

# ATLANTIC PROFILE - GROUP 2

TOTAL POPULATION: 652,391

HOUSEHOLDS: 267,429

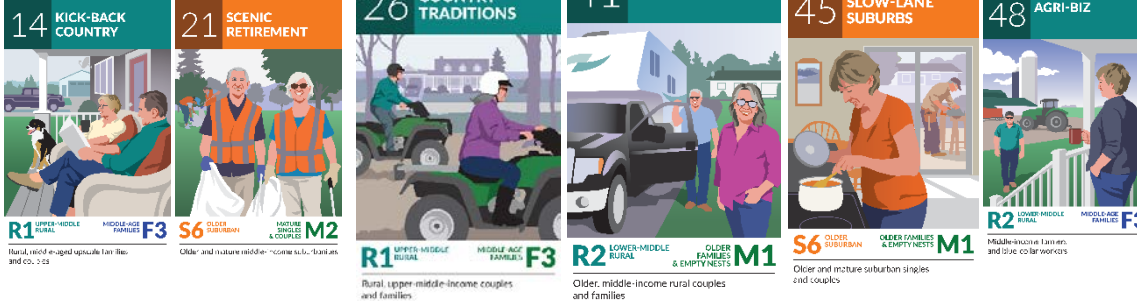
% OF HOUSEHOLDS IN ATLANTIC CANADA: 26%

SEGMENT 41 - DOWN TO EARTH ACCOUNTS FOR 44% OF HOUSEHOLDS IN THIS GROUP

SEGMENT 26 - COUNTRY TRADITIONS ACCOUNTS FOR 27%

SEGMENT 45 - SLOW-LANE SUBURBS ACCOUNTS FOR 14%

## PRIZM SEGMENTS:

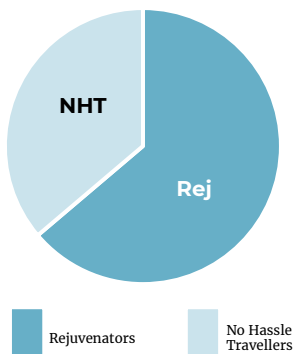


## WHERE DO THEY LIVE?

- Halifax - NS
- Cape Breton - NS
- St. John's - NL
- Saint John - NB
- Lunenburg - NS
- East Hants - NS
- Fredericton - NB
- Moncton - NB
- West Hants - NS
- Kings, Subd. A - NS

\*\*\* More likely to find Group 2 in areas listed in bold.

## EXPLORER QUOTIENT TYPE (EQ TYPE)



### REJUVENATORS

- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves.
- They are busy, family-oriented New Brunswick residents seeking a relaxing escape, typically within Canada and the US.
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities 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:** 45 to 74 years old (median age 57)

**SIZE:** Mainly 2+ people (39% are households with children at home - children's age ranges from 5 to 19 years old)

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

**TYPES:** About three-quarters are family households.

**AVERAGE INCOME:** \$96,115

**DWELLING CHARACTERISTICS:** Over 80%, are owners living mainly in single-detached houses; they are more likely to be living in dwellings that were built before 1980.

**EDUCATION:** Most have either a High School Diploma, College Diploma or University Degree, they are also above average to have an Apprenticeship or Trades Certificate/Diploma

**EMPLOYED:** Yes, they are in the labour force 60%, mainly in sales and service, trades and transport, business, finance, administration, education, government, religion, social, management.

**COMMUTING:** They commute by car mainly as drivers.

**LANGUAGES:** Over 85% know English only, a little over 10% 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 well below average rates with German, Arabic and Mandarin topping that list.

**DIVERSITY:** Almost exclusively non-immigrant population, born in province. This is not a diverse group, even by Atlantic Canadian standards, with less than 3% 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  
Penchant for Risk

### WHAT MAKES THIS GROUP DIFFERENT WITHIN ATLANTIC CANADA:

- These are typical Atlantic Canadian families, between their work and family commitments, they sometimes express a *Need for Escape*, typically heading outdoors to commune with nature and reenergize (*Attraction to Nature*).
- As frugal and informed consumers, they tend to be practical in their purchase decisions, they purchase based on function rather than aesthetic considerations, they prefer to work with small businesses (*Discriminating Consumerism, Utilitarian Consumerism, Confidence in Small Business*).
- Guided less by their emotions and feelings than by reason and logic they strive to exert control over the direction of their own lives as much as possible (*Emotional Control, Personal Control*).
- They value organized religions and playing by the rules (*Religiosity, Obedience to Authority*).

