

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

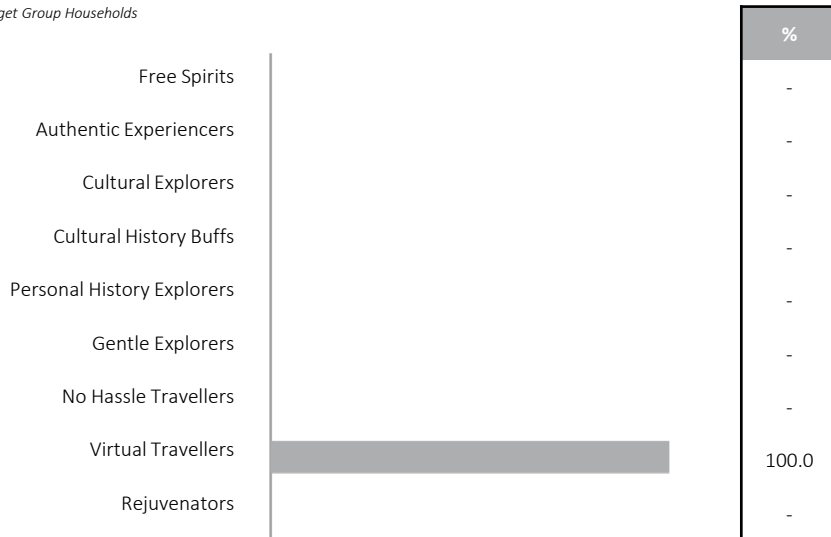
Target Group: 123,489 | 7.5%
Market: 1,644,476

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



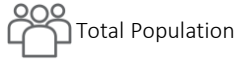
Top PRIZM Segments

% of Target Group Households

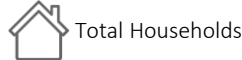
11 - Modern Suburbia



Demographic Profile



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

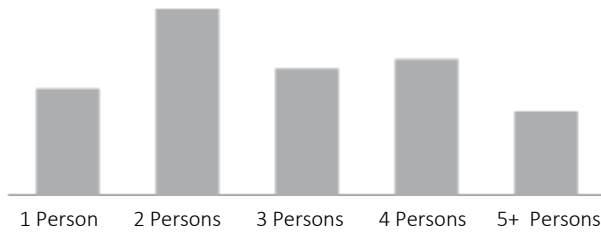


Total Households
Target Group: 123,489 | 7.5%
Market: 1,644,476

Average Household Income

\$141,199
(112)

Household Size*



Median Household Maintainer Age

41
(83)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	16.7	29.1	19.8	21.3	13.1
Index	70	85	123	139	127

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	Fulfillment 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

































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

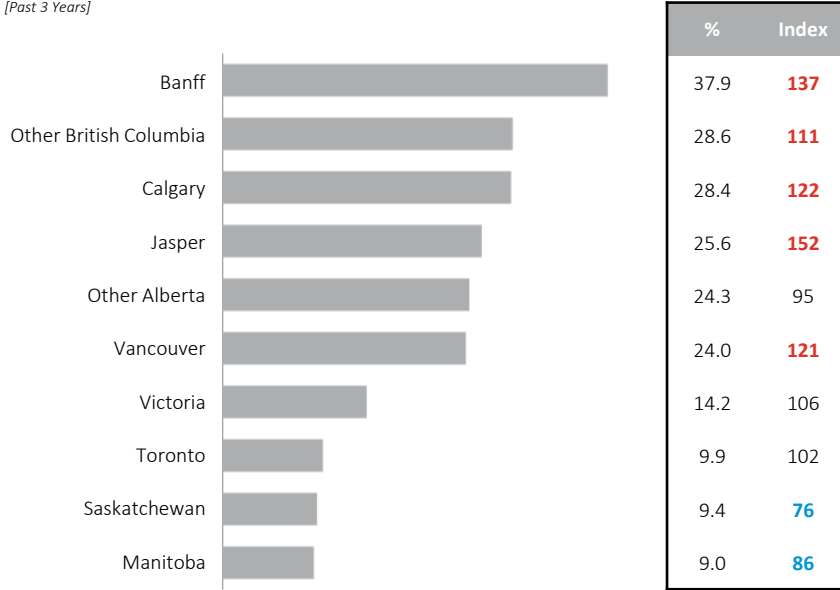
Key Tourism Activities**

Swimming  58.2% (113)	Camping  57.6% (97)	Sporting events  51.7% (126)	Cycling  51.1% (113)	Hiking & backpacking  45.5% (111)	National or provincial park  43.2% (107)	Parks & city gardens  40.9% (103)	Bars & restaurant bars  38.3% (104)
Ice skating  34.3% (113)	Golfing  31.6% (101)	Zoos & aquariums  31.6% (101)	Theme parks, waterparks & water slides  30.3% (143)	Photography  30.1% (97)	Specialty movie theatres/IMAX  28.1% (111)	Canoeing & kayaking  28.0% (103)	Historical sites  26.6% (107)
Fishing & hunting  23.6% (83)	Pilates & yoga  22.0% (97)	Cross country skiing & snowshoeing  21.9% (103)	Downhill skiing  21.1% (106)	Hockey  20.2% (129)	Video arcades & indoor amusement centres  18.5% (141)	ATV & snowmobiling  15.0% (86)	Adventure sports  13.9% (110)
Snowboarding  12.5% (154)	Curling  11.8% (97)	Power boating & jet skiing  11.8% (87)	Dinner theatres  10.3% (82)	Beer, food & wine festivals  9.5% (120)	Inline skating  8.8% (109)	RV shows  5.9% (132)	Music festivals  5.7% (69)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

