

Overview

#3 Target Group Cultured Urban & Suburban represents 19.5% of households in Alberta or 319,675

Below average income, middle-aged city dwellers (median age 48) in 2 (31%) to 5-person households, less than half have children at home

- Primary locations are Calgary, Edmonton
- Primary EQ type: Free Spirits, Cultural Explorers, Cultural History Buffs, No Hassle Travellers
- Cultural Diversity: Medium
- Median Household Maintainer Age: Below average-income, middle-aged city dwellers (median age 48) in 2 (31%) to 5-person households, less than half have children at home
- Average income: \$109,336 (below average household income for AB at \$131,003)
- Top Social Values: Pursuit of Originality, Interest in the Unexplained, Social Learning, Multiculturalism, Rejection of Authority
- Top Sports Leisure and Tourism Activities: Average for parks, camping, cycling, hiking/backpacking, golf, photography, canoeing/kayaking. Above average for video games and movies theatres
- Digital Channels Use: Facebook 76.1%, YouTube 60.7%, Instagram 39.5%, Twitter 27.4%

Market Sizing



Total Population

Target Group: 864,018 | 19.2%
 Market: 4,491,133



Total Households

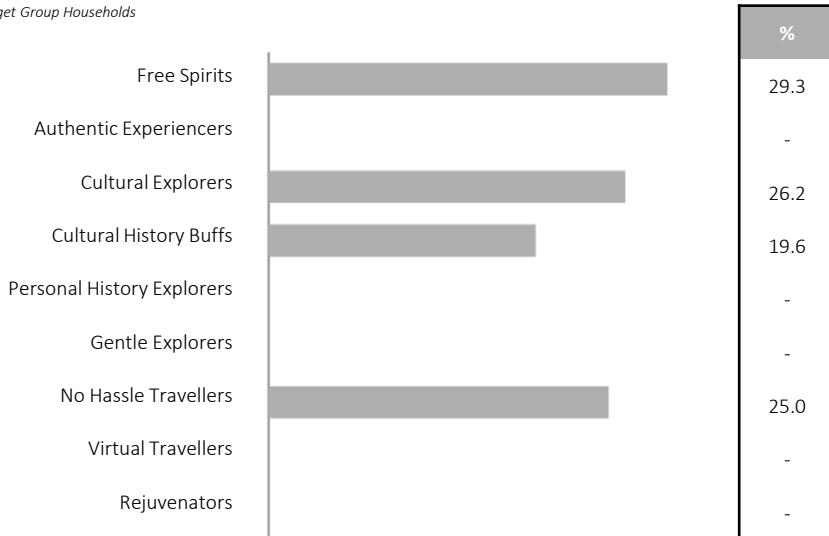
Target Group: 319,675 | 19.5%
 Market: 1,642,696

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	51.7	32.8	169	503,667	30.7
Edmonton, AB (CY)	43.1	34.8	179	395,467	24.1
Wood Buffalo, AB (SM)	1.2	13.7	70	27,015	1.6
Red Deer, AB (CY)	0.7	5.2	27	43,013	2.6
Strathcona County, AB (SM)	0.5	4.3	22	38,440	2.3
Airdrie, AB (CY)	0.5	5.9	30	26,982	1.6
St. Albert, AB (CY)	0.5	6.1	31	25,940	1.6
Lethbridge, AB (CY)	0.4	2.8	14	41,219	2.5
Canmore, AB (T)	0.2	12.3	63	6,211	0.4
Spruce Grove, AB (CY)	0.2	4.4	23	14,652	0.9

