

OUTDOORSY SUBURBAN FAMILIES ONTARIO PROFILE

TOTAL POPULATION: 2,069,498

HOUSEHOLDS: 745,402

% OF HOUSEHOLDS IN ONTARIO: 13%

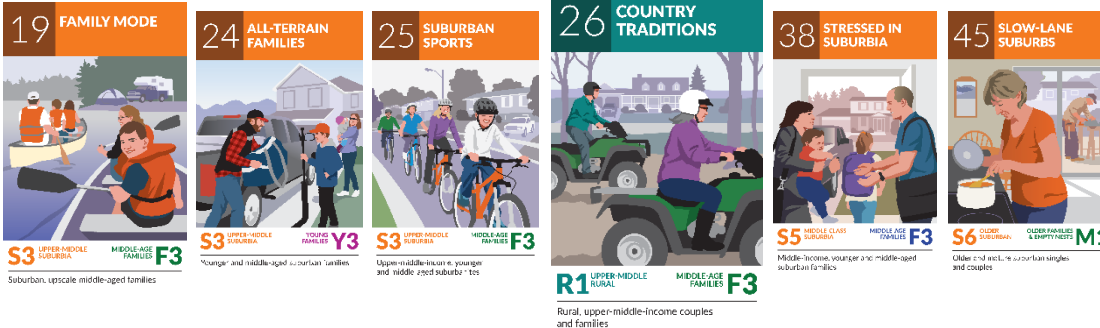
SEGMENT 26 – COUNTRY TRADITIONS ACCOUNTS FOR 30% OF HOUSEHOLDS IN THIS GROUP

SEGMENT 19 – FAMILY MODE ACCOUNTS FOR 24% OF HOUSEHOLDS IN THIS GROUP

SEGMENT 45 – SLOW LANE SUBURBS ACCOUNTS FOR 15.5% OF HOUSEHOLDS

SEGMENT 38 – STRESSED IN SUBURBIA ACCOUNTS FOR 14% OF HOUSEHOLDS

PRIZM SEGMENTS:



WHERE DO THEY LIVE?

- Ottawa
- **Barrie**
- Hamilton
- **Clarington**
- **Cambridge**
- **Greater Sudbury**
- London
- **Thunder Bay**
- **Oshawa**
- **Kingston**

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

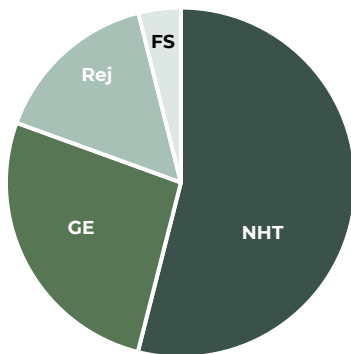
EXPLORER QUOTIENT TYPE (EQ TYPE)

NO HASSLE TRAVELLERS

- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life.
- They are average Canadians leading busy lives, understated and cautious with spending money.
- They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations.
- They prefer quiet weekend getaways close by.

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.



■ No Hassle Travellers ■ Gentle Explorers ■ Rejuvenators ■ Free Spirits

DEMOGRAPHICS

AGE OF MAINTAINER: 30 to 64 years old (median age 54)

SIZE: 2-4 (47.5% are couples with children at home – children's age ranges from 0 to 19 years old, **Above average amount of 5-9**)

MARITAL STATUS: 61% are married or living with a common-law partner.

TYPES: More than three-quarters are **family households**.

AVERAGE INCOME: \$116,598

DWELLING CHARACTERISTICS: Over **80%** are **owners** living mainly in **single-detached, or semi-detached houses**; they are more likely than average to be living in dwellings that were **built after 1991**.

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

EMPLOYED: They are in the labour force, mainly in sales and service, **trades and transport**, business, finance, administration, education, government, religion, social, management.

COMMUTING: By car mainly as **drivers**, and they also **carpool**.

LANGUAGES: Almost 88% know English only, a little over 10% know both English and French. They mainly identify their **mother tongue as English**, followed by **French** coming in second at above-average rates. They report having a **non-official language** as their mother tongue at well below average rates for Ontario with **Italian, Spanish** and German topping that list.

DIVERSITY: **Over 85%** are **non-immigrants, born in province**. This is not a diverse group for Ontario, with just over **10%** **belonging to a visible minority group** with the main ones being **South Asian, Black** and **Chinese**.

SOCIAL VALUES

- Between their work and family commitments, they sometimes express a *Need for Escape*, typically heading outdoors to commune with nature and reenergize (*Attraction to Nature*).
- They strive to live in a cool and controlled way, they tend to be guided less by one's emotions, feelings, and intuition than by reason and logic. (*Emotional Control*).
- They want Canada to be a strong player in world affairs (*National Pride*).

