

ACTIVE OUTDOORSY SUBURBAN FAMILIES QUÉBEC PROFILE

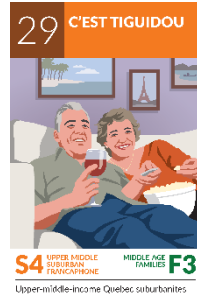
TOTAL POPULATION: 2,644,838

HOUSEHOLDS: 1,002,449

% OF HOUSEHOLDS IN QUÉBEC: 27%

SEGMENT 29 – C'EST TIGUIDOU ACCOUNTS FOR 39% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 34 – FAMILLES TYPIQUES ACCOUNTS FOR 24.5%
SEGMENT 13 – VIE DYNAMIQUE ACCOUNTS FOR 19%

PRIZM SEGMENTS:

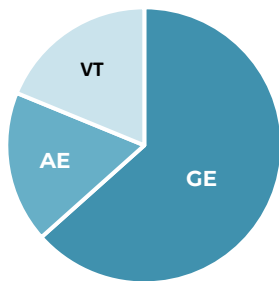


WHERE DO THEY LIVE?

- Québec
- Gatineau
- Lévis
- Laval
- Saguenay
- Sherbrooke
- Terbonne
- Trois-Rivières
- Repentigny
- Longueuil

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

EXPLORER QUOTIENT TYPE (EQ TYPE)



■ Gentle Explorers ■ Authentic Explorers ■ Virtual Travellers

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: 40 to 60 years old (median age 54)

SIZE: 2+ people (45% are households with children at home – children's age ranges from 5 to 19 years old)

MARITAL STATUS: 63.5% are married or living with a common-law partner.

TYPES: More than three-quarters are family households.

AVERAGE INCOME: \$123,317

DWELLING CHARACTERISTICS: Over 80% are owners living mainly in single-detached or semi-detached houses; they are more likely to be living in dwellings that were built after 1981.

EDUCATION: Most have either a University Degree, High School Diploma, College/CEGEP Diploma.

EMPLOYED: They are in the labour force (69%), mainly in sales and service, business, finance, administration, education, government, religion, social, trades and transport, management, health, sciences.

COMMUTING: By car mainly as drivers and in some cases as passengers.

LANGUAGES: More than half know French only, 45% know both English and French. They overwhelmingly identify their mother tongue as French, followed by English coming in second at well below average rates. They report having a non-official language as their mother tongue at well below average rates with Spanish, Arabic and Italian topping that list.

DIVERSITY: Almost exclusively non-immigrant population, born in province. This is not a diverse group, even by Québec standards, with 7% belonging to a visible minority group with the main ones being Black, Arab and Latin American.

SOCIAL VALUES

QUÉBEC IS A DISTINCT MARKET WITHIN CANADA

Here are the top 6 strongest and weakest social values that are predominant in the Québec market compared to the rest of Canada.

- They seek occupations that give meaning to their lives while adding value to society (*Fulfilment Through Work*) and they believe that the government has a responsibility to help those less fortunate (*Active Government*).
- They are eager to preserve their traditional heritage and feel more connected to their local area than the world at large (*Parochialism*).
- As consumers they go shopping for the sheer pleasure of it (*Joy of Consumption*), they like to experience new sensations and are often guided more by their emotions and intuition (*Pursuit of Intensity*, low for *Emotional Control*) than by reason and logic.

STRONG VALUES
 Fulfilment Through Work
 Sexism
 Pursuit of Intensity
 Parochialism
 Joy of Consumption
 Active Government

WEAK VALUES
 Need for Escape
 Racial Fusion
 National Pride
 Culture Sampling
 Rejection of Authority
 Emotional Control

WHAT MAKES THIS GROUP DIFFERENT WITHIN QUÉBEC:

- Like other third-plus generation Quebecois, they feel more connected to their local area than the world at large (*Parochialism*) and express little interest in reaching out to cultures beyond their own, they tend to believe that immigrants should relinquish their cultural traditions (*Cultural Assimilation*).
- Many hold traditional values, such as putting the needs of others before their own and supporting conventional gender roles (*Duty, Sexism*).
- They believe that big business operates fairly between profits and the public interest (*Confidence in Big Business*), this faith in established organizations leads them to believe that people should follow society's rules and not question authority figures (*Obedience to Authority*).
- As consumers, they seek products and services that support their desire to live a healthy and green lifestyle (*Ecological Lifestyle*).
- With an energetic and lively approach to life, they like to set challenging goals for themselves (*Vitality, Personal Challenge*), they strive to exert control over the direction of their own lives as much as possible (*Personal Control*) as they believe people get what they deserve, for good or bad, based on the choices they make (*Just Deserts*)

