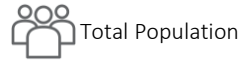


Overview

- Of the 67 PRIZM Clusters identified in Canada, Savvy Seniors rank **13th**, making up **45,839** households, or **2.8%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **56**, **48%** of couples DO NOT have children living at home (Above Average).
- Average Household Income of **\$126,606** compared to Alberta at \$126,807.
- Top 3 Social Values:** Culture Sampling, Emotional Control, Effort Towards Health
- Top Tourism Activities:** Camping, Swimming, Cycling. Above Average interest in Dinner Theatre, Music Festivals
- Average** interest for travelling within Canada (Above Average for: Victoria, Saskatchewan, Manitoba) Savvy Seniors from Alberta spent an average of **\$1,677** (Average) on their last vacation.
- 75%** currently use Facebook (Average), **40%** use Instagram (Average), **30%** use Twitter (Average) and **71%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 106,518 | 2.4%
Market: 4,440,749



Total Households

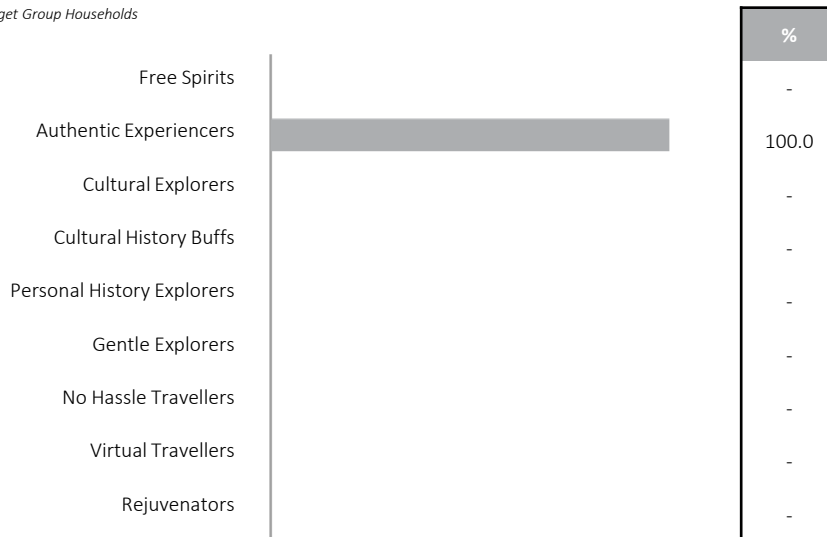
Target Group: 45,839 | 2.8%
Market: 1,641,221

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	52.9	4.8	172	504,796	30.8
Edmonton, AB (CY)	35.9	4.2	150	393,824	24.0
St. Albert, AB (CY)	4.0	7.0	252	25,901	1.6
Medicine Hat, AB (CY)	2.5	4.1	148	28,054	1.7
Strathcona County, AB (SM)	1.6	1.9	69	38,465	2.3
Canmore, AB (T)	1.0	7.6	273	6,283	0.4
Lethbridge, AB (CY)	0.8	0.9	31	41,224	2.5
Red Deer, AB (CY)	0.5	0.5	19	43,182	2.6
Rocky View County, AB (MD)	0.4	1.3	48	14,250	0.9
Cochrane, AB (T)	0.1	0.5	17	11,565	0.7

EQ Segments

% of Target Group Households

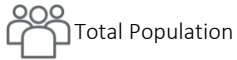


Top PRIZM Segments

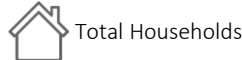
% of Target Group Households



Demographic Profile



Total Population
Target Group: 106,518 | 2.4%
Market: 4,440,749

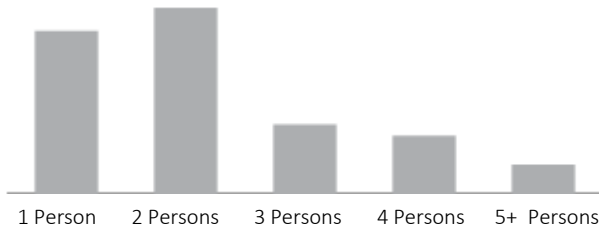


Total Households
Target Group: 45,839 | 2.8%
Market: 1,641,221

Average Household Income

\$126,606
(100)

Household Size*



Median Household Maintainer Age

56
(114)

Marital Status**

56.0%
(93)

Married/Common-Law

Family Composition***

47.8%
(122)

Couples Without Kids at Home

Education**

38.9%
(150)

University Degree

Visible Minority Presence*

24.2%
(85)

Belong to a visible minority group

Non-Official Language*

1.1%
(72)

No knowledge of English or French

Immigrant Population*

22.4%
(100)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Culture Sampling	130	64	Attraction to Nature
Emotional Control	120	81	Acceptance of Violence
Introspection & Empathy	120	81	Utilitarian Consumerism
Effort Toward Health	118	83	Sexism
Vitality	118	83	Patriarchy

Key Social Values

Culture Sampling Index = 130	Emotional Control Index = 120	Effort Toward Health Index = 118
Racial Fusion Index = 113	Legacy Index = 112	Ethical Consumerism Index = 111
Social Learning Index = 111	Ecological Lifestyle Index = 110	Flexible Families Index = 109
Primacy of Environmental Protection Index = 109	Ecological Concern Index = 108	Work Ethic Index = 108

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.9	102
Gardening	61.2	106
Home exercise & home workout	58.3	100
Volunteer work	55.7	110
Camping	54.3	94

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	46.2	102
Other activities & attractions	43.2	95
National or provincial park	41.3	97
Movies at a theatre/drive-in	40.4	98
Sporting events	40.4	103

