

# OUTDOORSY SUBURBAN FAMILIES

Suburban – Anglophone – Middle age/Mature – Families – Average incomes

EQ Type – No Hassle Travelers/  
Gentle Explorers



745,402 Households

Avg Income: \$116,598

(13% of Ontario Households)

## 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).

## ACTIVITIES OF INTEREST

### Outdoor Activities

- Natural Attractions (Mountains, Waterfalls)
- Beaches (Lakeside or Oceanside)
- Hiking or Walking in Nature
- Self Guided Driving Tours or Road Trips
- Wildlife Viewing
- Camping
- Provincial & National Park Camping
- Ziplining
- Renting a recreational vehicle (RV)
- Kayak ,Canoe, Stand-up Paddle Board
- Guided Boat Tours
- Powerboat & Jet Skiing
- Golf
- Fishing & Hunting

### Local Food & Cuisine

- Trying Local Food & Drink
- Breweries & Wineries

### History, Culture, & Events

- Historical, Archaeological, or World Heritage Sites
- Food & Drink Festival or Event
- Live Shows
- Cultural or Traditional Festivals
- Music Festivals
- Sporting Events
- Comedy Festivals

### Urban Experiences

- Amusement or Theme Parks

## WHERE THEY VISIT

Ontario



Quebec



Nova Scotia



British Columbia



## TOP ACCOMMODATION TYPES



Hotels

50%



Friends or Relatives

31%



Cottage

25%



All-inclusive Resort

20%

## MEDIA PREFERENCE

SOCIAL MEDIA



SOCIAL MEDIA TYPE: **Spectator**

RADIO



Average Listening  
News/talk, Adult contemporary, Classic hits, AOR/Mainstream Rock, Today's Country

TELEVISION



Average Watching  
Movies, the Evening Local News, News & Current affairs, Suspense/ Crime Drama

CONNECTED TV



Average Watching  
Netflix, Amazon Prime Video, YouTube, Disney+, Internet-Based Tv Services, **CraveTV, AppleTV**