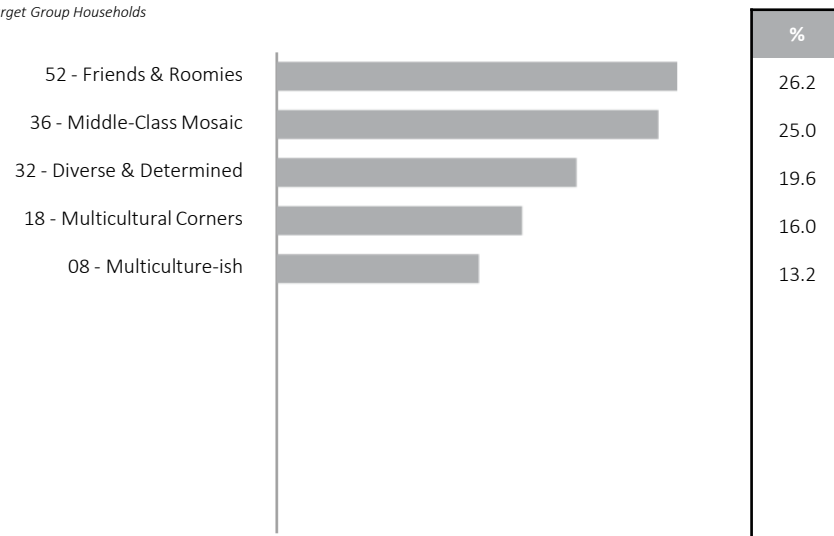
EQ Segments

% of Target Group Households

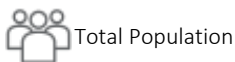


Top PRIZM Segments

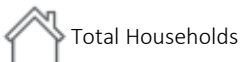
% of Target Group Households



Demographic Profile



Total Population
 Target Group: 864,018 | 19.2%
 Market: 4,491,133

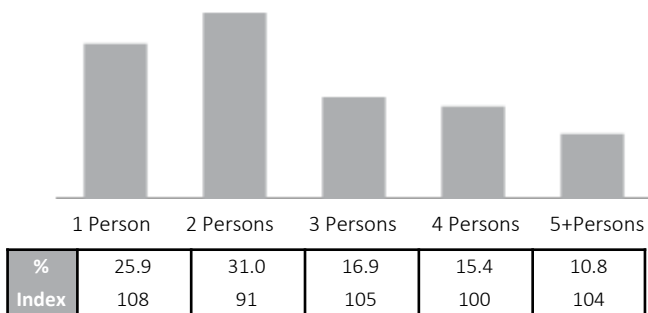


Total Households
 Target Group: 319,675 | 19.5%
 Market: 1,642,696

Average Household Income

\$109,336
 (83)

Household Size*



Median Household Maintainer Age

48
 (97)

Marital Status**

56.0%
 (93)

Married/Common-Law

Family Composition***

48.4%
 (104)

Couples With Kids at Home

Education**

29.1%
 (109)

University Degree

Visible Minority Presence*

48.9%
 (168)

Belong to a visible minority group

Non-Official Language*

2.5%
 (172)

No knowledge of English or French

Immigrant Population*

35.9%
 (155)

Born outside Canada

Psychographics**

Strong Values

Pursuit of Originality **121**
 Interest in the Unexplained **118**
 Social Learning **116**
 Multiculturalism **116**
 Rejection of Authority **116**

Weak Values

Attraction to Nature
 Fulfilment Through Work
 Obedience to Authority
 Utilitarian Consumerism
 Cultural Assimilation

Key Social Values

Pursuit of Originality Index = 121	Interest in the Unexplained Index = 118	Social Learning Index = 116
Multiculturalism Index = 116	Rejection of Authority Index = 116	Culture Sampling Index = 116
Status via Home Index = 115	Fear of Violence Index = 114	Personal Expression Index = 114
Time Stress Index = 114	Importance of Aesthetics Index = 114	Racial Fusion Index = 113

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.0	99
Home exercise & home workout	67.5	99
Camping	63.0	99
Gardening	60.3	95
Cycling	55.7	104

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	33.7	108
National or provincial park	32.7	102
Parks & city gardens	29.9	97
Bars & restaurant bars	24.3	106
Auditoriums, arenas & stadiums (any)	19.9	95

