RDOS Mature Urbanites
PRIZM Segments Included (by SESI): 16, 23
Market: Alberta

Overview

#4 Target Group Mature Urbanites represents 6.6% of households in Alberta or 107,931

Just below average income, mature city dwellers, (median age 58), in primarily 2 (31%) to 5-person households, less than half have children at home

- Primary locations: Calgary, Edmonton, St. Albert, Strathcona County
- Primary EQ type: Personal History Explorers (56.5%), Authentic Experiencers (43.5%)
- Cultural Diversity: Medium
- Median Household Maintainer Age: Just below average-income, mature city dwellers (median age 58) in primarily 2 (37.7%) to 5-person households, less than half have children at home
- Average income: $126,994 (just below average household income for AB at $131,003)
- Top Social Values: Cultural Sampling, Legacy, Need for Escape, Rejection of Authority, Rejection of Orderliness
- Top Sports Leisure and Tourism Activities: Below average for camping, golf, average for parks, cycling, hiking/backpacking, photography, canoeing/kayaking
- Digital Channels Use: Facebook 76.4%, YouTube 66.8%, Instagram 37.3%, Twitter 26.3%

Market Sizing

Total Population

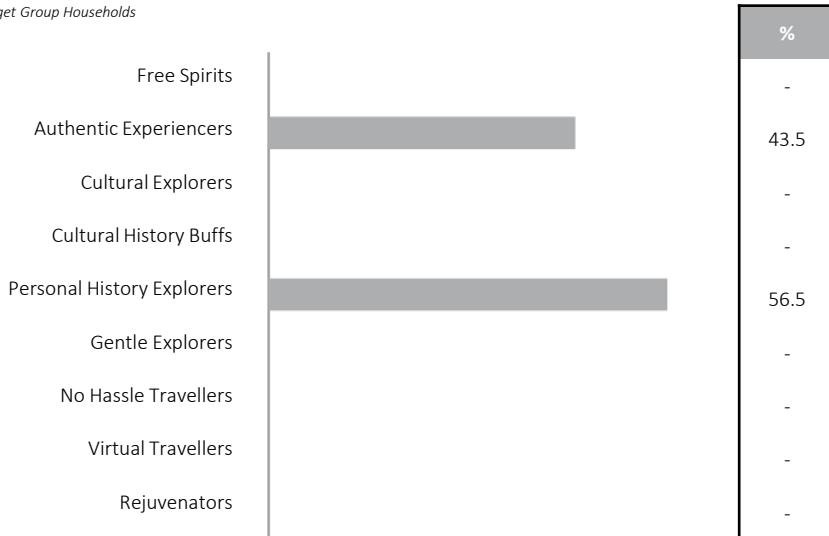Target Group: 276,846 | 6.2%
Market: 4,491,133

Total Households

Target Group: 107,931 | 6.6%
Market: 1,642,696

Top Geographic Markets

Census Subdivision	Target Group % of Group	Target Group % of Market	Target Group Index	Market HH Count	Market % of Market
Calgary, AB (CY)	47.2	10.1	154	503,667	30.7
Edmonton, AB (CY)	38.4	10.5	159	395,467	24.1
St. Albert, AB (CY)	5.8	24.0	366	25,940	1.6
Strathcona County, AB (SM)	4.6	12.9	197	38,440	2.3
Medicine Hat, AB (CY)	1.1	4.2	63	27,847	1.7
Red Deer, AB (CY)	0.9	2.1	33	43,013	2.6
Lethbridge, AB (CY)	0.7	1.7	26	41,219	2.5
Canmore, AB (T)	0.5	8.0	122	6,211	0.4
Rocky View County, AB (MD)	0.2	1.6	24	14,833	0.9
Airdrie, AB (CY)	0.2	0.8	12	26,982	1.6

EQ Segments

% of Target Group Households

	%
Free Spirits	-
Authentic Experiencers	43.5
Cultural Explorers	-
Cultural History Buffs	-
Personal History Explorers	56.5
Gentle Explorers	-
No Hassle Travellers	-
Virtual Travellers	-
Rejuvenators	-

