

Overview

#2 Target Group Rural & Suburban Families represents 17.1% of households in Alberta or 281,015

Just below average income, middle aged rural & suburban (median age 50) in primarily 2+ person households, less than half have children at home

- Primary locations: Airdrie, Wood Buffalo, Grand Prairie, Spruce Grove, Red Deer, Leduc, Fort Saskatchewan, Medicine Hat, Cochrane
- Primary EQ type: Rejuvenators (47.9%), Free Spirits (29.9%), Gentle Explorers (22.1%)
- Cultural Diversity: Low
- Median Household Maintainer Age: 50, less than half have children at home, most are in 2+ person households
- Average income: \$125,568 (just average household income for AB at \$131,003)
- Top Social Values: Technology Anxiety, Attraction to Nature, Need for Escape, Ecological Fatalism, Financial Concern Regarding the Future
- Top Sports Leisure and Tourism Activities: Average interest in Parks, camping, cycling, swimming, hiking/backpacking, golf, ice-skating, canoeing/kayaking. Above average interest in Fishing/hunting, Cross-country skiing/snowshoeing, ATV/Snowmobiling.
- Digital Channels Use: Facebook 76.9%, YouTube 65.6%, Instagram 32.6%, Twitter 21.3%

Market Sizing



Total Population

Target Group: 817,383 | 18.2%
Market: 4,491,133



Total Households

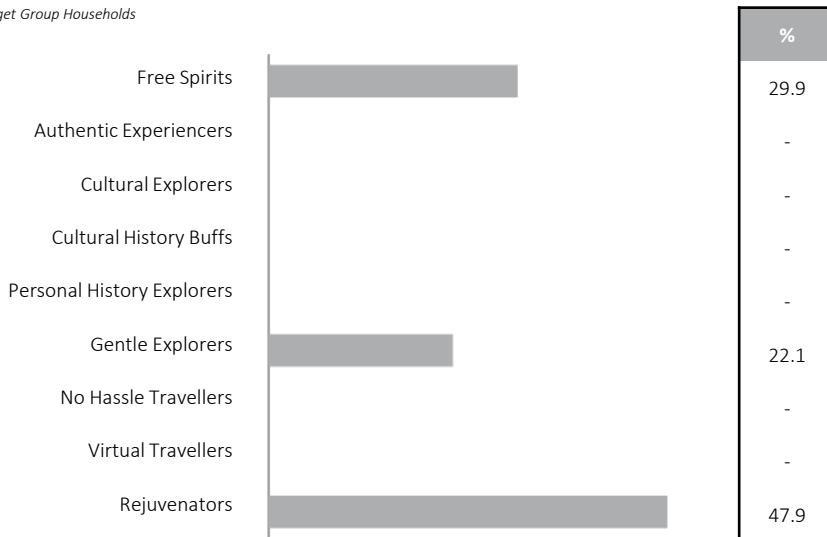
Target Group: 281,015 | 17.1%
Market: 1,642,696

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Airdrie, AB (CY)	5.0	52.5	307	26,982	1.6
Wood Buffalo, AB (SM)	3.3	34.8	203	27,015	1.6
Grande Prairie, AB (CY)	3.0	32.9	192	25,774	1.6
Calgary, AB (CY)	2.8	1.6	9	503,667	30.7
Spruce Grove, AB (CY)	2.8	52.8	308	14,652	0.9
Red Deer, AB (CY)	2.6	17.1	100	43,013	2.6
Leduc, AB (CY)	2.5	53.8	314	12,941	0.8
Fort Saskatchewan, AB (CY)	2.3	60.9	356	10,619	0.6
Medicine Hat, AB (CY)	2.3	23.2	136	27,847	1.7
Cochrane, AB (T)	2.0	48.2	282	11,846	0.7

