

# RDOS Upscale Middle Aged Suburban Families

PRIZM Segments Included (by SESI): 04, 05, 19

Market: Alberta

## Overview

#5 Target Upscale Middle Aged Suburban Families represents 8.2% of households in Alberta or 134,412

Well-above average income, middle-aged rural dwellers (median age 53) in primarily 3-5 person family households, with over 54% with children at home

- Primary locations: Strathcona County, St. Albert, Red Deer, Okotoks, Rocky View County, Airdrie, Chestermere, Lethbridge
- Primary EQ type: Authentic Experiencers (53.2%), No Hassle Travellers (46.8%)
- Cultural Diversity: Low
- Median Household Maintainer Age: Above average income, middle-aged rural dwellers (median age 53) in primarily 3-5 person family households, with over 54% with children at home
- Average income: \$188,362 (Well above average household income for AB at \$131,003)
- Top Social Values: Legacy, Effort Toward Health, Cultural Assimilation, Personal Optimism, Need for Escape
- Top Sports Leisure and Tourism Activities: Average for camping, cycling, swimming, hiking/backpacking, photography, canoeing/kayaking. Above average for golf, downhill skiing, ATV & Snowmobiling
- Digital Channels Use: Facebook 76.6%, YouTube 66.5%, Instagram 37.8%, Twitter 27.6%

## Market Sizing



Total Population

Target Group: 418,790 | 9.3%  
Market: 4,491,133



Total Households

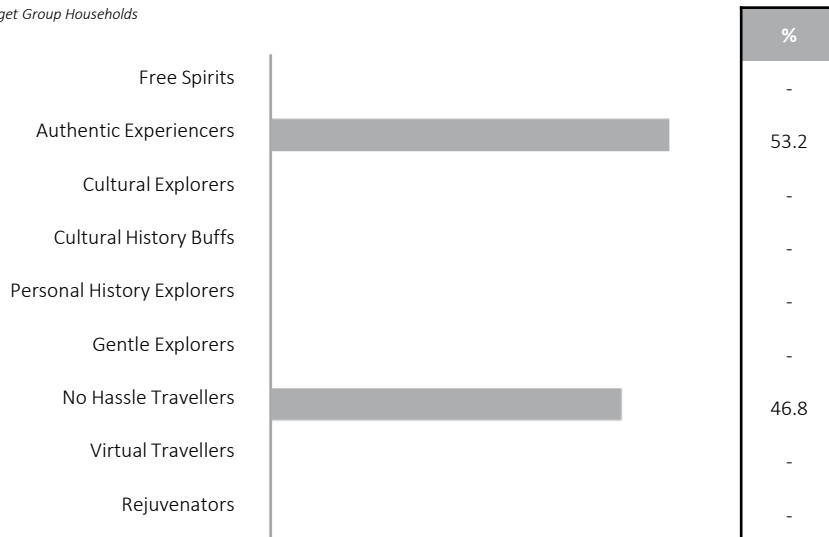
Target Group: 134,412 | 8.2%  
Market: 1,642,696

## Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	22.6	6.0	74	503,667	30.7
Strathcona County, AB (SM)	10.0	35.0	428	38,440	2.3
Edmonton, AB (CY)	9.1	3.1	38	395,467	24.1
St. Albert, AB (CY)	7.0	36.2	443	25,940	1.6
Red Deer, AB (CY)	4.8	14.9	183	43,013	2.6
Okotoks, AB (T)	4.3	53.4	652	10,920	0.7
Rocky View County, AB (MD)	3.8	34.6	423	14,833	0.9
Airdrie, AB (CY)	3.0	14.8	180	26,982	1.6
Chestermere, AB (CY)	2.9	53.1	650	7,235	0.4
Lethbridge, AB (CY)	2.8	9.3	114	41,219	2.5

