

Overview

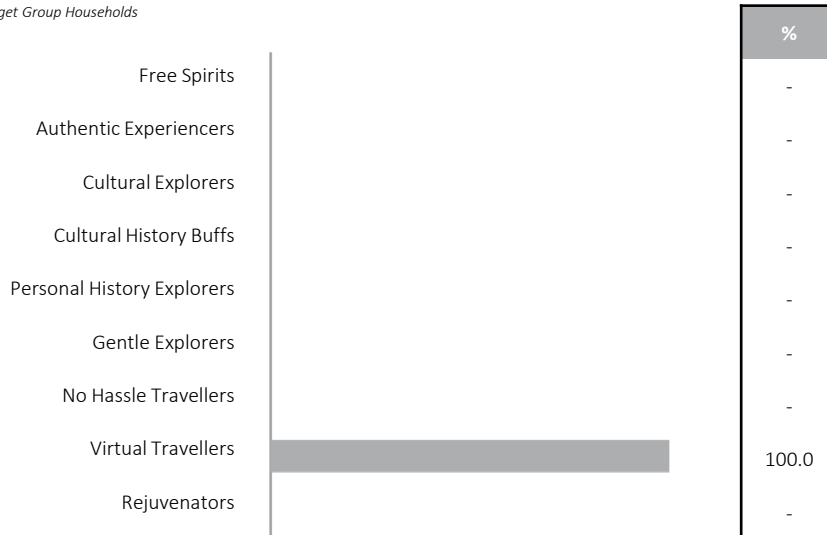
#1 Target Group Modern Suburbia presents 7.7% of households in Alberta or 127,141

Above average income, young families (median age 41) in urban areas primarily 3-5+ person households 57.9% with children at home

- Primary locations: Edmonton, Calgary, Wood Buffalo, Chestermere
- Primary EQ type: Virtual Travellers (100%)
- Cultural Diversity: Medium-High (55.9%)
- Median Household Maintainer Age: 41, of which 57.9% are families with children at home, 3-5+ person households
- Average income: \$147,169 (above average household income for AB at \$131,003)
- Top Social Values: Penchant for Risk, Pursuit of Originality, Attraction for Crowds, Status via Home, Multiculturalism – Low for attraction to nature
- Top Sports Leisure and Tourism Activities: Sporting events, average interest National Parks, camping, cycling, canoeing and kayaking, above average for hiking/backpacking, ice-skating+
- Digital Channels Use: Facebook 76.9%, YouTube 70.4%, Instagram 46.9%, Twitter 32.2%

EQ Segments

% of Target Group Households



Market Sizing



Total Population

Target Group: 389,085 | 8.7%
Market: 4,491,133



Total Households

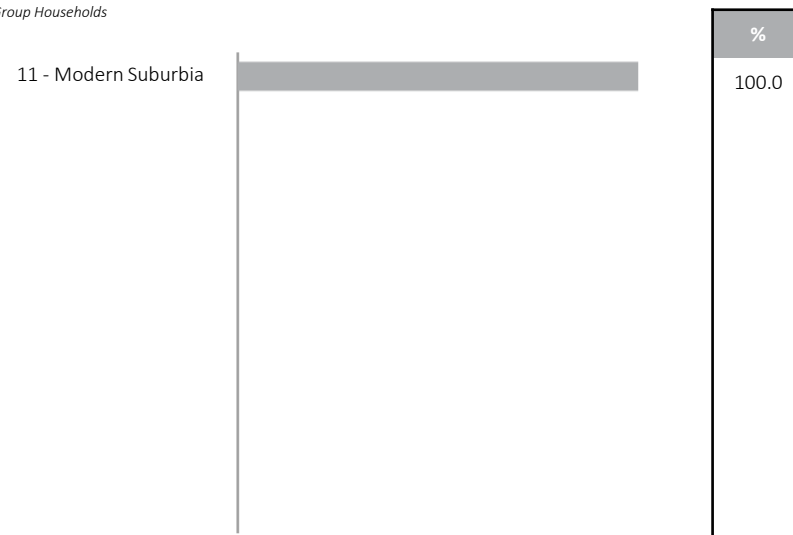
Target Group: 127,141 | 7.7%
Market: 1,642,696

