

# YOUNG URBAN CULTURAL ENTHUSIASTS QUÉBEC PROFILE

TOTAL POPULATION: 2,175,825

HOUSEHOLDS: 976,909

% OF HOUSEHOLDS IN QUEBEC: 26%

SEGMENT 40 – LES ÉNERJEUNES ACCOUNTS FOR 24.5% OF HOUSEHOLDS IN THIS GROUP.

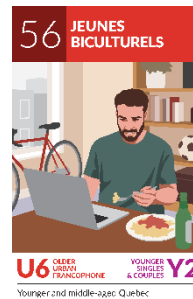
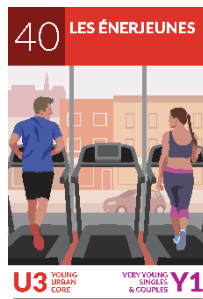
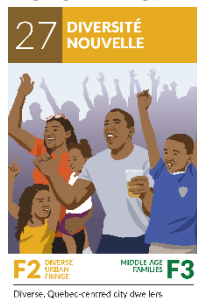
SEGMENT 27 – DIVERSITÉ NOUVELLE ACCOUNTS FOR 22%.

SEGMENT 56 – JEUNES BICULTURELS ACCOUNTS FOR 21%

SEGMENT 55 – ENCLAVES MULTIETHNIQUES ACCOUNTS FOR 17%

SEGMENT 39 -- ÉVOLUTION URBAINE ACCOUNTS FOR 16%

## PRIZM SEGMENTS:

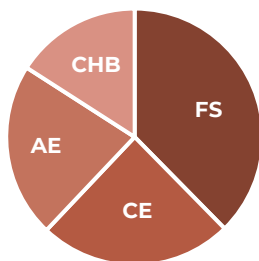


## WHERE DO THEY LIVE?

- Montréal
- Laval
- Québec
- Longueuil
- Gatineau
- Brossard
- Sherbrooke
- Dollard-Des Ormeaux
- Saint-Lambert
- Dorval

\*\*\* More likely to find Group 3 in areas listed in bold.

## EXPLORER QUOTIENT TYPE (EQ TYPE)



Free Spirit Cultural Explorer Authentic Experiencers Cultural History Buff

- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel.
- Experimental and adventurous, they indulge in high-end experiences that are shared with others. They tend to be young, experimentalist, committed travellers looking for thrills and frills.
- They live the travel experience to the fullest. They seek some structure when they travel so they can indulge in worry-free hedonistic activities. They enjoy the best they can afford in terms of accommodations and restaurants.

## DEMOGRAPHICS

AGE OF MAINTAINER: 25 to 54 years old (median age 49)

SIZE: Mainly 1 person or 2 people (42% 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 or separated.

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

AVERAGE INCOME: \$86,690

DWELLING CHARACTERISTICS: Almost 60% are renters and live mainly in apartment complexes typically a Low-rise; this is well-above the provincial average. More likely than average to be living in dwellings that were built before 1980.

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

EMPLOYED: Yes, they are in the labour force 67% , mainly in sales and service, business, finance, administration, education, government, religion, social, management and Sciences.

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

LANGUAGES: Over half know English and French, about 35% know French only. They identify their mother tongue as mainly French, followed by English coming in second at well above average rates. They also report having a non-official language as their mother tongue at above average rates are, Arabic, Spanish and Italian topping that list at well above average rates.

DIVERSITY: Mainly non-immigrant population, born in province but they over-index for Immigrant population. This is a very diverse group with over 37% 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.

**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

- 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, Emotional Control*) than by reason and logic.

### WHAT MAKES THIS GROUP DIFFERENT WITHIN QUÉBEC:

- As opposed to some major trends in Québec, this group has a socially progressive streak, they consider themselves citizens of the world and are open-minded about romantic relationships (*Global Consciousness, low Parochialism, Sexual Permissiveness*).
- They seek to understand others in a non-judgmental way so it's not surprising they also believe that other cultural groups should be allowed to preserve their traditions and have much to teach them (*Introspection & Empathy, Multiculturalism, Culture Sampling, Social Learning*) while also supporting diversity within families (*Racial Fusion*).
- They question authority, the need to play by the rules and traditional social hierarchies, they like to express their individuality and set themselves apart from the others and will indulge in risk-taking to get ahead (*Rejection of Authority, Equal Relationship with Youth, Pursuit of Originality, Penchant for Risk*).

