

ACTIVE OUTDOORSY SUBURBAN FAMILIES

Suburban – Francophone – Mature – Married/Families – Above-Average incomes

EQ Type – Gentle Explorers



1,002,449 Households

Avg Income: \$123,317

(27% of Québec Households)

SOCIAL VALUES

- 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.

ACTIVITIES OF INTEREST

Outdoor Activities

- Self-Guided Driving Tours or Road Trips
- Oceanside or Lakeside Beaches
- Hiking, Backpacking, or Walking in Nature
- Casual Biking or Road Cycling
- Ziplining
- National, Provincial, or Nature Parks
- Camping in Provincial or National Parks
- Renting a Recreational Vehicle (RV)
- Powerboat or Jet Skiing
- Fishing or Hunting
- Golf

Local Food & Cuisine

- Fine Dining
- Breweries & Wineries

History, Culture, & Events

- Live Shows
- Sporting Events

Urban Experiences

- Guided City Tours
- Amusement or Theme Parks
- Spas or Wellness Centres
- Zoos, Aquariums
- Video Arcades or Indoor Amusement Centres

WHERE THEY VISIT



TOP ACCOMMODATION TYPES



Hotels



Friends or Relatives



Camping



Cottage



MEDIA PREFERENCE

SOCIAL MEDIA



SOCIAL MEDIA TYPE: **Spectator**

RADIO



Average Listening
News/Talk, Hot Adult
Contemporary, Adult
Contemporary,
Mainstream Top 40,
Multi/Variety/Specialty

TELEVISION



Average Watching
Movies, Evening Local
News, Documentaries,
Primetime Serial Dramas,
News/Current Affairs

CONNECTED TV



Average Watching
Netflix, Youtube, Amazon
Prime Video, Disney+,
Club Illico, Tou.tv,
CraveTV