

ATLANTIC PROFILE - GROUP 6

TOTAL POPULATION: 230,617

HOUSEHOLDS: 117,458

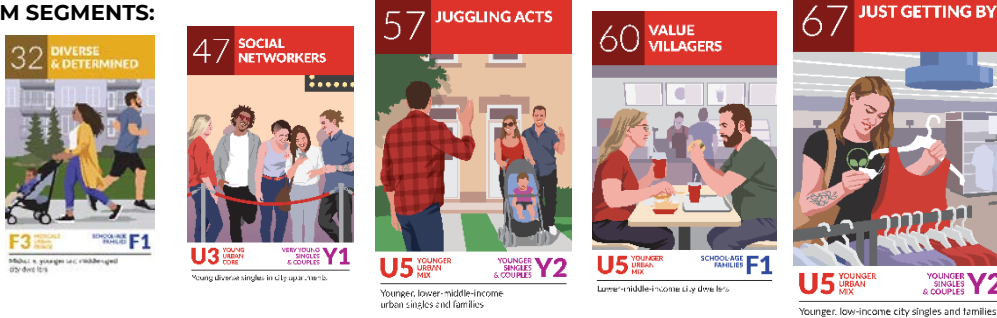
% OF HOUSEHOLDS IN ATLANTIC CANADA: 11%

SEGMENT 67 - JUST GETTING BY ACCOUNTS FOR 51% OF HOUSEHOLDS IN THIS GROUP.

SEGMENT 57 - JUGGLING ACTS ACCOUNTS FOR 20%.

SEGMENT 60 - VALUE VILLAGERS ACCOUNTS FOR 16%

PRIZM SEGMENTS:

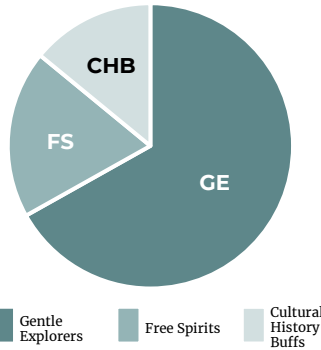


WHERE DO THEY LIVE?

- Halifax - NS
- St John's - NL
- Moncton - NB
- Saint John - NB
- Cape Breton - NS
- Charlottetown - PE
- Fredericton - NB
- Truro - NS
- Corner Brook - NL
- Summerside - PE

*** More likely to find Group 6 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: 25 to 55 years old (median age 49)

SIZE: Mainly 1-2 people (Almost 30% are households with children at home - children's age ranges from 0 to 9 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 **separated**, or **divorced**

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

AVERAGE INCOME: \$67,481

DWELLING CHARACTERISTICS: Over 60% 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 1980.

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

EMPLOYED: Yes, they are in the labour force 61%, mainly in **sales and service**, business, finance, administration, education, government, religion, social, and **trades and transport**.

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

LANGUAGES: Almost 85% know **English only**, almost 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 **Arabic**, **Mandarin** and **Tagalog** topping that list.

DIVERSITY: Mainly non-immigrant population, born in province but they over-index for **immigrant population**. This is a very diverse group by Atlantic Canada standards with over 10% belonging to a **visible minority group** with the main ones being **Black**, **South Asian**, and **Chinese**.

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:

- Strong on *Multiculturalism*, they see the value of learning about and incorporating the cultural influences of other groups into their lives (*Culture Sampling, Social Learning*). They enjoy being part of a crowd to connect with other groups (*Attraction to Crowds*).
- They are willing to take risks to get what they want in life (*Pendant for Risk*) and believe that young people should be treated like adults (*Equal Relationship with Youth*)
- They sometimes express feelings of alienation from society, but they are generally optimistic about the future (*Anomie-Aimlessness, Personal Optimism*).

STRONG VALUES

Attraction for Crowds
Equal Relationship with Youth
Social Learning

Pendant for Risk
Anomie-Aimlessness
Culture Sampling

Multiculturalism
Importance of Aesthetics
Personal Optimism

WEAK VALUES

Attraction to Nature

Personal Control

Religiosity

[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 look for [coupons](#), they [research](#) and [compare products and services](#) and [read reviews online](#). They access also access “travel related content” online specifically at slightly below average rates.

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 below average rates.

TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	29-32%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	25.5-26.5%	Average	
TRAVEL TO REMOTE DESTINATIONS	21-22%	Average	
OUTDOOR ACTIVITIES			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	55%	Average	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	53-54%	Average	
Hiking or Backpacking	34%	Average	
Ziplining	18%	Yes	
Guided Nature Tours	18-19%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			



Casual Biking	16-21%	Average	
Road Cycling	10.5-12.5%	Average	
Mountain Biking	9-12%	Average	
NATIONAL, PROVINCIAL OR NATURE PARKS	49-51%	Average	
BEACHES			
Oceanside Beaches	49%	Average	
Lakeside Beaches	48%	Average	
WILDLIFE VIEWING	44-45%	Average	
Bird Watching	15%	Yes	
Whale Watching	15%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			
CAMPING	36-43%	Yes	As a group, they seem to like camping even if we don't see them as much as we would expect in our Provincial Parks.
Renting a Recreational Vehicle (RV)	10-10.5%	Yes	This group shows very strong interest in this activity.
Provincial Park Campers	5-10%	No	This group is responsible for 5-10% of reservations in New Brunswick provincial parks every year. They have stayed over 4,500 times in provincial park campgrounds since 2015.
National Park Campers	3-7%	No	This group is responsible for 3 to 7% of reservations in New Brunswick national parks every year. They have stayed over 1,000 times in Fundy and Kouchibouguac campgrounds in 2021. Visitors from this group are more as likely to be found in Fundy than in Kouchibouguac .
WATER-BASED SOFT ADVENTURES			
Kayak, Canoeing or Stand-Up Paddle Board	23-28%	Average	
Guided Boat Tours	16-17.5%	Average	
Powerboat & Jet Skiing	8%	No	
FISHING OR HUNTING	19-19.5%	Yes	Even if they appear to have some interest in fishing and hunting in surveys, this group is responsible for only 2% of hunting and 5% of fishing licences sold to New Brunswick residents in 2021.
GOLF	12-13.5%	No	
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	56-57%	Average	
Breweries or Wineries	30-32%	Average	
Fine Dining	27-27.5%	No	
Culinary Tours or Cooking Classes	12-14%	Average	
Agricultural or Country Farm Tours	11-12.5%	Yes	
FESTIVALS AND/OR EVENTS			
Food and Drink Festival or Event	37-39%	Average	
Live Shows	31-34%	Average	
Music Festivals	28-31%	Yes	This group has the strongest interest in this activity.
Cultural or Traditional Festivals	28-31%	Average	
Comedy Festivals	18-19%	Yes	This group has the strongest interest in this activity.
Sporting Events	16.5-19%	No	
Movie Festivals	12-14%	Yes	This group has the strongest interest in this activity.
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	37-39%	Average	
Art Galleries & Museums	33-34%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			











Art Galleries, Museums or Science Centers	27%	Average	
Historical Sites	24%	Average	
Indigenous Culture	23-24%	Yes	This group has the strongest interest in this activity.
Live Theatre	19%	Average	
Ballet, Opera, Symphony	7%	Yes	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	36-40%	Average	
Shopping for Souvenirs	32-36%	Average	
Shopping for Clothes and Shoes	29-33.5%	Average	
Amusement or Theme Parks	24-32%	Average	
Exhibitions, Carnivals, Fairs, Markets	22.5%	Average	
Nightlife	21-24%	Yes	This group index's the highest in this category.
Guided City Tours	19-25%	No	
Spas or Wellness Centres	18-19.5%	Average	
Zoos, Aquariums	14%	Average	
Video Arcades or Indoor Amusement Centres	8%	Average	
PHOTOGRAPHY	27%	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
 18 hours/week	 20 hours/week	 1 hour/week	 10 minutes/day	 4.2 hours/day
TOP RADIO: News/Talk Classic Hits Classic Rock Today's Country Hot Adult Contemporary Adult Contemporary Mainstream Top 40	TOP TELEVISION: Evening local news Movies Documentary Home renovation shows Suspense/crime dramas Primetime serial dramas News/current affairs	TOP NEWSPAPER: Local & Regional News National News International News & World Movie & Entertainment Editorials Business & Financial Sports	TOP MAGAZINES: Canadian Living Reader's Digest National Geographic Other English-Canadian Maclean's CAA Magazine Outdoor Canada	TOP INTERNET: Send or receive email Send or receive a text/IM Participate in Social Media Banking/Pay bills Use apps Take pictures/video Use maps

