

# INDULGENT INDEPENDENTS



Indulgent Independents are young singles and couples living in urban areas. They live an indulgent lifestyle and like to take in a busy itinerary when visiting PEI. Their travel preferences are different from older, more traditional visitors. They use technology broadly, with high use rates on a variety of social media platforms as well as podcasts. They more frequently use Instagram and Twitter for brand engagement compared to other segments. They have high participation rates on many tourism-related activities and put a stronger emphasis on experiencing local culinary in its various forms. Visiting friends and family is a strong motivator for travel to PEI for this group, and staying with friends and family is a common accommodation selection. Indulgent Independents are more likely than most segments to use peer-to-peer booking sites for paid accommodations.

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



Total Population



Total Households

Target Group: 1,011,968 | 4.0% Market: 25,424,121  
 Target Group: 446,358 | 4.3% Market: 10,275,783

## Demographics <sup>1</sup>

Average Household Income



\$114,047  
(113)

Family Composition



0.56  
(77)

Children per Household

Education



43.9%  
(172)

University Degree

Marital Status



48.3  
(85)

Married/Common-Law

Median Household Maintainer Age



47  
(87)

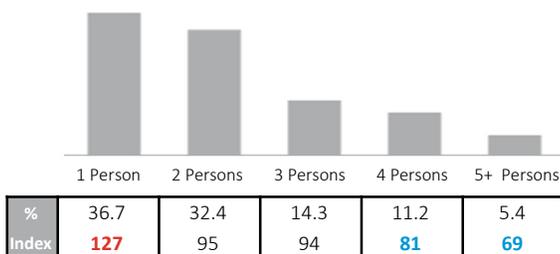
Labour Force Participation



71.7%  
(112)

Participation Rate

Household Size



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

Repeat Visitors

78.3%  
(103)

Average Total Nights in Paid Accommodations

2.7  
(74)

Average spend per party in PEI

\$1,265.43  
(102)

PEI as Primary Destination

87.2  
(106)

Attending a Festival, Event, or Concert



18.5  
(110)

Trails



15.0%  
(144)

Attending a Theatre Performance



21.0%  
(133)

Water-based Activities



5.6%  
(118)

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

Census Metropolitan Area (CMA)	Target Group			Market	
	% of Group	% of CMA	Index	HH Count	% of Market
Toronto, ON	51.8	10.0	246	2,330,252	21.03
Ottawa - Gatineau, ON/QC	13.0	10.1	248	580,720	5.24
Montréal, QC	7.2	1.8	44	1,817,206	16.40
Halifax, NS	5.9	14.2	348	188,031	1.70
Kitchener - Cambridge - Waterloo, ON	4.3	9.0	221	217,315	1.96
Hamilton, ON	3.4	4.9	119	312,700	2.82

## Key Tourism Activities <sup>3</sup>

Anne of Green Gables Attractions



21.5%  
(80)

Birthplace of Confederation Attractions



20.0%  
(114)

Going to a Beach



61.9%  
(105)

Shopping for Local Crafts/Souvenirs



48.5%  
(86)

Visiting Friends and Family



51.7%  
(134)

Sampling Local Culinary



44.2%  
(115)

Visiting Historical and Cultural Attractions



46.2%  
(98)

National or Provincial Parks



52.1%  
(105)

# INDULGENT INDEPENDENTS



Vacation Booking <sup>2</sup>		%	Index
Book through a hotel directly		35.6	<b>121</b>
Book through an airline directly		34.9	<b>111</b>
Book through an on-line travel agency		33.8	92
Book through airline/hotel website		25.2	<b>116</b>
Book through a full service travel agent		22.5	93
Other services		15.1	97
Book a package tour		11.0	<b>79</b>
Book through a discount/last minute agency		10.2	<b>121</b>

Accommodation Preferences <sup>3</sup>		
Hotel/Motel 23.6% <b>(72)</b>	Friends/relatives 31.9% <b>(153)</b>	Cottage / Cabins * 21.5% (92)
Camping 9.7% <b>(58)</b>	B&B 11.4% <b>(159)</b>	Inn 8.5% <b>(175)</b>

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

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	4.3	95	43.9	101	9.9	<b>112</b>
Food court outlets at a shopping mall	8.7	<b>162</b>	38.9	99	8.0	93
Pub restaurants	6.0	<b>147</b>	36.2	107	5.9	96
Formal dine-in restaurants	4.8	<b>149</b>	33.5	109	9.8	92
Fast casual restaurants	7.2	<b>116</b>	29.7	<b>118</b>	4.3	<b>111</b>
Sports bars	1.9	93	21.4	108	5.3	93
Other types	4.0	105	19.9	97	3.0	<b>133</b>

Booked Accommodations through Peer-to-Peer Provider (e.g. AirBnB, VRBO, Home Away, etc.)		26.8% <b>(110)</b>
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Media Highlights <sup>2</sup>		
Radio 12 hours/week <b>(85)</b>	Television 179 minutes/day (91)	Newspaper 1.2 hours/week (104)
Magazine 7 minutes/day <b>(86)</b>	Internet 264 minutes/day <b>(119)</b>	

Social Media Use <sup>4</sup>			
	Facebook <b>77.0%</b> (95)		YouTube <b>73.8%</b> (108)
	WhatsApp <b>46.1%</b> <b>(142)</b>		Instagram <b>41.7%</b> <b>(123)</b>
	Pinterest <b>27.3%</b> (92)		Podcasts <b>23.7%</b> <b>(165)</b>
	Snapchat <b>13.7%</b> <b>(111)</b>		Reddit <b>13.1%</b> <b>(173)</b>
	Dating App <b>7.3%</b> <b>(165)</b>		Flickr <b>4.3%</b> <b>(125)</b>
	LinkedIn <b>50.0%</b> <b>(129)</b>		Twitter <b>33.8%</b> <b>(128)</b>
	Blogs <b>15.5%</b> <b>(152)</b>		Tinder <b>4.2%</b> <b>(140)</b>

Brand Actions Using Social Media <sup>4</sup>		%	Index
Like brand on Facebook		35.9	92
Subscribe to brand email newsletter		20.6	106
Follow brand on Instagram		17.7	<b>139</b>
Subscribe to brand channel on YouTube		14.1	107
Follow brand on Twitter		10.9	<b>136</b>
Join an exclusive online community of consumers who also like the brand		9.7	95