Top PRIZM Segments

% of Target Group Households
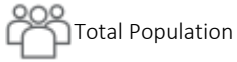
	%
23 - Mid-City Mellow	56.5
16 - Savvy Seniors	43.5

Sources: DemoStats 2022, PRIZM 2022

Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2022

Top Geographic Markets ranked by percent group
PRIZM segments ranked on percent composition chosen from highest percent composition

1

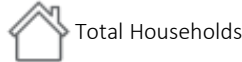DESTINATION BRITISH COLUMBIA

Demographic Profile

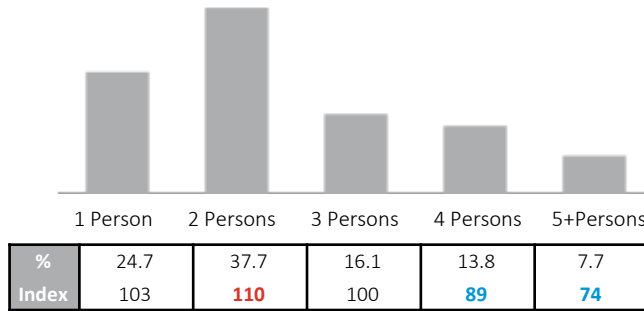### Total Population
Target Group: 276,846 | 6.2%
Market: 4,491,133

Total Households
Target Group: 107,931 | 6.6%
Market: 1,642,696

Average Household Income
$126,994
(97)

Median Household Maintainer Age
58
(116)

Household Size*

	1 Person	2 Persons	3 Persons	4 Persons	5+Persons
%	24.7	37.7	16.1	13.8	7.7
Index	103	**110**	100	**89**	**74**

Marital Status**
58.8%
(98)
Married/Common-Law

Family Composition***
44.4%
(113)
Couples Without Kids at Home

Education**
30.4%
(114)
University Degree

Visible Minority Presence*
22.9%
(79)
Belong to a visible minority group

Non-Official Language*
1.1%
(75)
No knowledge of English or French

Immigrant Population*
21.8%
(95)
Born outside Canada

Psychographics**

Strong Values			Weak Values
Culture Sampling	**129**	**76**	Patriarchy
Legacy	**119**	**78**	Sexism
Need for Escape	**119**	**80**	Parochialism
Rejection of Authority	**117**	**81**	Attraction to Nature
Rejection of Orderliness	**116**	**83**	Joy of Consumption

Key Social Values

Culture Sampling Index = **129**	Legacy Index = **119**	Need for Escape Index = **119**
Rejection of Authority Index = **117**	Rejection of Orderliness Index = **116**	Personal Control Index = **114**
Flexible Families Index = **114**	Introspection & Empathy Index = **114**	Ecological Concern Index = **111**
Ethical Consumerism Index = **111**	Religion a la Carte Index = **110**	Social Learning Index = **110**

Sources: DemoStats 2022, SocialValues 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2022
*Based on Households **Based on Household Population 15+
Psychographics to Canada and Strong/Weak values ranked by Index
2

Sports &Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	84.0	103
Home exercise & home workout	66.8	98
Gardening	66.1	104
Camping	58.8	92
Fitness walking	55.0	104

Top 5 Activities Attended*	% Comp	Index
National or provincial park	31.8	99
Parks & city gardens	31.4	102
Other activities & attractions	27.9	89
Bars & restaurant bars	23.7	103
Auditoriums, arenas & stadiums (any)	21.4	102

Key Tourism Activities**

Reading	Home exercise & home workout	Gardening	Camping	Fitness walking	Cycling	Volunteer work	Hiking & backpacking
84.0%	66.8%	66.1%	58.8%	55.0%	53.2%	49.5%	47.6%
(103)	(98)	(104)	(92)	(104)	(100)	(103)	(101)

Swimming	Arts, crafts, sewing & knitting	Playing video games	Bowling	Photography	Canoeing & kayaking	Golfing	Fitness classes
45.6%	44.3%	43.5%	37.1%	36.3%	35.1%	33.2%	32.6%
(93)	(99)	(92)	(93)	(105)	(100)	(93)	(103)

