

# Golden Visitor Segmentation Study

## PRIZM Analysis

**Tourism Golden**

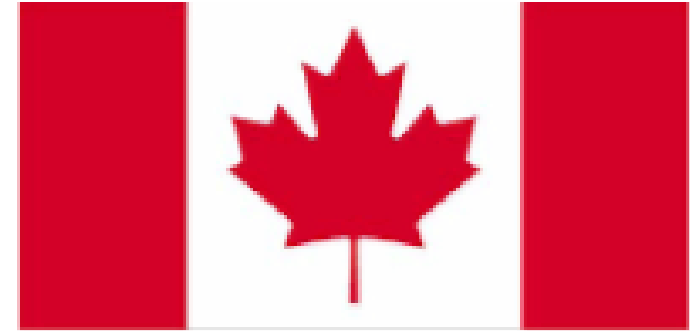
Spring/Summer 2017

**REPORT #1: PROJECT OVERVIEW AND SEGMENT DEVELOPMENT**

# Contents

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- Introduction to Segmentation and PRIZM
- Applying PRIZM in Golden
  - Data Collection
  - Data Discovery
  - Segment Development
  - Quantify, Personify and Locate
- Canadian Segment Summary
- US Segment Summary
- Implementation



# Segmentation

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Market segmentation is the process of dividing a broad consumer market into sub-groups of consumers (known as segments) based on some type of shared characteristics.

When dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles.

The overall goal of segmentation is to identify high yield segments – that is, those segments that are likely to be the most profitable or that have growth potential – so that these can be selected for special attention (i.e. become target markets).

# PRIZM and EQ Analysis of Golden Visitors

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## Primary Objectives

- To advance Tourism Golden's tactical knowledge of visitors in key markets in Canada (BC, AB and ON) and the United States.
- To identify/confirm Golden's EQ segments.
- To geo-locate potential visitors.

## Project Management

- Align Consulting managed project for TG
- Partnership project with Destination BC
  - Destination BC has PRIZM subscription with Environics Analytics
  - Destination BC used PRIZM software and provided data tables to Align Consulting & Tourism Golden

# What is PRIZM?

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- PRIZM is a segmentation system developed by Environics Analytics that categorizes each Canadian and US household into one of 68 consumer segments.
- Each consumer segments is linked to a postal or zip code.
- Upload customer postal or zip codes to map customer location.
- Link postal codes to a variety of consumer databases that provide demographic, psychographic and lifestyle characteristics to better understand current customers.
- Provides better understanding of customers based on their behaviours, insights on how to appeal to them, and how to reach them.
- Identifies locations that have a high likelihood of reaching new customers.




**PRIZM5**

**ENVIRONICS**  
ANALYTICS

# PRIZM cont.

**04** SUBURBAN SUCCESS



**S1** SUBURBAN ELITE      PROSPEROUS PARENTS      **F8**

Wealthy, middle-aged and older homeowners



**19** GREY PRIDE



**U5** URBAN OLDER      LATER YEARS      **M3**

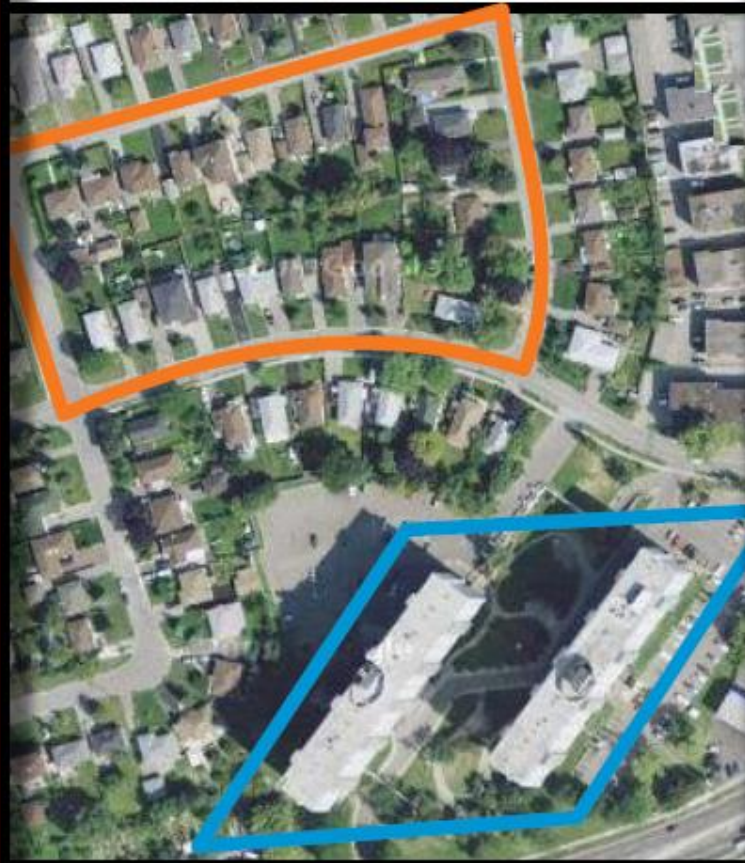
Middle-income seniors in urban apartments

# PRIZM cont.

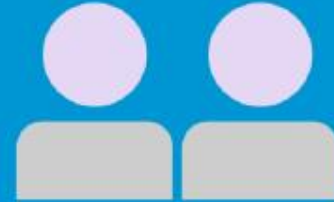
DEMOGRAPHICS





\$175,000



DEMOGRAPHICS



\$82,000



# What is Explorer Quotient (EQ)?

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- Explorer Quotient®, also known as EQ, was developed by Destination Canada in partnership with Environics Research Group. It is a proprietary market segmentation system based on the science of psychographics.
- EQ emphasizes the importance of traveller segmentation based on their psychological characteristics, such as their attitudes, beliefs, values, motivations, and behaviours. When various psychological characteristics are combined, different types of travellers emerge (Explorer Types).
- There are 9 Explorer Types categorized in 4 broad types of travel.
- Each PRIZM lifestyle type is linked to an EQ Explorer Type.





# EQ Types

Enthusiastic  
indulgers

Learners

Escapists

Familiarity Seekers

Free  
Spirit



Authentic  
Experiencer



Cultural  
History  
Buff



Escapists



Gentle  
Explorer



Virtual  
Traveller



Cultural  
Explorer

Personal  
History  
Explorer

Rejuvenator

No Hassle  
Traveller

+ Social  
Samplers

+ Escape  
Artists &  
Aspiring  
Escapists

+ Group Tourists

# Steps to Apply PRIZM in Golden

1

## Data Collection

Collects Postal Codes from Golden Visitors

2

## Data Discovery

Postal codes are matched to location and PRIZM/EQ types

3

## Segment Development

Similar PRIZM/EQ type are grouped to make segments

4

## Quantify, Personify and Locate

Describe characteristics of each segment

Canada  
BC, AB, ON

USA

# 1

## Data Collection

### 2016 Golden Visitor Survey

- Summer and winter visitors intercepted in downtown Golden, KHMR and Highway 1 hotels
- Selected visitors that had Golden as a primary destination
- Golden visitors staying overnight on Highway 1 had to be for 2 nights or more

#### Canada

**8,557** postal codes

- 6,177 Accommodation
- 1,378 Visitor Survey
- 1,002 Events

### Golden Tourism Businesses

- Collected via email in spring 2017
- Last 3 years postal code by month
- 4 accommodation properties
- If Highway 1 accommodation select visitors staying more than 1 night
- 3 events

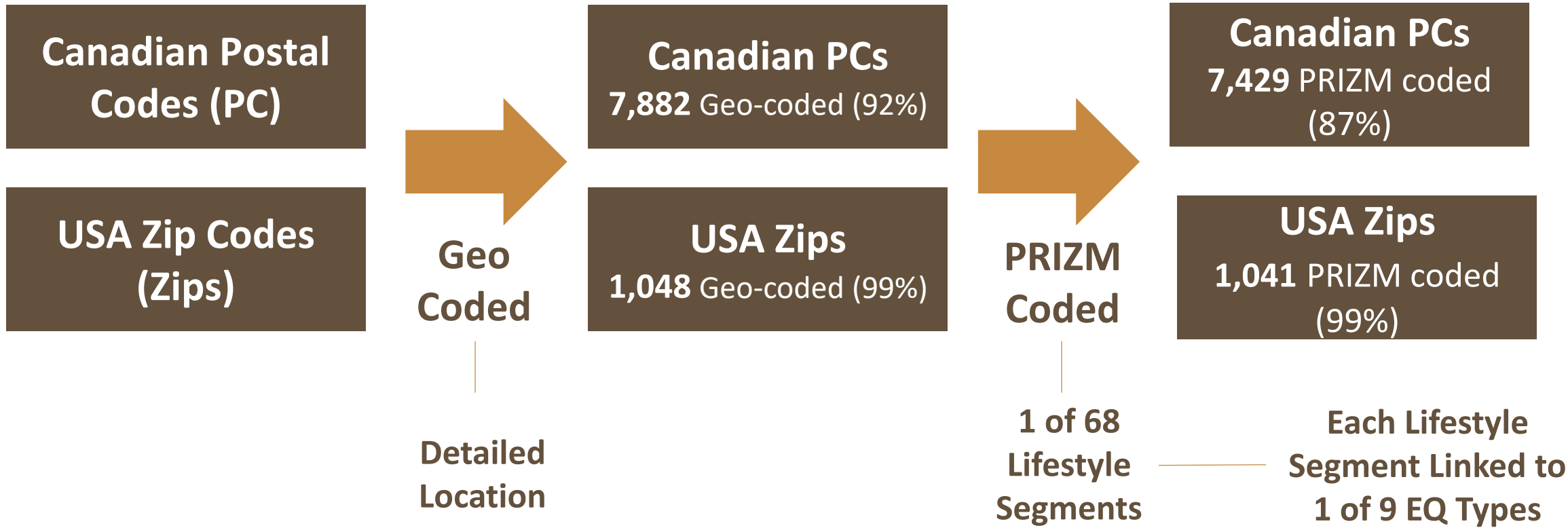
#### USA

**1,052** zip codes

- 760 Accommodation
- 200 Visitor Survey
- 92 Events

# 2

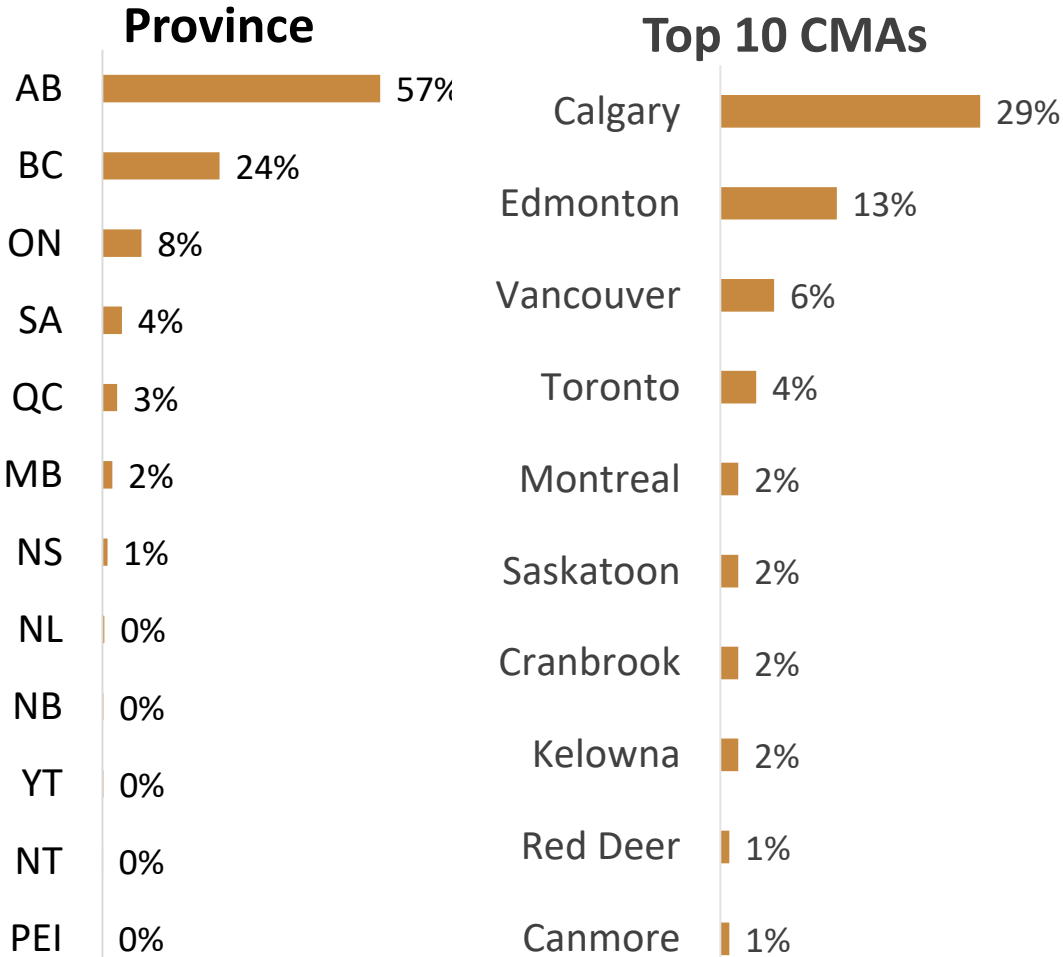
## Data Discovery – Geo and PRIZM Coding



