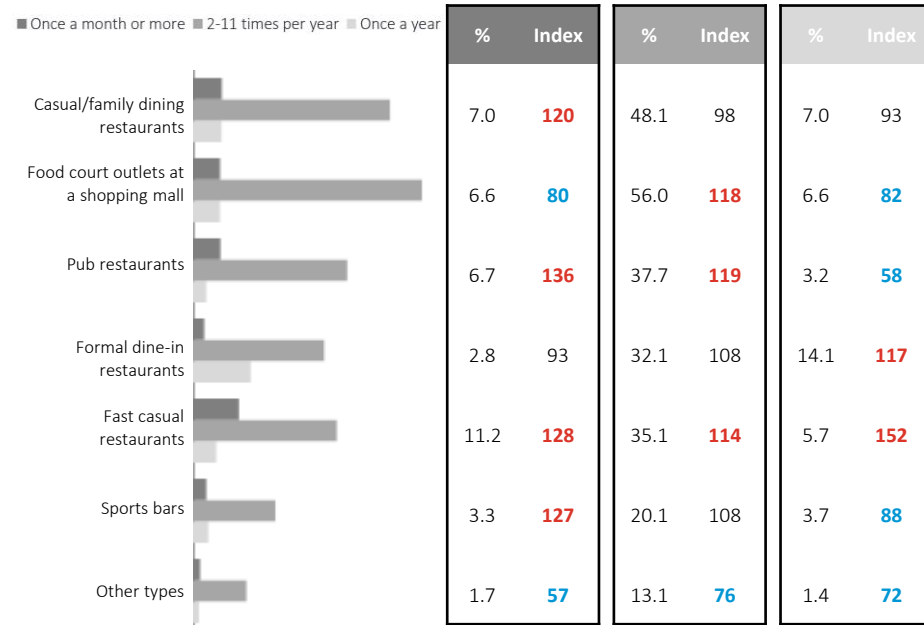
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

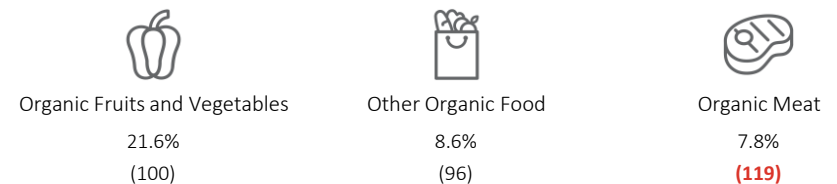
Frequency of Visiting [Past Year]

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



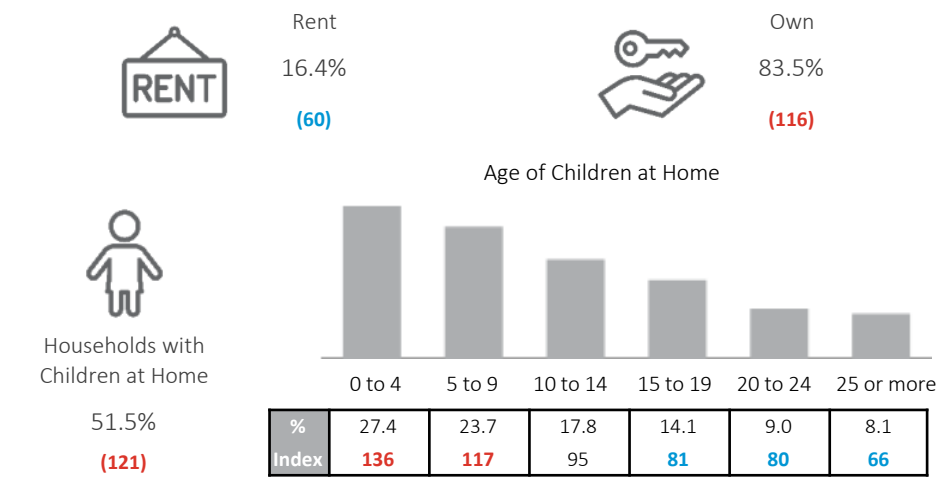
Purchased Organic Food

Done [Past Week]