Top Geographic Markets

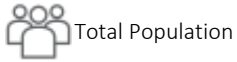
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	50.1	16.1	208	395,467	24.1
Calgary, AB (CY)	42.7	10.8	139	503,667	30.7
Wood Buffalo, AB (SM)	2.5	12.0	155	27,015	1.6
Airdrie, AB (CY)	1.3	6.3	82	26,982	1.6
Chestermere, AB (CY)	1.0	17.2	223	7,235	0.4
Strathcona County, AB (SM)	0.7	2.3	30	38,440	2.3
Red Deer, AB (CY)	0.6	1.6	21	43,013	2.6
St. Albert, AB (CY)	0.5	2.7	34	25,940	1.6
Lethbridge, AB (CY)	0.4	1.1	14	41,219	2.5
Grande Prairie, AB (CY)	0.1	0.4	6	25,774	1.6

Top PRIZM Segments

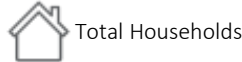
% of Target Group Households



Demographic Profile



Total Population
 Target Group: 389,085 | 8.7%
 Market: 4,491,133

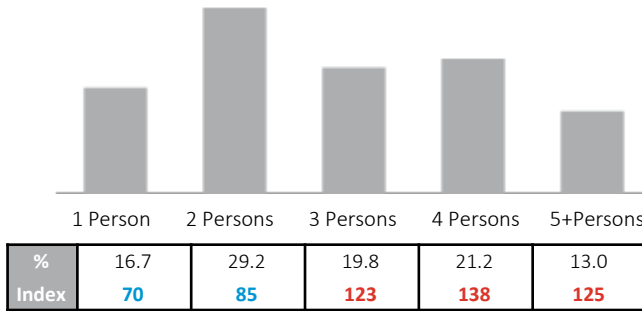


Total Households
 Target Group: 127,141 | 7.7%
 Market: 1,642,696

Average Household Income

\$147,169
 (112)

Household Size*



Median Household Maintainer Age

41
 (83)

Marital Status**

68.4%
 (114)

Married/Common-Law

Family Composition***

57.9%
 (124)

Couples With Kids at Home

Education**

38.4%
 (144)

University Degree

Visible Minority Presence*

55.9%
 (192)

Belong to a visible minority group

Non-Official Language*

2.4%
 (160)

No knowledge of English or French

Immigrant Population*

38.6%
 (167)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Penchant for Risk	156	53	Fulfilment Through Work
Pursuit of Originality	150	58	Attraction to Nature
Attraction For Crowds	145	62	Ecological Concern
Status via Home	140	64	Fear of Violence
Multiculturalism	138	66	Aversion to Complexity

Key Social Values

Penchant for Risk Index = 156	Pursuit of Originality Index = 150	Attraction For Crowds Index = 145
Status via Home Index = 140	Multiculturalism Index = 138	Personal Optimism Index = 137
Importance of Price Index = 136	Acceptance of Violence Index = 133	Confidence in Advertising Index = 132
Social Darwinism Index = 131	Need for Status Recognition Index = 129	Consumption Evangelism Index = 129

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	75.7	93
Home exercise & home workout	70.1	103
Camping	69.6	109
Gardening	62.5	98
Playing video games	58.4	124

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	42.1	135
National or provincial park	33.8	106
Parks & city gardens	26.7	87
Bars & restaurant bars	25.6	111
Sporting events	20.8	148

