

ATLANTIC PROFILE - GROUP 7

TOTAL POPULATION: 763,213

HOUSEHOLDS: 341,379

% OF HOUSEHOLDS IN ATLANTIC CANADA: 33%

SEGMENT 49 – BACKCOUNTRY BOOMERS ACCOUNT FOR 45% OF HOUSEHOLDS IN THIS GROUP.

SEGMENT 58 – OLD TOWN ROADS ACCOUNTS FOR 19%.

SEGMENT 62 – SUBURBAN RECLINERS ACCOUNTS FOR 13%

TOP PRIZM SEGMENTS* :

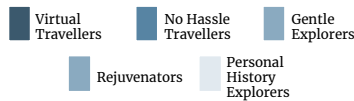
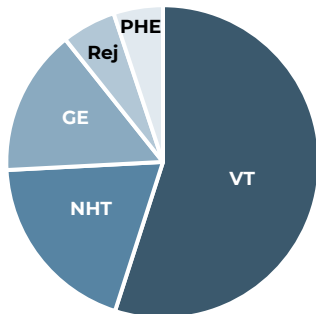


WHERE DO THEY LIVE?

- Halifax - NS
- Cape Breton - NS
- Saint John - NB
- Moncton - NB
- Colchester, Subd B - NS
- Kings, Subd A - NS
- Lunenburg - NS
- Queens - NS
- Clare - NS
- Miramichi - NB

*** More likely to find Group 7 in areas listed in bold .

EXPLORER QUOTIENT TYPE (EQ TYPE)



VIRTUAL TRAVELLERS

- Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends or relatives.
- For Virtual Travellers, travelling is a chore, not an experience to be enjoyed.
- They are fearful of change and complexity in their lives and like to maintain control when travelling.
- They are highly unlikely to venture far from home.

DEMOGRAPHICS

AGE OF MAINTAINER: 55+ years old (median age 59)

SIZE: Mainly 1-2 people (about 35% are households with children at home – children’s age tends to be over 10 years old)

MARITAL STATUS: Majority are married or living with a common-law partner; they are also more likely than average to be widowed.

TYPES: Majority are family households.

AVERAGE INCOME: \$79,934

DWELLING CHARACTERISTICS: Over three-quarters are owners and live mainly in **single detached houses**. More likely than average to be living in dwellings that were built **before 1961** and the majority live in dwellings built before 1980.

EDUCATION: Most have either a **High School Diploma**, College Diploma or **no Certificate or Diploma**

EMPLOYED: Yes, just over 50% are still in the labour force, mainly in sales and service, **trades and transport**, **business, finance, administration, education, government, religion, social**.

COMMUTING: They commute by car mainly as drivers.

LANGUAGES: Almost 90% **know English only**, just 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.

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

WHAT MAKES THIS GROUP DIFFERENT WITHIN ATLANTIC CANADA:

- They believe in caring for others before themselves (*Duty*), even though they're worried that their finances will worsen in the coming years (*Financial Concern Regarding the Future*).
- Protective of their communities, they tend to prioritize protection of the environment over economic advancement (*Primacy of Environmental Protection*)
- Frugal and informed consumers, they are guided less by their emotions and feelings than by reason and logic (*Discriminating Consumerism, Emotional Control*). They tend to be practical in their purchase decisions, they purchase based on function rather than aesthetic considerations (*Utilitarian Consumerism*).

STRONG VALUES

Emotional Control
Attraction to Nature
Discriminating Consumerism

Utilitarian Consumerism
Primacy of Environmental Protection
Duty

Financial Concern Regarding the Future
Religiosity
Multiculturalism

WEAK VALUES

Attraction for Crowds

Equal Relationship with Youth

Penchant for Risk

[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 look for **coupons** and **read reviews for restaurants online** at above average rates. They research and compare products and prices at slightly below average rates. They seem to be accessing travel content online at average to below average rates.

ARE THEY RESPONSIVE TO ADS/BRANDS? They click on ads and use social media at average rates. They follow brands on Facebook at average rates, they watch videos on YouTube and listen to music on streaming services at average rates.

DO THEY PURCHASE ONLINE? They purchase online at average rates.

TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	33-37%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	23-25%	Average	
TRAVEL TO REMOTE DESTINATIONS	19.5-24%	Average	
OUTDOOR ACTIVITIES			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	53-56%	Average	
BEACHES			
Oceanside Beaches	50%	Average	
Lakeside Beaches	45%	Average	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	49-51%	Average	
Hiking or Backpacking	35.5%	Average	
Guided Nature Tours	17%	No	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			



Ziplining	16.5-17%	Average	
Casual Biking	12-15%	No	
Mountain Biking	8.5-9%	No	
Road Cycling	6-7.5%	No	
WILDLIFE VIEWING	44.5-45%	Average	
Whale Watching	17%	Yes	This group has the strongest interest in this activity.
Bird Watching	12%	Average	
NATIONAL, PROVINCIAL OR NATURE PARKS	43-45%	Average	
CAMPING	35.5-39%	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.
Provincial Park Campers	16-24%	No	One of the biggest groups in Atlantic Canada population wise, this group is responsible for 16-24% of reservations in New Brunswick provincial parks every year. They may not be the easiest group to focus on to grow visitation, but they are still very much present and have stayed over 19,000 times in provincial park campgrounds since 2015.
National Park Campers	10-20%	No	This group is responsible for 10 to 20% of reservations in New Brunswick national parks every year. They have stayed over 2,400 times in Fundy and Kouchibouguac campgrounds in 2021. Visitors from this group are more as likely to be found in Fundy than in Kouchibouguac .
Renting a Recreational Vehicle (RV)	8-10%	Average	
FISHING OR HUNTING	22%	Yes	This group has a very strong interest in hunting and fishing. It is responsible for over 27% of hunting and 26% of fishing licences sold to New Brunswick residents in 2021.
WATER-BASED SOFT ADVENTURES			
Kayak, Canoeing or Stand-Up Paddle Board	20.5-22%	No	
Guided Boat Tours	16-19.5%	Average	
Powerboat & Jet Skiing	9%	Average	
GOLF	13-15%	Average	
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	54-58%	Average	
Breweries or Wineries	31-31.5%	Average	
Fine Dining	27-29%	No	
Agricultural or Country Farm Tours	13%	Yes	This group has the strongest interest in this activity.
Culinary Tours or Cooking Classes	12%	Average	
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	38-42%	Average	
Art Galleries & Museums	27.5-28%	No	
Historical Sites	23%	Average	
Indigenous Culture	21-22%	Average	
Art Galleries, Museums or Science Centers	20%	No	
Live Theatre	16%	No	
Ballet, Opera, Symphony	5%	No	
FESTIVALS AND/OR EVENTS			
Food and Drink Festival or Event	34-36%	Average	
Live Shows	30-34%	Average	
Cultural or Traditional Festivals	26-29%	Average	
Music Festivals	25%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			











Sporting Events	19-21%	Average	
Comedy Festivals	13-14.5%	Average	
Movie Festivals	8.5%	No	
URBAN EXPERIENCES			
Shopping for Souvenirs	31-38.5%	Average	
Green Spaces such as Parks or Gardens	28.5-34%	No	
Shopping for Clothes and Shoes	28-32%	Average	
Exhibitions, Carnivals, Fairs, Markets	25%	Average	
Amusement or Theme Parks	22.5-27.5%	Average	
Guided City Tours	19-23%	No	
Nightlife	14.5-16.5%	No	
Spas or Wellness Centres	14-16%	No	
Zoos, Aquariums	12%	Average	
Video Arcades or Indoor Amusement Centres	7%	Average	
PHOTOGRAPHY	26%	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
 15 hours/week	 23 hours/week	 1 hour/week	 7 minutes/day	 3.7 hours/day
TOP RADIO: News/Talk Hot Adult Contemporary Adult Contemporary Today's Country Classic Rock Classic Hits Classic Country	TOP TELEVISION: Movies Evening local news Primetime serial dramas News/current affairs Suspense/Crime series Documentary Home renovation shows	TOP NEWSPAPER: National News Local & Regional News International News & World Editorials Movie & Entertainment Business Financial Sports	TOP MAGAZINES: Other English-Canadian CAA Magazine Canadian Geographic Canadian Living Maclean's National Geographic Reader's Digest	TOP INTERNET: Send or Receive email Send or receive a text/IM Participate in Social Media Banking/Pay bills Take pictures/video Use apps Maps/directions service