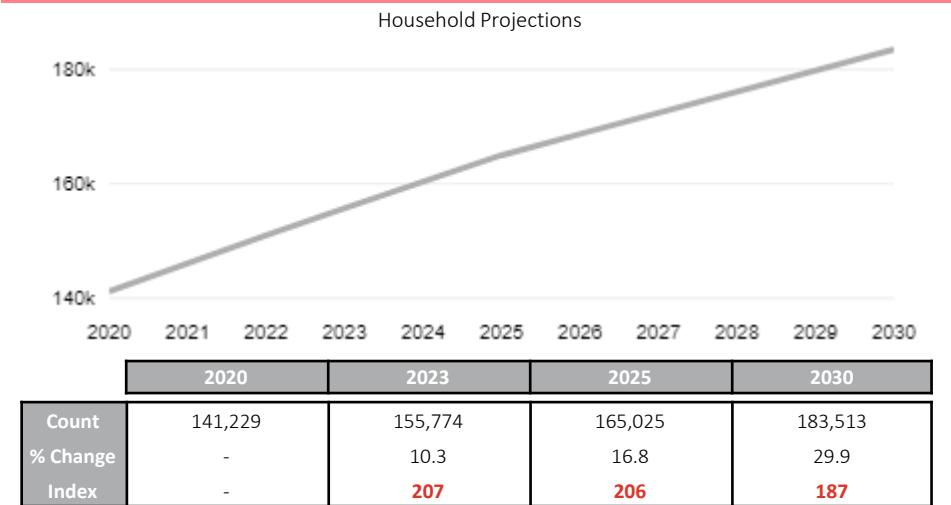


Product Preferences

Demographics

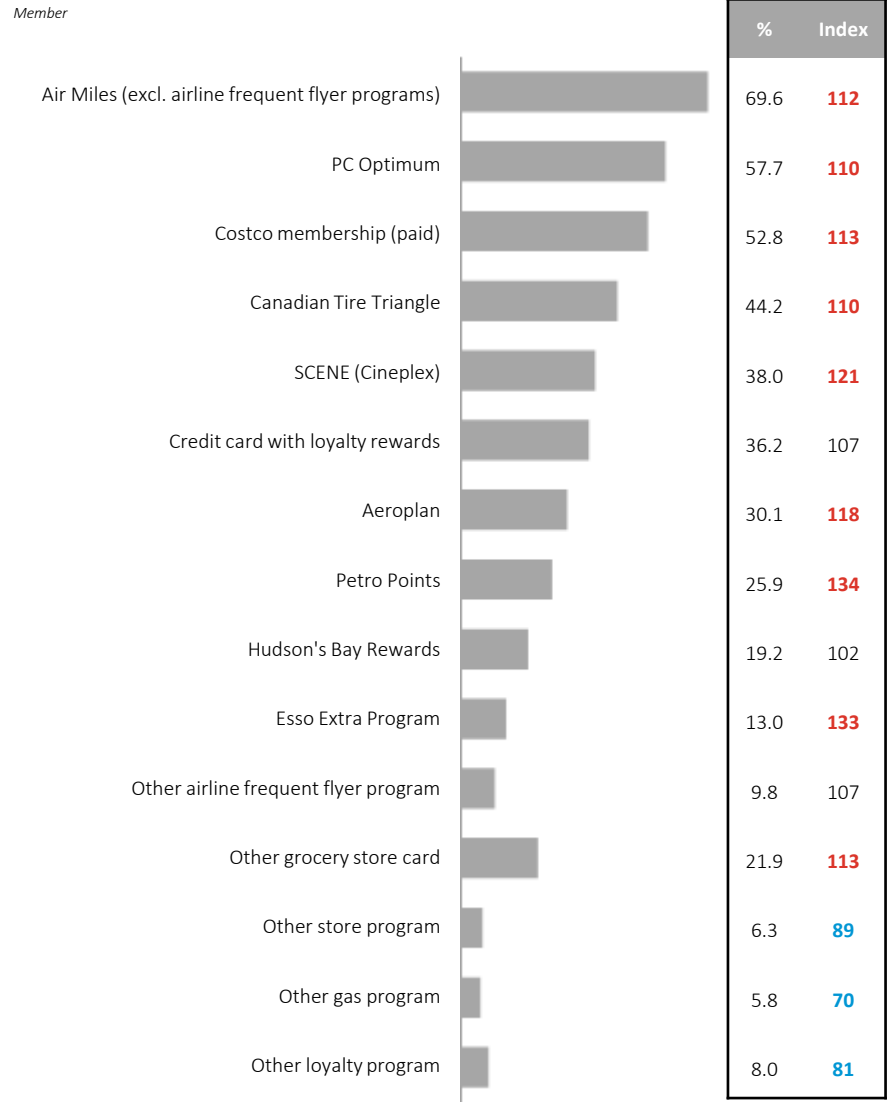


Demographic Trends