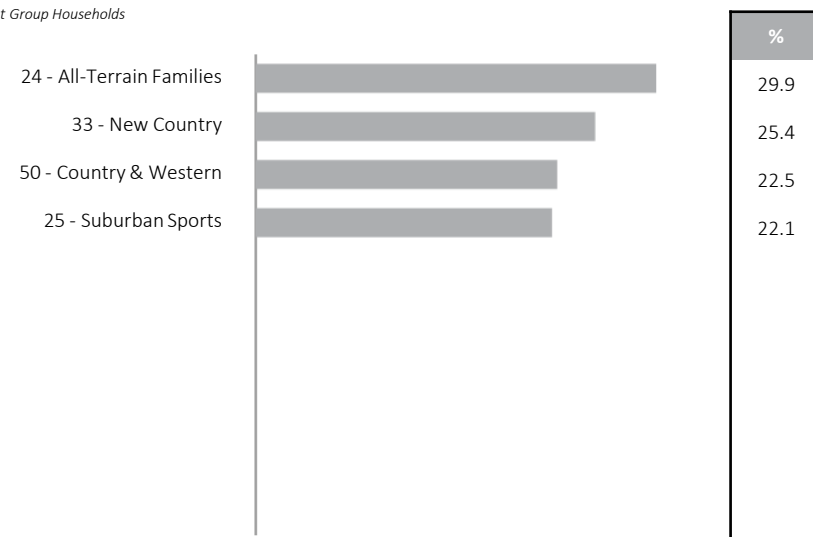
EQ Segments

% of Target Group Households

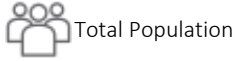


Top PRIZM Segments

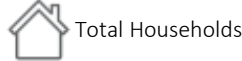
% of Target Group Households



Demographic Profile



Total Population
Target Group: 817,383 | 18.2%
Market: 4,491,133



Total Households
Target Group: 281,015 | 17.1%
Market: 1,642,696

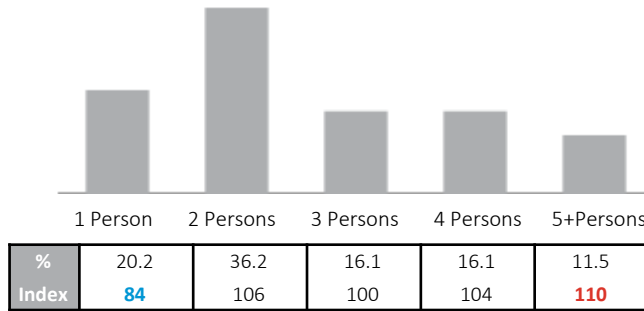
Average Household Income

\$125,568
(96)

Household Size*

Median Household Maintainer Age

50
(100)



Marital Status**

64.7%
(107)

Married/Common-Law

Family Composition***

46.3%
(99)

Couples With Kids at Home

Education**

29.4%
(106)

High School Certificate Or Equivalent

Visible Minority Presence*

9.5%
(33)

Belong to a visible minority group

Non-Official Language*

0.5%
(34)

No knowledge of English or French

Immigrant Population*

10.0%
(43)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Technology Anxiety	125	76	Active Government
Attraction to Nature	120	77	Need for Status Recognition
Need for Escape	119	77	Pursuit of Intensity
Ecological Fatalism	115	78	Ecological Concern
Financial Concern Regarding the Future	115	80	Enthusiasm for Technology

Key Social Values

Technology Anxiety Index = 125	Attraction to Nature Index = 120	Need for Escape Index = 119
Ecological Fatalism Index = 115	Financial Concern Regarding the Future Index = 115	Utilitarian Consumerism Index = 115
Emotional Control Index = 114	Rejection of Orderliness Index = 114	Racial Fusion Index = 113
Social Intimacy Index = 113	Skepticism Towards Advertising Index = 113	Importance of Price Index = 110

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.5	101
Home exercise & home workout	68.8	101
Camping	68.2	107
Gardening	64.8	102
Cycling	51.6	96

Top 5 Activities Attended*	% Comp	Index
National or provincial park	32.5	101
Parks & city gardens	31.8	103
Other activities & attractions	29.3	94
Auditoriums, arenas & stadiums (any)	20.7	99
Bars & restaurant bars	19.8	86

