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British Columbia Regional Tourism Secretariat

ALBERTA
MARKET SUMMARY
EQ & TOP PRIZM SEGMENTS
2020

SYMPHONY TOURISM SERVICES
INSPIRED NAVIGATION

RESEARCH OVERVIEW

- Environics Analytics classifies Canada's neighbourhoods into 67 unique lifestyle segments by integrating geographic, demographic and psychographic data to form the PRIZM database

- These segments can be used to understand and communicate with your ideal customer

- The PRIZM database also sorts these 67 lifestyle types into the 9 Explorer Quotient segments

- Target your audience by either segmentation type

We provide the following information by each segment with corresponding postal codes for campaign execution.

- Top Geographic Markets
- Demographic Profiles
- Psychographic Profiles
- Key Social Values
- Key Tourism Activities
- Travel Profile (Vacation Spending, Booking, Travel Type and Frequency)
- Accommodation, Airline and Car Rental preferences
- Media Usage (Traditional and Social Media)
- Product Preferences (Food and Beverage)

Refer to the Sample of the **Modern Suburbia** segment for Alberta in the Appendix for a sample full report. This segment is number one in Alberta by household count.

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ALBERTA MARKET COMPOSITION

- The Canadian market is made up of **9** Explorer Quotient (EQ) types or **67** PRIZM segments of which **53** PRIZM segments make up the Alberta market

- While all segments make up the "menu" to choose from, targets can be selected by either EQ type or PRIZM segment

- All PRIZM segments are provided with EQ cross-referencing

- This combination will be used as the baseline for the creative. Other segments can be targeted for campaigns using the postal codes that relate to all the targets for digital and traditional marketing.
  - Postal codes are supplied to clients and / or their agencies under NDAs for geo-targeting.

- The top PRIZM segment for Alberta is **Modern Suburbia** which cross-references as a **Virtual Traveller** EQ type.
  - *NOTE: This segment has the largest household count in Alberta*

Modern Suburbia
PRIZM Segments Included (by SESI): 11
Market: Alberta

Market Sizing

Total Population
Target Group: 376,989 | 8.4%
Market: 4,472,482

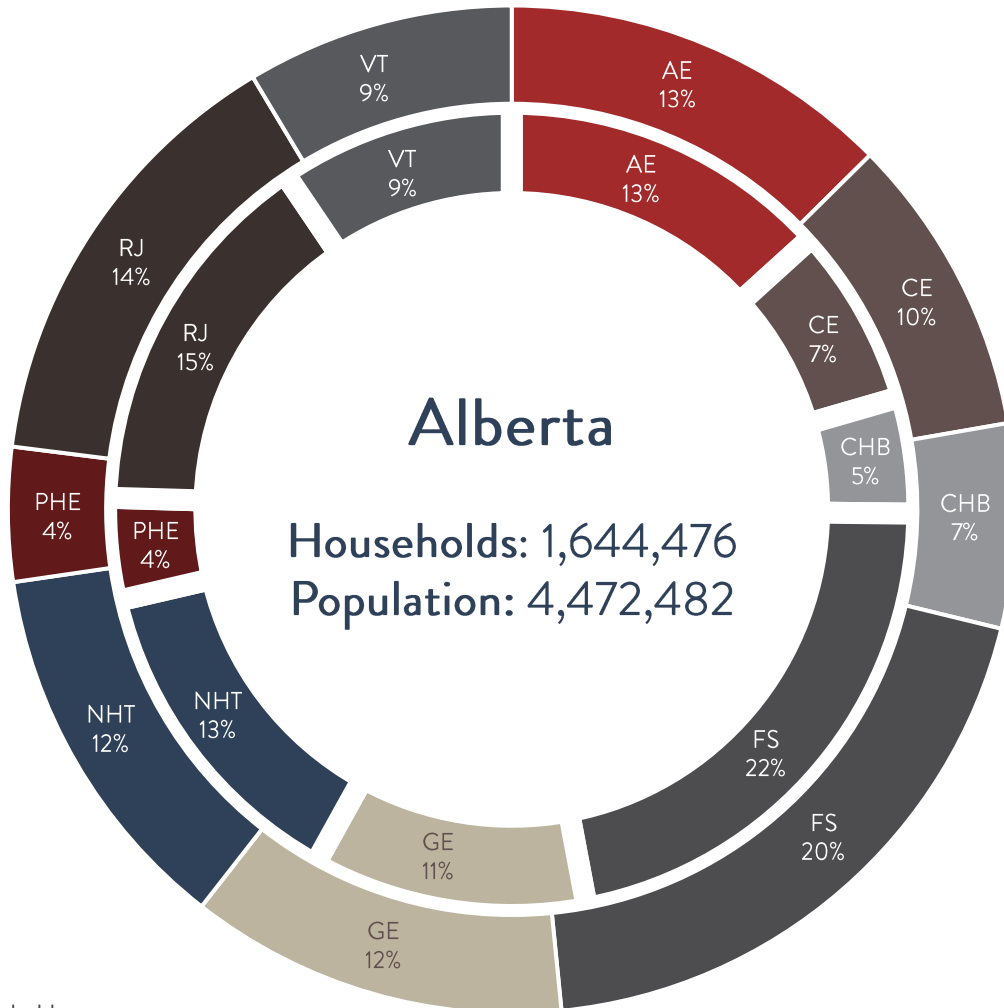Total Households
Target Group: 123,489 | 7.5%
Market: 1,644,476

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ALBERTA MARKET COMPOSITION BY EQ TYPE

ALBERTA EQ COMPOSITION

BY HOUSEHOLD AND POPULATION COUNT

Alberta

Households: 1,644,476
Population: 4,472,482

EQ Type	Household Count	Population
Free Spirits (FS)	322,609	977,515
Rejuvenators (RJ)	237,088	674,364
Authentic Experiencers (AE)	207,086	593,804
No Hassle Traveller (NHT)	199,715	595,910
Gentle Explorer (GE)	199,412	492,723
Cultural Explorers (CE)	158,951	323,884
Virtual Travellers (VT)	141,229	423,316
Cultural History Buffs (CHB)	107,691	208,083
Personal History Explorers (PHE)	70,695	182,883

Refer to Alberta EQ Profiles for additional Information

Outer Circle: Households
Inner Circle: Population

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Overview

- Of the 9 EQ Target Groups identified in Canada, Free Spirits rank 1st, making up 322,609 households, or 19.6% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 46, 53% of couples have children living at home

- Average Household Income of $122,710 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 Sporting Events

- Above Average interest in travelling within Canada (Banff), Free Spirits from Alberta spent an average of $1,545 on their last vacation

- On average, Free Spirits from Alberta spend 12hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day)

- 79% currently use Facebook, 42% use Instagram and 33% use Twitter

Market Sizing

👥 Total Population

Target Group: 977,515 | 21.9%
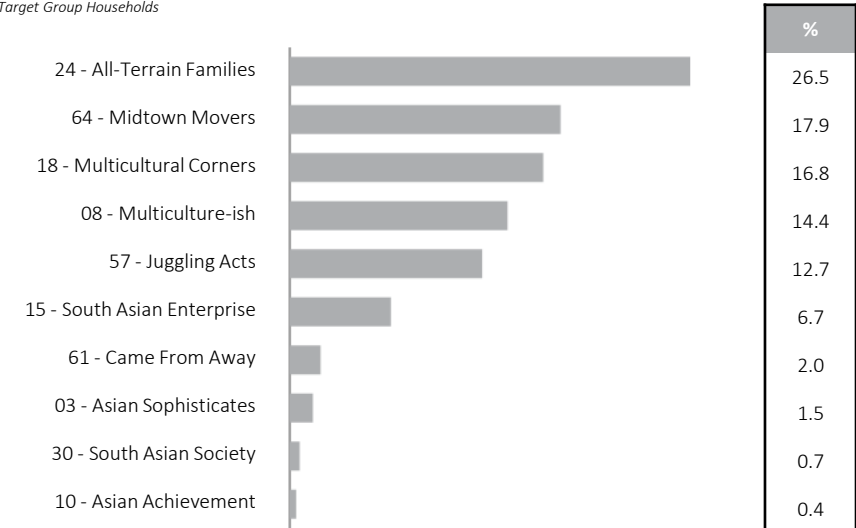Market: 4,472,482

🏠 Total Households

Target Group: 322,609 | 19.6%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	37.7	24.1	123	504,320	30.7
Edmonton, AB (CY)	26.2	21.6	110	392,545	23.9
Airdrie, AB (CY)	3.8	47.8	243	25,833	1.6
Grande Prairie, AB (CY)	3.4	43.0	219	25,600	1.6
Red Deer, AB (CY)	2.9	22.1	113	42,867	2.6
Wood Buffalo, AB (SM)	2.8	32.9	168	27,216	1.7
Lethbridge, AB (CY)	2.3	18.2	93	40,477	2.5
Spruce Grove, AB (CY)	2.2	46.3	236	15,517	0.9
Leduc, AB (CY)	1.8	46.0	234	12,590	0.8
Fort Saskatchewan, AB (CY)	1.7	51.5	263	10,713	0.7

Top PRIZM Segments

% of Target Group Households

	%
24 - All-Terrain Families	26.5
64 - Midtown Movers	17.9
18 - Multicultural Corners	16.8
08 - Multiculture-ish	14.4
57 - Juggling Acts	12.7
15 - South Asian Enterprise	6.7
61 - Came From Away	2.0
03 - Asian Sophisticates	1.5
30 - South Asian Society	0.7
10 - Asian Achievement	0.4

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%
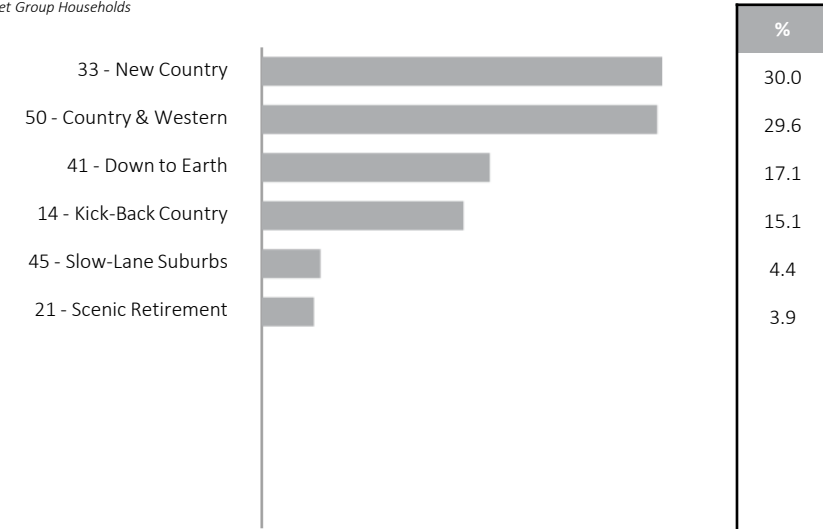Market: 4,472,482

 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

	%
33 - New Country	30.0
50 - Country & Western	29.6
41 - Down to Earth	17.1
14 - Kick-Back Country	15.1
45 - Slow-Lane Suburbs	4.4
21 - Scenic Retirement	3.9

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Overview

- Of the 9 EQ Target Groups identified in Canada, Authentic Experiencers rank 3rd, making up 207,086 households, or 12.6% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 57, 49.3% of couples have children living at home

- Above Average Household Income of $211,249 compared to Alberta at $125,945

- **Top Social Value: Culture Sampling -** This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives

- Above Average interest in Bars/Restaurant Bars and Pilates/Yoga

- Above Average interest in travelling within Canada (Other British Columbia, Saskatchewan, Manitoba, Toronto), Authentic Experiencers from Alberta spent an average of $1,603 on their last vacation

- On average, Authentic Experiencers from Alberta spend 13hrs/week listening to the Radio, 19.3hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day)

- 76% currently use Facebook, 37% use Instagram and 30% use Twitter

Market Sizing

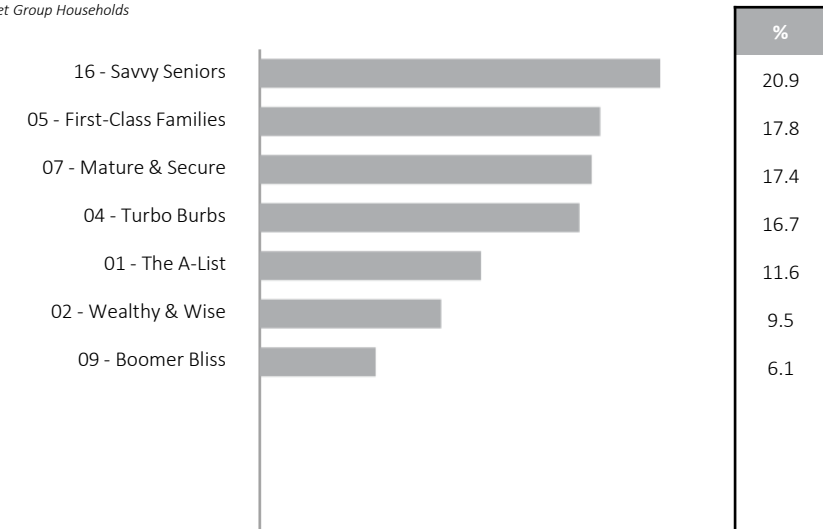Total Population

Target Group: 593,804 | 13.3%
Market: 4,472,482

Total Households

Target Group: 207,086 | 12.6%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	47.0	19.3	153	504,320	30.7
Edmonton, AB (CY)	23.4	12.4	98	392,545	23.9
Strathcona County, AB (SM)	5.2	27.9	222	38,575	2.3
St. Albert, AB (CY)	4.3	34.7	276	25,755	1.6
Rocky View County, AB (MD)	3.4	48.9	388	14,248	0.9
Red Deer, AB (CY)	2.1	10.1	81	42,867	2.6
Foothills No. 31, AB (MD)	2.0	49.8	395	8,183	0.5
Lethbridge, AB (CY)	1.9	9.8	78	40,477	2.5
Medicine Hat, AB (CY)	1.5	10.7	85	28,423	1.7
Parkland County, AB (MD)	1.3	23.0	183	11,960	0.7

Top PRIZM Segments

% of Target Group Households

|	%
16 - Savvy Seniors	20.9
05 - First-Class Families	17.8
07 - Mature & Secure	17.4
04 - Turbo Burbs	16.7
01 - The A-List	11.6
02 - Wealthy & Wise	9.5
09 - Boomer Bliss	6.1

Overview

- Of the 9 EQ Target Groups identified in Canada, No Hassle Travellers rank 8th, 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
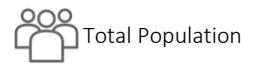
Total Population
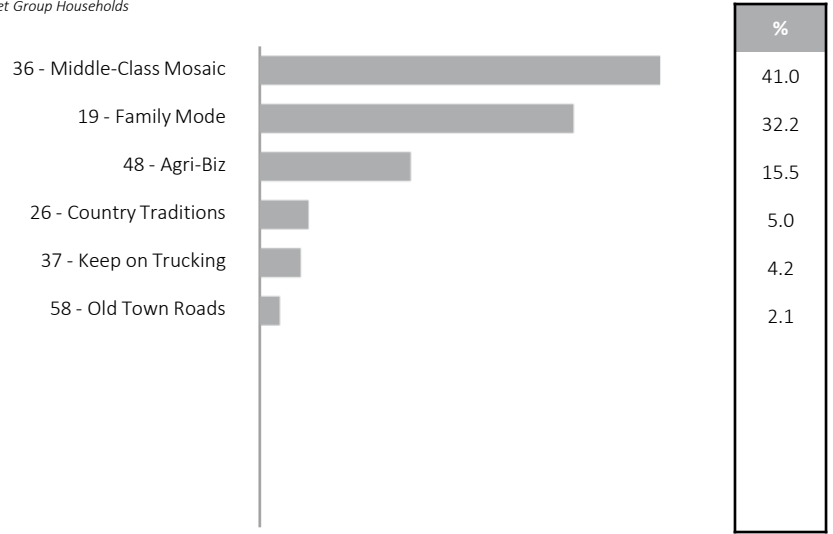Target Group: 595,910 | 13.3%
Market: 4,472,482
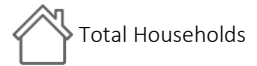
Total Households
Target Group: 199,715 | 12.1%
Market: 1,644,476

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

	%
36 - Middle-Class Mosaic	41.0
19 - Family Mode	32.2
48 - Agri-Biz	15.5
26 - Country Traditions	5.0
37 - Keep on Trucking	4.2
58 - Old Town Roads	2.1

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

Overview

- Of the 9 EQ Target Groups identified in Canada, Gentle Explorers-Anglo rank 5th, making up 199,412 households, or 12.1% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 50, 41% of couples have children living at home

- Below Average Household Income of $104,079 compared to Alberta at $125,945

- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives

- Above Average interest in ATV/Snowmobiling and Food/Wine Shows

- Average interest in travelling within Canada (Other Alberta, Calgary, Vancouver, Jasper, Victoria, Saskatchewan, Manitoba, Toronto), Gentle Explorers- Anglo from Alberta spent an average of $1,495 on their last vacation

- On average, Gentle Explorers- Anglo from Alberta spend 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)

- 80% currently use Facebook, 36% use Instagram and 26% use Twitter

Market Sizing

Total Population

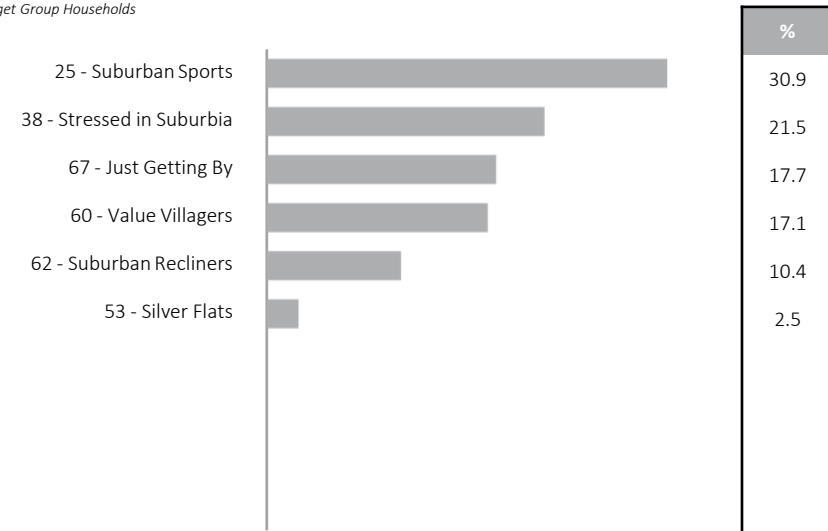Target Group: 492,723 | 11.0%
Market: 4,472,482