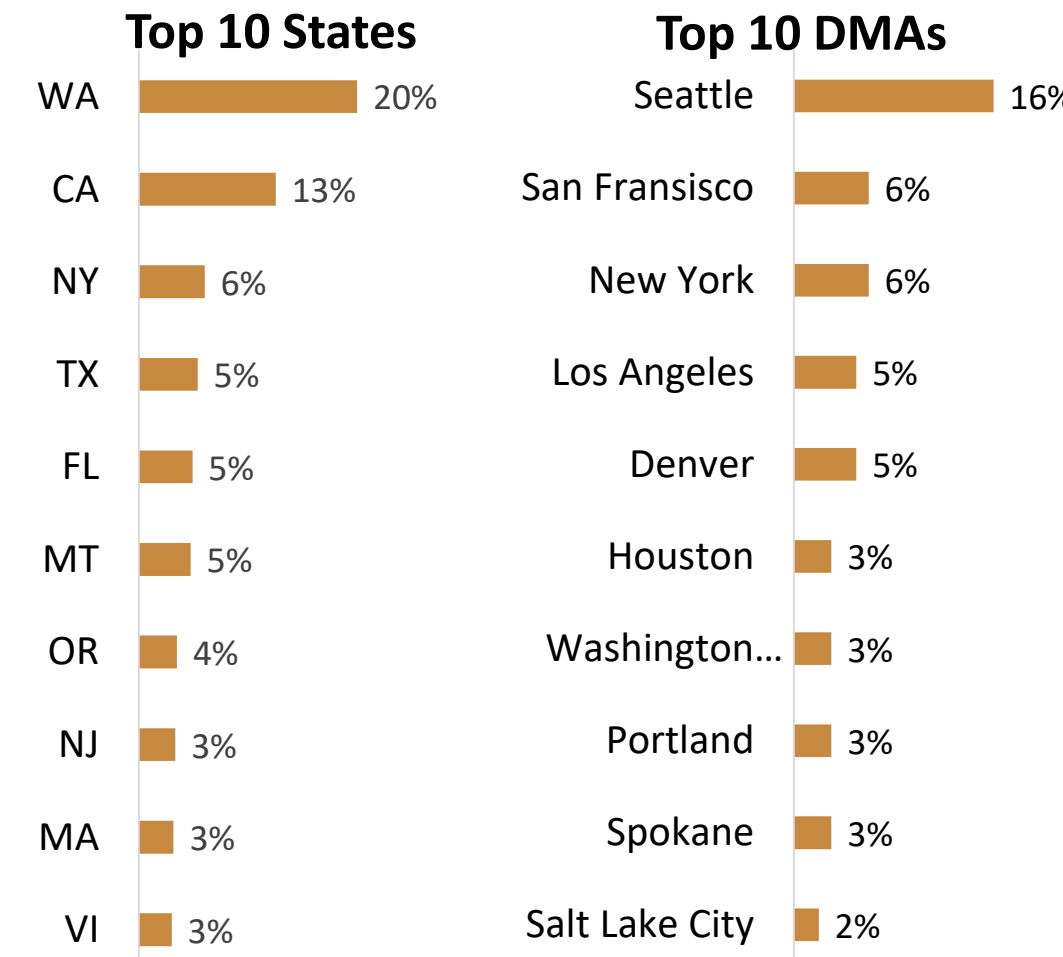
# 2

## Data Discovery – Geo-Coding Results

### Canadian Postal Codes



### USA Zip Codes



Percent Of Geo-Coded Postal Codes

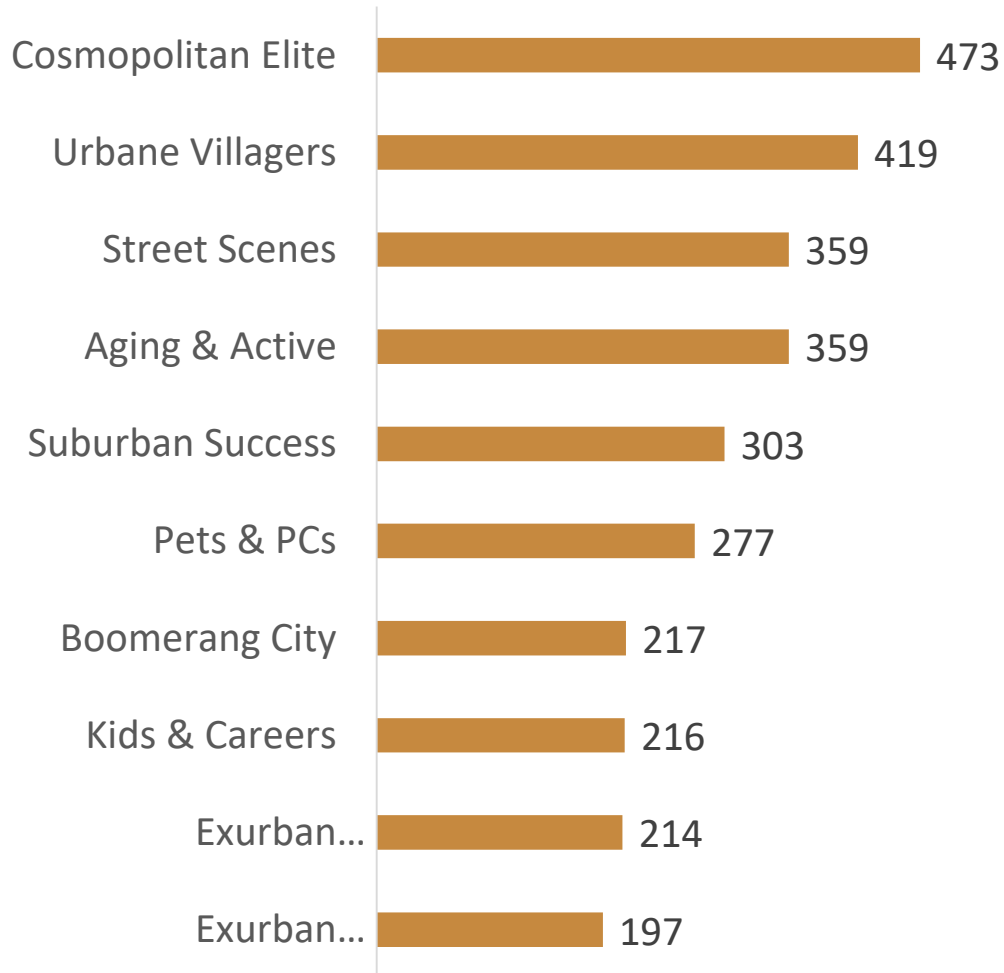
CMA = Census Metropolitan Area,

Percent Of Geo

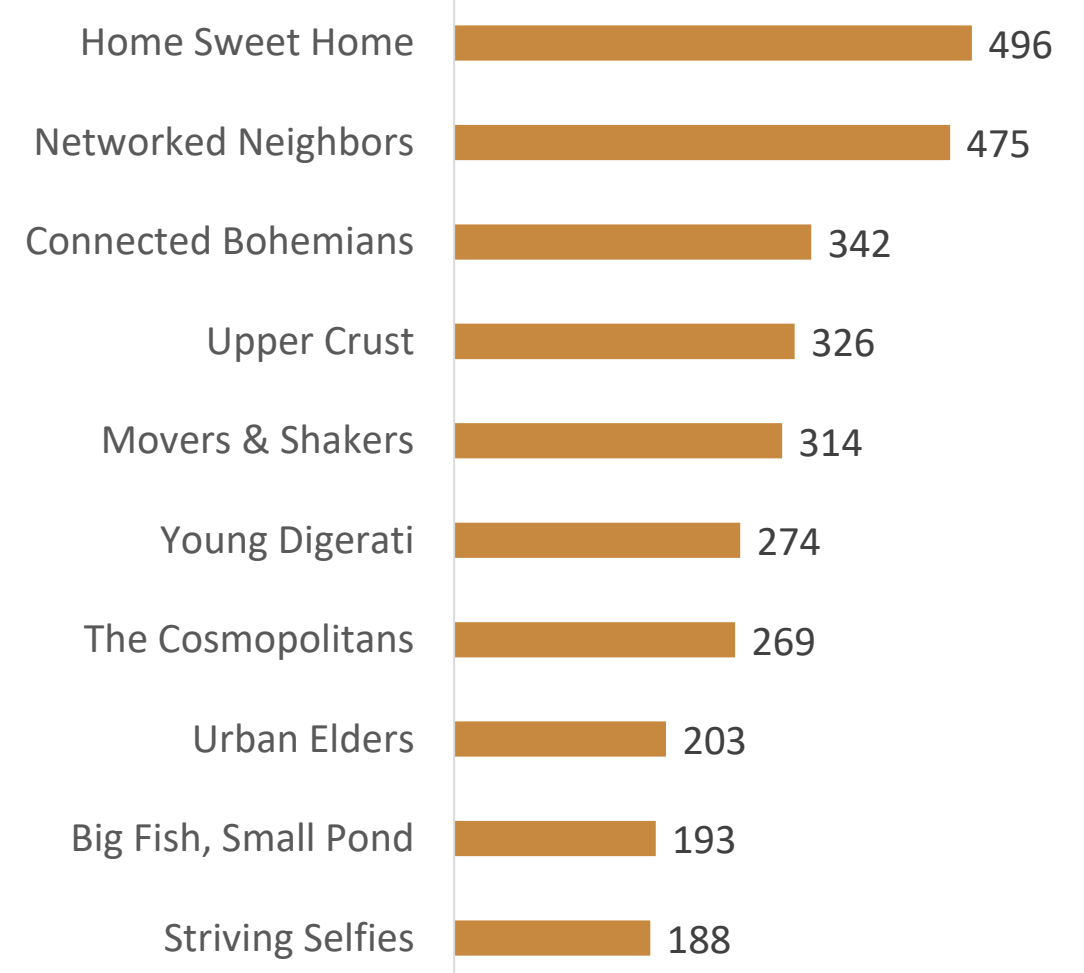
# 2

## Data Discovery – PRIZM Coding Summary

### Canadian – Lifestyle Types – Top 10



### USA Lifestyle Types – Top 10

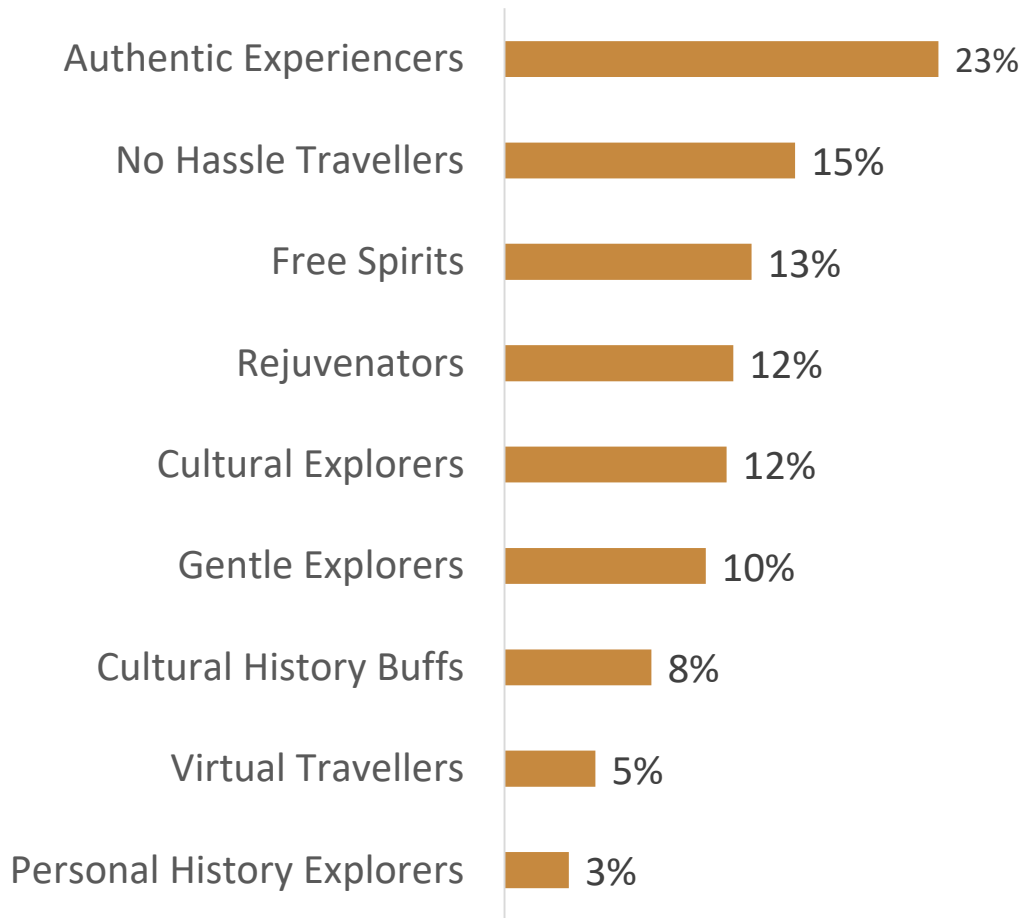


Index ranking large to small

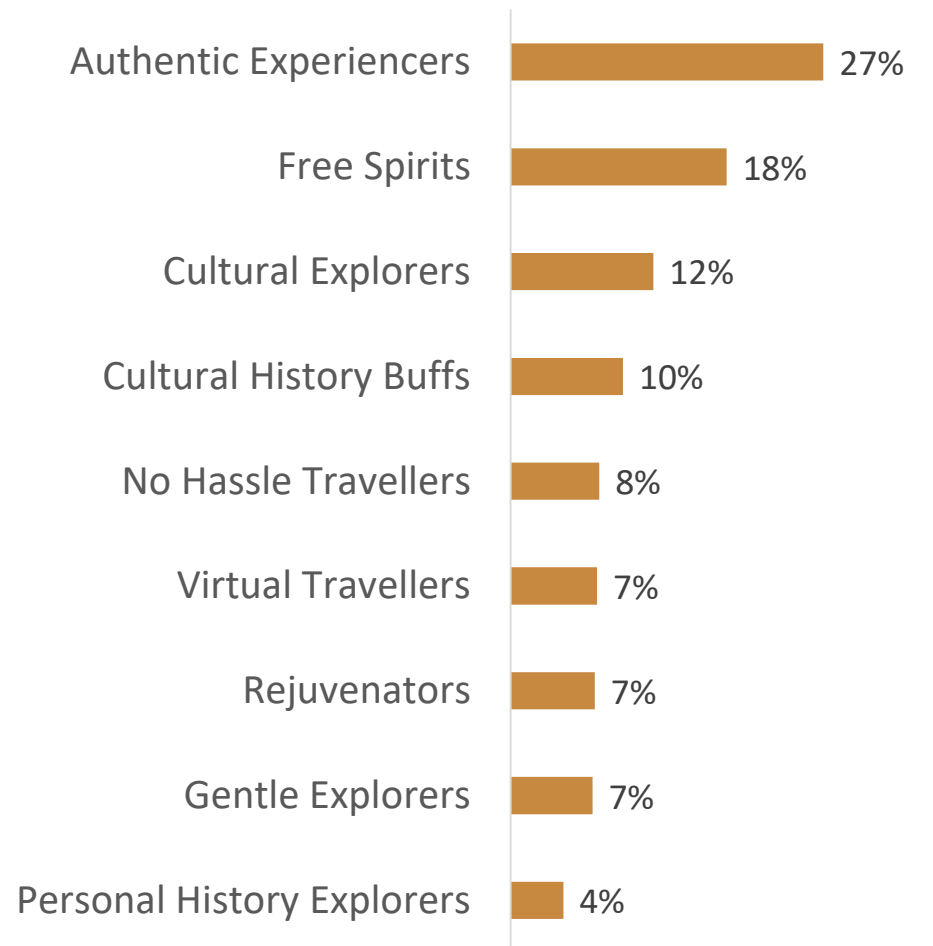
# 2

## Data Discovery – PRIZM Coding Summary

### Canadian – EQ Types



### USA – EQ Types



# 3

## Segment Development and Analysis Steps



Use PRIZM coding to summarize lifestyle and EQ types.



Reviewed index values and clustered similar EQ and lifestyle types to develop segments.



Named and summarized size and characteristics of each segment.



Link segments to other databases to summarize demographics, media and travel habits.

**4 Canadian Segments**

**3 American Segments**

*Note: Seasonal data (summer and winter) showed little difference so no further analysis conducted*



# 3

## Segment Development Results

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**7** Segments Developed

**4** Canadian Segments

1. Authentic Adventure Families
2. High Five Adventurer Families
3. Low Hassle Families
4. Interior Short Trippers

represents **33%** of  
the BC, AB and ON markets

**3** American Segments

1. Authentic Affluent Adventurer
2. Upscale Cultural Adventurer
3. Touring Through Summer

represents **16%** of  
the American market



# Canadian Segment Summary

## Contents

- Segment Summaries
  - Authentic Adventurer Families
  - High Five and Adventurer Families
  - Low Hassle Families
  - Interior Short Trippers
- Calgary, Interior BC and Vancouver Segment Distribution Maps



# Authentic Adventurer Families (AAF)



# Authentic Adventurer Families

## Overall

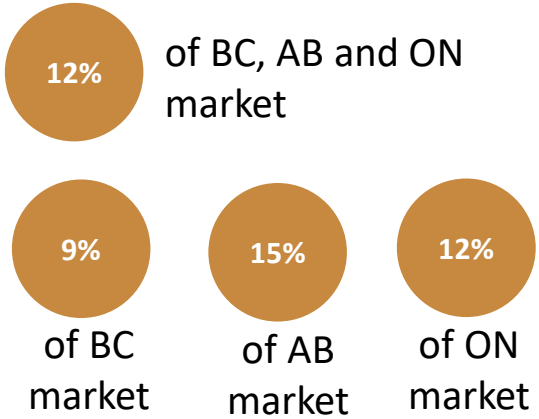
Urban and suburban upscale and wealthy families with a university education and older children (10+).

AAF live in urban locations including:

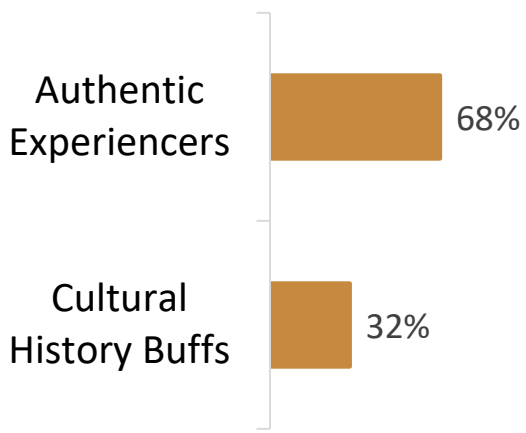
- West/South Calgary
- Kelowna, Kamloops
- Throughout Greater Vancouver

## Market Size

1.1 million households



## Explorer Quotient (EQ)



**Authentic Experiencers** are understated travellers looking for authentic, tangible engagement with destinations and are very interested in historical travel.

**Cultural History Buffs** are constant travellers and love to get immersed in local culture, people and settings.

## Demographics

Average Age = 41.0 HH Income: \$172K CAD

51% HHs have kids 20% Visible Minority