### STRONG VALUES

National Pride  
Utilitarian Consumerism  
Attraction to Nature  
Cultural Assimilation

Personal Control  
Religiosity  
Obedience to Authority  
Confidence in Small Business

Discriminating Consumerism  
Emotional Control  
Need for Escape  
Ecological Fatalism

### WEAK VALUES

Sexual Permissiveness  
Pursuit of Novelty

Personal Expression  
Confidence in Big Business

Attraction for Crowds  
Religion a la Carte

[Social Values Glossary](#)

## READY TO TRAVEL POST COVID-19?

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

## ONLINE BEHAVIOUR

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

**DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE?** Being the discriminating consumers that they are they **research, compare products and prices**, look for **coupons** and **read reviews** online at above average rates. They **access travel content online** at above average rates.

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

**DO THEY PURCHASE ONLINE?** Yes, they **purchase online** and more specifically **travel content online** at above average rates.

## TRAVEL MOTIVATORS

|  | %        | ABOVE AVERAGE?* | NOTES |
|--|----------|-----------------|-------|
| SELF-GUIDED DRIVING TOURS OR ROAD TRIPS  | 33-44%   | Yes             |       |
| EXPLORING PLACES MOST TOURISTS WON'T GO  | 23%      | Average         |       |
| TRAVEL TO REMOTE DESTINATIONS  | 18-20%   | Average         |       |
| <b>OUTDOOR ACTIVITIES</b>  |          |                 |       |
| NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)   | 56.5-59% | Average         |       |
| <b>BEACHES</b>   |          |                 |       |
| Oceanside Beaches  | 53.5%    | Average         |       |
| Lakeside Beaches   | 43%      | Average         |       |
| *LEGEND: Yes = Above average    Average = Closer to a Yes    Average = Average    Average = Closer to a No    No = Below Average |          |                 |       |


| LAND-BASED SOFT ADVENTURES   |                 |                |  |
|--|-----------------|----------------|--|
| Hiking or Walking in Nature  | 51-55%          | Average        |  |
| Hiking or Backpacking  | 35.5%           | Average        |  |
| Guided Nature Tours  | 16-17%          | <b>Average</b> |  |
| Ziplining  | 14%             | <b>No</b>      |  |
| Casual Biking  | 13-14%          | <b>No</b>      |  |
| Mountain Biking  | 7%              | <b>No</b>      |  |
| Road Cycling   | 7%              | <b>No</b>      |  |
| <b>NATIONAL, PROVINCIAL OR NATURE PARKS</b>  | <b>46-47%</b>   | Average        |  |
| <b>WILDLIFE VIEWING</b>  | <b>43.5-45%</b> | <b>Average</b> |  |
| Bird Watching  | 13%             | Average        |  |
| Whale Watching   | 13%             | <b>Average</b> |  |
| <b>CAMPING</b>   | <b>33-39%</b>   | <b>Yes</b>     | This a strong camping group. They camp in general 47%, they rent RVs and also camp in our parks.   |
| Provincial Park Campers  | 32-36%          | <b>Yes</b>     | This group is responsible for <b>32 to 36% of reservations</b> in New Brunswick provincial parks every year. They have stayed <b>almost 33,000 times</b> in provincial park campgrounds since 2015.  |
| National Park Campers  | 21-31.5%        | <b>Yes</b>     | This group is responsible for <b>21 to 31.5% of reservations</b> in New Brunswick national parks every year. They have stayed <b>almost 5,500 times</b> in Fundy and Kouchibouguac campgrounds in 2021. Visitors from Group 2 are more likely to be found in <b>Fundy</b> than in <b>Kouchibouguac</b> . |
| Renting a Recreational Vehicle (RV)  | 8-10%           | <b>Average</b> |  |
| WATER-BASED SOFT ADVENTURES  |                 |                |  |
| Kayak, Canoe or Stand-Up Paddle Board  | 20-22%          | <b>No</b>      |  |
| Guided Boat Tours  | 15-18%          | <b>Average</b> |  |
| Powerboat & Jet Skiing   | 9%              | Average        |  |
| <b>FISHING OR HUNTING</b>  | <b>17-19%</b>   | <b>Average</b> | This group is responsible for 27% of hunting and <b>30% of fishing</b> licences sold to New Brunswick residents in 2021.   |
| <b>GOLF</b>  | <b>17%</b>      | <b>Yes</b>     |  |
| CITY ACTIVITIES  |                 |                |  |
| LOCAL FOOD / CUISINE   |                 |                |  |
| Trying Local Food and Drink  | 55-59%          | Average        |  |
| Breweries or Wineries  | 30-32%          | Average        |  |
| Fine Dining  | 25-30%          | <b>Average</b> |  |
| Agricultural or Country Farm Tours   | 11-12.5%        | <b>Average</b> |  |
| Culinary Tours or Cooking Classes  | 10-11%          | <b>No</b>      |  |
| HISTORY & CULTURE  |                 |                |  |
| Historical, Archaeological or World Heritage Sites   | 37-39%          | Average        |  |
| Art Galleries or Museums   | 28-30%          | <b>Average</b> |  |
| Historical Sites   | 23%             | Average        |  |
| Art Galleries, Museums or Science Centers  | 23%             | Average        |  |
| Live Theatre   | 18%             | Average        |  |
| Indigenous Culture   | 17-21%          | <b>Average</b> |  |
| Ballet, Opera, Symphony  | 5%              | <b>No</b>      |  |
| FESTIVALS AND/OR EVENTS  |                 |                |  |
| Live Shows   | 33-35%          | <b>Average</b> |  |
| Food and Drink Festival or Event   | 32-33%          | <b>Average</b> |  |
| *LEGEND: <b>Yes</b> = Above average <b>Average</b> = Closer to a <b>Yes</b> Average = Average <b>Average</b> = Closer to a <b>No</b> <b>No</b> = Below Average |                 |                |  |