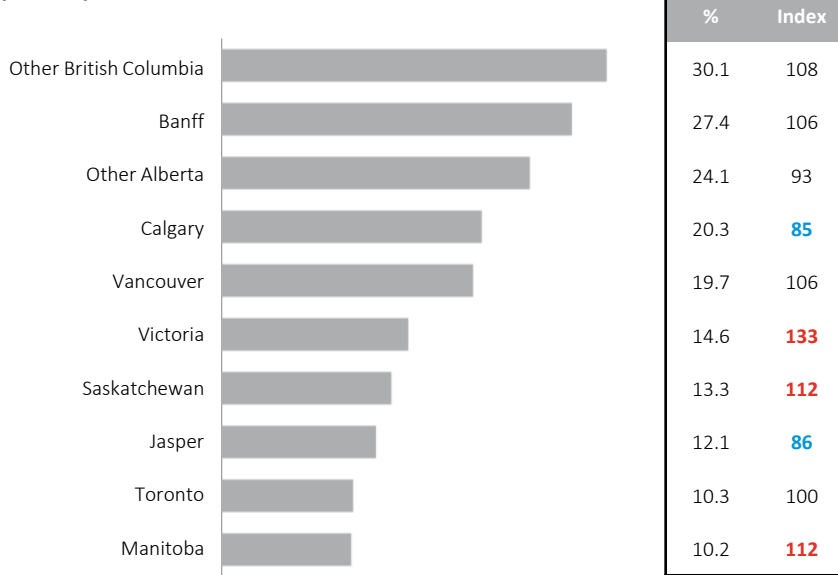
Key Tourism Activities**

Camping  54.3% (94)	Swimming  50.9% (94)	Cycling  45.6% (92)	Hiking & backpacking  42.0% (97)	National or provincial park  41.3% (97)	Sporting events  40.4% (103)	Parks & city gardens  40.4% (103)	Bars & restaurant bars  38.6% (98)
Photography  32.4% (99)	Canoeing & kayaking  30.4% (98)	Zoos & aquariums  29.8% (98)	Golfing  29.3% (93)	Ice skating  28.2% (89)	Fishing & hunting  25.4% (88)	Specialty movie theatres/IMAX  21.2% (94)	Pilates & yoga  21.2% (98)
Historical sites  20.9% (101)	Cross country skiing & snowshoeing  18.8% (104)	Downhill skiing  18.3% (92)	Theme parks, waterparks & water slides  17.2% (84)	Hockey  14.9% (90)	Dinner theatres  13.9% (112)	ATV & snowmobiling  13.6% (83)	Power boating & jet skiing  10.5% (90)
Adventure sports  9.8% (81)	Curling  9.8% (103)	Video arcades & indoor amusement centres  9.6% (73)	Music festivals  9.1% (119)	Beer, food & wine festivals  9.0% (98)	Inline skating  6.3% (104)	Marathon or similar event  5.3% (83)	Snowboarding  5.1% (70)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

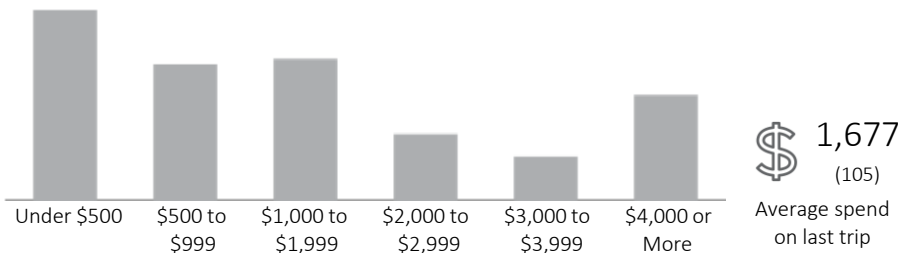


Booked With [Past Year]**



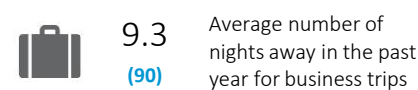
Vacation Spending

Spent Last Vacation

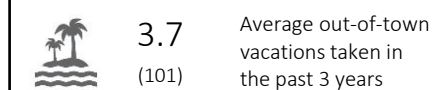


Travel Type & Frequency

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 57.4% (98)	 Friends/relatives 35.4% (99)	 All-inclusive resort 18.1% (100)	 Camping 21.3% (85)	 Vacation rental by owner 22.1% (108)	 Motel 18.7% (113)	 Cottage 7.7% (105)
 B&B 11.8% (100)	 Condo/apartment 12.8% (137)	 RV/camper 12.6% (82)	 Cruise ship 10.3% (134)	 Package tours 2.8% (86)	 Spa resort 3.0% (106)	 Boat 2.0% (83)









Airline Preferences**

Flown [Past Year]

 Air Canada 32.4% (106)	 West Jet 43.2% (101)	 Air Transat 3.1% (99)	 Porter Airlines 0.2% (279)	 Other Canadian 3.3% (88)
 Delta Airlines 6.3% (106)	 United Airlines 4.8% (105)	 American Airlines 2.2% (81)	 Other American 2.2% (145)	
 European Airlines 4.7% (144)	 Asian Airlines 1.6% (118)	 Other Charter 3.3% (109)	 Other 5.2% (132)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.1% (106)	 Budget 2.7% (96)	 Avis 1.8% (70)	 U-Haul 1.8% (116)
 Hertz 1.2% (119)	 National (!) 1.4% (132)	 Discount (!) 0.2% (94)	 Other Rentals 2.1% (85)

Media

Overall Level of Use

Radio



13 hours/week
(102)

Television



1,357 minutes/week
(110)

Newspaper



1 hours/week
(181)

Magazine



8 minutes/day
(114)

Internet



248 minutes/day
(93)

Top Radio Programs*

Programs [Weekly]

Top Television Programs*

Programs [Average Week]

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

Top Magazine Publications*

Read [Past Month]

	%	Index
News/Talk	33.7	157
Multi/Variety/Specialty	17.2	142
Adult Contemporary	17.0	106
Classic Hits	16.2	95
Today's Country	14.8	82
Mainstream Top 40/CHR	13.9	91
Hot Adult Contemporary	8.3	80
AOR/Mainstream Rock	8.0	78
Classic Rock	6.9	86
All News	6.8	126

	%	Index
Movies	49.1	99
Evening local news	42.5	116
Hockey (when in season)	32.4	109
News/current affairs	30.8	130
Primetime serial dramas	27.7	102
Suspense/crime dramas	27.0	108
Documentaries	25.5	110
CFL football (when in season)	25.5	121
Cooking programs	23.3	120
Home renovation/decoration shows	22.9	97

	%	Index
Local & Regional News	59.4	116
National News	54.5	117
International News & World	53.1	120
Movie & Entertainment	38.9	121
Editorials	35.5	126
Sports	34.1	116
Health	32.4	115
Food	31.0	115
Travel	28.1	122
Business & Financial	27.6	123

	%	Index
Other English-Canadian	9.8	167
CAA Magazine	8.3	130
Other U.S. magazines	8.2	138
Canadian Living	7.3	155
National Geographic	5.8	129
Maclean's	5.4	118
People	5.2	139
Reader's Digest	4.4	131
Hello! Canada	3.3	118
Canadian Geographic	3.0	136

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.6	100
Send/receive a text/instant message	62.7	96
Participate in an online social network	53.3	91
Take pictures/video	53.0	93
Do banking/pay bills online	52.9	99
Use apps	50.9	95
Use maps/directions service	50.1	98
Internet search - business, services, products	44.8	107
Access a news site	36.4	99
Watch a subscription-based video service	35.1	89

