

# ATLANTIC PROFILE - GROUP 4

TOTAL POPULATION: 101,427

HOUSEHOLDS: 49,231

% OF HOUSEHOLDS IN ATLANTIC CANADA: 5%

SEGMENT 52 - FRIENDS AND ROOMIES ACCOUNTS FOR 70% OF HOUSEHOLDS IN THIS GROUP.  
SEGMENT 22 - INDIEVILLE ACCOUNTS FOR 16% OF HOUSEHOLDS IN THIS GROUP.

## PRIZM SEGMENTS:

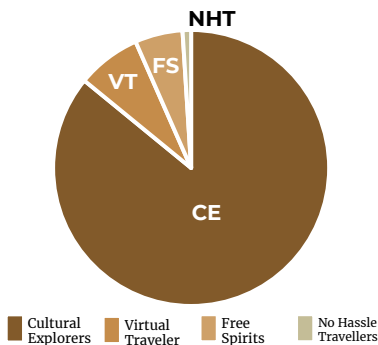


## WHERE DO THEY LIVE?

- Halifax - NS
- Fredericton - NB
- St John's - NL
- Charlottetown - PE
- Saint John - NB
- Moncton - NB
- Stratford - PE
- Wolfville - NS
- Truro - NS
- Antigonish - NS

\*\*\* More likely to find Group 4 in areas listed in bold.

## EXPLORER QUOTIENT TYPE (EQ TYPE)



## CULTURAL EXPLORERS

- Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover, and immerse themselves in the culture, people and settings of the places they visit.
- They are avid, open-minded and socially-engaged global travellers who seek spontaneous and authentic experiences.
- They prefer to make their own plans as they go, rather than stick to predetermined schedules.

## DEMOGRAPHICS

AGE OF MAINTAINER: 25 to 39 years old (median age 43)

SIZE: Mainly 1-2 people (27% are households with children at home - children's age ranges from 0 to 14 years old)

MARITAL STATUS: Almost evenly split between married or living with a common-law partner and single (never legally married). They are also more likely than average to be divorced

TYPES: Almost evenly split between non-family households and family.

AVERAGE INCOME: \$84,751

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

EMPLOYED: Yes, they are in the labour force 68%, mainly in sales and service, education, government, religion, social, business, finance, administration, and sciences.

DWELLING CHARACTERISTICS: About two thirds are renters and live mainly in apartment complexes or detached duplexes; this is well-above the regional average. More likely than average to be living in dwellings that were built before 1961 or after 2011.

COMMUTING: They commute by car mainly as drivers, but they also commute by walking, using public transit and bicycle at above average rates.

LANGUAGES: More than three-quarters 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 above well average rates 15%, with Arabic, Mandarin and Tagalog topping that list.

DIVERSITY: Mainly non-immigrant population, born in province but they over-index for immigrant population, and born outside of province. This is a very diverse group with 21% belonging to a visible minority group with the main ones being Arab, Chinese, and Black.

## 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 young urban singles and couples have social values very distinct from the rest of Atlantic Canada.
- In their diverse neighbourhoods, they enjoy learning about and incorporating the cultural influences of other groups into their lives (*Culture Sampling, Social Learning*).
- They believe it is important to try new products, vacation spots and foods (*Pursuit of Novelty*), and their *Attraction for Crowds* helps them make connections with others while taking part in these new experiences.
- These independent young adults question authority and the need to play by the rules, indulge in risk-taking to get ahead and consider violence as simply a fact of life (*Rejection of Authority, Penchant for Risk, Acceptance of Violence*).
- They are eager to be admired and stand out from the crowd; as a result whether they own or rent, they like to show off their home and look for beautifully designed products that express their social standing (*Need for Status Recognition, Status via Home, Ostentatious Consumption, Importance of Aesthetics*).