|  |            |                |  |
|--|------------|----------------|--|
| Music Festivals  | 24.5-25%   | Average        |  |
| Cultural or Traditional Festivals  | 23-27.5%   | Average        |  |
| Sporting Events  | 21-22%     | Yes            |  |
| Comedy Festivals   | 12-13%     | No             |  |
| Movie Festivals  | 7-8%       | No             |  |
| <b>URBAN EXPERIENCES</b>   |            |                |  |
| Green Spaces such as Parks or Gardens  | 31-35%     | Average        |  |
| Shopping for Souvenirs   | 30-37%     | Average        |  |
| Shopping for Clothes and Shoes   | 29-34.5%   | Average        |  |
| Exhibitions, Carnivals, Fairs, Markets   | 27%        | Yes            |  |
| Amusement or Theme Parks   | 24-25%     | Average        |  |
| Guided City Tours  | 19-23%     | No             |  |
| Spas or Wellness Centres   | 16-17%     | No             |  |
| Zoos, Aquariums  | 13%        | Average        |  |
| Nightlife  | 11-16%     | No             |  |
| Video Arcades or Indoor Amusement Centres  | 7%         | Average        |  |
| <b>PHOTOGRAPHY</b>   | <b>30%</b> | <b>Average</b> |  |
| *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  |
|---|--|---|--|---|
| <br>15 hours/week  | <br>22 hours/week   | <br>1 hour/week  | <br>7 minutes/day   | <br>3.9 hours/day  |
| <b>TOP RADIO :</b><br>News/Talk<br>Hot Adult Contemporary<br>Today's Country<br>Classic Hits<br>Adult Contemporary<br>Classic Rock<br>Classic Country | <b>TOP TELEVISION :</b><br>Movies<br>Evening local news<br>Primetime serial dramas<br>News/current affairs<br>Suspense/Crime Drama<br>Documentary<br>Home renovation shows | <b>TOP NEWSPAPER :</b><br>National News<br>Local & Regional News<br>International News & World<br>Editorials<br>Movie & Entertainment<br>Health<br>Sports | <b>TOP MAGAZINES :</b><br>Other English-Canadian<br>Canadian Living<br>CAA Magazine<br><b>National Geographic</b><br><b>Maclean's</b><br><b>Reader's Digest</b><br>Canadian Geographic | <b>TOP INTERNET :</b><br>Send or receive email<br>Send or receive a text/IM<br>Participate in Social Media<br>Take pictures/video<br>Banking/Pay bills<br>Use maps/directions service<br>Use apps |