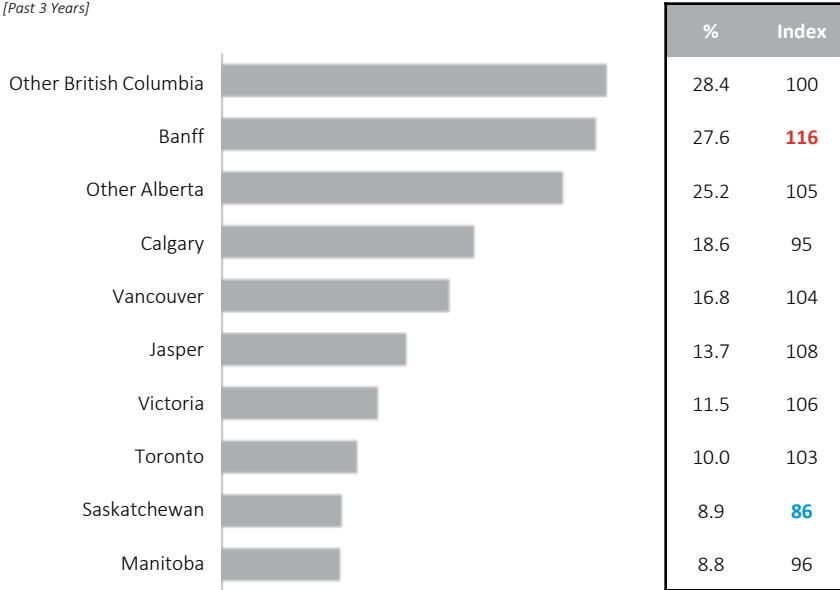
Key Tourism Activities**

<p>Reading</p> <p>81.0% (99)</p>	<p>Home exercise & home workout</p> <p>67.5% (99)</p>	<p>Camping</p> <p>63.0% (99)</p>	<p>Gardening</p> <p>60.3% (95)</p>	<p>Cycling</p> <p>55.7% (104)</p>	<p>Playing video games</p> <p>51.8% (110)</p>	<p>Fitness walking</p> <p>50.1% (95)</p>	<p>Hiking & backpacking</p> <p>49.8% (106)</p>
<p>Swimming</p> <p>48.2% (98)</p>	<p>Volunteer work</p> <p>46.3% (96)</p>	<p>Bowling</p> <p>43.3% (108)</p>	<p>Arts, crafts, sewing & knitting</p> <p>43.1% (97)</p>	<p>Canoeing & kayaking</p> <p>33.8% (96)</p>	<p>Photography</p> <p>33.7% (97)</p>	<p>Other activities & attractions</p> <p>33.7% (108)</p>	<p>Golfing</p> <p>33.6% (95)</p>
<p>Fitness classes</p> <p>32.8% (104)</p>	<p>National or provincial park</p> <p>32.7% (102)</p>	<p>Ice skating</p> <p>30.9% (92)</p>	<p>Parks & city gardens</p> <p>29.9% (97)</p>	<p>Fishing & hunting</p> <p>29.5% (91)</p>	<p>Health club activity</p> <p>28.9% (105)</p>	<p>Billiards & pool</p> <p>28.9% (99)</p>	<p>Jogging</p> <p>28.8% (95)</p>
<p>Bars & restaurant bars</p> <p>24.3% (106)</p>	<p>Pilates & yoga</p> <p>23.4% (99)</p>	<p>Cross country skiing & snowshoeing</p> <p>21.7% (91)</p>	<p>Auditoriums, arenas & stadiums (any)</p> <p>19.9% (95)</p>	<p>Zoos & aquariums</p> <p>19.9% (106)</p>	<p>Movies at a theatre/drive-in</p> <p>19.1% (112)</p>	<p>Basketball</p> <p>18.1% (103)</p>	<p>Art galleries, museums & science centres</p> <p>17.6% (103)</p>

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

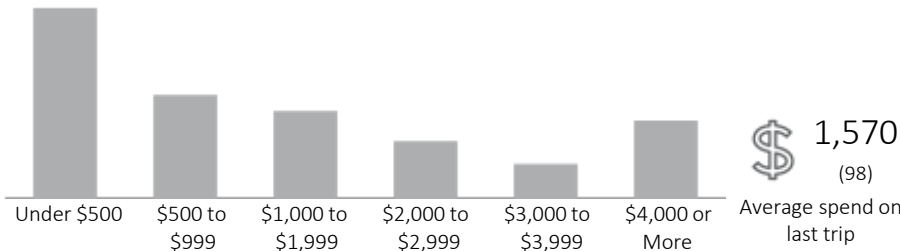


Booked with [Past Year]**



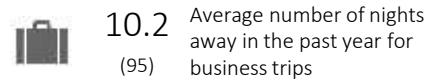
Vacation Spending

Spent Last Vacation

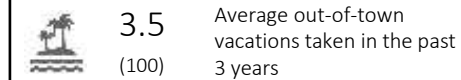


Travel Type and Frequency

Business trips



Personal trips



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



%	34.4	18.8	15.9	10.4	6.3	14.2
Index	102	109	97	86	97	100

Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 56.9% (100)	 Friends/relatives 35.2% (96)	 Camping 28.1% (101)	 Vacation rental by owner 21.4% (109)	 All-inclusive resort 17.4% (99)	 Cottage 8.5% (88)	 Motel 14.2% (91)
 B&B 10.1% (95)	 Condo/apartment 11.3% (104)	 Cruise ship 7.8% (92)	 RV/camper 12.4% (93)	 Spa resort 2.4% (89)	 Package tours 2.9% (85)	 Boat 1.7% (74)

