

YOUNG URBAN CULTURAL EXPLORERS QC

Urban – Bilingual – Young Adults/Middle Age – Singles/Families – Below-Average incomes

EQ Type – Free Spirits



976,909 Households

Avg Income: \$86,690

(26% of Québec Households)

SOCIAL VALUES

-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).

ACTIVITIES OF INTEREST

Outdoor Activities

- Fall Colours
- Exploring Places Most Tourist Won't Go
- Travel to Remote Destinations
- National, Provincial, or Nature Parks
- Road Cycling
- Ziplining
- Mountain Biking
- Bird Watching
- Unique Accommodations / Glamping
- Kayak, Canoeing or Stand-Up Paddle Board

Local Food & Cuisine

- Trying Local Food & Drink
- Culinary Tours or Cooking Classes
- Agricultural or Country Farm Tours

History, Culture, & Events

- Historical, Archaeological, or World Heritage Sites
- Art Galleries, Museums, or Science Centres
- Indigenous Culture
- Major Theatres/Halls/Auditoriums
- Ballet, Opera, Symphony
- Cultural or Traditional Festivals
- Live Shows
- Music Festivals
- Food and Drink Festival or Event
- Comedy Festivals
- Sporting Events
- Movie Festivals

Urban Activities

- Green Spaces (Parks or Gardens)
- Guided City Tours
- Shopping for Souvenirs or Clothes & Shoes
- Nightlife
- Video Arcades or Indoor Amusement Centres

WHERE THEY VISIT

1 Québec

2 Ontario

3 New Brunswick

4 British Columbia

TOP ACCOMMODATION TYPES

Hotels

49%

Friends or Relatives

26%

Camping

18%

Cottage

18%

MEDIA PREFERENCE

SOCIAL MEDIA

SOCIAL MEDIA TYPE: Ambassadors

RADIO

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

TELEVISION

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

CONNECTED TV

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