

# WINTER: ACTIVE FAMILIES



Active Families tend to be middle-aged families with kids at home. They live in suburban areas and work across a variety of sectors. They are always on the go, juggling work and extracurricular activities. Active Families have high rates of repeat visitation, often stay in hotels, and have an average length of stay of 3.6 nights. Active Families are likely to participate in ticketed events, but also have a high attraction to nature and are likely to enjoy outdoor parks, cross country skiing/snowshoeing, and hiking. They consume traditional media but also spend considerable time on the internet.

## Market Sizing <sup>1</sup>



Total Population

Target Group: 165,934 | 8.8%  
Market: 1,895,718



Total Households

Target Group: 62,955 | 7.7%  
Market: 817,534

## Demographics <sup>1</sup>

Average Household Income



\$99,378  
(121)

Family Composition



0.76  
(126)

Children per Household

Education



27.4%  
(102)

High School Certificate or Equivalent

Marital Status



61.6%  
(107)

Married/Common-Law

Median Household Maintainer Age



53  
(96)

Method of Travel to Work



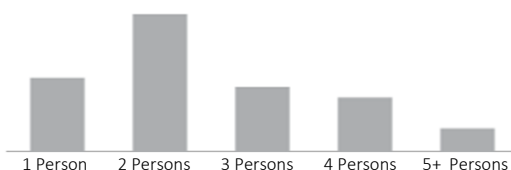
83.7%  
(104)



7.6%  
(103)

Car (as driver) Car (as passenger)

Household Size



%	20.9	38.7	18.3	15.4	6.7
Index	72	99	121	135	130

## Travel in Prince Edward Island <sup>3</sup>

Repeat Visitors

96.9%  
(101)

Average Length of Stay

3.6  
(94)

Average spend per party in PEI

\$871.76  
(102)

Have friends or family in PEI

46.8%  
(98)

## Geographic Distribution <sup>1</sup>

Census Subdivision (CS)	Target Group			Market	
	% of Group	% of CS	Index	HH Count	% of Market
Halifax, NS (RGM)	38.0	12.7	165	187,875	23.0
Moncton, NB (C)	8.7	15.9	207	34,373	4.2
Cape Breton, NS (RGM)	7.7	11.4	148	42,591	5.2
Saint John, NB (C)	5.7	11.1	145	31,915	3.9
Fredericton, NB (C)	4.4	9.8	127	28,313	3.5
Quispamsis, NB (TV)	2.5	23.0	299	6,768	0.8
Riverview, NB (TV)	2.3	18.5	241	7,758	0.9
Oromocto, NB (TV)	1.8	31.6	410	3,610	0.4
Miramichi, NB (C)	1.6	12.6	164	8,000	1.0
Rothsay, NB (TV)	1.6	19.7	256	4,946	0.6

## Top Activities - General <sup>2</sup>

Top 5 Activities Participated	% Comp	Index
Reading	78.3	99
Gardening	60.1	100
Swimming	54.2	109
Volunteer work	53.2	96
Home exercise & home workout	53.0	101

Top 5 Activities Attended	% Comp	Index
Parks & city gardens	43.7	110
Auditoriums, arenas & stadiums (any)	41.3	115
Specialty movie theatres/IMAX	41.2	117
Movies at a theatre/drink-in	36.9	108
National or provincial park	36.2	110

## Key Winter Tourism Activities <sup>2</sup>

Auditoriums, arenas & stadiums (any)	Hiking & backpacking	National or provincial park	Art galleries, museums & science centres
41.3% (115)	38.5% (103)	36.2% (110)	34.5% (109)
Bars & restaurant bars	Cross country skiing & snowshoeing	Ice skating	Exhibitions, carnivals, fairs & markets
34.2% (99)	27.3% (103)	26.4% (99)	26.0% (109)

Sources: <sup>1</sup> Demostats 2020

<sup>2</sup> Opticks Powered by Numeris 2020

<sup>3</sup> Tourism PEI

<sup>4</sup> AskingCanadians Social 2020

Environics Analytics 2020

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Vacation Booking <sup>2</sup>		%	Index
Book through an airline directly		41.3	102
Book through a hotel directly		40.9	104
Book through an on-line travel agency		27.6	101
Book through airline/hotel website		24.6	<b>117</b>
Book through a full service travel agent		23.0	101
Other services		14.6	101
Book a package tour		11.8	104
Book through a discount/last minute agency		11.6	100

Accommodation Preferences <sup>2</sup>		
Hotel 57.9% <b>(112)</b>	Friends/relatives 37.3% (100)	Motel 21.5% (108)
Vacation rental by owner 19.7% (104)	Cottage 17.8% (97)	Package tours 6.4% <b>(120)</b>

Restaurant Type <sup>2</sup>		Once a month or more		2-11 times per year		Once a year	
		%	Index	%	Index	%	Index
Casual/family dining restaurants		4.6	95	50.7	107	10.6	<b>110</b>
Food court outlets at a shopping mall		4.9	91	35.9	<b>110</b>	8.7	<b>111</b>
Pub restaurants		4.3	98	39.4	109	8.9	<b>129</b>
Formal dine-in restaurants		4.0	100	26.7	<b>110</b>	7.0	106
Fast casual restaurants		6.2	<b>112</b>	22.1	103	2.0	106
Sports bars		2.4	<b>90</b>	17.7	108	6.4	91
Other types		3.1	<b>90</b>	20.6	94	1.4	<b>77</b>

Trip Frequency <sup>2</sup>	
	3.8 (102) Average out-of-town vacations taken in the past 3 years
	13.2 (112) Average number of nights away in the past year for business trips

Media Highlights <sup>2</sup>		
Radio  15 hours/week (93)	Television  1,296 minutes/week (94)	Newspaper  0.9 hours/week (96)
Magazine  11 minutes/day (94)	Internet  218 minutes/day (106)	

Social Media Use <sup>4</sup>			
Facebook <b>86.0%</b> (99)	YouTube <b>68.3%</b> (100)	Pinterest <b>35.1%</b> (99)	
LinkedIn <b>30.4%</b> (104)	Instagram <b>28.9%</b> (102)	Twitter <b>27.8%</b> (104)	
WhatsApp <b>16.1%</b> (97)	Podcasts <b>13.5%</b> (99)	Snapchat <b>13.2%</b> (103)	
Blogs <b>8.2%</b> (99)	Health/Fitness <b>7.4%</b> (97)	Reddit <b>7.0%</b> (101)	
Dating App <b>3.3%</b> (90)	Flickr <b>2.7%</b> (103)	Tinder <b>1.7%</b> (93)	

Brand Actions Using Social Media <sup>4</sup>		%	Index
Like brand on Facebook		40.5	99
Subscribe to brand email newsletter		17.5	100
Subscribe to brand channel on YouTube		10.3	98
Follow brand on Instagram		9.6	96
Join an exclusive online community of consumers who also like the brand		8.1	104
Follow brand on Twitter		8.0	94