STRONG VALUES

Obedience to Authority
 Personal Challenge
 Ecological Lifestyle
 Confidence in Big Business

Social Darwinism
 Vitality
 Duty
 Just Deserts

Sexism
 Parochialism
 Personal Control
 Cultural Assimilation

WEAK VALUES

Rejection of Inequality
 Rejection au Authority

Culture Sampling
 Racial Fusion

Financial Concern regarding the Future
 Global Consciousness

[Social Values Glossary](#)

ONLINE BEHAVIOUR

On social media they are more spectators than active posters, you will find them on Facebook and YouTube.

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? They look for coupons, compare products and prices, read reviews online and access travel content at average rates. **They research travel content at slightly above average rates.**

ARE THEY RESPONSIVE TO ADS/BRANDS? They use social media at average rates. They follow brands on Facebook at average rates but not on **YouTube**, **Twitter** and **Instagram**. They use Pinterest and watch videos on YouTube and listen to music on streaming services at average rates.

DO THEY PURCHASE ONLINE? Yes, they purchase travel related products/services at average rates.






TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
FALL COLORS	31-37%	Average	
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	28.5-31%	Yes	
EXPLORING PLACES MOST TOURISTS WON'T GO	19-25.5%	Average	
TRAVEL TO REMOTE DESTINATIONS	16.5-19%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			




















OUTDOOR ACTIVITIES				
BEACHES				
Oceanside Beaches	53.5-59%	Yes		
Lakeside Beaches	38-46%	Yes		
LAND-BASED SOFT ADVENTURES				
Hiking or Walking in Nature	53-60%	Average		
Hiking or Backpacking (participated occasionally/regularly)	57%	Yes		
Casual Biking	21-22%	Yes		
Guided Nature Tours	18-23%	Average		
Road Cycling	15-19.5%	Yes		Road cycling is very popular in Québec compared to the rest of Canada and even more so with this group.
Ziplining	9-17%	Yes		
Mountain Biking	7-11%	Average		
NATIONAL, PROVINCIAL OR NATURE PARKS	47.5-51%	Average		
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	47-53%	Average		
WILDLIFE VIEWING	32-35%	Average		
Bird Watching	11%	Average		
Whale Watching	8%	Average		
UNIQUE ACCOMMODATIONS AND/OR GLAMPING	24%	Average		
CAMPING	23-26.5%	Average		
% of Camping reservations in New Brunswick Provincial Parks sold to this group	41%	Yes		41% of Québec 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	38-40%	Yes		38 to 40% of Québec 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)	6.5-8.5%	Yes		
WATER-BASED SOFT ADVENTURES				
Guided Boat Tours	15-24%	Average		
Kayak, Canoe or Stand-Up Paddle Board	18-24.5%	Average		
Powerboat & Jet Skiing (participated occasionally/regularly)	13%	Yes		
FISHING OR HUNTING	14-16%	Average		Québec accounts for about 1% of fishing and less than 1% of hunting permits sold in New Brunswick over the past 5 years. This group account for 32% of hunting and 34% of fishing permits sold to Québec residents.
GOLF	12-15%	Yes		This group shows the strongest interest in this activity.
CITY ACTIVITIES				
LOCAL FOOD / CUISINE				
Trying Local Food and Drink	41-46%	Average		
Fine Dining	35-45%	Yes		
Breweries or Wineries	33.5-40%	Yes		
Culinary Tours or Cooking Classes	11-18%	Average		
Agricultural or Country Farm Tours	7-9%	No		
HISTORY & CULTURE				
Historical, Archaeological or World Heritage Sites	38-42.5%	Average		
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average				