Top Mobile Activities*

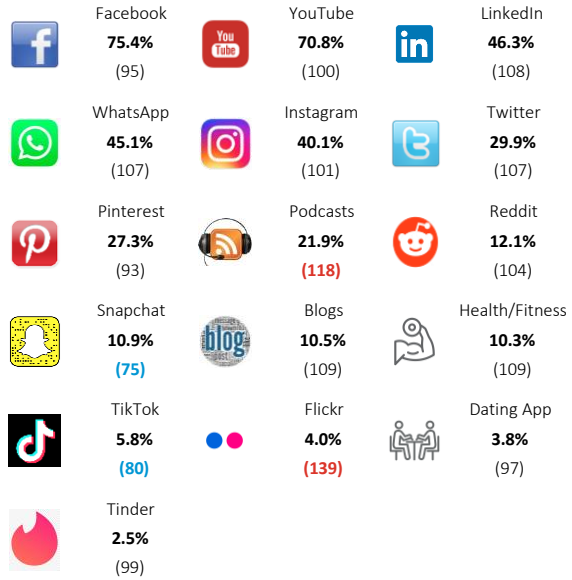
Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.2	95
Send/receive email	51.6	95
Take pictures/video	50.4	92
Use apps	47.0	92
Participate in an online social network	42.2	85
Use maps/directions service	39.7	90
Internet search - business, services, products	28.5	96
Do banking/pay bills online	27.3	82
Access a news site	21.9	84
Watch free streaming music videos	20.7	88

Media

Social Media Platforms

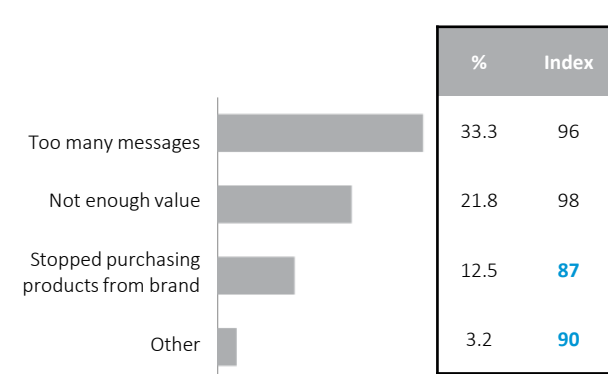
Usage [Currently Use]



Reasons to Follow Brands

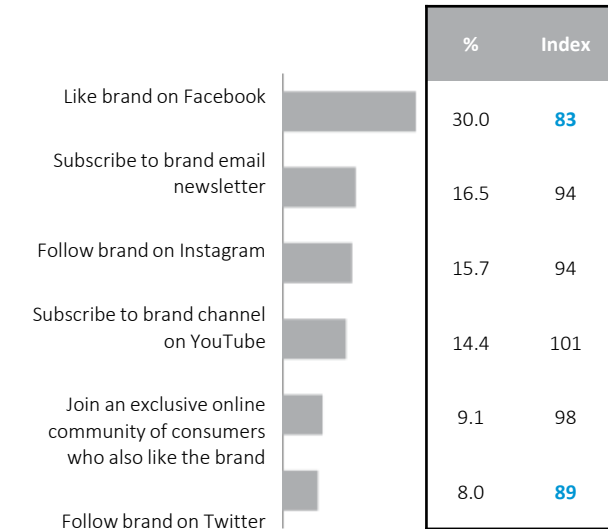


Reasons to Unfollow Brands

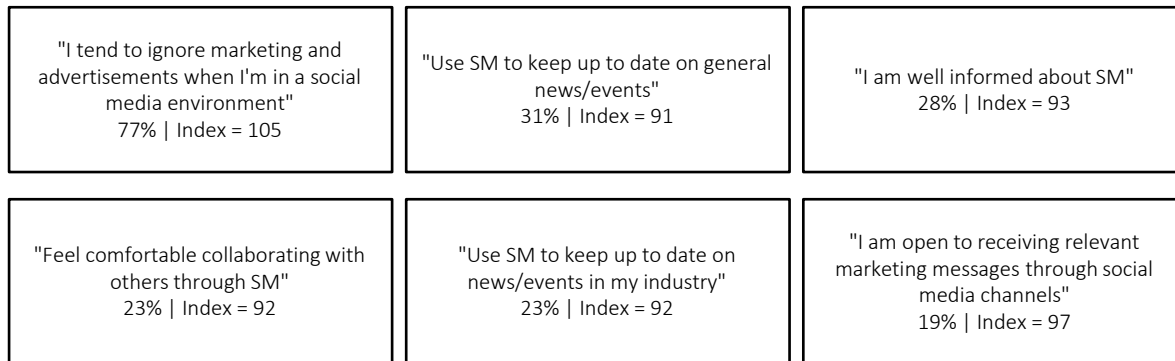


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

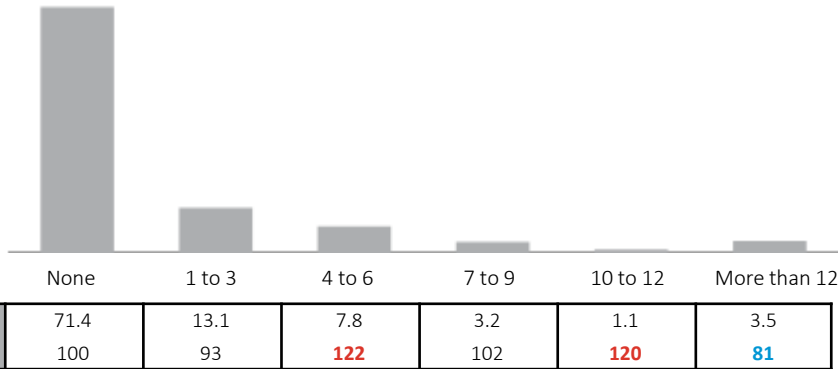
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 75% Index = 100	"I generally achieve what I set out to do" 71% Index = 105	"I have tried a product/service based on a personal recommendation" 71% Index = 99	"I am very concerned about the nutritional content of food products I buy" 66% Index = 107	"I consider myself to be informed on current events or issues" 65% Index = 109
"I value companies who give back to the community" 61% Index = 103	"I am interested in learning about different cultures" 59% Index = 105	"Family life and having children are most important to me" 59% Index = 98	"I offer recommendations of products/services to other people" 58% Index = 101	"I like to try new places to eat" 57% Index = 98
"I make an effort to buy local produce/products" 56% Index = 101	"I like to cook" 55% Index = 98	"It's important to buy products from socially-responsible/environmentally-friendly companies" 50% Index = 105	"When I shop online I prefer to support Canadian retailers" 48% Index = 94	"I like to try new and different products" 47% Index = 95
"I am adventurous/"outdoorsy" 39% Index = 98	"Free-trial/product samples can influence my purchase decisions" 38% Index = 97	"Staying connected via social media is very important to me" 30% Index = 94	"I am willing to pay more for eco-friendly products" 27% Index = 96	"I prefer to shop online for convenience" 27% Index = 89
"I lead a fairly busy social life" 26% Index = 105	"Vegetarianism is a healthy option" 24% Index = 108	"Advertising is an important source of information to me" 24% Index = 89	"I consider myself to be sophisticated" 21% Index = 102	"I enjoy being extravagant/indulgent" 18% Index = 98