STRONG VALUES

Need for Escape

Rejection of Orderliness

National Pride

Racial Fusion

Technology Anxiety

Emotional Control

WEAK VALUES

Pursuit of Intensity

Attraction for Crowds

Need for Status Recognition

Enthusiasm for Technology

Sexism

Status via Home

[Social Values Glossary](#)

ONLINE BEHAVIOUR

On social media they are more a spectator than active posters, you will find them on Facebook, YouTube and **Pinterest**.

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? They have an above-average interest in **mobile coupons** and contests, they research, compare products and prices at average rates. They seem to be accessing travel content and restaurant guides/reviews online at average rates.

ARE THEY RESPONSIVE TO ADS/BRANDS? They click on ads and use social media at average rates. Their main social media channels are Facebook, YouTube and **Pinterest**. They are more likely to follow brands on Facebook than on **Instagram, YouTube or Twitter**. They watch videos on YouTube and stream music online at average rates.

DO THEY PURCHASE ONLINE? Yes, they purchase online at average rates with travel-related purchases online at above-average rates.

TRAVEL MOTIVATORS







	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	34-44%	Yes	
FALL COLORS	34-39%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	21-26%	Average	
TRAVEL TO REMOTE DESTINATIONS	18-23%	Average	
OUTDOOR ACTIVITIES			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	59-60%	Yes	
BEACHES			
Oceanside beaches	58-60%	Yes	
Lakeside beaches	47-49%	Yes	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	56-57%	Average	
Hiking or Backpacking (participated occasionally/regularly)	41%	Average	
Ziplining	17-21%	Yes	
Guided Nature Tours	18-20%	Average	
Casual Biking	14.5-17%	Average	
Mountain Biking	8-10%	Average	
Road Cycling	6.5-8%	No	
NATIONAL, PROVINCIAL OR NATURE PARKS	48-49%	Average	

*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average






WILDLIFE VIEWING	45-46%	Yes	
Bird Watching	12.5%	No	
Whale Watching (participated occasionally/regularly)	4%	No	
CAMPING	35-40%	Yes	
% of Camping reservations in New Brunswick Provincial Parks sold to this group	23%	Yes	23% of Ontario campers in our provincial parks are from this group, which amounts to less than 1% of the households in this group.
% of Camping reservations in New Brunswick National Parks sold to this group	18.5-20%	Yes	20% of Ontario campers in our national parks are from this group, which amounts to less than 1% of the households in this group.
Renting a Recreational Vehicle (RV)	8.5-11.5%	Yes	
UNIQUE ACCOMMODATIONS AND/OR GLAMPING	24%	Average	
WATER-BASED SOFT ADVENTURES			
Kayak, Canoe or Stand-Up Paddle Board	23-29%	Yes	
Guided Boat Tours	16-21%	Average	
Powerboat & Jet Skiing (participated occasionally/regularly)	11%	Yes	
GOLF	17-19%	Yes	
FISHING OR HUNTING	15-18%	Average	Ontario accounts for over 1% of fishing and less than 1% of hunting permits sold in New Brunswick over the past 5 years. This group account for 27% of hunting and 16% of fishing permits sold to Ontario residents.
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	54-65%	Average	
Breweries or Wineries	35-37%	Yes	
Fine Dining	26-29%	Average	
Culinary Tours or Cooking Classes	12%	Average	
Agricultural or Country Farm Tours	9-10%	Average	
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	41-43%	Average	
Art Galleries and Museums	29.5-31%	Average	
Exploring Indigenous Culture	20-21%	Average	
Art Galleries, Museums or Science Centers (visited in the past year)	15.5%	Average	Significant decrease in participation for these activities since 2021 these activities were often impacted by restrictions during the pandemic.
Historical Sites (visited in the past year)	10.5%	No	
Major theatres/halls/auditoriums (visited in the past year)	8.5%	Average	
Ballet, Opera, Symphony (attended in the past year)	3%	No	
FESTIVALS AND/OR EVENTS			
Food and Drink Festival or Event	36.5-40%	Yes	
Live Shows	35-36%	Yes	
Cultural or Traditional Festivals	29-30%	Average	
Music Festivals	26-27%	Yes	
Sporting Events	24-26.5%	Yes	22% of this group watched the World Juniors last year.
Comedy Festivals	13.5-17%	Yes	
Movie Festivals	7-9.5%	Average	
PHOTOGRAPHY	33.5%	Average	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	32-38%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			