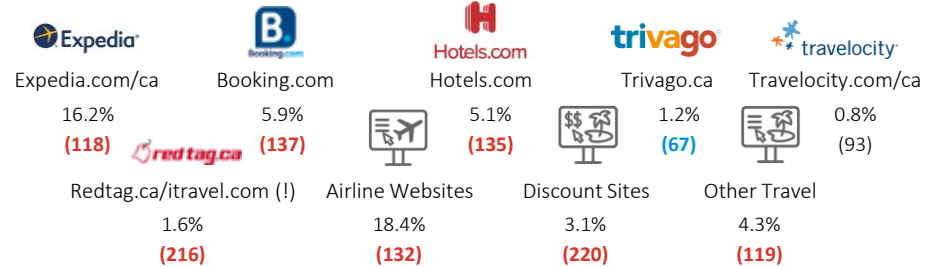


Vacation Booking**

Used [Past 3 Years]

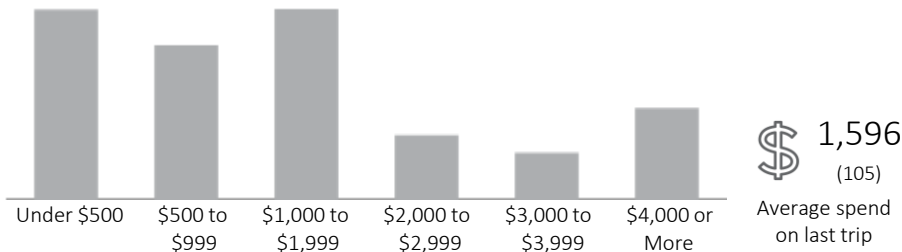


Booked With [Past Year]



Vacation Spending

Spent Last Vacation

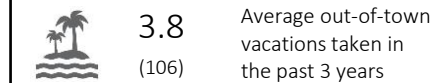


Travel Type & Frequency

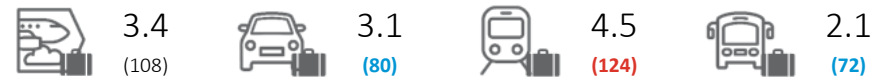
Business Trips



Personal Trips

















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



Travel Profile











Accommodation Preferences*

Used [Past 3 Years]

 Hotel 65.8% (111)	 Friends/relatives 38.4% (106)	 All-inclusive resort 22.9% (111)	 Camping 28.0% (107)	 Motel 14.4% (74)	 Vacation rental by owner 24.4% (134)	 Cottage 8.2% (93)
 B&B 10.9% (101)	 Condo/apartment 14.3% (126)	 Cruise ship 3.8% (74)	 RV/camper 13.1% (94)	 Package tours 2.8% (96)	 Spa resort 3.4% (119)	 Boat 3.3% (115)









Airline Preferences**

Flown [Past Year]

 Air Canada 39.4% (119)	 West Jet 49.8% (114)	 Air Transat 5.1% (133)	 Porter Airlines 0.0% (66)	 Other Canadian 2.9% (103)
 United Airlines 5.6% (109)	 Delta Airlines 6.7% (116)	 American Airlines 1.3% (91)	 Other American 2.0% (148)	
 European Airlines 5.3% (133)	 Asian Airlines 2.0% (154)	 Other Charter 1.3% (52)	 Other 5.1% (138)	

Car Rental*

Rented From [Past Year]

 Enterprise 8.6% (143)	 Budget 8.0% (208)	 Avis 2.2% (81)	 National 3.7% (165)
 Hertz 2.1% (124)	 Discount 1.0% (201)	 U-Haul 0.4% (60)	 Other Rentals 1.4% (82)

Media

Overall Level of Use

Radio



11 hours/week

(86)

Television



1,090 minutes/week

(91)

Newspaper



0 hours/week

(62)

Magazine



4 minutes/day

(55)

Internet



276 minutes/day

(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*

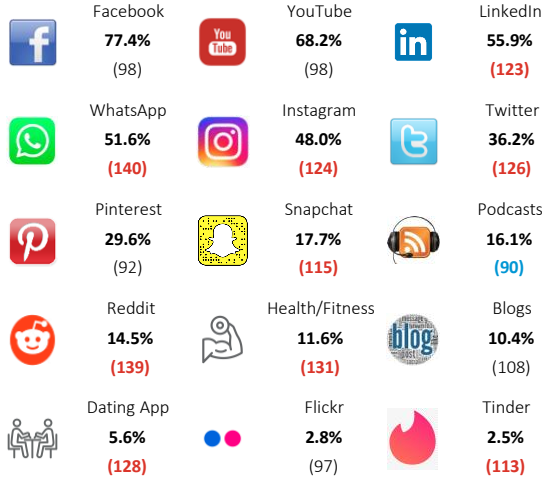
Activity [Past Week]