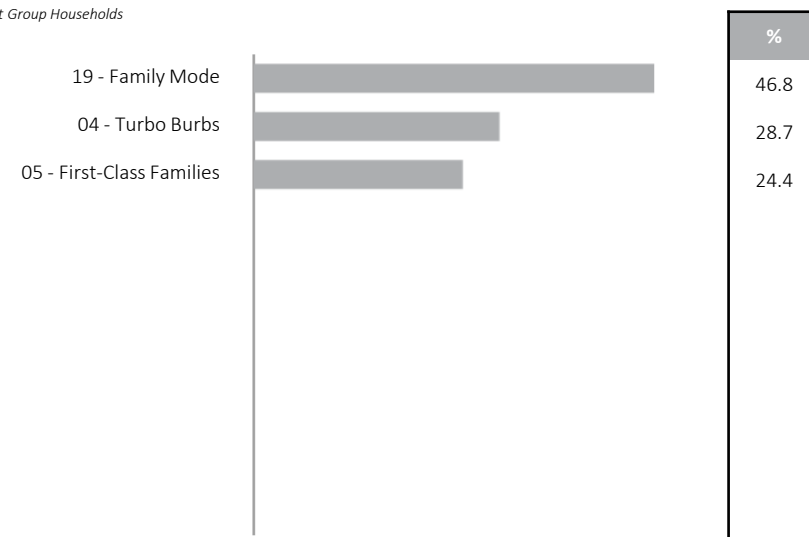
## EQ Segments

% of Target Group Households

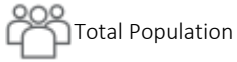


## Top PRIZM Segments

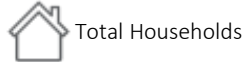
% of Target Group Households



## Demographic Profile



**Total Population**  
Target Group: 418,790 | 9.3%  
Market: 4,491,133



**Total Households**  
Target Group: 134,412 | 8.2%  
Market: 1,642,696

### Average Household Income

\$188,362  
(144)

### Household Size\*



### Median Household Maintainer Age

53  
(106)

### Marital Status\*\*

66.8%  
(111)

Married/Common-Law

### Family Composition\*\*\*

54.3%  
(116)

Couples With Kids at Home

### Education\*\*

28.8%  
(108)

University Degree

### Visible Minority Presence\*

19.0%  
(65)

Belong to a visible minority group

### Non-Official Language\*

0.7%  
(48)

No knowledge of English or French

### Immigrant Population\*

16.9%  
(73)

Born outside Canada

## Psychographics\*\*

### Strong Values

Legacy **127**  
Effort Toward Health **120**  
Cultural Assimilation **119**  
Personal Optimism **116**  
Need for Escape **113**

### Weak Values

**76** Anomie-Aimlessness  
**76** Fulfilment Through Work  
**78** Active Government  
**80** Importance of Aesthetics  
**80** Pursuit of Intensity

## Key Social Values

Legacy Index = <b>127</b>	Effort Toward Health Index = <b>120</b>	Cultural Assimilation Index = <b>119</b>
Personal Optimism Index = <b>116</b>	Need for Escape Index = <b>113</b>	Rejection of Orderliness Index = <b>110</b>
Culture Sampling Index = <b>110</b>	Emotional Control Index = 109	Vitality Index = 109
Traditional Family Index = 108	Community Involvement Index = 108	Personal Control Index = 107

## Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	79.4	97
Home exercise & home workout	69.0	101
Camping	64.3	101
Gardening	63.9	101
Cycling	54.8	102

Top 5 Activities Attended*	% Comp	Index
National or provincial park	32.4	101
Parks & city gardens	30.6	99
Other activities & attractions	30.2	96
Bars & restaurant bars	23.7	103
Auditoriums, arenas & stadiums (any)	21.5	103