AAAs are most likely to have kids over 10 years old, only speak English and 20% are visible minorities. AAAs usually own their single detached home.

## Media Use

- Moderate
- Moderate
- Moderate
- Moderate
- Moderate

AAFs had a similar **social media** participation rate as the general population. Although the intensity of their participation was light (i.e. they were less likely to use social media on a daily basis). AAFs have moderate index scores on noticing out of home advertising.

## Travel and Activities

60% of AAFs took more than 3 vacations per year which is similar to the general population. Similar to the general population, AAFs likely to book with expedia.ca, hotels.com or airline website in the past year. AAFs were more likely to visit Banff, Jasper, Florida and the Caribbean than other Canadian travellers. AAFs were more likely to attend professional sporting events.





# High Five and Adventurer Families (HF AF)



# High Five and Adventurer Families

## Overall

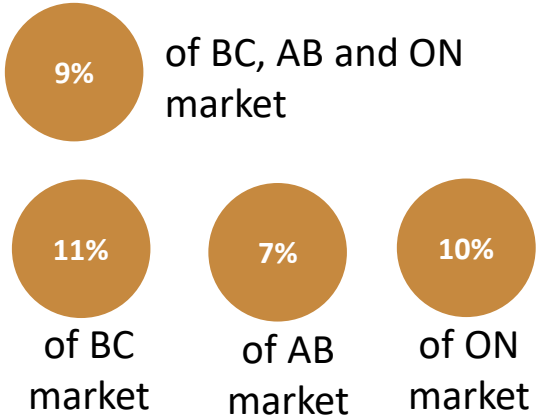
Urban young adults and multi-generational families with older children looking for adventure and to connect with other adventurers.

AAF live in urban locations including:

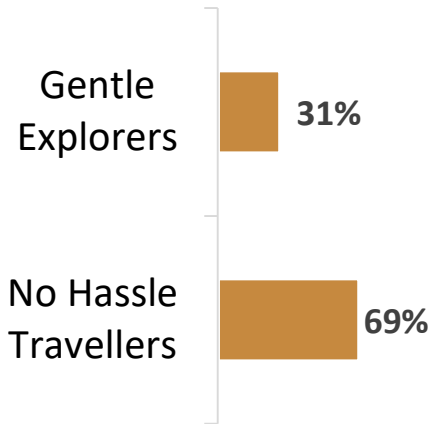
- Downtown Calgary
- Downtown Vancouver
- Downton Toronto

## Market Size

0.8 million households



## Explorer Quotient (EQ)



**Cultural History Buffs** are constant travellers and love to get immersed in local culture, people and settings.

**No Hassle Travellers** are familiarity seekers and are cautious, dutiful and reserved. They seek secure group travel and want to escape from the duties and obligations of life.

## Demographics

Average Age = 40.7    
 HH Income: \$112K CAD  
 38% HHs have kids    
 25% Visible Minority

Fewer HFAs have children (who are under 10 if present), most only speak English and a quarter are visible minorities. HFAs are likely to rent an apartment.

## Media Use

Moderate  
 Moderate/High  
 Low  
 Moderate  
 Moderate/High

Overall, HFAs were very active social media users. They are more likely to actively use Twitter, Instagram/Flickr and LinkedIn than the general population. HFAs have low index scores on noticing out of home advertising (advertising on transit).

## Travel and Activities

59% of LHFAs took more than 3 vacations per year which is similar to the general population. LHFAs are frequent travellers. Further, HFAs were more likely than the general population to book with airline websites, Travelocity and other travel websites in the past year.

HFAs were more likely to visit BC and Alberta destinations than other Canadian travellers. HFAs enjoy music and attending the theatre and concerts more than the general population.