	%	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

Media

Social Media Platforms

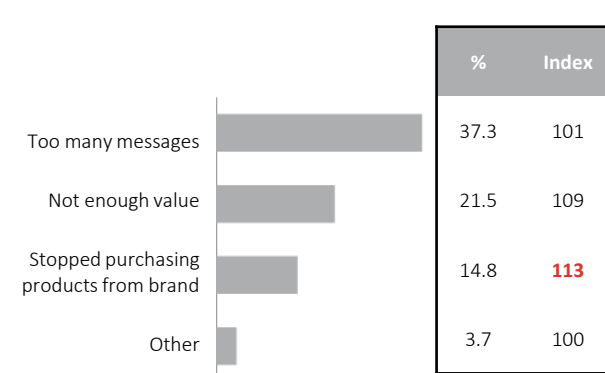
Usage [Currently Use]



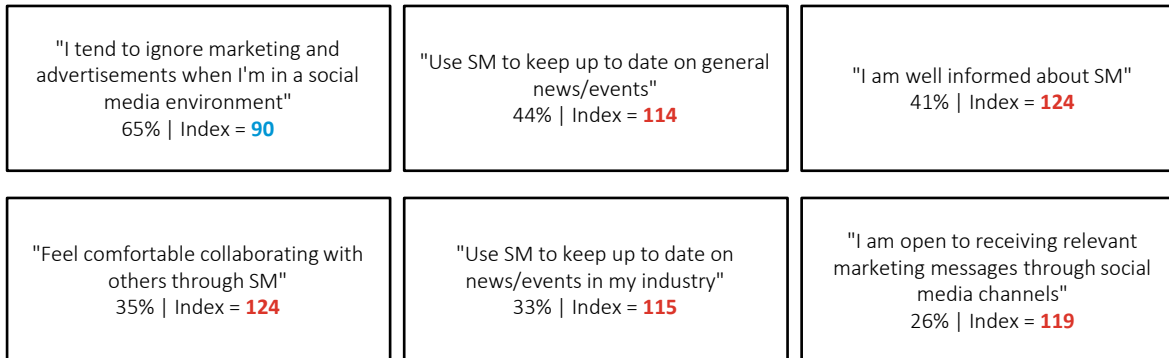
Reasons to Follow Brands



Reasons to Unfollow Brands

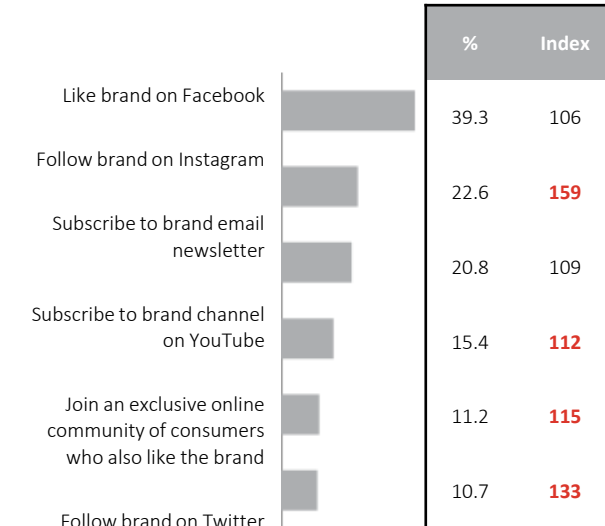


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

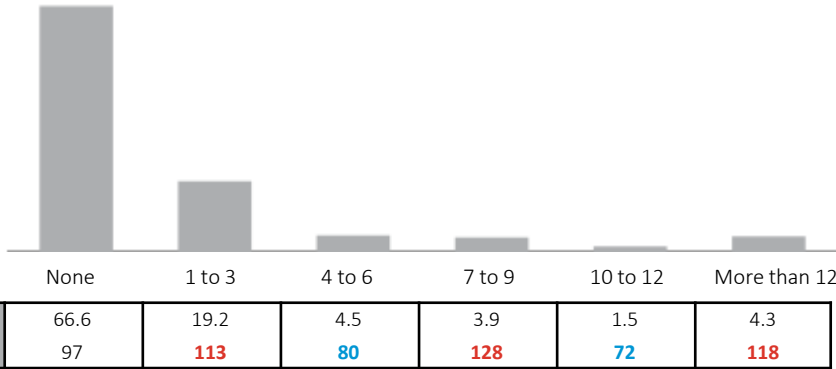
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 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

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

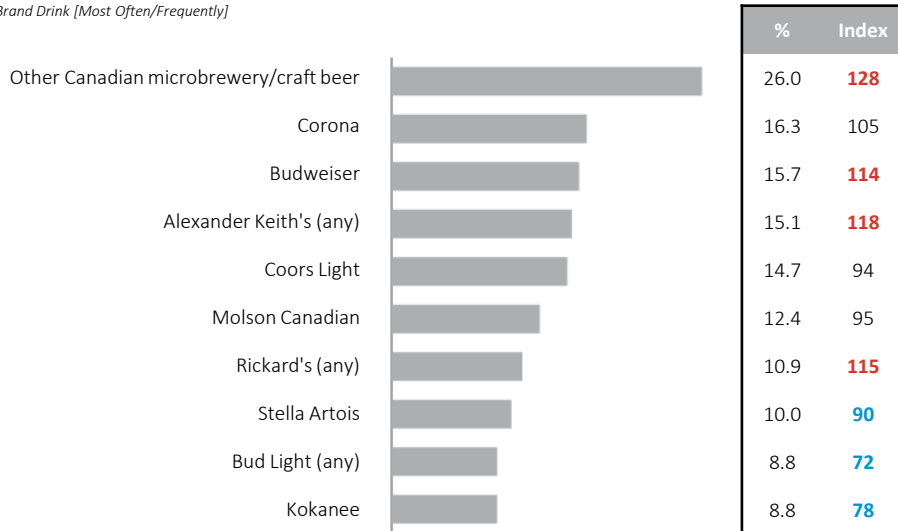
Drank [Past Month]	% Comp	Index
Canadian wine	13.5	109
Cider	10.1	165
Liqueurs (any)	7.1	105