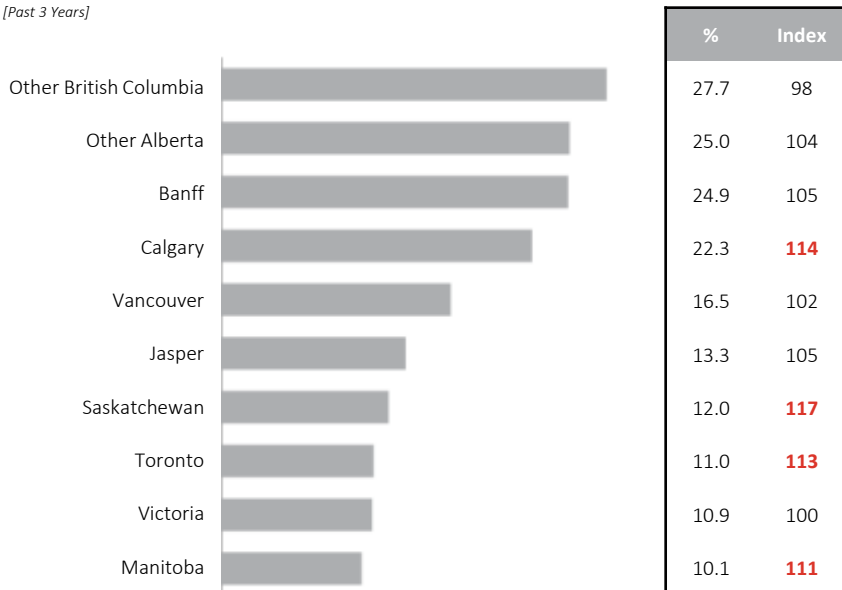
## Key Tourism Activities\*\*

Reading  79.4% (97)	Home exercise & home workout  69.0% (101)	Camping  64.3% (101)	Gardening  63.9% (101)	Cycling  54.8% (102)	Fitness walking  51.6% (97)	Swimming  50.9% (104)	Volunteer work  49.9% (104)
Hiking & backpacking  48.0% (102)	Playing video games  47.7% (101)	Arts, crafts, sewing & knitting  45.3% (102)	Bowling  40.1% (100)	Golfing  39.3% <b>(111)</b>	Ice skating  35.8% (107)	Canoeing & kayaking  35.6% (101)	Photography  33.6% (97)
National or provincial park  32.4% (101)	Fishing & hunting  32.1% (99)	Parks & city gardens  30.6% (99)	Fitness classes  30.6% (97)	Billiards & pool  30.2% (104)	Other activities & attractions  30.2% (96)	Jogging  28.5% (94)	Pilates & yoga  27.7% <b>(118)</b>
Health club activity  27.6% (100)	Bars & restaurant bars  23.7% (103)	Cross country skiing & snowshoeing  23.1% (97)	Downhill skiing  22.2% <b>(111)</b>	Auditoriums, arenas & stadiums (any)  21.5% (103)	Basketball  19.5% <b>(112)</b>	ATV & snowmobiling  19.5% <b>(115)</b>	Zoos & aquariums  18.1% (96)

## Travel Profile

### Top Canadian Destinations\*

Visited [Past 3 Years]

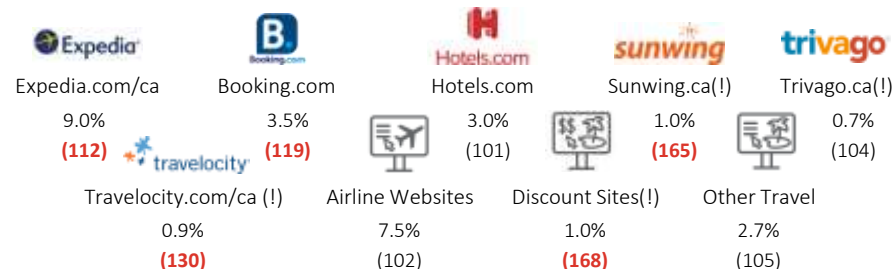


### Vacation Booking\*

Used [Past 3 Years]

