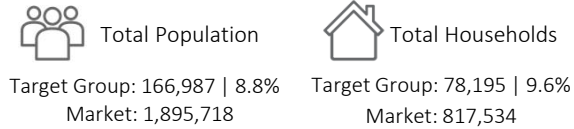


# WINTER: URBAN EMPTY NESTERS

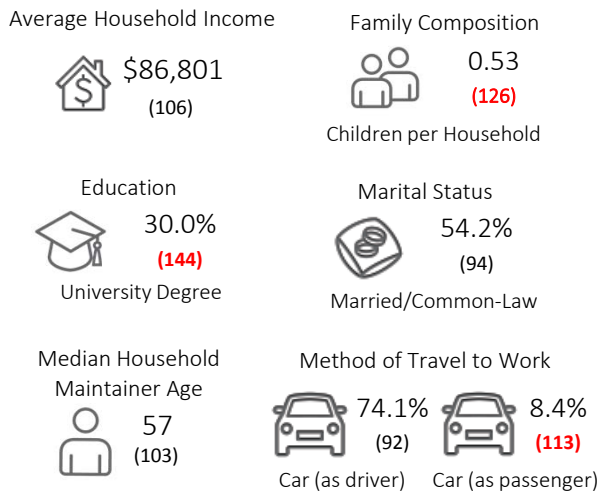


Urban Empty Nesters are middle-class older singles or couples with a need to escape. They have no kids at home and primarily live in urban settings. Many are retired, and those still in the workforce tend to work in white-collar jobs. They have a high rate of repeat visitation and tend to have longer trip durations on PEI. While they are likely to have family and friends living on the Island, they like to stay in paid accommodations. Urban Empty Nesters enjoy eating at restaurants and some leisure outdoor activity but are more likely to seek out indoor entertainment. They respond to traditional media and are likely to use Facebook.

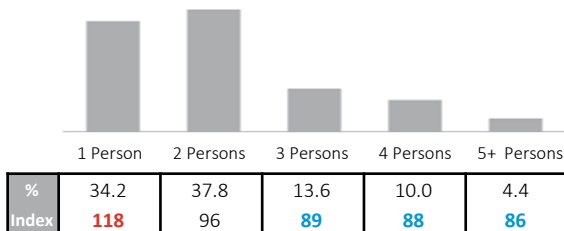
## Market Sizing <sup>1</sup>



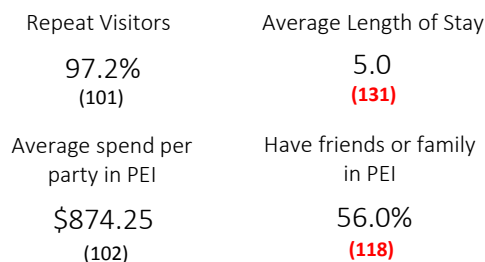
## Demographics <sup>1</sup>



Household Size



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



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

Census Subdivision (CS)	Target Group			Market	
	% of Group	% of CS	Index	HH Count	% of Market
Halifax, NS (RGM)	38.3	16.0	167	187,875	23.0
Cape Breton, NS (RGM)	8.5	15.5	162	42,591	5.2
Saint John, NB (C)	5.7	13.9	145	31,915	3.9
Fredericton, NB (C)	5.5	15.2	159	28,313	3.5
Moncton, NB (C)	4.8	11.0	115	34,373	4.2
Charlottetown, PE (CY)	3.8	16.7	174	17,896	2.2
Truro, NS (T)	2.1	26.1	273	6,342	0.8
Miramichi, NB (C)	2.1	20.6	215	8,000	1.0
Bridgewater, NS (T)	2.1	37.2	389	4,394	0.5
Riverview, NB (TV)	1.9	19.2	201	7,758	0.9