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

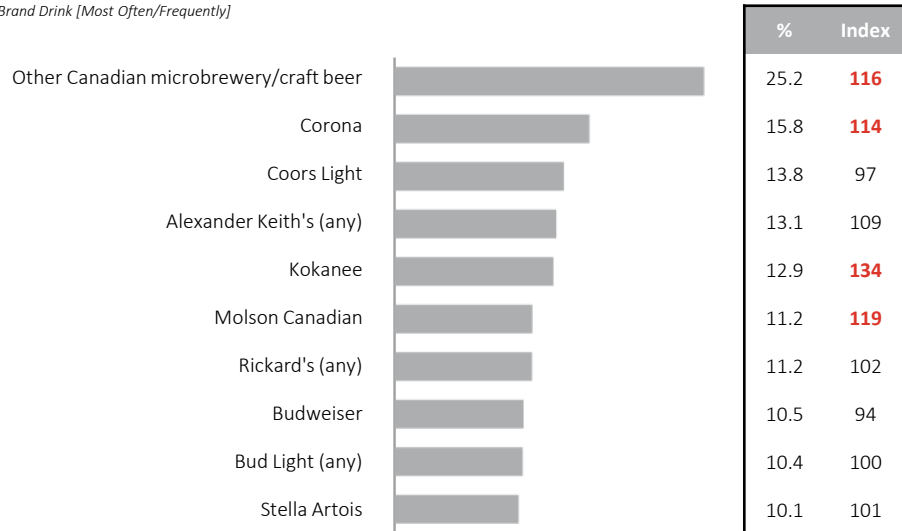
Drank [Past Month]	% Comp	Index
Canadian wine	15.1	125
Liqueurs (any)	10.6	98
Cider	7.6	101

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.5	110

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.2	116

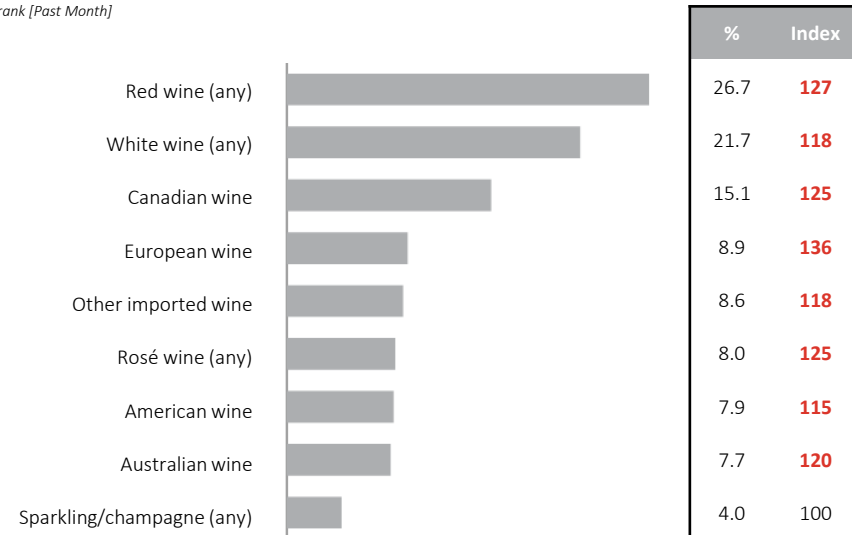
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

