

Overview



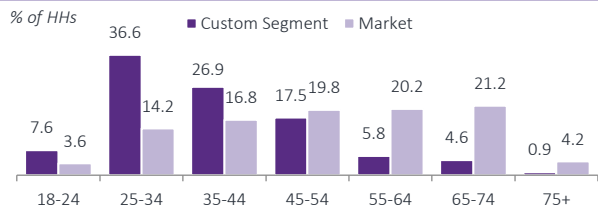
Cultural Explorers are composed of **younger-middle aged families with younger children**. These families are **diverse, well-educated**, and work in **white collar** careers. Cultural Explorers earn average household incomes **above** the region's average, with roughly half **renting** their home. As visitors to the Atlantic provinces, they typically travel as couples with an above average proportion travelling with friends. Cultural Explorers tend to be connected online at high rates, and also tend to be **receptive to ads** that are found outdoors. Given that this group is highly engaged online and with social media, it is not surprising that they rely on the **internet for planning and booking their travels**.



Demographic Profile

Source: Consumer Profiles 2017

Householder Age and HH Composition



48.1% of HHs have 3+ people (**124**)

43.9% of HHs have children at home (**137**)

Children at home are **under 17** years old (**139**)

Education and Occupation

44.4% have at least a bachelor's degree (**129**)
26.4% have a degree above bachelor's (**132**)

18.6% work in Management occupations (**143**)

8.6% work in Computer/Mathematics occupations (**192**)

8.6% work in Business/Finance occupations (**182**)

6.9% work in Educational occupations (**129**)

6.8% work in Office/Admin Support occupations (**131**)



Geographic Distribution

Source: Environics Analytics

Top 10 States	CS HH Count (000's)	% Comp	HH Count (000's)	Base % Comp	% Pen	Index
Mid-Atlantic	1,887	16.9	18,590	15.1	10.2	112
New England	611	5.5	5,840	4.7	10.5	116
New York	866	7.7	7,568	6.1	11.4	126
Massachusetts	412	3.7	2,682	2.2	15.4	170
New Jersey	369	3.3	3,294	2.7	11.2	124
Pennsylvania	320	2.9	5,099	4.1	6.3	69
Maryland	310	2.8	2,263	1.8	13.7	151
Connecticut	120	1.1	1,380	1.1	8.7	96
Rhode Island	37	0.3	419	0.3	8.7	96
Delaware	23	0.2	366	0.3	6.2	68
New Hampshire	22	0.2	532	0.4	4.1	46
Maine	12	0.1	565	0.5	2.2	24



ACAT Traveller Profile

Source: ACAT Traveller Intention Survey 2014-17 & Conversion Survey 2014-16

% of HHs

Purpose of Trip

46.2% vacation (92)

3.9% visiting friends or relatives (109)

Seasonality of Trip

May - Jun 11.1

Jul - Aug 27.8

Sept - Oct 15.3

Likelihood to Visit

8.0% are very unlikely to visit (92)

76.8% are somewhat or very likely to visit (100)

Travel Party Composition

Couples 30.1 **87**

Families with Children 6.4 94

Friends 4.6 **127**

Alone 3.9 102

Other Family Members 6.9 **122**

Other (tour, business, other) 2.3 **82**

Null 45.6 107

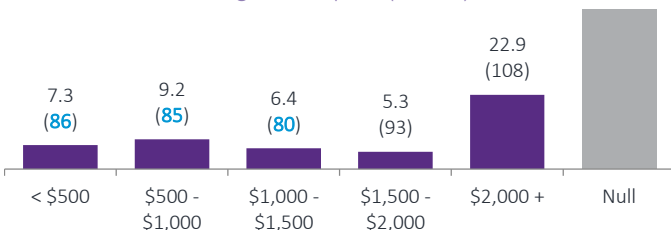
26.4% of inquirers saw an advertisement to the Atlantic province of interest (91)

19.0% of inquirers have visited the respective province in the past (**88**)

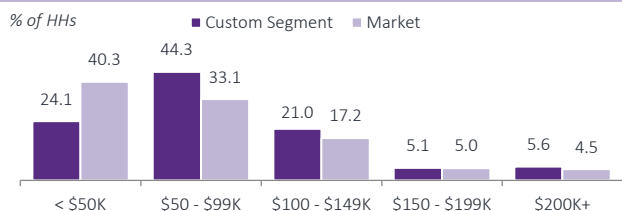
228 are park visitors (**67**)

1,964 have requested a literature review (**80**)

Avg. Dollar Spend (Per HH) 49.0 (107)



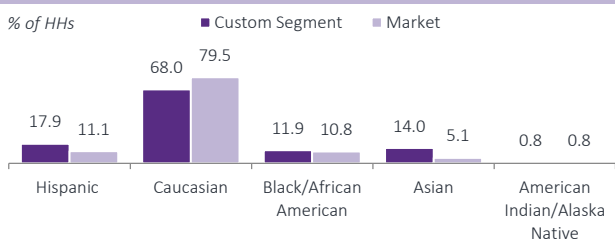
Household Income



Housing: Home Owners



Ethnic Diversity



Indices against Mid Atlantic and New England <90/>110

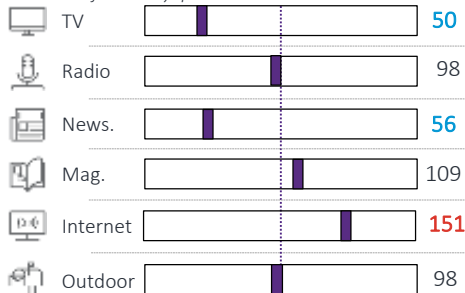


Source: Environics Analytics, Consumer Profiles 2017

Media Highlights

Media Overview

Media bars reflect heavy quintiles



Outdoor Media

Past Month, Adults per 100 HHS

- 65.6 saw advertisements on buses/trains (143)
- 62.6 saw a product placed in the movies (128)
- 58.5 saw an advertisement on-screen before a movie (123)
- 56.6 saw an advertisement sent to their mobile device (120)

