

# WINTER: YOUNG & SOCIAL



Young & Social are younger singles living alone or with friends. They are largely concentrated in maritime urban centers, with most renting their abode. Young & Social balance social nightlife with fitness-club memberships and healthy eating. They tend to work in the service sector and white-collar jobs. They are drawn to museums, theatres, and art galleries but also enjoy outdoor activities such as ice skating, hiking, and visiting national or provincial parks. They frequent pub-style restaurants and enjoy live performances. They are interested in experiencing local products and are not package driven. The average length of stay is 4.6 nights and tend to book directly.

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



Total Population

Target Group: 58,256 | 3.1%  
Market: 1,895,718



Total Households

Target Group: 32,470 | 4.0%  
Market: 817,534

## Demographics <sup>1</sup>

Average Household Income



\$71,152  
(87)



Family Composition  
0.39  
(64)

Couples Without Kids at Home

Education\*\*



39.5%  
(189)

University Degree

Marital Status



43.0%  
(161)

Single (Never Legally Married)

Median Household  
Maintainer Age



42  
(75)

Method of Travel to Work



53.4%  
(67)

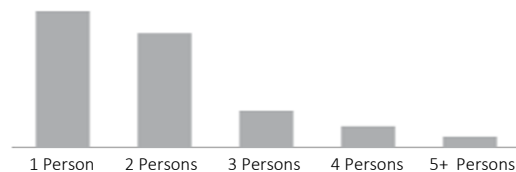
Car (as driver)



20.5%  
(354)

Walking

Household Size



Household Size	%	Index
1 Person	42.4	146
2 Persons	35.6	91
3 Persons	11.6	77
4 Persons	6.8	59
5+ Persons	3.6	69

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

Repeat Visitors

86.2%  
(90)

Average Length of Stay

4.6  
(120)

Average spend per  
party in PEI

\$917.53  
(107)

Have friends or family  
in PEI

44.8%  
(95)

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

Census Subdivision (CS)	Target Group			Market	
	% of Group	% of CS	Index	HH Count	% of Market
Halifax, NS (RGM)	62.0	10.7	270	187,875	23.0
Fredericton, NB (C)	15.4	17.7	446	28,313	3.5
Saint John, NB (C)	7.3	7.4	187	31,915	3.9
Charlottetown, PE (CY)	6.6	12.1	303	17,896	2.2
Moncton, NB (C)	3.2	3.1	77	34,373	4.2
Wolfville, NS (T)	1.5	22.8	575	2,067	0.3
Stratford, PE (T)	1.4	10.6	267	4,375	0.5
Antigonish, NS (T)	0.9	13.8	347	2,142	0.3
Truro, NS (T)	0.7	3.8	96	6,342	0.8
Sackville, NB (TV)	0.3	4.0	101	2,410	0.3

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

Top 5 Activities Participated	% Comp	Index
Reading	80.4	101
Swimming	54.7	110
Volunteer work	53.8	97
Home exercise & home workout	52.6	100
Gardening	50.2	84

Top 5 Activities Attended	% Comp	Index
Specialty movie theatres/IMAX	55.7	158
Parks & city gardens	50.0	126
Auditoriums, arenas & stadiums (any)	47.4	132
Art galleries, museums & science centres	46.5	146
Bars & restaurant bars	41.8	121

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

Art galleries, museums & science centres	Hiking & backpacking	Bowling	Bars & restaurant bars
46.5% (146)	43.2% (116)	42.4% (123)	41.8% (121)
National or provincial park	Ice skating	Photography	Theatre - Major theatres, halls & auditoriums
37.9% (115)	35.0% (130)	29.3% (93)	23.9% (125)

# WINTER: YOUNG & SOCIAL



Vacation Booking <sup>2</sup>		%	Index
Book through an airline directly		39.6	97
Book through an on-line travel agency		35.9	131
Book through a hotel directly		34.6	88
Book through airline/hotel website		26.6	126
Book through a full service travel agent		21.2	93
Other services		20.1	139
Book through a discount/last minute agency		10.6	91
Book a package tour		8.9	78

Accommodation Preferences <sup>2</sup>		
Hotel 52.6% (101)	Friends/relatives 43.2% (116)	Motel 22.2% (111)
Vacation rental by owner 22.6% (120)	Cottage 22.7% (124)	B&B 15.4% (123)

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		7.7	158	40.2	85	11.4	119
Food court outlets at a shopping mall		7.1	133	35.2	108	7.8	100
Pub restaurants		5.5	124	46.2	127	6.8	99
Formal dine-in restaurants		4.1	101	27.9	115	7.4	112
Fast casual restaurants		8.6	154	27.3	127	3.8	206
Sports bars		2.7	99	18.8	115	4.3	62
Other types		5.0	145	17.2	78	1.6	90

Trip Frequency <sup>2</sup>	
	3.6 (98) Average out-of-town vacations taken in the past 3 years
	11.8 (100) Average number of nights away in the past year for business trips

Media Highlights <sup>2</sup>		
Radio  13 hours/week (79)	Television  1,025 minutes/week (74)	Newspaper  1.2 hours/week (134)
Magazine  8 minutes/day (67)	Internet  287 minutes/day (140)	

Social Media Use <sup>4</sup>			
	Facebook 87.0% (100)		YouTube 72.7% (106)
	LinkedIn 34.6% (119)		Twitter 33.7% (126)
	WhatsApp 23.1% (139)		Podcasts 20.2% (149)
	Blogs 13.2% (160)		Reddit 12.8% (184)
	Dating App 6.2% (170)		Tinder 4.7% (251)
	Instagram 34.9% (123)		Pinterest 32.2% (90)
	Snapchat 13.8% (108)		Health/Fitness 8.7% (114)
	Flickr 3.0% (115)		

Brand Actions Using Social Media <sup>4</sup>		%	Index
Like brand on Facebook		46.4	113
Subscribe to brand email newsletter		18.7	107
Follow brand on Instagram		15.6	156
Subscribe to brand channel on YouTube		15.6	148
Follow brand on Twitter		14.4	169
Join an exclusive online community of consumers who also like the brand		8.9	113