

ATLANTIC PROFILE - GROUP 1

TOTAL POPULATION: 264,207

HOUSEHOLDS: 98,738

% OF HOUSEHOLDS IN ATLANTIC CANADA: 9.5%

SEGMENT 25 - SUBURBAN SPORTS ACCOUNTS FOR 33% OF HOUSEHOLDS IN THIS GROUP

SEGMENT 19 - FAMILY MODE ACCOUNTS FOR 30%

SEGMENT 38 - STRESSED IN SUBURBIA ACCOUNTS FOR 22%

PRIZM SEGMENTS:

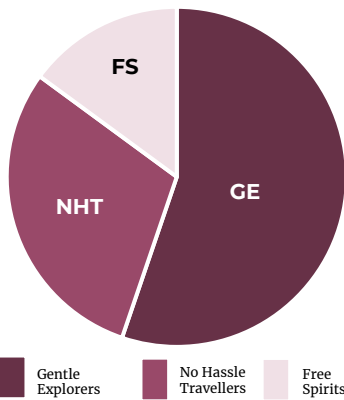


WHERE DO THEY LIVE?

- Halifax - NS
- St. John's - NL
- Paradise - NL
- Moncton - NB
- Conception Bay South - NL
- Fredericton - NB
- Mount Pearl - NL
- Saint John - NB
- Charlottetown - PE
- Oromocto - NB

*** More likely to find Group 1 in areas listed in bold.

EXPLORER QUOTIENT TYPE (EQ TYPE)



GENTLE EXPLORERS

- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home.
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so.
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures.
- They prefer creature comforts and the security of group travel.
- Travel offers an opportunity to act more vividly and spontaneously than when at home.

NO HASSLE TRAVELLERS

- No-Hassle Travellers are cautious, dutiful, and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life.
- They are average Canadians leading busy lives, understated and cautious with spending money.
- They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations.
- They prefer quiet weekend getaways close by.

DEMOGRAPHICS

AGE OF MAINTAINER: 25 to 54 years old (median age 50)

SIZE: Mainly 2+ people (47% are households with children at home - children's age ranges from 0 to 19 years old)

MARITAL STATUS: 62% are married or living with a common-law partner.

TYPES: Over three quarters are family households.

AVERAGE INCOME: \$114,702

EDUCATION: Most have either a College Diploma, High School Diploma, or University Degree

EMPLOYED: They are in the labour force 69%, mainly in sales and service, business, finance, administration, education, government, religion, social.

COMMUTING: By car mainly as drivers but also as passengers and use public transit at above average rates.

DWELLING CHARACTERISTICS: Almost 80% are owners living mainly in single-detached, and semi-detached; they are more likely than average to be living in dwellings that were built after 1991.

LANGUAGES: Almost 85% know English only, about 15% know both English and French. They identify their mother tongue as mainly English, followed by French coming in second at well below average rates. They report having a non-official language as their mother tongue at average rates with Mandarin, Arabic and Tagalog topping that list.

DIVERSITY: Mainly non-immigrant population, born in province but they over-index for Born outside of province. This is a diverse group for Atlantic Canada with 6% belonging to a visible minority group with the main ones being Black, Chinese, and South Asian.

SOCIAL VALUES

ATLANTIC CANADA IS A DISTINCT MARKET WITHIN CANADA

Here are the top 5 strongest and weakest social values that are predominant in Atlantic Canada compared to the rest of Canada.

STRONG VALUES

Attraction to Nature
Utilitarian Consumerism
Financial Concern Regarding the Future
Confidence in Small Business
Emotional Control

WEAK VALUES

Attraction for Crowds
Ostentatious Consumption
Status via Home
Pursuit of Novelty
Pendant for Risk

WHAT MAKES THIS GROUP DIFFERENT WITHIN ATLANTIC CANADA:

- These busy families regularly *Need to Escape* the stress and responsibilities of everyday life.
- Generally hopeful about the future, they believe people need to take risks to succeed (*Personal Optimism, Pendant for Risk*).
- For good or bad, they believe people generally get what they deserve based on the choices they make (*Just Deserts*), and they see Canada as a land of opportunity where anybody can achieve success if they try hard enough (*North American Dream*).
- When it comes to family, they believe in unconventional family structures and diversity in relationships, they also seek to learn from other culture (*Flexible Families, Racial Fusion, Culture Sampling*).

