

ATLANTIC PROFILE - GROUP 8

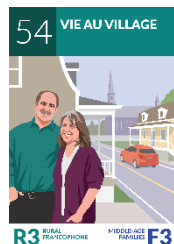
TOTAL POPULATION: 106,051

HOUSEHOLDS: 50,130

% OF HOUSEHOLDS IN ATLANTIC CANADA: 5%

SEGMENT 63 - AMANTS DE LA NATURE ACCOUNTS FOR 61% OF HOUSEHOLDS IN THIS GROUP
 SEGMENT 65 - ÂGÉS & TRADITIONNELS ACCOUNTS FOR 16%

PRIZM SEGMENTS:

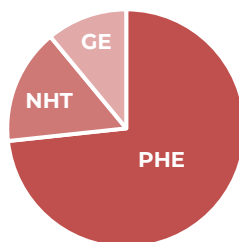


WHERE DO THEY LIVE?

- Tracadie - NB
- Edmundston - NB
- Dieppe - NB
- Shippagan - NB
- Grand-Falls - NB
- Shediac - NB
- Alnwick - NB
- Caraquet - NB
- Beresford - NB
- Paquetville - NB

*** More likely to find Group 8 in areas listed in bold.

EXPLORER QUOTIENT TYPE (EQ TYPE)



PERSONAL HISTORY EXPLORERS

- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style, and security.
- They are social people who enjoy being with others when travelling and favour group travel.

Personal History Explorers No Hassle Travellers Gentle Explorers

DEMOGRAPHICS

AGE OF MAINTAINER: 55+ years old (median age 60)

SIZE: Mainly 1-2 people (34% are households with children at home, 18% are lone-parent families)

MARITAL STATUS: 57% are married or living with a common-law partner, more likely than average to be separated or widowed.

TYPES: About two-thirds are family households.

AVERAGE INCOME: \$75,095

EDUCATION: Most have either no Certificate/Diploma, High School Diploma or College Diploma.

EMPLOYED: Yes, just over half are still in the labour force, mainly in sales and service, trades and transport, manufacturing and utilities, business, finance, administration, education, government, religion, social, natural resources, and agriculture.

COMMUTING: They commute by car mainly as drivers.

DWELLING CHARACTERISTICS: More than 75% are owners, living mainly in single-detached houses; they are more likely than average to be living in dwellings that were built between 1961 and 1990.

LANGUAGES: About 60% know both English and French, over a third 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.

DIVERSITY: Almost exclusively non-immigrant population, born in province. This is not a diverse group even by Atlantic Canadian standards, with less than 2% belonging to a visible minority group with the main ones being Black, Filipino 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 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 strive to live in accordance with their cultural traditions (*Search for Roots*) but they admit to worrying that forces beyond their control are affecting their lives (*Fatalism*).
- 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*).
- When they need to recharge their batteries, they look for unexpected diversions or head outdoors (*Attraction to Nature*).
- Their joie de vivre is expressed in their desire to live life to the fullest, embrace new and unexpected events, they enjoy connecting with large groups (*Pursuit of Intensity, Importance of Spontaneity, Attraction for Crowds*).
- As consumers, they take pleasure in shopping always looking for new and cutting-edge products at big box stores (*Joy of Consumption, Pursuit of Novelty, Confidence in Big Business*).

STRONG VALUES

Fulfillment Through Work
Sexism
Attraction to Nature
Need for Status Recognition

Active Government
Confidence in Big Business
Pursuit of Intensity
Fatalism

Joy of Consumption
Pursuit of Novelty
Importance of Spontaneity
Search for Roots

WEAK VALUES

Need for Escape
Racial Fusion

Culture Sampling
Personal Optimism

National Pride
Personal Control

[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 to below average rates. They access travel content at average to slightly 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 slightly below average rates.

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


TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	21.5-27%	No	
EXPLORING PLACES MOST TOURISTS WON'T GO	18.5-22%	No	
TRAVEL TO REMOTE DESTINATIONS	17%	No	
OUTDOOR ACTIVITIES			
BEACHES			
Oceanside Beaches	47%	No	
Lakeside Beaches	38%	No	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			


LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	45-53%	Average	
Hiking or Backpacking	33%	Average	
Guided Nature Tours	20-26%	Yes	
Casual Biking	15-16%	Average	
Road Cycling	10-15%	Yes	
Ziplining	8-10.5%	No	
Mountain Biking	7%	No	
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	42-50%	No	
NATIONAL, PROVINCIAL OR NATURE PARKS	40-46%	Average	
WILDLIFE VIEWING	29-32%	No	
Bird Watching	15.5%	Yes	
Whale Watching	13%	No	
CAMPING	28-31%	Average	
Provincial Park Campers	8%	No	This group is responsible for 8% of reservations in New Brunswick provincial parks every year. They have stayed over 7,500 times in provincial park campgrounds since 2015.
Renting a Recreational Vehicle (RV)	5-7%	No	
National Park Campers	4-15%	No	This group is responsible for 4 to 15% of reservations in New Brunswick national parks every year. They have stayed almost 1,600 times in Fundy and Kouchibouguac campgrounds in 2021. Visitors from this group are more likely to be found in Kouchibouguac and in Fundy .
FISHING OR HUNTING	17-19%	Yes	This group is responsible for 21% of hunting and 14% of fishing licences sold to New Brunswick residents in 2021.
WATER-BASED SOFT ADVENTURES			
Kayak, Canoe or Stand-Up Paddle Board	16-20%	Average	
Guided Boat Tours	15-21%	Average	
Powerboat & Jet Skiing	13%	Yes	
GOLF	8-9%	No	
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	38-40%	No	
Fine Dining	30-34%	Average	
Breweries or Wineries	23-28.5%	No	
Culinary Tours or Cooking Classes	9-12.5%	No	
Agricultural or Country Farm Tours	9-12%	Average	
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	34-38%	Average	
Art Galleries or Museums	30-31%	Average	
Art Galleries, Museums or Science Centers	23.5%	Average	
Historical Sites	22%	Average	
Indigenous Culture	20-24%	Average	
Live Theatre	18.5%	Average	
Ballet, Opera, Symphony	8%	Yes	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	31.5-35%	No	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			