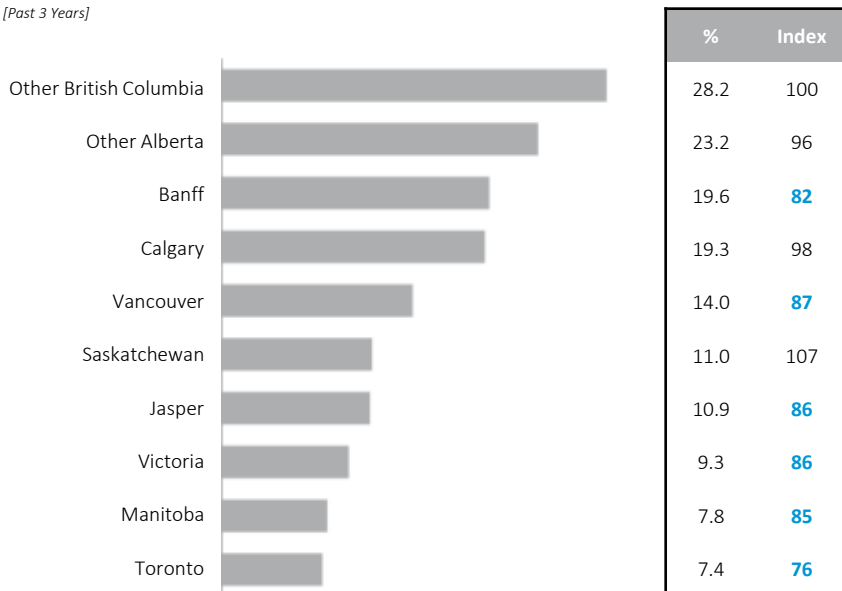
Key Tourism Activities**

Reading 82.5% (101)	Home exercise & home workout 68.8% (101)	Camping 68.2% (107)	Gardening 64.8% (102)	Cycling 51.6% (96)	Swimming 51.3% (104)	Fitness walking 51.1% (97)	Volunteer work 49.4% (103)
Arts, crafts, sewing & knitting 47.8% (107)	Playing video games 43.9% (93)	Hiking & backpacking 42.6% (91)	Fishing & hunting 38.0% (117)	Bowling 37.6% (94)	Canoeing & kayaking 37.1% (106)	Golfing 36.7% (103)	Photography 35.6% (103)
Ice skating 35.5% (106)	National or provincial park 32.5% (101)	Jogging 32.2% (106)	Parks & city gardens 31.8% (103)	Other activities & attractions 29.3% (94)	Fitness classes 29.0% (92)	Billiards & pool 28.7% (99)	Cross country skiing & snowshoeing 27.3% (114)
Health club activity 23.9% (86)	Pilates & yoga 23.8% (101)	ATV & snowmobiling 22.7% (133)	Downhill skiing 21.7% (109)	Auditoriums, arenas & stadiums (any) 20.7% (99)	Bars & restaurant bars 19.8% (86)	Baseball & softball 18.3% (105)	Zoos & aquariums 18.2% (97)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

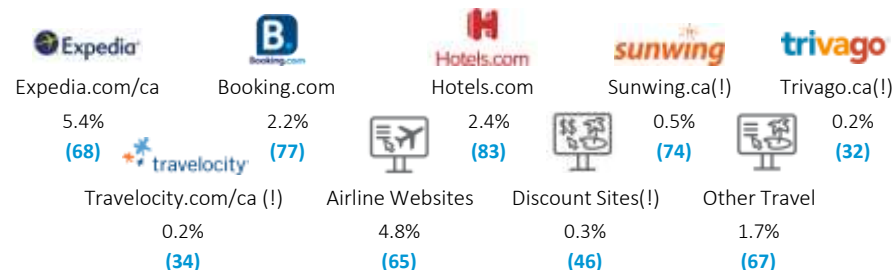


Vacation Booking*

Used [Past 3 Years]