STRONG VALUES

Personal Optimism
Need for Escape
Pendant for Risk
Ecological Fatalism

North American Dream
Equal Relationship with Youth
Acceptance of Violence
Flexible Families

Culture Sampling
Racial Fusion
Just Deserts
Importance of Price

WEAK VALUES

Attraction to Nature

Utilitarian Consumerism

Duty

[Social Values Glossary](#)

READY TO TRAVEL DURING COVID-19?

* INFORMATION IN THIS SECTION TO BE UPDATED WHEN NEW DATA BECOMES AVAILABLE

ONLINE BEHAVIOUR

On social media they are more spectators than active posters, you will find them on Facebook, YouTube, Instagram, Pinterest, and Twitter.

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? They **research, compare products and prices, and read reviews online**. They seem to be accessing travel content online at slightly above average rates.

ARE THEY RESPONSIVE TO ADS/BRANDS? They have been known to **click on ads** and are not opposed to receiving relevant marketing messages on social media. They follow brands on Facebook, **YouTube**, Twitter, and Instagram, they **watch videos on YouTube** and **listen to music on streaming services** at above average rates.

DO THEY PURCHASE ONLINE? They use **coupons** and purchase **products and services online** and more specifically **travel related products and services** at above average rates.






TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	35-43.5%	Yes	
EXPLORING PLACES MOST TOURISTS WON'T GO	22.5-28%	Average	
TRAVEL TO REMOTE DESTINATIONS	18-25%	Average	
OUTDOOR ACTIVITIES			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	61-62%	Yes	This group shows the strongest interest in this activity.
BEACHES			
Oceanside Beaches	61%	Yes	This group shows the strongest interest in this activity.
Lakeside Beaches	51%	Yes	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	57-58%	Average	
Hiking or Backpacking	40%	Yes	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			



Guided Nature Tours	19-20%	Average	
Ziplining	18-24%	Yes	This group shows the strongest interest in this activity.
Casual Biking	14-19%	Average	
Mountain Biking	9-11%	Average	
Road Cycling	8-9%	No	
NATIONAL, PROVINCIAL OR NATURE PARKS	47-49%	Average	
WILDLIFE VIEWING	46-47%	Yes	This group shows the strongest interest in this activity.
Bird Watching	15%	Average	
Whale Watching	13%	No	
CAMPING	35.5-41%	Yes	This a strong camping group. They camp in general, they rent RVs and also camp in our parks. Over 50% of this group participated in camping in the last year.
Provincial Park Campers	11-13%	Yes	This group is responsible for 11 to 13% of reservations in New Brunswick provincial parks every year. They have stayed over 11,000 times in provincial park campgrounds since 2015.
National Park Campers	10-14.0%	Yes	This group is responsible for 10 to 14% of reservations in New Brunswick national parks every year. They have stayed almost 2,700 times in Fundy and Kouchibouguac campgrounds in 2021. Visitors from Group 1 are more likely to be found in Fundy than in Kouchibouguac .
Renting a Recreational Vehicle (RV)	8.5-12.5%	Yes	This group shows the strongest interest in this activity.
WATER-BASED SOFT ADVENTURES			
Kayak, Canoe or Stand-Up Paddle Board	24-30%	Yes	
Powerboat or Jet Skiing	12%	Yes	
Guided Boat Tours	16-22%	Yes	
GOLF	16-19%	Yes	
FISHING OR HUNTING	16-19%	Average	This group is responsible for 3% of hunting and 6% of fishing licences sold to New Brunswick residents in 2021.
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	54-67%	Average	
Breweries or Wineries	36-39%	Yes	
Fine Dining	27-29%	No	
Culinary Tours or Cooking Classes	12%	Average	
Agricultural or Country Farm Tours	8-9%	No	
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	42-43%	Average	
Art Galleries, Museums or Science Centers	29%	Yes	
Art Galleries or Museums	28-31%	Average	
Historical Sites	26%	Average	
Live Theatre	22.5%	Yes	
Indigenous Culture	20.5-22%	Average	
Ballet, Opera, Symphony	5%	Average	
FESTIVALS AND/OR EVENTS			
Food and Drink Festival or Event	40.5-42.5%	Yes	This group shows the strongest interest in this activity.
Live Shows	34-36%	Yes	
Cultural or Traditional Festivals	28-30%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			





