

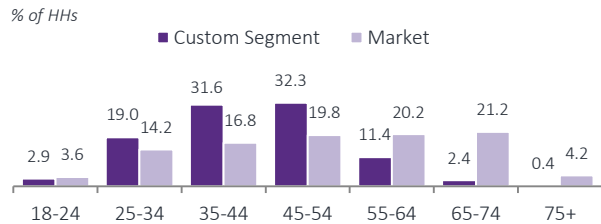
Overview



Younger Authentic Experiencers is composed of **younger families**. These families are **well-educated** and work in **white collar** careers. As visitors to the Atlantic province, they tend to **plan their trips in advance** and are more likely than others to travel with their families. Younger Authentic Experiencers consume magazines and radio content at high rates and also tend to be **receptive to ads** that are found outdoors. This group feels comfortable planning and **booking their travels online**, along with engaging with various social media sites.

Demographic Profile Source: Consumer Profiles 2017

Householder Age and HH Composition



- 62.6% of HHs have 3+ people (162)
- 55.4% of HHs have children at home (173)
- Children at home are **under 17** years old (174)

Education and Occupation

- 44.1% have at least a bachelor's degree (128)
- 26.4% have a degree above bachelor's (132)
- 24.6% work in Management occupations (188)
- 8.6% work in Computer/Mathematics occupations (193)
- 8.2% work in Business/Finance occupations (174)
- 7.2% work in Educational occupations (135)
- 4.8% work in Healthcare Practitioner occupations (177)

Geographic Distribution Source: Environics Analytics

Top 10 States	CS HH Count (000's)	% Comp	HH Count (000's)	% Base	% Pen	Index
Mid-Atlantic	2,965	15.9	18,590	15.1	16.0	105
New-England	1,358	7.3	5,840	4.7	23.3	154
New York	837	4.5	7,568	6.1	11.1	73
Pennsylvania	773	4.1	5,099	4.1	15.2	100
New Jersey	724	3.9	3,294	2.7	22.0	145
Massachusetts	607	3.3	2,682	2.2	22.6	149
Maryland	555	3.0	2,263	1.8	24.5	162
Connecticut	388	2.1	1,380	1.1	28.1	185
New Hampshire	160	0.9	532	0.4	30.0	198
Rhode Island	78	0.4	419	0.3	18.5	122
Delaware	75	0.4	366	0.3	20.6	136
Maine	75	0.4	565	0.5	13.2	87

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

Purpose of Trip	%	Index
51.0% vacation (102)		
3.2% visiting friends or relatives (91)		

Seasonality of Trip	%	Index
May - Jun	11.3	
Jul - Aug	30.3	
Sept - Oct	16.5	
Null	41.6	98

31.0% of inquirers saw an advertisement to the Atlantic province of interest (107)

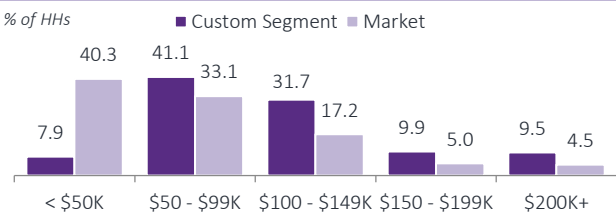
22.3% of inquirers have visited the respective province in the past (103)

715 are park visitors (126)

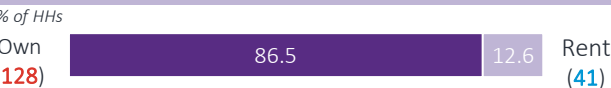
77.9% are somewhat or very likely to visit (101)

5,922 have requested a literature review (144)

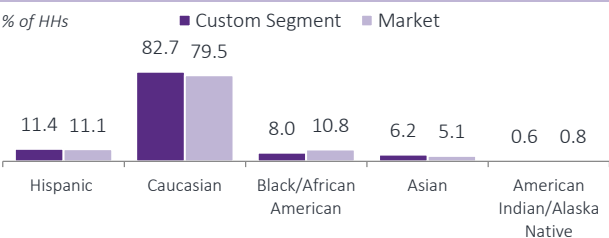
Household Income



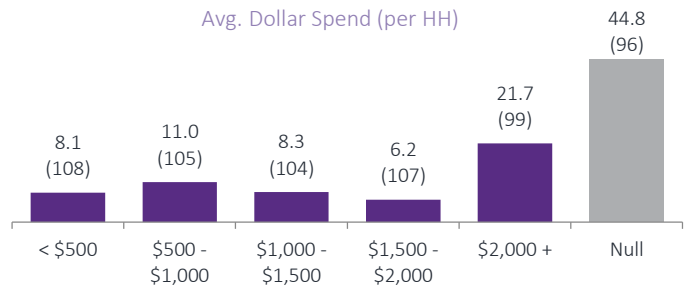
Housing: Home Owners



Ethnic Diversity



Avg. Dollar Spend (per HH)