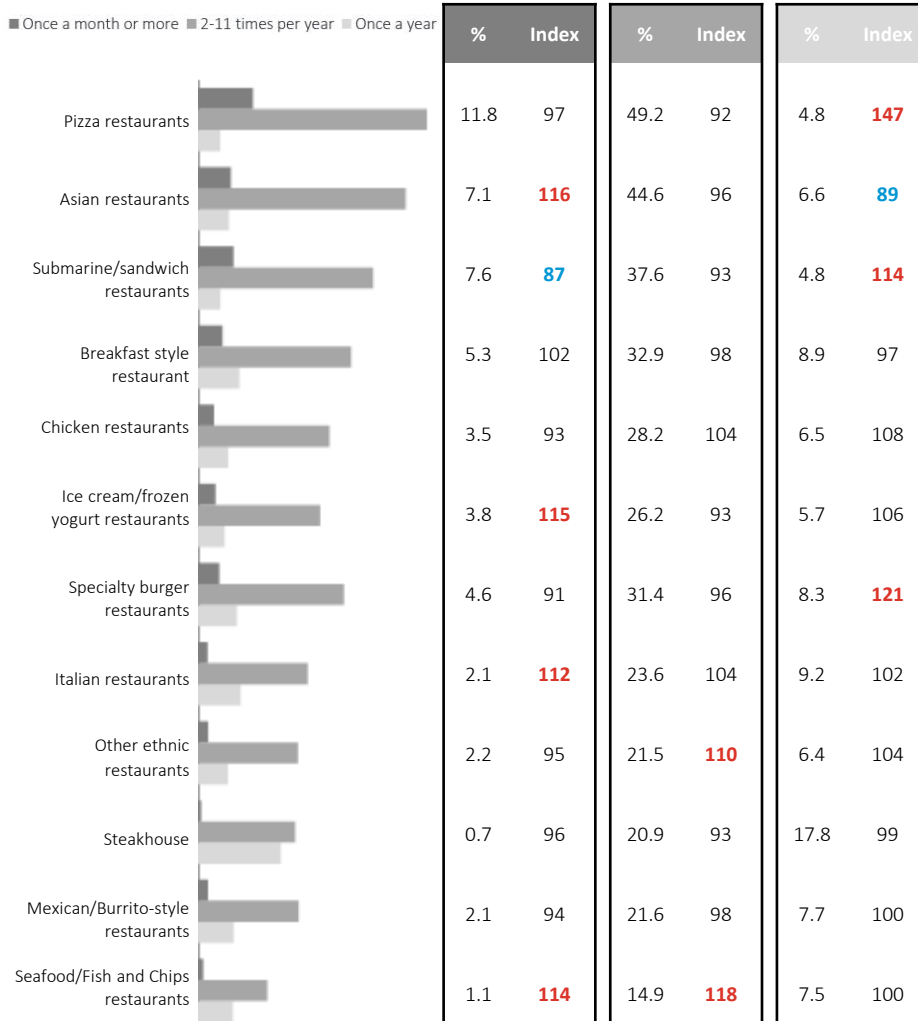


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

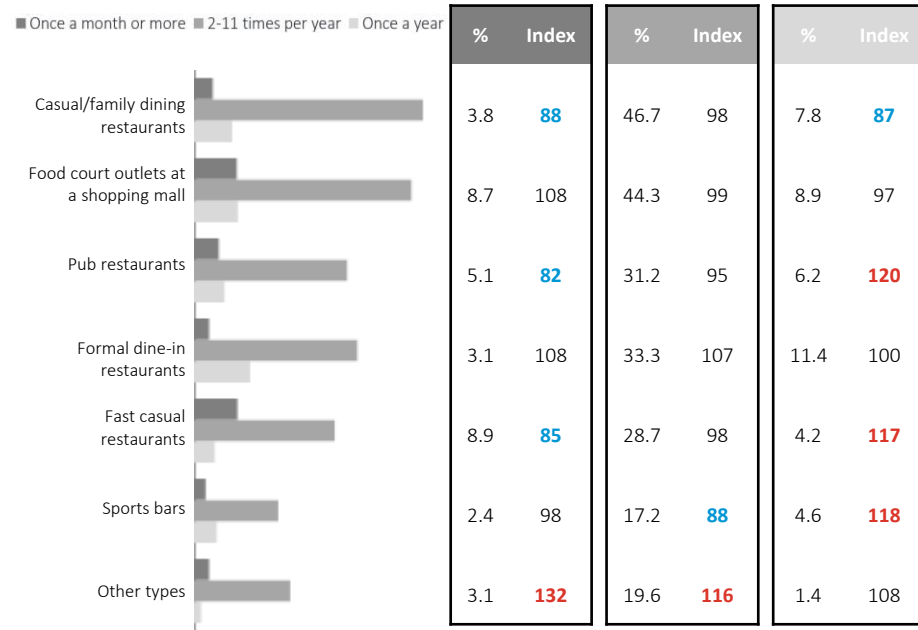
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
24.3%
(110)



Other Organic Food
8.5%
(103)



Organic Meat
5.7%
(101)

Product Preferences

Demographics



Rent
25.9%
(95)



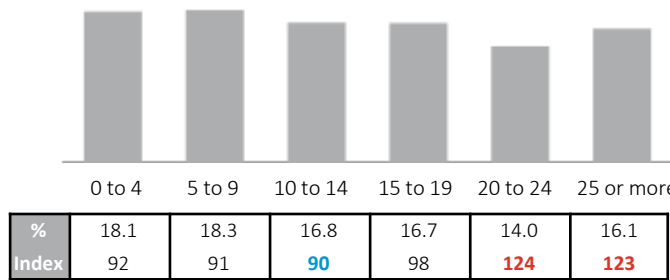
Own
74.1%
(103)



Households with
Children at Home

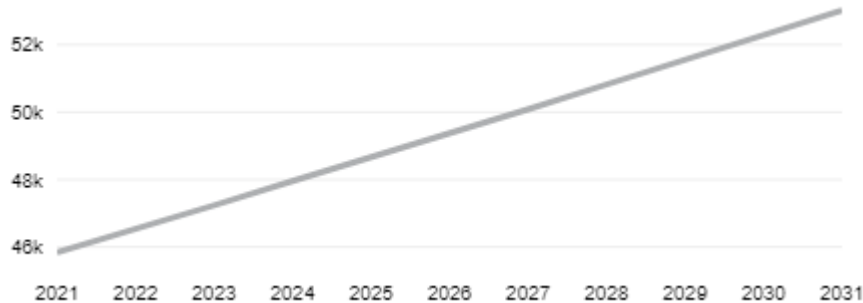
32.1%
(75)

Age of Children at Home



Demographic Trends

Household Projections

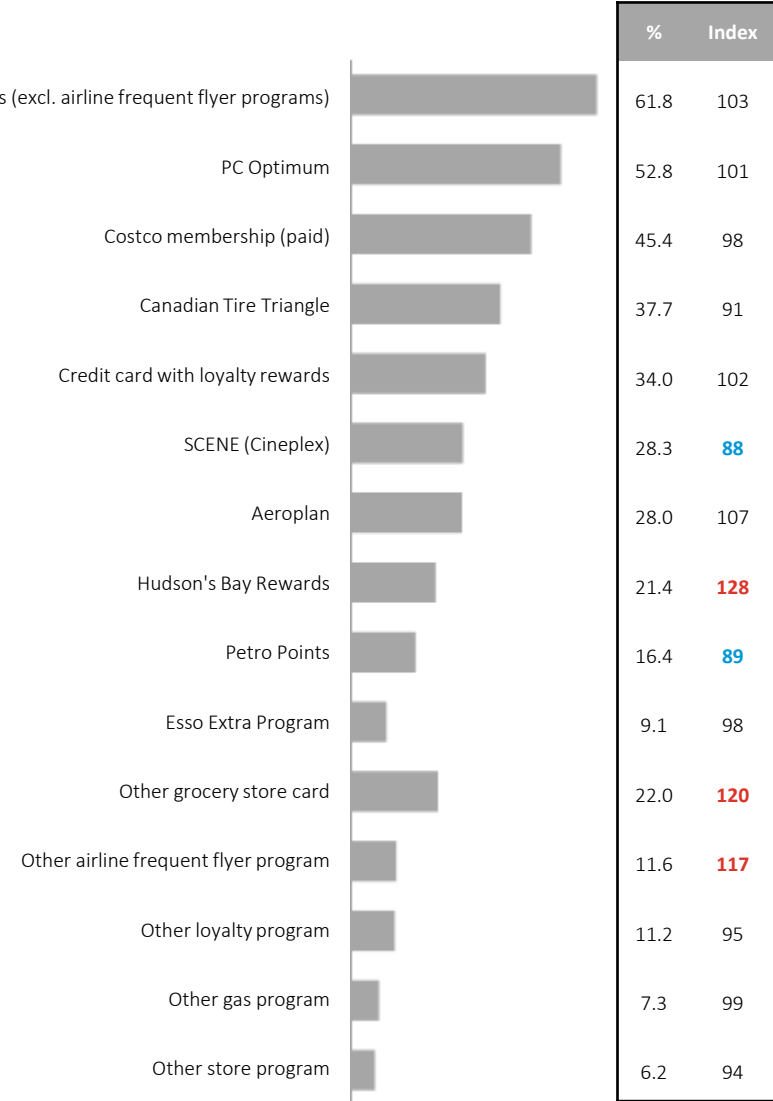


Name	2021	2024	2026	2031
Count	45,839	47,955	49,353	53,019
% Change	-	4.6	7.7	15.7
Index	-	106	105	111