Ice skating	National or provincial park	Parks & city gardens	Fishing & hunting	Other activities & attractions	Billiards & pool	Health club activity	Jogging
31.9%	31.8%	31.4%	29.2%	27.9%	27.5%	27.4%	26.4%
(96)	(99)	(102)	(90)	(89)	(94)	(99)	(87)

Pilates & yoga	Bars & restaurant bars	Cross country skiing & snowshoeing	Auditoriums, arenas & stadiums (any)	Zoos & aquariums	Movies at a theatre/drive-in	Downhill skiing	Art galleries, museums & science centres
23.8%	23.7%	23.1%	21.4%	18.6%	17.8%	17.8%	17.3%
(101)	(103)	(97)	(102)	(99)	(104)	(89)	(102)

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Source: Environics Analytics 2022
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by percent composition
3

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

	%	Index
Other British Columbia	28.7	101
Other Alberta	24.0	100
Banff	22.9	96
Calgary	19.0	97
Vancouver	16.6	103
Jasper	11.9	94
Saskatchewan	11.3	109
Victoria	11.1	102
Manitoba	10.8	**118**
Toronto	10.3	106
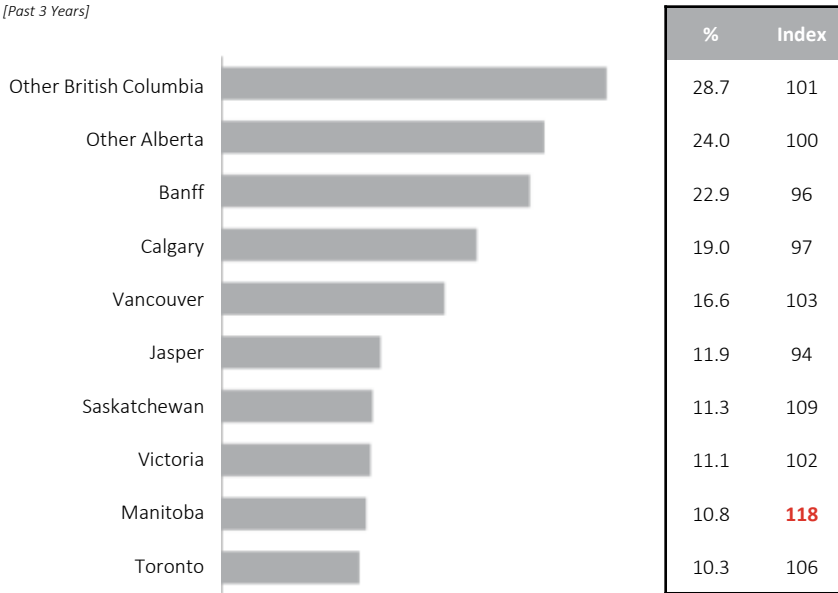
Vacation Booking*

Used [Past 3 Years]

	%	Index
Book through an airline directly	46.0	103
Book through a hotel directly	41.6	104
Book through an online travel agency	31.9	101
Book through airline/hotel website	29.1	105
Other services	17.3	101
Book through a full service travel agent	15.9	**113**
Book a package tour	10.9	**110**
Book through a discount/last-minute agency	6.3	103

*Booked with [Past Year]***

Expedia.com/ca	Booking.com	Hotels.com	Sunwing.ca(!)	Trivago.ca(!)
7.8%	2.8%	3.2%	0.7%	0.7%
(98)	(97)	(109)	**(116)**	(99)

Travelocity.com/ca (!)	Airline Websites	Discount Sites(!)	Other Travel
0.6%	8.8%	0.5%	3.1%
(92)	**(120)**	(91)	**(120)**