Total Households

Target Group: 199,412 | 12.1%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	9.3	4.7	39	392,545	23.9
Red Deer, AB (CY)	9.2	42.8	353	42,867	2.6
Lethbridge, AB (CY)	9.0	44.2	364	40,477	2.5
Calgary, AB (CY)	8.6	3.4	28	504,320	30.7
Medicine Hat, AB (CY)	8.5	59.6	492	28,423	1.7
Grande Prairie, AB (CY)	5.5	42.6	351	25,600	1.6
Wood Buffalo, AB (SM)	3.7	26.8	221	27,216	1.7
Airdrie, AB (CY)	2.7	21.1	174	25,833	1.6
St. Albert, AB (CY)	2.1	16.0	132	25,755	1.6
Wetaskiwin, AB (CY)	2.0	72.0	593	5,405	0.3

Top PRIZM Segments

% of Target Group Households

	%
25 - Suburban Sports	30.9
38 - Stressed in Suburbia	21.5
67 - Just Getting By	17.7
60 - Value Villagers	17.1
62 - Suburban Recliners	10.4
53 - Silver Flats	2.5

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Overview

- Of the 9 EQ Target Groups identified in Canada, Cultural Explorers rank 6th, making up 158,951 households, or 9.7% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 43, 53% of couples have children living at home

- Below Average Household Income of $104,021 compared to Alberta at $125,945

- **Top Social Value: Culture Sampling -** This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives

- Above Average interest in Bars/Restaurant Bars and Pilates/Yoga

- Above Average interest in travelling within Canada (Toronto), Cultural Explorers from Alberta spent an average of $1,603 on their last vacation

- On average, Cultural Explorers from Alberta spend 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day)

- 78% currently use Facebook, 41% use Instagram and 29.9% use Twitter

Market Sizing

Total Population

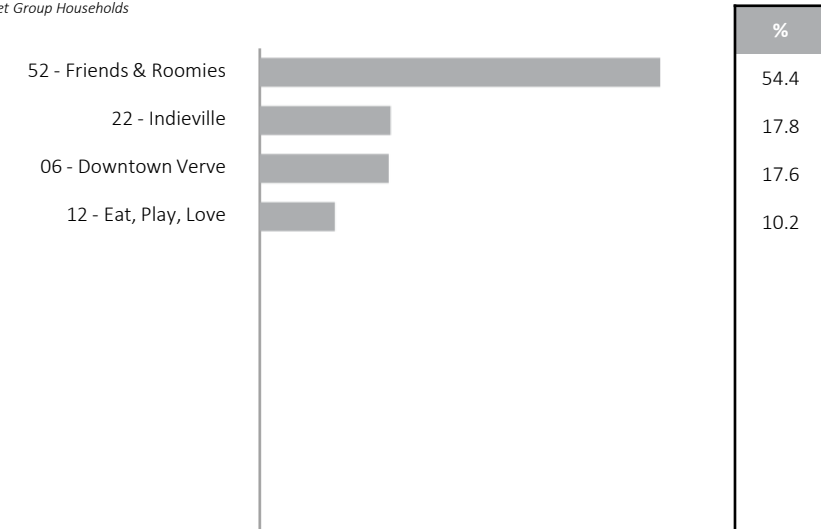Target Group: 323,884 | 7.2%
Market: 4,472,482

Total Households

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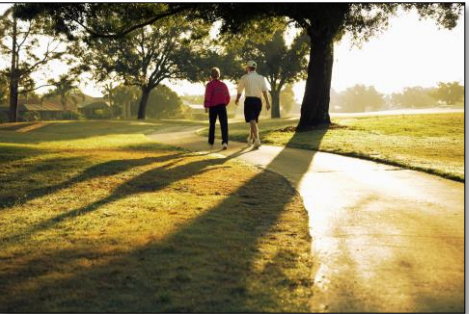Market: 1,644,476

Top Geographic Markets

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

Top PRIZM Segments

% of Target Group Households

	%
52 - Friends & Roomies	54.4
22 - Indieville	17.8
06 - Downtown Verve	17.6
12 - Eat, Play, Love	10.2

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

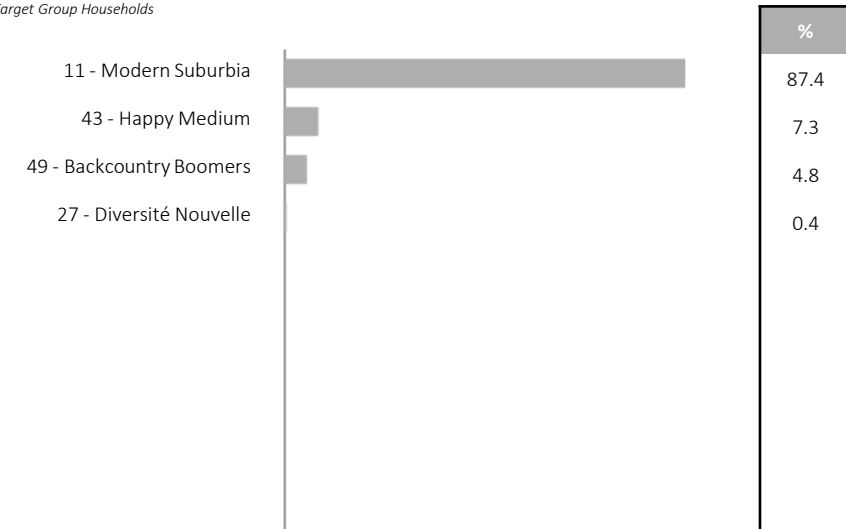Target Group: 423,316 | 9.5%
Market: 4,472,482

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

	%
11 - Modern Suburbia	87.4
43 - Happy Medium	7.3
49 - Backcountry Boomers	4.8
27 - Diversité Nouvelle	0.4

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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%
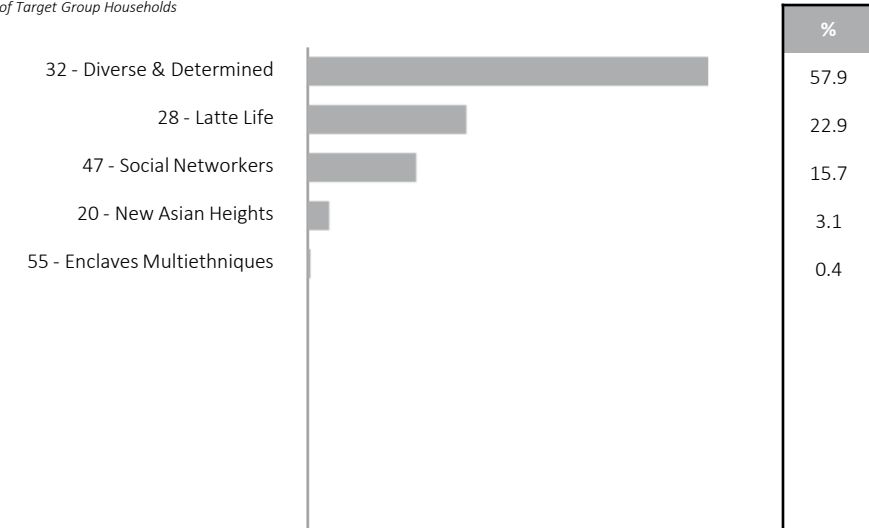Market: 4,472,482

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

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Overview

- Of the 9 EQ Target Groups identified in Canada, Personal History Explorers rank 7th, making up 70,695 households, or 4.3% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 57, 57% of couples have children living at home

- Average Household Income of $111,184 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 Beer, Food, and Wine Festivals

- Above Average interest in travelling within Canada (Manitoba), Personal History Explorers from Alberta spent an average of $1,541 on their last vacation

- On average, Personal History Explorers from Alberta spend 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)

- 78% currently use Facebook, 35% use Instagram and 26% use Twitter

Market Sizing
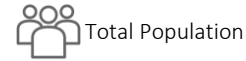
Total Population

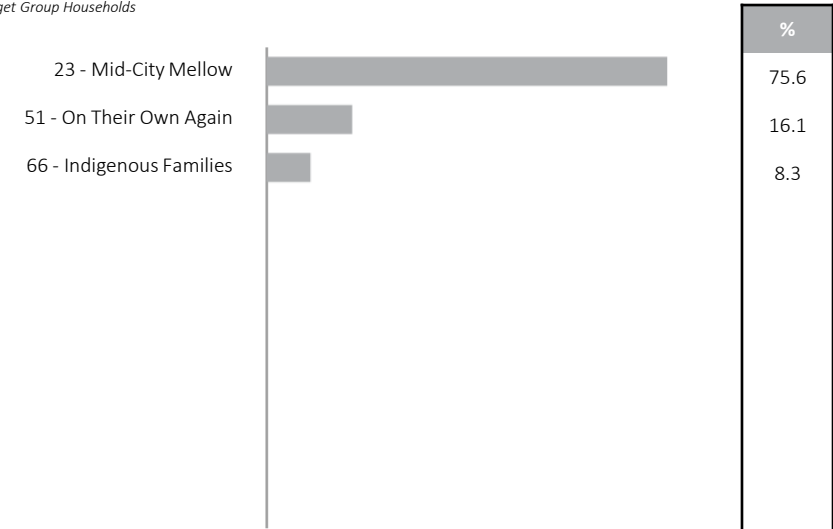Target Group: 182,883 | 4.1%
Market: 4,472,482
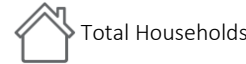
Total Households

Target Group: 70,695 | 4.3%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	41.0	5.8	134	504,320	30.7
Edmonton, AB (CY)	37.2	6.7	156	392,545	23.9
Strathcona County, AB (SM)	5.8	10.6	246	38,575	2.3
St. Albert, AB (CY)	5.1	14.0	325	25,755	1.6
Lethbridge, AB (CY)	0.8	1.5	34	40,477	2.5
Red Deer, AB (CY)	0.7	1.2	28	42,867	2.6
Mackenzie County, AB (SM)	0.6	13.7	318	3,036	0.2
Wood Buffalo, AB (SM)	0.6	1.5	35	27,216	1.7
Airdrie, AB (CY)	0.4	1.1	27	25,833	1.6
Lac la Biche County, AB (MD)	0.3	7.8	181	3,086	0.2

Top PRIZM Segments

% of Target Group Households

	%
23 - Mid-City Mellow	75.6
51 - On Their Own Again	16.1
66 - Indigenous Families	8.3

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

TOP PRIZM SEGMENTS BY COUNT

ALBERTA PRIZM SEGMENT COMPOSITION

TOP 20 SEGMENTS BY HOUSEHOLD COUNT

Top 20 PRIZM Segments in Alberta

Households: 1,644,476
Population: 4,472,482

Outer Circle: Population
Inner Circle: Households
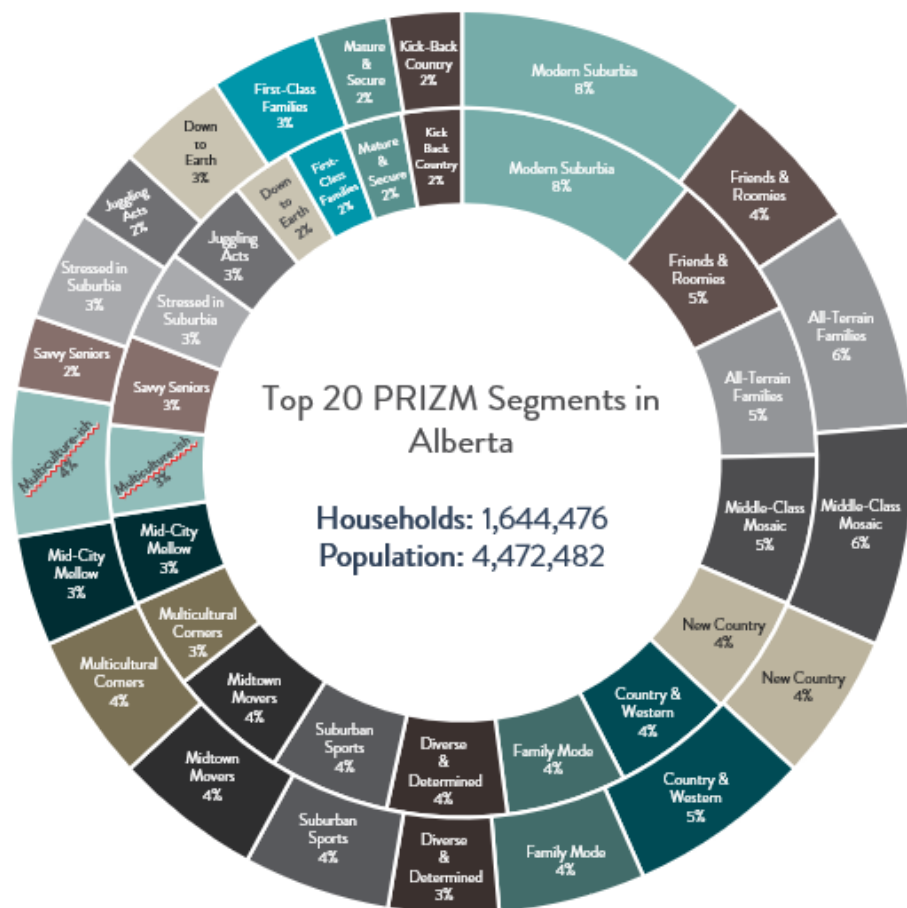
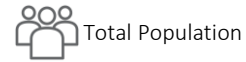| PRIZM SEGMENT	Household Count	Population Count
Modern Suburbia	123,489 (8%)	376,989 (8%)
Friends & Roomies	86,518 (5%)	167,063 (4%)
All-Terrain Families	85,544 (5%)	248,743 (6%)
Middle-Class Mosaic	81,980 (5%)	248,820 (6%)
New Country	71,011 (4%)	199,871 (4%)
Country & Western	70,151 (4%)	208,967 (5%)
Family Mode	64,272 (4%)	197,419 (4%)
Diverse & Determined	62,321 (4%)	136,063 (3%)
Suburban Sports	61,676 (4%)	173,651 (4%)
Midtown Movers	57,855 (4%)	158,758 (4%)
Multicultural Corners	54,162 (3%)	175,925 (4%)
Mid-City Mellow	53,453 (3%)	146,353 (3%)
Multiculture-ish	46,523 (3%)	162,580 (4%)
Savvy Seniors	43,382 (3%)	102,004 (2%)
Stressed in Suburbia	42,788 (3%)	117,600 (3%)
Juggling Acts	41,108 (3%)	98,522 (2%)
Down to Earth	40,458 (2%)	111,996 (3%)
First-Class Families	36,893 (2%)	118,206 (3%)
Mature & Secure	35,973 (2%)	103,553 (2%)
Kick-Back Country	35,790 (2%)	107,540 (2%)

Modern Suburbia
PRIZM Segments Included (by SESI): 11
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 41, 58% of couples have children living at home

- Above Average Household Income of $141,199 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, Sporting Events and Cycling

- Average interest in travelling within Canada (Above Average for: Banff, BC, Calgary, Jasper and Vancouver); Modern Suburbia from Alberta spent an average of $1,596 on their last vacation

- On average Modern Suburbia from Alberta spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4.6hrs/day on the Internet. Weekly Magazine usage is minimal (4min/day)

- 77% currently use Facebook, 48% use Instagram and 36% use Twitter

Market Sizing

Total Population
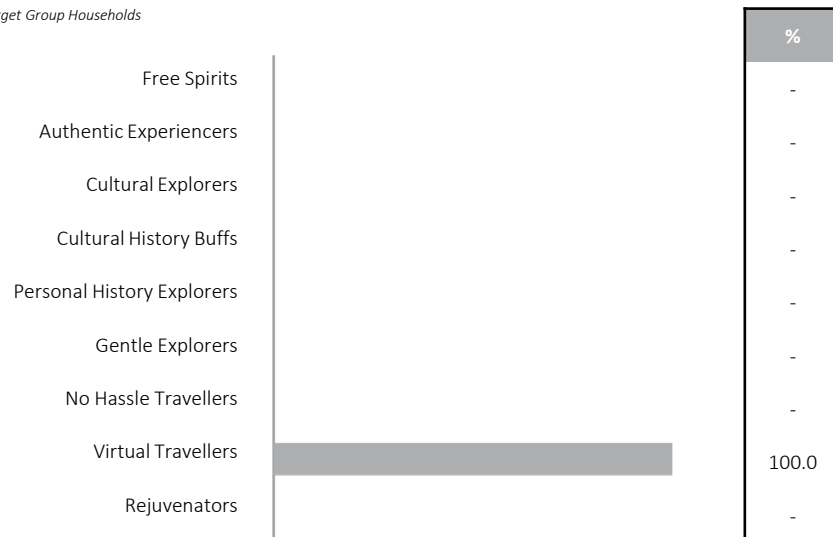Target Group: 376,989 | 8.4%
Market: 4,472,482

Total Households
Target Group: 123,489 | 7.5%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	49.4	15.6	207	392,545	23.9
Calgary, AB (CY)	42.9	10.5	140	504,320	30.7
Wood Buffalo, AB (SM)	2.7	12.4	165	27,216	1.7
Airdrie, AB (CY)	1.3	6.2	82	25,833	1.6
Chestermere, AB (CY)	1.0	17.4	232	7,081	0.4
Strathcona County, AB (SM)	0.7	2.3	31	38,575	2.3
Red Deer, AB (CY)	0.6	1.8	23	42,867	2.6
St. Albert, AB (CY)	0.5	2.2	30	25,755	1.6
Lethbridge, AB (CY)	0.4	1.1	15	40,477	2.5
Grande Prairie, AB (CY)	0.2	0.8	11	25,600	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	100.0
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
11 - Modern Suburbia	100.0

