

YOUNG URBAN CULTURAL ENTHUSIASTS

ONTARIO PROFILE - GROUP 1

TOTAL POPULATION: 1,635,262

HOUSEHOLDS: 798,705

% OF HOUSEHOLDS IN ONTARIO: 11%

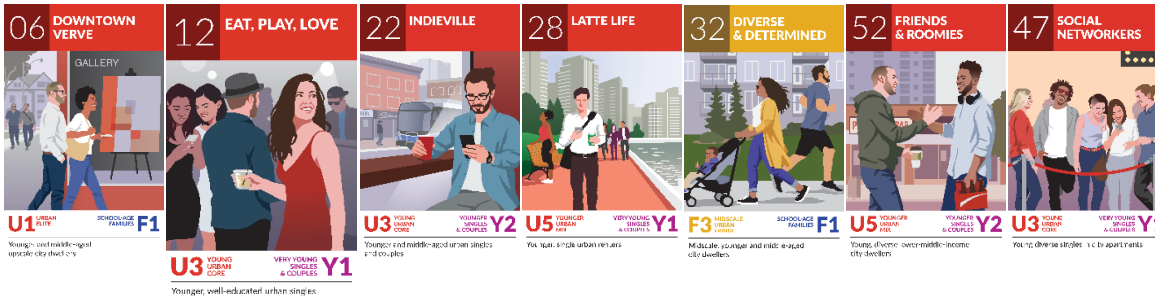
SEGMENT 12 – EAT, PLAY, LOVE ACCOUNTS FOR 33% OF HOUSEHOLDS IN THIS GROUP.

SEGMENT 22 – INDIEVILLE ACCOUNTS FOR 16%.

SEGMENT 06 – DOWNTOWN VERVE ACCOUNTS FOR 14%

SEGMENT 52 – FRIENDS AND ROOMIES ACCOUNTS FOR 13%

PRIZM SEGMENTS:

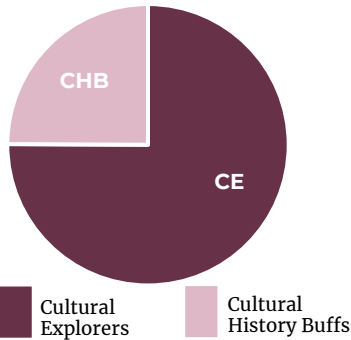


WHERE DO THEY LIVE?

- Toronto
- Ottawa
- London
- Hamilton
- Kitchener
- Mississauga
- Waterloo
- Windsor
- Guelph
- Brampton

*** More likely to find Group 1 in areas listed in bold.

EXPLORER QUOTIENT TYPE (EQ TYPE)



CULTURAL EXPLORERS

- Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.
- They are avid, open-minded and socially-engaged global travellers who seek spontaneous and authentic experiences.
- They prefer to make their own plans as they go, rather than stick to predetermined schedules.

DEMOGRAPHICS

AGE OF MAINTAINER: 20 to 44 years old (median age 44)

SIZE: Mainly 1-2 people (27.5% 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 divorced

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

AVERAGE INCOME: \$120,954

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

EMPLOYED: Yes, they are in the labour force, mainly in sales and service, business, finance, administration, education, government, religion, social and management.

DWELLING CHARACTERISTICS: Over half are renters and live mainly in apartment complexes typically a High-rise; this is well-above the provincial average. More likely than average to be living in dwellings that were built before 1961 or after 2011.

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

LANGUAGES: More than 80% know English only, about 15% know both English and French. They identify their mother tongue as mainly English, followed by French coming in second. They report having a non-official language as their mother tongue at above average rates with Mandarin, Spanish and Portuguese topping that list at well above average rates.

DIVERSITY: Mainly non-immigrant population, but they over-index for Born outside of province. This is a very diverse group with 36.5% belonging to a visible minority group with the main ones being Chinese, South Asian, and Black.