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

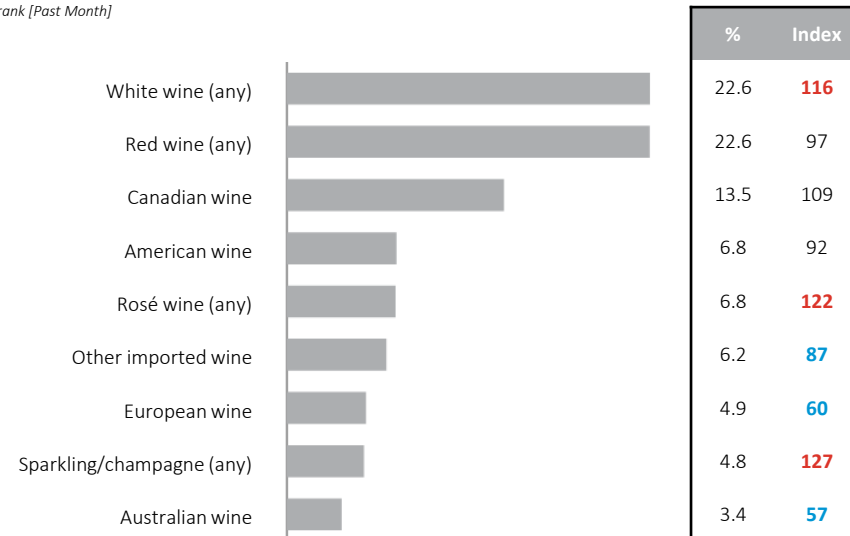
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

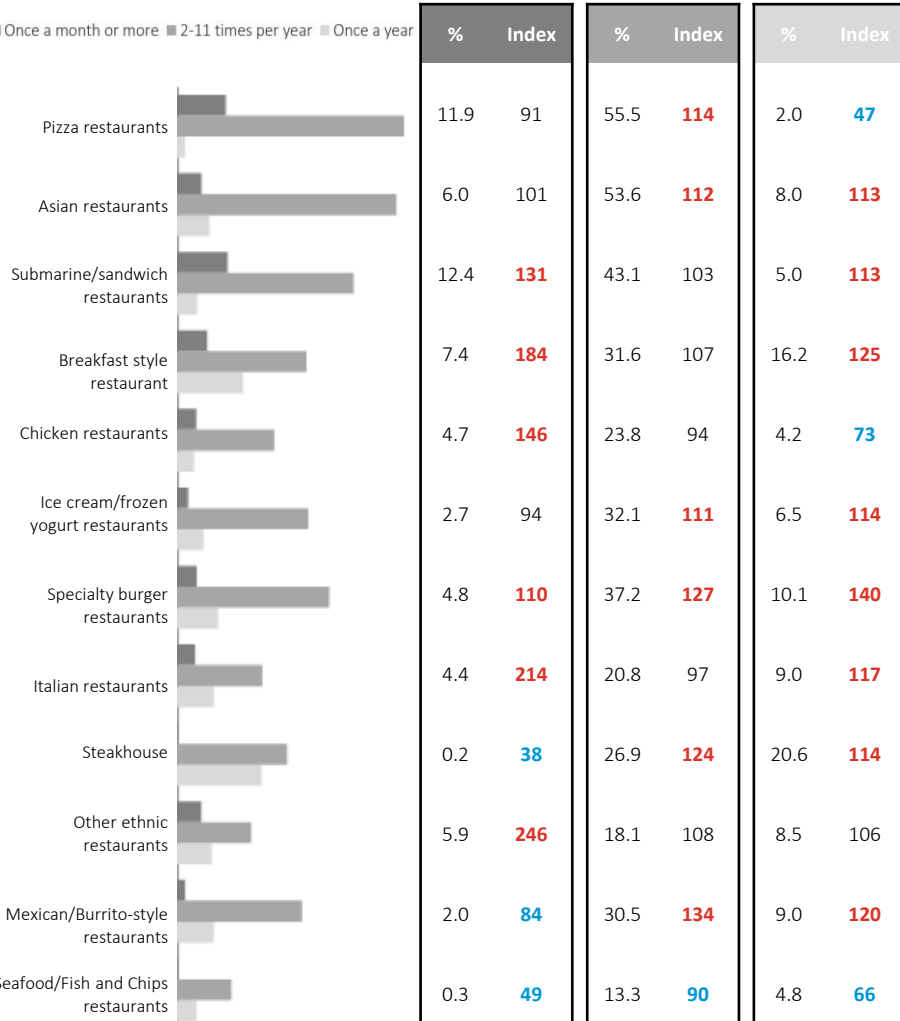
Drank [Past Month]



