

UPSCALE FAMILIES



Upscale Families are suburban families that are concentrated in parts of Ontario and the Maritimes. These younger and middle-aged suburbanite families are high-yield travelers that spring for the family-focused travel itinerary. They enjoy many of the hallmarks of PEI summer vacations, including visiting beaches, participating in authentic PEI experiences, and taking in Anne of Green Gables and Birthplace of Confederation activities. Golf tends to be a draw for Upscale Families travelling to PEI. They have strong non-traditional values including flexible definitions of families and culture sampling. Upscale Families are strong users of technology and follow brands on several social media platforms.

Market Sizing ¹

Total Population
Target Group: 2,141,319 | 8.4%
Market: 25,424,121

Total Households
Target Group: 692,915 | 6.7%
Market: 10,275,783

Demographics ¹

Average Household Income
 \$141,961
(141)

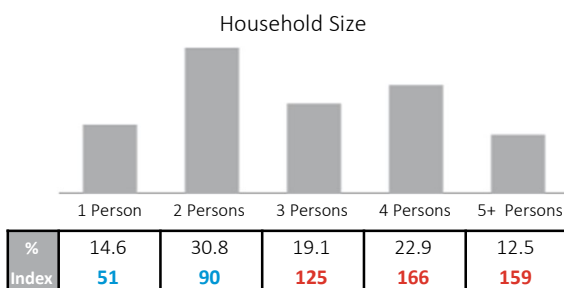
Family Composition
 1.06
(147)
Children per Household

Education
 29.9%
(117)
University Degree

Marital Status
 63.4%
(112)
Married/Common-Law

Median Household Maintainer Age
 52
(96)

Labour Force Participation
 70.0%
(109)
Participation Rate



Travel in Prince Edward Island ³

Repeat Visitors
79.5%
(105)

Average Total Nights in Paid Accommodations
3.5
(97)

Average spend per party in PEI
\$1,301.06
(105)

PEI as Primary Destination
85.1
(105)

Geographic Distribution ¹

Census Metropolitan Area (CMA)	Target Group			Market	
	% of Group	% of CMA	Index	HH Count	% of Market
Toronto, ON	25.0	7.8	119	2,330,252	21.03
Ottawa - Gatineau, ON/QC	10.8	13.5	206	580,720	5.24
Hamilton, ON	7.5	17.4	267	312,700	2.82
Kitchener - Cambridge - Waterloo, ON	6.6	22.1	338	217,315	1.96
Oshawa, ON	5.9	28.6	438	148,060	1.34
Halifax, NS	3.8	14.5	221	188,031	1.70

Key Tourism Activities ³

Anne of Green Gables Attractions 27.4% (102)	Birthplace of Confederation Attractions 18.5% (106)	Going to a Beach 60.3% (102)	Shopping for Local Crafts/Souvenirs 54.8% (98)
Sightseeing/Driving Tour 66.6% (98)	Sampling Local Culinary 38.6% (101)	Visiting Historical and Cultural Attractions 45.0% (96)	National or Provincial Parks 49.3% (100)
Visiting a Theme, Fun, or Amusement Park 14.9% (117)	Authentic PEI Experiences 5.7% (114)	Playing Golf 11.7% (140)	Attending a Theatre Performance 17.9% (114)

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Vacation Booking ²		%	Index
Book through a hotel directly		39.3	108
Book through an airline directly		36.6	117
Book through an on-line travel agency		34.3	117
Book through airline/hotel website		25.4	116
Book through a full service travel agent		24.5	102
Other services		15.6	101
Book a package tour		13.6	97
Book through a discount/last minute agency		9.2	110

Accommodation Preferences ³		
Hotel/Motel 31.3% (95)	Friends/relatives 22.6% (109)	Cottage / Cabins * 26.8% (115)
Camping 13.6% (81)	B&B 6.5% (91)	Inn 5.3% (109)

* Cottage/Cabin includes vacation homes, apartments, and condos.

Restaurant Type ²						
	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	5.0	111	52.8	121	9.7	110
Food court outlets at a shopping mall	4.9	91	43.4	110	8.7	102
Pub restaurants	5.0	122	37.9	112	6.5	105
Formal dine-in restaurants	3.6	114	30.9	100	11.6	108
Fast casual restaurants	9.0	144	31.1	124	4.5	117
Sports bars	2.8	139	23.9	120	5.9	103
Other types	2.6	68	18.3	90	1.8	80

Booked Accommodations through Peer-to-Peer Provider (e.g. AirBnB, VRBO, Home Away, etc.)		23.4% (96)
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Media Highlights ²		
Radio 13 hours/week (92)	Television 179 minutes/day (91)	Newspaper 0.8 hours/week (71)
Magazine 7 minutes/day (82)	Internet 248 minutes/day (112)	

Social Media Use ⁴			
Facebook 78.2% (96)	YouTube 72.4% (106)	LinkedIn 46.0% (118)	
WhatsApp 38.3% (117)	Instagram 38.1% (113)	Pinterest 34.0% (114)	
Twitter 30.5% (116)	Podcasts 17.5% (121)	Snapchat 14.0% (114)	
Blogs 11.5% (112)	Health/Fitness 9.1% (116)	Reddit 9.0% (119)	
Dating App 3.7% (82)	Flickr 3.4% (100)	Tinder 2.5% (83)	

Brand Actions Using Social Media ⁴		%	Index
Like brand on Facebook		36.5	94
Subscribe to brand email newsletter		21.1	109
Follow brand on Instagram		14.9	117
Subscribe to brand channel on YouTube		13.4	102
Join an exclusive online community of consumers who also like the brand		10.9	107
Follow brand on Twitter		10.1	127