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

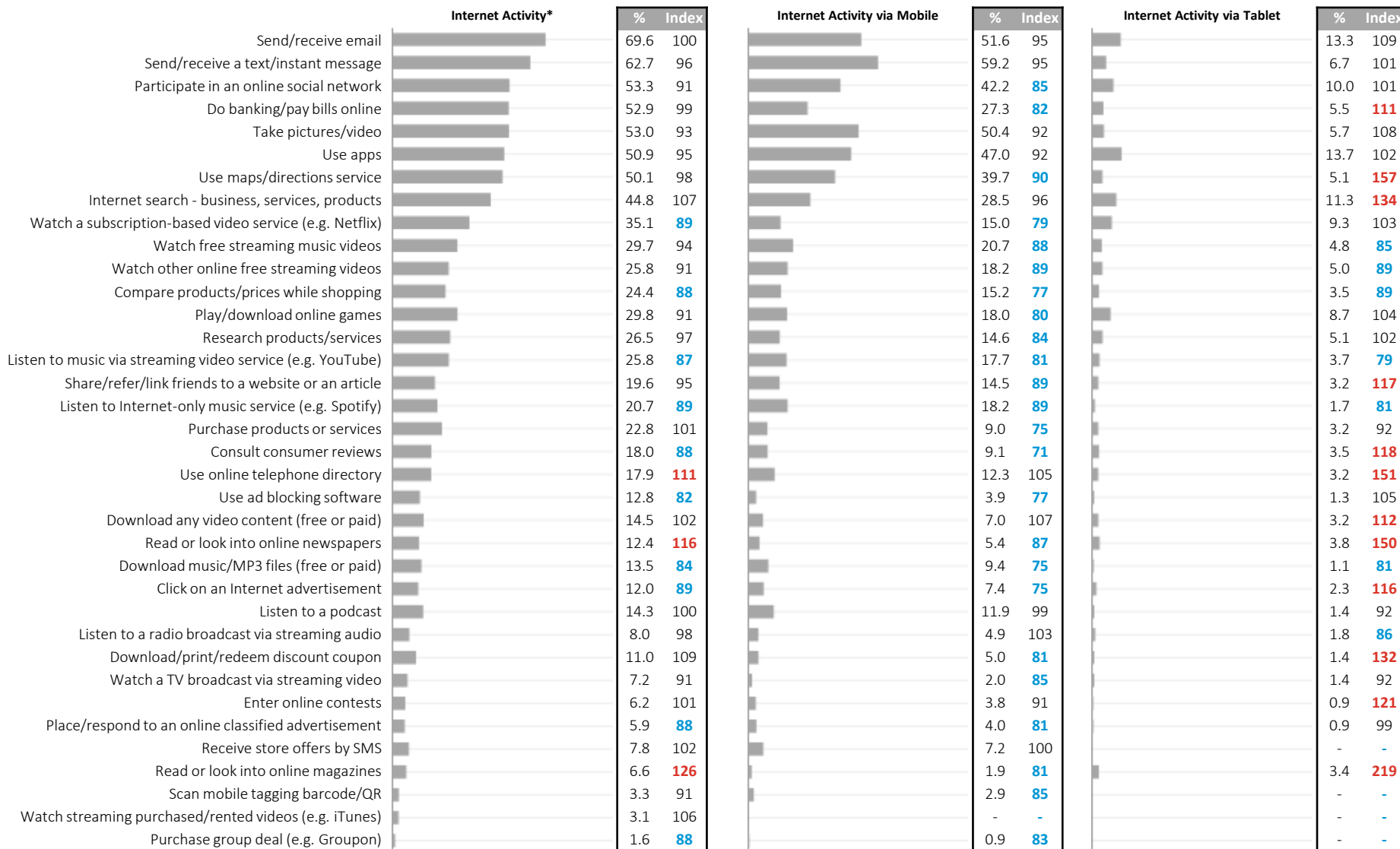
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	36.4	99	21.9	84	8.0	110
Access food/recipes content	29.8	99	17.0	85	8.0	107
Access health-related content	15.5	95	8.7	87	3.8	100
Access professional sports content	14.6	114	10.6	107	4.0	163
Access restaurant guides/reviews	13.3	113	8.6	95	3.3	181
Access travel content	10.4	110	4.8	89	2.3	117
Access real estate listings/sites	9.3	99	4.9	99	1.3	133
Access a radio station's website	9.3	98	4.9	108	1.5	97
Access home decor-related content	7.2	101	3.5	83	2.0	118
Access celebrity gossip content	6.6	88	4.5	87	0.9	94
Access a TV station's website	8.0	106	2.7	97	1.3	122
Access fashion or beauty-related content	5.4	91	4.2	85	1.1	130
Access automotive news/content	5.7	121	2.8	88	0.8	141

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	41.1	100
Coupons	39.1	116
Apps/online flyers	32.7	106
General information from the Internet/websites	32.0	93
Direct email offers	25.7	101
Local store catalogues	23.1	103
Flyers inserted into a community newspaper	22.3	101
Flyers inserted into a daily newspaper	21.5	128
Mail order	7.7	103
Yellow Pages (print)	3.5	106
Yellow Pages (online)	2.4	101

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	36.9	104
On bus exteriors	24.8	107
Digital billboards	23.9	98
On street furniture (e.g. bus benches)	22.9	102
Inside shopping malls	20.4	106
Inside public washrooms	13.6	85
On transit shelters	13.5	95
Inside buses	9.5	110
Inside movie theaters	8.2	92
Inside commuter trains	5.3	119
Inside airports	5.1	99
Screens inside elevators	5.0	117
On taxis	3.8	134
On subway/metro platforms	3.6	106
Inside subway/metro cars	3.0	114