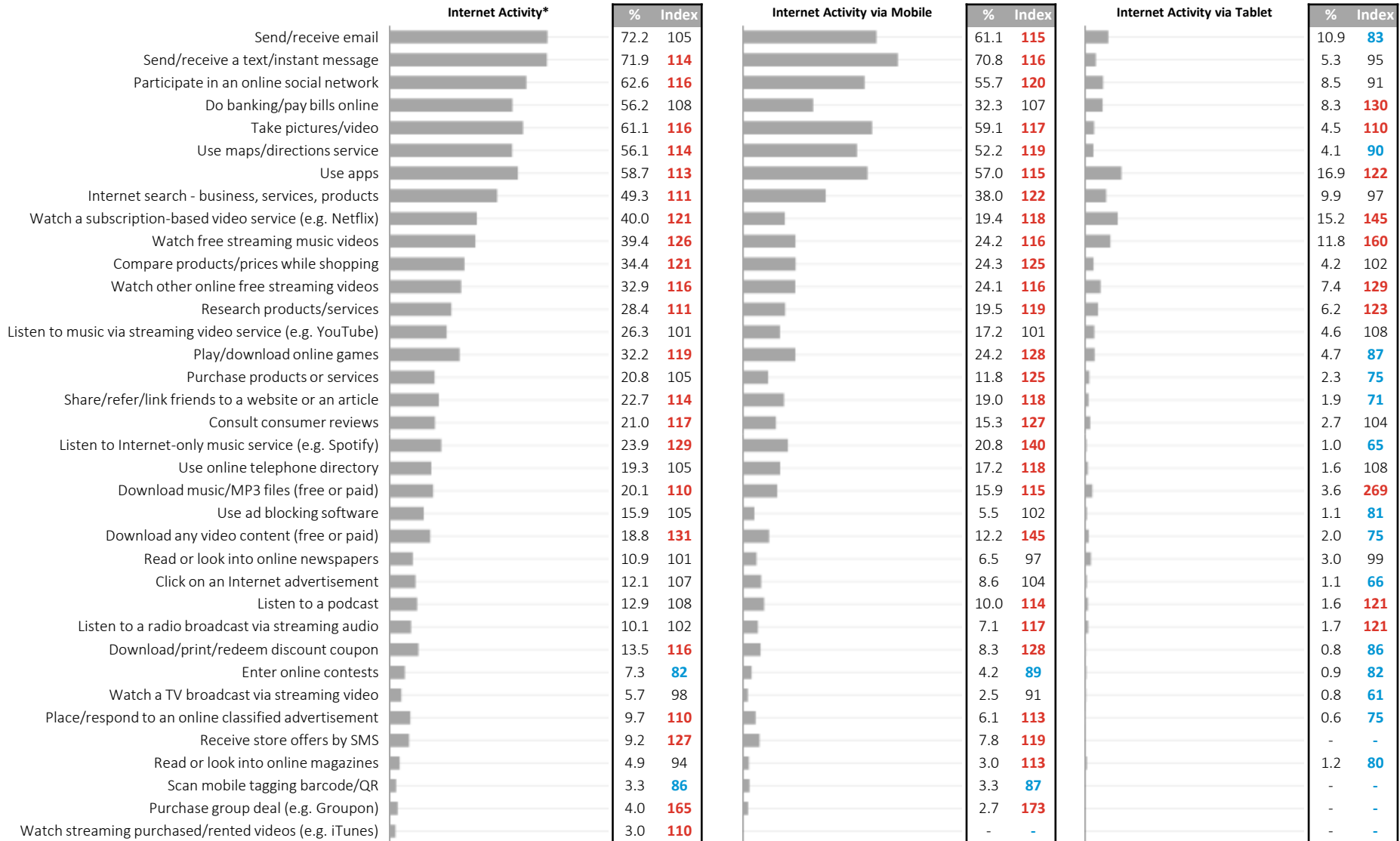
Note: Index compares % change from 2020 target group households to % change from 2020 market households