Product Preferences

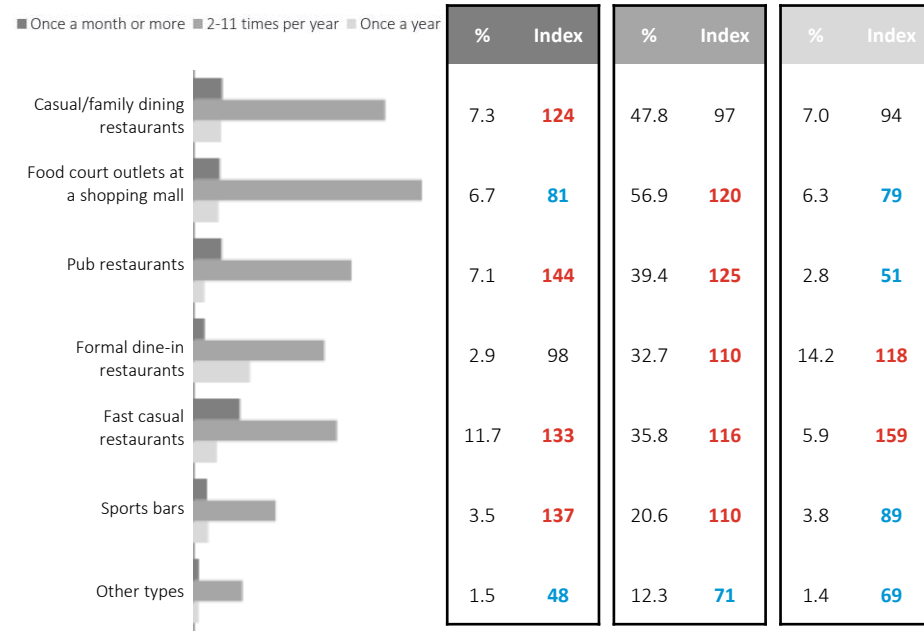
Restaurant Type Visited*

Frequency of Visiting [Past Year]



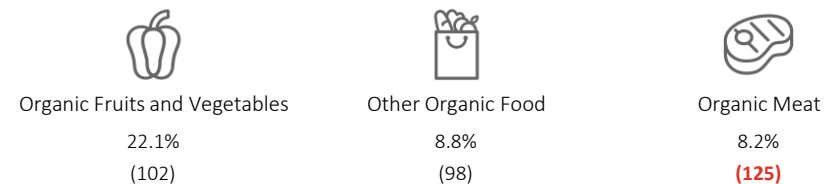
Restaurant Service Type*

Frequency of Visiting [Past Year]



Purchased Organic Food

Done [Past Week]



Product Preferences

Demographics



Rent
15.9%
(58)



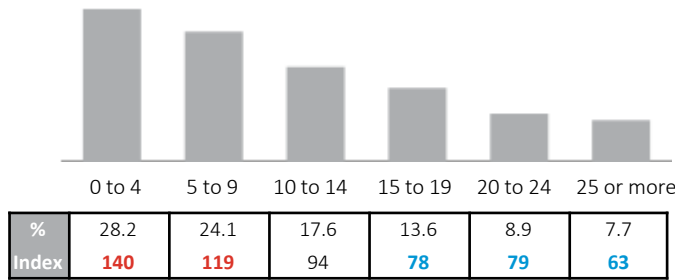
Own
84.1%
(117)



Households with
Children at Home

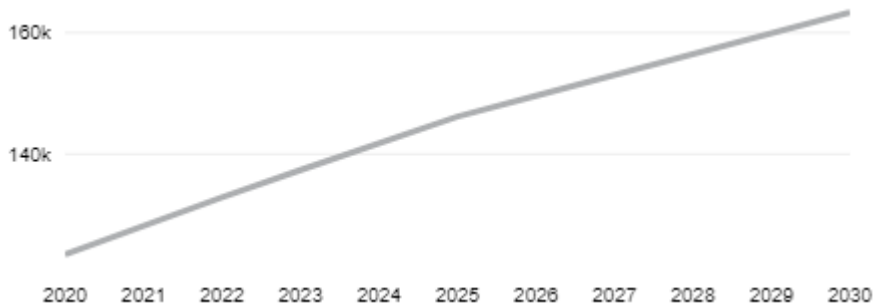
53.3%
(125)

