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 then 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





Ouébec





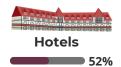


British Columbia

Nova Scotia



TOP ACCOMMODATION TYPES





Friends or Relatives

32%



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