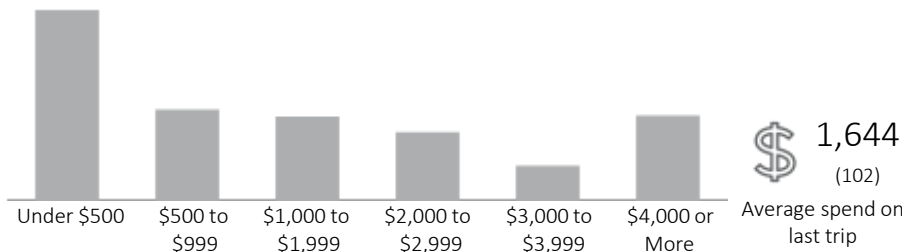


Booked with [Past Year]\*\*



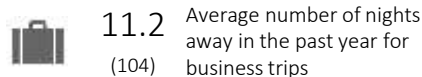
### Vacation Spending

Spent Last Vacation

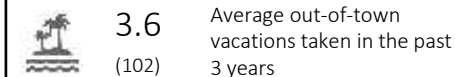


### Travel Type and Frequency

Business trips



Personal trips



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



## Travel Profile

### Accommodation Preferences\*

Used [Past 3 Years]

 Hotel 59.0% (104)	 Friends/relatives 34.9% (95)	 Camping 30.8% <b>(111)</b>	 Vacation rental by owner 19.4% (99)	 All-inclusive resort 20.3% <b>(116)</b>	 Cottage 9.1% (94)	 Motel 16.4% (105)
 B&B 9.9% (93)	 Condo/apartment 11.3% (103)	 Cruise ship 8.5% (100)	 RV/camper 16.3% <b>(121)</b>	 Spa resort 3.1% <b>(113)</b>	 Package tours 3.9% <b>(112)</b>	 Boat 2.3% (99)

### Airline Preferences\*\*

Flown [Past Year]

 Air Canada 16.9% (107)	 West Jet 24.5% (99)	 Air Transat 1.7% <b>(123)</b>	 Porter Airlines(!) 0.1% <b>(110)</b>	 Other Canadian (!) 2.3% <b>(136)</b>
 United Airlines 2.9% <b>(110)</b>	 Delta Airlines 1.4% <b>(60)</b>	 American Airlines 1.0% (100)	 Other American (!) 0.4% <b>(169)</b>	
 European Airlines 1.6% (108)	 Asian Airlines(!) 1.0% <b>(75)</b>	 Other Charter 1.4% <b>(136)</b>	 Other 2.2% <b>(89)</b>	

### Car Rental\*

Rented From [Past Year]

 Enterprise 4.7% (92)	 U-Haul 1.1% <b>(87)</b>	 Budget(!) 0.6% <b>(68)</b>	 Avis(!) 1.4% (91)
	 Discount (!) 0.0% (99)	 Hertz(!) 0.3% <b>(82)</b>	

## Media

### Overall Level of Use

Radio



11 hours/week  
(97)

Television



1,137 minutes/week  
(97)

Newspaper



0 hours/week  
(92)

Magazine



4 minutes/day  
**(84)**

Internet



296 minutes/day  
(100)

### Top Radio Programs\*

Programs [Weekly]

	%	Index
News/Talk	21.4	93
Adult Contemporary	17.5	<b>130</b>
Today's Country	17.2	<b>133</b>
Classic Hits	15.8	96
Mainstream Top 40/CHR	15.2	<b>110</b>
Multi/Variety/Specialty	12.8	95
AOR/Mainstream Rock	9.9	<b>110</b>
Hot Adult Contemporary	8.6	104
Classic Country	6.1	<b>69</b>
All News	5.5	106

### Top Television Programs\*

Programs [Average week]

	%	Index
Movies	48.3	101
Evening local news	35.9	96
Hockey (when in season)	30.3	104
News/current affairs	26.4	100
Primetime serial dramas	26.2	98
Home renovation/decoration shows	25.8	107
Suspense/crime dramas	25.2	99
Documentaries	23.9	103
Cooking programs	21.7	<b>113</b>
Situation comedies	20.8	98

### Top Newspaper Sections\*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	48.6	97
National News	44.2	96
International News & World	42.6	98
Editorials	28.2	102
Business & Financial	25.9	<b>111</b>
Health	25.3	98
Movie & Entertainment	24.3	92
Sports	24.0	101
Food	22.6	97
Travel	21.4	97