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Friends & Roomies
PRIZM Segments Included (by SESI): 52
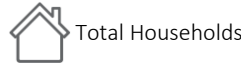**Market:** Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 2nd, making up 86,518 households, or 5.3% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 43, 58% of couples have children living at home

- Below Average Household Income of $79,651 compared to Alberta at $125,945

- **Top Social Value: Multiculturalism -** The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them

- Above average interest in Specialty Theatres/IMAX and Pilates/Yoga

- Below Average interest in travelling within Canada; Friends & Roomies from Alberta spent an average of $1,393 on their last vacation

- On average Friends & Roomies from Alberta spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day)

- 79% currently use Facebook, 41% use Instagram and 29% use Twitter

Market Sizing
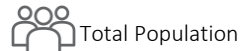
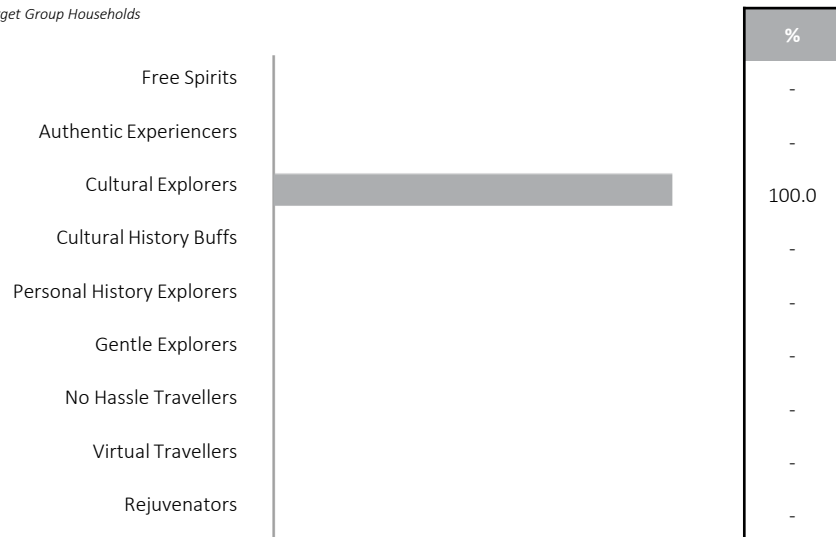**Total Population**
Target Group: 167,063 | 3.7%
Market: 4,472,482

Total Households
Target Group: 86,518 | 5.3%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	55.2	12.2	231	392,545	23.9
Calgary, AB (CY)	34.7	6.0	113	504,320	30.7
Wood Buffalo, AB (SM)	3.2	10.3	195	27,216	1.7
Red Deer, AB (CY)	2.1	4.2	79	42,867	2.6
Lethbridge, AB (CY)	1.3	2.8	53	40,477	2.5
Grande Prairie, AB (CY)	0.5	1.8	35	25,600	1.6
Banff, AB (T)	0.5	16.1	305	2,788	0.2
Canmore, AB (T)	0.5	6.8	130	6,410	0.4
Leduc, AB (CY)	0.5	3.2	61	12,590	0.8
Camrose, AB (CY)	0.4	3.6	68	8,612	0.5

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	100.0
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
52 - Friends & Roomies	100.0

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All-Terrain Families
PRIZM Segments Included (by SESI): 24
**Market:** Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 42, 53% of couples have children living at home

- Above Average Household Income of $138,853 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 Camping, Cycling and Attending Sporting Events

- Average interest in travelling within Canada (Banff, Alberta, Calgary, BC, Vancouver, Jasper, Victoria, Toronto); All-Terrain Families from Alberta spent an average of $1,602 on their last vacation

- On average All-Terrain Families from Alberta spend 14hrs/week listening to the Radio, 20hrs/week watching TV, 0hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day)

- 78% currently use Facebook, 43% use Instagram and 31% use Twitter

Market Sizing
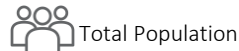
Total Population

Target Group: 248,743 | 5.6%
Market: 4,472,482
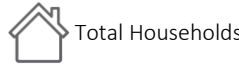
Total Households

Target Group: 85,544 | 5.2%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Airdrie, AB (CY)	12.9	42.7	821	25,833	1.6
Grande Prairie, AB (CY)	7.8	26.1	502	25,600	1.6
Spruce Grove, AB (CY)	7.0	38.7	743	15,517	0.9
Calgary, AB (CY)	6.3	1.1	21	504,320	30.7
Fort Saskatchewan, AB (CY)	6.2	49.7	956	10,713	0.7
Red Deer, AB (CY)	6.1	12.1	232	42,867	2.6
Leduc, AB (CY)	5.8	39.4	758	12,590	0.8
Cochrane, AB (T)	5.6	41.9	805	11,358	0.7
Lethbridge, AB (CY)	4.7	10.0	191	40,477	2.5
Wood Buffalo, AB (SM)	4.4	13.8	265	27,216	1.7

EQ Segments

% of Target Group Households

	%
Free Spirits	100.0
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
24 - All-Terrain Families	100.0

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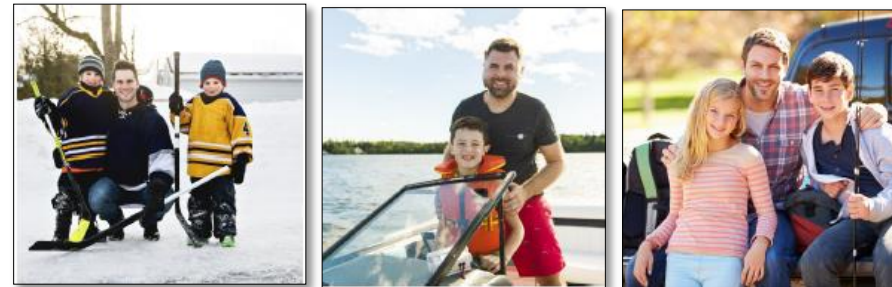
Middle-Class Mosaic
PRIZM Segments Included (by SESI): 36
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank 4th, making up 81,980 households, or 5% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 52, 47% of couples have children living at home

- Below Average Household Income of $97,145 compared to Alberta at $125,945

- **Top Social Value: Work Ethic** - The propensity to follow the "golden rule" and guiding one's life according to the principles of deferring pleasure to realize greater gains in the future. Individuals who score high on this construct believe that children should be taught to work hard to get ahead

- Above average interest in Film Festivals

- Below Average interest in travelling within Canada; Middle-Class Mosaic from Alberta spent an average of $1,488 on their last vacation

- On average Middle-Class Mosaic from Alberta spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day)

- 81% currently use Facebook, 40% use Instagram and 31% use Twitter

Market Sizing
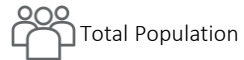
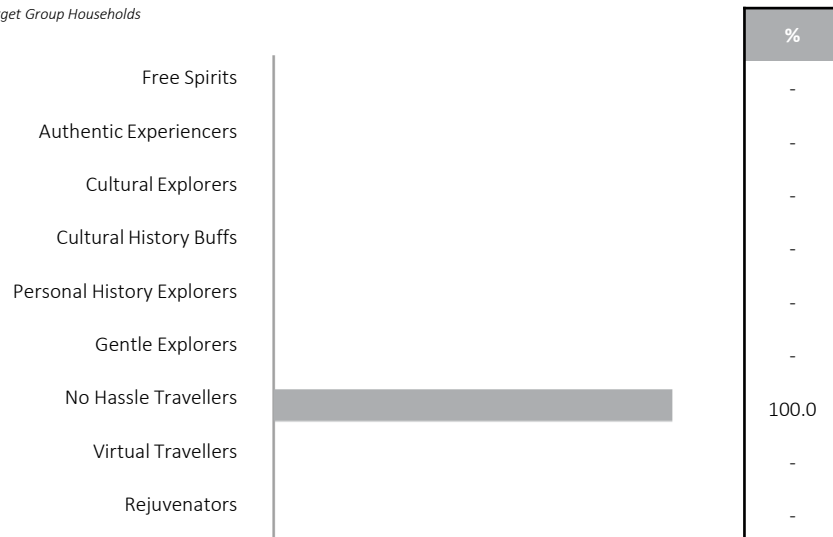**Total Population**

Target Group: 248,820 | 5.6%
Market: 4,472,482
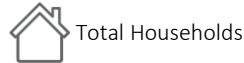
Total Households

Target Group: 81,980 | 5.0%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	55.2	9.0	180	504,320	30.7
Edmonton, AB (CY)	43.7	9.1	183	392,545	23.9
Wood Buffalo, AB (SM)	0.4	1.3	25	27,216	1.7
Brooks, AB (CY)	0.1	2.2	44	5,570	0.3
St. Albert, AB (CY)	0.1	0.5	9	25,755	1.6
Red Deer, AB (CY)	0.1	0.2	5	42,867	2.6
Chestermere, AB (CY)	0.1	1.2	25	7,081	0.4
Strathcona County, AB (SM)	0.1	0.2	4	38,575	2.3
Rocky View County, AB (MD)	0.1	0.5	9	14,248	0.9
Lethbridge, AB (CY)	0.0	0.1	2	40,477	2.5

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	100.0
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
36 - Middle-Class Mosaic	100.0

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Overview

- Of the 67 PRIZM Clusters identified in Canada, New Country rank 5th, making up 71,011 households, or 4.3% 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 $107,836 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, Visiting Zoos/Aquariums and Photography

- Average interest in travelling within Canada (Above Average for: Alberta, Calgary, Victoria, Saskatchewan); New Country from Alberta spent an average of $1,406 on their last vacation

- On average New Country from Alberta spend 14hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (12min/day)

- 80% currently use Facebook, 31% use Instagram and 21% use Twitter

Market Sizing

Total Population

Target Group: 199,871 | 4.5%
Market: 4,472,482

Total Households

Target Group: 71,011 | 4.3%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Mountain View County, AB (MD)	4.0	53.7	1,244	5,281	0.3
Wetaskiwin County No. 10, AB (MD)	3.7	55.2	1,281	4,711	0.3
Clearwater County, AB (MD)	3.6	59.5	1,379	4,245	0.3
Parkland County, AB (MD)	3.5	21.0	487	11,960	0.7
Lac Ste. Anne County, AB (MD)	3.2	51.1	1,182	4,417	0.3
Lacombe County, AB (MD)	2.9	53.3	1,233	3,928	0.2
Ponoka County, AB (MD)	2.9	54.1	1,252	3,826	0.2
Bonnyville No. 87, AB (MD)	2.5	36.9	855	4,850	0.3
Westlock County, AB (MD)	2.2	57.5	1,331	2,662	0.2
Leduc County, AB (MD)	2.1	28.2	652	5,180	0.3

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	100.0

Top PRIZM Segments

% of Target Group Households

	%
33 - New Country	100.0

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

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British Columbia
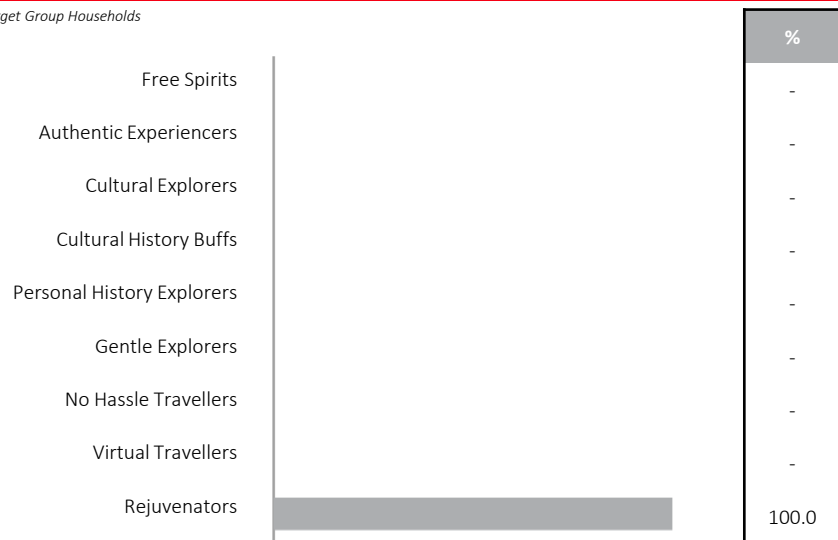Regional Tourism
Secretariat

Country & Western
PRIZM Segments Included (by SESI): 50
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 6th, making up 70,151 households, or 4.3% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 54, 56% of couples have children living at home

- Below Average Household Income of $99,744 compared to Alberta at $125,945

- **Top Social Value: Emotional Control:** The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences

- Above average interest in Fishing/Hunting and ATV/Snowmobiling

- Below Average interest in travelling within Canada; Country & Western from Alberta spent an average of $1,453 on their last vacation

- On average Country & Western from Alberta spend 14hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (13min/day)

- 82% currently use Facebook, 32% use Instagram and 21% use Twitter

Market Sizing
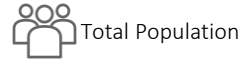
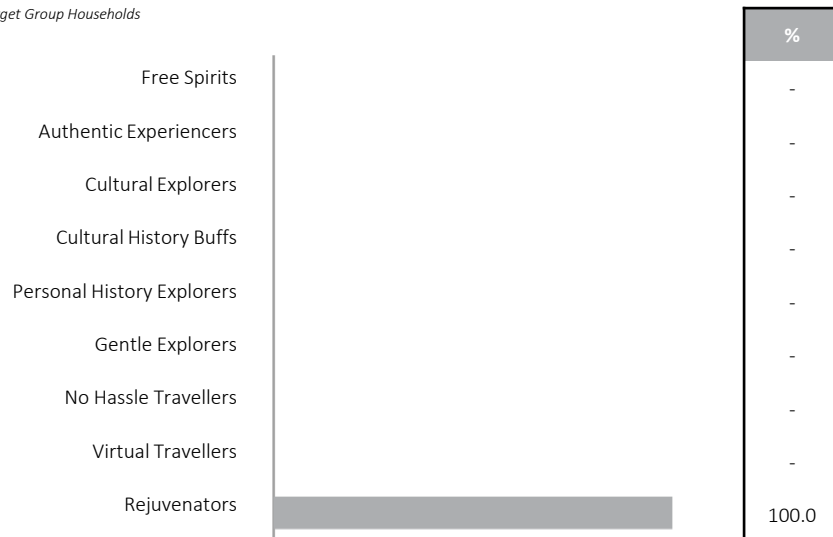Total Population

Target Group: 208,967 | 4.7%
Market: 4,472,482

Total Households

Target Group: 70,151 | 4.3%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Grande Prairie County No. 1, AB (MD)	4.3	38.6	905	7,803	0.5
Mackenzie County, AB (SM)	3.3	75.6	1,769	3,036	0.2
Yellowhead County, AB (MD)	2.9	44.8	1,050	4,535	0.3
Crowsnest Pass, AB (SM)	2.3	67.1	1,578	2,392	0.1
Greenview No. 16, AB (MD)	2.2	82.7	1,943	1,879	0.1
Big Lakes County, AB (MD)	2.1	73.8	1,737	1,981	0.1
Cypress County, AB (MD)	1.7	45.0	1,058	2,718	0.2
Fairview, AB (T)	1.6	93.4	2,193	1,186	0.1
Northern Lights County, AB (MD)	1.5	73.1	1,720	1,485	0.1
Lethbridge County, AB (MD)	1.4	34.4	805	2,903	0.2

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	100.0

Top PRIZM Segments

% of Target Group Households

	%
50 - Country & Western	100.0

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British Columbia Regional Tourism Secretariat
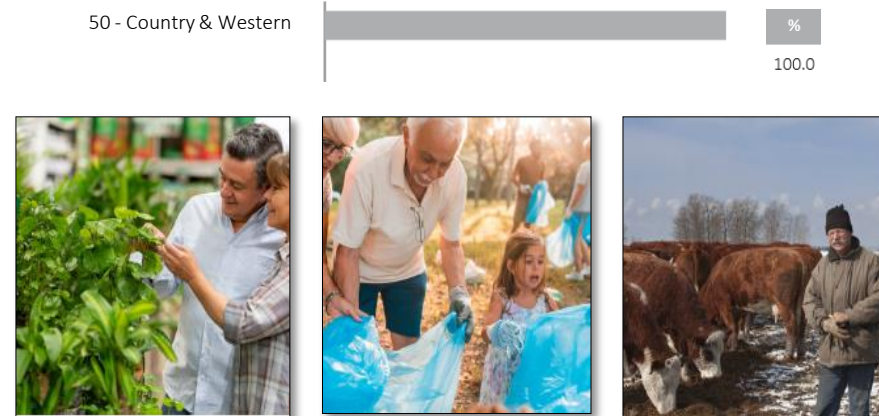
Family Mode
PRIZM Segments Included (by SESI): 19
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 7th, making up 64,272 households, or 3.9% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 48, 54% of couples have children living at home

- Above Average Household Income of $150,792 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 Camping, Cycling, Hiking/Backpacking

- Average interest in travelling within Canada (Above Average for: Banff, Calgary, Alberta, Vancouver, Jasper and Manitoba); Family Mode from Alberta spent an average of $1,546 on their last vacation

- On average Family Mode from Alberta spend 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day)