### STRONG VALUES

Rejection of Authority  
 Culture Sampling  
 Social Learning  
 Pursuit of Originality

Global Consciousness  
 Racial Fusion  
 Introspection & Empathy  
 Equal Relationship with Youth

Personal Optimism  
 Penchant for Risk  
 Multiculturalism  
 Sexual Permissiveness

### WEAK VALUES

Attraction to Nature

Obedience to Authority

Parochialism

[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, Podcasts, Reddit, and TikTok**. As with all the other groups they are also very much present on Facebook, **YouTube** and Pinterest.

**DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE?** They **research** and **source online reviews to make travel decisions**. They access "travel related content" online at slightly below average rates.

**ARE THEY RESPONSIVE TO ADS/BRANDS?** They are very active on social media. They are **open to receiving relevant marketing messages on social media**, they **sign up for newsletters, join online communities, share links** with contacts and **seek recommendations**. They follow brands on Facebook, **YouTube, Twitter** and **Instagram**, they **watch videos on YouTube** at above average rates.

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







## TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
FALL COLORS	36-38%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	25-30%	Yes	
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	23-30%	Average	
TRAVEL TO REMOTE DESTINATIONS	16-23%	Yes	
<b>OUTDOOR ACTIVITIES</b>			
<b>BEACHES</b>			
Oceanside Beaches	47-49%	Average	
Lakeside Beaches	37-43%	Average	
*LEGEND: Yes = Above average    Average = Closer to a Yes    Average = Average    Average = Closer to a No    No = Below Average			




















<b>NATIONAL, PROVINCIAL OR NATURE PARKS</b>	<b>47.5-50%</b>	<b>Average</b>	
<b>NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)</b>	<b>45-53%</b>	<b>Average</b>	
<b>LAND-BASED SOFT ADVENTURES</b>			
Hiking or Backpacking (participated occasionally/regularly)	45.5%	<b>Average</b>	
Hiking or Walking in Nature	44-58%	<b>Average</b>	
Guided Nature Tours	19-23%	<b>Average</b>	
Casual Biking	17-21%	<b>Average</b>	
Road Cycling	15-17%	<b>Average</b>	
Ziplining	10-14%	<b>Yes</b>	
Mountain Biking	8.5-11%	<b>Yes</b>	
<b>WILDLIFE VIEWING</b>	<b>30-37.5%</b>	<b>Average</b>	
Bird Watching	12%	<b>Average</b>	
Whale Watching (participated occasionally/regularly)	7%	<b>No</b>	
<b>UNIQUE ACCOMMODATIONS AND/OR GLAMPING</b>	<b>30%</b>	<b>Average</b>	
<b>CAMPING</b>	<b>21-29.5%</b>	<b>Average</b>	
National Park Campers	23-29%	<b>Average</b>	While they are not avid campers, 23 to 29% of Québec campers in our national parks are from this group, which amounts to less than 1% of the households in this group. Since 2019 they are more likely to be found in <b>Fundy</b> than in <b>Kouchibouguac</b> .
Provincial Park Campers	17%	<b>No</b>	17% of Québec campers in our provincial parks are from this group, which amounts to less than 1% of the households in this group.
Renting a Recreational Vehicle (RV)	4-7%	<b>Average</b>	
<b>WATER-BASED SOFT ADVENTURES</b>			
Kayak, Canoeing or Stand-Up Paddle Board	19-23.5%	<b>Average</b>	
Guided Boat Tours	17-19%	<b>Average</b>	
Powerboat & Jet Skiing (participated occasionally/regularly)	8%	<b>No</b>	
<b>FISHING OR HUNTING</b>	<b>9-13%</b>	<b>No</b>	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 <b>13% of hunting</b> and <b>16% of fishing</b> permits sold to Québec residents.
<b>GOLF</b>	<b>5.5-9%</b>	<b>No</b>	
<b>CITY ACTIVITIES</b>			
<b>LOCAL FOOD / CUISINE</b>			
Trying Local Food and Drink	41-49%	<b>Average</b>	
Fine Dining	31-37%	<b>Average</b>	
Breweries or Wineries	27-29%	<b>Average</b>	
Culinary Tours or Cooking Classes	14-17%	<b>Yes</b>	
Agricultural or Country Farm Tours	10-12%	<b>Yes</b>	
<b>URBAN EXPERIENCES</b>			
Green Spaces such as Parks or Gardens	34-45%	<b>Yes</b>	
Guided City Tours	27-36%	<b>Average</b>	
Shopping for items that help remember trip	25-32%	<b>Yes</b>	
Amusement or Theme Parks	23.5-30.5%	<b>Average</b>	
Shopping for Clothes and Shoes	19-31%	<b>Yes</b>	
Spas or Wellness Centres	16-20%	<b>Average</b>	
<b>*LEGEND: Yes = Above average    Average = Closer to a Yes    Average = Average    Average = Closer to a No    No = Below Average</b>			