#### STRONG VALUES

Penchant for Risk  
Attraction for Crowds  
Culture Sampling  
Status via Home

Equal Relationship with Youth  
Rejection of Authority  
Pursuit of Novelty  
Ostentatious Consumption

Importance of Aesthetics  
Acceptance of Violence  
Social Learning  
Need for Status Recognition

#### WEAK VALUES

Attraction to Nature

Utilitarian Consumerism

Obedience to Authority

[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 well above average on all channels, [Instagram](#), [Pinterest](#), [Twitter](#), [Snapchat](#), [Podcasts](#), [Reddit](#) and as with all the other groups they are also very much present on Facebook and YouTube.

**DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE?** They sign up for [contests](#), look for [coupons](#), they [research](#) and [compare products and services](#) and [read reviews online](#). They access also access “travel related content” online specifically.

**ARE THEY RESPONSIVE TO ADS/BRANDS?** They are very active on social media. They will [click on ads](#), are [open to receiving relevant marketing messages on social media](#), [sign up for newsletters](#), [join online communities](#), [share links](#) with and [seek recommendations](#) from their contacts. They [follow brands on Facebook](#), [YouTube](#), [Twitter](#), and [Instagram](#), they [watch videos on YouTube](#) and [listen to music on streaming services](#) at well above average rates.

**DO THEY PURCHASE ONLINE?** They [purchase online](#) and specifically travel related products and services online at average to slightly above average rates.






## TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	30-35.5%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	27%	Yes	
TRAVEL TO REMOTE DESTINATIONS	23-25%	Yes	
<b>OUTDOOR ACTIVITIES</b>			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	55.5-59%	Average	
<b>LAND-BASED SOFT ADVENTURES</b>			
Hiking or Walking in Nature	55.5-58%	Average	
Hiking or Backpacking	39%	Average	
*LEGEND: Yes = Above average    Average = Closer to a Yes    Average = Average    Average = Closer to a No    No = Below Average			



Ziplining	19-21%	Yes	
Guided Nature Tours	18.5-20%	Average	
Casual Biking	18-21%	Yes	
Mountain Biking	14-15.5%	Yes	
Road Cycling	11-13%	Average	
<b>BEACHES</b>			
Oceanside Beaches	55%	Average	
Lakeside Beaches	46%	Average	
<b>NATIONAL, PROVINCIAL OR NATURE PARKS</b>	<b>48-51.5%</b>	<b>Average</b>	
<b>WILDLIFE VIEWING</b>	<b>43-44%</b>	<b>Average</b>	
Bird Watching	14%	Average	
Whale Watching	13%	Average	
<b>CAMPING</b>	<b>31-39%</b>	<b>Average</b>	This a strong camping group. They camp in general (49%), they rent RVs and also camp in our parks.
Renting a Recreational Vehicle (RV)	7.5-11%	Average	
Provincial Park Campers	4-7%	Yes	This group is responsible for <b>4 to 7% of reservations</b> in New Brunswick provincial parks every year. They have stayed <b>over 3,400 times</b> in provincial park campgrounds since 2015.
National Park Campers	3-9%	Yes	This group is responsible for <b>3 to 9% of reservations</b> in New Brunswick national parks every year. They have stayed <b>850 times</b> in Fundy and Kouchibouguac campgrounds in 2021. Visitors from this group are twice as likely to be found in <b>Fundy</b> than in <b>Kouchibouguac</b> .
<b>WATER-BASED SOFT ADVENTURES</b>			
Kayak, Canoeing or Stand-Up Paddle Board	27-28%	Yes	
Guided Boat Tours	15-19%	Average	
Powerboat & Jet Skiing	10%	Average	
<b>FISHING OR HUNTING</b>	<b>15-17%</b>	<b>Average</b>	This group is responsible for less than <b>1% of hunting</b> and slightly over <b>1% of fishing</b> licences sold to New Brunswick residents in 2021.
<b>GOLF</b>	<b>14-15.5%</b>	<b>Average</b>	
<b>CITY ACTIVITIES</b>			
<b>LOCAL FOOD / CUISINE</b>			
Trying Local Food and Drink	58-60%	Average	
Breweries or Wineries	33-34.5%	Average	
Fine Dining	32-34%	Average	
Culinary Tours or Cooking Classes	13-14%	Average	
Agricultural or Country Farm Tours	9-11%	Average	
<b>HISTORY &amp; CULTURE</b>			
Historical, Archaeological or World Heritage Sites	39.5-41%	Average	
Art Galleries, Museums or Science Centers	36%	Yes	
Art Galleries or Museums	35-37.5%	Yes	This group shows the strongest interest in this activity.
Historical Sites	31%	Yes	
Live Theatre	21%	Yes	
Indigenous Culture	20-23%	Average	
Ballet, Opera, Symphony	10%	Yes	
<b>FESTIVALS AND/OR EVENTS</b>			
Food and Drink Festival or Event	38-40%	Yes	
*LEGEND: Yes = Above average    Average = Closer to a Yes    Average = Average    Average = Closer to a No    No = Below Average			