Art Galleries & Museums	30-37%	Average	
Historical Sites (visited in the past year)	22.5%	Average	
Exploring Indigenous Culture	15.5-25.5%	Average	
Art Galleries, Museums or Science Centers (visited in the past year)	14%	No	Significant decrease in participation for these activities since 2021, these activities were often impacted by restrictions during the pandemic.
Major theatres/halls/auditoriums (visited in the past year)	10.5%	Average	
Ballet, Opera, Symphony (attended in the past year)	3%	No	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	35-38%	Average	
Guided City Tours	29-34.5%	Average	
Amusement or Theme Parks	29-34%	Yes	
Shopping for items that help remember trip	23-26%	Average	
Spas or Wellness Centres	20-26%	Yes	
Shopping for Clothes and Shoes	13-23%	Average	
Nightlife	12-13.5%	No	
Zoos, Aquariums (visited in the past year)	11%	Yes	Significant decrease in participation for these activities since 2021, these activities were often impacted by restrictions during the pandemic.
Exhibitions, Carnivals, Fairs, Markets (visited in the past year)	8.5%	Average	
Video Arcades or Indoor Amusement Centres (visited in the past year)	3%	Yes	
FESTIVALS AND/OR EVENTS			
Live Shows	25.5-31%	Average	
Food and Drink Festival or Event	22-23%	Average	
Music Festivals	23%	Average	
Cultural or Traditional Festivals	21-22%	Average	
Sporting Events	15-19%	Yes	
Comedy Festivals	14-16%	Average	
Movie Festivals	5-8%	No	
PHOTOGRAPHY	24%	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
 14 hours/week	 20 hours/week	 1.66 hours/day	 1 hour/week	 5 minutes/day	 3.8 hours/day
TOP RADIO: News/Talk Hot Adult Contemporary Adult Contemporary Mainstream Top 40/CHR Multi/Variety/Specialty Classic Hits AOR/Mainstream Rock	TOP TELEVISION: Movies Evening local news Documentaries Primetime serial dramas News/current affairs Suspense/crime dramas Hockey (When in season)	TOP CONNECTED TV: Netflix YouTube Amazon Prime Video Disney+ Club Illico Tou.tv CraveTV	TOP NEWSPAPER: Local & Regional News International News & World National News Editorials Health Movie & Entertainment Food	TOP MAGAZINES: CAA Magazine Other French-Canadian Coup de Pouce Bel Âge RICARDO L'Actualité Other U.S. magazines	TOP INTERNET : Send or receive email Send or receive a text/IM Banking/Pay bills Internet searches Participate in Social Media Take pictures/video Use apps








SOCIAL MEDIA





 YOY	WHAT THEY DO	WHAT THEY DON'T DO
 FACEBOOK 86% (1% ) Currently Use	<ol style="list-style-type: none"> Use Messenger "About once per day or more" Update their status "About once per month" Comment/Like other users' posts "About once per day or more" Post photos "About once per month" Click on an ad "About once per month" 	<ol style="list-style-type: none"> Create a Facebook fundraiser Give to a Facebook fundraiser Watch eSports or competitive gaming Create a Facebook group or fan page for a company, cause, event or organization Read news feed Post videos
 YOUTUBE 58% (0% ) Currently Use	<ol style="list-style-type: none"> Watch videos "A few times per week", "Once per day or more", or "A few times per month" Watch live videos "About once per month", "A few times per month" Like or dislike videos "About once per month" 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"> "Create and post" a video Watch eSports or competitive gaming Embed a video on a web page or blog Leave a comment on a video or post a response video Share videos Click on an ad
 LINKEDIN 27.5% (1.5% ) Currently Use	<ol style="list-style-type: none"> Update profile information "About once per month" Search and review other profiles "About once per month" Create a connection "About once per month" Read their newsfeed "About once per month" View a job posting "About once per month" 	<ol style="list-style-type: none"> Participate in LinkedIn forums Request a recommendation Post an article, video or picture Click on an ad Join a LinkedIn group Comment on content
 INSTAGRAM 2.4% (1% ) Currently Use	<ol style="list-style-type: none"> Post photos/videos "About once per month" View photos/videos "A few times per week", "Once per day" or "About once per month" Like photos/videos "A few times per week" or "About once per month" View a brand's page "About once per month" 	<ol style="list-style-type: none"> Watch IGTV videos Click on ads View a brand's page Send direct messages Post photos/videos Watch live videos
 PINTEREST 22% (2% ) Currently Use	<ol style="list-style-type: none"> "Weekly" or "Monthly" users 	
 TWITTER 14.5% (0.5% ) Currently Use	<ol style="list-style-type: none"> Read tweets "About once per day or more" or "A few times per week" Watch videos "About once per month" Actively follow new users "About once per month" Retweet "About once per month" Follow users who follow you "About once per month" Tweet "About once per month" 	<ol style="list-style-type: none"> Watch eSports or competitive gaming Click on an ad Watch live videos Follow users who follow you Share a link to a blog post, news article or item of interest Send or Receive direct messages
 WHATSAPP 13.5% (0.5% ) Currently Use	<ol style="list-style-type: none"> Send or receive messages "About once per month" or "A few times per month" Send or receive images "About once per month" Use voice calls "About once per month" 	<ol style="list-style-type: none"> Use group chats Send or receive documents or files Use voice calls
 AUDIO PODCASTS 9% (1% ) Currently Use	<ol style="list-style-type: none"> Listen to a "educational", "technology focused, "News" or "another genre" of podcast "About once per month" 	<ol style="list-style-type: none"> Subscribe to a "sports", "comedy", "technology", "business", or "news" podcast
 SNAPCHAT 6.5% (2.5% ) Currently Use	<ol style="list-style-type: none"> Send direct text messages "A few times per month" Send photos/videos "Once to a few times per month" Receive photos/videos "Once to a few times per month" or "A few times per week or more" Use filters and effects "Once to a few times per month" 	<ol style="list-style-type: none"> View ads View brand's snaps Read Snapchat discover/News Use video chat Use group chat