Loyalty Programs*



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	34.6	100	24.1	101	7.9	120
Access food/recipes content	27.7	103	17.1	105	7.5	112
Access health-related content	11.9	90	7.8	91	1.9	67
Access professional sports content	12.7	102	10.0	104	2.1	78
Access restaurant guides/reviews	11.5	97	9.8	103	0.7	42
Access travel content	9.0	90	5.7	103	1.7	72
Access real estate listings/sites	8.4	96	5.1	118	1.4	89
Access a radio station's website	9.0	85	4.0	76	0.6	68
Access home decor-related content	7.1	97	5.4	125	1.1	67
Access a TV station's website	8.9	117	2.8	93	1.4	69
Access celebrity gossip content	8.3	116	6.1	119	1.1	92
Access fashion or beauty-related content	4.2	88	3.5	102	0.5	61
Access automotive news/content	3.4	80	1.7	86	0.5	69

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	36.4	91
Coupons	34.7	104
Apps/online flyers	31.4	105
General information from the Internet/websites	31.1	108
Direct email offers	26.1	109
Flyers inserted into a community newspaper	21.0	86
Local store catalogues	19.6	96
Flyers inserted into a daily newspaper	11.9	67
Mail order	5.3	68
Yellow Pages (print)	1.5	43
Yellow Pages (online)	1.4	41

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	34.6	103
Digital billboards	28.2	115
On street furniture (e.g. bus benches)	24.9	118
On bus exteriors	21.5	109
Inside public washrooms	19.7	119
Inside shopping malls	17.9	91
On transit shelters	14.4	115
Inside movie theaters	10.5	113
Inside buses	7.9	98
Screens inside elevators	7.4	115
Inside commuter trains	6.5	143
Inside airports	5.7	113
On subway/metro platforms	3.0	120
Inside subway/metro cars	1.8	84
On taxis	1.8	55

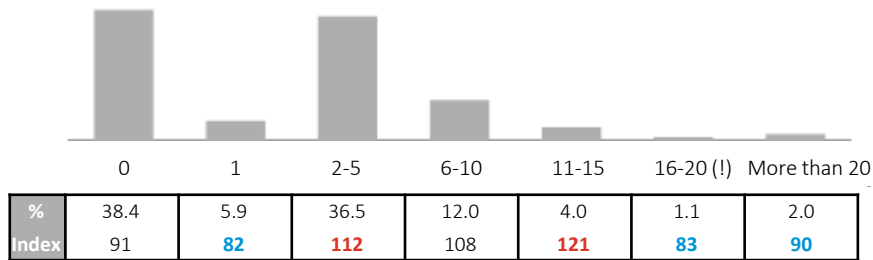
Social Media Usage

Social Media Overview

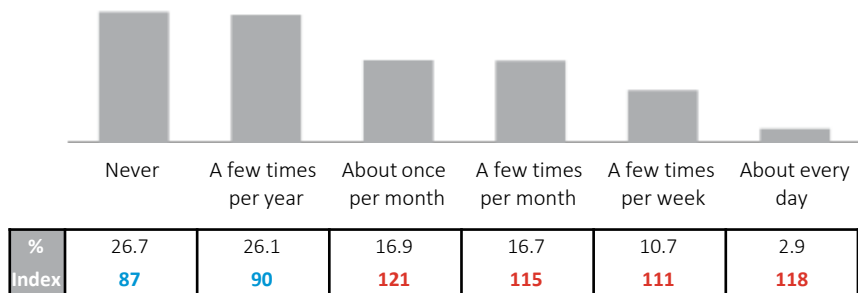
- 76% of Virtual Travellers from Alberta tend to access social media on their mobile phones during the morning hours, 70.1% during the afternoon hours
- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 81% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