Shopping for items that help remember trip	29.5-38%	Average	
Shopping for Clothes and Shoes	27-35%	Average	
Amusement or Theme Parks	28-32%	Yes	
Guided City Tours	22.5-26%	Average	
Nightlife	15-19%	Average	
Spas or Wellness Centres	17.5-18%	Average	
Exhibitions, Carnivals, Fairs, Markets (visited in the past year)	11%	Average	Significant decrease in participation for these activities since 2021 these activities were often impacted by restrictions during the pandemic.
Zoos, Aquariums (visited in the past year)	9%	Average	
Video Arcades or Indoor Amusement Centres (visited in the past year)	2.5%	No	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			

MEDIA USAGE

RADIO	TELEVISION	CONNECTED TV	NEWSPAPER	MAGAZINE	INTERNET
 14 hours/week	 20.2 hours/week	 1.54 hours/day	 1 hour/week	 4 minutes/day	 5.3 hours/day
TOP RADIO: News/Talk Adult Contemporary Classic Hits AOR/Mainstream Rock Today's Country Hot Adult Contemporary Mainstream Top 40	TOP TELEVISION: Movies Evening local news News/Current affairs Suspense/crime dramas Primetime serial dramas Situational Comedies Documentaries Home renovation shows	TOP CONNECTED TV: Netflix Amazon Prime Video YouTube Disney+ Internet Based TV Services CraveTV AppleTV+	TOP NEWSPAPER: Local & Regional News National News International News & World Health Movie & Entertainment Food Sports	TOP MAGAZINES: CAA Magazine Other English-Canadian Other U.S. magazines Maclean's Food & Drink Canadian Living People National Geographic	TOP INTERNET: Send or receive email Send or receive a text/IM Banking/Pay bills Participate in Social Media Use apps Take pictures/video Use maps/directions service

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
 FACEBOOK 79% (.5% ) 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. Update my status "About once per month" 5. Use Messenger "About once per day or more", "A few times per week" 	<ol style="list-style-type: none"> 1. Create a Facebook fundraiser 2. Watch eSports or competitive gaming 3. Give to a Facebook fundraiser 4. Create a Facebook group or fan page for a company, cause, event or organization 5. Post videos 6. Click on an ad
 YOUTUBE 69% (0% -) Currently Use	<ol style="list-style-type: none"> 1. Watch videos "About 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. Watch eSports or competitive gaming 2. "Create and post" a video 3. Embed a video on a web page or blog 4. Click on an ad 5. Leave a comment on a video or post a response video 6. Share videos
 INSTAGRAM 37% (2% ) Currently Use	<ol style="list-style-type: none"> 1. Post photos/videos "About once per month" 2. View photos/videos "Several times per day" or "Once per day" 3. View a brand's page "About once per month" 4. Like photos/videos "A few times per week" or "Once per day" 5. Send direct messages "About once per month" 	<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 35% (0% -) 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. Click on an ad 3. Request a recommendation 4. Post an article, video or picture 5. Join a LinkedIn group 6. Comment on content
 <p>WHATSAPP 31% (2% ↘) Currently Use</p>	<ol style="list-style-type: none"> 1. Send or receive messages “Several times per day”, “About once per month” or “A few times per week” 2. Use voice calls “About once per month” 3. Send or receive images “Several times per day” “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>PINTEREST 30% (4% ↘) Currently Use</p>		
 <p>TWITTER 28% (2% ↗) 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. Watch eSports or competitive gaming 2. Click on an ad 3. Watch live videos 4. Send or receive direct messages 5. Share a link to a blog post, news article or item of interest 6. Actively follow new users
 <p>AUDIO PODCASTS 15% (0% -) Currently Use</p>	<ol style="list-style-type: none"> 1. Listen to a “educational”, “comedy”, or “business” podcast “About once per month” 	<ol style="list-style-type: none"> 1. Subscribe to a “sports”, “technology”, “news”, “business” or “educational” podcast
 <p>SNAPCHAT 9% (3% ↘) 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 direct text messages “A few times per week or more” 3. Send photos/videos “A few times per week or more” or “Once to a few times per month” 4. Use filters and effects “Once to a few times per month”, “A few times per week or more” 	<ol style="list-style-type: none"> 1. View brand's snaps 2. View ads 3. Use video chat 4. Use group chat 5. Read Snapchat discover/News
 <p>TIKTOK 9% (3% ↗) Currently Use</p>		
 <p>BLOGS 8% (2% ↘) 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>REDDIT 8% (1% ↗) Currently Use</p>	<ol style="list-style-type: none"> 1. Follow specific Subreddits “A few times per month or more” 2. View content “Several times per day”, “A few times per week” 3. Vote on content “A few times per month or more” 	<ol style="list-style-type: none"> 1. Post content 2. Vote on content 3. Follow specific Subreddits