Age of Children at Home



Demographic Trends

Household Projections

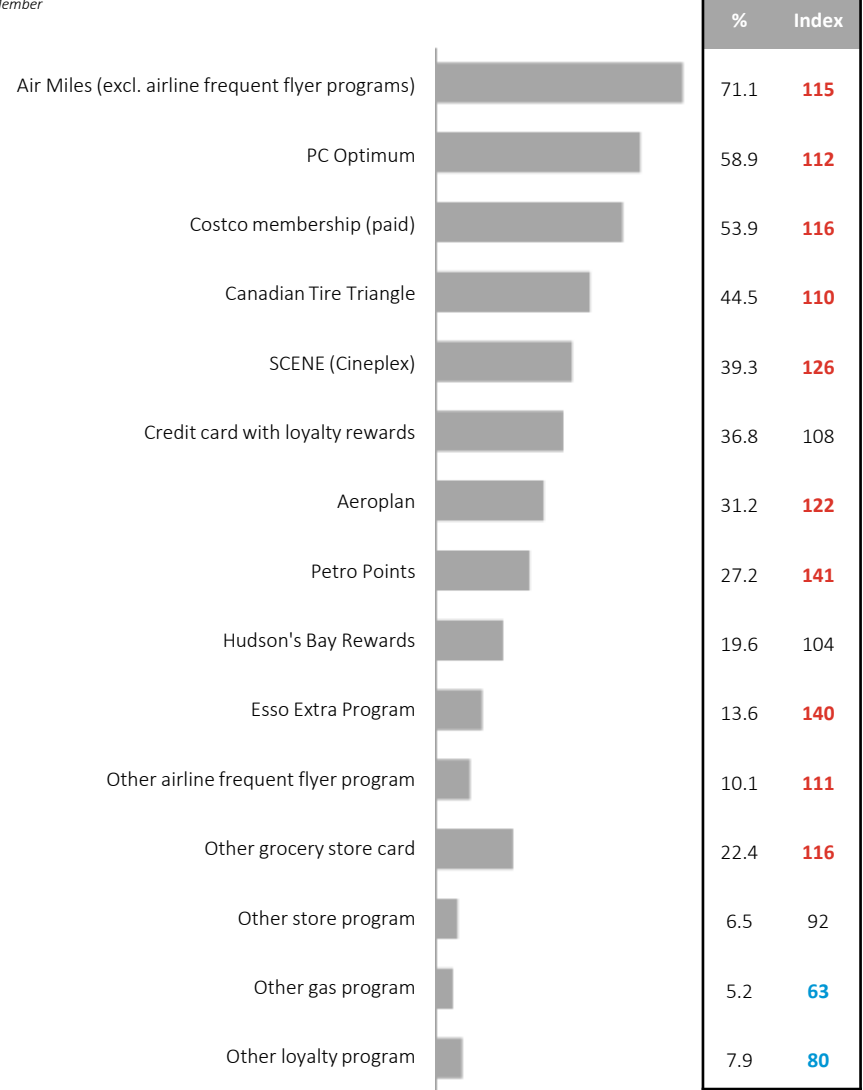


	2020	2023	2025	2030
Count	123,489	137,378	146,201	163,343
% Change	-	11.2	18.4	32.3
Index	-	226	225	201

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

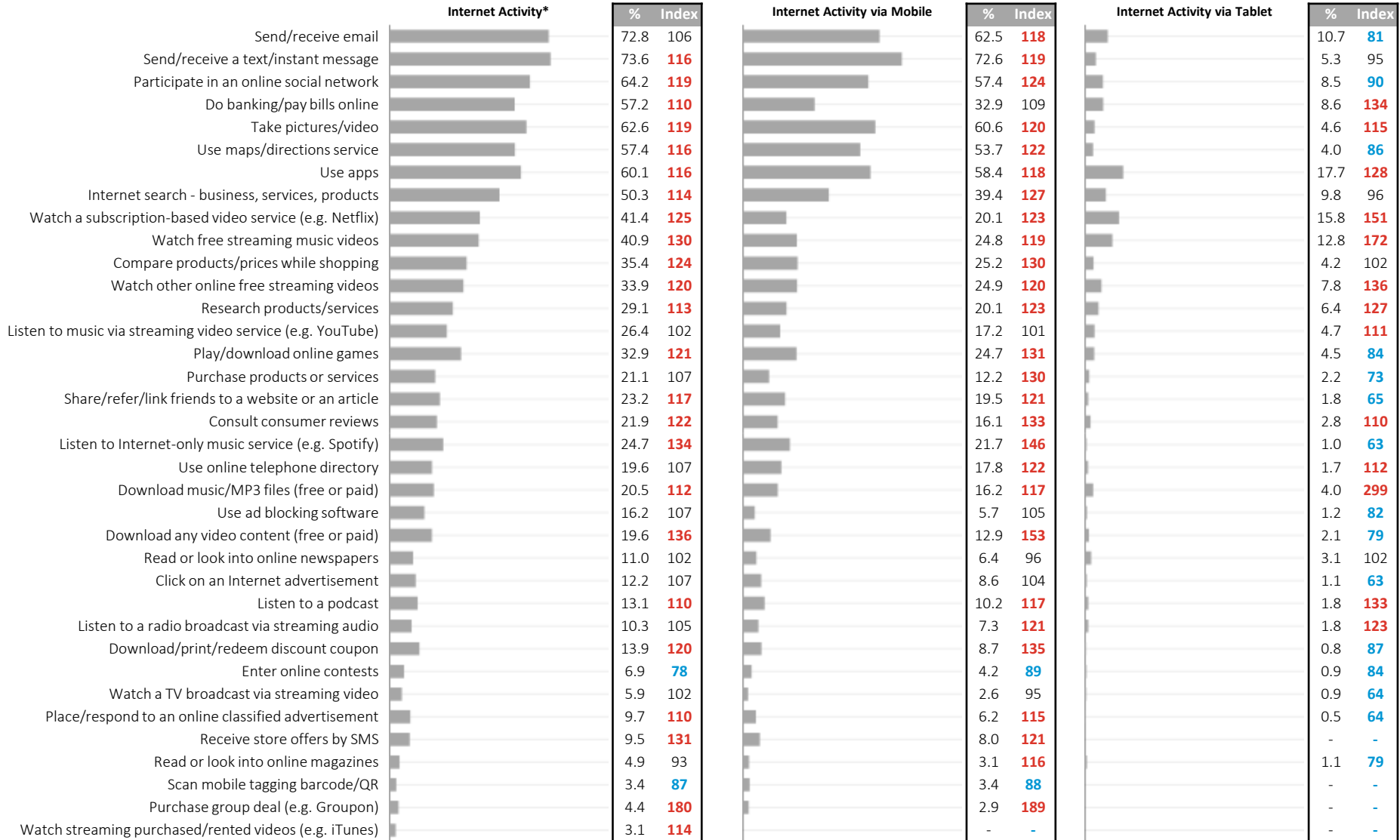
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	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