Vacation Spending

Spent Last Vacation

$ 1,654 (103)
Average spend on last trip

%	32.3	17.5	16.2	11.9	7.8	14.3
Index	96	102	99	98	**119**	102

(Under $500 | $500 to $999 | $1,000 to $1,999 | $2,000 to $2,999 | $3,000 to $3,999 | $4,000 or More)
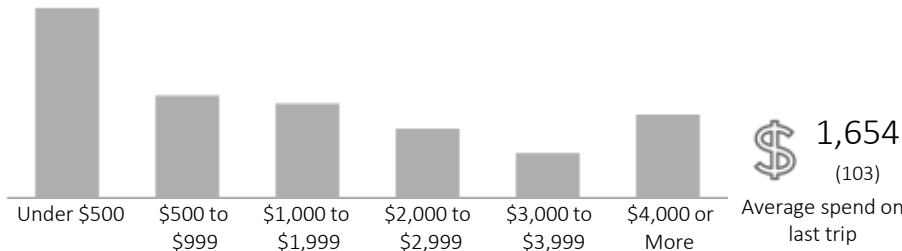
Travel Type and Frequency

Business trips

10.5 (98) Average number of nights away in the past year for business trips

Personal trips
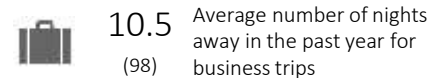
3.5 (101) Average out-of-town vacations taken in the past 3 years
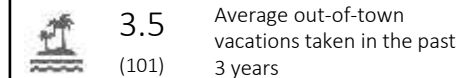
Average Number of business trips by mode of transportation in the past year:

3.2 (94)   3.6 (96)

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2022
(!) Indicates small sample size. (^) Indicates very small sample size.
Based on Household Population 12+
*Selected and ranked by percent composition
**Ranked by national percent composition
4

Travel Profile

Accomodation Preferences*

Used [Past 3 Years]

Hotel	Friends/relatives	Camping	Vacation rental by owner	All-inclusive resort	Cottage	Motel
54.9%	37.4%	24.1%	20.6%	17.4%	10.7%	14.9%
(97)	(102)	**(87)**	(105)	(99)	**(111)**	(95)

B&B	Condo/apartment	Cruise ship	RV/camper	Spa resort	Package tours	Boat
10.7%	11.2%	8.9%	12.6%	2.5%	3.8%	1.9%
(100)	(103)	(105)	(94)	**(90)**	**(111)**	**(84)**

Airline Preferences**

Flown [Past Year]

Air Canada	West Jet	Air Transat	Porter Airlines(!)	Other Canadian (!)
16.4%	23.8%	1.5%	0.1%	2.6%
(103)	(96)	(106)	(92)	**(148)**

United Airlines	Delta Airlines	American Airlines	Other American (!)
2.3%	2.0%	0.8%	0.5%
(90)	**(84)**	**(82)**	**(199)**

European Airlines	Asian Airlines(!)	Other Charter	Other
2.0%	1.1%	1.2%	1.6%
(131)	**(89)**	**(117)**	**(67)**

Car Rental*

Rented From [Past Year]

Enterprise	U-Haul	Budget(!)	Avis(!)
4.4%	1.0%	1.0%	1.2%
(86)	**(81)**	**(126)**	**(84)**

Discount (!)	Hertz(!)
0.0%	0.9%
(80)	**(223)**

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% above or below the average
Source: Environics Analytics 2022
Based on Household Population 12+
(!) Indicates small sample size
*Ranked by national values
**Ranked by national values within row
5

Media

Overall Level of Use

Radio	Television	Newspaper	Magazine	Internet
12 hours/week	1,258 minutes/week	1 hours/week	6 minutes/day	283 minutes/day
(106)	(108)	**(154)**	**(133)**	(96)

Top Radio Programs*

Progams [Weekly]

	%	Index
News/Talk	28.4	**123**
Classic Hits	17.1	104
Multi/Variety/Specialty	16.0	**119**
Adult Contemporary	13.6	100
Today's Country	12.2	94
Mainstream Top 40/CHR	11.4	**83**
AOR/Mainstream Rock	8.5	95
Hot Adult Contemporary	7.1	**86**
Classic Country	6.4	**72**
Classic Rock	6.2	**126**

Top Television Programs*

Progams [Average week]