Broadcast Media

Low TV consumption and moderate radio consumption; have high listenership rates with MLB, NBA, NFL and NHL

TV Highlights

Top Genres	Index
Movies	70.8 106
Comedies	68.3 116
Dramas	45.9 111
Sports	44.6 101
Documentaries	40.7 104
Science fiction	27.3 122

Radio Highlights

Top Genres (Weekday & Weekend)	Index
Pop Contemporary Hit	40.1 169
Hot AC	33.3 165
Adult Contemporary	28.8 125
Rhythmic Contemporary Hit	18.6 190
Classic Rock	17.7 115
Alternative	17.0 210

Print Media

Magazine Highlights

26.4% read a digital reproduction or an electronic version of a magazine (171)

Top Publications	Index
Time	63.0 123
Sports Illustrated	52.2 114
Rolling Stone	44.3 142
The Costco Connection	42.3 135
Entertainment Weekly	40.6 129
Vogue	39.7 136

Newspaper Highlights

Top Sections (Weekday & Weekend)	Index
Main/front page	46.2 87
Local news	40.7 84
Entertain/lifestyle pages	30.5 85
Comics	30.3 85
Internatl/national news	29.7 86
Ad circulars/inserts	29.1 80

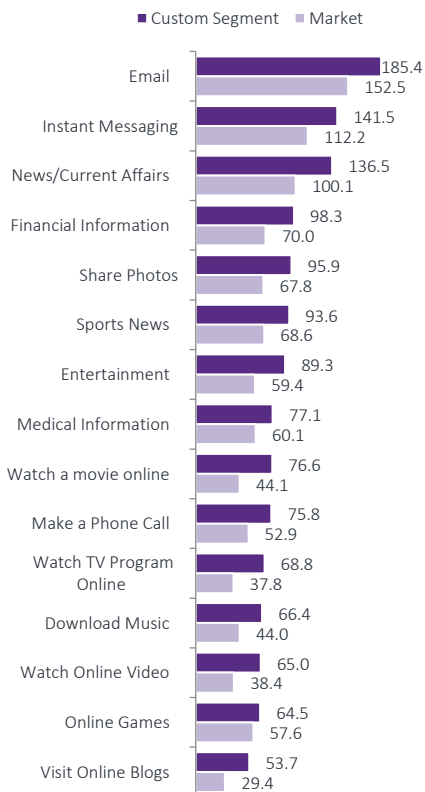
Internet, Mobile & Social Media Highlights

Source: Environics Analytics, Consumer Profiles 2017, GFK MRI Profiles 2017 & Technology Behavior Track Profiles 2017



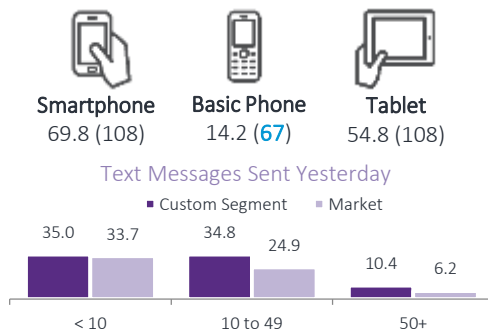
Internet Activities

Past Month, Adults per 100 HHS



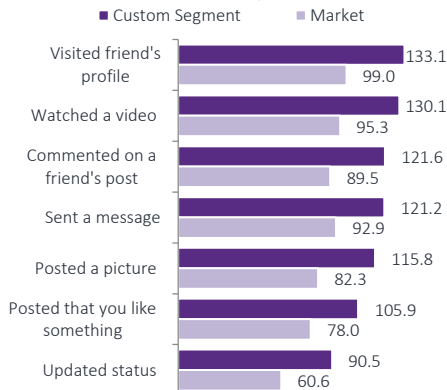
Mobile Usage

% of HHS Portable Device Ownership



Social Media Activities

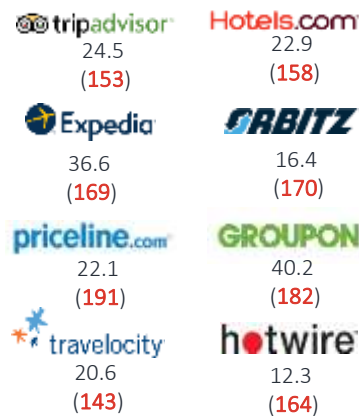
Past Month, Adults per 100 HHS



Online Travel Engagement

Past Month, Adults per 100 HHS

74.1 make travel plans on the internet (151)
27.9 used the internet/app for travel reservations on a computer (134)



Social Media Platforms

Visited in Past Month, % of HHS