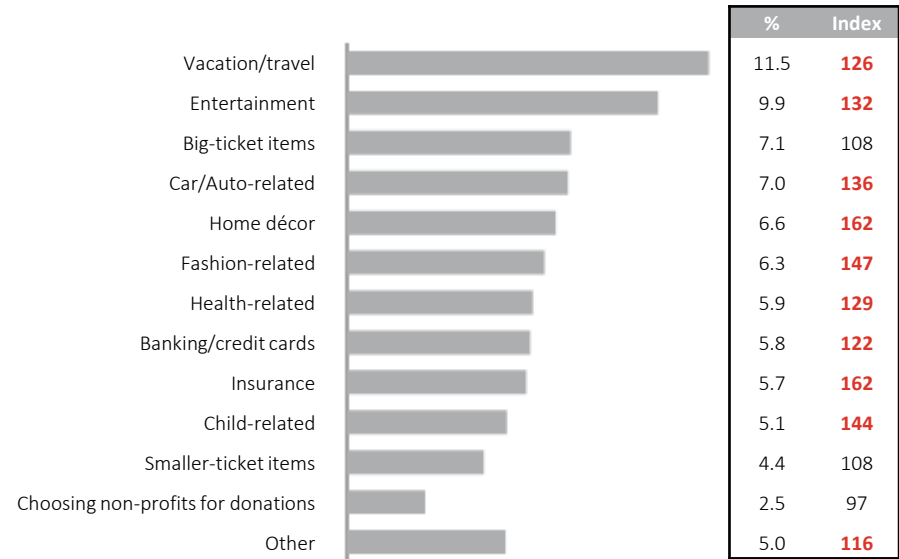
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Virtual 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"
81% | Index = 94

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
69% | Index = 95

"I tend to ignore marketing and advertisements when I'm in a social media environment"
66% | Index = 92

"Use SM to stay connected with personal contacts"
49% | Index = 110

Social Media Usage

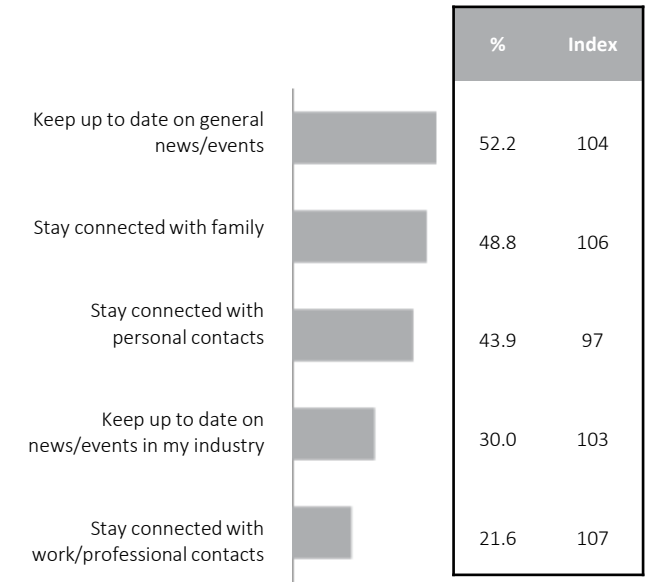
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	54.7	113
Watch video online	49.0	107
Read article comments	46.9	106
Read status updates/tweets	46.5	110
Chat in online chats	39.9	113
Listen to radio or stream music online	37.3	104
Share links with friends and colleagues	31.7	109
Click links in news feeds	26.7	113
Read blogs	20.5	128
Play games with others online	16.5	96
Post photos online	14.0	106
Rate or review products online	13.6	112
Update your status on a social network	13.6	107
Chat in online forums	13.2	119
Comment on articles or blogs	12.4	121
Check in with locations	11.0	115
Share your GPS location	9.2	102
Post videos online	7.4	128
Publish blog, Tumblr, online journal	4.9	146