	%	Index
Movies	47.3	99
Evening local news	39.3	105
Hockey (when in season)	31.8	109
Primetime serial dramas	29.5	**111**
News/current affairs	29.3	**111**
Suspense/crime dramas	26.9	106
Home renovation/decoration shows	26.4	109
Documentaries	24.6	107
Situation comedies	22.2	104
CFL football (when in season)	21.1	**118**

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	53.6	107
National News	50.0	108
International News & World	46.7	108
Editorials	31.7	**115**
Movie & Entertainment	29.8	**113**
Health	27.5	107
Food	27.0	**116**
Sports	26.2	**110**
Business & Financial	25.3	108
Travel	24.6	**111**

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	8.3	**134**
Other English-Canadian	8.0	**114**
Other U.S. magazines	7.3	**119**
National Geographic	5.4	106
Maclean's	3.8	**118**
Canadian Living	3.7	**117**
People	3.4	101
Reader's Digest	2.5	**114**
Hello! Canada	2.2	103
Chatelaine (English edition)	2.1	**126**

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	71.8	101
Send/receive a text/instant message	67.0	100
Do banking/pay bills online	56.9	102
Participate in an online social network	55.3	97
Take pictures/video	53.1	98
Use apps	52.2	97
Use maps/directions service	49.3	100
Internet search - business, services, products	45.9	100
Watch a subscription-based video service	42.8	97
Access a news site	37.3	103

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	63.2	98
Send/receive email	53.1	101
Take pictures/video	50.5	97
Use apps	48.2	96
Participate in an online social network	44.3	97
Use maps/directions service	41.2	97
Internet search - business, services, products	29.5	97
Do banking/pay bills online	29.3	98
Access a news site	26.3	99
Watch other online free streaming videos	20.2	91

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average   Target Group   Source: Environics Analytics 2022
(!) Indicates small sample size
(^) Indicates very small sample size
*Selected and ranked by percent composition
Ranked on Household Population 12+
6

DESTINATION BRITISH COLUMBIA

Media

Social Media Attitudes

Usage [Currently Use]

Platform	%	(Index)
Facebook	76.4%	(100)
YouTube	66.8%	(98)
LinkedIn	40.4%	(98)
WhatsApp	37.7%	(99)
Instagram	37.3%	(100)
Pinterest	27.5%	(98)
Twitter	26.3%	(102)
Audio Podcasts	15.3%	(94)
Blogs	10.1%	(128)
Health and Fitness	9.3%	(110)
Reddit	8.8%	(86)
Snapchat	8.8%	(79)
TikTok	7.1%	(79)
WeChat	4.0%	(77)
Dating App	3.0%	(84)
Flickr	2.7%	(111)
Twitch	1.8%	(75)
Tinder	1.8%	(95)

Reasons to Follow Brands

	%	Index
To learn about a brand's products and services	25.7	91
To get coupons and discounts	21.6	91
To enter contests	21.2	92
To be among the first to hear brand news	8.8	103
To provide feedback to the brand about their products or services	7.6	87
To engage with content	5.3	83
To share brand-related stories with other consumers	3.0	81
To make suggestions to the brand for new products or services	2.7	71

Reasons to Unfollow Brands

	%	Index
Too many messages	31.0	98
Not enough value	18.3	99
Stopped purchasing products from brand	11.9	94
Other	5.0	111

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	25.9	88
Subscribe to brand email newsletter	14.0	101
Follow brand on Instagram	11.2	87
Subscribe to brand channel on YouTube	10.2	84
Join an exclusive online community of consumers who also like the brand	6.5	78
Follow brand on Twitter	5.8	87

Social Media Attitudes

"Social media companies should not be allowed to own or share my personal information" 88% | Index = 102	"I tend to ignore marketing and advertisements when I'm in a social media environment" 77% | Index = 102	"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 69% | Index = 101
"Use SM to stay connected with family" 37% | Index = 94	"Use SM to stay connected with personal contacts" 36% | Index = 94	"Use SM to keep up to date on general news/events" 29% | Index = 93