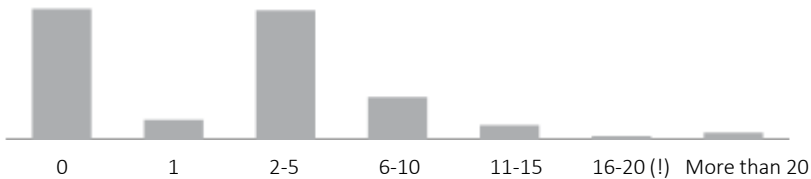
Social Media Usage

Social Media Overview

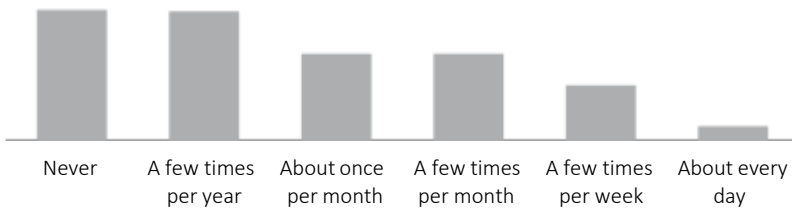
- 78% of Modern Suburbia from Alberta spent tend to access social media on their mobile phones during the morning hours, 71% during the afternoon hours
- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 80% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

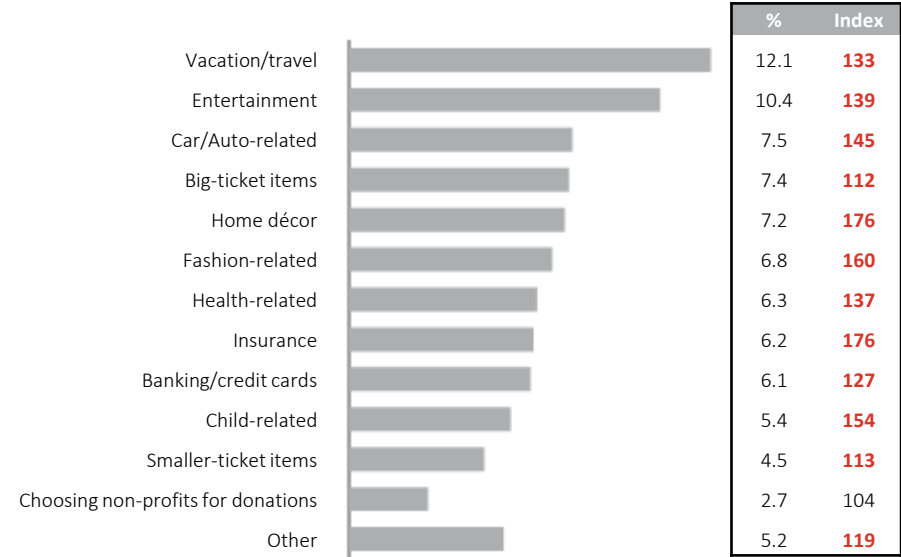
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