Airline Preferences**

Flown [Past Year]

 Air Canada 16.5% (104)	 West Jet 25.8% (104)	 Air Transat 1.8% (132)	 Porter Airlines(!) 0.1% (87)	 Other Canadian (!) 1.9% (110)
 United Airlines 2.7% (105)	 Delta Airlines 3.0% (125)	 American Airlines 1.1% (112)	 Other American (!) 0.3% (123)	
 European Airlines 1.8% (120)	 Asian Airlines(!) 1.8% (141)	 Other Charter 1.0% (96)	 Other 2.5% (103)	

Car Rental*

Rented From [Past Year]

 Enterprise 5.7% (110)	 U-Haul 1.5% (121)	 Budget(!) 1.0% (127)	 Avis(!) 1.3% (88)
		 Discount (!) 0.1% (189)	 Hertz(!) 0.7% (179)

Media

Overall Level of Use

Radio



11 hours/week
(94)

Television



1,152 minutes/week
(99)

Newspaper



1 hours/week
(106)

Magazine



5 minutes/day
(103)

Internet



311 minutes/day
(106)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	23.4	102
Classic Hits	16.1	97
Mainstream Top 40/CHR	15.4	111
Adult Contemporary	15.1	112
Multi/Variety/Specialty	12.5	93
Today's Country	11.3	87
AOR/Mainstream Rock	9.0	101
Hot Adult Contemporary	8.4	102
All News	6.4	123
Classic Rock	5.5	112

Top Television Programs*

Programs [Average week]

	%	Index
Movies	47.6	100
Evening local news	35.8	96
Hockey (when in season)	28.6	98
Primetime serial dramas	26.1	98
Suspense/crime dramas	25.9	102
News/current affairs	25.8	98
Home renovation/decoration shows	24.5	101
Documentaries	24.0	104
Situation comedies	22.7	107
Cooking programs	19.9	104

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	48.1	96
National News	44.1	95
International News & World	42.2	98
Movie & Entertainment	26.1	99
Editorials	25.8	94
Health	23.0	89
Sports	22.4	94
Food	22.3	95
Travel	20.6	93
Business & Financial	20.5	88

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	6.2	88
Other U.S. magazines	5.8	95
CAA Magazine	5.1	82
Canadian Living	3.9	121
National Geographic	3.9	76
People	3.5	103
Maclean's	2.4	75
Reader's Digest	2.1	95
Hello! Canada	1.9	92
Canadian Geographic	1.9	96

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.4	96
Send/receive a text/instant message	67.5	100
Participate in an online social network	56.4	99
Do banking/pay bills online	55.8	100
Take pictures/video	54.4	101
Use apps	53.1	99
Use maps/directions service	48.0	98
Watch a subscription-based video service	46.1	104
Internet search - business, services, products	45.9	100
Access a news site	37.1	103

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	64.5	100
Send/receive email	52.8	101
Take pictures/video	52.5	101
Use apps	50.5	100
Participate in an online social network	45.5	99
Use maps/directions service	42.2	100
Internet search - business, services, products	32.3	106
Do banking/pay bills online	31.9	106
Access a news site	26.8	101
Watch a subscription-based video service	24.1	107

Media

Social Media Attitudes

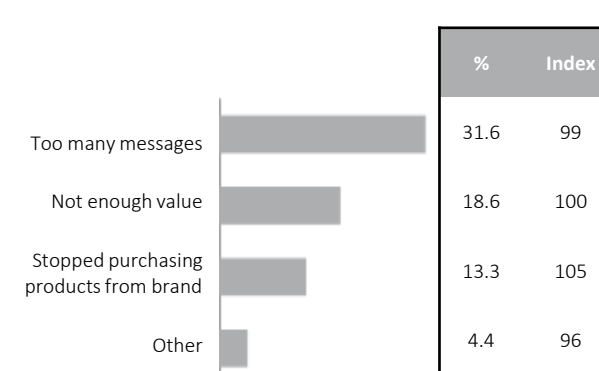
Usage [Currently Use]