Sporting Events	25-26%	Yes	This group shows the strongest interest in this activity.
Music Festivals	23.5-29%	Average	
Comedy Festivals	14-18%	Yes	
Movie Festivals	7-8%	No	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	33-40%	Average	
Shopping for Souvenirs	30-39%	Average	
Amusement or Theme Parks	29-35.5%	Yes	This group shows the strongest interest in this activity.
Shopping for Clothes and Shoes	26.5-34.5%	Average	
Guided City Tours	23-27%	Average	
Exhibitions, Carnivals, Fairs, Markets	21%	No	
Spas or Wellness Centres	18.5-20%	Average	
Nightlife	16-20%	Average	
Zoos, Aquariums	15%	Yes	
Video Arcades or Indoor Amusement Centres	10%	Yes	
PHOTOGRAPHY	31.5%	Yes	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			

MEDIA USAGE

RADIO	TELEVISION	NEWSPAPER	MAGAZINE	INTERNET
 13 hours/week	 20.5 hours/week	 1 hour/week	 6 minutes/day	 4.2 hours/day
TOP RADIO: News/Talk Classic Hits Hot Adult Contemporary Today's Country Mainstream Top 40 Adult Contemporary Classic Rock	TOP TELEVISION: Movies Evening local news Primetime serial dramas Suspense/crime dramas Home renovation shows News/current affairs Hockey (When in season)	TOP NEWSPAPER: National News Local & Regional News International News & World Movie & Entertainment Editorials Sports Health	TOP MAGAZINES: Other English-Canadian Canadian Living CAA Magazine National Geographic Other U.S. magazines Maclean's Food & drink	TOP INTERNET: Send or receive email Send/receive a text/IM Take pictures/video Participate in Social Media Banking/Pay bills Use maps/directions service Use apps

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
 FACEBOOK 87% Currently Use	<ol style="list-style-type: none"> 1. Read news feed "About once per day or more" 2. Comment/Like other users' posts "About once per day or more" 3. Post photos "About once per month" 4. Use Messenger "About once per day or more" 5. Update their status "About once per month" 	<ol style="list-style-type: none"> 1. Create a Facebook fundraiser 2. Give to a Facebook fundraiser 3. Create a Facebook group or fan page for a company, cause, event or organization 4. Post videos 5. Click on an ad 6. Watch live videos
 YOUTUBE 67% Currently Use	<ol style="list-style-type: none"> 1. Watch videos "Once per day or more", "A few times per week" or "A few times per month" 2. Watch live videos "About once per month" 3. Leave a comment on a video or post a response video "About once per month" 4. Share videos "About once per month" 5. Like or dislike videos "About once per month" 	<ol style="list-style-type: none"> 1. "Create and post" a video 2. Embed a video on a web page or blog 3. Click on an ad 4. Leave a comment on a video or post a response video 5. Share videos