### Top Magazine Publications\*

Read [Past Month]

	%	Index
Other English-Canadian	6.9	98
Other U.S. magazines	6.7	109
CAA Magazine	5.8	93
National Geographic	4.7	93
Maclean's	3.6	<b>110</b>
Canadian Living	3.5	<b>111</b>
People	2.9	<b>87</b>
Reader's Digest	2.4	109
Zoomer Magazine	2.4	<b>137</b>
Canadian Geographic	1.9	93

### Top Internet Activities\*

Activity [Past Week]

	%	Index
Send/receive email	73.0	103
Send/receive a text/instant message	67.9	101
Participate in an online social network	58.2	102
Take pictures/video	55.0	101
Use apps	54.4	101
Do banking/pay bills online	53.2	96
Use maps/directions service	51.7	105
Watch a subscription-based video service	48.0	109
Internet search - business, services, products	46.8	101
Watch free streaming music videos	35.5	104

### Top Mobile Activities\*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	64.7	101
Send/receive email	54.1	103
Take pictures/video	52.2	101
Use apps	49.5	98
Participate in an online social network	47.0	103
Use maps/directions service	45.6	108
Internet search - business, services, products	30.8	101
Do banking/pay bills online	28.2	94
Access a news site	25.1	95
Watch a subscription-based video service	23.5	104

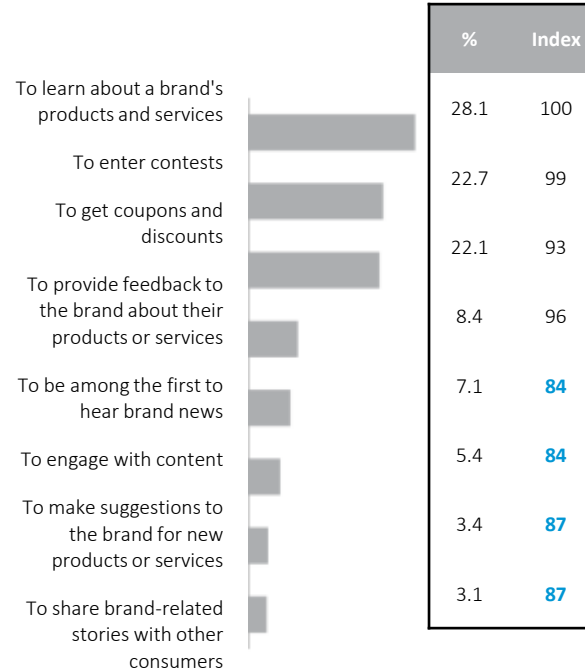
## Media

### Social Media Attitudes

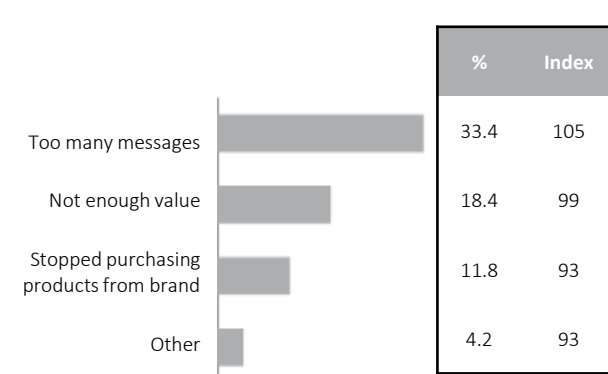
Usage [Currently Use]