# 3. Low Hassle Families (LHF)



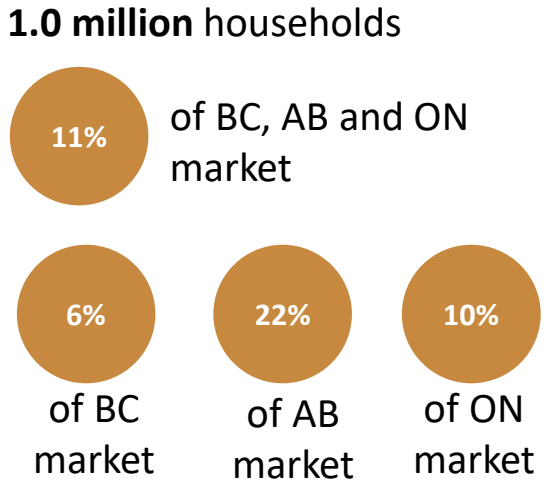
# Low Hassle Families

## Overall

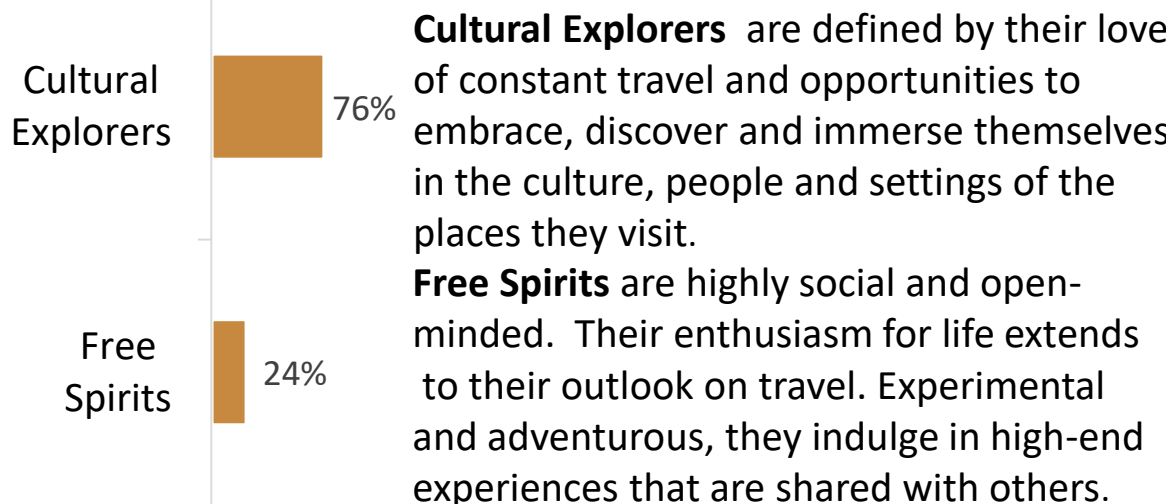
Younger and middle-aged upper, middle income families in suburban and exurban neighborhoods. Most with younger children (< 10) at home.

- LHF live in suburban places including:
- Suburban Calgary, Cochrane, Airdrie Alberta
  - Maple Ridge, Pitt Meadows, Langley and the Fraser Valley, BC.

## Market Size



## Explorer Quotient (EQ)



## Demographics

- Average Age = 37.1
- HH Income: \$123K CND
- 52% HHs have kids
- 19% Visible Minority

Many LHFs have young children (under 10), most only speak English and 19% are visible minorities. LHFs usually own their single detached home.

## Media Use

- Moderate
- Light/Moderate
- Heavy
- Moderate
- Moderate

Overall, LHFs follow general population social media behaviours, although they are less likely to actively use Twitter and read blog posts.

LHFs have low index scores on noticing out of home advertising (advertising on transit).

## Travel and Activities

59% of LHFs took more than 3 vacations per year which is similar to the general population. LHFs are frequent travellers.

LHFs were more likely than the general population to camp, stay in a RV/Camper, stay at spa resorts and book package tours.

LHFs were more likely to visit Alberta destinations than other Canadian travellers. LHFs were more likely to visit theme parks water parks, zoos and amusement parks.







# 4. Interior Short Tripper Families (ISTF)



# Interior Short Tripper Families

## Overall

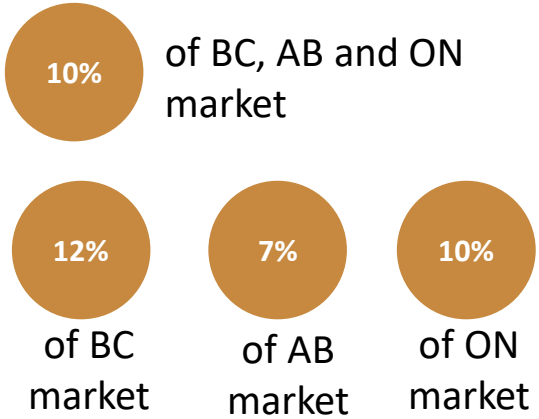
Middle-aged and older rural, town and exurban, middle income couples and families. Most likely with a technical degree and not likely to have children at home.

ISTF live in suburban places including:

- BC Thompson Okanagan
- BC Kootenay Rockies

## Market Size

**0.9 million** households



## Explorer Quotient (EQ)



**Rejuvenators** are escapists that are family-oriented, travel to escape, love to indulge and be pampered.

## Demographics

Average Age = 44.6    HH Income: \$95K CND

38% HHs have kids    4% Visible Minority

Fewer ISTFs have children (who are over 10 if present), most only speak English and are **not** a visible minority. ISTF usually own their single detached home.

## Media Use

Moderate

Moderate/High

Low

Moderate

Moderate/High

Overall, ISTFs are very light social media users and not likely to actively use Facebook or Twitter.

ISTFs have low index scores on noticing out of home advertising (advertising on transit).

## Travel and Activities

Only 19% of ISTFs took more than 3 vacations per year which is similar to the general population. ISTFs are **not** frequent travellers.

ISTFs were more likely than the general population to camp, stay in a condo/apartment or stay on a boat.

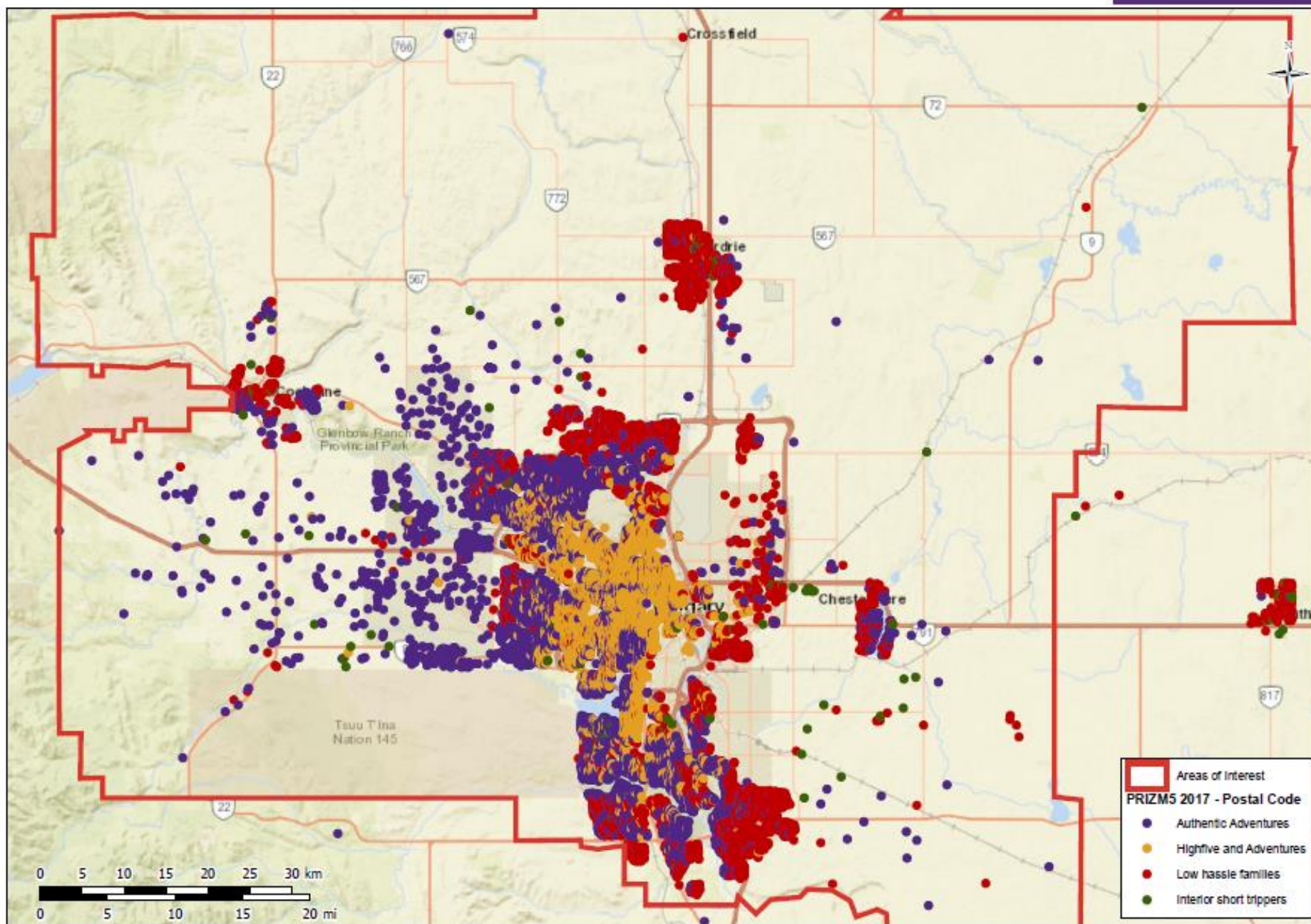
ISTFs were less likely to visit Banff than other Canadian travellers.

ISTFs were more likely to attend community theatres, the outdoor stage and festivals.