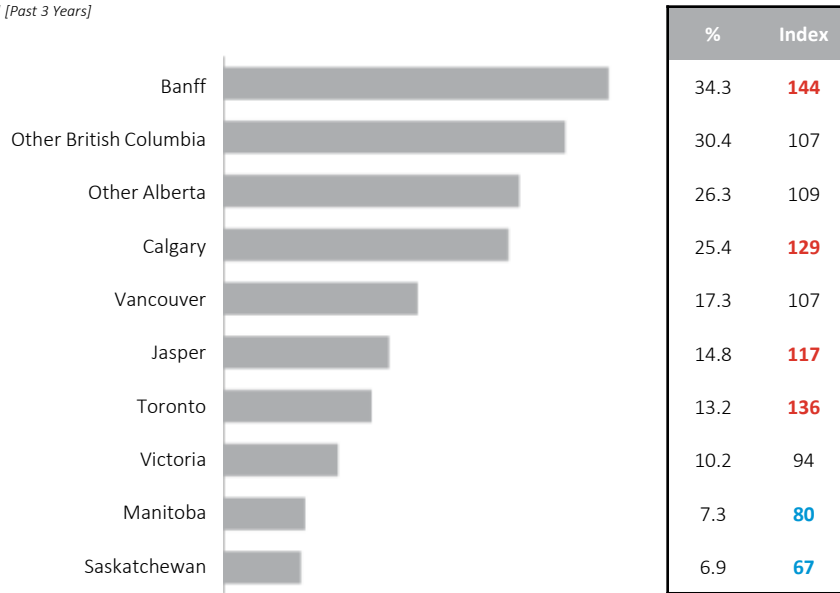
Key Tourism Activities**

<p>Reading</p> <p>75.7% (93)</p>	<p>Home exercise & home workout</p> <p>70.1% (103)</p>	<p>Camping</p> <p>69.6% (109)</p>	<p>Gardening</p> <p>62.5% (98)</p>	<p>Playing video games</p> <p>58.4% (124)</p>	<p>Hiking & backpacking</p> <p>52.6% (112)</p>	<p>Cycling</p> <p>52.2% (98)</p>	<p>Fitness walking</p> <p>51.9% (98)</p>
<p>Swimming</p> <p>50.0% (102)</p>	<p>Volunteer work</p> <p>49.8% (103)</p>	<p>Bowling</p> <p>42.8% (107)</p>	<p>Other activities & attractions</p> <p>42.1% (135)</p>	<p>Ice skating</p> <p>40.0% (120)</p>	<p>Arts, crafts, sewing & knitting</p> <p>39.6% (89)</p>	<p>Canoeing & kayaking</p> <p>37.7% (107)</p>	<p>Fitness classes</p> <p>37.3% (118)</p>
<p>Golfing</p> <p>35.1% (99)</p>	<p>Jogging</p> <p>34.5% (114)</p>	<p>Billiards & pool</p> <p>34.2% (118)</p>	<p>National or provincial park</p> <p>33.8% (106)</p>	<p>Fishing & hunting</p> <p>32.3% (100)</p>	<p>Health club activity</p> <p>30.7% (111)</p>	<p>Photography</p> <p>28.8% (83)</p>	<p>Parks & city gardens</p> <p>26.7% (87)</p>
<p>Bars & restaurant bars</p> <p>25.6% (111)</p>	<p>Downhill skiing</p> <p>23.2% (117)</p>	<p>Pilates & yoga</p> <p>23.1% (98)</p>	<p>Cross country skiing & snowshoeing</p> <p>22.7% (95)</p>	<p>Sporting events</p> <p>20.8% (148)</p>	<p>Auditoriums, arenas & stadiums (any)</p> <p>20.1% (96)</p>	<p>Zoos & aquariums</p> <p>19.9% (106)</p>	<p>Basketball</p> <p>19.5% (111)</p>

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

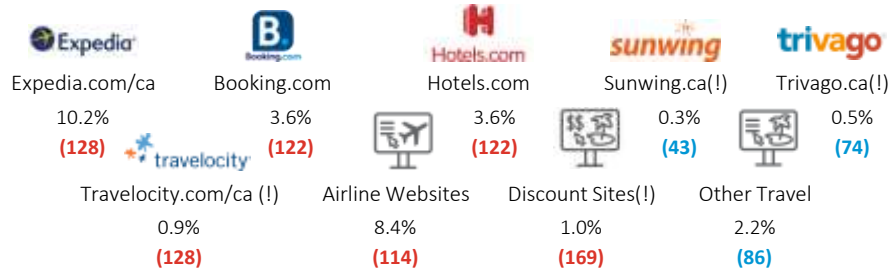


Vacation Booking*

Used [Past 3 Years]

