

## Market Reports BC / Alberta

Utilizing Environics Analytics Research, we provide proprietary research reports. This information will give your business or destination a strategic advantage in understanding your target markets, their demographics, traditional and social media habits and where they are located in BC and Alberta by EQ type right down to the postal code level.

## Market Reports Base Bundle \$1,500 – Minimum Program

BC and Alberta market summary and growth projections to 2026 by EQ type; BC Market top three EQ types; Alberta Market top 3 EQ types; your choice of three market reports by geography by EQ type (i.e. Free Spirits in Calgary) and your choice of one sector report such as Culinary, Cycle, Hike, Festivals and Events, and Culture, etc.

**Analysis of your postal codes:** Includes Base Bundle above, plus your customer profile. **\$2,500**

## Additional Sector Reports – \$500 each

Special Interest profiles include Culinary, Cycle, Hike, Festivals and Events, Culture, ATV/Snowmobiling, Camping/RV, Canoeing/Kayaking, Car Touring, Consumer Shows, Golf, Motorcycle, Ski (Cross Country/Downhill), Snowboarding Spa, Sporting Events. Choose from over 5,000 variables.

**PRIZM5** classifies Canada's neighbourhoods into 68 unique lifestyle clusters, integrating geographic, demographic and psychographic data. Each segment has its own unique profile, which captures Canadian demographics, lifestyles, consumer behavior, and settlement patterns in Canada. The use of this tool has the potential to provide a granular view of geographic markets and the distribution of lifestyle or activity-based segments.

PRIZM5 incorporates the latest, authoritative data from a range of demographic, marketing and media sources – including primary research surveys, and provides an in-depth analysis at the postal code level. The postal code is fundamental to the use of PRIZM5 and the program adds significant value to the EQ segmentation tool. Check out your own [postal code](#) in the system!

Each PRIZM5 Cluster has been mapped to one of the nine Destination Canada [Explorer Quotient](#)® EQ Profiles. We provide 8 pages [per report](#) of key insights into the travel motivations, interests, activities, traditional media and

social media use of these types by BC and/or Alberta markets.

For more information visit our [website](#).