### Reasons to Follow Brands

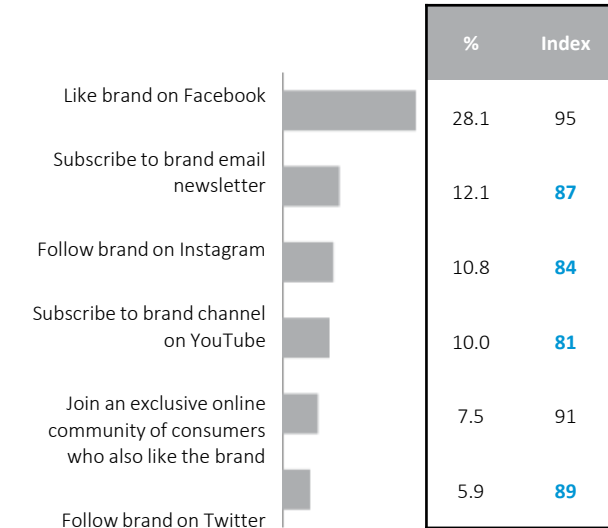


### Reasons to Unfollow Brands

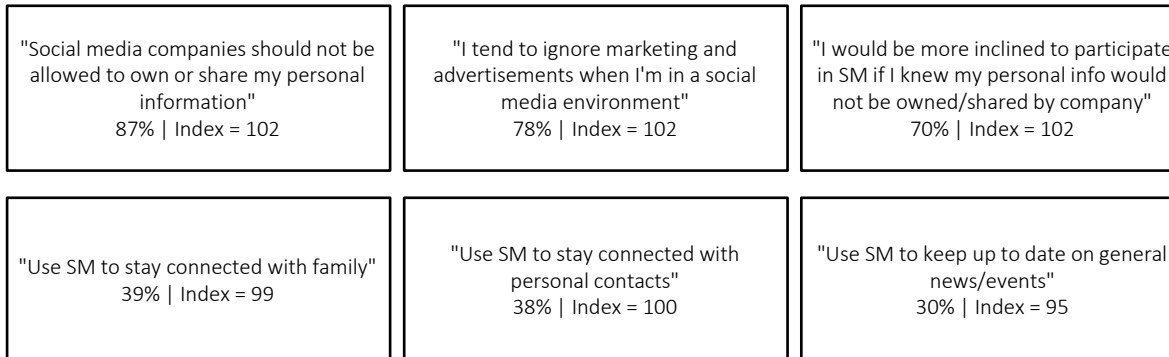


### Actions Taken using Social Media

Variables with Response "Yes"



### Social Media Attitudes



### Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections"  
86% | Index = 98

"I am concerned about people getting high and driving"  
76% | Index = 101

"I would like to eat healthy foods more often"  
76% | Index = 101

"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"  
73% | Index = 102

"I generally achieve what I set out to do"  
70% | Index = 101

"It is important to monitor what children watch/listen to/access via media"  
70% | Index = 99

"If one of my usual brands is on special, I will buy extra"  
69% | Index = 101

"I prepare a grocery list before doing my shopping"  
68% | Index = 103

"I would rather spend a quiet evening at home than go out to a party"  
68% | Index = 97

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

"'New and improved' on packages is just an advertising gimmick"  
67% | Index = 98

"I am very concerned about the nutritional content of food products I buy"  
65% | Index = 103

"I am interested in learning about different cultures"  
64% | Index = 99

"I am concerned about the issues of online security/identity theft"  
64% | Index = 100

"I value companies who give back to the community"  
62% | Index = 98

"Family life and having children are most important to me"  
61% | Index = 103

"When I shop online I prefer to support Canadian retailers"  
58% | Index = 96

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

"I make an effort to buy local produce/products"  
57% | Index = 102

"I like to try new and different products"  
56% | Index = 106

"I am more independent than most people"  
55% | Index = 98

"I offer recommendations of products/services to other people"  
55% | Index = 103

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

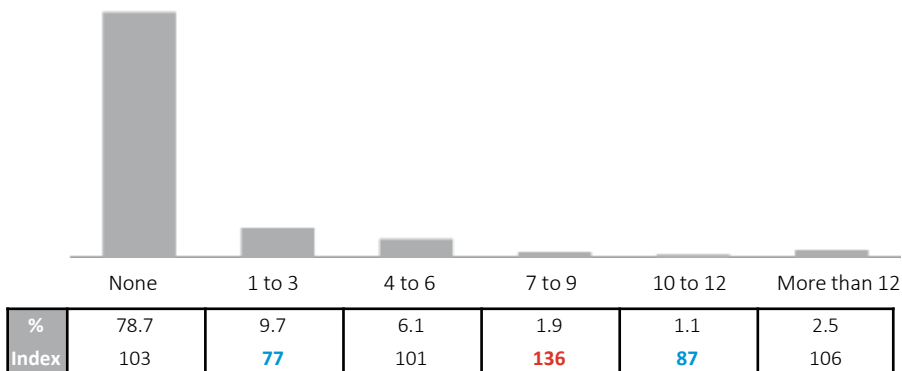
"I like to try new places to eat"  
53% | Index = 106