Cultural or Traditional Festivals	29.5–31%	Yes	This group shows the strongest interest in this activity.
Live Shows	28–36%	Average	
Music Festivals	26–28%	Average	
Sporting Events	20–23%	Yes	
Comedy Festivals	14%	Average	
Movie Festivals	12–13%	Yes	This group shows the strongest interest in this activity.
<b>URBAN EXPERIENCES</b>			
Green Spaces such as Parks or Gardens	37.5–43.5%	Yes	This group shows the strongest interest in this activity.
Shopping for Souvenirs	32–40%	Yes	
Shopping for Clothes and Shoes	28–36%	Average	
Amusement or Theme Parks	26–33%	Average	
Exhibitions, Carnivals, Fairs, Markets	25%	Average	
Guided City Tours	23–29%	Average	Interest seems to have decreased since COVID-19
Nightlife	20–23%	Yes	
Spas or Wellness Centres	18–22%	Average	
Zoos, Aquariums	14%	Average	
Video Arcades or Indoor Amusement Centres	9.5%	Yes	
<b>PHOTOGRAPHY</b>	<b>31%</b>	<b>Yes</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
 14 hours/week	 20 hours/week	 1 hour/week	 7 minutes/day	 4.5 hours/day
<b>TOP RADIO:</b> News/Talk Classic Hits Adult Contemporary Mainstream Top 40 Hot Adult Contemporary Classic Rock Today's Country	<b>TOP TELEVISION:</b> Movies Evening local news Home renovation shows Hockey (when in season) Primetime serial dramas Documentary Suspense/crime dramas	<b>TOP NEWSPAPER:</b> Local & Regional News National News International News & World Editorials Sports Movie & Entertainment Health	<b>TOP MAGAZINES:</b> Other English–Canadian Other U.S. magazines Canadian Living CAA Magazine Maclean's National Geographic Reader's Digest	<b>TOP INTERNET:</b> Send or receive email Send or receive a text/IM Participate in Social Media Banking/Pay bills Use apps Take pictures/video Internet search

## SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
 <b>FACEBOOK</b> 88% Currently Use	<ol style="list-style-type: none"> <li>1. Read news feed "About once per day or more"</li> <li>2. Post photos "About once per month"</li> <li>3. Comment/Like other users' posts "About once per day or more"</li> <li>4. Use Messenger "About once per day or more"</li> <li>5. Update their status "About once per month"</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>
 <b>YOUTUBE</b> 70% Currently Use	<ol style="list-style-type: none"> <li>1. Watch videos "Once per day or more", "A few times per week" or "A few times per month"</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. Like or dislike videos "About once per month"</li> <li>5. Share videos "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. "Create and post" a video</li> <li>2. Embed a video on a web page or blog</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>INSTAGRAM</b> 41% Currently Use</p>	<ol style="list-style-type: none"> <li>1. View photos/videos "Several times per day", "A few times per week" or "Once per day"</li> <li>2. Post photos/videos "About once per month"</li> <li>3. Like photos/videos "Several times per day", "A few times per week" or "Once per day"</li> <li>4. Comment on photos/videos "About once per month"</li> <li>5. View a brand's page "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Click on ads</li> <li>2. Watch IGTV videos</li> <li>3. View a brand's page</li> <li>4. Watch live videos</li> <li>5. Post photos/videos</li> <li>6. Send direct messages</li> </ol>
 <p><b>LINKEDIN</b> 36.5% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Update profile information "About once per month"</li> <li>2. Create a connection "About once per month"</li> <li>3. Search and review other profiles "About once per month"</li> <li>4. View a job posting "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Participate in LinkedIn forums</li> <li>2. Click on an ad</li> <li>3. Post an article, video or picture</li> <li>4. Request a recommendation</li> <li>5. Join a LinkedIn group</li> <li>6. Comment on content</li> </ol>
 <p><b>TWITTER</b> 35% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Read tweets "About once per day or more"</li> <li>2. Actively follow new users "About once per month" or "A few times per month"</li> <li>3. Follow users who follow you "About once per month"</li> <li>4. Watch videos "About once per day or more"</li> <li>5. Tweet "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. Share a link to a blog post , news article or item of interest</li> <li>4. Send or Receive direct messages</li> <li>5. Respond to tweets</li> <li>6. Follow users who follow you</li> </ol>
 <p><b>PINTEREST</b> 30% Currently Use</p>		
 <p><b>WHATSAPP</b> 24% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Send or receive messages "A few times per week" or "Several times per day "</li> <li>2. Send or receive images "Several times per day" or " A few times per week"</li> <li>3. Use voice calls "About once per month" or "A few times per week", "A few times per month"</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> 20% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Subscribe to a "comedy" podcast "A few times per month"</li> <li>2. Listen to "news" or "educational" podcast "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Subscribe to a "sports", "technology", "news", "business" or "educational" podcast</li> <li>2. Listen to "sports", "technology focused" or "business" podcasts</li> </ol>
 <p><b>SNAPCHAT</b> 15% 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 photos/videos "A few times per week or more"</li> <li>3. Send direct text messages "A few times per week or more"</li> <li>4. Use filters and effects "A few times per week or more"</li> <li>5. Read Snapchat discover/News "A few times per week or more"</li> </ol>	<ol style="list-style-type: none"> <li>1. View ads</li> <li>2. Use video chat</li> <li>3. View brand's snaps</li> <li>4. Use group chat</li> <li>5. Read Snapchat discover/News</li> </ol>
 <p><b>REDDIT</b> 11% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Follow specific Subreddits "A few times per month or more"</li> <li>2. Vote on content "A few times per month or more"</li> <li>3. Post content "A few times per month or more"</li> </ol>	<ol style="list-style-type: none"> <li>1. Post content</li> <li>2. Vote on content</li> </ol>
 <p><b>BLOGS</b> 9% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Read blogs "A few times per year", "A few times per month" or "About once per month"</li> <li>2. Comment on articles or blogs "A few times per year" or "A few times 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. <b>Read blogs</b></li> </ol>
 <p><b>TIKTOK</b> 7% 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. **Ottawa**
  - c. **Other Ontario**
5. **Quebec**
  - a. **Montreal**
  - b. **Québec City**
6. **Newfoundland and Labrador**

## ACCOMMODATION TYPES

### VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

49% Hotel  
 36.5% Friends or Relatives  
 24% **Vacation rental by owner**  
 17% Camping  
 17% **All-inclusive resort**  
 16% **Cottage**  
 16% **Motel**

15% **Bed and Breakfast**  
 9% Cruise ship  
 8% Condo / Apartment  
 6% **RV / Camper**  
 3% Package Tours  
 2% Spa resort  
 2% **Boat**

## ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
<b>TOTAL POPULATION</b>	21,788	65,390	7,135	9,875
<b>HOUSEHOLDS</b>	10,935	31,095	3,655	5,042
<b>% HOUSEHOLDS IN PROVINCE</b>	3%	7%	5.5%	2%

NEW BRUNSWICK	NOVA SCOTIA*	PRINCE EDWARD ISLAND*	NEWFOUNDLAND AND LABRADOR*
Fredericton	Halifax	Charlottetown	St. John's
Saint John	Wolfville	Stratford	
Moncton	Truro	Summerside	
Sackville	Antigonish	Lot 48	
Campbellton	Cape Breton	Lot 49	
Oromocto	Kentville		
Dieppe	New Glasgow		
Lincoln	Yarmouth		
Miramichi	Bridgewater		
Woodstock			

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