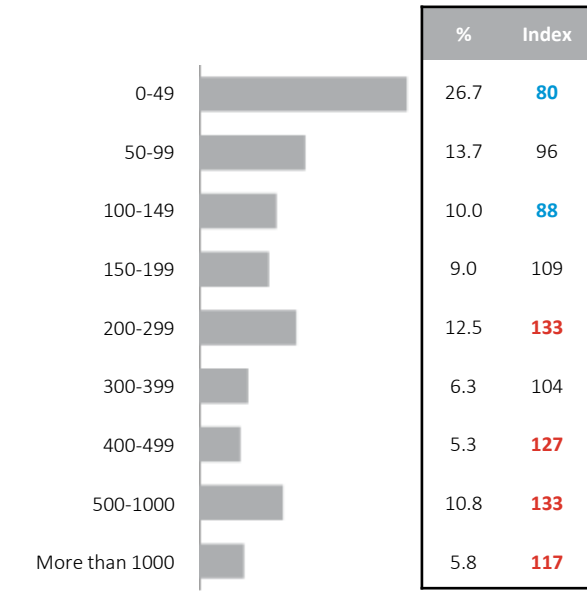
Social Media Uses*

A few times per week or more



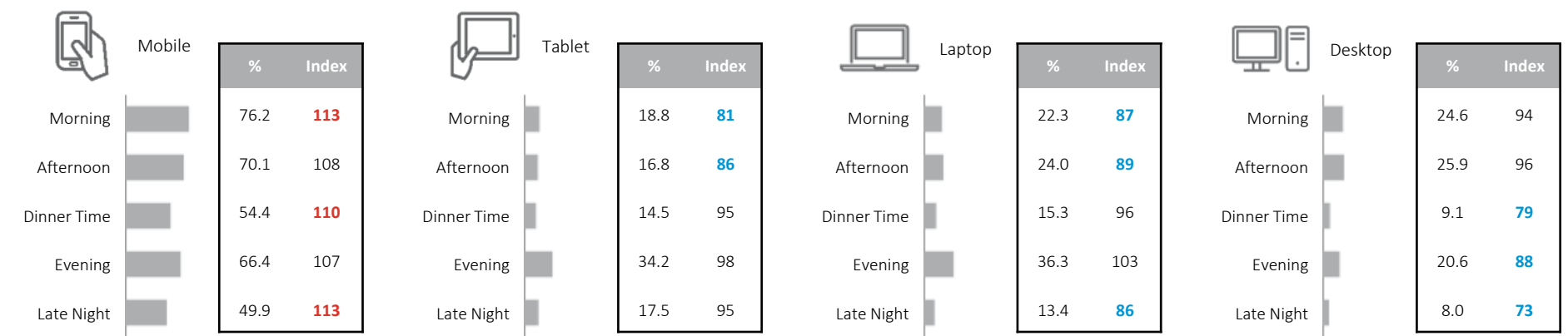
Number of Connections

Across all social media



Social Media Access

Typically use



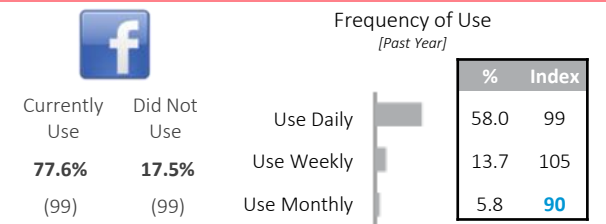
Sources: AskingCanadians Social 2020
Note: Base variables are default and vary based on database