## Product Preferences

### Beer Consumption

Drinks [Past Week]



### Drinks

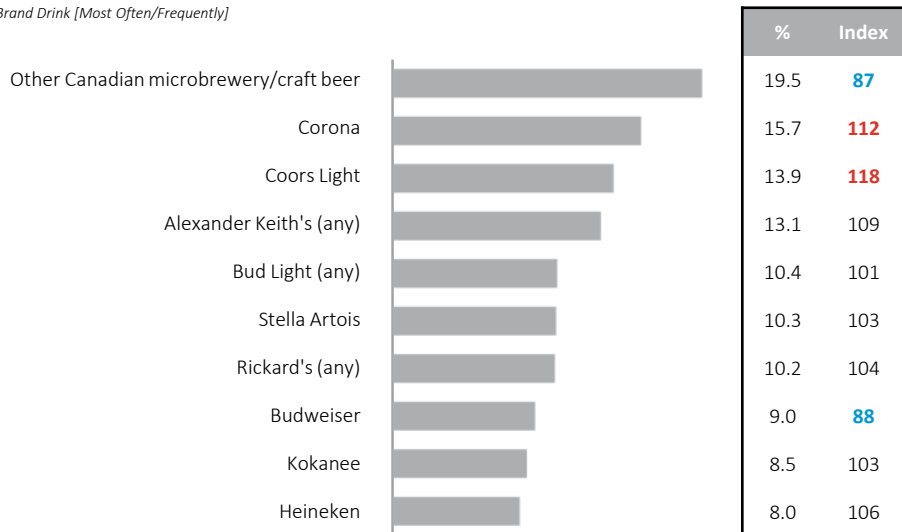
Drank [Past Month]	% Comp	Index
Canadian wine	13.1	113
Liqueurs (any)	9.1	109
Cider	5.9	122

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	10.5	102

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	19.5	87

### 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	11.5	102	45.2	106	2.4	78
Asian restaurants	4.5	88	39.6	97	6.1	107
Submarine/sandwich restaurants	7.1	106	29.5	97	4.3	98
Chicken restaurants	4.2	108	24.8	100	5.0	108
Specialty burger restaurants	4.2	103	26.6	103	4.5	82
Ice cream/frozen yogurt restaurants	6.8	131	23.0	99	4.1	99
Breakfast style restaurant	3.4	109	19.9	99	7.4	97
Other ethnic restaurants	3.0	144	17.1	100	4.6	85
Mexican/Burrito-style restaurants	1.5	103	22.9	110	5.2	92
Italian restaurants	1.4	132	17.0	109	6.0	115
Seafood/Fish and Chips restaurants	0.4	62	11.6	109	3.8	78
Steakhouse	0.9	169	14.2	99	10.4	98
Juice/specialty beverage stores	2.0	109	9.9	109	1.7	96

### 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	3.8	126	34.8	100	7.5	89
Fast casual restaurants	7.7	100	28.4	109	3.3	117
Food court outlets at a shopping mall	3.6	103	26.3	96	6.2	83
Pub restaurants	3.2	116	23.3	104	5.9	124
Formal dine-in restaurants	2.6	93	21.1	105	7.2	81
Other types	2.2	88	12.2	96	1.9	100
Sports bars	1.7	135	10.8	96	3.4	109

### Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables  
21.0%  
(98)



Other Organic Food  
8.0%  
(101)



Organic Meat  
5.7%  
(104)