

# YOUNG URBAN CULTURAL ENTHUSIASTS

Urban – Anglophone – Young Adults/Middle Age – Singles/Families – Average incomes

EQ Type – Cultural Explorers



798,705 Households

Avg Income: \$120,954

(11% of Ontario Households)

## 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)

## ACTIVITIES OF INTEREST

### Outdoor Activities

- Oceanside Beaches
- Natural Attractions ( Waterfalls/ Mountains)
- Ziplining
- Wildlife Viewing
- Kayak, Canoe, or Paddle Board
- Unique Accommodations or Glamping
- Hiking, Walking in Nature, or Backpacking
- Casual Biking, Road Cycling, and Mountain Biking
- National, Provincial, or Nature Parks
- Travel to Remote Destinations
- Exploring places most tourists wont go

### Local Food & Cuisine

- Trying Local Food & Drink
- Breweries & Wineries
- Fine Dining
- Cooking Classes, Culinary, Agricultural or Country Farm Tours

## History, Culture, & Events

- Food & Drink Festival or Event
- Art Galleries, Museums, or Science Centres
- Historical, Archaeological, or World Heritage Sites
- Live Shows & Sporting Events
- Live Theatre
- Cultural or Traditional Festivals
- Music Festivals
- Comedy Festivals
- Movie Festivals
- Ballet, Symphony, Opera

## Urban Activities

- Green Spaces ( Parks or Gardens)
- Guided City Tours
- Nightlife
- Spas or Wellness Centres
- Video Arcades or Amusement Centres

## WHERE THEY VISIT



## TOP ACCOMMODATION TYPES



Hotels



52%



Friends or Relatives



32%



Cottage



25.5%



All Inclusive Resort



22%

## MEDIA PREFERENCE

SOCIAL MEDIA



SOCIAL MEDIA TYPE: Ambassadors

RADIO



Average Listening  
News/Talk, Mainstream Top  
40 , Multi/Variety/Specialty,  
Adult Contemporary,  
Modern/Alternative Rock

TELEVISION



Average Watching  
Movies, Evening Local  
News, News/Current  
Affairs and  
Suspense/Crime Dramas.

CONNECTED TV



Average Watching  
Netflix, Youtube, Amazon  
Prime Video, CraveTV,  
Disney+, Internet-Based TV  
Services, AppleTV