

ATLANTIC PROFILE - GROUP 3

TOTAL POPULATION: 194,037

HOUSEHOLDS: 73,881

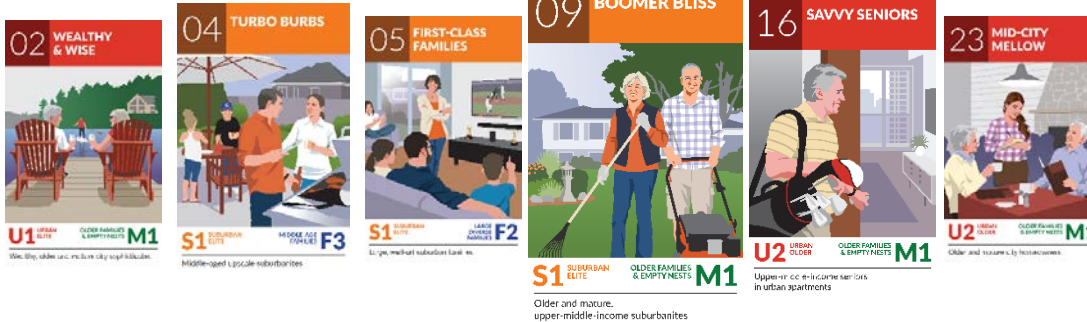
% OF HOUSEHOLDS IN ATLANTIC CANADA: 7%

SEGMENT 09 – BOOMER BLISS ACCOUNTS FOR 33% OF HOUSEHOLDS IN THIS GROUP

SEGMENT 16 – SAVVY SENIORS ACCOUNTS FOR 23%.

SEGMENT 04 – TURBO BURBS ACCOUNTS FOR 19%.

PRIZM SEGMENTS:

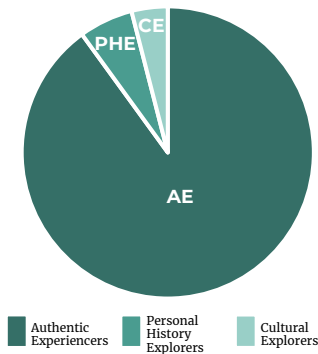


WHERE DO THEY LIVE?

- Halifax - NS
- St John's - NL
- Fredericton - NB
- Moncton - NB
- Saint John - NB
- Charlottetown - PE
- New Maryland - NB
- Miramichi - NB
- Bathurst - NB
- Hanwell - NB

*** More likely to find Group 3 in areas listed in bold.

EXPLORER QUOTIENT TYPE (EQ TYPE)



AUTHENTIC EXPERIENCERS

- Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations. They have a particular interest in understanding the history of the places they visit.
- They tend to be older, highly-educated and adventurous. They relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way.
- They are drawn to nature and are likely to seek it out far and wide.
- Travel is an important part of their lives, so they are likely to go often and for a while.

DEMOGRAPHICS

AGE OF MAINTAINER: 45 to 74 years old (median age 56)

SIZE: Mainly 2+ people (41% are households with children at home – children's age ranges from 10 to 24 years old)

MARITAL STATUS: 60% are married or living with a common-law partner.

TYPES: Almost three-quarters are family households.

AVERAGE INCOME: \$141,370

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

EMPLOYED: Yes, they are in the labour force 63%, mainly in sales and service, **business, finance, administration, education, government, religion, social, management or health.**

COMMUTING: They commute by car mainly as drivers, but they also over index for being a **Passenger**, using **Public Transit**, or **Walking**

DWELLING CHARACTERISTICS: Almost 80% are owners living mainly in single-detached houses. More likely than average to be living in dwellings that were built between 1961 and 2000.

LANGUAGES: Over 80% know English only, over 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 well above-average rates with **Mandarin, Arabic and German** topping that list.