- 77% currently use Facebook, 39% use Instagram and 29% use Twitter

Market Sizing

Total Population

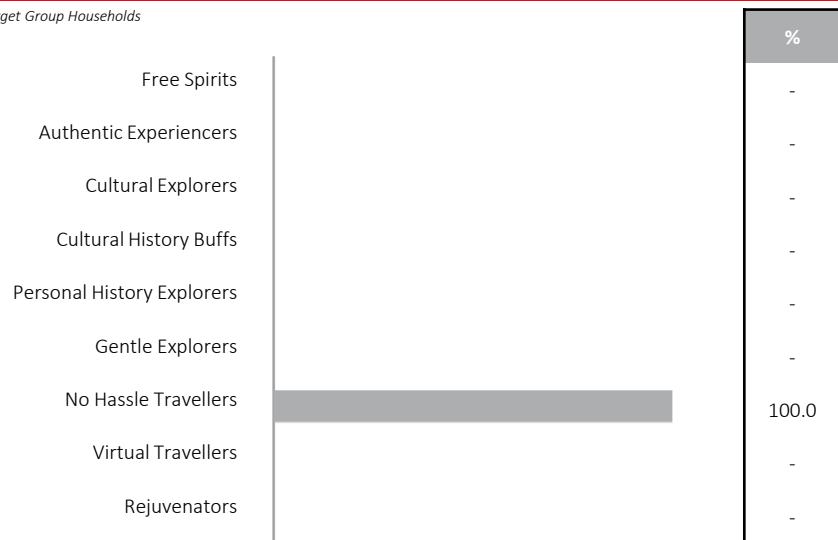Target Group: 197,419 | 4.4%
Market: 4,472,482

Total Households

Target Group: 64,272 | 3.9%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Strathcona County, AB (SM)	11.3	18.8	482	38,575	2.3
Calgary, AB (CY)	8.8	1.1	29	504,320	30.7
Red Deer, AB (CY)	7.8	11.6	297	42,867	2.6
St. Albert, AB (CY)	7.4	18.6	475	25,755	1.6
Okotoks, AB (T)	7.2	43.5	1,111	10,666	0.6
Airdrie, AB (CY)	5.8	14.5	371	25,833	1.6
Lethbridge, AB (CY)	4.6	7.4	188	40,477	2.5
Chestermere, AB (CY)	4.5	41.0	1,047	7,081	0.4
Cochrane, AB (T)	3.9	22.1	566	11,358	0.7
Spruce Grove, AB (CY)	3.4	14.1	360	15,517	0.9

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	100.0
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
19 - Family Mode	100.0

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British Columbia
Regional Tourism
Secretariat
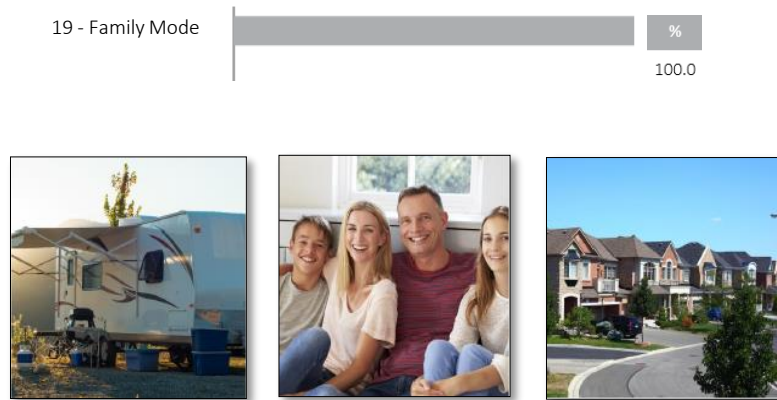
Diverse & Determined
PRIZM Segments Included (by SESI): 32
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Diverse & Determined rank 8th, making up 62,321 households, or 3.8% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 48, 59% of couples have children living at home

- Below Average Household Income of $92,485 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 Pilates/Yoga

- Average interest in travelling within Canada (Above Average for: Toronto); Diverse & Determined from Alberta spent an average of $1,570 on their last vacation

- On average Diverse & Determined from Alberta spend 13hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day)

- 81% currently use Facebook, 42% use Instagram and 30% use Twitter

Market Sizing
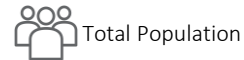
👥 Total Population

Target Group: 136,063 | 3.0%
Market: 4,472,482

🏠 Total Households

Target Group: 62,321 | 3.8%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	50.1	6.2	163	504,320	30.7
Edmonton, AB (CY)	39.8	6.3	167	392,545	23.9
Airdrie, AB (CY)	2.4	5.8	152	25,833	1.6
Strathcona County, AB (SM)	1.9	3.1	83	38,575	2.3
St. Albert, AB (CY)	1.8	4.4	116	25,755	1.6
Wood Buffalo, AB (SM)	1.1	2.5	65	27,216	1.7
Spruce Grove, AB (CY)	0.8	3.3	86	15,517	0.9
Red Deer, AB (CY)	0.7	1.0	27	42,867	2.6
Canmore, AB (T)	0.5	4.4	117	6,410	0.4
Cochrane, AB (T)	0.4	2.2	59	11,358	0.7

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	100.0
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
32 - Diverse & Determined	100.0

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British Columbia Regional Tourism Secretariat

Suburban Sports
PRIZM Segments Included (by SESI): 25
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 9th, making up 61,676 households, or 3.8% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 50, 46% of couples have children living at home

- Average Household Income of $136,314 compared to Alberta at $125,945

- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives

- Above average interest in Fishing/Hunting, ATV/Snowmobiling and Power Boating/Jet Skiing

- Average interest in travelling within Canada (Above Average for: Alberta, Manitoba); Suburban Sports from Alberta spent an average of $1,521 on their last vacation

- On average Suburban Sports from Alberta spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day)

- 79% currently use Facebook, 35% use Instagram and 25% use Twitter

Market Sizing

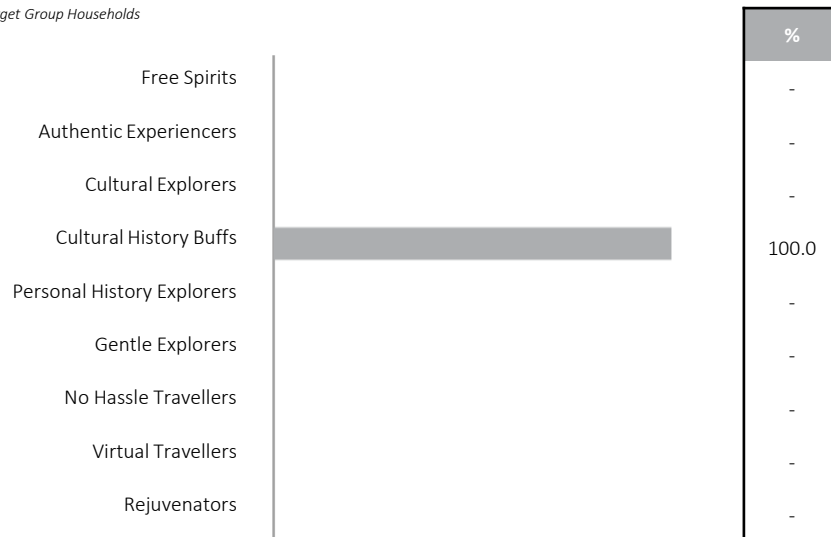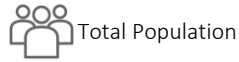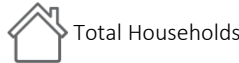**Total Population**
Target Group: 173,651 | 3.9%
Market: 4,472,482

Total Households
Target Group: 61,676 | 3.8%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Medicine Hat, AB (CY)	10.2	22.1	588	28,423	1.7
Wood Buffalo, AB (SM)	10.2	23.0	613	27,216	1.7
Grande Prairie, AB (CY)	4.2	10.2	271	25,600	1.6
St. Albert, AB (CY)	4.2	10.1	269	25,755	1.6
Cold Lake, AB (CY)	4.1	40.0	1,065	6,258	0.4
Spruce Grove, AB (CY)	3.9	15.5	412	15,517	0.9
Airdrie, AB (CY)	3.6	8.7	232	25,833	1.6
Red Deer, AB (CY)	3.4	4.9	131	42,867	2.6
Edmonton, AB (CY)	3.1	0.5	13	392,545	23.9
Canmore, AB (T)	2.8	26.8	715	6,410	0.4

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	100.0
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
25 - Suburban Sports	100.0

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Secretariat

Midtown Movers

PRIZM Segments Included (by SESI): 64
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Midtown Movers rank 10th, making up 57,855 households, or 3.5% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 47, 40% of couples have children living at home

- Below Average Household Income of $79,833 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 Pilates/Yoga and Dinner Theatre

- Below Average interest in travelling within Canada; Midtown Movers from Alberta spent an average of $1,455 on their last vacation

- On average Midtown Movers from Alberta spend 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day)

- 84% currently use Facebook, 41% use Instagram and 31% use Twitter

Market Sizing

Total Population
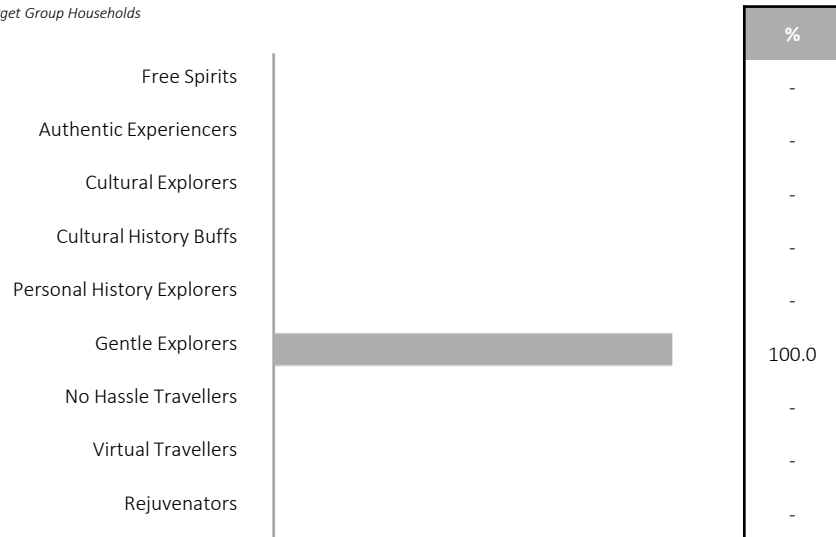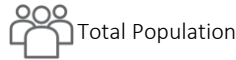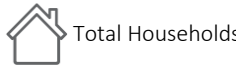
Target Group: 158,758 | 3.5%
Market: 4,472,482

Total Households

Target Group: 57,855 | 3.5%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	62.6	9.2	262	392,545	23.9
Calgary, AB (CY)	33.9	3.9	111	504,320	30.7
Red Deer, AB (CY)	1.1	1.5	43	42,867	2.6
Lethbridge, AB (CY)	0.6	0.8	23	40,477	2.5
Strathcona County, AB (SM)	0.4	0.7	19	38,575	2.3
Wood Buffalo, AB (SM)	0.3	0.7	19	27,216	1.7
Brooks, AB (CY)	0.3	3.2	92	5,570	0.3
Fort Saskatchewan, AB (CY)	0.3	1.4	40	10,713	0.7
Spruce Grove, AB (CY)	0.1	0.5	14	15,517	0.9
Airdrie, AB (CY)	0.1	0.3	8	25,833	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	100.0
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
64 - Midtown Movers	100.0

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Secretariat
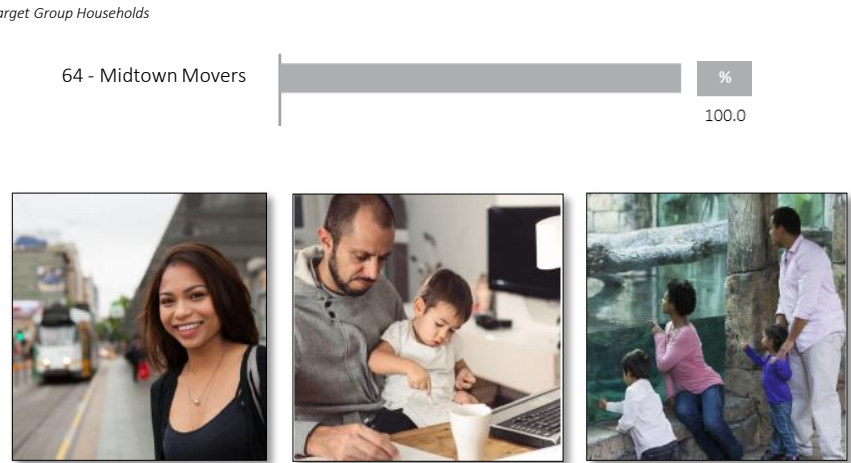
Multicultural Corners
PRIZM Segments Included (by SESI): 18
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 11th, making up 54,162 households, or 3.3% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 50, 56% of couples have children living at home

- Average Household Income of $124,669 compared to Alberta at $125,945

- **Top Social Value: Work Ethic** - The propensity to follow the "golden rule" and guiding one's life according to the principles of deferring pleasure to realize greater gains in the future. Individuals who score high on this construct believe that children should be taught to work hard to get ahead

- Above average interest in Attending Sporting Events

- Average interest in travelling within Canada (Above Average for: Banff); Multicultural Corners from Alberta spent an average of $1,614 on their last vacation

- On average Multicultural Corners from Alberta spend 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (5min/day)

- 78% currently use Facebook, 42% use Instagram and 34% use Twitter

Market Sizing

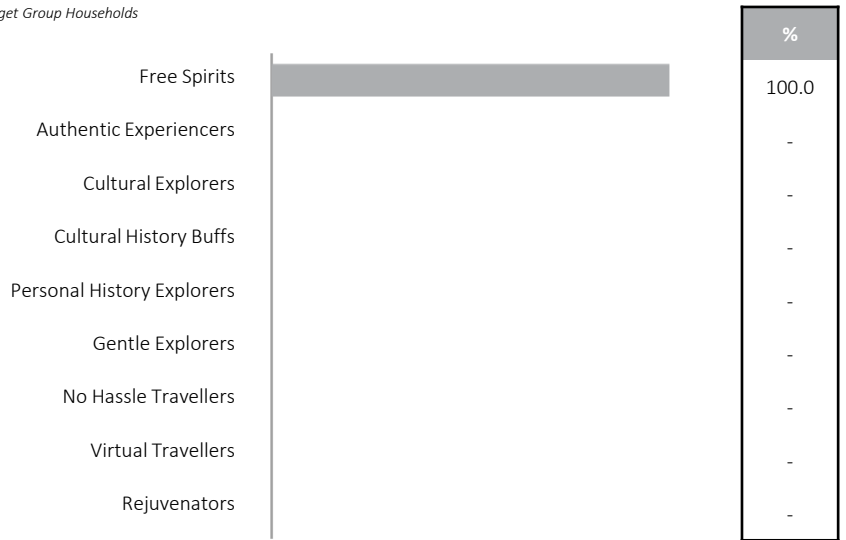**Total Population**
Target Group: 175,925 | 3.9%
Market: 4,472,482

Total Households
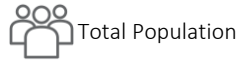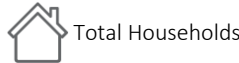Target Group: 54,162 | 3.3%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	58.1	6.2	189	504,320	30.7
Edmonton, AB (CY)	40.7	5.6	171	392,545	23.9
Brooks, AB (CY)	0.3	3.3	99	5,570	0.3
Wood Buffalo, AB (SM)	0.3	0.6	19	27,216	1.7
St. Albert, AB (CY)	0.2	0.3	10	25,755	1.6
Strathcona County, AB (SM)	0.1	0.2	6	38,575	2.3
Chestermere, AB (CY)	0.1	0.7	23	7,081	0.4
Okotoks, AB (T)	0.1	0.3	8	10,666	0.6
Red Deer, AB (CY)	0.0	0.0	1	42,867	2.6
Airdrie, AB (CY)	0.0	0.1	2	25,833	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	100.0
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
18 - Multicultural Corners	100.0

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Mid-City Mellow
PRIZM Segments Included (by SESI): 23
**Market:** Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Mid-City Mellow rank 12th, making up 53,453 households, or 3.3% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 58, 57% of couples have children living at home

- Average Household Income of $119,718 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 Adventure Sports

- Average interest in travelling within Canada (Above Average for: Manitoba); Mid-City Mellow from Alberta spent an average of $1,575 on their last vacation

- On average Mid-City Mellow from Alberta spend 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day)

- 78% currently use Facebook, 35% use Instagram and 27% use Twitter

Market Sizing
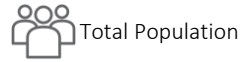
Total Population
Target Group: 146,353 | 3.3%
Market: 4,472,482
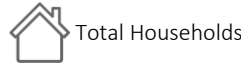
Total Households
Target Group: 53,453 | 3.3%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	42.4	4.5	138	504,320	30.7
Edmonton, AB (CY)	40.1	5.5	168	392,545	23.9
Strathcona County, AB (SM)	7.6	10.6	325	38,575	2.3
St. Albert, AB (CY)	6.7	14.0	430	25,755	1.6
Red Deer, AB (CY)	1.0	1.2	37	42,867	2.6
Lethbridge, AB (CY)	0.7	1.0	29	40,477	2.5
Airdrie, AB (CY)	0.6	1.1	35	25,833	1.6
Cochrane, AB (T)	0.4	1.7	53	11,358	0.7
Leduc, AB (CY)	0.2	0.8	24	12,590	0.8
Spruce Grove, AB (CY)	0.1	0.5	14	15,517	0.9

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	100.0
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
23 - Mid-City Mellow	100.0

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Multiculture-ish
PRIZM Segments Included (by SESI): 08
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Multiculture-ish rank 13th, making up 46,523 households, or 2.8% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 48, 65% of couples have children living at home

- Above Average Household Income of $166,844 compared to Alberta at $125,945

- **Top Social Value: Legacy -** The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance
- Above average interest in Sporting Events, Cycling and Hiking/Backpacking

- Average interest in travelling within Canada (Above Average for: Banff, BC); Multiculture-ish from Alberta spent an average of $1,663 on their last vacation

- On average Multiculture-ish from Alberta spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Weekly Magazine usage is minimal (5min/day)