 <p>PINTEREST 34% Currently Use</p>		
 <p>LINKEDIN 33% Currently Use</p>	<ol style="list-style-type: none"> 1. Update profile information "About once per month" 2. Search and review other profiles "About once per month" 3. Create a connection "About once per month" 4. View a job posting "About once per month" 5. Read their newsfeed "About once per month" 	<ol style="list-style-type: none"> 1. Participate in LinkedIn forums 2. Request a recommendation 3. Click on an ad 4. Post an article, video or picture 5. Join a LinkedIn group 6. Comment on content
 <p>INSTAGRAM 33% Currently Use</p>	<ol style="list-style-type: none"> 1. View photos/videos "Several times per day" or "Once per day" 2. Post photos/videos "About once per month" 3. Like photos/videos "A few times per week" or "About once per month" 4. Comment on photos/videos "About once per month", "A few times per month" 5. View a brand's page "About once per month" 	<ol style="list-style-type: none"> 1. Watch IGTV videos 2. Click on ads 3. View a brand's page 4. Watch live videos 5. Send direct messages 6. Post photos/videos
 <p>TWITTER 31% Currently Use</p>	<ol style="list-style-type: none"> 1. Read tweets "About once per day or more" 2. Actively follow new users "About once per month" 3. Follow users who follow you "About once per month" 4. Tweet "About once per month" 5. Retweet "About once per month" 	<ol style="list-style-type: none"> 1. Click on an ad 2. Watch live videos 3. Send or receive direct messages 4. Share a link to a blog post, news article or item of interest 5. Respond to tweets 6. Retweet
 <p>WHATSAPP 19% Currently Use</p>	<ol style="list-style-type: none"> 1. Send or receive messages "Several times per day" 2. Use voice calls "About once per month" 3. Send or receive images "Several times per day", "About once per month" 	<ol style="list-style-type: none"> 1. Send or receive documents or files 2. Use voice calls 3. Use group chats
 <p>AUDIO PODCASTS 16% Currently Use</p>	<ol style="list-style-type: none"> 1. Subscribe to a "comedy" podcast "A few times per month" 2. Listen to an "educational" or "comedy" podcast "About once per month" 3. Listen to a "news" podcast "A few times per week or more" 	<ol style="list-style-type: none"> 1. Subscribe to a "sports", "technology", "business", "news" or "educational" podcast 2. Listen to "sports", "technology-focused" or "business" podcasts
 <p>SNAPCHAT 12% Currently Use</p>	<ol style="list-style-type: none"> 1. Receive photos/videos "A few times per week or more", "Once to a few times per month" 2. Send photos/videos "A few times per week or more" or "Once to a few times per month" 3. Send direct text messages "A few times per week or more" 4. Use filters and effects "A few times per week or more" 	<ol style="list-style-type: none"> 1. View ads 2. View brand's snaps 3. Use video chat 4. Read Snapchat discover/News 5. Use group chat
 <p>BLOGS 8% Currently Use</p>	<ol style="list-style-type: none"> 1. Read blogs "A few times per year", "A few times per month", "About once per month" or "A few times per week" 2. Comment on articles or blogs "A few times per year" or "A few times per month" 	<ol style="list-style-type: none"> 1. Publish blog, Tumblr, or online journal 2. Comment on articles or blogs 3. Read blogs
 <p>TIKTOK 6% Currently Use</p>		
 <p>REDDIT 5% Currently Use</p>	<ol style="list-style-type: none"> 1. Follow specific Subreddits "A few times per month or more" 2. Vote on content "A few times per month or more" 3. View content "Several times per day", "about once per month" 	<ol style="list-style-type: none"> 1. Post content 2. Vote on content 3. Follow specific Subreddits

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED

1. Nova Scotia
 - a. Other Nova Scotia
 - b. Cape Breton Island
2. New Brunswick
3. **Prince Edward Island**
4. Ontario
 - a. **Toronto**
 - b. Other Ontario
 - c. Ottawa
5. Québec
 - a. **Montreal**
 - b. **Quebec City**
6. Newfoundland & Labrador

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

52% Hotel	13% Bed and Breakfast
36% Friends or Relatives	11% Cruise ship
24% Vacation rental by owner	9.5% RV / Camper
22% Camping	8.5% Condo / Apartment
19% Motel	3% Boat
19% All-inclusive resort	3% Package Tours
16% Cottage	2.5% Spa resort

ATLANTIC CANADA – WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
TOTAL POPULATION	62,111	99,962	15,313	86,821
HOUSEHOLDS	22,878	36,199	5,367	34,294
% HOUSEHOLDS IN PROVINCE	7%	9%	8%	16%

NEW BRUNSWICK*	NOVA SCOTIA*	PRINCE EDWARD ISLAND*	NEWFOUNDLAND AND LABRADOR*
Moncton	Halifax	Charlottetown	St. John's
Fredericton	Cape Breton	Cornwall	Paradise
Saint John	East Hants	Stratford	Conception Bay South
Oromocto	Colchester, Subd. C	Summerside	Mount Pearl
Riverview	Bridgewater	Lot 48	Gander
Quispamsis	Amherst	Lot 34	Grand Falls - Windsor
Rothesay	Antigonish	Miltonvale Park	Torbay
Lincoln	Kentville	Lot 33	Corner Brook

*Above/Below averages are calculated within each provincial population.