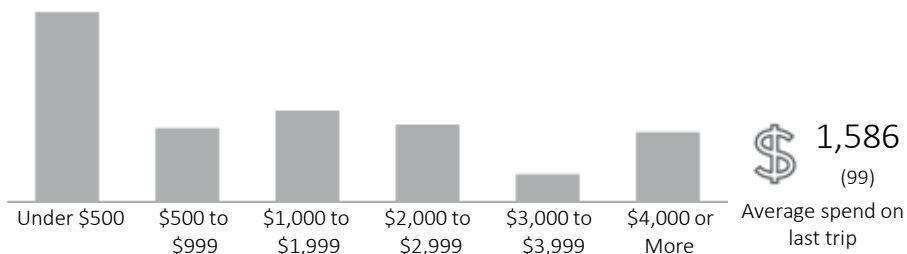


Booked with [Past Year]**



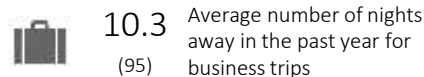
Vacation Spending

Spent Last Vacation

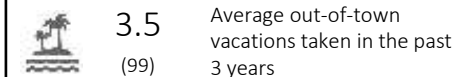


Travel Type and Frequency

Business trips



Personal trips



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



%	35.6	13.9	17.3	14.6	5.4	13.2
Index	106	81	105	121	82	94

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 56.4% (99)	 Friends/relatives 38.6% (105)	 Camping 32.3% (116)	 Vacation rental by owner 16.5% (84)	 All-inclusive resort 17.5% (99)	 Cottage 9.8% (101)	 Motel 15.5% (99)
 B&B 11.2% (106)	 Condo/apartment 10.4% (96)	 Cruise ship 7.4% (87)	 RV/camper 14.7% (109)	 Spa resort 2.6% (96)	 Package tours 3.3% (95)	 Boat 3.2% (142)

Airline Preferences**

Flown [Past Year]

 Air Canada 14.2% (89)	 West Jet 23.3% (94)	 Air Transat 0.8% (55)	 Porter Airlines(!) 0.2% (237)	 Other Canadian (!) 1.1% (63)
 United Airlines 2.0% (77)	 Delta Airlines 2.0% (82)	 American Airlines 0.7% (68)	 Other American (!) 0.2% (62)	
 European Airlines 1.2% (77)	 Asian Airlines(!) 0.9% (71)	 Other Charter 0.9% (80)	 Other 2.8% (116)	

Car Rental*

Rented From [Past Year]

 Enterprise 4.1% (80)	 U-Haul 0.9% (71)	 Budget(!) 0.3% (39)	 Avis(!) 1.7% (115)
		 Discount (!) 0.0% (22)	 Hertz(!) 0.1% (31)

Media

Overall Level of Use

Radio



13 hours/week

(111)

Television



1,167 minutes/week

(100)

Newspaper



0 hours/week

(72)

Magazine



4 minutes/day

(96)

Internet



274 minutes/day

(93)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	20.9	91
Classic Hits	18.0	109
Classic Country	18.0	203
Today's Country	16.4	127
Multi/Variety/Specialty	13.2	98
Mainstream Top 40/CHR	12.6	91
Adult Contemporary	10.1	75
AOR/Mainstream Rock	8.1	91
Hot Adult Contemporary	7.9	96
Religious	5.4	113

Top Television Programs*

Programs [Average week]

	%	Index
Movies	46.6	98
Evening local news	36.8	98
Hockey (when in season)	29.7	102
Primetime serial dramas	25.9	97
News/current affairs	24.8	94
Home renovation/decoration shows	22.7	94
Suspense/crime dramas	22.4	88
Documentaries	19.2	83
CFL football (when in season)	18.3	102
Cooking programs	17.5	92

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	49.3	98
National News	45.5	98
International News & World	42.3	98
Health	26.9	104
Editorials	26.4	96
Movie & Entertainment	25.7	98
Sports	24.2	102
Food	23.8	102
Business & Financial	23.6	101
Travel	20.9	94

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	7.2	104
CAA Magazine	6.6	107
Other U.S. magazines	5.9	96
National Geographic	5.6	110
People	3.4	102
Maclean's	3.4	104
Hello! Canada	2.7	126
Reader's Digest	2.5	112
Zoomer Magazine	2.4	140
Canadian Living	2.2	68

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.3	102
Send/receive a text/instant message	66.5	99
Participate in an online social network	57.8	101
Do banking/pay bills online	53.8	97
Use apps	53.5	99
Take pictures/video	52.2	96
Use maps/directions service	47.4	97
Internet search - business, services, products	44.8	97
Watch a subscription-based video service	39.0	88
Watch free streaming music videos	34.0	99