Nightlife	14-23%	Yes	
Exhibitions, Carnivals, Fairs, Markets (visited in the past year)	8%	No	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)	7%	No	
Video Arcades or Indoor Amusement Centres (visited in the past year)	3%	Yes	
<b>HISTORY &amp; CULTURE</b>			
Historical, Archaeological or World Heritage Sites	38-44%	Average	
Art Galleries or Museums	36-44%	Yes	
Historical Sites (visited in the past year)	28%	Yes	
Indigenous Culture	20-25%	Average	
Art Galleries, Museums or Science Centers (visited in the past year)	18%	Yes	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)	12%	Yes	
Ballet, Symphony, Opera (attended in the past year)	5%	Yes	
<b>FESTIVALS AND/OR EVENTS</b>			
Cultural or Traditional Festivals	23.5-30.5%	Yes	
Live Shows	26-30.5%	Average	
Music Festivals	22-27%	Average	
Food and Drink Festival or Event	21-28%	Yes	
Comedy Festivals	13-19%	Average	
Sporting Events	11-15%	Average	
Movie Festivals	9-12%	Yes	
<b>PHOTOGRAPHY</b>	<b>26%</b>	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	1.62 hours/day	2 hour/week	6 minutes/day	4.2 hours/day
<b>TOP RADIO :</b> News/Talk Hot Adult Contemporary Mainstream Top 40 Multi/Variety/Specialty Adult Contemporary AOR/Mainstream Rock Classic Hits	<b>TOP TELEVISION :</b> Movies Evening local news Primetime serial dramas News/current affairs Documentary Suspense/crime dramas Hockey (when in season)	<b>TOP CONNECTED TV:</b> Netflix YouTube Amazon Prime Video Disney+ CraveTV Club Illico Tou.tv	<b>TOP NEWSPAPER :</b> Local & Regional News National News International News & World Editorials Movie & Entertainment Health Food	<b>TOP MAGAZINES :</b> Other French Canadian CAA Magazine Bel Âge Other U.S. magazines RICARDO L'Actualité Coup de Pouce Châtelaine	<b>TOP INTERNET :</b> Send or receive email Send or receive a text/IM Banking/Pay bills Participate in Social Media Internet search Take pictures/video Use Apps