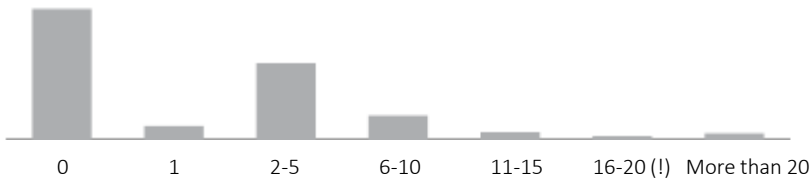
Social Media Usage

Social Media Overview

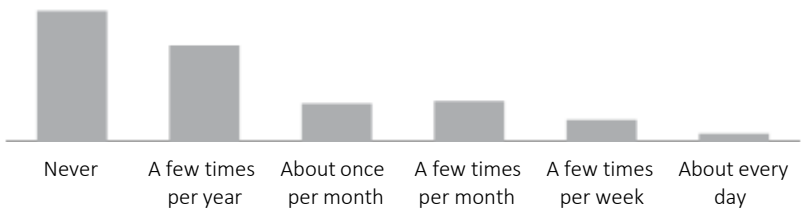
- **Internet and Social Media Usage:** 45% search for Businesses, Services and Products online (Average), 10% access Travel Content Websites (Above Average).
- **63%** of Savvy Seniors from Alberta tend to access social media on their mobile phones during the morning hours, **61%** during the afternoon hours.
- **9%** seek recommendations for Vacation/Travel Information via social media (Average).

Brand Interaction

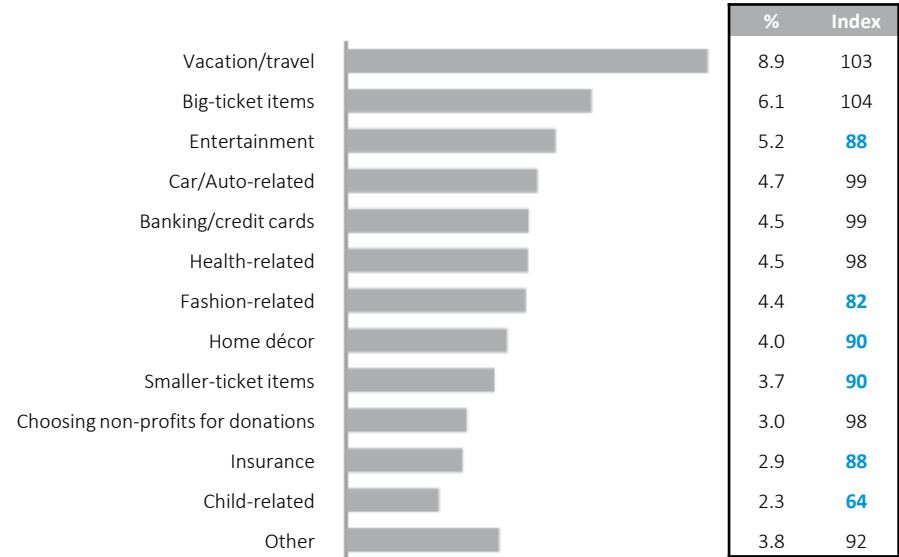
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

77% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
85% | Index = 102

"I tend to ignore marketing and advertisements when I'm in a social media environment"
77% | Index = 105

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
68% | Index = 99

"Use SM to stay connected with personal contacts"
40% | Index = 95

Social Media Usage

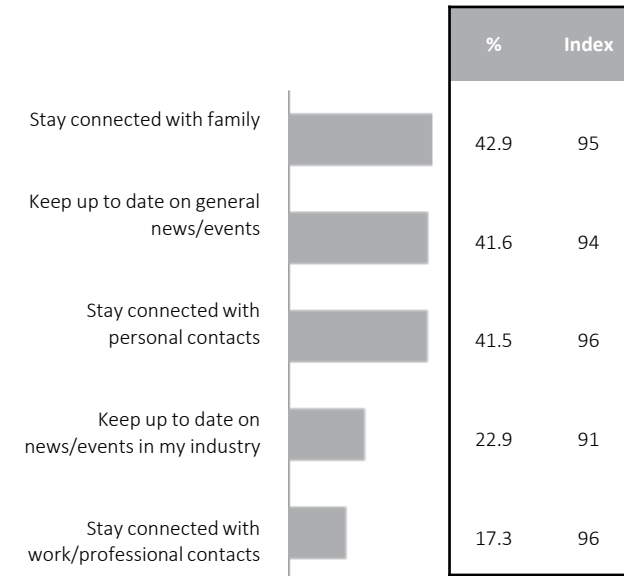
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	42.5	93
View friends' photos online	41.1	91
Read article comments	37.8	100
Chat in online chats	36.9	94
Read status updates/tweets	36.6	96
Listen to radio or stream music online	33.9	100
Share links with friends and colleagues	26.8	103
Click links in news feeds	21.6	110
Play games with others online	14.1	95
Read blogs	13.9	100
Post photos online	12.1	98
Chat in online forums	10.1	97
Rate or review products online	9.1	93
Update your status on a social network	8.9	92
Comment on articles or blogs	7.9	86
Check in with locations	7.4	86
Share your GPS location	7.2	90
Post videos online	5.1	89
Publish blog, Tumblr, online journal	3.5	89