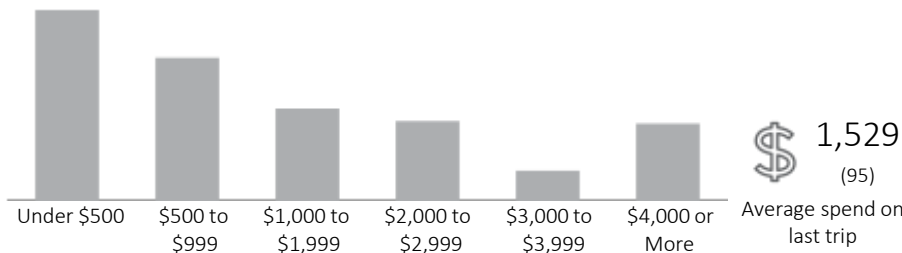


Booked with [Past Year]**



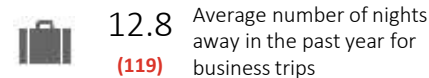
Vacation Spending

Spent Last Vacation

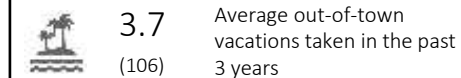


Travel Type and Frequency

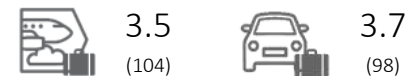
Business trips



Personal trips



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



%	31.1	23.4	15.0	13.0	4.9	12.6
Index	92	136	92	107	76	89

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 64.6% (114)	 Friends/relatives 32.5% (89)	 Camping 28.2% (102)	 Vacation rental by owner 19.6% (100)	 All-inclusive resort 16.2% (92)	 Cottage 10.8% (111)	 Motel 16.3% (104)
 B&B 11.1% (104)	 Condo/apartment 11.1% (102)	 Cruise ship 9.6% (113)	 RV/camper 14.5% (108)	 Spa resort 4.3% (157)	 Package tours 5.1% (148)	 Boat 3.1% (135)

Airline Preferences**

Flown [Past Year]

 Air Canada 18.5% (116)	 West Jet 24.9% (101)	 Air Transat 0.7% (53)	 Porter Airlines(!) 0.0% (27)	 Other Canadian (!) 1.8% (103)
 United Airlines 4.3% (164)	 Delta Airlines 1.3% (53)	 American Airlines 1.3% (127)	 Other American (!) 0.0% (13)	
 European Airlines 0.9% (62)	 Asian Airlines(!) 0.5% (43)	 Other Charter 2.4% (230)	 Other 1.4% (57)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.1% (137)	 U-Haul 1.6% (132)	 Budget(!) 0.9% (106)	 Avis(!) 2.1% (139)
		 Discount (!) 0.2% (339)	 Hertz(!) 0.3% (79)

Media

Overall Level of Use

Radio



9 hours/week

(79)

Television



1,056 minutes/week

(90)

Newspaper



0 hours/week

(62)

Magazine



3 minutes/day

(70)

Internet



321 minutes/day

(109)

Top Radio Programs*

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	23.5	170
Adult Contemporary	20.3	151
News/Talk	16.3	71
Classic Hits	11.8	71
AOR/Mainstream Rock	10.6	118
Today's Country	10.5	81
Multi/Variety/Specialty	9.4	70
Hot Adult Contemporary	9.2	111
All News	7.5	144
Modern/Alternative Rock	5.2	113

Top Television Programs*

Programs [Average week]

	%	Index
Movies	49.6	104
Evening local news	38.8	104
Suspense/crime dramas	27.8	110
Primetime serial dramas	25.9	97
Documentaries	24.0	104
News/current affairs	23.8	90
Hockey (when in season)	22.5	77
Home renovation/decoration shows	22.3	92
Situation comedies	21.5	101
Morning local news	21.5	123

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	47.7	95
International News & World	39.0	90
National News	38.1	83
Health	22.1	86
Business & Financial	21.9	94
Movie & Entertainment	21.8	83
Sports	21.3	90
Editorials	21.0	76
Travel	18.9	85
Food	16.6	71

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	5.8	94
Other English-Canadian	4.9	70
National Geographic	4.2	83
People	3.9	116
CAA Magazine	3.6	57
Cineplex Magazine(!)	2.7	193
Maclean's	2.4	75
Canadian Living	2.1	65
Reader's Digest	2.0	89
Cottage Life	1.7	223

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.2	99
Send/receive a text/instant message	69.9	104
Participate in an online social network	60.0	105
Take pictures/video	59.2	109
Use apps	56.5	105
Do banking/pay bills online	56.1	101
Watch a subscription-based video service	51.3	116
Use maps/directions service	49.7	101
Internet search - business, services, products	46.6	101
Access a news site	42.4	118