Top Mobile Activities*

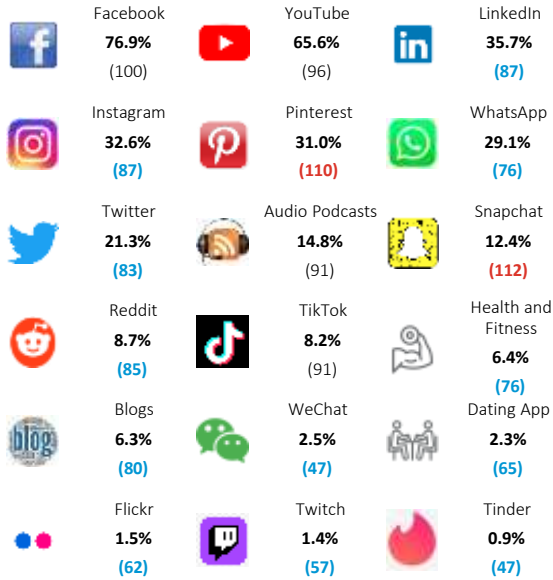
Activity [Past Week]

	%	Index
Send/receive a text/instant message	63.7	99
Take pictures/video	49.7	96
Send/receive email	49.3	94
Use apps	49.0	97
Participate in an online social network	45.2	99
Use maps/directions service	39.6	94
Internet search - business, services, products	27.5	90
Do banking/pay bills online	25.7	86
Watch other online free streaming videos	24.0	108
Access a news site	22.6	85

Media

Social Media Attitudes

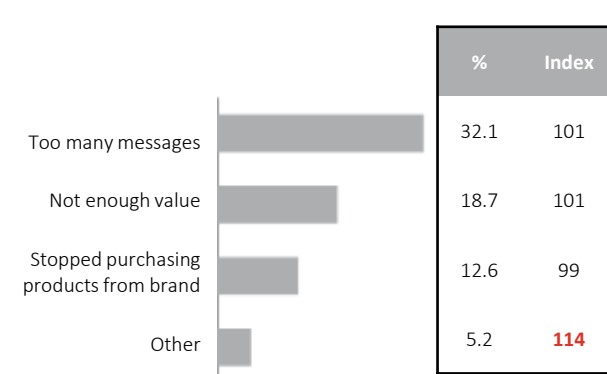
Usage [Currently Use]