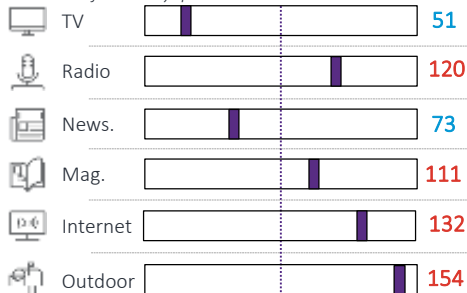


Source: Environics Analytics, Consumer Profiles 2017

Media Highlights

Media Overview

Media bars reflect heavy quintiles



Outdoor Media

Past Month, Adults per 100 HHS

- 128.2 saw an advertisement on a billboard (126)
- 96.0 saw a product placed in a TV show (122)
- 82.1 saw an advertisement in a store (125)
- 66.2 saw a product placed in a movie (135)

Broadcast Media

High radio consumption and low TV consumption; high radio listenership rates for sports

TV Highlights

Top Genres	Index
Movies	68.6 102
Comedies	66.7 114
Sports	49.1 111
Dramas	43.9 107
Mystery/Suspense/Crime	41.3 98
Documentaries	39.0 100

Radio Highlights

Top Genres (Weekday & Weekend)	Index
Pop Contemporary Hit Radio	36.8 155
Country	30.6 144
Hot AC	29.6 147
Adult Contemporary	26.4 115
Classic Rock	21.4 139
All Sports	15.0 134

Print Media

Magazine Highlights

23.9% read a digital reproduction or an electronic version of a magazine (155)

Top Publications	Index
People	104.7 124
Better Homes & Gardens	69.5 118
National Geographic	66.9 118
Time	61.8 121
Sports Illustrated	58.4 128
The Costco Connection	44.2 141

Newspaper Highlights

Top Sections (Weekday & Weekend)	Index
Main/Front Page Section	50.2 95
Local News Section	45.1 93
Ad Circulars/Inserts	33.5 93
Entertain/Lifestyle pages	32.1 89
Comics	31.4 88
Sports Pages/Section	31.3 91

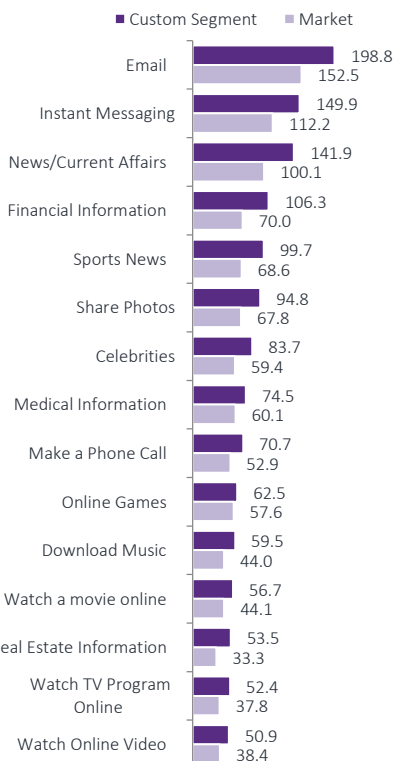
Internet, Mobile & Social Media Highlights

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



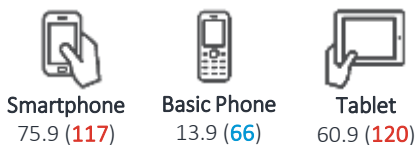
Internet Activities

Past Month, Adults per 100 HHS

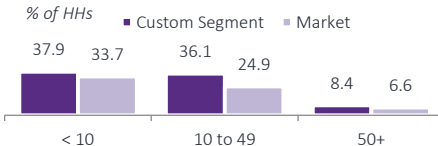


Mobile Usage

% of HHS Portable Device Ownership

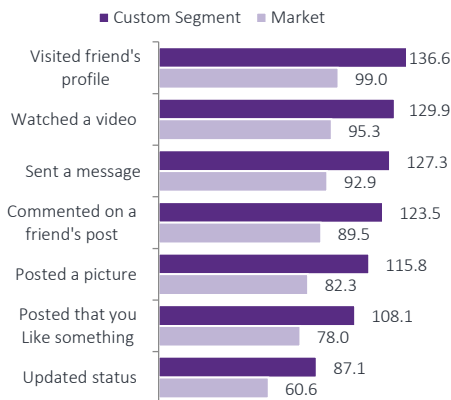


Text Messages Sent Yesterday



Social Media Activities

Past Month, Adults per 100 HHS



Online Travel Engagement

Past Month, Adults per 100 HHS

77.0 make travel plans on the internet (157)
26.9 used the internet/app for travel reservations (128)



Social Media Platforms

Visited in Past Month, % of HHS

