

# ATLANTIC PROFILE - GROUP 5

TOTAL POPULATION: 102,917

HOUSEHOLDS: 41,818

% OF HOUSEHOLDS IN ATLANTIC CANADA: 4%

SEGMENT 46 - PATRIMOINE RUSTIQUE ACCOUNTS FOR 44% OF HOUSEHOLDS IN THIS GROUP

SEGMENT 29 - C'EST TIGUIDOU ACCOUNTS FOR 14%

PRIZM SEGMENTS:

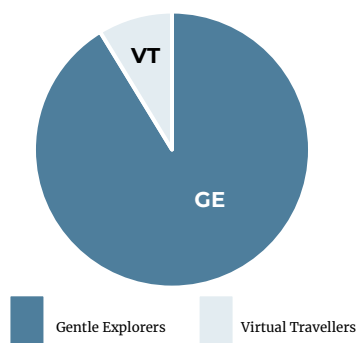


## WHERE DO THEY LIVE?

- Dieppe - NB
- Edmundston - NB
- Beaubassin East - NB
- Shediac - NB
- Beresford - NB
- Memramcook - NB
- Tracadie - NB
- Dundas - NB
- Grand-Falls - NB
- Cocagne - NB

\*\*\* More likely to find Group 5 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.

## DEMOGRAPHICS

**AGE OF MAINTAINER:** 45 to 74 years old (median age 57)

**SIZE:** Mainly 2+ people (37% are households with children at home, children's age ranges from 5 - 19 years old)

**MARITAL STATUS:** 63% are married or living with a common-law partner.

**TYPES:** Just under three-quarters are family households.

**AVERAGE INCOME:** \$95,859

**EDUCATION:** Most have either a High School Diploma, College Diploma or **No 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, **health**.

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

**DWELLING CHARACTERISTICS:** Almost **83% are owners** living mainly in **single-detached, and semi-detached**; they are more likely than average to be living in dwellings that were built between 1961 and 2000.

**LANGUAGES:** More than two thirds know **both English and French**, just under 20% **know only French**. This is well above the regional average. They identify their **mother tongue as mainly French**, followed by **English** 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 **Spanish, Arabic and Tagalog** topping that list.

**DIVERSITY:** Almost exclusively non-immigrant population, born in province. This is not a diverse group, even by Atlantic Canada standards, with **2% belonging to a visible minority group** with the main ones being **Black, Chinese and Filipino**.

## 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  
Pentant for Risk

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

- They seek occupations that give meaning to their lives and value to society, even better if it earns them the respect of others. (*Fulfillment Through Work, Need for Status Recognition*). When it comes to social issues, they believe that the government has a responsibility to help those less fortunate (*Active Government*).
- Living either in the country, or not far from the countryside allows them to refresh their spirit in the natural world on a regular basis; as a result they don't really feel the *Need to Escape* the stresses of every day life (*Attraction to Nature*).
- Their joie de vivre is expressed in their desire to live life to the fullest, embrace and enjoy unexpected events, they enjoy connecting with large groups (*Pursuit of Intensity, Importance of Spontaneity, Attraction for Crowds*).
- As consumers they value authenticity in a brand and are more likely to buy products that provide a deeper brand experience, especially if they're offered in the store or website of a large retailer (*Brand Genuineness, Confidence in Big Business*).
- They take pleasure in shopping and even if they are hardly early tech adopters, they're intrigued by new technology and the possibilities it holds for the future (*Joy of Consumption, Enthusiasm for Technology*).

#### STRONG VALUES

Fulfillment Through Work  
Active Government  
Enthusiasm for Technology  
Joy of Consumption

Pursuit of Intensity  
Sexism  
Brand Genuineness  
Attraction to Nature

Need for Status Recognition  
Attraction for Crowds  
Confidence in Big Business  
Importance of Spontaneity

#### WEAK VALUES

Need for Escape

Racial Fusion

Cultural Sampling

[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 spectators than active posters, you will find them on Facebook, YouTube, and Pinterest.

**DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE?** They search for and compare businesses, services, and products online at average rates. They [access travel content](#) at above average rates.

**ARE THEY RESPONSIVE TO ADS/BRANDS?** They are active on social media. They follow brands on Facebook and will share links to website and articles with friends at average rates. They listen to music on streaming services at average rates.