Reasons to Follow Brands

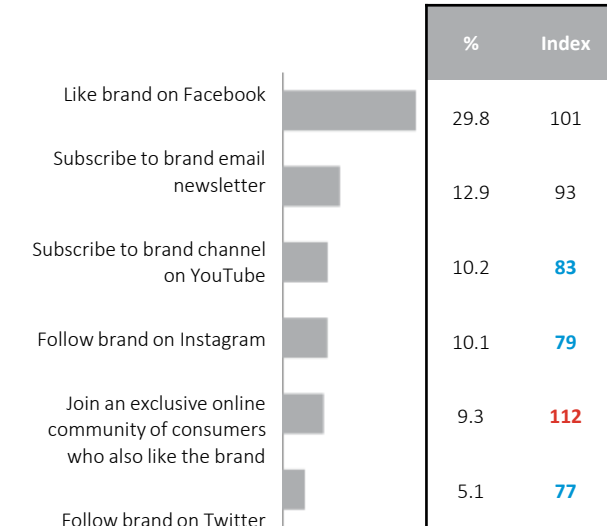


Reasons to Unfollow Brands

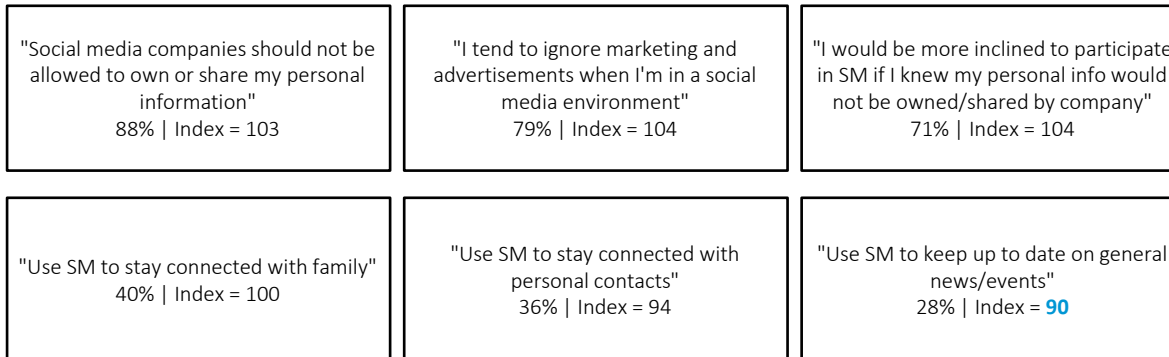


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections"
87% | Index = 99

"I am concerned about people getting high and driving"
80% | Index = 106

"I would like to eat healthy foods more often"
78% | Index = 103

"I have tried a product/service based on a personal recommendation"
74% | Index = 102

"Once I find a brand I like, I stick with it"
73% | Index = 102

"It is important to monitor what children watch/listen to/access via media"
72% | Index = 102

"I would rather spend a quiet evening at home than go out to a party"
71% | Index = 102

"I generally achieve what I set out to do"
69% | Index = 98

"I consider myself to be informed on current events or issues"
67% | Index = 101

"If one of my usual brands is on special, I will buy extra"
67% | Index = 98

"'New and improved' on packages is just an advertising gimmick"
67% | Index = 99

"I prepare a grocery list before doing my shopping"
66% | Index = 100

"I am very concerned about the nutritional content of food products I buy"
66% | Index = 105

"I value companies who give back to the community"
64% | Index = 102

"I am concerned about the issues of online security/identity theft"
63% | Index = 99

"Family life and having children are most important to me"
63% | Index = 105

"I am interested in learning about different cultures"
62% | Index = 96

"When I shop online I prefer to support Canadian retailers"
60% | Index = 100

"I am more independent than most people"
57% | Index = 101

"I make an effort to buy local produce/products"
55% | Index = 99

"I take care of money matters and bill paying in our household"
53% | Index = 99

"I prefer to shop at retail store location for the customer experience"
53% | Index = 101

"I offer recommendations of products/services to other people"
53% | Index = 99

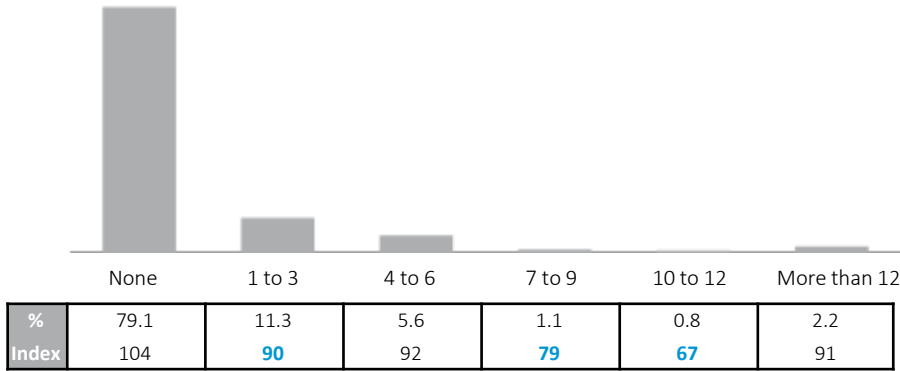
"I like to try new and different products"
52% | Index = 98