## SOCIAL MEDIA

|   | WHAT THEY DO   | WHAT THEY DON'T DO   |
|---|--|--|
| <br><b>FACEBOOK</b><br>87% Currently Use | <ol style="list-style-type: none"> <li>1. Read news feed "About once per day or more"</li> <li>2. Comment/Like other users' posts "About once per day or more"</li> <li>3. Post photos "About once per month"</li> <li>4. Update their status "About once per month"</li> <li>5. Use Messenger "About once per day or more"</li> </ol> | <ol style="list-style-type: none"> <li>1. Create a Facebook fundraiser</li> <li>2. Give to a Facebook fundraiser</li> <li>3. Create a Facebook group or fan page for a company, cause, event or organization</li> <li>4. Post videos</li> <li>5. Click on an ad</li> <li>6. Watch live videos</li> </ol> |

|  |   |   |
|--|---|---|
|  <p><b>YOUTUBE</b><br/>66% Currently Use</p>          | <ol style="list-style-type: none"> <li>1. Watch videos <b>“Once per day or more”</b>, “A few times per week” or <b>“A few times per month”</b></li> <li>2. Watch live videos “About once per month”</li> <li>3. Leave a comment on a video or post a response video “About once per month”</li> <li>4. Share videos “About once per month”</li> <li>5. Click on an ad “About once per month”</li> </ol> | <ol style="list-style-type: none"> <li>1. Embed a video on a web page or blog</li> <li>2. “Create and post” a video</li> <li>3. Click on an ad</li> <li>4. Leave a comment on a video or post a response video</li> <li>5. Share videos</li> </ol>                        |
|  <p><b>PINTEREST</b><br/>32% Currently Use</p>        |   |   |
|  <p><b>INSTAGRAM</b><br/>30% Currently Use</p>        | <ol style="list-style-type: none"> <li>1. <b>Post photos/videos “About once per month”</b></li> <li>2. <b>View photos/videos “Several times per day” or “Once per day” or “A few times per week”</b></li> <li>3. Comment on photos/videos “A few times per week”</li> <li>4. Like photos/videos “A few times per week”</li> <li>5. View a brand’s page “About once per month”</li> </ol>                | <ol style="list-style-type: none"> <li>1. Watch IGTV videos</li> <li>2. Click on ads</li> <li>3. View a brand's page</li> <li>4. Watch live videos</li> <li>5. Send direct messages</li> <li>6. Post photos/videos</li> </ol>   |
|  <p><b>LINKEDIN</b><br/>29.5% Currently Use</p>       | <ol style="list-style-type: none"> <li>1. <b>Search and review other profiles “About once per month”</b></li> <li>2. <b>Update profile information “About once per month”</b></li> <li>3. <b>Create a connection “About once per month”</b></li> <li>4. <b>Read their newsfeed “About once per month”</b></li> <li>5. <b>View a job posting “About once per month”</b></li> </ol>                       | <ol style="list-style-type: none"> <li>1. Participate in LinkedIn forums</li> <li>2. Request a recommendation</li> <li>3. Post an article, video or picture</li> <li>4. Click on an ad</li> <li>5. Join a LinkedIn group</li> <li>6. Comment on content</li> </ol>        |
|  <p><b>TWITTER</b><br/>25.5% Currently Use</p>        | <ol style="list-style-type: none"> <li>1. <b>Read tweets “About once per day or more”</b></li> <li>2. Actively follow new users “About once per month”</li> <li>3. Tweet “About once per month”</li> <li>4. Follow users who follow you “About once per month”</li> <li>5. Respond to tweets “About once per month”</li> </ol>  | <ol style="list-style-type: none"> <li>1. Click on an ad</li> <li>2. Watch live videos</li> <li>3. Send or Receive direct messages</li> <li>4. Share a link to a blog post, news article or item of interest</li> <li>5. Retweet</li> <li>6. Respond to tweets</li> </ol> |
|  <p><b>WHATSAPP</b><br/>16% Currently Use</p>       | <ol style="list-style-type: none"> <li>1. Send or receive messages “About once per month”, <b>“Several times per day” or “A few times per week”</b></li> <li>2. Send or receive images “About once per month”</li> <li>3. <b>Use voice calls “About once per month”</b></li> </ol>  | <ol style="list-style-type: none"> <li>1. Send or receive documents or files</li> <li>2. Use voice calls</li> <li>3. Use group chats</li> </ol>   |
|  <p><b>AUDIO PODCASTS</b><br/>14% Currently Use</p> | <ol style="list-style-type: none"> <li>1. Subscribe to a comedy podcast “About once per month”</li> <li>2. Listen to an <b>“educational”</b>, “technology focused”, “comedy” or “business” podcast “About once per month”</li> </ol>  | <ol style="list-style-type: none"> <li>1. Subscribe to a “sports”, “technology”, “business”, “news” or “educational” podcast</li> <li>2. Listen to “sports”, “technology focused” or “business” podcasts</li> </ol>   |
|  <p><b>SNAPCHAT</b><br/>10% Currently Use</p>       | <ol style="list-style-type: none"> <li>1. Receive photos/videos “A few times per week or more”</li> <li>2. Send direct text messages “A few times per week or more”</li> <li>3. Send photos/videos “A few times per week or more” or <b>“Once to a few times per month”</b></li> <li>4. <b>Use filters and effects “A few times per week or more”</b></li> </ol>  | <ol style="list-style-type: none"> <li>1. View ads</li> <li>2. View brand's snaps</li> <li>3. Use video chat</li> <li>4. Use group chat</li> <li>5. Read Snapchat discover/News</li> </ol>  |
|  <p><b>BLOGS</b><br/>8% Currently Use</p>           | <ol style="list-style-type: none"> <li>1. Comment on articles or blogs “A few times per year” or “A few times per month”</li> <li>2. Read blogs <b>“A few times per year”</b>, “A few times per month” or “About once per month”</li> </ol>   | <ol style="list-style-type: none"> <li>1. Publish blog, Tumblr or online journal</li> <li>2. Comment on articles or blogs</li> <li>3. Read blogs</li> </ol>   |
|  <p><b>TIKTOK</b><br/>6% Currently Use</p>          |   |   |
|  <p><b>REDDIT</b><br/>4% Currently Use</p>          | <ol style="list-style-type: none"> <li>1. <b>Follow specific Subreddits “A few times per month or more”</b></li> <li>2. <b>Vote on content “A few times per month or more”</b></li> <li>3. <b>View content “About once per month”</b></li> </ol>  | <ol style="list-style-type: none"> <li>1. <b>Post content</b></li> <li>2. <b>Vote on content</b></li> <li>3. <b>Follow specific Subreddits</b></li> </ol>   |

