

CALGARY BUSINESS AIR TRAVELLERS



 **\$126K**
Average household income

 **81%**
Smartphone users


 **62%**
Drive or carpool to work

 **76%**
Bank online

 **61%**
Married/ Common Law

 **75%**
Age 25-54

 **72 minutes**
is an average day via public transit

 **88%**
Have noticed any Out-of-Home advertising in the past week

Source: Numeris RTS, Spring 2018. Calgary A18+ vs. business air travellers