DIVERSITY: Mainly non-immigrant population, born in-province but they over-index for **Born outside of province, and immigrant population.** This is a diverse group for Atlantic Canada with **7.5% belonging to a visible minority group** with the main ones being **Chinese, Black 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
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 affluent families and couples have distinct values from other Atlantic Canadians.
- They value the diversity of Canada, think people from other ethnic communities and cultures have a lot to learn from each other and try to incorporate some of these cultural influences into their own lives (*Social Learning, Culture Sampling*).
- See themselves as having more energy and initiative than others (*Vitality*) and try to protect their health through diet and exercise (*Effort Towards Health*).
- Want to be respected by others for their fine manners, chic style and well-appointed home decorated with objects from their favorite brands and that convey affluence (*Status via Home, Ostentatious Consumption, Importance of Brand*).
- They are especially drawn to new products, services, experiences, food, and vacation spots (*Pursuit of Novelty*), their strong *Attraction for Crowds* helps them make connections with others while taking part in these new experiences.

STRONG VALUES

Culture Sampling
Equal Relationship with Youth
Effort Toward Health
North American Dream

Attraction for Crowds
Social Learning
Adaptability to Complexity
Pursuit of Novelty

Status via Home
Vitality
Importance of Brand
Ostentatious Consumption

WEAK VALUES

Attraction to Nature

Utilitarian Consumerism

Aversion to Complexity

[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? 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 use social media at average rates. They will **click on ads** and are not opposed to receiving relevant marketing messages on social media, they follow brands on Facebook at average rates. They use **LinkedIn, Instagram, Pinterest, Twitter**, watch videos on **YouTube** and **listen to music on streaming services** at above average rates.

DO THEY PURCHASE ONLINE? They purchase products and services online at average rates and **travel-related products and services** at above average rates.






TRAVEL MOTIVATORS

| | % | ABOVE AVERAGE?* | NOTES |
|--|----------|-----------------|-------|
| SELF-GUIDED DRIVING TOURS OR ROAD TRIPS | 36-42.5% | Yes | |
| EXPLORING PLACES MOST TOURISTS WON'T GO | 23-25.5% | Average | |
| TRAVEL TO REMOTE DESTINATIONS | 20% | Average | |
| OUTDOOR ACTIVITIES | | | |
| NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS) | 59.5-60% | Average | |
| BEACHES | | | |
| Oceanside Beaches | 58% | Average | |
| Lakeside Beaches | 48% | Average | |
| LAND-BASED SOFT ADVENTURES | | | |
| Hiking or Walking in Nature | 56% | Average | |
| *LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average | | | |