Sources: AskingCanadians Social 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average — Target Group — Source: Environics Analytics 2022
(!) Indicates small sample size
Ranked by percent composition 7
Based on Household Population 18+

DESTINATION
BRITISH COLUMBIA

Product Preferences

Variables with "Agree" Statements

|				
"I consider it important to vote in elections" 88% | Index = 100	"I am concerned about people getting high and driving" 75% | Index = 100	"I would like to eat healthy foods more often" 75% | Index = 99	"I have tried a product/service based on a personal recommendation" 73% | Index = 101	"Once I find a brand I like, I stick with it" 72% | Index = 100
"I generally achieve what I set out to do" 70% | Index = 101	"If one of my usual brands is on special, I will buy extra" 70% | Index = 103	"It is important to monitor what children watch/listen to/access via media" 70% | Index = 99	"'New and improved' on packages is just an advertising gimmick" 69% | Index = 102	"I would rather spend a quiet evening at home than go out to a party" 69% | Index = 99
"I consider myself to be informed on current events or issues" 69% | Index = 103	"I prepare a grocery list before doing my shopping" 67% | Index = 101	"I am concerned about the issues of online security/identity theft" 65% | Index = 102	"I am interested in learning about different cultures" 65% | Index = 100	"I am very concerned about the nutritional content of food products I buy" 64% | Index = 102
"I value companies who give back to the community" 63% | Index = 101	"When I shop online I prefer to support Canadian retailers" 61% | Index = 102	"Family life and having children are most important to me" 60% | Index = 101	"I make an effort to buy local produce/products" 59% | Index = 106	"I like to cook" 57% | Index = 102
"I prefer to shop at retail store location for the customer experience" 56% | Index = 107	"I am more independent than most people" 56% | Index = 99	"I take care of money matters and bill paying in our household" 55% | Index = 103	"I offer recommendations of products/services to other people" 55% | Index = 102	"My home is kept very neat and clean" 54% | Index = 105

DESTINATION BRITISH COLUMBIA

Product Preferences

Beer Consumption

Drinks [Past Week]
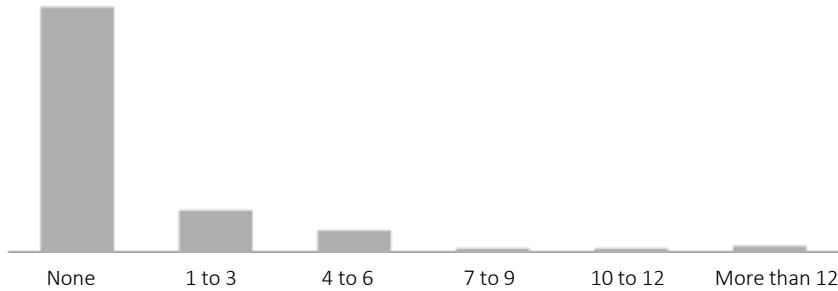
	None	1 to 3	4 to 6	7 to 9	10 to 12	More than 12
%	75.2	13.0	6.9	1.4	1.4	2.1
Index	98	104	**114**	97	**111**	**90**

Drinks

Drank [Past Month]	% Comp	Index
Canadian wine	12.4	107
Liqueurs (any)	8.0	96
Cider	4.1	**84**

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	11.6	**113**

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.5	**114**

Top 10 Beers*

Brand Drink [Most Often/Frequently]