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

50% Hotel (2% ↓)
 31% Friends or Relatives (0% -)
 25% Cottage (3% ↑)
 20% All-inclusive resort (6% ↓)
 18% Vacation rental by owner (0% -)
 17% **Camping** (1% ↓)
 11% Motel (2% ↓)

11% Bed and Breakfast (1% ↓)
 10% Cruise ship (0% -)
 7.5% Condo / Apartment (2.5% ↓)
 5% **RV / Camper** (3% ↓)
 4% **Package Tours** (0% -)
 3.5% **Spa resort** (0.5% ↑)
 3% Boat (0% -)

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED (PAST 3 YEARS)

1. Cottage Country (Any)
2. Ontario
 - a. **Other Ontario**
 - b. **Toronto**
 - c. Niagara Falls
 - d. **Ottawa**
3. Québec
 - a. **Montreal**
 - b. Québec City
4. Nova Scotia
 - a. Other Nova Scotia
5. British Columbia
 - a. Vancouver
6. **Alberta**
 - a. **Calgary**

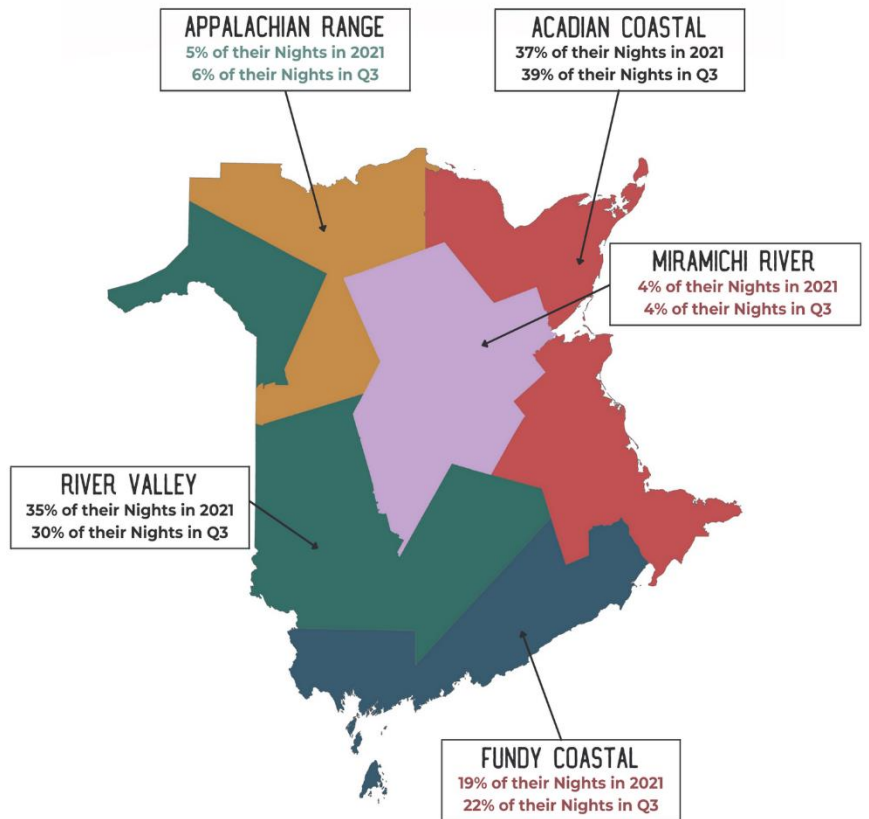
WHEN THEY TRAVEL IN NEW BRUNSWICK, WHERE DO THEY SPEND THEIR NIGHTS?

TRAVEL IN NEW BRUNSWICK:

- Over the last 3 years visitors from this group have spent over 600,000 nights in our province, that's 19% of all nights spent by guests from Ontario.
- This group is more likely than average to be found exploring the Appalachian Range Region especially in the summer months with 6% of Q3 nights spent in the region.
- The Acadian Coastal Region is their most visited destination with 37% of total nights

Q3 refers to the third quarter of the year (July, August, September)

Text in green indicates an above-average percentage, Text in red refers to a below-average percentage. Text in black is in-line with the regional average.



WHAT TIME OF THE YEAR DO THEY TRAVEL?

	AVERAGE NIGHTS PAST 3 YEARS	WINTER	SPRING	SUMMER	FALL
AVERAGE PAST 3 YEARS (2019-2021)	213,100	29,700 14%	30,500 14%	104,900 49%	48,000 23%
ACADIAN COASTAL	79,800 37%	31%	31%	41%	38%
APPALACHIAN	7,700 4%	4%	4%	4%	3%
FUNDY COASTAL	40,400 19%	16%	19%	21%	17%
MIRAMICHI RIVER	8,700 4%	3%	5%	4%	5%
RIVER VALLEY	76,500 36%	46%	41%	31%	37%