## 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. Newfoundland and Labrador

## ACCOMMODATION TYPES

### VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

47% Hotel  
 34% Friends or Relatives  
 20% All-inclusive resort  
 19% Motel  
 18% Vacation rental by owner  
 17% Camping  
 14% Cottage

12% Bed and Breakfast  
 9.5% Cruise ship  
 7.5% Condo / Apartment  
 6.5% RV / Camper  
 3% **Package Tours**  
 3% Boat  
 2% **Spa resort**

## ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

|                                 | NEW BRUNSWICK | NOVA SCOTIA | PRINCE EDWARD ISLAND | NEWFOUNDLAND AND LABRADOR |
|---------------------------------|---------------|-------------|----------------------|---------------------------|
| <b>TOTAL POPULATION</b>         | 196,644       | 254,534     | 66,336               | 134,877                   |
| <b>HOUSEHOLDS</b>               | 79,093        | 105,696     | 25,735               | 56,905                    |
| <b>% HOUSEHOLDS IN PROVINCE</b> | 24%           | 25%         | 40%                  | 26%                       |

| NEW BRUNSWICK*     | NOVA SCOTIA*             | PRINCE EDWARD ISLAND* | NEWFOUNDLAND AND LABRADOR*   |
|--------------------|--------------------------|-----------------------|------------------------------|
| Saint John         | <b>Halifax</b>           | <b>Charlottetown</b>  | <b>St. John's</b>            |
| <b>Fredericton</b> | Cape Breton              | Summerside            | Corner Brook                 |
| <b>Moncton</b>     | Lunenburg                | Lot 34                | Mount Pearl                  |
| Miramichi          | East Hants               | <b>Stratford</b>      | <b>Conception Bay South</b>  |
| Quispamsis         | West Hants               | Lot 65                | Happy Valley – Goose Bay     |
| Riverview          | Kings Subdivision A      | Lot 31                | Labrador City                |
| Moncton            | Colchester Subdivision C | Lot 35                | Portugal Cove – St. Philip's |
| Lincoln            | Colchester Subdivision B | Lot 24                | Pasadena                     |
| Rothsay            | Antigonish Subdivion A   | Lot 1                 | <b>Grand Falls - Windsor</b> |
| Douglas            | Chester                  | Lot 33                | Clarenville                  |

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