Top Mobile Activities*

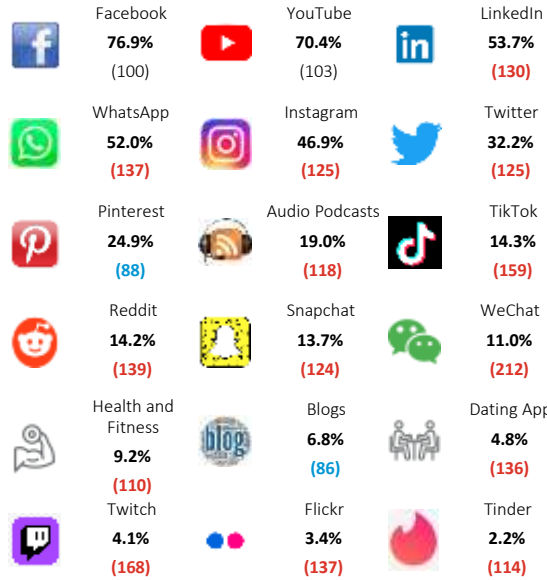
Activity [Past Week]

	%	Index
Send/receive a text/instant message	68.4	107
Take pictures/video	58.0	112
Send/receive email	56.5	108
Use apps	54.9	109
Participate in an online social network	52.9	116
Use maps/directions service	46.3	109
Access a news site	34.3	130
Internet search - business, services, products	34.3	113
Do banking/pay bills online	33.0	110
Watch free streaming music videos	30.0	144

Media

Social Media Attitudes

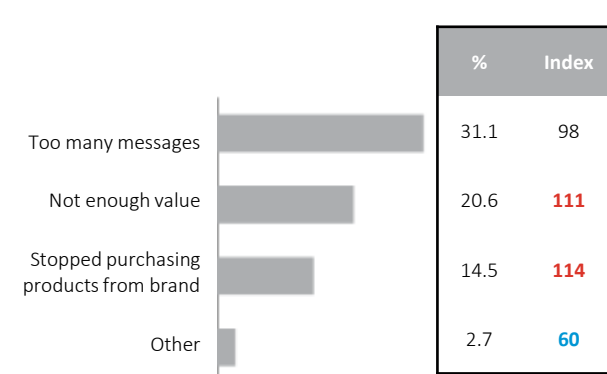
Usage [Currently Use]