| | | | |
|---|-----------------|---------|---|
| Hiking or Backpacking | 36% | Average | |
| Casual Biking | 18.5-22% | Yes | This group shows the strongest interest in this activity. |
| Guided Nature Tours | 16.5-19% | Average | |
| Ziplining | 13-16% | No | |
| Road Cycling | 11% | Average | |
| Mountain Biking | 9.5-11% | Average | |
| NATIONAL, PROVINCIAL OR NATURE PARKS | 45-47% | Average | |
| WILDLIFE VIEWING | 44-45.5% | Average | |
| Bird Watching | 15% | Average | |
| Whale Watching | 11% | No | |
| CAMPING | 26-29% | No | |
| Provincial Park Campers | 8-13.5% | Yes | This group is responsible for 8 to 13.5% of reservations in New Brunswick provincial parks every year. They have stayed over 8,700 times in provincial park campgrounds since 2015. |
| National Park Campers | 7.5-25% | Yes | This group is responsible for 7.5-11.5% of reservations by New Brunswickers and 21 – 25% of reservations by other Atlantic Canadians. They have stayed over 2,200 times in Fundy and Kouchibouguac campgrounds in 2021. Visitors from Group 3 are more likely to be found in Fundy than in Kouchibouguac. |
| Renting a Recreational Vehicle (RV) | 7-8% | Average | |
| WATER-BASED SOFT ADVENTURES | | | |
| Kayak, Canoe or Stand-Up Paddle Board | 24.5-27% | Average | |
| Guided Boat Tours | 17-20% | Average | |
| Powerboat & Jet Skiing | 10% | Average | |
| GOLF | 20-21% | Yes | This group shows the strongest interest in this activity. |
| FISHING OR HUNTING | 14-15% | No | This group is responsible for 3% of hunting and 5% of fishing licences sold to New Brunswick residents in 2021. |
| CITY ACTIVITIES | | | |
| LOCAL FOOD / CUISINE | | | |
| Trying Local Food and Drink | 58-66% | Yes | |
| Breweries or Wineries | 40-42% | Yes | This group shows the strongest interest in this activity. |
| Fine Dining | 32-38% | Yes | |
| Culinary Tours or Cooking Classes | 14% | Average | |
| Agricultural or Country Farm Tours | 8% | No | |
| HISTORY & CULTURE | | | |
| Historical, Archaeological or World Heritage Sites | 43-44% | Yes | This group shows the strongest interest in this activity. |
| Art Galleries & Museums | 35-37.5% | Yes | This group shows the strongest interest in this activity. |
| Art Galleries, Museums or Science Centers | 32% | Yes | |
| Historical Sites | 27% | Yes | |
| Live Theatre | 24% | Yes | |
| Indigenous Culture | 20-21% | Average | |
| Ballet, Opera, Symphony | 6% | Yes | |
| URBAN EXPERIENCES | | | |
| Green Spaces such as Parks or Gardens | 37-41% | Yes | |
| Shopping for Souvenirs | 30-37% | Average | |
| Guided City Tours | 27-31% | Yes | This group shows the strongest interest in this activity. |
| *LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average | | | |











| | | | |
|--|------------|---------|---|
| Shopping for Clothes and Shoes | 27-34% | Average | |
| Exhibitions, Carnivals, Fairs, Markets | 25% | Average | |
| Amusement or Theme Parks | 20-28% | No | |
| Spas or Wellness Centres | 16.5-19% | Average | |
| Zoos, Aquariums | 16% | Yes | |
| Nightlife | 14-18% | No | |
| Video Arcades or Indoor Amusement Centres | 10% | Yes | |
| FESTIVALS AND/OR EVENTS | | | |
| Live Shows | 35-38% | Yes | This group shows the strongest interest in this activity. |
| Food and Drink Festival or Event | 35-38% | Average | |
| Cultural or Traditional Festivals | 29-31% | Average | |
| Sporting Events | 23-25% | Yes | |
| Music Festivals | 23% | Average | |
| Comedy Festivals | 11-13% | No | |
| Movie Festivals | 8-9% | No | |
| PHOTOGRAPHY | 30% | Average | |
| *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 |  21.6 hours/week |  1 hour/week |  8 minutes/day |  4 hours/day |
| TOP RADIO : News/Talk Hot Adult Contemporary Adult Contemporary Today's Country Classic Hits Classic Rock Mainstream Top 40 | TOP TELEVISION : Movies Evening local news Primeserial dramas News/current affairs Home renovation shows Suspense/crime dramas Documentary | TOP NEWSPAPER : Local & Regional News National News International News & World Editorials Movie & Entertainment Health Business & Financial | TOP MAGAZINES : CAA Magazine Other English-Canadian Canadian Living Other U.S. magazines Reader's Digest National Geographic Maclean's | TOP INTERNET : Send or receive email Send or receive a text/IM Take pictures/video Banking/Pay bills Participate in Social Media Use apps Use maps/directions service |