## SOCIAL MEDIA






 YOY	WHAT THEY DO	WHAT THEY DON'T DO
 <b>FACEBOOK</b> 83% (1%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Use Messenger "About once per day or more"</li> <li>2. Update my status "About once per month"</li> <li>3. Post photos "About once per month"</li> <li>4. Comment/Like other users' posts "About once per day or more"</li> <li>5. Watch videos "About once per day or more"</li> </ol>	<ol style="list-style-type: none"> <li>1. Create a Facebook fundraiser</li> <li>2. Give to a Facebook fundraiser</li> <li>3. Watch eSports or competitive gaming</li> <li>4. Create a Facebook group or fan page for a company, cause, event or organization</li> <li>5. Post videos</li> <li>6. Read news feed</li> </ol>
 <b>YOUTUBE</b> 66.5% (2%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Watch videos "Once per day or more", "A few times per week" or "A few times per month"</li> <li>2. Watch live videos "About once per month"</li> <li>3. Like or dislike videos "About once per month"</li> <li>4. Leave a comment on a video or post a response video "About once per month" or "A few times per month"</li> <li>5. Click on an ad "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. "Create and post" a video</li> <li>2. Watch eSports or competitive gaming</li> <li>3. Embed a video on a web page or blog</li> <li>4. Click on an ad</li> <li>5. Leave a comment on a video or post a response video</li> <li>6. Share videos</li> </ol>
 <b>LINKEDIN</b> 39% (2%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Update profile information "About once per month"</li> <li>2. Create a connection "About once per month"</li> <li>3. Search and review other profiles "About once per month"</li> <li>4. View a job posting "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Participate in LinkedIn forums</li> <li>2. Request a recommendation</li> <li>3. Post an article, video or picture</li> <li>4. Click on an ad</li> <li>5. Join a LinkedIn group</li> <li>6. Comment on content</li> </ol>
 <b>WHATSAPP</b> 34.5% (1.5%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Send or receive messages "Several times per day" or "A few times per week"</li> <li>2. Send or receive images "Several times per day" or "A few times per week"</li> <li>3. Use voice calls "About once per month", "A few times per month", "A few times per week"</li> </ol>	<ol style="list-style-type: none"> <li>1. Use group chats</li> <li>2. Send or receive documents or files</li> <li>3. Use voice calls</li> </ol>
 <b>INSTAGRAM</b> 34% (0.5%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Post photos/videos "About once per month"</li> <li>2. View photos/videos "Several times per day", "A few times per week" or "Once per day"</li> <li>3. Like photos/videos "A few times per week", "About once per month" or "Several times per day"</li> <li>4. View a brands page "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Watch IGTV videos</li> <li>2. Click on ads</li> <li>3. View a brand's page</li> <li>4. Post photos/videos</li> <li>5. Send direct messages</li> <li>6. Watch live videos</li> </ol>
 <b>PINTEREST</b> 22.5% (0.5%  ) Currently Use		
 <b>TWITTER</b> 21.5% (2.5%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Read tweets "About once per day or more", "A few times per week"</li> <li>2. Actively follow new users "About once per month"</li> <li>3. Watch videos "About once per month", "A few times per month", "About once per day or more"</li> <li>4. Follow users who follow you "About once per month"</li> <li>5. Tweet "About once per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Watch eSports or competitive gaming</li> <li>2. Click on an ad</li> <li>3. Watch live videos</li> <li>4. Share a link to a blog post, news article or item of interest</li> <li>5. Retweet</li> <li>6. Send or Receive direct messages</li> <li>7. Follow users who follow you</li> </ol>
 <b>AUDIO PODCASTS</b> 14% (1%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Listen to "Educational", "News", "comedy", or podcast</li> <li>2. Subscribe to a "Educational" podcast "A few times per month"</li> </ol>	<ol style="list-style-type: none"> <li>1. Subscribe to a "sports", "business", "comedy" "technology", or "news" podcast</li> <li>2. Listen to "sports", "technology focused" or "business" podcasts</li> </ol>
 <b>TIKTOK</b> 9.5% (1.5%  ) Currently Use		

 <b>BLOGS</b> 8.5% (0.5%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Read blogs “A few times per year”, “A few times per month” or “About once per month”</li> <li>2. Comment on articles or blogs “A few times per year” or “A few times per month”</li> </ol>	<ol style="list-style-type: none"> <li>1. Publish blog, Tumblr or online journal</li> <li>2. Comment on articles or blogs</li> <li>3. Read blogs</li> </ol>
 <b>SNAPCHAT</b> 8% (2%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Receive photos/videos “A few times per week or more”</li> <li>2. Send photos/videos “A few times per week or more”, “Once to a few times per month”</li> <li>3. Send direct text messages “A few times per week or more”</li> <li>4. Use filters and effects “Once to a few times per month” or “A few times per week or more”</li> </ol>	<ol style="list-style-type: none"> <li>1. View ads</li> <li>2. View brand's snaps</li> <li>3. Use video chat</li> <li>4. Use group chat</li> <li>5. Read Snapchat discover/News</li> </ol>
 <b>REDDIT</b> 7% (1%  ) Currently Use	<ol style="list-style-type: none"> <li>1. Follow specific Subreddits “A few times per month or more”</li> <li>2. Vote on content “A few times per month or more”</li> <li>3. View Content “About once per month”</li> </ol>	<ol style="list-style-type: none"> <li>1. Post content</li> <li>2. Vote on content</li> </ol>

## ACCOMMODATION TYPES

### VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

49% Hotel (4% )  
 26% Friends or Relatives (1% )  
 18% **Camping** (0% - )  
 18% Cottage (3% )  
 17% **Vacation rental by owner** (3% )  
 15% All-inclusive resort (7% )  
 10% **Motel** (4% )