Reasons to Follow Brands

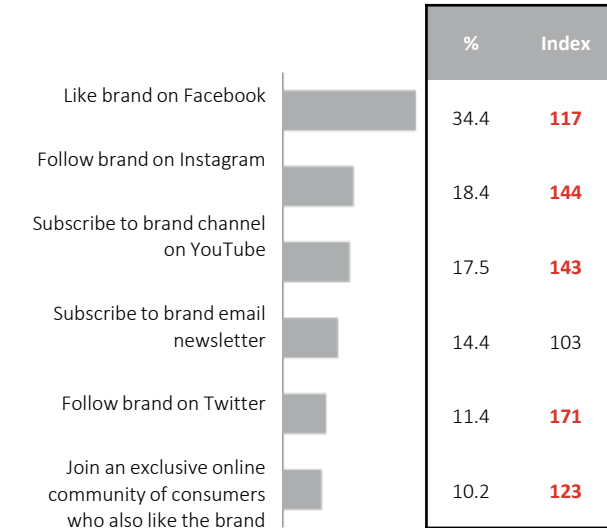


Reasons to Unfollow Brands

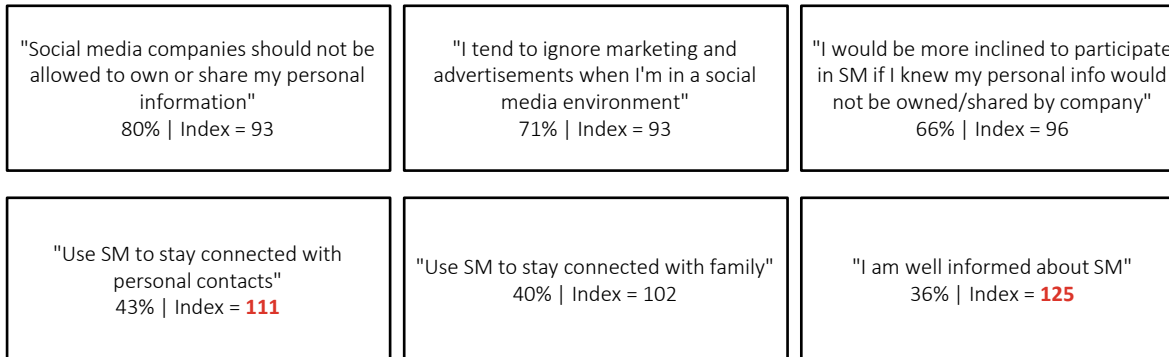


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections"
91% | Index = 104

"I have tried a product/service based on a personal recommendation"
76% | Index = 104

"I am concerned about people getting high and driving"
75% | Index = 99

"I would like to eat healthy foods more often"
74% | Index = 98

"Once I find a brand I like, I stick with it"
72% | Index = 100

"I generally achieve what I set out to do"
71% | Index = 101

"It is important to monitor what children watch/listen to/access via media"
71% | Index = 100

"I would rather spend a quiet evening at home than go out to a party"
70% | Index = 101

"'New and improved' on packages is just an advertising gimmick"
69% | Index = 102

"If one of my usual brands is on special, I will buy extra"
68% | Index = 100

"I am interested in learning about different cultures"
68% | Index = 105

"I prepare a grocery list before doing my shopping"
68% | Index = 102

"I consider myself to be informed on current events or issues"
67% | Index = 100

"I am concerned about the issues of online security/identity theft"
62% | Index = 97

"I value companies who give back to the community"
62% | Index = 99

"When I shop online I prefer to support Canadian retailers"
61% | Index = 101

"Family life and having children are most important to me"
59% | Index = 99

"I am very concerned about the nutritional content of food products I buy"
58% | Index = 93

"I like to cook"
57% | Index = 103

"I am more independent than most people"
56% | Index = 99

"I offer recommendations of products/services to other people"
54% | Index = 102

"I like to try new and different products"
52% | Index = 97

"It's important to buy products from socially-responsible/environmentally-friendly companies"
51% | Index = 100

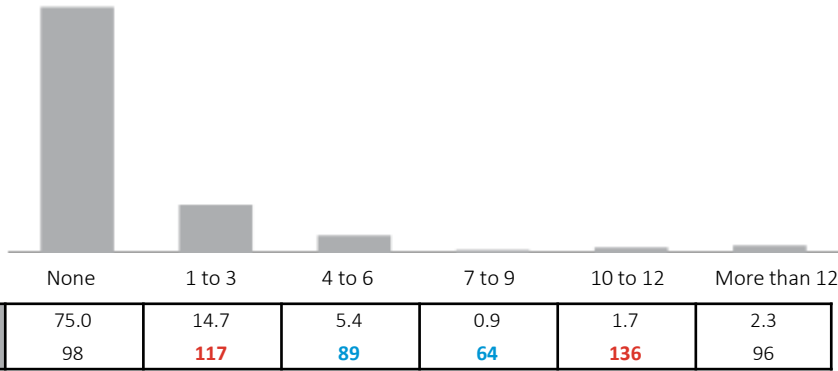
"I like to try new places to eat"
51% | Index = 101