Guided City Tours	23.5-29.5%	Average	
Shopping for Souvenirs	22-27.5%	No	
Amusement or Theme Parks	21.5-26.5%	No	
Exhibitions, Carnivals, Fairs, Markets	20%	No	
Spas or Wellness Centres	16-21%	Average	
Shopping for Clothes and Shoes	13-20%	No	
Zoos, Aquariums	12%	No	
Nightlife	11-16%	No	
Video Arcades or Indoor Amusement Centres	7%	Average	
PHOTOGRAPHY	26%	Average	
FESTIVALS AND/OR EVENTS			
Live Shows	23-28%	No	
Cultural or Traditional Festivals	21-22%	No	
Music Festivals	20.5-24.5%	Average	
Food and Drink Festival or Event	19-22.5%	No	
Comedy Festivals	14-15%	Average	
Sporting Events	10-12%	No	
Movie Festivals	5-6%	No	
*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	 23 hours/week	 1 hour/week	 5 minutes/day	 3.5 hours/day
TOP RADIO: News/Talk Adult Contemporary Today's Country Hot Adult Contemporary Multi/Variety/Specialty Not Classified Classic Rock	TOP TELEVISION: Evening local news Movies News/current affairs Suspense/Crime dramas Documentary Primetime serial dramas Home renovation shows	TOP NEWSPAPER: Local & Regional News National News International News & World Editorials Movie & Entertainment Sports Food	TOP MAGAZINES: Other U.S. Magazines Other English Canadian Canadian Living National Geographic Hello! Canada Maclean's Air Canada enRoute	TOP INTERNET: Send or Receive email Participate in Social Media Send or receive a text/IM Banking/Pay bills Take pictures/video Internet search Use apps

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
 FACEBOOK 85% Currently Use	<ol style="list-style-type: none"> 1. Use Messenger "About once per day or more" 2. Update their status "About once per month" 3. Comment/Like other users' posts "About once per day or more" 4. Post photos "About once per month" 5. Click on an ad "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. Read my newsfeed 6. Click on an ad

 <p>YOUTUBE 67% Currently Use</p>	<ol style="list-style-type: none"> 1. Watch videos “Once per day or more”, “A few times per month” or “A few times per week” 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”, “About once per day or more” 5. Click on an ad “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>PINTEREST 35% Currently Use</p>		
 <p>LINKEDIN 29% 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” 5. View a job posting “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>INSTAGRAM 29% Currently Use</p>	<ol style="list-style-type: none"> 1. Post photos/videos “About once per month” 2. View photos/videos “A few times per week”, “Several times per day” or “Once per day” 3. View a brands page “About once per month” 4. Like photos and videos “About once per month”, “A few times per week” 	<ol style="list-style-type: none"> 1. Watch IGTV videos 2. Click on ads 3. Send direct messages 4. Post photos/videos 5. Watch live videos 6. View a brand's page
 <p>TWITTER 25% Currently Use</p>	<ol style="list-style-type: none"> 1. Read tweets “About once per day or more” 2. Tweet “About once per month” 3. Follow users who follow you “About once per month” 4. Respond to tweets “About once per month” 5. Actively follow new users “About once per month” 	<ol style="list-style-type: none"> 1. Click on an ad 2. Watch live videos 3. Retweet 4. Respond to tweets 5. Share a link to a blog post, news article or item of interest 6. Send or Receive direct messages
 <p>WHATSAPP 16% 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 month” 2. Send or receive images “About once per month” 3. Use voice calls “About once per month” 	<ol style="list-style-type: none"> 1. Use group chats 2. Send or receive documents or files 3. Use voice calls 4. Send or receive images
 <p>AUDIO PODCASTS 15% 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”, “news”, “educational” or “business” podcast 2. Listen to “technology focused”, “sports” or “comedy” podcasts
 <p>SNAPCHAT 11% Currently Use</p>	<ol style="list-style-type: none"> 1. Receive photos/videos “A few times per week or more”, “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. Read Snapchat discover/News 4. Use video chat 5. Use group chat
 <p>BLOGS 7% 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”, “About once 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 6% 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. Post content “A few times per month or more” 	<ol style="list-style-type: none"> 1. Vote on content 2. Post content 3. Follow specific Subreddits
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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. Ontario
 - a. Toronto
 - b. Other Ontario
5. **Québec**
 - a. **Montréal**
 - b. **Québec City**
 - c. **Other Québec**
6. **Newfoundland & Labrador**

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

49% Hotel
 35% Friends or Relatives
 20% All-inclusive resort
 18% Motel
 17% Camping
 16% **Vacation rental by owner**
 14% Cottage

13% **Bed and Breakfast**
 9.5% Cruise ship
 8% **RV / Camper**
 7% **Condo/Apartment**
 6% **Package Tours**
 4% **Spa resort**
 2% **Boat**

ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
TOTAL POPULATION	106,051	0	0	0
HOUSEHOLDS	50,130	0	0	0
% HOUSEHOLDS IN PROVINCE	15%	0%	0%	0%