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

## TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	27.5-32%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	18-22%	No	
TRAVEL TO REMOTE DESTINATIONS	16-18%	No	
<b>OUTDOOR ACTIVITIES</b>			
<b>BEACHES</b>			
Oceanside Beaches	57%	Average	
Lakeside Beaches	42%	Average	
<b>LAND-BASED SOFT ADVENTURES</b>			
Hiking or Walking in Nature	53-57.5%	Average	
Hiking or Backpacking	32%	No	
*LEGEND: Yes = Above average    Average = Closer to a Yes    Average = Average    Average = Closer to a No    No = Below Average			


Casual Biking	21%	Yes	
Guided Nature Tours	20-21%	Average	
Road Cycling	17-19%	Yes	
Ziplining	10-14%	No	
Mountain Biking	7%	No	
<b>NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)</b>	<b>47-54%</b>	<b>Average</b>	
<b>NATIONAL, PROVINCIAL OR NATURE PARKS</b>	<b>47-50%</b>	Average	This group is very interested in parks.
<b>WILDLIFE VIEWING</b>	<b>32-35%</b>	<b>No</b>	
Bird Watching	16%	Yes	This group shows the strongest interest in this activity.
Whale Watching	12%	Average	
<b>CAMPING</b>	<b>26%</b>	<b>Average</b>	They seem to see camping as a recreational or leisure activity (50%) but may not think of it as a vacation activity.
National Park Campers	17.5-28%	Yes	This group is responsible for <b>17.5 to 28% of reservations</b> in New Brunswick national parks every year. They have stayed <b>over 4,000 times</b> in Fundy and Kouchibouguac campgrounds in 2021. Visitors from this group are equally likely to be found in <b>Kouchibouguac</b> and in <b>Fundy</b> .
Provincial Park Campers	16%	Yes	This group is responsible for <b>16% of reservations</b> in New Brunswick provincial parks every year. They have stayed <b>over 13,000 times</b> in provincial park campgrounds since 2015.
Renting a Recreational Vehicle (RV)	6-8%	No	
<b>WATER-BASED SOFT ADVENTURES</b>			
Guided Boat Tours	20-21.5%	Yes	This group shows the strongest interest in this activity.
Kayak, Canoe or Stand-Up Paddle Board	19-23.5%	Average	
Powerboat & Jet Skiing	12%	Yes	
<b>FISHING OR HUNTING</b>	<b>15%</b>	<b>Average</b>	This group is responsible for <b>16% of hunting</b> and 13% of fishing licences sold to New Brunswick residents in 2021.
<b>GOLF</b>	<b>13%</b>	<b>No</b>	
<b>CITY ACTIVITIES</b>			
<b>LOCAL FOOD / CUISINE</b>			
Trying Local Food and Drink	44-47%	No	
Fine Dining	38-42%	Yes	This group has the strongest interest in this activity.
Breweries or Wineries	32-33%	Average	
Culinary Tours or Cooking Classes	11-16%	Average	
Agricultural or Country Farm Tours	9%	No	
<b>HISTORY &amp; CULTURE</b>			
Historical, Archaeological or World Heritage Sites	36-41%	Average	
Art Galleries or Museums	30.5-36%	Average	
Art Galleries, Museums or Science Centers	29%	Yes	
Historical Sites	25%	Average	
Live Theatre	21%	Yes	
Indigenous Culture	16-24.5%	Average	
Ballet, Opera, Symphony	8.5%	Yes	
<b>URBAN EXPERIENCES</b>			
Green Spaces such as Parks or Gardens	35-39.5%	Average	
Guided City Tours	30-34%	Yes	This group has the strongest interest in this activity.
Amusement or Theme Parks	28-29.5%	Average	
<b>*LEGEND: Yes = Above average    Average = Closer to a Yes    Average = Average    Average = Closer to a No    No = Below Average</b>			

Shopping for Souvenirs	25-28%	No	
Exhibitions, Carnivals, Fairs, Markets	22%	No	
Spas or Wellness Centres	20-25%	Yes	This group has the strongest interest in this activity.
Shopping for Clothes and Shoes	16-24%	No	
Zoos, Aquariums	15%	Yes	
Nightlife	13-13.5%	No	
Video Arcades or Indoor Amusement Centres	10%	Yes	
<b>FESTIVALS AND/OR EVENTS</b>			
Live Shows	28-29%	Average	
Food and Drink Festival or Event	23-24%	No	
Music Festivals	22-23%	Average	
Cultural or Traditional Festivals	21-22.5%	No	
Comedy Festivals	15.5-16%	Yes	
Sporting Events	15%	No	
Movie Festivals	5-6%	No	
<b>PHOTOGRAPHY</b>	<b>26%</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
 16 hours/week	 21.7 hours/week	 1 hour/week	 5 minutes/day	 3.8 hours/day
<b>TOP RADIO :</b> News/Talk Today's Country Adult Contemporary Hot Adult Contemporary Multi/Variety/Specialty Mainstream Top 40 Not Classified	<b>TOP TELEVISION :</b> Evening local news Movies News/current affairs Suspense/Crime Drama Primetime serial drama Documentary Home renovation shows	<b>TOP NEWSPAPER :</b> Local & Regional News National News International News & World Editorials Movie & Entertainment Travel Sports	<b>TOP MAGAZINES :</b> Other U.S. Magazines Canadian Living National Geographic Other English-Canadian CAA Magazine Maclean's Air Canada enRoute	<b>TOP INTERNET :</b> Send or receive email Participate in Social Media Send or receive a text/IM Banking/Pay bills Take pictures/video Use apps Internet search

## SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
 <b>FACEBOOK</b> 86% Currently Use	<ol style="list-style-type: none"> <li>Use Messenger "About once per day or more"</li> <li>Update their status "About once per month"</li> <li>Comment/Like other users' posts "About once per day or more"</li> <li>Post photos "About once per month"</li> <li>Read my news feed "A few times per week"</li> </ol>	<ol style="list-style-type: none"> <li>Create a Facebook fundraiser</li> <li>Give to a Facebook fundraiser</li> <li>Create a Facebook group or fan page for a company, cause, event or organization</li> <li>Read my news feed</li> <li>Post videos</li> <li>Click on an ad</li> </ol>
 <b>YOUTUBE</b> 67% Currently Use	<ol style="list-style-type: none"> <li>Watch videos "Once per day or more", "A few times per week" or "A few times per month"</li> <li>Watch live videos "About once per month"</li> <li>Like or dislike videos "About once per month"</li> <li>Leave a comment on a video or post a response video "About once per month"</li> <li>Click on an ad "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>"Create and post" a video</li> <li>Embed a video on a web page or blog</li> <li>Click on an ad</li> <li>Leave a comment on a video or post a response video</li> <li>Share videos</li> </ol>

 <p><b>PINTEREST</b> 34% Currently Use</p>		
 <p><b>LINKEDIN</b> 31% 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. Read their newsfeed "About once per month"</li> <li>5. 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. 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>INSTAGRAM</b> 30.5% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Post photos/videos "About once per month"</li> <li>2. View photos/videos "Several times per day", "A few times per week" or "Once per day"</li> <li>3. Like photos/videos "A few times per week"</li> <li>4. 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. Send direct messages</li> <li>4. View a brand's page</li> <li>5. Post photos/videos</li> <li>6. Watch live videos</li> </ol>
 <p><b>TWITTER</b> 27% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Read tweets "About once per day or more"</li> <li>2. Tweet "About once per month"</li> <li>3. Actively follow new users "About once per month"</li> <li>4. Follow users who follow you "About once per month"</li> <li>5. Watch videos "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. Follow users who follow you</li> <li>6. Retweet</li> </ol>
 <p><b>WHATSAPP</b> 16% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Use voice calls "About once per month"</li> <li>2. Send or receive messages "About once per month", "Several times per day" or "A few times per month"</li> <li>3. Send or receive images "About once per month" or "A few times per day"</li> </ol>	<ol style="list-style-type: none"> <li>1. Use group chats</li> <li>2. Send or receive documents or files</li> <li>3. Use voice calls</li> </ol>
 <p><b>AUDIO PODCASTS</b> 15% Currently Use</p>	<ol style="list-style-type: none"> <li>1. Subscribe to a "comedy" podcast "A few times per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Subscribe to a "sports", "technology", "news", "educational" or "business" podcast</li> <li>2. Listen to "sports", "technology focused" or "business" podcasts</li> </ol>
 <p><b>SNAPCHAT</b> 11% 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 "Once to a few times per month"</li> <li>4. Use filters and effects "A few times per week or more"</li> </ol>	<ol style="list-style-type: none"> <li>1. View ads</li> <li>2. View brand's snaps</li> <li>3. Read Snapchat discover/News</li> <li>4. Use video chat</li> <li>5. Use group chat</li> </ol>
 <p><b>BLOGS</b> 7.5% 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. Read blogs</li> </ol>
 <p><b>TIKTOK</b> 6% Currently Use</p>		
 <p><b>REDDIT</b> 4.5% 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> <li>3. Follow specific Subreddits</li> </ol>

## WHERE DO THEY GO ON VACATION?

### TOP CANADIAN DESTINATIONS VISITED

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

## ACCOMMODATION TYPES

### VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

54% **Hotel**  
 41.5% **Friends or Relatives**  
 20% **Camping**  
 19.5% All-inclusive resort  
 18.5% Vacation rental by owner  
 17.5% Motel  
 17% **Cottage**

15% **Bed and Breakfast**  
 9% Cruise ship  
 9% **RV / Camper**  
 9% Condo / Apartment  
 5% **Spa resort**  
 5% **Package Tours**  
 2% **Boat**

## ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
<b>TOTAL POPULATION</b>	102,917	0	0	0
<b>HOUSEHOLDS</b>	41,818	0	0	0
<b>% HOUSEHOLDS IN PROVINCE</b>	13%	0%	0%	0%