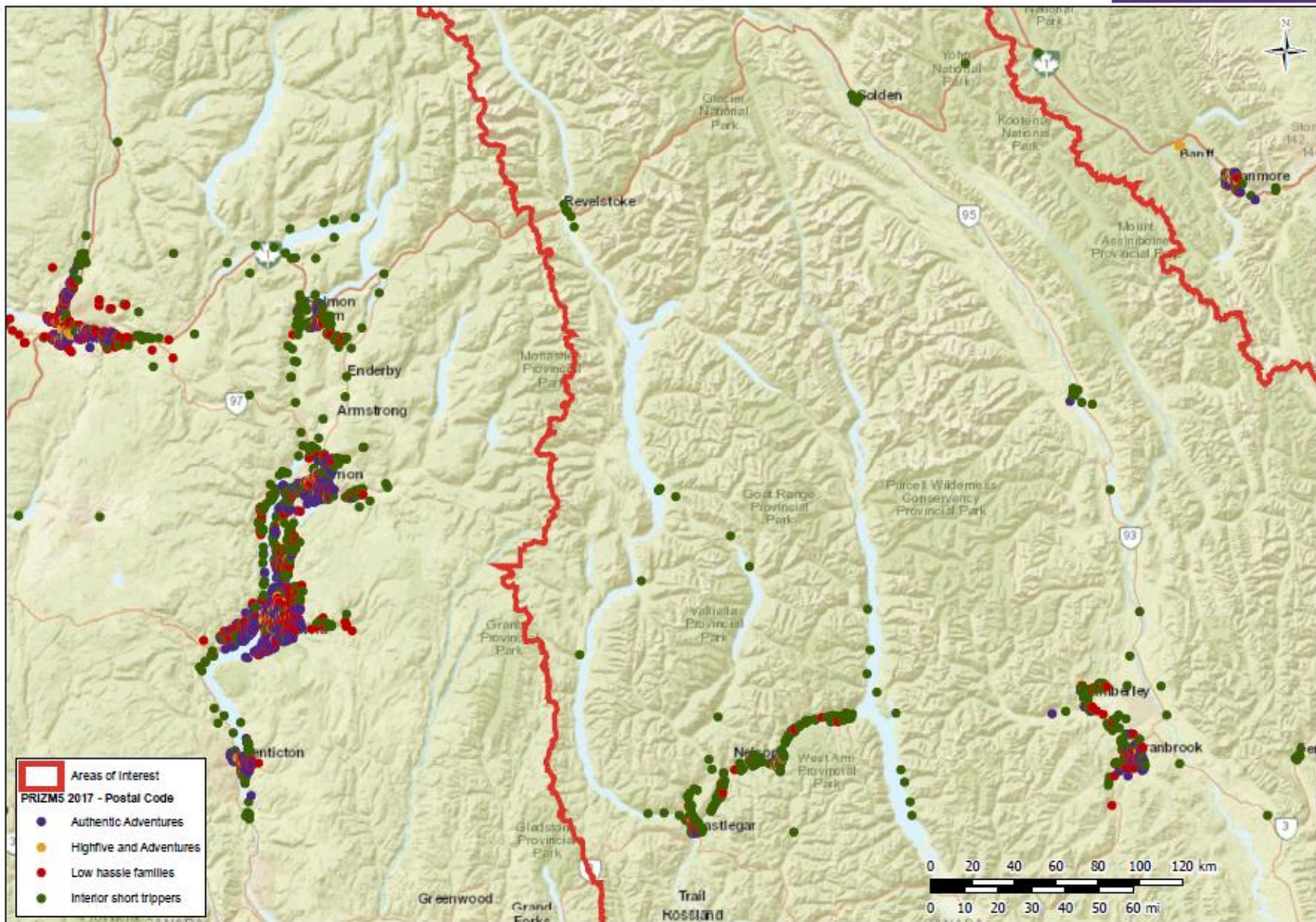


# Calgary



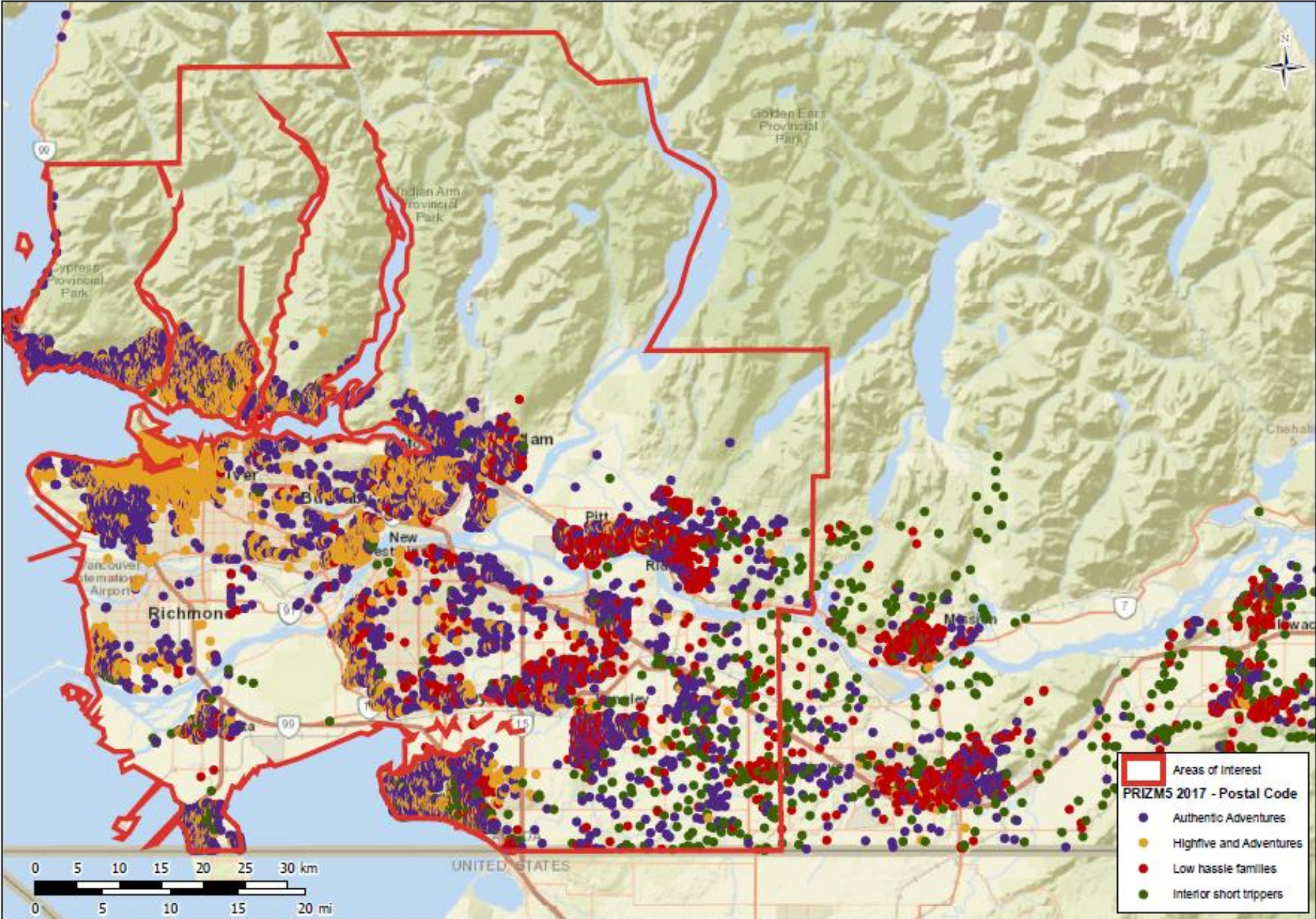


# Thompson Okanagan and Kootenay Rockies





# Greater Vancouver



Variable Description: Target Sets  
Copyright ©2017 Environics Analytics (EA). Source: PRIZMS 2017 - FSALDU. PRIZM is a registered trademark of The Nielsen Company (U.S.).



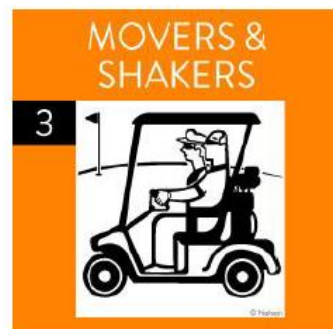
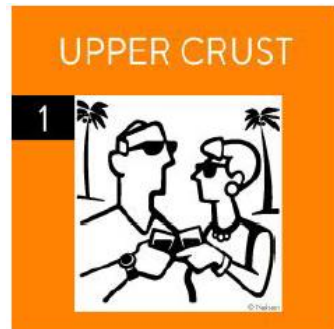
# US Segments

## Contents

- Segment Summaries
  - Affluent Authentic Adventurer
  - Upscale Cultural Adventurers
  - Travelling Through Summer
- Seattle, Interior Northwest and San Francisco Segment Distribution Map



# Affluent Authentic Adventurer (AAA)



# Affluent Authentic Adventurers

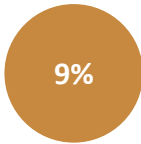
## Overall

Very wealthy, highly educated, professional middle-aged and mature travellers that have chosen to live in suburban neighborhoods.

AAAs live in suburban neighborhoods of large cities and have the highest index values in Washington DC, Boston, Hartford, Juneau and Baltimore.

## Market Size

10.6 million HHs



of US market

- 299,264 HHs in Seattle
- 16,058 HHs in Spokane
- 9,326 HHs in Yakima

## Explorer Quotient (EQ)

Authentic Experiencers





100%

*Learners*

**Authentic Experiencers** are understated travellers looking for authentic, tangible engagement with destinations and are very interested in historical travel.

## Demographics

 Most are middle aged or older  70% have HH income of more than \$100,000

 36% HHs have kids  41% have a university education

Just over a third of AAAs have children (who are older if present), most only speak English and they usually own their home.

## Media Use

-  Moderate
-  High
-  Moderate
-  High
-  High

Overall, AAAs have high index scores for hours spent online, visiting selected websites and for owning a smart phone and engaging in social media.

AAAs also have high index scores for noticing out of home (outdoor) advertising.

## Travel

AAAs are frequent travellers. They are likely to take several foreign trips in the past three years.

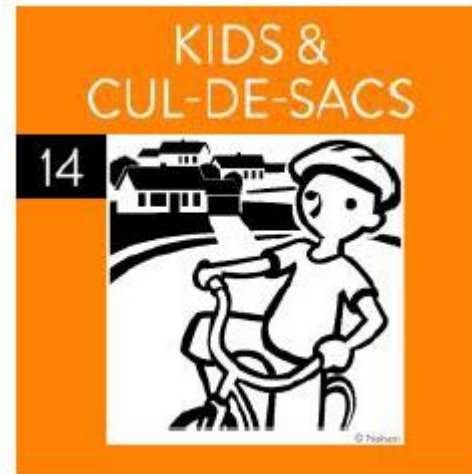
- 4% have been to Canada in the past year
- 14% have been to Canada in past 3 years.

60% of AAAs have taken a domestic trip by air and are very likely to stay in hotels, upscale hotels and bed & breakfasts.





# Upscale Cultural Adventurers



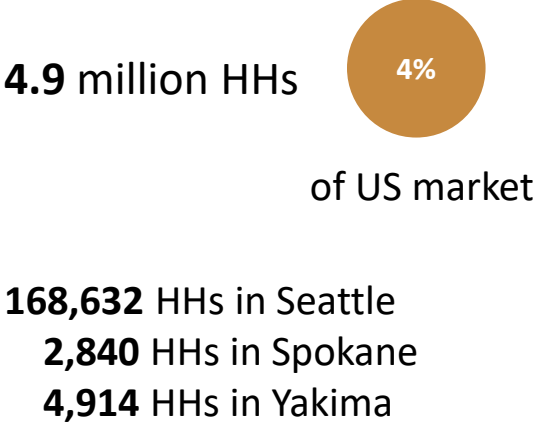
# Upscale Cultural Adventurers

## Overall

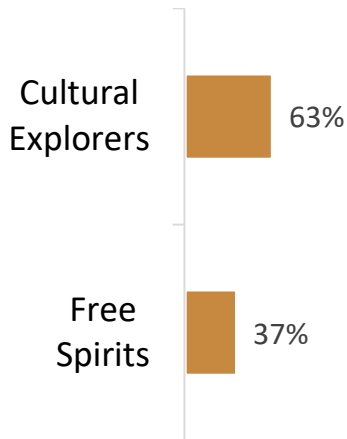
Upscale, highly educated, and tech savvy professionals living in urban neighborhoods. Middle-aged couples and families with young children.

UCAs live in urban areas and have the highest index values in San Francisco, Washington DC, Salt Lake City, Portland and Denver.

## Market Size



## Explorer Quotient (EQ)



**Cultural Explorers** are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

**Free Spirits** are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

## Demographics

Most are middle aged 51% > \$100,000 HH income

50% HHs have kids 46% have university education

Half of UCAs have children (who are young if present), most only speak English and usually own their home.

## Media Use

Moderate

High

Low

High

High

Overall, UCAs have high index scores for hours spent online, visitation to selected websites, for owning a smart phone and engaging in social media.

AAAs also have high index scores for noticing out of home advertising.

## Travel

UCAs are frequent travellers. They are likely to take several foreign trips in the past three years.

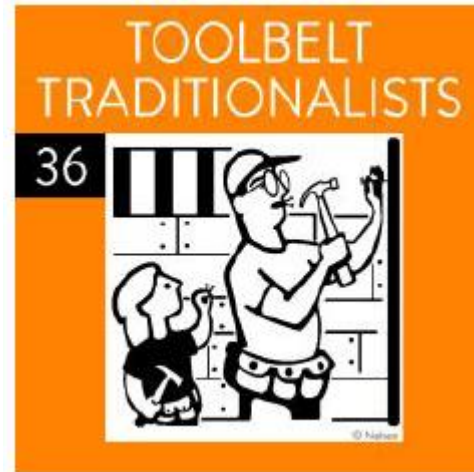
**4%** have been to Canada in the past year  
**12%** have been to Canada in past 3 years.

57% of UCAs have taken a domestic trip by air and are very likely to stay in hotels, upscale hotels and bed & breakfasts.





# Touring Through Summer



# Touring Through Summer

## Overall

Suburban, middle class, college educated, older couples and families that are likely to take summer touring vacations.

TTSs live in suburban areas and have the highest index values in Victoria and San Angelo Texas, Davenport, Illinois, Springfield, Maryland and Tampa, Florida.

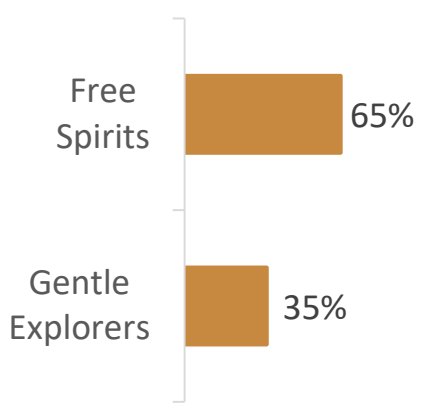
## Market Size



- 122,869** HHs in Seattle
- 27,377** HHs in Spokane
- 14,321** HHs in Yakima

TTSs are the largest segment of eastern Washington travellers.