"I make an effort to buy local produce/products"
51% | Index = 91

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

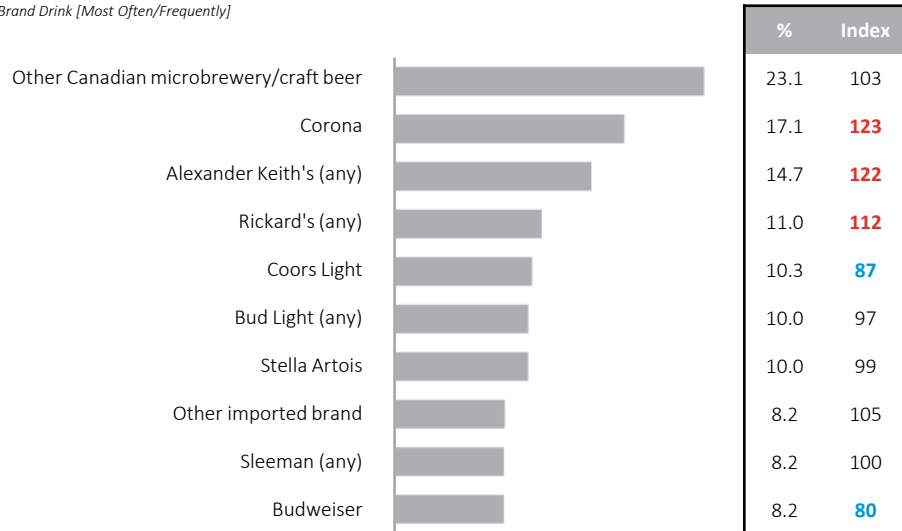
Drank [Past Month]	% Comp	Index
Canadian wine	14.0	120
Liqueurs (any)	8.1	96
Cider	7.0	143

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.6	132

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	23.1	103

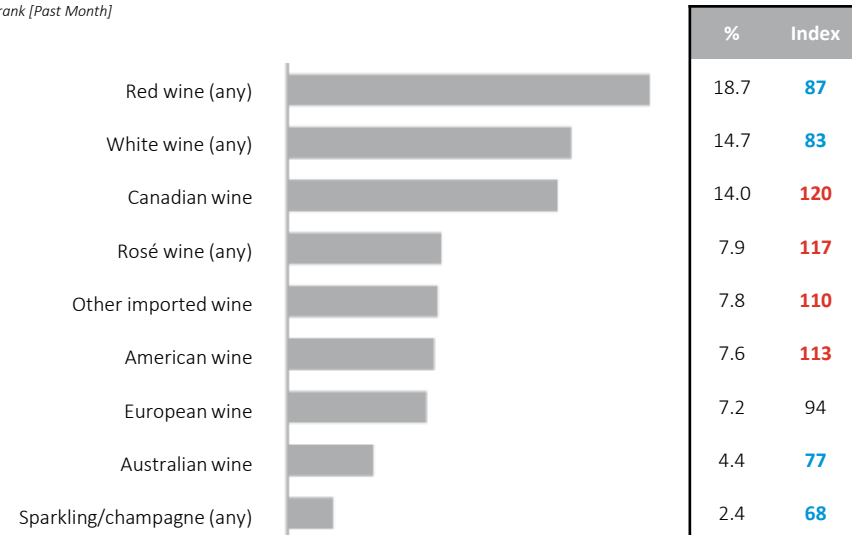
Top 10 Beers*

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	
	%	Index	%	Index	%	Index
Pizza restaurants	14.0	124	43.0	100	2.3	73
Asian restaurants	8.4	165	40.7	100	6.0	106
Submarine/sandwich restaurants	6.3	94	34.7	114	4.3	96
Chicken restaurants	6.0	154	20.6	83	5.4	116
Specialty burger restaurants	3.0	73	22.5	87	7.4	135
Ice cream/frozen yogurt restaurants	6.4	123	26.4	113	4.0	95
Breakfast style restaurant	1.6	50	19.2	96	8.8	116
Other ethnic restaurants	2.6	124	16.2	95	4.2	77
Mexican/Burrito-style restaurants	2.2	146	19.4	93	7.7	135
Italian restaurants	1.6	150	13.7	88	4.1	79
Seafood/Fish and Chips restaurants	0.2	28	12.4	116	2.9	60
Steakhouse	0.6	115	18.1	127	9.3	88
Juice/specialty beverage stores	2.3	123	9.6	105	1.6	89

Restaurant Service Type*

Frequency of Visiting [Past Year]



	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	2.9	96	34.6	100	7.7	91
Fast casual restaurants	11.2	145	26.0	99	2.8	99
Food court outlets at a shopping mall	6.2	177	28.9	105	9.6	127
Pub restaurants	3.9	139	21.2	94	4.3	90
Formal dine-in restaurants	2.8	99	15.1	75	8.5	96
Other types	1.4	55	10.3	80	1.4	74
Sports bars	1.3	100	9.5	85	2.8	89

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
 25.1%
(117)



Other Organic Food
 7.0%
(88)



Organic Meat
 5.5%
 (101)