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
 FACEBOOK 87% 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. Use Messenger "About once per day or more" 5. Update their status "About once per month" 6. 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. Click on an ad 6. Watch live videos
 YOUTUBE 65% 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. Embed a video on a web page or blog 2. "Create and post" a video 3. Click on an ad 4. Share videos 5. Leave a comment on a video or post a response video

 <p>PINTEREST 32% Currently Use</p>		
 <p>INSTAGRAM 29% 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. Comment on photos/videos "About once per month" 4. Like photos/videos "A few times per week" 5. Watch live 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 messages
 <p>LINKEDIN 28% 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. Read their newsfeed "About once per month" 	<ol style="list-style-type: none"> 1. Participate in LinkedIn forums 2. Post an article, video, or picture 3. Request a recommendation 4. Click on an ad 5. Join a LinkedIn group 6. Comment on content
 <p>TWITTER 25% 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. Tweet "About once per month" 4. Follow users who follow you "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. Respond to tweets 6. Retweet
 <p>WHATSAPP 15% Currently Use</p>	<ol style="list-style-type: none"> 1. Send or receive messages "About once per month", "Several times per day" or "A few times per week" 2. Use voice calls "About once per month" 3. Send or receive images "A few times per week" 	<ol style="list-style-type: none"> 1. Send or receive documents or files 2. Use voice calls 3. Use group chats
 <p>AUDIO PODCASTS 14% Currently Use</p>	<ol style="list-style-type: none"> 1. Subscribe to a "comedy" podcast "A few times per month" 	<ol style="list-style-type: none"> 1. Subscribe to a "sports", "technology", "business", "news" or "educational" podcast 2. Listen to "sports", "technology focused", "business", "comedy" or "news" podcasts
 <p>SNAPCHAT 10% 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 photos/videos "A few times per week or more" or "Once to a few times per month" 3. Send direct text messages "A few times per week or more" 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 8% Currently Use</p>	<ol style="list-style-type: none"> 1. Comment on articles or blogs "A few times per year" or "A few times per month" 2. Read blogs "A few times per year", "A few times per month" or "About once 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 5% Currently Use</p>		
 <p>REDDIT 5% 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. View content "About once per month" 	<ol style="list-style-type: none"> 1. Post content 2. Vote on content 3. Follow specific Subreddits

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. **Newfoundland & Labrador**
5. Ontario
 - a. Toronto
 - b. Other Ontario
 - c. Ottawa
6. **Alberta**
 - a. **Calgary**
 - b. **Other Alberta**

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

43% Hotel
 31% Friends or Relatives
 19% All-inclusive resort
 19% Motel
 17.5% Vacation rental by owner
 15% **Camping**
 12% **Cottage**

10% Cruise ship
 10% **Bed and Breakfast**
 9% Condo / Apartment
 7% RV / Camper
 3.5% Package Tours
 2.5% Boat
 2% Spa resort

ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
TOTAL POPULATION	173,594	336,016	44,663	208,942
HOUSEHOLDS	79,487	152,136	18,346	91,410
% HOUSEHOLDS IN PROVINCE	24%	36%	28%	41%

NEW BRUNSWICK*	NOVA SCOTIA*	PRINCE EDWARD ISLAND*	NEWFOUNDLAND AND LABRADOR*
Saint John	Halifax	Summerside	Conception Bay South
Moncton	Cape Breton	Charlottetown	Grand Falls – Windsor
Miramichi	Kings Subdivision A	Montague	St. John's
Fredericton	Colchester Subdivision B	Kensington	Carbonear
Bathurst	Lunenburg	Lot 55	Marystown
Riverview	Queens	Lot 59	Corner Brook
Quispamsis	Clare	Lot 19	Bay Roberts
Dalhousie	Digby		Deer Lake
	Argyle		Stephenville
	Kings, Subdivision B		Gander

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