10% **Condo / Apartment** (1% )  
 8% Bed and Breakfast (1% )  
 6% Spa resort (0% - )  
 5% Cruise ship (2% )  
 4% **Package Tours** (1% )  
 3% **RV / Camper** (2% )  
 2% Boat (0% - )

## WHERE DO THEY GO ON VACATION?

### TOP CANADIAN DESTINATIONS VISITED

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



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

### TRAVEL IN NEW BRUNSWICK:

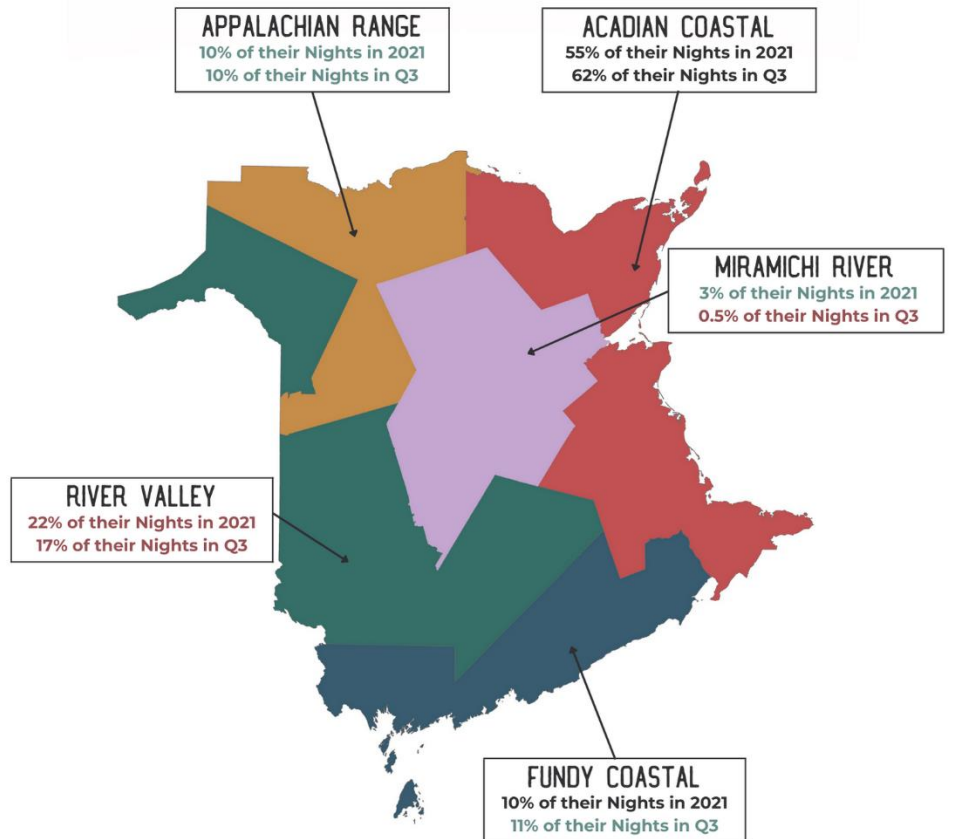
- Over the last 3 years visitors from this group have spent over 500,000 nights in our province, that's 19% of all nights spent by guests from Quebec.

- This group is more likely than average to be found exploring the Fundy Coastal Region in the summer months with 11% of Q3 2021 nights spent in the region.

- This group is also more likely than average to be found exploring the Appalachian Range Region throughout the year.

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

Text in green indicates an over-average amount, Text in red refers to an under-average amount. Text in black is on trend with the regional average.



## WHAT TIME OF THE YEAR DO THEY TRAVEL?

	TOTAL NIGHTS	WINTER	SPRING	SUMMER	FALL
<b>AVERAGE PAST 3 YEARS (2019-2021)</b>	176,400	27,600 16%	22,800 13%	84,900 48%	41,100 23%
<b>ACADIAN COASTAL</b>	98,200 56%	43%	43%	63%	55%
<b>APPALACHIAN</b>	12,600 7%	3%	11%	8%	6%
<b>FUNDY COASTAL</b>	14,900 8%	4%	12%	10%	7%
<b>MIRAMICHI RIVER</b>	3,800 2%	6%	1%	1%	3%
<b>RIVER VALLEY</b>	46,900 27%	43%	33%	18%	29%