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

*Ranked by percent composition Based on Household Population 18+ 15

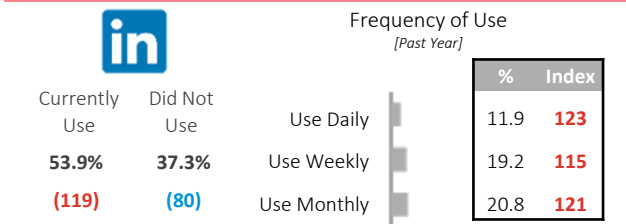
Social Media Usage

Facebook



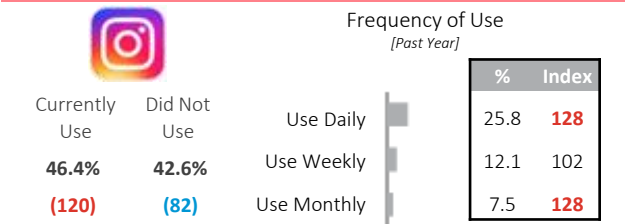
Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	58.0	104
Comment/Like other users' posts	47.4	100
Watch videos	43.5	111
Use Messenger	39.3	100
Watch live videos	19.7	114
Like or become a fan of a page	15.4	105
Click on an ad	14.8	115
Post photos	13.0	100
Update my status	12.3	100
Post videos	8.1	127
Create a Facebook group or fan page	6.0	145
Give to a Facebook fundraiser (!)	3.9	158
Create a Facebook fundraiser (!)	3.2	163

LinkedIn



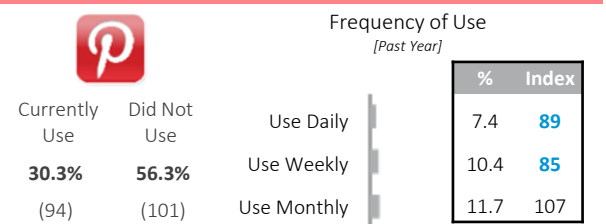
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	12.5	112
View a job posting	11.6	136
Search and review other profiles	8.4	129
Watch videos	7.6	119
Create a connection	5.6	128
Update your profile information	4.0	111
Click on an ad (!)	3.8	131
Comment on content	3.0	87
Post an article, video or picture (!)	2.8	116
Participate in LinkedIn forums (!)	2.6	116
Request a recommendation (!)	2.4	110
Join a LinkedIn group (!)	2.4	123

Instagram



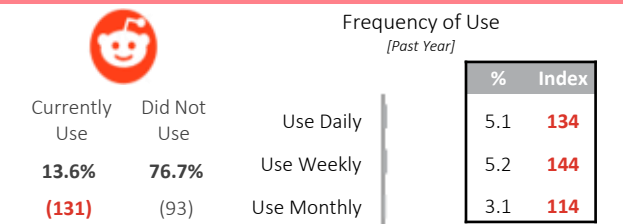
Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	31.9	124
Like photos/videos	26.8	124
Watch live videos	15.4	129
Comment on photos/videos	14.7	116
Send direct messages	12.8	132
View a brand's page	10.9	142
Post photos/videos	9.7	133
Watch IGTV videos	7.7	137
Click on ads	6.3	127

Pinterest



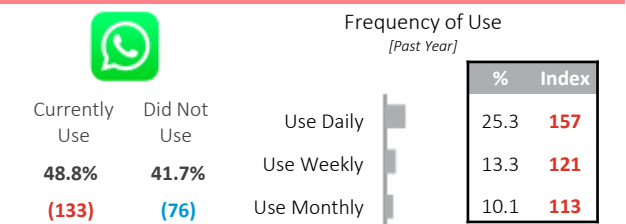
Participate In* (at least a few times per month)	% Comp	Index
View content	9.9	129
Follow specific Subreddits	6.6	123
Vote on content	4.0	108
Post content	3.2	145

Reddit



Participate In* (at least a few times per month)	% Comp	Index
View content	9.9	129
Follow specific Subreddits	6.6	123
Vote on content	4.0	108
Post content	3.2	145