SOCIAL VALUES

- They believe in government involvement in resolving social issues (*Active Government*), while also holding the belief that authority should be questioned and not followed blindly. (*Rejection of Authority*)
- This group is likely to be more open minded towards diverse families (Racial Fusion), they think of themselves as a “Citizen of the world” (*Global Consciousness*) and believe that we have a lot to learn from other cultures. (*Culture Sampling*)
- Finding things that make them unique and different is important to this group (*Pursuit of Originality*), this can lead to purchases based on beauty of an object, rather than practicality. (*Importance of Aesthetics*)

STRONG VALUES

Culture Sampling
Sexual Permissiveness
Importance of Aesthetics

Equal Relationship with Youth
Racial Fusion
Active Government

Rejection of Authority
Global Consciousness
Pursuit of Originality

WEAK VALUES

Attraction to Nature
Legacy

Cultural Assimilation
Primacy of the Family

Obedience to Authority
Utilitarian Consumerism

[Social Values Glossary](#)

ONLINE BEHAVIOUR

These are the ambassadors, they are heavy social media users and are well above average on all channels [Instagram](#), [Twitter](#), [Blogs](#), [TikTok](#), [Podcasts](#), [Reddit](#). As with all the other groups they are also very much present on Facebook, YouTube and [Pinterest](#).

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? Yes, they [research](#) and read reviews online. They also access “travel content” online specifically.

ARE THEY RESPONSIVE TO ADS/BRANDS? They are very active in the digital space. They are open to receiving relevant marketing messages on social media, they sign up for newsletters, [share links](#) with contacts and [seek recommendations](#). They follow brands on Facebook, [YouTube](#), [Twitter](#) and [Instagram](#), they [listen to audio podcasts](#) at above average rates.

DO THEY PURCHASE ONLINE? Yes, they purchase products and services online at average rates.







TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
FALL COLORS	35-39.5%	Average	
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	27-35%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	28-30.5%	Yes	
TRAVEL TO REMOTE DESTINATIONS	22-28.5%	Yes	
OUTDOOR ACTIVITIES			
BEACHES			
Oceanside Beaches	51.5-57%	Average	
Lakeside Beaches	43.5-46.5%	Average	
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	53-59%	Average	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	52.5-59%	Average	
Hiking or Backpacking (participated occasionally/regularly)	37%	Average	
Casual Biking	19.5-24%	Yes	
Guided Nature Tours	18-20%	Average	
Ziplining	16-18%	Average	
Road Cycling	11-15%	Yes	
Mountain Biking	10.5-13%	Yes	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			




NATIONAL, PROVINCIAL OR NATURE PARKS	45-51%	Average	
WILDLIFE VIEWING	42-46.5%	Average	
Bird Watching	12%	Average	
Whale Watching (participated occasionally/regularly)	5%	Average	
UNIQUE ACCOMMODATIONS AND/OR GLAMPING	28%	Yes	
CAMPING	27-37%	Average	
% of Camping reservations in New Brunswick National Parks sold to this group	14%	Average	
% of Camping reservations in New Brunswick Provincial Parks sold to this group	10%	No	
Renting a Recreational Vehicle (RV)	6-10%	Average	
WATER-BASED SOFT ADVENTURES			
Kayak, Canoeing or Stand-Up Paddle Board	25.5-31%	Yes	
Guided Boat Tours	14-19%	Average	
Powerboat & Jet Skiing (participated occasionally/regularly)	9.5%	Average	
GOLF	10.5-13%	No	
FISHING OR HUNTING	13-13.5%	No	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 5.5% of hunting and 14% of fishing permits sold to Ontario residents.
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	59-64%	Yes	
Breweries or Wineries	32.5-39%	Average	
Fine Dining	34-37%	Yes	
Culinary Tours or Cooking Classes	17-18%	Yes	
Agricultural or Country Farm Tours	9.5-11.5%	Average	
FESTIVALS AND/OR EVENTS			
Food and Drink Festival or Event	39-42%	Yes	
Live Shows	31.5-39%	Average	
Cultural or Traditional Festivals	34-35%	Yes	
Music Festivals	26-29%	Yes	
Sporting Events	18-22%	Average	20% of this group watched the World Juniors last year.
Comedy Festivals	15-17%	Yes	
Movie Festivals	11.5-13%	Yes	
HISTORY & CULTURE			
Art Galleries or Museums	38.5-45%	Yes	
Historical, Archaeological or World Heritage Sites	41.5-44%	Average	
Indigenous Culture	23-26%	Yes	
Art Galleries, Museums or Science Centers (visited in the past year)	19%	Yes	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)	15%	Yes	
Major theatres/halls/auditoriums (visited in the past year)	11.5%	Yes	
Ballet, Symphony, Opera (attended in the past year)	4%	Yes	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	37-47%	Yes	
*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	30-39%	Average	
Shopping for Clothes and Shoes	25.5-35%	Average	
Guided City Tours	24.5-29%	Average	
Amusement or Theme Parks	23-29%	Average	
Nightlife	19.5-26%	Yes	
Spas or Wellness Centres	17-23%	Yes	
Exhibitions, Carnivals, Fairs, Markets (visited in the past year)	10.5%	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)	10%	Average	
Video Arcades or Indoor Amusement Centres (visited in the past year)	3%	Yes	
PHOTOGRAPHY	31.5%	Average	
*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
 12 hours/week	 19.6 hours/week	 1.53 hours/day	 1 hour/week	 8 minutes/day	 5.75 hours/day
TOP RADIO : News/Talk Mainstream Top 40 Multi/Variety/Specialty Adult Contemporary Modern/Alternative Rock Classic Hits Mainstream Rock	TOP TELEVISION : Movies Evening local news News/current affairs Suspense/crime dramas Documentary Primetime serial dramas Situation comedies	TOP CONNECTED TV: Netflix YouTube Amazon Prime Video CraveTV Disney+ Internet-based TV Services AppleTV	TOP NEWSPAPER: Local & Regional News National News International News & World Business & Financial Health Editorials Movie & Entertainment	TOP MAGAZINES : CAA Magazine Other U.S. magazines Other English-Canadian Food & Drink Maclean's Canadian Living National Geographic	TOP INTERNET : Send or receive email Send or receive a text/IM Banking/Pay bills Take pictures/video Participate in Social Media Use apps Use maps/direction service Watch subscription video service