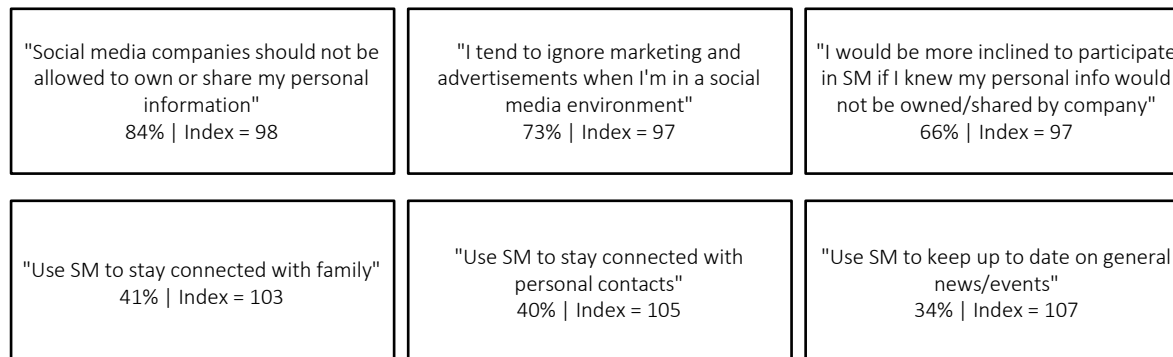
Reasons to Follow Brands



Reasons to Unfollow Brands

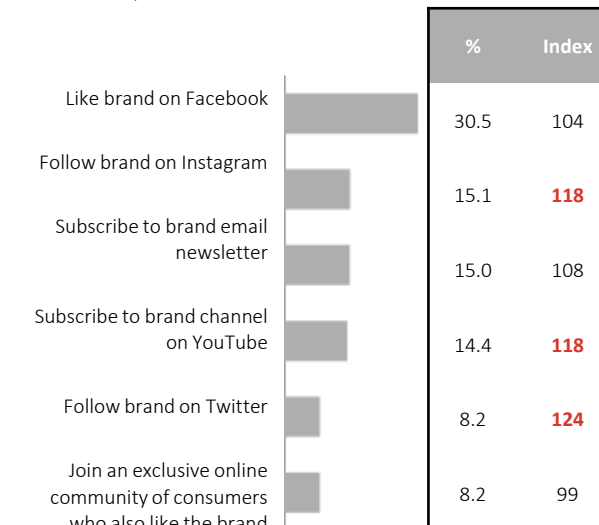


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

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

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

"I am concerned about people getting high and driving"
70% | Index = 94

"I have tried a product/service based on a personal recommendation"
70% | Index = 96

"I generally achieve what I set out to do"
70% | Index = 99

"Once I find a brand I like, I stick with it"
69% | Index = 97

"It is important to monitor what children watch/listen to/access via media"
69% | Index = 97

"I would rather spend a quiet evening at home than go out to a party"
69% | Index = 99

"If one of my usual brands is on special, I will buy extra"
68% | Index = 99

"'New and improved' on packages is just an advertising gimmick"
68% | Index = 100

"I am interested in learning about different cultures"
65% | Index = 101

"I consider myself to be informed on current events or issues"
65% | Index = 98

"I prepare a grocery list before doing my shopping"
65% | Index = 97

"I am concerned about the issues of online security/identity theft"
63% | Index = 98

"I value companies who give back to the community"
61% | Index = 97

"When I shop online I prefer to support Canadian retailers"
61% | Index = 102

"I am very concerned about the nutritional content of food products I buy"
60% | Index = 95