## Explorer Quotient (EQ)





**Free Spirits** are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.


**Gentle Explorers** are familiarity seekers and reluctant. They demand luxury and comfort when they travel. There's no place like home.

## Demographics

 Older couples

 10% HHs have kids

 16% > \$100,000 HH income

 31% have a university education

Only 10% of TTSs have children (who are older if present), most only speak English and usually own their home.

## Media Use

-  Moderate
-  Moderate
-  High
-  High
-  Low

Overall, TTSs have low index scores for hours spent online, for owning a smart phone and engaging in social media.

TTSs also have moderate index scores for noticing out of home advertising and more likely than the general population to trust TV and newspapers as a media source.

## Travel

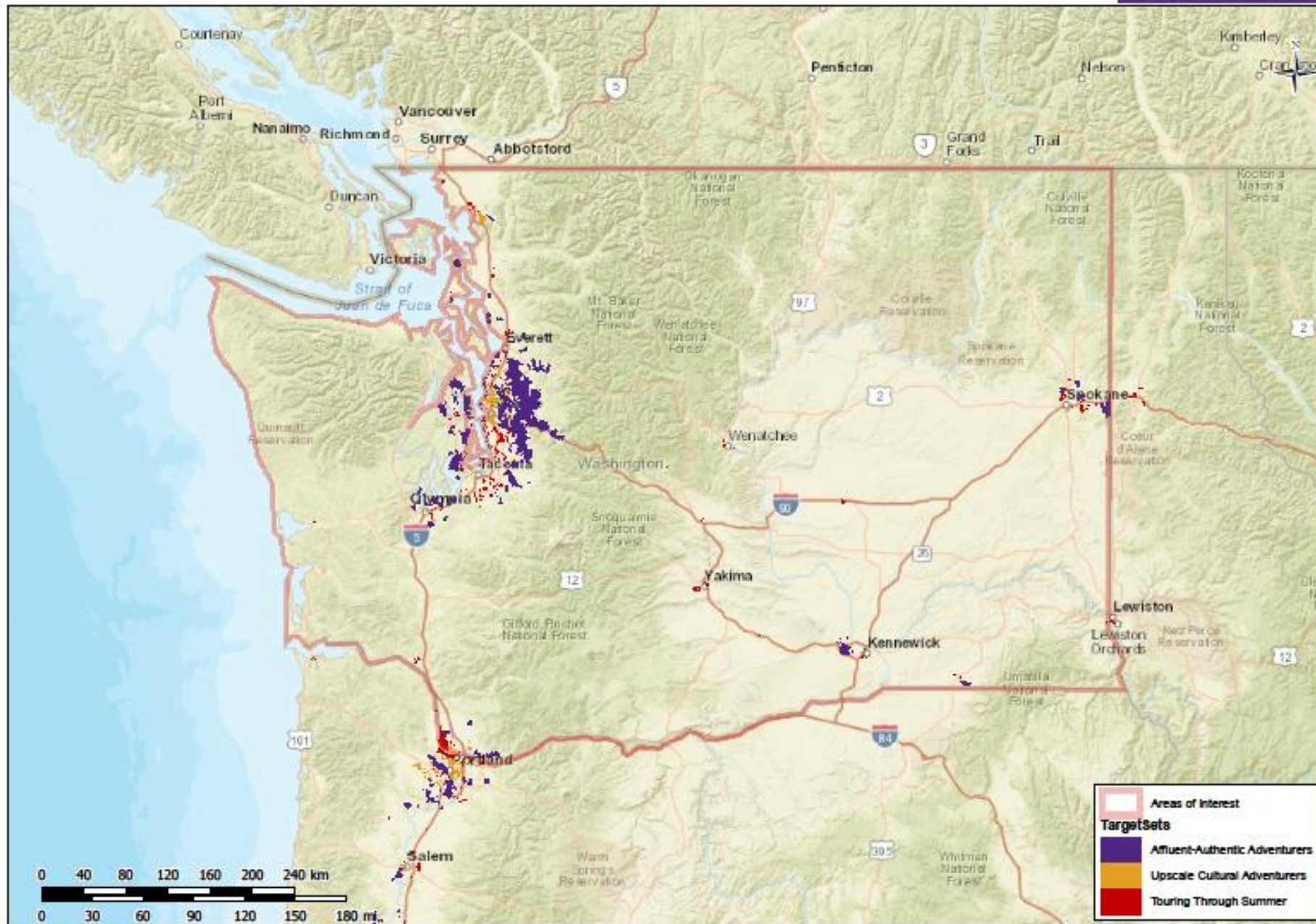
32% of TTSs have taken a foreign trip in the past three years (similar to the general population).

- 2%** have been to Canada in the past year
- 7%** have been to Canada in past 3 years.

36% of TTSs have taken a domestic trip by air and are more likely to stay in bed & breakfasts compared to the general population.