	%	Index
Other Canadian microbrewery/craft beer	25.5	**114**
Corona	13.9	99
Coors Light	12.4	105
Alexander Keith's (any)	12.0	100
Bud Light (any)	10.9	106
Stella Artois	10.5	104
Rickard's (any)	10.1	103
Budweiser	10.1	99
Kokanee	9.9	**120**
Guinness	9.1	**114**
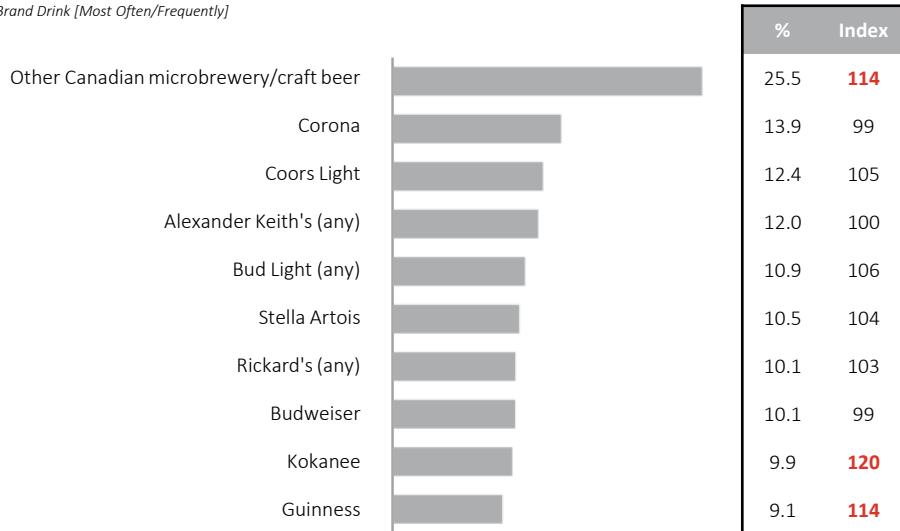
Wine Details

Drank [Past Month]

	%	Index
Red wine (any)	23.4	109
White wine (any)	19.8	**112**
Canadian wine	12.4	107
European wine	8.6	**113**
Other imported wine	7.9	**112**
Australian wine	7.4	**128**
American wine	7.3	109
Rosé wine (any)	6.5	96
Sparkling/champagne (any)	4.1	**117**

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average
Target Group
Source: Environics Analytics 2022
(!) Indicates small sample size
Based on Household Population 12+
*Selected and ranked by percent composition
ranked by percent composition
9

Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

Legend: Once a month or more | 2-11 times per year | Once a year

	%	Index	%	Index	%	Index
Pizza restaurants	11.0	98	42.6	100	3.9	125
Asian restaurants	4.9	96	41.8	103	6.5	115
Submarine/sandwich restaurants	7.3	110	27.9	92	4.0	91
Chicken restaurants	4.7	120	23.8	96	4.2	91
Specialty burger restaurants	3.7	89	26.5	103	5.5	100
Ice cream/frozen yogurt restaurants	4.9	95	22.4	96	4.8	115
Breakfast style restaurant	3.2	104	20.7	103	6.5	85
Other ethnic restaurants	2.0	96	16.1	94	5.6	104
Mexican/Burrito-style restaurants	1.3	84	20.0	96	5.2	92
Italian restaurants	1.4	127	16.1	103	5.6	108
Seafood/Fish and Chips restaurants	0.7	93	10.8	101	6.5	135
Steakhouse	0.6	119	13.4	94	10.6	100
Juice/specialty beverage stores	1.4	76	7.9	86	1.9	108

Restaurant Service Type*

Frequency of Visiting [Past Year]

Legend: Once a month or more | 2-11 times per year | Once a year

	%	Index	%	Index	%	Index
Casual/family dining restaurants	3.2	106	32.6	94	9.0	107
Fast casual restaurants	6.4	83	25.1	96	3.2	114
Food court outlets at a shopping mall	4.0	114	26.3	96	8.2	108
Pub restaurants	2.8	99	21.2	94	4.2	88
Formal dine-in restaurants	2.3	82	21.1	105	8.4	94
Other types	2.4	94	13.5	105	2.5	129
Sports bars	1.6	124	11.7	105	3.3	106

Purchased Organic Food

Done [Past Week]

Organic Fruits and Vegetables	Other Organic Food	Organic Meat
22.3%	7.9%	5.8%
(104)	(99)	(106)

Sources: Opticks Powered by Numeris 2022
Note: Base variables are default and vary based on database
Index: At least 10% **above** or **below** the average | Target Group | Source: Environics Analytics 2022
*Ranked by national percent composition of visited [Pst Yr]
Ranked by percent composition
Based on Household Population 12+
10