- 75% currently use Facebook, 43% use Instagram and 36% use Twitter

Market Sizing

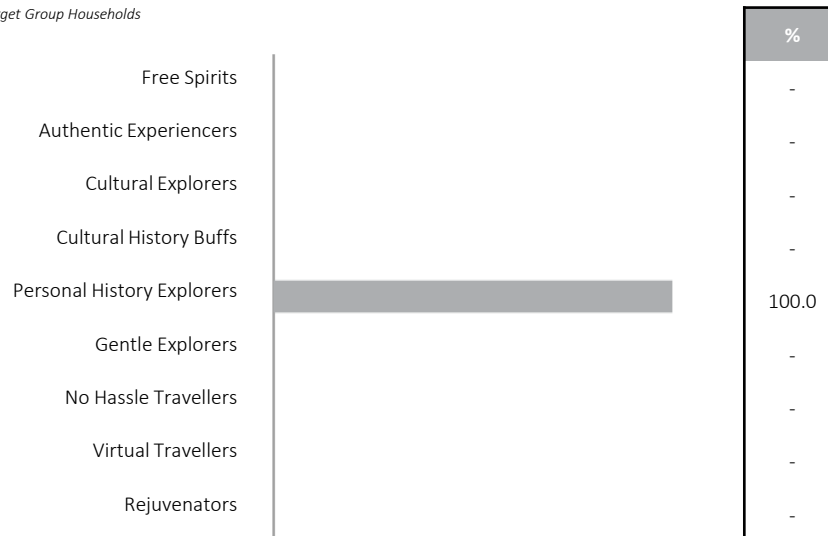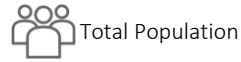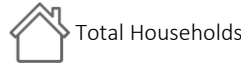Total Population

Target Group: 162,580 | 3.6%
Market: 4,472,482

Total Households

Target Group: 46,523 | 2.8%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	72.0	6.6	235	504,320	30.7
Edmonton, AB (CY)	25.9	3.1	109	392,545	23.9
Chestermere, AB (CY)	1.1	7.0	247	7,081	0.4
Wood Buffalo, AB (SM)	0.7	1.2	41	27,216	1.7
Rocky View County, AB (MD)	0.1	0.4	16	14,248	0.9
Strathcona County, AB (SM)	0.1	0.1	4	38,575	2.3
St. Albert, AB (CY)	0.1	0.1	4	25,755	1.6
Lethbridge, AB (CY)	0.0	0.0	1	40,477	2.5
Foothills No. 31, AB (MD)	0.0	0.0	2	8,183	0.5
Sturgeon County, AB (MD)	0.0	0.0	1	7,119	0.4

EQ Segments

% of Target Group Households

	%
Free Spirits	100.0
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
08 - Multiculture-ish	100.0

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Savvy Seniors
PRIZM Segments Included (by SESI): 16
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Savvy Seniors rank 14th, making up 43,382 households, or 2.6% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 56, 52% of couples have children living at home

- Average Household Income of $124,394 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 Beer/Food/Wine Festivals

- Average interest in travelling within Canada (Above Average for: Toronto); Savvy Seniors from Alberta spent an average of $1,599 on their last vacation

- On average Savvy Seniors from Alberta spend 13hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day)

- 78% currently use Facebook, 38% use Instagram and 28% use Twitter

Market Sizing

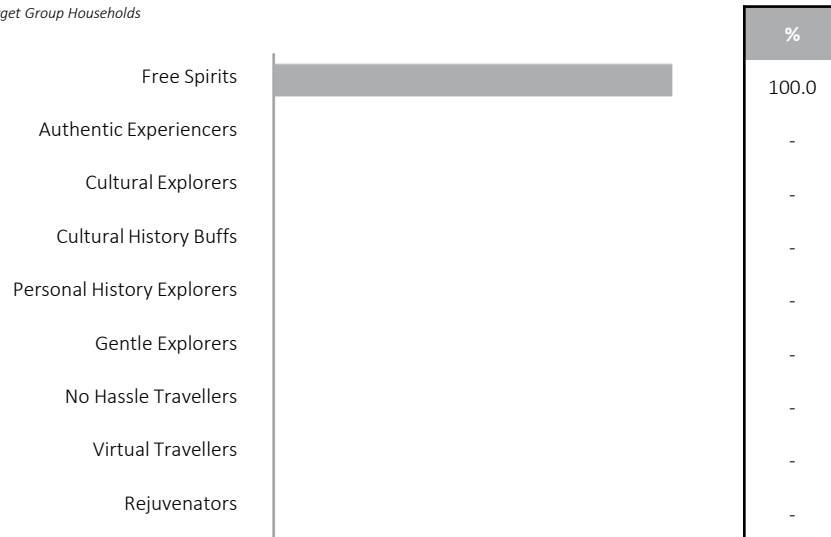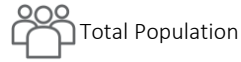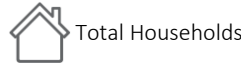Total Population

Target Group: 102,004 | 2.3%
Market: 4,472,482

Total Households

Target Group: 43,382 | 2.6%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	52.8	4.5	172	504,320	30.7
Edmonton, AB (CY)	34.9	3.9	146	392,545	23.9
St. Albert, AB (CY)	4.5	7.6	287	25,755	1.6
Medicine Hat, AB (CY)	3.0	4.6	174	28,423	1.7
Strathcona County, AB (SM)	1.6	1.8	70	38,575	2.3
Canmore, AB (T)	0.9	6.0	226	6,410	0.4
Lethbridge, AB (CY)	0.8	0.8	32	40,477	2.5
Red Deer, AB (CY)	0.7	0.7	28	42,867	2.6
Rocky View County, AB (MD)	0.4	1.2	47	14,248	0.9
Fort Saskatchewan, AB (CY)	0.2	0.7	27	10,713	0.7

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	100.0
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
16 - Savvy Seniors	100.0

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Stressed in Suburbia
PRIZM Segments Included (by SESI): 38
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Stressed in Suburbia rank 15ᵗʰ, making up 42,788 households, or 2.6% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 48, 44% of couples have children living at home

- Below Average Household Income of $110,451 compared to Alberta at $125,945

- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives

- Above average interest in Visiting Parks and City Gardens

- Average interest in travelling within Canada; Stressed in Suburbia from Alberta spent an average of $1,541 on their last vacation

- On average Stressed in Suburbia from Alberta spend 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day)

- 80% currently use Facebook, 37% use Instagram and 27% use Twitter

Market Sizing

Total Population

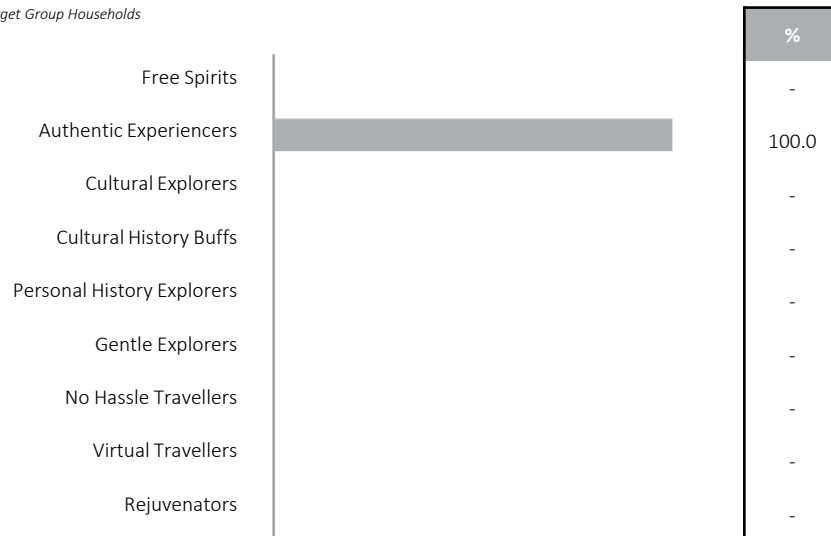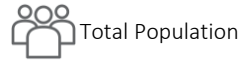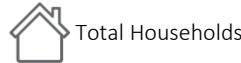Target Group: 117,600 | 2.6%
Market: 4,472,482

Total Households

Target Group: 42,788 | 2.6%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	17.9	1.5	58	504,320	30.7
Red Deer, AB (CY)	17.3	17.3	664	42,867	2.6
Lethbridge, AB (CY)	14.1	14.9	573	40,477	2.5
Grande Prairie, AB (CY)	10.2	17.1	657	25,600	1.6
Edmonton, AB (CY)	9.2	1.0	39	392,545	23.9
Airdrie, AB (CY)	5.4	9.0	346	25,833	1.6
Medicine Hat, AB (CY)	3.7	5.6	217	28,423	1.7
Strathcona County, AB (SM)	2.6	2.8	109	38,575	2.3
St. Albert, AB (CY)	2.4	3.9	151	25,755	1.6
Wood Buffalo, AB (SM)	2.3	3.7	142	27,216	1.7

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	100.0
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
38 - Stressed in Suburbia	100.0

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Juggling Acts
PRIZM Segments Included (by SESI): 57
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 16th, making up 41,108 households, or 2.5% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 45, 40% of couples have children living at home

- Below Average Household Income of $102,001 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 Visiting Parks and City Gardens

- Average interest in travelling within Canada; Juggling Acts from Alberta spent an average of $1,525 on their last vacation

- On average Juggling Acts from Alberta spend 15hrs/week listening to the Radio, 23hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (8min/day)

- 82% currently use Facebook, 38% use Instagram and 28% use Twitter

Market Sizing

Total Population
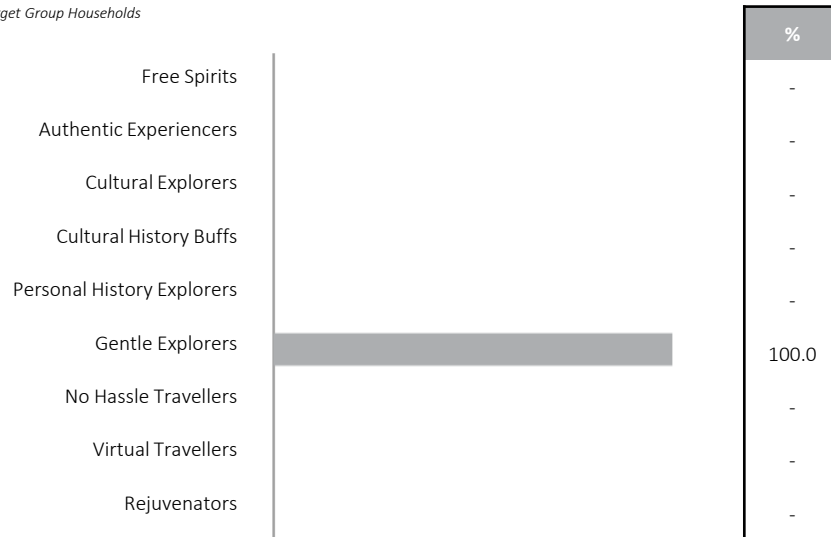
Target Group: 98,522 | 2.2%
Market: 4,472,482

Total Households

Target Group: 41,108 | 2.5%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Grande Prairie, AB (CY)	10.6	16.9	678	25,600	1.6
Calgary, AB (CY)	10.3	0.8	34	504,320	30.7
Wood Buffalo, AB (SM)	9.7	14.6	584	27,216	1.7
Red Deer, AB (CY)	8.8	8.5	338	42,867	2.6
Edmonton, AB (CY)	8.3	0.9	35	392,545	23.9
Lethbridge, AB (CY)	7.3	7.4	297	40,477	2.5
Medicine Hat, AB (CY)	4.9	7.0	281	28,423	1.7
Brooks, AB (CY)	4.4	32.7	1,308	5,570	0.3
Lloydminster (Part), AB (CY)	3.5	18.0	721	8,005	0.5
Airdrie, AB (CY)	3.0	4.7	190	25,833	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	100.0
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
57 - Juggling Acts	100.0

Index: At least 10% **above** or **below** the average   Target Group

Top Geographic Markets ranked by percent of group
PRIZM segments ranked on percent composition chosen from highest percent composition

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Down to Earth

PRIZM Segments Included (by SESI): 41
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 17th, making up 40,458 households, or 2.5% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 55, 53% of couples have children living at home

- Below Average Household Income of $105,282 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, Visiting Zoos/Aquariums and Historical Sites

- Average interest in travelling within Canada (Above Average for: Manitoba); Down to Earth from Alberta spent an average of $1,425 on their last vacation

- On average Down to Earth from Alberta spend 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (12min/day)

- 81% currently use Facebook, 32% use Instagram and 21% use Twitter

Market Sizing

Total Population

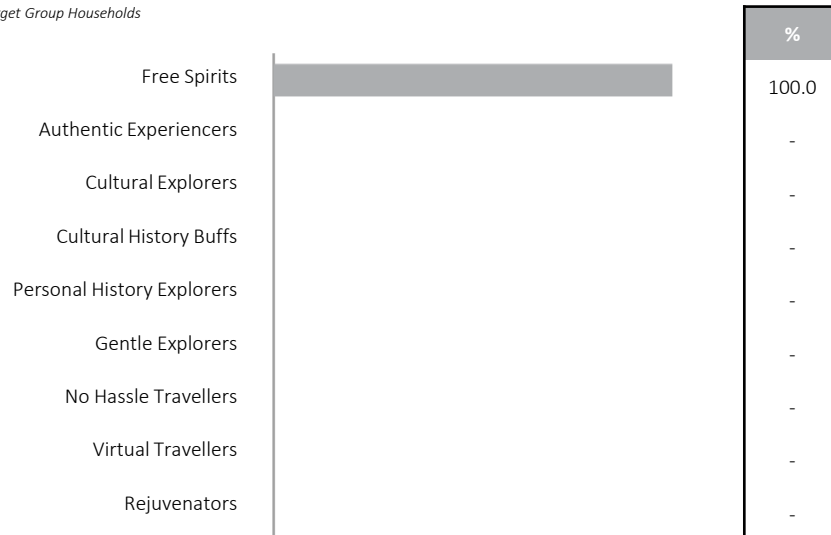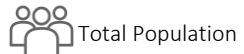Target Group: 111,996 | 2.5%
Market: 4,472,482
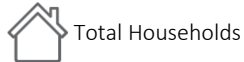
Total Households

Target Group: 40,458 | 2.5%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vermilion River County, AB (MD)	4.0	50.7	2,066	3,179	0.2
Drumheller, AB (T)	3.3	40.3	1,638	3,271	0.2
St. Paul County No. 19, AB (MD)	3.2	49.3	2,009	2,586	0.2
Lac la Biche County, AB (MD)	3.0	39.1	1,588	3,086	0.2
Camrose County, AB (MD)	2.7	35.4	1,437	3,074	0.2
Red Deer County, AB (MD)	2.6	14.3	583	7,222	0.4
Wainwright No. 61, AB (MD)	2.5	58.0	2,351	1,754	0.1
Bonnyville No. 87, AB (MD)	2.3	19.4	787	4,850	0.3
Sturgeon County, AB (MD)	2.1	11.8	481	7,119	0.4
Athabasca County, AB (MD)	2.0	27.5	1,120	2,944	0.2

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	100.0

Top PRIZM Segments

% of Target Group Households

	%
41 - Down to Earth	100.0

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First-Class Families

PRIZM Segments Included (by SESI): 05
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, First-Class Families rank 18th, making up 36,893 households, or 2.2% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 56, 57% of couples have children living at home

- Above Average Household Income of $187,416 compared to Alberta at $125,945

- **Top Social Value: Effort Towards Health** - The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet

- Above average interest in Sporting Events and Golf

- Average interest in travelling within Canada (Above Average for: BC, Saskatchewan and Toronto); First-Class Families from Alberta spent an average of $1,595 on their last vacation

- On average First-Class Families from Alberta spend 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day)

- 75% currently use Facebook, 38% use Instagram and 21% use Twitter

Market Sizing
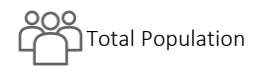
Total Population
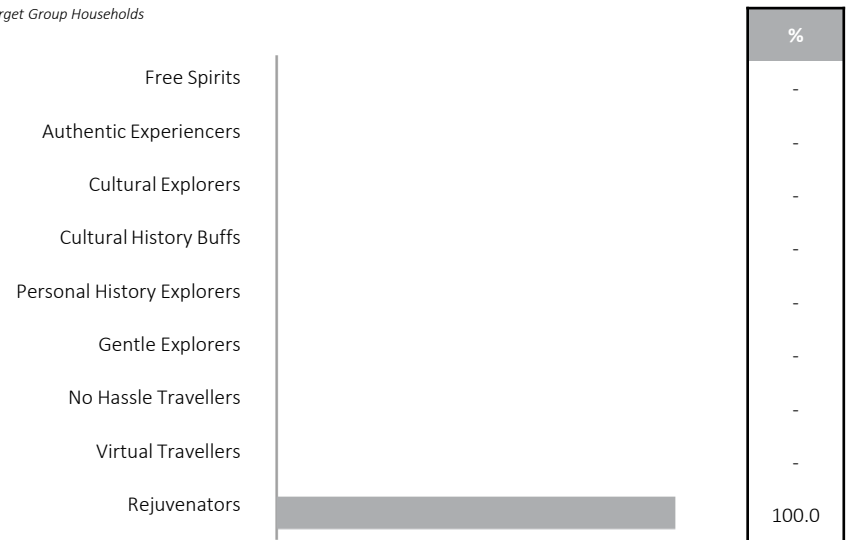Target Group: 118,206 | 2.6%
Market: 4,472,482
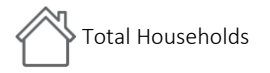
Total Households
Target Group: 36,893 | 2.2%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	57.3	4.2	187	504,320	30.7
Edmonton, AB (CY)	22.6	2.1	95	392,545	23.9
St. Albert, AB (CY)	7.2	10.4	463	25,755	1.6
Strathcona County, AB (SM)	7.2	6.8	305	38,575	2.3
Red Deer, AB (CY)	2.9	2.5	110	42,867	2.6
Lethbridge, AB (CY)	0.9	0.8	35	40,477	2.5
Chestermere, AB (CY)	0.5	2.4	108	7,081	0.4
Okotoks, AB (T)	0.3	0.9	41	10,666	0.6
Canmore, AB (T)	0.2	1.2	54	6,410	0.4
Airdrie, AB (CY)	0.2	0.3	13	25,833	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	100.0
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
05 - First-Class Families	100.0