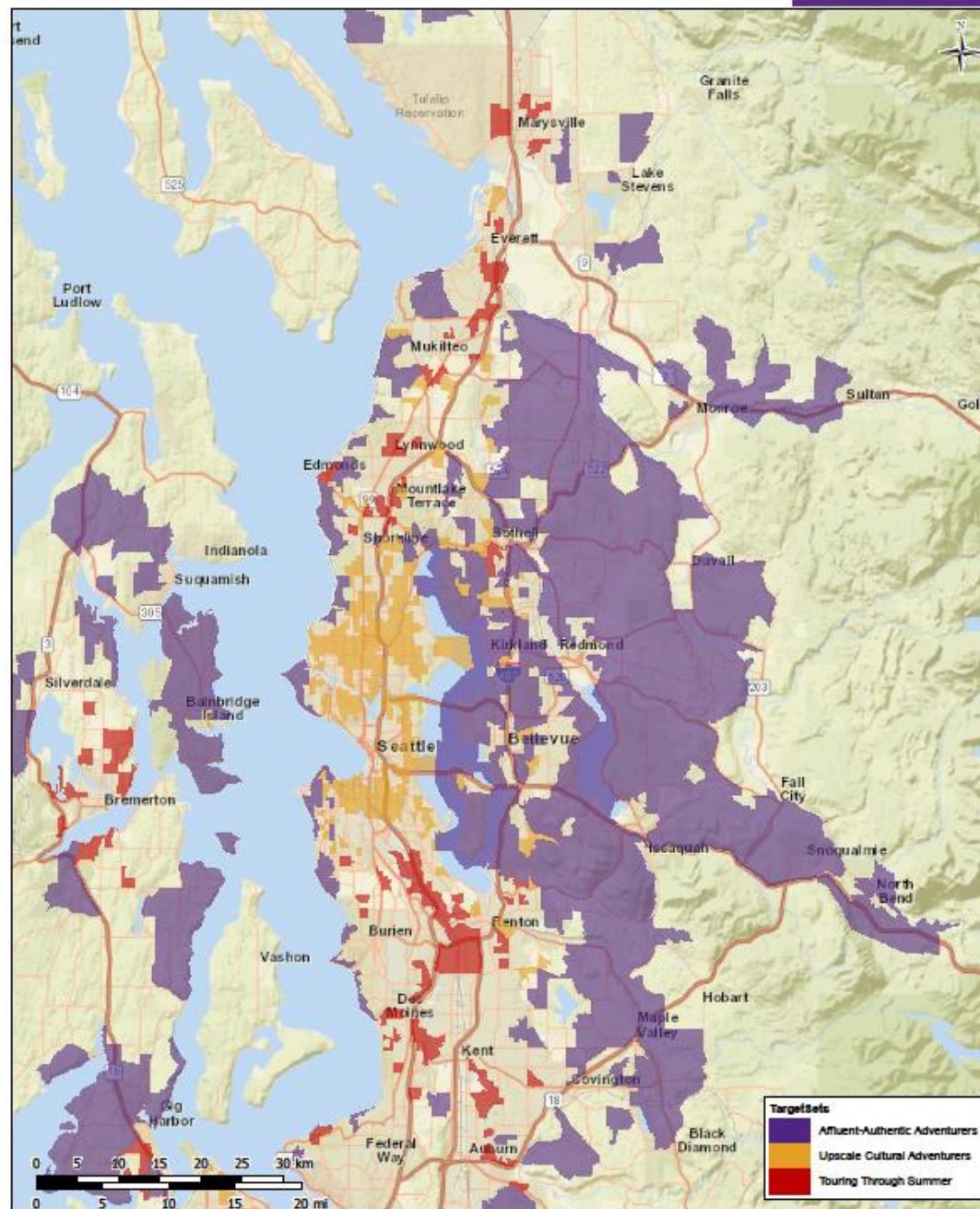


# Washington State



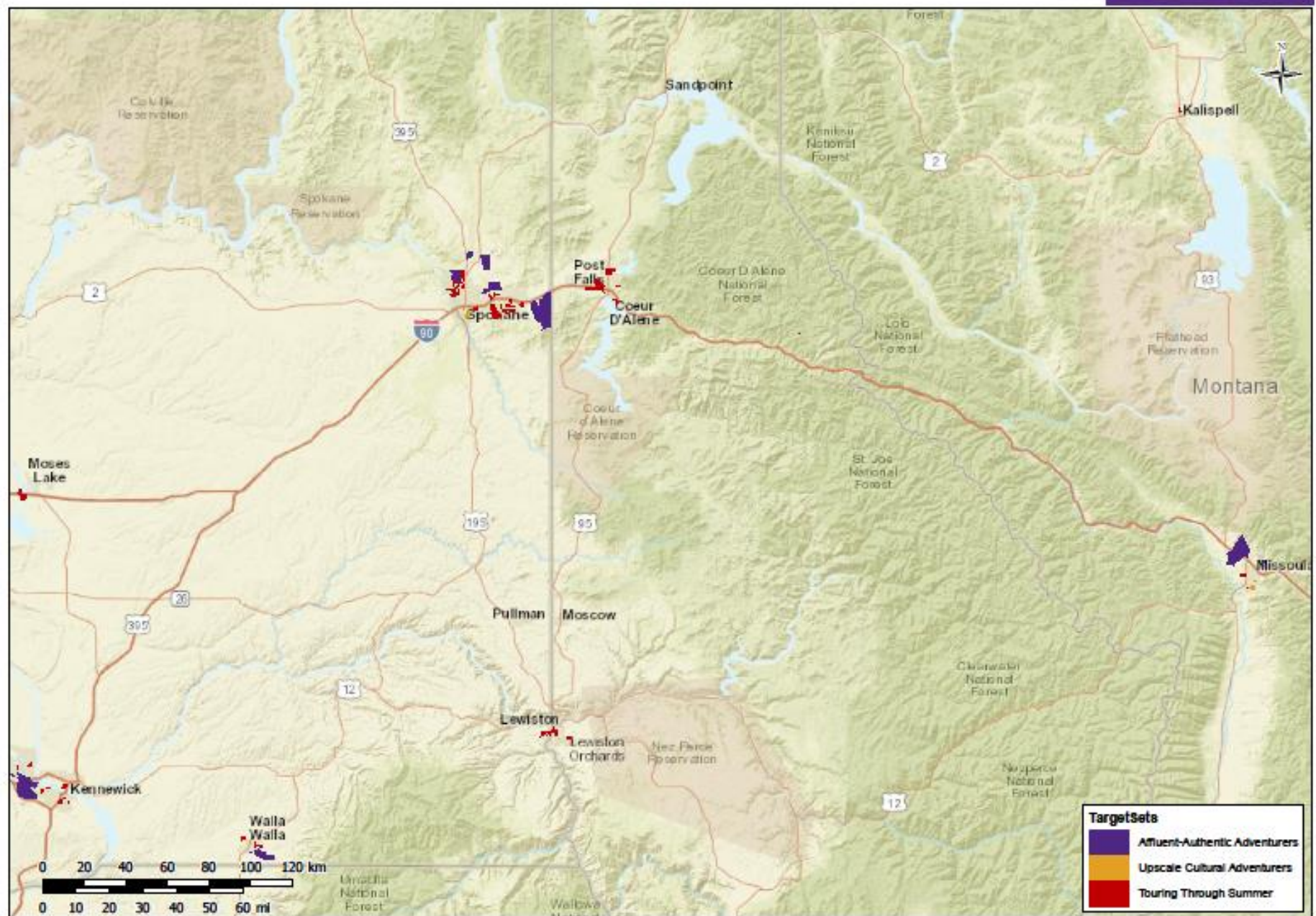


# Seattle Area





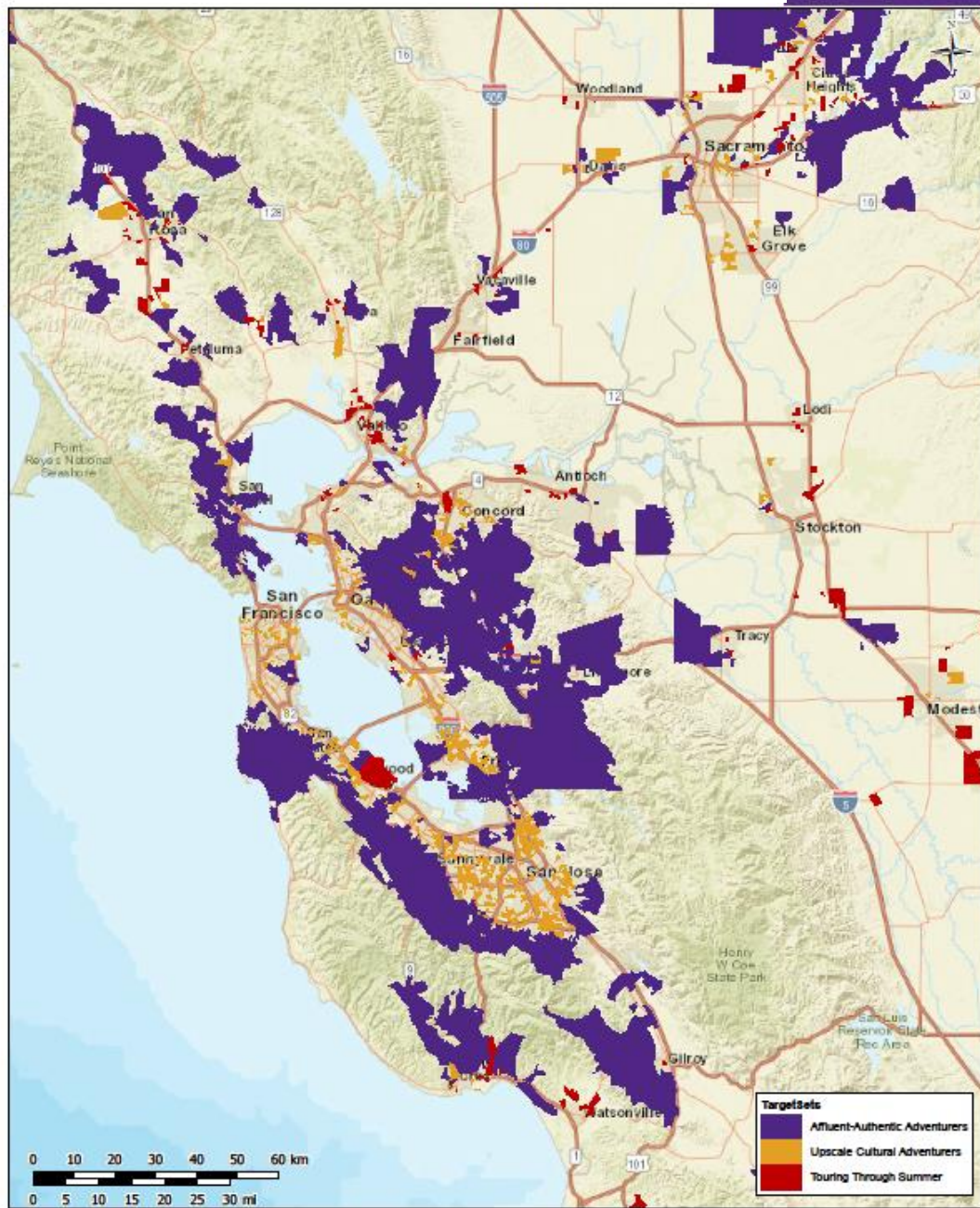
# Interior Northwest





# San Francisco

ENVIRONICS  
ANALYTICS







# Implementation

# Implementation

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- Get to know details of each segment
  - Develop a good understanding of each segment to apply to marketing digital decision making
  - This overview report is one piece of Golden visitor segmentation toolkit
    - More detailed segment report available
    - Excel summary sheets that describe detailed demographics, psychographics traditional and new media preferences and use, plus travel characteristics
    - Canada and US data are not aligned, they are similar but provide slightly different insights
- Apply to segment insights to future marketing decisions
  - Use data to update and implement social and digital marketing strategy
    - Tailor messaging and media buy to relevant segments
    - Use descriptive data to build look-alikes in ad management software
  - In Canada, Google AdWords and Facebook Ad Manager allow geographic targeting by Forward Sortation Areas (FSA)
    - Use geographic rankings to find FSAs most likely to have travellers that enjoy Golden experiences
  - In the US, PRIZM segments can be access Facebook through Datalogix
    - Ensure US digital partners are using PRIZM Premier, not just PRIZM

# Implementation cont.

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- When measuring implementation effectiveness, use a control group
  - Typically between 10% and 20% of deployment (depends on size of deployment)
  - Random sample to determine impact of targeting or lift
- Work with stakeholders to identify most relevant segments to tailor media buy and messaging
  - Ensure stakeholders track effectiveness results
- Communicate effectiveness results to Destination BC to help determine value of PRIZM program

# Golden Visitor Segmentation Study

## PRIZM Analysis

**Tourism Golden**

Spring/Summer 2017

**REPORT #2: DETAILED SEGMENT SUMMARY**

# Introduction

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## **Primary Objectives:**

- To advance Tourism Golden's tactical knowledge of visitors in key markets in Canada (BC, AB and ON) and the United States.
- To identify/confirm Golden's EQ segments.
- To geo-locate potential visitors.

## **About the report:**

- This report is part of a toolbox of Golden visitor segmentation materials
- There is an overview report that should be read first (it describes methodology and provides an overview of each segment)
- There are also Canadian and US excel workbooks with more detail (including index scores) for each segment

# What is PRIZM?

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- PRIZM is a segmentation system developed by Environics Analytics that categorizes each Canadian or US household into one of 68 consumer segments (lifestyle types). Each lifestyle group is linked to a postal or zip code.
- The data provide better understanding of customers based on their behaviours, insights on how to appeal to them, and how to reach them.
- Identifies locations that have a high likelihood of reaching new customers.
- For Golden visitors, like consumer segments (of the 68 mentioned above) were combined into 7 segments.



**PRIZM5**

**ENVIRONICS**  
ANALYTICS

# Segments

---

## 7 Segments Developed

### 4 Canadian Segments

1. Authentic Adventure Families
2. High Five Adventurer Families
3. Low Hassle Families
4. Interior Short Tripper Families

represents **33%** of  
the BC, AB and ON markets

### 3 American Segments

1. Authentic Affluent Adventurer
2. Upscale Cultural Adventurer
3. Touring Through Summer

represents **16%** of  
the American market

# Tips for Reading

---

- Canadian and US Segments
  - Segments were primarily developed based on EQ and PRIZM lifestyle types
    - Lifestyle types that have high population counts in key markets were included. For example, Low Hassle Families constitute a high percentage of the overall Alberta market.
  - PRIZM lifestyle types are summarized for each segment, but be aware they have different names in each country.
  - Segments are linked to databases for each country, so data summaries are similar in nature, but data presented is not the same.
    - For example, there is more Canadian social media information while for the US, there is more information on travel psychographics.
  - There is more detailed penetration mapping is available for Canada compared to the US.
  - Due to methodological issues, US percentages are directional and not precise estimates.



# Tips for Reading

The following segment summaries present data based on incidence levels and index scores

- Index scores are not displayed here (only interpreted)
- Index scores are available in accompanying excel spreadsheets
- Red percentages/numbers mean high index scores (> 110)
- Blue percentages/numbers mean low index scores (< 80)
- Black numbers mean average index scores (between 109 and 81)

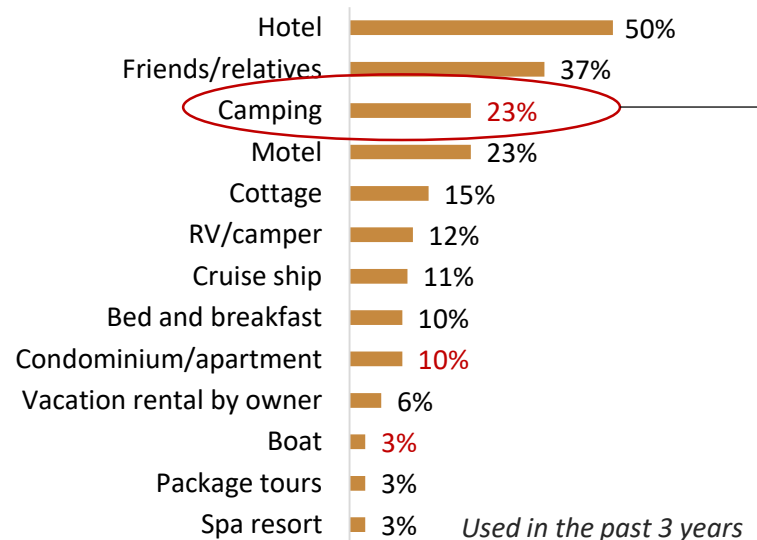
### Index Calculation

$$\frac{\% \text{ of Segment}}{\% \text{ of General Population}} = \text{Index Score}$$

Example: % ISTFs visited itravel2000.com = 5.37%  
 % general population visited itravel2000.com = 7.98%

$5.37/7.98 = 67 \text{ index score}$   
 67 is less than 80 so percentage below (5%) is blue

## ISTFs Vacation Accommodations



### Interpretation

*ISTFs are more likely than the general population to camp on vacation.*

*ISTFs are less likely than the general population to visit the itravel2000.com website in the past year.*

## ISTFs Booking Websites Visited





# Canadian Segments

- Authentic Adventurer Families
- High Five and Adventurer Families
- Low Hassle Families
- Interior Short Tripper Families



# Authentic Adventurer Families (AAF)





# Authentic Adventurer Families (AAF) - Summary

## Market Size (Households)

8,876,867 in BC, AB and ON

## Authentic Adventurer HHs

1,075,747 HHs in BC, AB, ON



## Snapshot

Urban and suburban upscale/wealthy families with a university education and older children (10+).

## EQ Types

Authentic Experiencers 68%

Cultural History Buffs 32%

**Authentic Experiencers** are understated travellers looking for authentic, tangible engagement with destinations and are very interested in historical travel.