"I like to cook"
52% | Index = 93

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

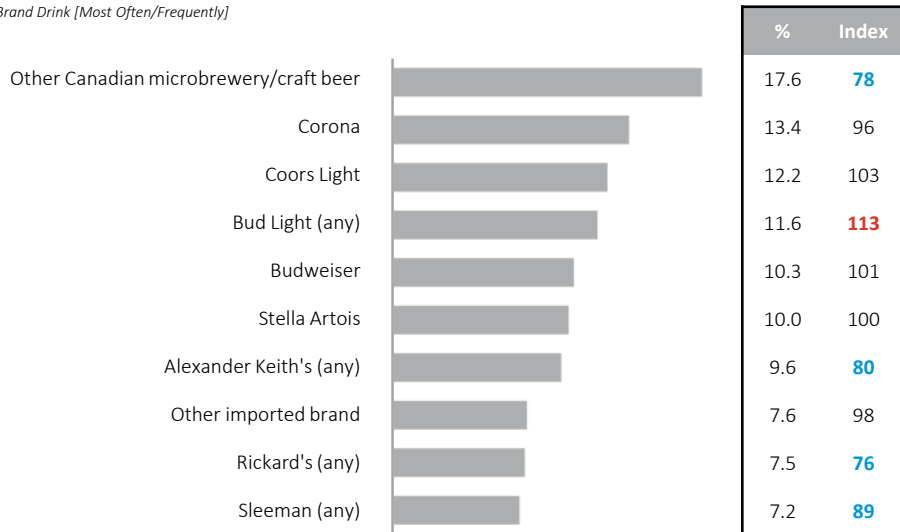
Drank [Past Month]	% Comp	Index
Canadian wine	10.8	93
Liqueurs (any)	7.8	93
Cider	4.3	89

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	7.4	72

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	17.6	78

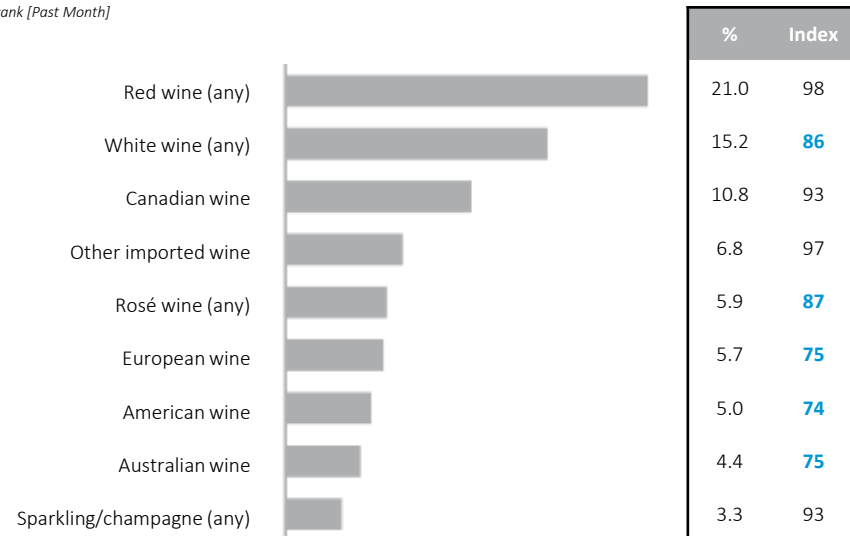
Top 10 Beers*

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	10.3	91	41.1	96	2.9	93
Asian restaurants	4.0	78	39.9	98	5.8	102
Submarine/sandwich restaurants	6.1	91	31.4	104	5.0	113
Chicken restaurants	2.6	65	26.7	108	5.2	112
Specialty burger restaurants	5.3	129	27.6	107	5.4	99
Ice cream/frozen yogurt restaurants	5.2	101	23.3	100	4.8	114
Breakfast style restaurant	1.6	53	18.1	90	8.9	117
Other ethnic restaurants	1.3	64	15.8	92	6.4	118
Mexican/Burrito-style restaurants	0.6	41	20.2	97	5.9	103
Italian restaurants	0.3	31	13.0	84	6.2	119
Seafood/Fish and Chips restaurants	1.0	139	10.5	98	4.6	94
Steakhouse	0.2	40	14.5	101	9.2	86
Juice/specialty beverage stores	2.2	119	9.8	107	1.9	108

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	1.8	58	39.7	114	8.1	97
Fast casual restaurants	7.1	93	27.8	106	3.0	109
Food court outlets at a shopping mall	2.3	65	27.7	101	7.0	93
Pub restaurants	2.2	80	23.0	102	5.8	123
Formal dine-in restaurants	3.4	123	19.9	99	9.6	108
Other types	2.7	107	14.0	109	1.6	84
Sports bars	0.8	62	10.5	94	3.6	114

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables

20.5%
(96)



Other Organic Food

7.8%
(98)



Organic Meat

4.7%
(86)