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

Social Media Usage

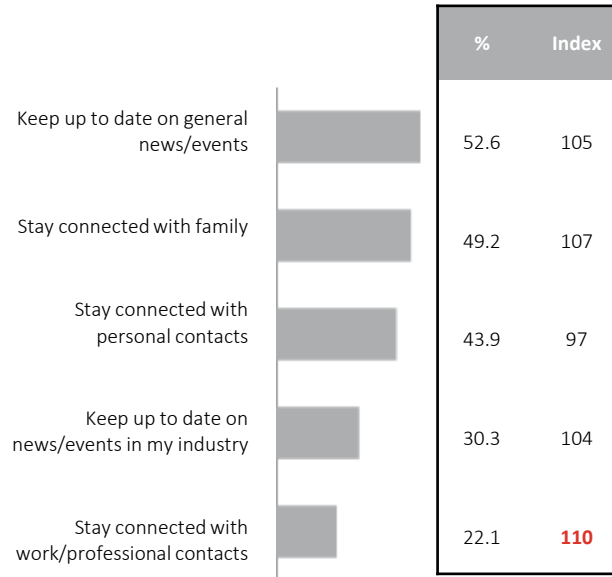
Frequency of Participation*

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

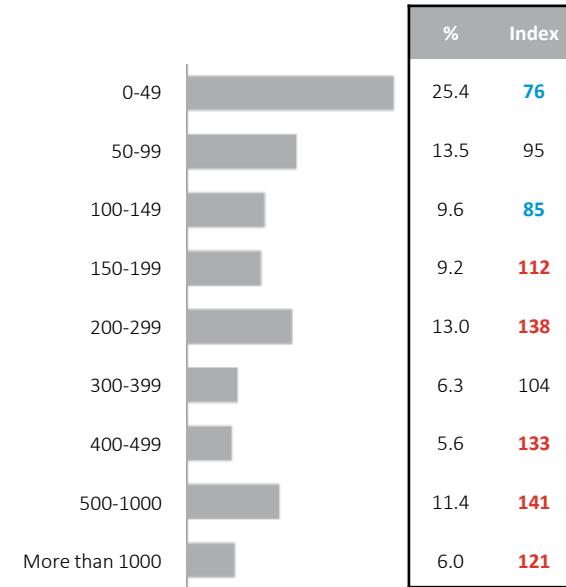
Social Media Uses*

A few times per week or more



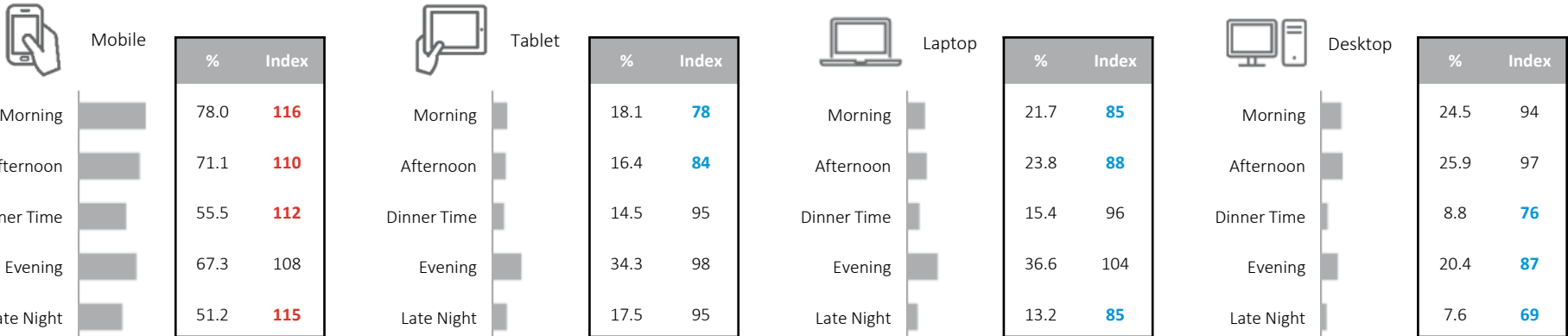
Number of Connections

Across all social media



Social Media Access

Typically use

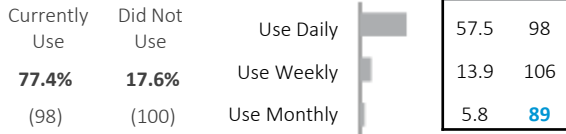


Social Media Usage

Facebook



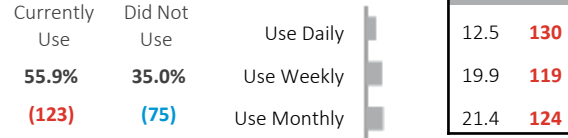
Frequency of Use
[Past Year]



LinkedIn



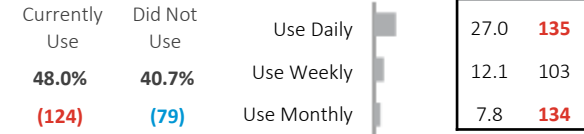
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	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

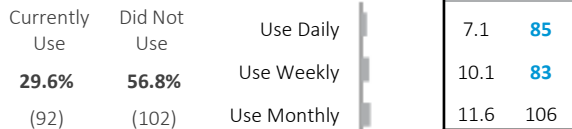
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.2	118
View a job posting	12.4	145
Search and review other profiles	8.9	136
Watch videos	8.0	126
Create a connection	6.0	136
Update your profile information	4.1	115
Click on an ad (!)	4.1	140
Comment on content	3.1	90
Post 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

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



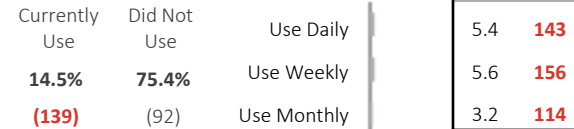
Frequency of Use
[Past Year]



Reddit



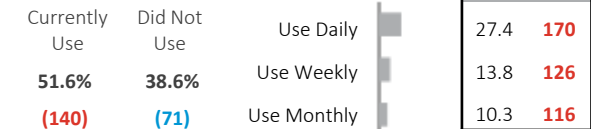
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



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

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

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
36.2% (126)	54.0% (88)	Use Daily	15.9	126
		Use Weekly	11.1	130
		Use Monthly	8.3	126

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
68.2% (98)	18.4% (108)	Use Daily	29.8	109
		Use Weekly	24.8	94
		Use Monthly	13.3	85

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
17.7% (115)	71.4% (93)	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
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

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

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	Did Not Use
16.1% (90)	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 an 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	Did Not Use
2.5% (113)	92.3% (98)



Tik Tok

Currently Use	Did Not Use
4.3% (189)	91.8% (97)

Frequency of Use -Tinder
[Past Year]

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