SOCIAL MEDIA

YOY	WHAT THEY DO	WHAT THEY DON'T DO
 YOUTUBE 74% (1% ↓) Currently use	<ol style="list-style-type: none"> Watch videos "Once per day or more", "A few times per week" or "A few times per month" Watch live videos "About once per month" Like or dislike videos "About once per month" or "About once per day or more" Leave a comment on a video or post a response video "About once per month" Click on an ad "About once per month" 	<ol style="list-style-type: none"> Watch eSports or competitive gaming "Create and post" a video Embed a video on a web page or blog Click on an ad Leave a comment on a video or post a response video Share videos
 FACEBOOK 72.5% (2% ↓) Currently Use	<ol style="list-style-type: none"> Read news feed "About once per day or more" Post photos "About once per month" Comment/Like other users' posts "About once per day or more" Like or become a fan of a page created by a brand, company or organization "About once per month" Use Messenger "About once per day or more" 	<ol style="list-style-type: none"> Create a Facebook fundraiser Watch eSports or competitive gaming Give to a Facebook fundraiser Create a Facebook group or fan page for a company, cause, event or organization Post videos Click on an ad
 WHATSAPP 55% (3% ↓) Currently Use	<ol style="list-style-type: none"> Send or receive messages "Several times per day" or "A few times per week" Send or receive images "Several times per day" or "A few times per week" Use voice calls "About once per month" or "A few times per week" 	<ol style="list-style-type: none"> Send or receive documents or files Use voice calls Use group chats

 <p>LINKEDIN 51% (2% ↘) 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. View a job posting “About once per month” or “A few times 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 7. Comment on content
 <p>INSTAGRAM 46% (3% ↘) Currently Use</p>	<ol style="list-style-type: none"> 1. View photos/videos “Several times per day”, “About once per month” or “Once per day” 2. Post photos/videos “About once per month” 3. Like photos/videos “Several times per day”, “Once per day” or “A few times per week” 4. Comment on photos/videos “About once per month” 5. Watch live videos “About once per month” 	<ol style="list-style-type: none"> 1. Click on ads 2. Watch IGTV videos 3. Watch live videos 4. View a brand's page 5. Post photos/videos 6. Send direct messages
 <p>TWITTER 34% (3% ↘) 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” or “A few times per month” 3. Follow users who follow you “About once per month” 4. Tweet “About once per month” 5. Retweet “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. Respond to tweets
 <p>AUDIO PODCASTS 22% (3% ↘) Currently Use</p>	<ol style="list-style-type: none"> 1. Listen to “another genre”, or “news” podcast “A few times per week or more” 2. Listen to “educational”, or “comedy” podcast “About once per month” 	<ol style="list-style-type: none"> 1. Subscribe to a “sports”, “technology”, “comedy” “news”, or “business” podcast Listen to “sports”, “technology focused” or “business” podcasts
 <p>PINTEREST 22% (3% ↘) Currently Use</p>	<ol style="list-style-type: none"> 1. They tend to be “Monthly” users of the platform. 	
 <p>REDDIT 18% (0% -) 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 12.5% (3% ↘) Currently Use</p>	<ol style="list-style-type: none"> 1. Read blogs “A few times per year”, “A few times per month” or “A few times per week” 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>SNAPCHAT 11.5% (1% ↘) 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”, “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>TIKTOK 11.5% (2% ↗) Currently Use</p>	<ol style="list-style-type: none"> 1. Tend to be “daily”, or “Weekly” users of the platform. 	