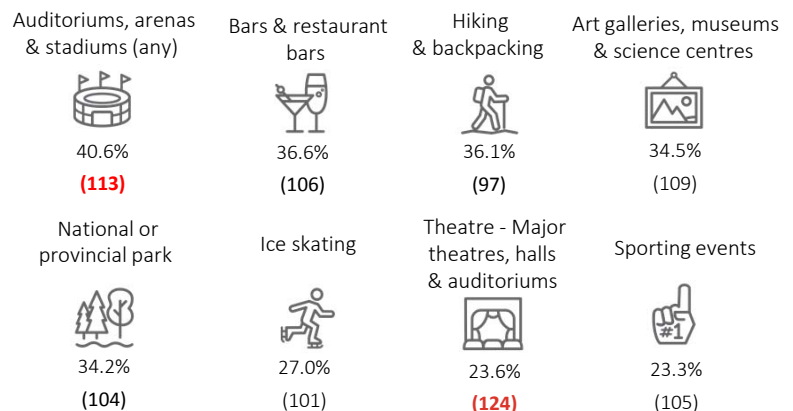
## Top Activities - General <sup>2</sup>

Top 5 Activities Participated	% Comp	Index
Reading	79.0	100
Gardening	57.9	97
Volunteer work	55.9	101
Fitness walking	51.8	104
Home exercise & home workout	51.7	98

Top 5 Activities Attended	% Comp	Index
Parks & city gardens	43.3	109
Specialty movie theatres/IMAX	42.0	119
Auditoriums, arenas & stadiums (any)	40.6	113
Bars & restaurant bars	36.6	106
Art galleries, museums & science centres	34.5	109

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



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

# WINTER: URBAN EMPTY NESTERS



Vacation Booking <sup>2</sup>		%	Index
Book through an airline directly		40.6	100
Book through a hotel directly		36.5	93
Book through an on-line travel agency		27.4	100
Book through airline/hotel website		23.8	<b>113</b>
Book through a full service travel agent		23.8	104
Other services		16.1	<b>111</b>
Book a package tour		12.3	108
Book through a discount/last minute agency		11.0	94

Accommodation Preferences <sup>2</sup>		
Hotel 49.7% (96)	Friends/relatives 37.7% (101)	Motel 21.0% (105)
Vacation rental by owner 18.4% (98)	Cottage 18.7% (103)	B&B 14.3% <b>(114)</b>

Restaurant Type	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	4.4	91	44.8	94	11.0	<b>115</b>
Food court outlets at a shopping mall	5.8	109	33.3	102	8.1	103
Pub restaurants	5.4	<b>121</b>	36.2	100	6.5	94
Formal dine-in restaurants	5.0	<b>125</b>	26.5	109	8.5	<b>129</b>
Fast casual restaurants	7.2	<b>130</b>	20.3	95	2.4	<b>132</b>
Sports bars	2.2	<b>79</b>	16.7	102	5.6	<b>80</b>
Other types	4.4	<b>127</b>	21.6	98	2.1	<b>113</b>

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

Media Highlights <sup>2</sup>		
Radio  15 hours/week (97)	Television  1,316 minutes/week (96)	Newspaper  1.1 hours/week <b>(118)</b>
Magazine  12 minutes/day (105)	Internet  214 minutes/day (104)	

Social Media Use <sup>4</sup>			
	Facebook <b>86.4%</b> (100)		YouTube <b>69.4%</b> (101)
	LinkedIn <b>31.0%</b> (107)		Instagram <b>30.0%</b> (106)
	WhatsApp <b>18.3%</b> <b>(110)</b>		Podcasts <b>15.1%</b> <b>(111)</b>
	Blogs <b>10.1%</b> <b>(123)</b>		Health/Fitness <b>7.9%</b> (105)
	Dating App <b>4.0%</b> (109)		Flickr <b>2.8%</b> (107)
			Pinterest <b>35.2%</b> (99)
			Twitter <b>29.4%</b> <b>(110)</b>
			Snapchat <b>12.1%</b> (95)
			Reddit <b>7.5%</b> (109)
			Tinder <b>2.1%</b> <b>(110)</b>

Brand Actions Using Social Media <sup>4</sup>		%	Index
Like brand on Facebook		41.2	100
Subscribe to brand email newsletter		18.2	104
Subscribe to brand channel on YouTube		11.7	<b>111</b>
Follow brand on Instagram		10.5	105
Join an exclusive online community of consumers who also like the brand		9.5	<b>112</b>
Follow brand on Twitter		7.9	102