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Mature & Secure
**PRIZM Segments Included (by SESI):** 07
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Mature & Secure rank 19th, making up 35,973 households, or 2.2% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 58, 48% of couples have children living at home

- Above Average Household Income of $160,241 compared to Alberta at $125,945

- **Top Social Value: Legacy -** The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance

- Above average interest in Sporting Events, Bars/Restaurants and Pilates/Yoga

- Average interest in travelling within Canada(Above Average for: BC, Alberta, Toronto); Mature & Secure from Alberta spent an average of $1,607 on their last vacation

- On average Mature & Secure from Alberta spend 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day)

- 75% currently use Facebook, 37% use Instagram and 29% use Twitter

Market Sizing
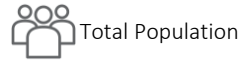
Total Population

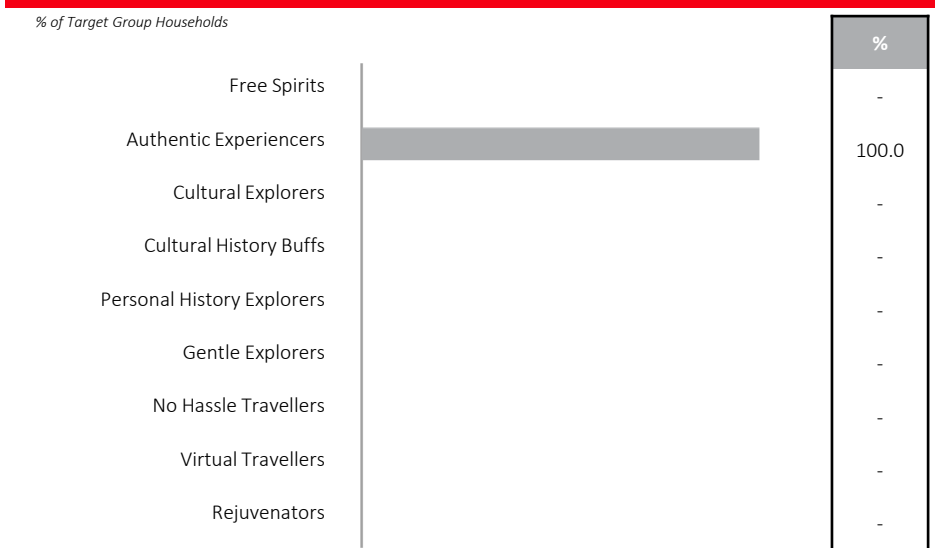Target Group: 103,553 | 2.3%
Market: 4,472,482

Total Households

Target Group: 35,973 | 2.2%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	65.5	4.7	214	504,320	30.7
Edmonton, AB (CY)	33.9	3.1	142	392,545	23.9
St. Albert, AB (CY)	0.2	0.3	13	25,755	1.6
Rocky View County, AB (MD)	0.1	0.4	17	14,248	0.9
Strathcona County, AB (SM)	0.1	0.1	4	38,575	2.3
Canmore, AB (T)	0.1	0.4	20	6,410	0.4
Chestermere, AB (CY)	0.1	0.3	13	7,081	0.4
Red Deer, AB (CY)	0.0	0.0	0	42,867	2.6

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	100.0
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
07 - Mature & Secure	100.0

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Kick-Back Country
PRIZM Segments Included (by SESI): 14
Market: Alberta

Overview

- Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 20th, making up 35,790 households, or 2.2% of the total Households in Alberta (1,644,476)

- The Median Household Maintainer Age is 54, 46% of couples have children living at home

- Above Average Household Income of $145,747 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 Photography, Fishing/Hunting

- Average interest in travelling within Canada (Above Average for: Calgary, Saskatchewan, Victoria, Manitoba); Kick-Back Country from Alberta spent an average of $1,466 on their last vacation

- On average Kick-Back Country from Alberta spend 14hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (9min/day)

- 79% currently use Facebook, 33% use Instagram and 24% use Twitter

Market Sizing

Total Population
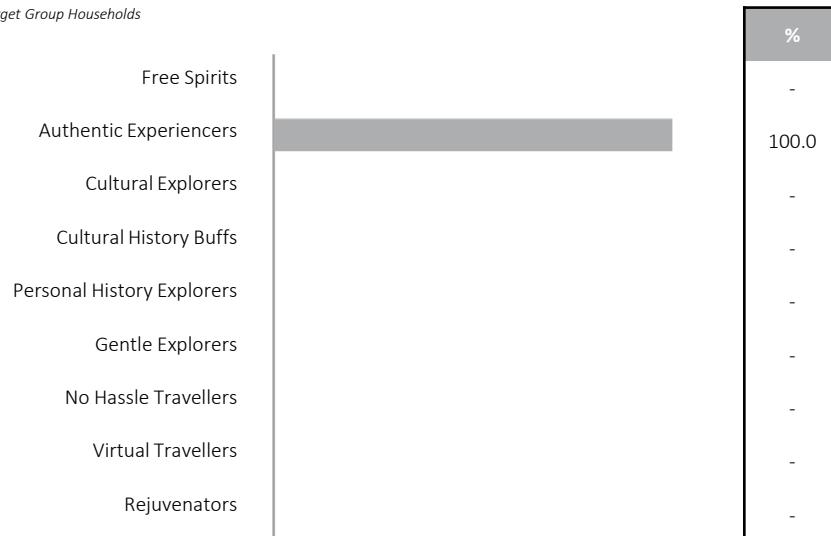
Target Group: 107,540 | 2.4%
Market: 4,472,482

Total Households

Target Group: 35,790 | 2.2%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Strathcona County, AB (SM)	8.8	8.2	377	38,575	2.3
Sturgeon County, AB (MD)	6.8	34.0	1,563	7,119	0.4
Parkland County, AB (MD)	5.9	17.7	814	11,960	0.7
Red Deer County, AB (MD)	5.7	28.3	1,300	7,222	0.4
Foothills No. 31, AB (MD)	5.2	22.6	1,040	8,183	0.5
Rocky View County, AB (MD)	4.4	11.1	510	14,248	0.9
Grande Prairie County No. 1, AB (MD)	4.2	19.4	892	7,803	0.5
Leduc County, AB (MD)	4.1	28.4	1,304	5,180	0.3
Wood Buffalo, AB (SM)	3.3	4.3	198	27,216	1.7
Brazeau County, AB (MD)	3.1	38.8	1,783	2,843	0.2

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	100.0

Top PRIZM Segments

% of Target Group Households

	%
14 - Kick-Back Country	100.0

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MODERN SUBURBIA FULL PROFILE

Overview

- Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
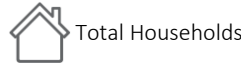
- The Median Household Maintainer Age is 41, 58% of couples have children living at home

- Above Average Household Income of $141,199 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, Sporting Events and Cycling

- Average interest in travelling within Canada (Above Average for: Banff, BC, Calgary, Jasper and Vancouver); Modern Suburbia from Alberta spent an average of $1,596 on their last vacation

- On average Modern Suburbia from Alberta spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4.6hrs/day on the Internet. Weekly Magazine usage is minimal (4min/day)

- 77% currently use Facebook, 48% use Instagram and 36% use Twitter

Market Sizing

Total Population
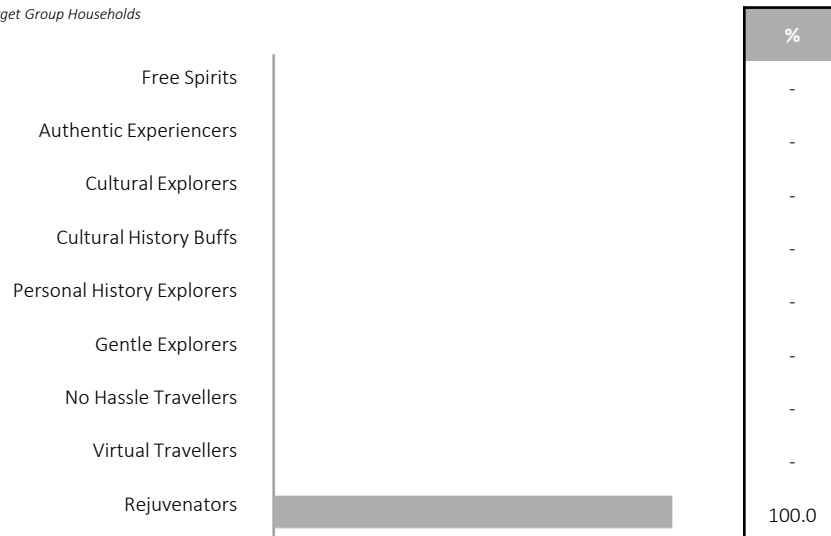
Target Group: 376,989 | 8.4%
Market: 4,472,482

Total Households

Target Group: 123,489 | 7.5%
Market: 1,644,476

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	49.4	15.6	207	392,545	23.9
Calgary, AB (CY)	42.9	10.5	140	504,320	30.7
Wood Buffalo, AB (SM)	2.7	12.4	165	27,216	1.7
Airdrie, AB (CY)	1.3	6.2	82	25,833	1.6
Chestermere, AB (CY)	1.0	17.4	232	7,081	0.4
Strathcona County, AB (SM)	0.7	2.3	31	38,575	2.3
Red Deer, AB (CY)	0.6	1.8	23	42,867	2.6
St. Albert, AB (CY)	0.5	2.2	30	25,755	1.6
Lethbridge, AB (CY)	0.4	1.1	15	40,477	2.5
Grande Prairie, AB (CY)	0.2	0.8	11	25,600	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	-
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	-
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	100.0
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households

	%
11 - Modern Suburbia	100.0

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

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Demographic Profile

Total Population
Target Group: 376,989 | 8.4%
Market: 4,472,482

Total Households
Target Group: 123,489 | 7.5%
Market: 1,644,476

Average Household Income

$141,199
(112)

Median Household
Maintainer Age

41
(83)

Household Size*

%	16.7	29.1	19.8	21.3	13.1
Index	70	85	123	139	127

1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons
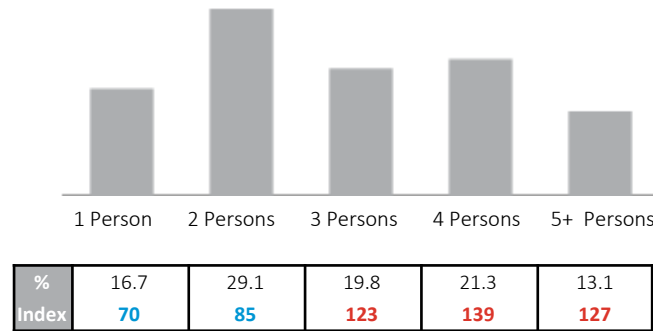
Marital Status**
67.7%
(113)
Married/Common-Law

Family Composition***
58.0%
(125)
Couples With Kids at Home

Education**
36.8%
(145)
University Degree

Visible Minority Presence*
55.0%
(193)
Belong to a visible minority group

Non-Official Language*
2.3%
(159)
No knowledge of English or French

Immigrant Population*
38.2%
(168)
Born outside Canada

Psychographics**

Strong Values			**Weak Values**
Status via Home	**148**	**50**	Fulfilment Through Work
Ostentatious Consumption	**146**	**66**	Ecological Concern
Confidence in Advertising	**146**	**66**	Attraction to Nature
Personal Optimism	**139**	**67**	Brand Apathy
Pursuit of Novelty	**135**	**68**	Utilitarian Consumerism

Key Social Values

Confidence in Advertising Index = 146	Attraction For Crowds Index = 134	Ecological Fatalism Index = 132
Consumption Evangelism Index = 127	Consumptivity Index = 125	National Pride Index = 121
Racial Fusion Index = 119	Pursuit of Originality Index = 118	Culture Sampling Index = 115
Need for Escape Index = 114	Multiculturalism Index = 113	Traditional Family Index = 113

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 | 2

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Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.9	99
Home exercise & home workout	59.1	107
Swimming	58.2	113
Camping	57.6	97
Gardening	56.7	96

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	60.8	131
Auditoriums, arenas & stadiums (any)	53.1	112
Sporting events	51.7	126
Movies at a theatre/drive-in	43.6	115
National or provincial park	43.2	107

Key Tourism Activities**

Swimming	Camping	Sporting events	Cycling	Hiking & backpacking	National or provincial park	Parks & city gardens	Bars & restaurant bars
58.2%	57.6%	51.7%	51.1%	45.5%	43.2%	40.9%	38.3%
(113)	(97)	(126)	(113)	(111)	(107)	(103)	(104)

Ice skating	Golfing	Zoos & aquariums	Theme parks, waterparks & water slides	Photography	Specialty movie theatres/IMAX	Canoeing & kayaking	Historical sites
34.3%	31.6%	31.6%	30.3%	30.1%	28.1%	28.0%	26.6%
(113)	(101)	(101)	(143)	(97)	(111)	(103)	(107)

Fishing & hunting	Pilates & yoga	Cross country skiing & snowshoeing	Downhill skiing	Hockey	Video arcades & indoor amusement centres	ATV & snowmobiling	Adventure sports
23.6%	22.0%	21.9%	21.1%	20.2%	18.5%	15.0%	13.9%
(83)	(97)	(103)	(106)	(129)	(141)	(86)	(110)

Snowboarding	Curling	Power boating & jet skiing	Dinner theatres	Beer, food & wine festivals	Inline skating	RV shows	Music festivals
12.5%	11.8%	11.8%	10.3%	9.5%	8.8%	5.9%	5.7%
(154)	(97)	(87)	(82)	(120)	(109)	(132)	(69)

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	37.9	137
Other British Columbia	28.6	111
Calgary	28.4	122
Jasper	25.6	152
Other Alberta	24.3	95
Vancouver	24.0	121
Victoria	14.2	106
Toronto	9.9	102
Saskatchewan	9.4	76
Manitoba	9.0	86

Vacation Spending

Spent Last Vacation
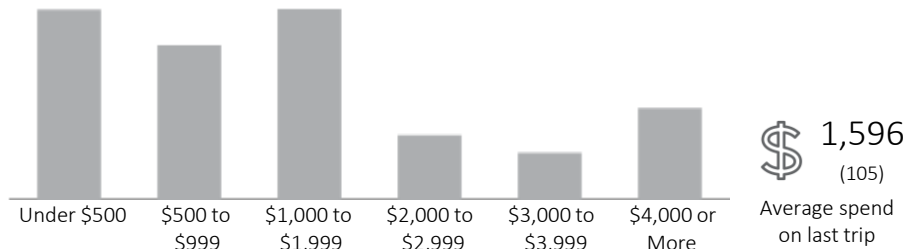
%	Under $500	$500 to $999	$1,000 to $1,999	$2,000 to $2,999	$3,000 to $3,999	$4,000 or More
%	25.8	20.9	25.8	8.7	6.4	12.4
Index	87	101	121	77	107	115

$ 1,596 (105)
Average spend on last trip

Vacation Booking**

Used [Past 3 Years]

	%	Index
Book through an airline directly	44.1	108
Book through an on-line travel agency	41.7	126
Book through a hotel directly	41.4	112
Book through airline/hotel website	35.1	120
Book through a full service travel agent	13.5	74
Other services	13.3	79
Book a package tour	8.9	88
Book through a discount/last minute agency	7.0	96

Booked With [Past Year]

Expedia.com/ca	Booking.com	Hotels.com	Trivago.ca	Travelocity.com/ca
16.2% (118)	5.9% (137)	5.1% (135)	1.2% (67)	0.8% (93)

Redtag.ca/itravel.com (!)	Airline Websites	Discount Sites	Other Travel
1.6% (216)	18.4% (132)	3.1% (220)	4.3% (119)

Travel Type & Frequency

Business Trips

12.0 (110)
Average number of nights away in the past year for business trips

Personal Trips

3.8 (106)
Average out-of-town vacations taken in the past 3 years
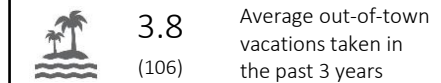
Average number of business trips by mode of transportation in the past year:

✈ 3.4 (108)	🚗 3.1 (80)	🚆 4.5 (124)	🚌 2.1 (72)

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	All-inclusive resort	Camping	Motel	Vacation rental by owner	Cottage
65.8% **(111)**	38.4% (106)	22.9% **(111)**	28.0% (107)	14.4% **(74)**	24.4% **(134)**	8.2% (93)

B&B	Condo/apartment	Cruise ship	RV/camper	Package tours	Spa resort	Boat
10.9% (101)	14.3% **(126)**	3.8% **(74)**	13.1% (94)	2.8% (96)	3.4% **(119)**	3.3% **(115)**

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines	Other Canadian
39.4% **(119)**	49.8% **(114)**	5.1% **(133)**	0.0% **(66)**	2.9% (103)

United Airlines	Delta Airlines	American Airlines	Other American
5.6% (109)	6.7% **(116)**	1.3% (91)	2.0% **(148)**

European Airlines	Asian Airlines	Other Charter	Other
5.3% **(133)**	2.0% **(154)**	1.3% **(52)**	5.1% **(138)**

Car Rental*

Rented From [Past Year]

Enterprise	Budget	Avis	National
8.6% **(143)**	8.0% **(208)**	2.2% **(81)**	3.7% **(165)**

Hertz	Discount	U-Haul	Other Rentals
2.1% **(124)**	1.0% **(201)**	0.4% **(60)**	1.4% **(82)**

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 national values
**Ranked by national values within row
Based on Household Population 12+

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Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
11 hours/week	1,090 minutes/week	0 hours/week	4 minutes/day	276 minutes/day
(86)	(91)	**(62)**	**(55)**	**(119)**

Top Radio Programs*

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	33.4	**171**
Adult Contemporary	23.1	**145**
News/Talk	17.4	**68**
Today's Country	14.0	**87**
Classic Hits	13.9	**80**
Sports	12.0	**245**
Modern/Alternative Rock	11.7	**164**
AOR/Mainstream Rock	10.5	104
Hot Adult Contemporary	10.4	**133**
Multi/Variety/Specialty	6.9	**60**