 <p>TIKTOK 6.5% (1.5% ) Currently use</p>	<ol style="list-style-type: none"> 1. "Daily" or "weekly" users 	
 <p>BLOGS 4.5% (1.5% ) 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 "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>REDDIT 3% (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" 	<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 (7% )
 24.5% Friends or Relatives (1.5% )
 21% Camping (3% )
 19.5% Cottage (3.5% )
 15.5% All-inclusive resort (4.5% )
 15% Vacation rental by owner (4% )
 12% Motel (4% )

9% Condo / Apartment (1% )
 7% Bed and Breakfast (1% )
 7% Spa resort (0% -)
 6% Cruise ship (1% )
 5% RV / Camper (3% )
 5% Package Tours (0% -)
 2% Boat (0% -)

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED (PAST 3 YEARS)

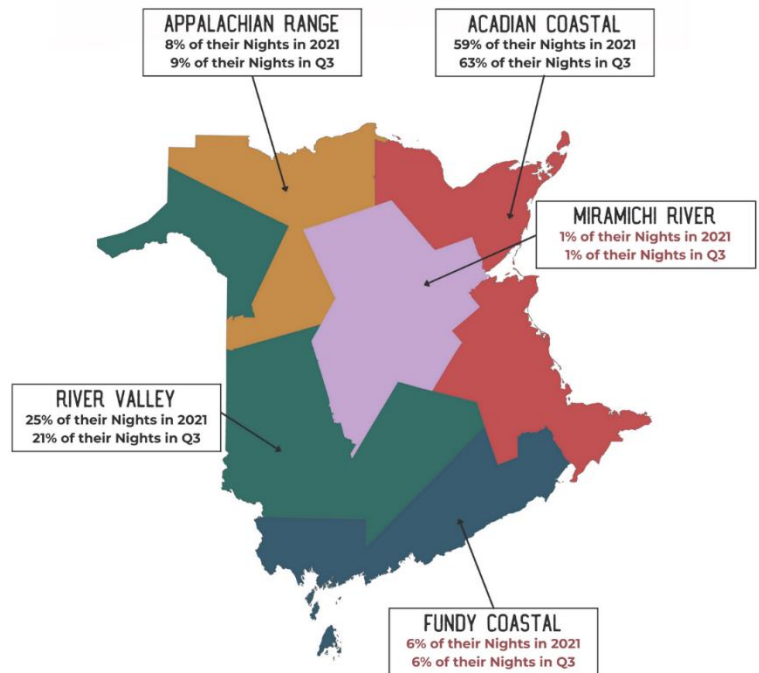
1. Québec
 - a. Other Québec
 - b. Québec City
 - c. Montréal
2. Ontario
 - a. Ottawa
 - b. Toronto
 - c. Other Ontario
 - d. Niagara Falls
3. New Brunswick
4. British Columbia
 - a. Vancouver
5. Alberta
 - a. Banff

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 920,000 nights in our province, that's 33% of all nights spent by guests from Quebec.

- This group is most likely to be found exploring the Acadian Coastal Region especially in the summer months with 63% of Q3 2021 nights spent in this region of the province.



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)	306,800	35,600 12%	35,400 12%	186,900 61%	48,900 16%
ACADIAN COASTAL	160,500 52%	37%	42%	61%	37%
APPALACHIAN	21,600 7%	5%	7%	7%	7%
FUNDY COASTAL	21,300 7%	9%	6%	7%	6%
MIRAMICHI RIVER	8,800 3%	2%	3%	2%	7%
RIVER VALLEY	94,600 31%	46%	41%	23%	43%