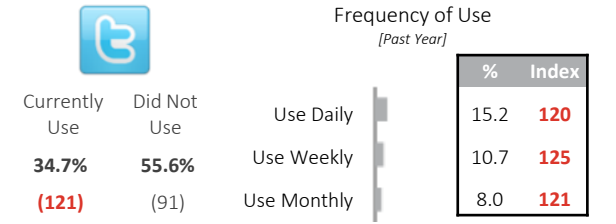
WhatsApp



Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	33.2	148
Send/receive images	31.2	157
Use group chats	24.4	159
Send/receive documents and files	16.3	175
Use voice calls	15.6	158

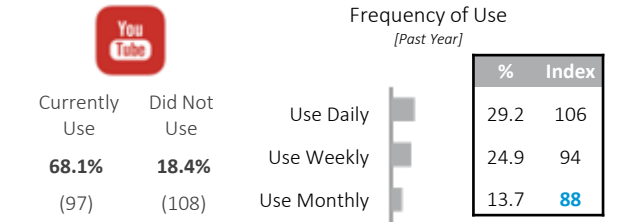
Social Media Usage

Twitter



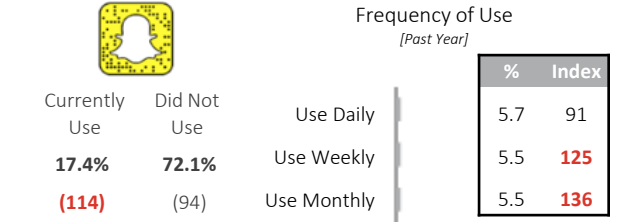
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	22.4	118
Watch videos	12.9	116
Retweet	8.4	142
Tweet	8.4	124
Respond to tweets	8.2	128
Follow users who follow you	6.8	129
Watch live videos	6.6	123
Actively follow new users	6.6	144
Send or receive direct messages	6.5	109
Share a link to a blog post or article of interest	6.1	103
Click on an ad	4.9	155

YouTube



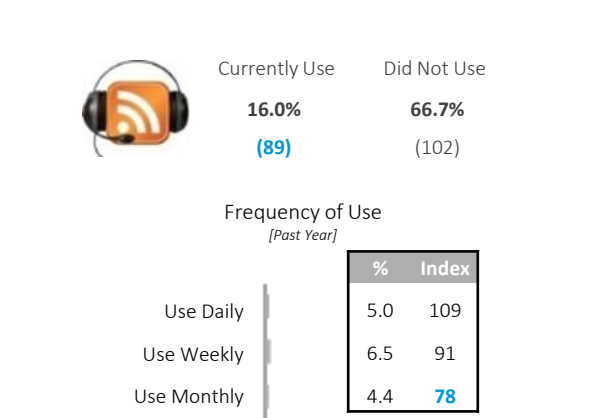
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	45.5	104
Like or dislike videos	15.7	119
Watch live videos	14.4	109
Share videos	8.6	113
Click on an ad	7.7	111
Leave comment or post response on video	7.7	124
Embed a video on a web page or blog	5.5	131
Create and post a video	3.8	140

Snapchat



Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	9.2	114
Send photos/videos	6.8	110
Send direct text messages	6.6	98
Use filters or effects	5.9	140
Read Snapchat discover/News	5.1	135
Use group chat	4.3	137
View a brand's snaps	3.5	134
Use video chat	3.2	148
View ads	3.1	140

Audio Podcasts



Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	5.5	121
Listen to another genre of podcast	5.4	122
Listen to an educational podcast	4.3	108
Listen to a comedy podcast	4.3	126
Listen to a business podcast	3.9	115
Listen to a sports podcast	3.5	113
Subscribe to a sports podcast**	3.0	109
Listen to a technology focused podcast	2.6	106
Subscribe to another genre of podcast	2.4	100
Subscribe to an educational podcast	2.2	117
Subscribe to a comedy podcast (!)	1.9	127
Subscribe to a business podcast (!)	1.8	136
Subscribe to a news podcast	1.7	101
Subscribe to a technology podcast (!)	1.3	100

Other Social Media Platforms