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
 FACEBOOK 88% 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. Use Messenger "About once per day or more" 4. Post photos "About once per month" 5. Like or become a fan of a page created by a brand, company, or organization "About once per month" 6. 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 68% 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. Share videos 5. Leave a comment on a video or post a response video

 <p>INSTAGRAM 39% Currently Use</p>	<ol style="list-style-type: none"> 1. View photos/videos “Several times per day”, “A few times per week” or “Once per day” 2. Post photos/videos “About once per month” 3. View a brand’s page “About once per month” 4. Comment on photos/videos “About once per month” 5. Like photos/videos “Several times per day”, “A few times per week” 	<ol style="list-style-type: none"> 1. Click on ads 2. Watch IGTV videos 3. View a brand’s page 4. Watch live videos 5. Send direct messages 6. Post photos/videos
 <p>TWITTER 32% 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. Watch videos “About once per day or more” 	<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. Follow users who follow you 7. Respond to tweets
 <p>LINKEDIN 31% Currently Use</p>	<ol style="list-style-type: none"> 1. Update profile information “About once per month” 2. Create a connection “About once per month” 3. Search and review other profiles “About once per month” 4. Read their newsfeed “About once per month” 	<ol style="list-style-type: none"> 1. Click on an ad 2. Participate in LinkedIn forums 3. Request a recommendation 4. Post an article, video, or picture 5. Join a LinkedIn group 6. Comment on content
 <p>PINTEREST 30.5% Currently Use</p>		
 <p>WHATSAPP 20% Currently Use</p>	<ol style="list-style-type: none"> 1. Send or receive messages “A few times per week” or “Several times per day” or “About once per month” 2. Send or receive images “Several times per day”, “A few times per week” or “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 18% Currently Use</p>	<ol style="list-style-type: none"> 1. Subscribe to a “comedy” podcast “A few times per month” 2. Listen to “comedy”, or “educational” podcast “About once per month” 3. Listen to “news” or “educational” 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”, “comedy” or “news” podcasts
 <p>SNAPCHAT 14% Currently Use</p>	<ol style="list-style-type: none"> 1. Receive photos/videos “A few times per week or more” 2. Send direct text messages “A few times per week or more” 3. Send photos/videos “A few times per week or more”, “Once to a few times per month” 4. Use filters and effects “A few times per week or more” 5. Read Snapchat discover/News “A few times per week or more” 	<ol style="list-style-type: none"> 1. View ads 2. Use video chat 3. View brand’s snaps 4. Use group chat 5. Read Snapchat discover/News
 <p>REDDIT 10% 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. Post content “A few times per month or more” 	<ol style="list-style-type: none"> 1. Post content 2. Vote on content
 <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” or “About once per month” 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 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. Newfoundland and Labrador

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

43% Hotel
 31% Friends or Relatives
 19% Vacation rental by owner
 15% Cottage
 15% **Camping**
 15% **All-inclusive resort**
 14% **Motel**

11% Bed and Breakfast
 9% Cruise ship
 7% **Condo / Apartment**
 6% **RV / Camper**
 3.5% Package Tours
 3% Boat
 2.5% Spa resort

ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
TOTAL POPULATION	64,211	112,160	15,012	39,234
HOUSEHOLDS	32,204	57,859	7,947	19,448
% HOUSEHOLDS IN PROVINCE	10%	14%	12%	9%

NEW BRUNSWICK*	NOVA SCOTIA*	PRINCE EDWARD ISLAND*	NEWFOUNDLAND AND LABRADOR*
Moncton	Halifax	Charlottetown	St. John's
Saint John	Cape Breton	Summerside	Corner Brook
Fredericton	Truro	Stratford	Mount Pearl
Miramichi	Amherst		Stephenville
Campbellton	Yarmouth		Gander
St Stephen	New Glasgow		Grand Falls-Windsor
Riverview	Kings, Subd. B		Paradise
Dieppe	Bridgewater		Labrador City
Woodstock	Kentville		Conception Bay South
Oromocto	Colchester, Subd. C		Clarenville

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