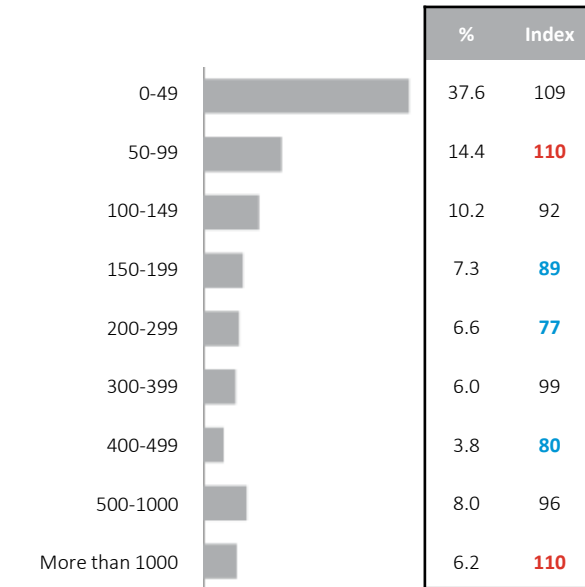
Social Media Uses*

A few times per week or more



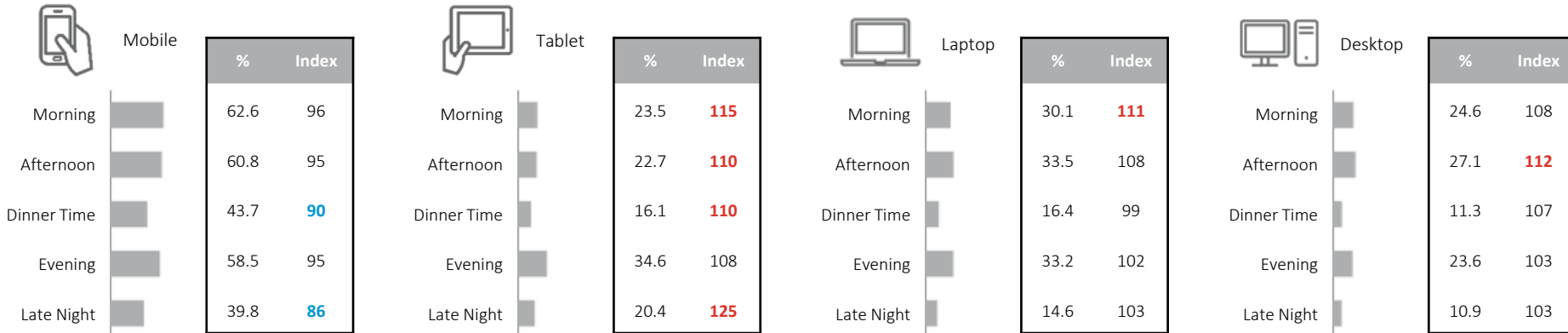
Number of Connections

Across all social media



Social Media Access

Typically use



Social Media Usage

Facebook



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
75.4% (95)	21.1% (118)	Use Daily	52.4	92
		Use Weekly	15.0	102
		Use Monthly	7.2	106

LinkedIn



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
46.3% (108)	46.5% (95)	Use Daily	9.4	97
		Use Weekly	16.0	111
		Use Monthly	19.4	115

Instagram



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
40.1% (101)	50.9% (99)	Use Daily	21.6	99
		Use Weekly	11.2	102
		Use Monthly	6.6	107

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	50.7	93
Comment/Like other users' posts	41.4	92
Use Messenger	37.3	88
Watch videos	35.7	88
Watch live videos	15.9	88
Post photos	10.8	89
Update my status	10.5	91
Click on an ad	10.5	94
Like or become a fan of a page	9.7	79
Post videos	5.8	82
Create a Facebook group or fan page	4.7	87
Give to a Facebook fundraiser (!)	3.0	89
Create a Facebook fundraiser (!)	2.5	90

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	11.5	103
View a job posting	8.4	101
Watch videos	6.6	95
Search and review other profiles	6.5	99
Create a connection	4.8	101
Comment on content	3.9	96
Click on an ad (!)	3.5	102
Update your profile information	3.4	101
Request a recommendation (!)	3.0	104
Post an article, video or picture (!)	2.9	96
Join a LinkedIn group (!)	2.6	100
Participate in LinkedIn forums (!)	2.3	97

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	28.4	101
Like photos/videos	22.7	98
Comment on photos/videos	13.8	107
Watch live videos	12.4	112
Send direct messages	11.9	95
Post photos/videos	8.2	103
View a brand's page	7.9	94
Watch IGTV videos	5.9	88
Click on ads	5.2	106

Pinterest



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
27.3% (93)	63.5% (105)	Use Daily	6.0	90
		Use Weekly	10.2	94
		Use Monthly	10.3	95

Reddit



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
12.1% (104)	80.5% (99)	Use Daily	4.3	113
		Use Weekly	3.8	109
		Use Monthly	3.4	88

WhatsApp



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
45.1% (107)	47.5% (92)	Use Daily	19.0	98
		Use Weekly	13.0	104
		Use Monthly	11.8	130

Participate In* (at least a few times per month)	% Comp	Index
View content	8.7	107
Follow specific Subreddits	4.9	117
Vote on content	3.4	103
Post content	2.1	94

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	27.4	101
Send/receive images	25.0	100
Use group chats	17.5	92
Use voice calls	12.8	101
Send/receive documents and files	10.3	93

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
29.9%	60.7%	Use Daily	13.2	105
(107)	(96)	Use Weekly	9.5	116
		Use Monthly	6.0	94

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
70.8%	17.0%	Use Daily	27.3	93
(100)	(101)	Use Weekly	28.8	110
		Use Monthly	14.5	102

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
10.9%	83.0%	Use Daily	5.0	70
(75)	(104)	Use Weekly	3.9	95
		Use Monthly	1.9	66

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	19.7	108
Watch videos	11.9	108
Tweet	7.8	115
Retweet	7.7	110
Respond to tweets	7.6	120
Share a link to a blog post or article of interest	7.3	119
Send or receive direct messages	7.1	120
Watch live videos	7.0	110
Follow users who follow you	6.2	111
Actively follow new users	5.7	114
Click on an ad	3.6	111

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	46.8	98
Watch live videos	14.8	96
Like or dislike videos	14.3	87
Share videos	9.0	101
Leave comment or post response on video	5.8	82
Click on an ad	5.6	88
Embed a video on a web page or blog	4.6	106
Create and post a video	3.5	91

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.8	78
Send direct text messages	5.8	83
Send photos/videos	5.6	78
Use filters or effects	3.2	70
Use group chat	3.1	78
Read Snapchat discover/News	3.0	76
View a brand's snaps	2.2	89
Use video chat	2.1	95
View ads	1.7	91

Audio Podcasts



Currently Use	Did Not Use
21.9%	62.4%
(118)	(93)

Frequency of Use
[Past Year]

	%	Index
Use Daily	6.8	128
Use Weekly	8.3	118
Use Monthly	6.6	112

Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	5.8	126
Listen to a news podcast	5.7	125
Listen to a business podcast	5.5	169
Listen to another genre of podcast	5.3	101
Listen to a sports podcast	3.7	123
Listen to a comedy podcast	3.5	101
Listen to a technology focused podcast	3.4	121
Subscribe to a sports podcast**	3.1	125
Subscribe to a news podcast	3.0	141
Subscribe to another genre of podcast	2.8	95
Subscribe to an educational podcast	2.5	119
Subscribe to a business podcast (!)	2.3	145
Subscribe to a technology podcast (!)	2.0	110
Subscribe to a comedy podcast (!)	1.7	98

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
2.5%	95.4%
(99)	(101)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.0	104
Use Weekly (!)	0.9	106

Tik Tok



Currently Use	Did Not Use
5.8%	88.9%
(80)	(102)