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	53.3	103
Evening local news	32.6	93
Primetime serial dramas	31.3	109
Hockey (when in season)	28.5	94
Home renovation/decoration shows	27.6	109
Sci-Fi/fantasy/comic book shows	23.9	**152**
Situation comedies	23.8	100
Suspense/crime dramas	22.7	94
News/current affairs	21.6	**86**
Cooking programs	20.8	108

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	49.2	93
National News	44.7	91
International News & World	41.7	92
Movie & Entertainment	30.5	94
Health	27.3	101
Sports	26.1	92
Editorials	23.5	**85**
Food	21.5	**82**
Business & Financial	19.1	**81**
Travel	18.1	**85**

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	7.2	97
Other English-Canadian	7.1	102
People	4.3	**115**
National Geographic	4.3	103
CAA Magazine	4.1	**74**
Canadian House and Home	4.0	**201**
Hello! Canada	2.9	**81**
Sports Illustrated	2.7	**192**
Canadian Living	2.5	**50**
Maclean's	2.4	**56**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	73.6	**116**
Send/receive email	72.8	106
Participate in an online social network	64.2	**119**
Take pictures/video	62.6	**119**
Use apps	60.1	**116**
Use maps/directions service	57.4	**116**
Do banking/pay bills online	57.2	**110**
Internet search - business, services, products	50.3	**114**
Watch a subscription-based video service	41.4	**125**
Watch free streaming music videos	40.9	**130**

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	72.6	**119**
Send/receive email	62.5	**118**
Take pictures/video	60.6	**120**
Use apps	58.4	**118**
Participate in an online social network	57.4	**124**
Use maps/directions service	53.7	**122**
Internet search - business, services, products	39.4	**127**
Do banking/pay bills online	32.9	109
Compare products/prices while shopping	25.2	**130**
Watch other online free streaming videos	24.9	**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

*Selected and ranked by percent composition
Based on Household Population 12+   6

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Modern Suburbia
PRIZM Segments Included (by SESI): 11
Market: Alberta

Media

Social Media Platforms

Usage [Currently Use]

Facebook	YouTube	LinkedIn
77.4%	**68.2%**	**55.9%**
(98)	(98)	(123)

WhatsApp	Instagram	Twitter
51.6%	**48.0%**	**36.2%**
(140)	(124)	(126)

Pinterest	Snapchat	Podcasts
29.6%	**17.7%**	**16.1%**
(92)	(115)	(90)

Reddit	Health/Fitness	Blogs
14.5%	**11.6%**	**10.4%**
(139)	(131)	(108)

Dating App	Flickr	Tinder
5.6%	**2.8%**	**2.5%**
(128)	(97)	(113)
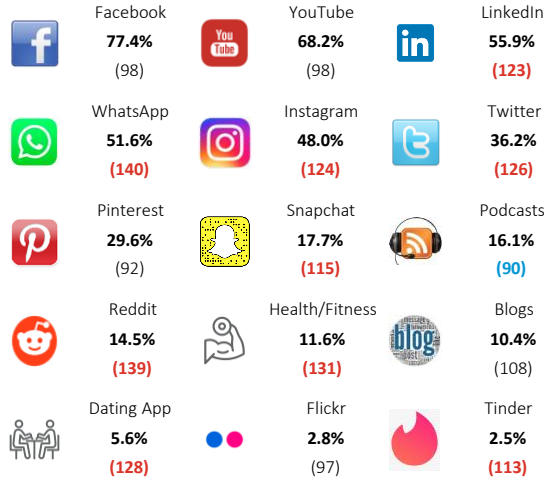
Reasons to Follow Brands

	%	Index
To get coupons and discounts	37.7	116
To learn about a brand's products /services	35.3	110
To enter contests	32.7	106
To be among the first to hear brand news	18.5	151
To provide feedback to the brand	12.8	112
To engage with content	11.4	143
To make suggestions for new products/services	6.8	127
To share brand-related stories with consumers	5.8	104
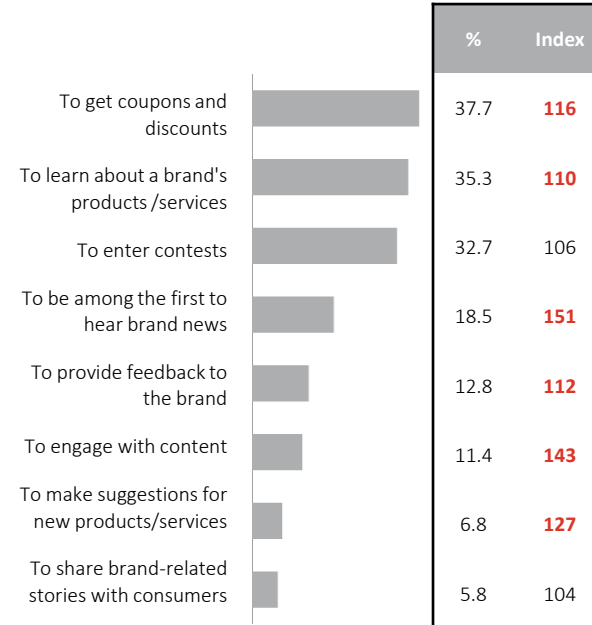
Reasons to Unfollow Brands

	%	Index
Too many messages	37.3	101
Not enough value	21.5	109
Stopped purchasing products from brand	14.8	113
Other	3.7	100

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	39.3	106
Follow brand on Instagram	22.6	159
Subscribe to brand email newsletter	20.8	109
Subscribe to brand channel on YouTube	15.4	112
Join an exclusive online community of consumers who also like the brand	11.2	115
Follow brand on Twitter	10.7	133

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 65% | Index = 90	"Use SM to keep up to date on general news/events" 44% | Index = 114	"I am well informed about SM" 41% | Index = 124
"Feel comfortable collaborating with others through SM" 35% | Index = 124	"Use SM to keep up to date on news/events in my industry" 33% | Index = 115	"I am open to receiving relevant marketing messages through social media channels" 26% | Index = 119

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" 76% | Index = 107	"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 = 103
"I offer recommendations of products/services to other people" 62% | Index = 108	"I like to cook" 62% | Index = 109	"I am interested in learning about different cultures" 62% | Index = 109	"Family life and having children are most important to me" 62% | Index = 99	"I consider myself to be informed on current events or issues" 55% | Index = 94
"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" 47% | Index = 89	"When I shop online I prefer to support Canadian retailers" 46% | Index = 97	"I like to try new and different products" 45% | Index = 97
"I am adventurous/"outdoorsy"" 44% | Index = 109	"Free-trial/product samples can influence my purchase decisions" 43% | Index = 101	"Vegetarianism is a healthy option" 35% | Index = 134	"I prefer to shop online for convenience" 32% | Index = 108	"Advertising is an important source of information to me" 29% | Index = 108
"I am willing to pay more for eco-friendly products" 27% | Index = 105	"I lead a fairly busy social life" 27% | Index = 103	"I consider myself to be sophisticated" 26% | Index = 108	"Staying connected via social media is very important to me" 26% | Index = 85	"I enjoy being extravagant/indulgent" 22% | Index = 118

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
%	66.6	19.2	4.5	3.9	1.5	4.3
Index	97	113	80	128	72	118
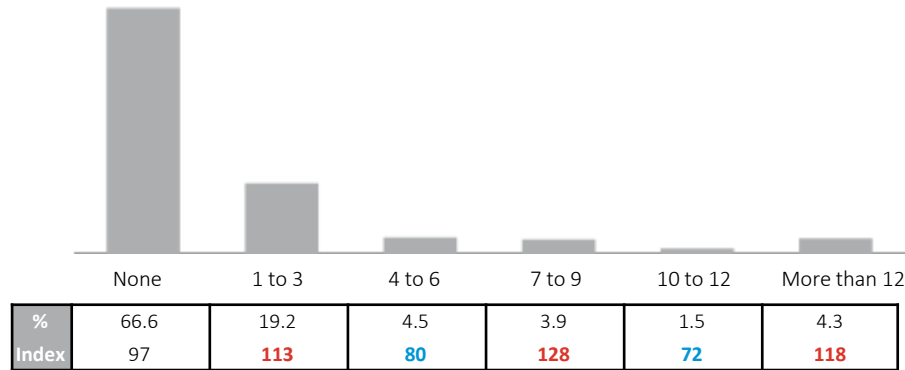
Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	13.5	109
Cider	10.1	165
Liqueurs (any)	7.1	105

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.3	105

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.0	128

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	26.0	128
Corona	16.3	105
Budweiser	15.7	114
Alexander Keith's (any)	15.1	118
Coors Light	14.7	94
Molson Canadian	12.4	95
Rickard's (any)	10.9	115
Stella Artois	10.0	90
Bud Light (any)	8.8	72
Kokanee	8.8	78

Wine Details

Drank [Past Month]

	%	Index
White wine (any)	22.6	116
Red wine (any)	22.6	97
Canadian wine	13.5	109
American wine	6.8	92
Rosé wine (any)	6.8	122
Other imported wine	6.2	87
European wine	4.9	60
Sparkling/champagne (any)	4.8	127
Australian wine	3.4	57

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
9

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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

Restaurant	%	Index	%	Index	%	Index
Pizza restaurants	11.9	91	55.5	114	2.0	47
Asian restaurants	6.0	101	53.6	112	8.0	113
Submarine/sandwich restaurants	12.4	131	43.1	103	5.0	113
Breakfast style restaurant	7.4	184	31.6	107	16.2	125
Chicken restaurants	4.7	146	23.8	94	4.2	73
Ice cream/frozen yogurt restaurants	2.7	94	32.1	111	6.5	114
Specialty burger restaurants	4.8	110	37.2	127	10.1	140
Italian restaurants	4.4	214	20.8	97	9.0	117
Steakhouse	0.2	38	26.9	124	20.6	114
Other ethnic restaurants	5.9	246	18.1	108	8.5	106
Mexican/Burrito-style restaurants	2.0	84	30.5	134	9.0	120
Seafood/Fish and Chips restaurants	0.3	49	13.3	90	4.8	66

Restaurant Service Type*

Frequency of Visiting [Past Year]

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

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	7.3	124	47.8	97	7.0	94
Food court outlets at a shopping mall	6.7	81	56.9	120	6.3	79
Pub restaurants	7.1	144	39.4	125	2.8	51
Formal dine-in restaurants	2.9	98	32.7	110	14.2	118
Fast casual restaurants	11.7	133	35.8	116	5.9	159
Sports bars	3.5	137	20.6	110	3.8	89
Other types	1.5	48	12.3	71	1.4	69
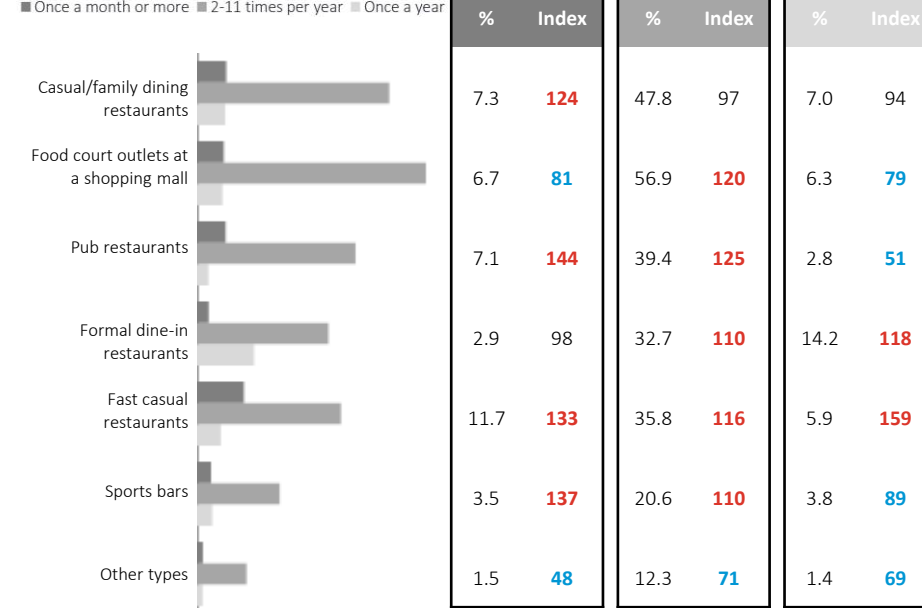
Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
22.1%	8.8%	8.2%
(102)	(98)	(125)

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*

*Ranked by national percent composition of Visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+

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Product Preferences

Demographics

Rent
15.9%
(58)

Own
84.1%
(117)

Households with Children at Home
53.3%
(125)

Age of Children at Home

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	28.2	24.1	17.6	13.6	8.9	7.7
Index	**140**	**119**	94	**78**	**79**	**63**
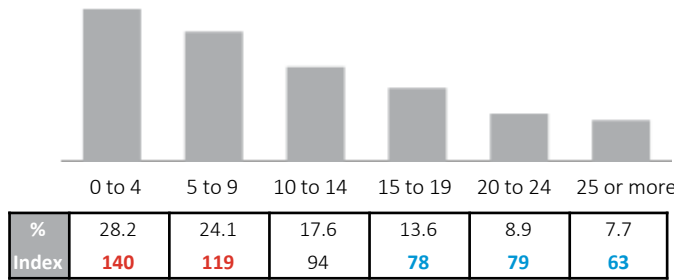
Demographic Trends

Household Projections
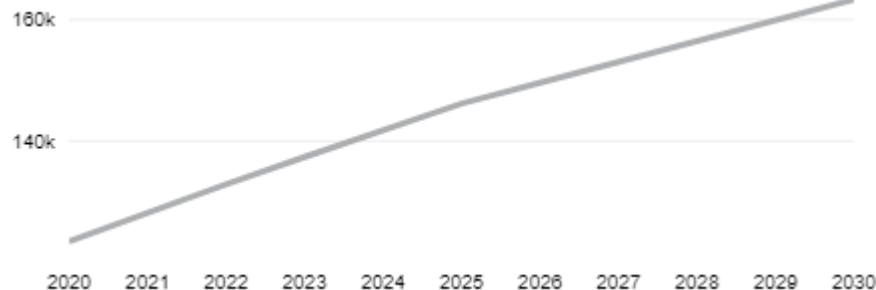
	2020	**2023**	**2025**	**2030**
Count	123,489	137,378	146,201	163,343
% Change	-	11.2	18.4	32.3
Index	-	**226**	**225**	**201**

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)	71.1	**115**
PC Optimum	58.9	**112**
Costco membership (paid)	53.9	**116**
Canadian Tire Triangle	44.5	**110**
SCENE (Cineplex)	39.3	**126**
Credit card with loyalty rewards	36.8	108
Aeroplan	31.2	**122**
Petro Points	27.2	**141**
Hudson's Bay Rewards	19.6	104
Esso Extra Program	13.6	**140**
Other airline frequent flyer program	10.1	**111**
Other grocery store card	22.4	**116**
Other store program	6.5	92
Other gas program	5.2	**63**
Other loyalty program	7.9	**80**

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	72.8	106	62.5	118	10.7	81
Send/receive a text/instant message	73.6	116	72.6	119	5.3	95
Participate in an online social network	64.2	119	57.4	124	8.5	90
Do banking/pay bills online	57.2	110	32.9	109	8.6	134
Take pictures/video	62.6	119	60.6	120	4.6	115
Use maps/directions service	57.4	116	53.7	122	4.0	86
Use apps	60.1	116	58.4	118	17.7	128
Internet search - business, services, products	50.3	114	39.4	127	9.8	96
Watch a subscription-based video service (e.g. Netflix)	41.4	125	20.1	123	15.8	151
Watch free streaming music videos	40.9	130	24.8	119	12.8	172
Compare products/prices while shopping	35.4	124	25.2	130	4.2	102
Watch other online free streaming videos	33.9	120	24.9	120	7.8	136
Research products/services	29.1	113	20.1	123	6.4	127
Listen to music via streaming video service (e.g. YouTube)	26.4	102	17.2	101	4.7	111
Play/download online games	32.9	121	24.7	131	4.5	84
Purchase products or services	21.1	107	12.2	130	2.2	73
Share/refer/link friends to a website or an article	23.2	117	19.5	121	1.8	65
Consult consumer reviews	21.9	122	16.1	133	2.8	110
Listen to Internet-only music service (e.g. Spotify)	24.7	134	21.7	146	1.0	63
Use online telephone directory	19.6	107	17.8	122	1.7	112
Download music/MP3 files (free or paid)	20.5	112	16.2	117	4.0	299
Use ad blocking software	16.2	107	5.7	105	1.2	82
Download any video content (free or paid)	19.6	136	12.9	153	2.1	79
Read or look into online newspapers	11.0	102	6.4	96	3.1	102
Click on an Internet advertisement	12.2	107	8.6	104	1.1	63
Listen to a podcast	13.1	110	10.2	117	1.8	133
Listen to a radio broadcast via streaming audio	10.3	105	7.3	121	1.8	123
Download/print/redeem discount coupon	13.9	120	8.7	135	0.8	87
Enter online contests	6.9	78	4.2	89	0.9	84
Watch a TV broadcast via streaming video	5.9	102	2.6	95	0.9	64
Place/respond to an online classified advertisement	9.7	110	6.2	115	0.5	64
Receive store offers by SMS	9.5	131	8.0	121	-	-
Read or look into online magazines	4.9	93	3.1	116	1.1	79
Scan mobile tagging barcode/QR	3.4	87	3.4	88	-	-
Purchase group deal (e.g. Groupon)	4.4	180	2.9	189	-	-
Watch streaming purchased/rented videos (e.g. iTunes)	3.1	114	-	-	-	-

Internet Activity

Top Website Types*

Activity [Past Week]

Legend: ■ Internet ■ Mobile ■ Tablet

Website Type	Internet %	Internet Index	Mobile %	Mobile Index	Tablet %	Tablet Index
Access a news site	35.0	101	24.4	103	8.1	123
Access food/recipes content	27.7	103	17.3	106	7.6	113
Access health-related content	11.7	88	7.6	88	1.8	61
Access professional sports content	13.2	106	10.2	107	2.1	79
Access restaurant guides/reviews	12.0	101	10.2	108	0.6	40
Access travel content	9.1	90	5.9	106	1.7	74
Access real estate listings/sites	8.6	97	5.3	124	1.4	89
Access a radio station's website	9.0	84	3.9	74	0.6	65
Access home decor-related content	7.1	96	5.4	126	1.0	60
Access a TV station's website	9.1	120	2.8	95	1.3	65
Access celebrity gossip content	8.5	119	6.2	122	1.1	95
Access fashion or beauty-related content	4.3	88	3.6	104	0.5	57
Access automotive news/content	3.3	79	1.7	87	0.5	72