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

52% Hotel (↓2%)
 32% Friends or Relatives (↓4%)
 25.5% Cottage (↑3.5%)
 22% All-inclusive resort (↓3%)
 17.5% Vacation rental by owner (↓4.5%)
 15% Camping (-0%)
 12% Bed and Breakfast (↓2%)

10.5% Motel (↓1.5%)
 10% Cruise ship (↑2%)
 9.5% Condo / Apartment (↓0.5%)
 4% Package Tours (↓1%)
 3% Spa resort (↓1%)
 3% RV / Camper (-0%)
 1.5% Boat (↓0.5%)

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED

1. Cottage country (any)
2. Ontario
 - A. Other ontario
 - b. Niagara Falls
 - c. Toronto
 - d. Ottawa
3. Québec
 - a. Montreal
 - b. Other Québec
 - c. Québec City
4. British Columbia
 - a. Vancouver
5. Nova Scotia
 - a. Other Nova Scotia

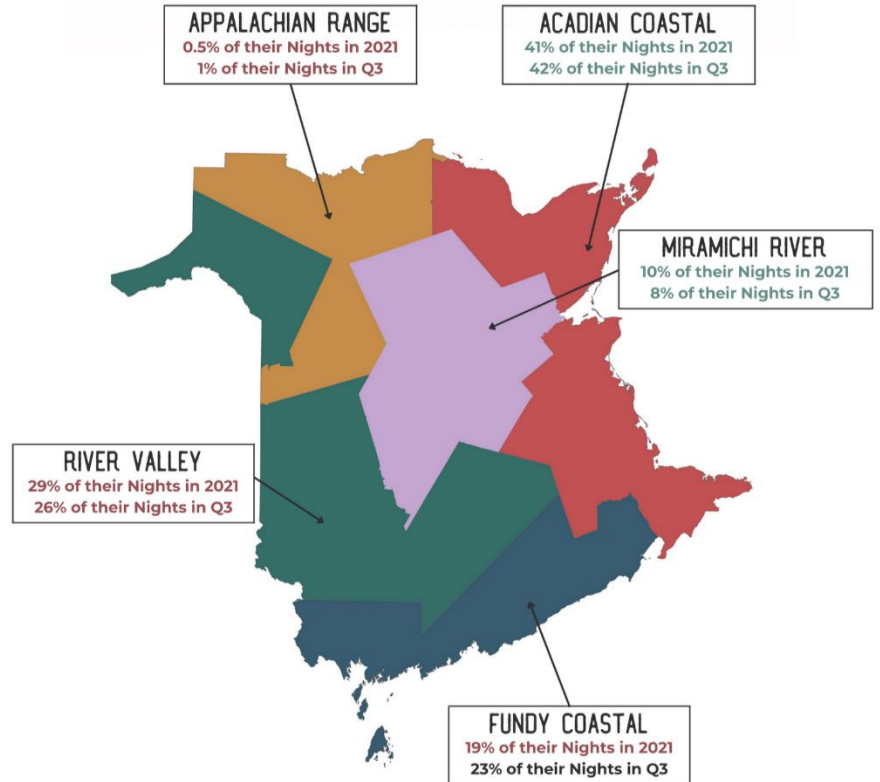
WHEN THEY TRAVEL IN NEW BRUNSWICK, WHERE DO THEY SPEND THEIR NIGHTS?

TRAVEL IN NEW BRUNSWICK:

- Over the last 3 years visitors from this group have spent over 400,000 nights in our province, that's 12% of all nights spent by guests from Ontario.

- This group is more likely than average to be found exploring the Acadian Coastal Region especially in the summer months with 42% of Q3 nights spent in the region.

- This group is more likely than average to be found in the Miramichi



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)	134,500	19,900 15%	22,100 16%	70,400 52%	22,100 16%
ACADIAN COASTAL	53,800 40%	35%	38%	45%	30%
APPALACHIAN	2,300 2%	3%	1%	2%	1%
FUNDY COASTAL	25,300 19%	12%	21%	21%	14%
MIRAMICHI RIVER	8,500 6%	9%	5%	6%	5%
RIVER VALLEY	44,600 33%	41%	35%	25%	49%