SOCIAL MEDIA

| | WHAT THEY DO | WHAT THEY DON'T DO |
|--|---|--|
|  FACEBOOK 85% 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. Update their status "About once per month" 5. Like or become a fan of a page created by a brand, company, or organization "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. Watch live videos 6. Click on an ad |
|  YOUTUBE 69.5% 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. Like or dislike videos "About once per month" 5. Share 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>LINKEDIN 35% 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. Click on an ad 3. Request a recommendation 4. Post an article, video or picture 5. Join a LinkedIn group 6. Comment on content |
|  <p>PINTEREST 33% Currently Use</p> | | |
|  <p>INSTAGRAM 33% Currently Use</p> | <ol style="list-style-type: none"> 1. Post photos/videos "About once per month" 2. View photos/videos "Several times per day", "Once per day" or "A few times per week" 3. Like photos/videos "A few times per week" 4. View a brand's page "About once per month" 5. Comment on photos/videos "A few times per week" | <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. Post photos/videos 6. Send direct message |
|  <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. Respond to tweets "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. Retweet 6. Respond to tweets |
|  <p>WHATSAPP 20% Currently Use</p> | <ol style="list-style-type: none"> 1. Send or receive messages "Several times per day", "About once per month" or "A few times per week" 2. Use voice calls "About once per month" or "A few times per month" 3. Send or receive images "A few times per week", "About once per month" or "Several times per day" | <ol style="list-style-type: none"> 1. Send or receive documents or files 2. Use voice calls 3. Use group chats |
|  <p>AUDIO PODCASTS 17% Currently Use</p> | <ol style="list-style-type: none"> 1. Subscribe to a "comedy" podcast "A few times per month" 2. Listen to "educational" or "comedy" podcast "About once per month" | <ol style="list-style-type: none"> 1. Subscribe to a "technology", "sports", "business", "news" or "educational" podcast 2. Listen to "sports", "technology focused" or "business" podcasts |
|  <p>SNAPCHAT 11% Currently Use</p> | <ol style="list-style-type: none"> 1. Receive photos/videos "A few times per week or more" or "Once to a few times per month" 2. Send direct text messages "A few times per week or more" 3. Send photos/videos "A few times per week or more" or "Once to a few times per month" 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. Use group chat 5. Read Snapchat discover/News |
|  <p>BLOGS 10% 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>REDDIT 6% Currently Use</p> | <ol style="list-style-type: none"> 1. Follow specific Subreddits "A few times per month or more" or "About once per month" 2. Vote on content "A few times per month or more" | <ol style="list-style-type: none"> 1. Post content 2. Vote on content 3. Follow specific Subreddits |
|  <p>TIKTOK 5.5% Currently Use</p> | | |

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. **Montréal**
 - b. Québec City
6. **Newfoundland & Labrador**

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

49% Hotel
 36% Friends or Relatives
 21% **Vacation rental by owner**
 17.5% All-inclusive resort
 16% Camping
 16% **Cottage**
 15% **Motel**

13% **Bed and Breakfast**
 9% Cruise ship
 8% Condo / Apartment
 7% 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 |
|---------------------------------|---------------|-------------|----------------------|---------------------------|
| TOTAL POPULATION | 46,386 | 103,700 | 11,237 | 32,714 |
| HOUSEHOLDS | 17,149 | 39,519 | 3,976 | 13,237 |
| % HOUSEHOLDS IN PROVINCE | 5% | 9% | 6% | 6% |

| NEW BRUNSWICK* | NOVA SCOTIA* | PRINCE EDWARD ISLAND* | NEWFOUNDLAND AND LABRADOR* |
|------------------|---------------------------------|-----------------------|-------------------------------------|
| Fredericton | Halifax | Charlottetown | St. John's |
| Moncton | Cape Breton | Stratford | Mount Pearl |
| Saint John | Colchester Subdivision C | Summerside | Paradise |
| Quispamsis | New Glasgow | Lot 48 | Portugal Cove – St. Philip's |
| Rothsay | Wolfville | Miltonvale Park | Conception Bay South |
| Riverview | Truro | | Corner Brook |
| New Maryland | Kentville | | Logy Bay – Middle Cove – Outer Cove |
| Miramichi | Amherst | | Torbay |
| Hanwell | East Hants | | Clarenville |
| Woodstock | Bridgewater | | Grand Falls–Windsor |

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