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	35.9	90
Coupons	35.1	105
General information from the Internet/websites	31.5	109
Apps/online flyers	31.4	105
Direct email offers	26.6	111
Flyers inserted into a community newspaper	20.0	82
Local store catalogues	19.6	96
Flyers inserted into a daily newspaper	11.3	64
Mail order	4.9	63
Yellow Pages (print)	1.1	33
Yellow Pages (online)	1.1	32

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	35.0	104
Digital billboards	29.0	118
On street furniture (e.g. bus benches)	26.0	124
On bus exteriors	22.5	114
Inside public washrooms	20.4	123
Inside shopping malls	18.0	91
On transit shelters	15.2	122
Inside movie theaters	10.7	115
Inside buses	8.1	100
Screens inside elevators	7.9	122
Inside commuter trains	6.9	152
Inside airports	5.9	118
On subway/metro platforms	3.2	129
Inside subway/metro cars	2.0	88
On taxis	1.7	52

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*

*Ranked by national percent composition for internet activity
Based on Household Population 12+
Ranked by percent composition

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Social Media Usage

Social Media Overview

- 78% of Modern Suburbia from Alberta spent tend to access social media on their mobile phones during the morning hours, 71% during the afternoon hours

- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)

- 80% believe that Social media companies should not be allowed to own or share their personal information

Seek Recommendations via Social Media*

	%	Index
Vacation/travel	12.1	133
Entertainment	10.4	139
Car/Auto-related	7.5	145
Big-ticket items	7.4	112
Home décor	7.2	176
Fashion-related	6.8	160
Health-related	6.3	137
Insurance	6.2	176
Banking/credit cards	6.1	127
Child-related	5.4	154
Smaller-ticket items	4.5	113
Choosing non-profits for donations	2.7	104
Other	5.2	119

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
%	37.5	5.8	37.1	12.3	4.2	1.1	2.1
Index	89	80	114	110	126	79	93

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
%	25.9	25.7	17.2	17.2	11.0	3.0
Index	85	89	123	119	113	121

Top Social Media Attitudes**

Modern Suburbia from Alberta are private about sharing their personal information online
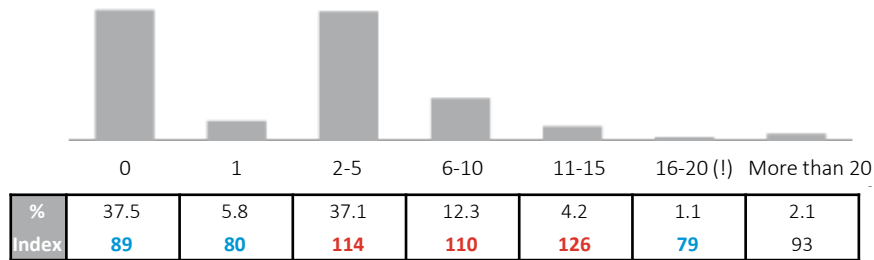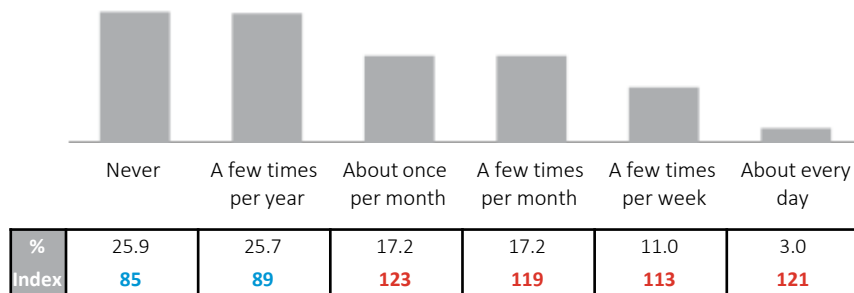
"Social media companies should not be allowed to own or share my personal information"
80% | Index = 93

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
68% | Index = 94

"I tend to ignore marketing and advertisements when I'm in a social media environment"
65% | Index = 90

"Use SM to stay connected with personal contacts"
50% | Index = 112

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
View friends' photos online	56.1	115
Watch video online	49.9	109
Read article comments	47.4	107
Read status updates/tweets	47.4	112
Chat in online chats	41.3	117
Listen to radio or stream music online	37.8	106
Share links with friends and colleagues	32.3	111
Click links in news feeds	27.5	116
Read blogs	21.6	135
Play games with others online	16.4	96
Post photos online	14.4	108
Rate or review products online	13.9	115
Update your status on a social network	13.8	109
Chat in online forums	13.8	124
Comment on articles or blogs	13.0	126
Check in with locations	11.4	120
Share your GPS location	9.3	103
Post videos online	7.7	135
Publish blog, Tumblr, online journal	5.2	157

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	52.6	105
Stay connected with family	49.2	107
Stay connected with personal contacts	43.9	97
Keep up to date on news/events in my industry	30.3	104
Stay connected with work/professional contacts	22.1	110
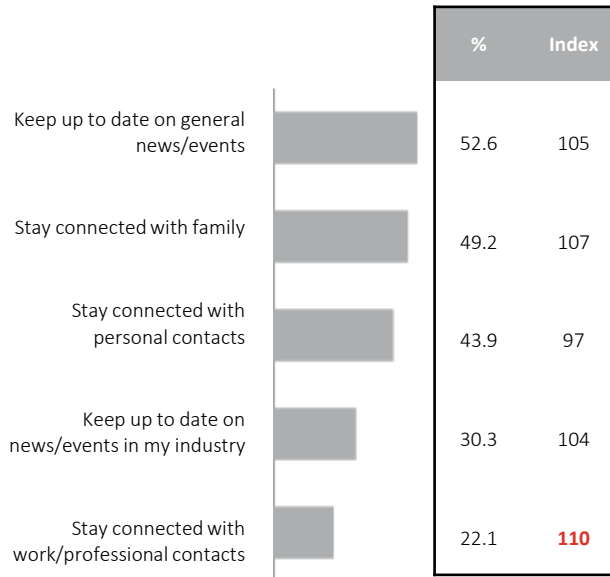
Number of Connections

Across all social media

	%	Index
0-49	25.4	76
50-99	13.5	95
100-149	9.6	85
150-199	9.2	112
200-299	13.0	138
300-399	6.3	104
400-499	5.6	133
500-1000	11.4	141
More than 1000	6.0	121
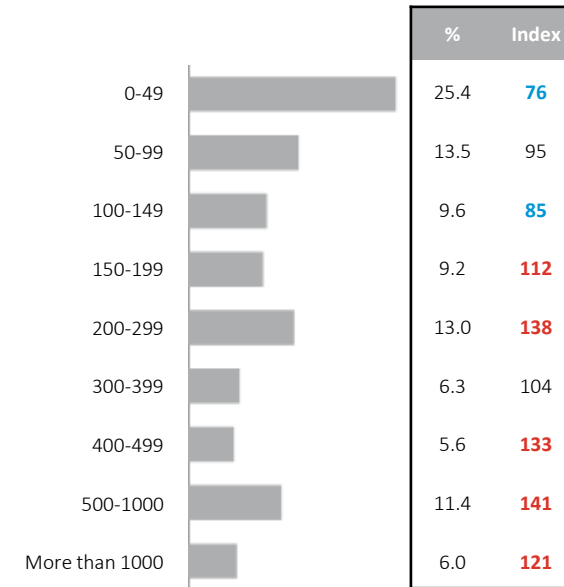
Social Media Access

Typically use

Mobile

	%	Index
Morning	78.0	116
Afternoon	71.1	110
Dinner Time	55.5	112
Evening	67.3	108
Late Night	51.2	115

Tablet

	%	Index
Morning	18.1	78
Afternoon	16.4	84
Dinner Time	14.5	95
Evening	34.3	98
Late Night	17.5	95

Laptop

	%	Index
Morning	21.7	85
Afternoon	23.8	88
Dinner Time	15.4	96
Evening	36.6	104
Late Night	13.2	85

Desktop

	%	Index
Morning	24.5	94
Afternoon	25.9	97
Dinner Time	8.8	76
Evening	20.4	87
Late Night	7.6	69

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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Social Media Usage

Facebook

Currently Use **77.4%** (98)
Did Not Use **17.6%** (100)

Frequency of Use [Past Year]

	%	Index
Use Daily	57.5	98
Use Weekly	13.9	106
Use Monthly	5.8	89
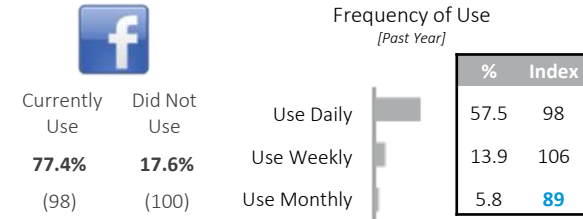
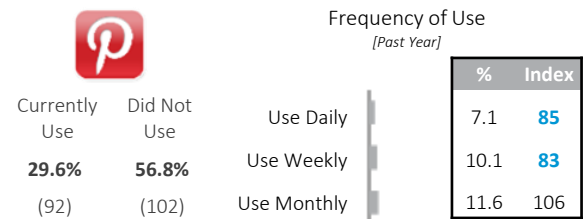| Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	58.4	105
Comment/Like other users' posts	47.3	100
Watch videos	44.3	113
Use Messenger	39.2	99
Watch live videos	20.2	116
Like or become a fan of a page	15.4	106
Click on an ad	15.2	118
Post photos	13.1	100
Update my status	12.5	101
Post videos	8.5	133
Create a Facebook group or fan page	6.4	155
Give to a Facebook fundraiser (!)	4.2	171
Create a Facebook fundraiser (!)	3.4	177

LinkedIn

Currently Use **55.9%** (123)
Did Not Use **35.0%** (75)

Frequency of Use [Past Year]

	%	Index
Use Daily	12.5	130
Use Weekly	19.9	119
Use Monthly	21.4	124
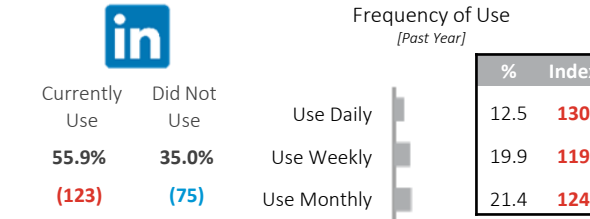
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.2	118
View a job posting	12.4	145
Search and review other profiles	8.9	136
Watch videos	8.0	126
Create a connection	6.0	136
Update your profile information	4.1	115
Click on an ad (!)	4.1	140
Comment on content	3.1	90
Post an article, video or picture (!)	3.0	127
Participate in LinkedIn forums (!)	2.8	122
Request a recommendation (!)	2.6	115
Join a LinkedIn group (!)	2.5	130

Instagram

Currently Use **48.0%** (124)
Did Not Use **40.7%** (79)

Frequency of Use [Past Year]

	%	Index
Use Daily	27.0	135
Use Weekly	12.1	103
Use Monthly	7.8	134
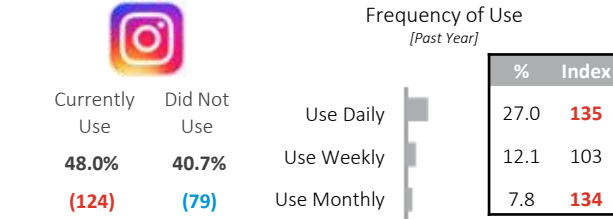
Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	33.2	129
Like photos/videos	28.0	129
Watch live videos	16.1	135
Comment on photos/videos	15.2	120
Send direct messages	13.6	140
View a brand's page	11.7	152
Post photos/videos	10.2	140
Watch IGTV videos	8.2	147
Click on ads	6.7	136

Pinterest

Currently Use **29.6%** (92)
Did Not Use **56.8%** (102)

Frequency of Use [Past Year]

	%	Index
Use Daily	7.1	85
Use Weekly	10.1	83
Use Monthly	11.6	106

Reddit

Currently Use **14.5%** (139)
Did Not Use **75.4%** (92)

Frequency of Use [Past Year]

	%	Index
Use Daily	5.4	143
Use Weekly	5.6	156
Use Monthly	3.2	114

Participate In* (at least a few times per month)	% Comp	Index
View content	10.6	138
Follow specific Subreddits	7.1	132
Vote on content	4.2	115
Post content	3.5	157

WhatsApp

Currently Use **51.6%** (140)
Did Not Use **38.6%** (71)

Frequency of Use [Past Year]

	%	Index
Use Daily	27.4	170
Use Weekly	13.8	126
Use Monthly	10.3	116
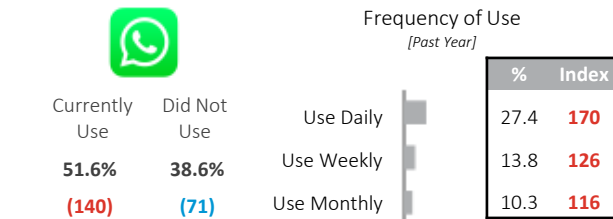
Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	35.6	159
Send/receive images	33.7	169
Use group chats	26.3	171
Send/receive documents and files	17.8	191
Use voice calls	17.0	172

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 Based on Household Population 18+* — 16

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Social Media Usage

Twitter

Currently Use: **36.2%** (126)
Did Not Use: **54.0%** (88)

Frequency of Use [Past Year]

	%	Index
Use Daily	15.9	126
Use Weekly	11.1	130
Use Monthly	8.3	126
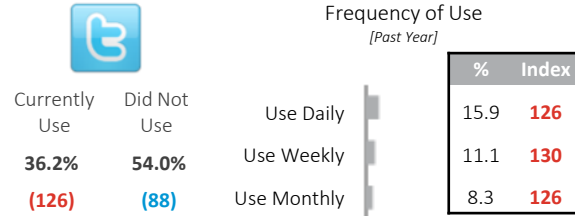
Participate In* (at least a few times per week)	% Comp	Index
Read tweets	23.4	123
Watch videos	13.5	121
Retweet	9.0	152
Tweet	8.9	131
Respond to tweets	8.7	135
Follow users who follow you	7.2	136
Actively follow new users	7.0	154
Watch live videos	7.0	130
Send or receive direct messages	6.9	115
Share a link to a blog post or article of interest	6.3	107
Click on an ad	5.2	167

YouTube

Currently Use: **68.2%** (98)
Did Not Use: **18.4%** (108)

Frequency of Use [Past Year]

	%	Index
Use Daily	29.8	109
Use Weekly	24.8	94
Use Monthly	13.3	85
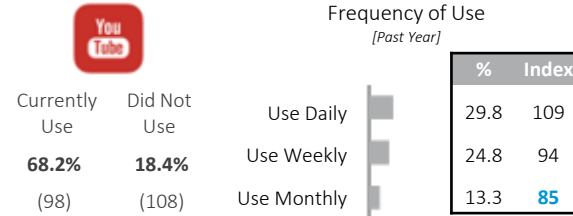
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	46.5	106
Like or dislike videos	16.4	125
Watch live videos	14.8	112
Share videos	9.1	119
Leave comment or post response on video	8.1	130
Click on an ad	8.0	114
Embed a video on a web page or blog	5.9	142
Create and post a video	4.2	151

Snapchat

Currently Use: **17.7%** (115)
Did Not Use: **71.4%** (93)

Frequency of Use [Past Year]

	%	Index
Use Daily	5.6	88
Use Weekly	5.7	129
Use Monthly	5.7	140
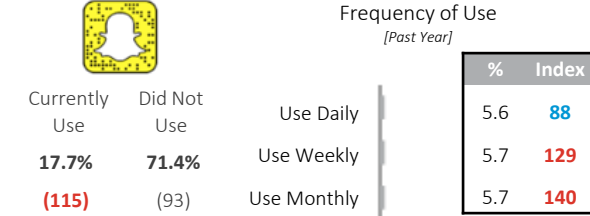
Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	9.4	116
Send photos/videos	6.9	112
Send direct text messages	6.5	97
Use filters or effects	6.2	147
Read Snapchat discover/News	5.4	143
Use group chat	4.5	144
View a brand's snaps	3.7	142
Use video chat	3.4	156
View ads	3.2	147

Audio Podcasts

Currently Use: **16.1%** (90)
Did Not Use: **66.4%** (101)

Frequency of Use [Past Year]

	%	Index
Use Daily	5.3	116
Use Weekly	6.6	92
Use Monthly	4.2	73
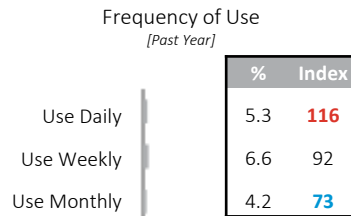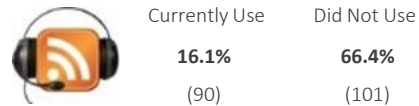
Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.8	131
Listen to a news podcast	5.8	129
Listen to an educational podcast	4.7	116
Listen to a comedy podcast	4.6	135
Listen to a business podcast	4.1	122
Listen to a sports podcast	3.7	118
Subscribe to a sports podcast**	3.1	113
Listen to a technology focused podcast	2.8	113
Subscribe to another genre of podcast	2.5	106
Subscribe to a educational podcast	2.3	126
Subscribe to a comedy podcast (!)	2.1	136
Subscribe to a business podcast (!)	2.0	147
Subscribe to a news podcast	1.8	107
Subscribe to a technology podcast (!)	1.3	108

Other Social Media Platforms

Tinder
Currently Use: **2.5%** (113)
Did Not Use: **92.3%** (98)

Tik Tok
Currently Use: **4.3%** (189)
Did Not Use: **91.8%** (97)

Frequency of Use - Tinder [Past Year]

	%	Index
Use Daily (!)	0.8	86
Use Weekly (!)	1.4	158

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
**a few times per month or more
Based on Household Population 18+

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