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

"I like to cook"
57% | Index = 102

"Family life and having children are most important to me"
56% | Index = 95

"I make an effort to buy local produce/products"
54% | Index = 98

"I like to try new and different products"
54% | Index = 102

"I offer recommendations of products/services to other people"
54% | Index = 100

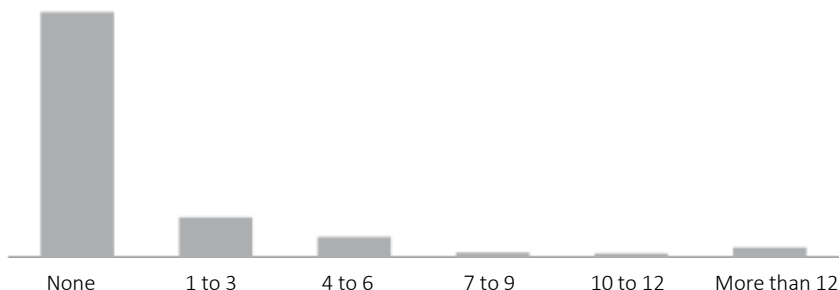
"It's important to buy products from socially-responsible/environmentally-friendly companies"
54% | Index = 104

"I take care of money matters and bill paying in our household"
53% | Index = 100

Product Preferences

Beer Consumption

Drinks [Past Week]



%	74.9	12.3	6.4	1.7	1.4	3.2
Index	98	98	105	120	116	135

Drinks

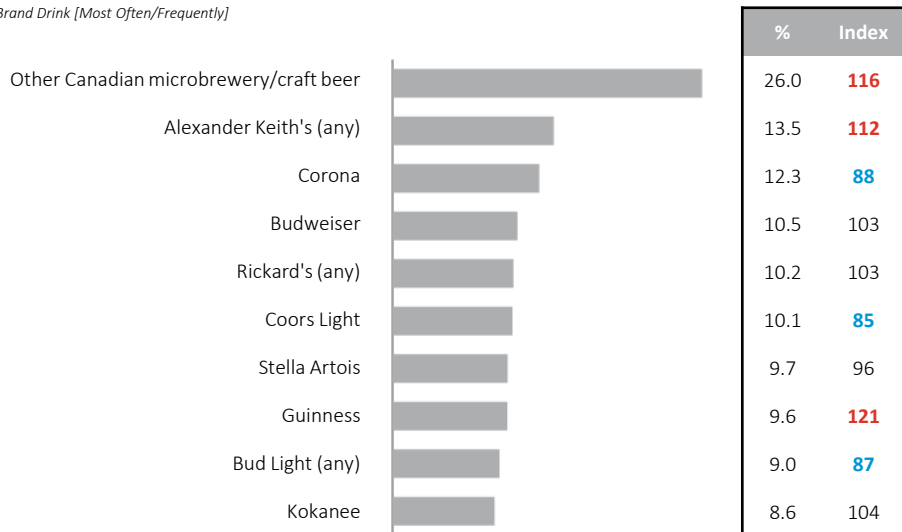
Drank [Past Month]	% Comp	Index
Canadian wine	11.3	97
Liqueurs (any)	8.3	99
Cider	4.4	92

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	10.8	106

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.0	116

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]



Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]



Restaurant Type	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Pizza restaurants	10.5	93	44.0	103	3.7	118
Asian restaurants	5.3	105	42.6	105	5.3	93
Submarine/sandwich restaurants	6.9	103	30.6	101	4.2	95
Chicken restaurants	4.8	123	23.3	94	4.4	96
Specialty burger restaurants	3.4	83	25.0	97	5.3	97
Ice cream/frozen yogurt restaurants	5.1	99	23.6	101	4.4	105
Breakfast style restaurant	4.0	132	21.3	106	7.4	97
Other ethnic restaurants	2.3	108	17.8	104	4.7	87
Mexican/Burrito-style restaurants	2.1	137	21.1	102	5.2	91
Italian restaurants	1.6	150	16.6	107	4.9	94
Seafood/Fish and Chips restaurants	0.6	86	10.5	98	5.0	103
Steakhouse	0.5	105	14.4	100	12.1	114
Juice/specialty beverage stores	2.0	107	8.4	92	1.7	93

Restaurant Service Type*

Frequency of Visiting [Past Year]



Service Type	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	3.7	122	32.4	93	8.3	99
Fast casual restaurants	8.4	109	24.2	92	2.1	74
Food court outlets at a shopping mall	3.8	109	28.5	104	7.8	103
Pub restaurants	3.3	118	22.6	100	3.7	79
Formal dine-in restaurants	2.4	87	19.4	96	9.3	105
Other types	2.4	93	11.6	91	1.9	99
Sports bars	1.5	120	12.3	110	3.0	96

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
20.8%
(97)



Other Organic Food
8.2%
(102)



Organic Meat
5.9%
(108)