**Cultural History Buffs** are constant travellers and love to get immersed in local culture, people and settings.

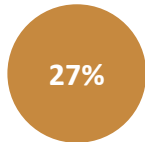
*Learners*

## PRIZM Lifestyle Groups in the AAF Segment



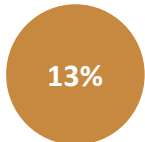
### 09 SATELLITE BURBS

- Older, upscale exurban couples and families.
- Exurban Elite
- Prosperous Parents



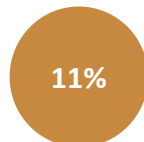
### 06 KIDS & CAREERS

- Large, well-off, middle-aged suburban families.
- Suburban Elite
- Prosperous Parents



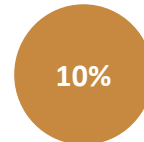
### 18 MANAGEMENT MATERIAL

- Younger, upper-middle-income suburbanites.
- Suburban Younger
- Young Diverse Families



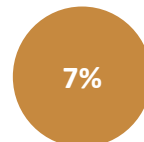
### 02 URBANE VILLAGERS

- Wealthy, middle-aged and older city sophisticates.
- Urban Elite
- Prosperous Parents



### 04 SUBURBAN SUCCESS

- Wealthy, middle-aged and older home owners.
- Suburban Elite
- Prosperous Parents



### 01 COSMOPOLITAN ELITE

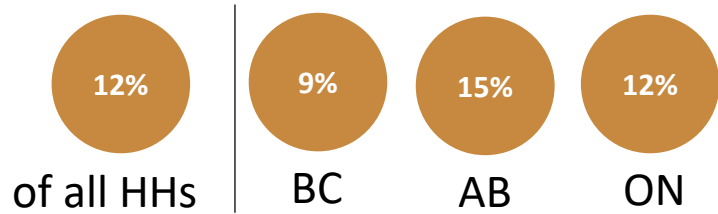
- Very wealthy, middle-aged and older families.
- Urban Elite
- Prosperous Parents



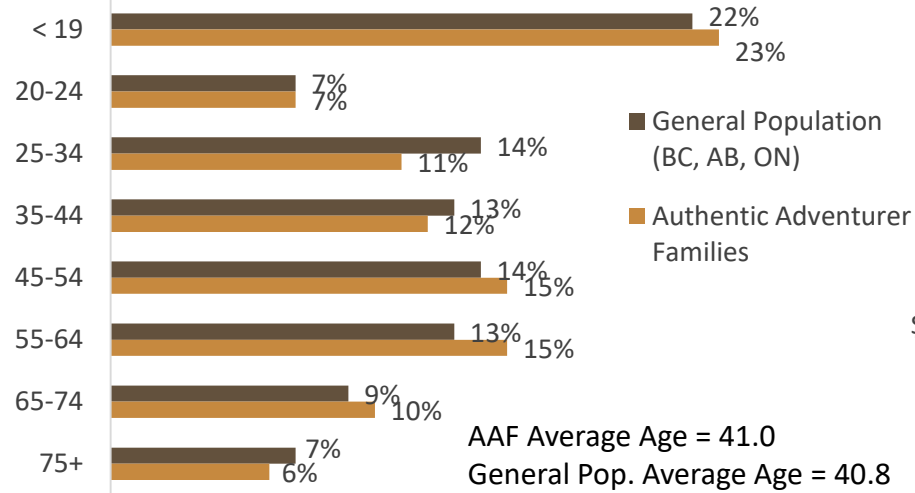
# AAFs - Demographics

## AAF HHs

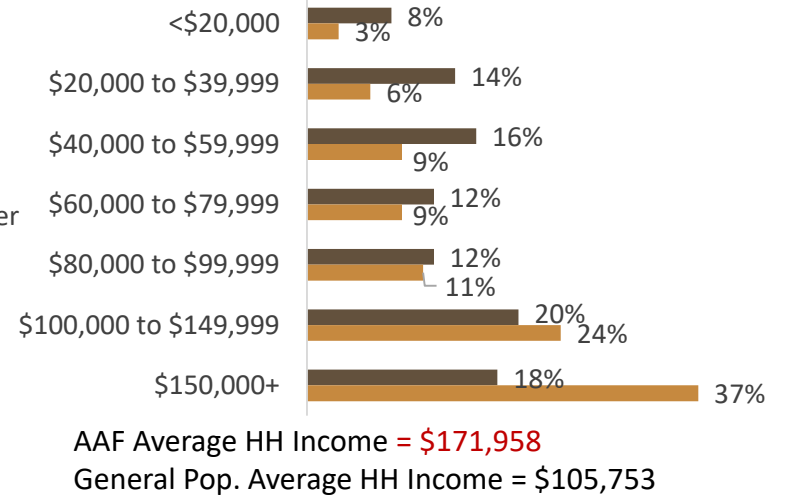
**1,075,747** HHs in BC, AB, ON  
**12%** of market are AAF



## Age



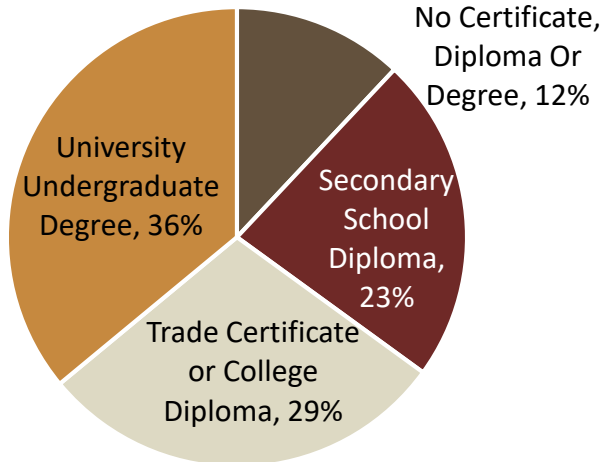
## HH Income (\$ CAN)



## AAF Demographics

- 20%** are visible minorities
- 24%** are immigrants
- 88%** speak English
- 11%** speak English & French

## AAF Education



**36%** AAF have University Degree  
**27%** General Pop have University Degree

## AAF Family Structure

- 51%** with children at home
- 32%** are < 10 years old
- 38%** are 10-19
- 30%** are 20+
- 2.87** average persons in households
- 77%** occupy a detached house
- 90%** own their accommodation



# AAFs – Traditional Media Highlights

## Overall Media Use

- Moderate
- Moderate
- Moderate
- Moderate
- Moderate

## Print Media – Daily Newspaper

- 38% read the daily newspaper
- 12% read the community newspaper
- Top 5 Newspaper Sections Read:**
  - 61% Local & regional news
  - 59% National news
  - 54% International/world
  - 39% Movie & entertainment
  - 37% Health
- 31% read the Travel section

## Radio

- Listened to the radio
- Top 5 Radio Program Reach:**
  - 28% News/Talk
  - 24% Mainstream Top 40
  - 19% Adult Contemporary
  - 17% Hot Adult Contemporary
  - 15% Today's Country

*AAF radio listeners were more likely than the general population to listen to **modern/alternative rock, classic rock, sport, religious, oldies and adult album rock.***

## Out of Home

- Moderate index scores on noticing out of home advertising

- Top 5 Places Advertising Noticed:**
  - 50% Billboards
  - 31% Posters on Bus Exteriors
  - 25% Digital Billboards
  - 24% Posters Inside Shopping Malls
  - 22% Movie Theater Ads

## Print Media – Magazine

- 25% read magazines
- Top 5 Magazines Read:**
  - 13% CAA Magazine
  - 11% Canadian Living
  - 9% Maclean's
  - 7% Reader's Digest
  - 7% Food & Drink

## TV

- Moderate index scores for watching TV

*AAF TV watchers were more likely than the general population to watch **golf** programming, and spend more hours watching speciality and digital networks like **Bravo, HBO, Home and Garden, Outdoor Life, Weather, TSN, Leaf's TV** and the **NBA** network.*



# AAFs – Online Habits

## Online Behaviour – General Use

### Overall Internet Use:

**29%** Light  
**30%** Moderate  
**34%** Heavy

### Internet Access Location:

**19%** at School or University  
**88%** at Home  
**51%** at Work

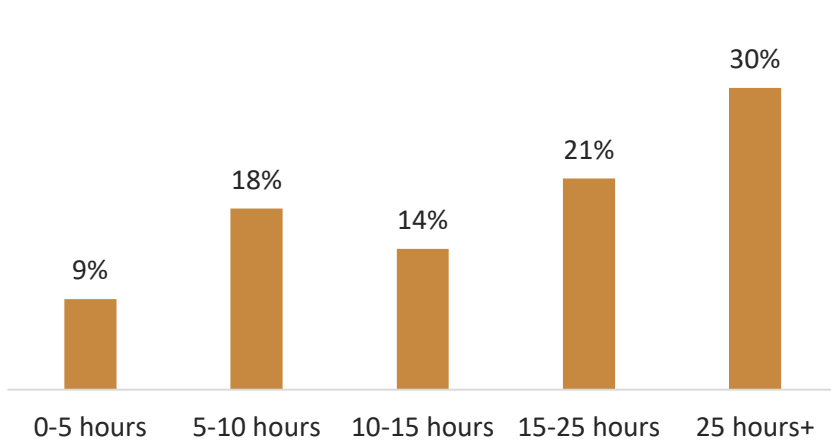
### Accessed Internet From:

**69%** Mobile Phone  
**52%** Tablet

### Used Internet Yesterday:

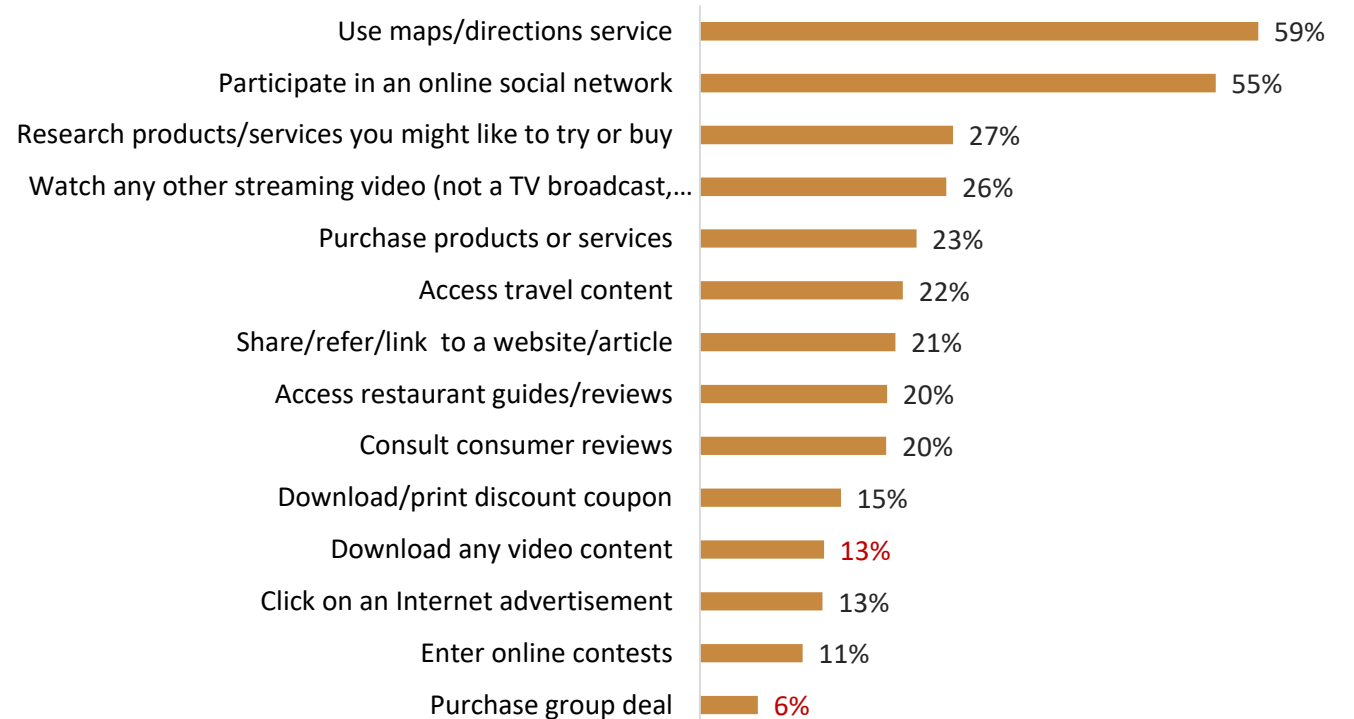
**85%**

## Time Spent Online



Hours spent on the internet on weekdays

## Online Behaviour – Selected Activities





# AAFs – Social Media

## Overall Social Media Use

### Light

55% participate in online social media networks

23% have more than 300 friends

## Social Media Used in Past Month



**Facebook**  
59%



**Google+**  
26%



**Pinterest**  
19%



**Instagram**  
21%



**Twitter**  
17%



**Tumblr**  
5%

*Overall, AAFs were less active on Facebook and Twitter than the general population. When they did use social media they were passive users of and read posts and looked at photos but rarely posted themselves. Also, AAFs were more likely to listen to podcasts (once a month) and watch videos on YouTube (once a month).*

## Reasons to follow brands through Social Media

19% follow more than 5 brands

43% - To get coupons and discounts

37% - To enter contests

20% - To be among the first to hear brand news

17% - To provide feedback to the brand about their products or services

7% - To make suggestions to the brand for new products or services

7% - To share brand-related stories with other consumers

## Reasons to disengage with brands through Social Media

52% have

disengaged

from a brand

40% - Too many messages

21% - Not enough value

14% - I stopped purchasing products from this brand

## Social Media Actions

47% - Like brand on Facebook

12% - Follow brand on Twitter

28% - Subscribe to brand email newsletter

12% - Subscribe to brand channel on YouTube

7% - Follow brand on Google+





# AAFs – Activities and Attractions

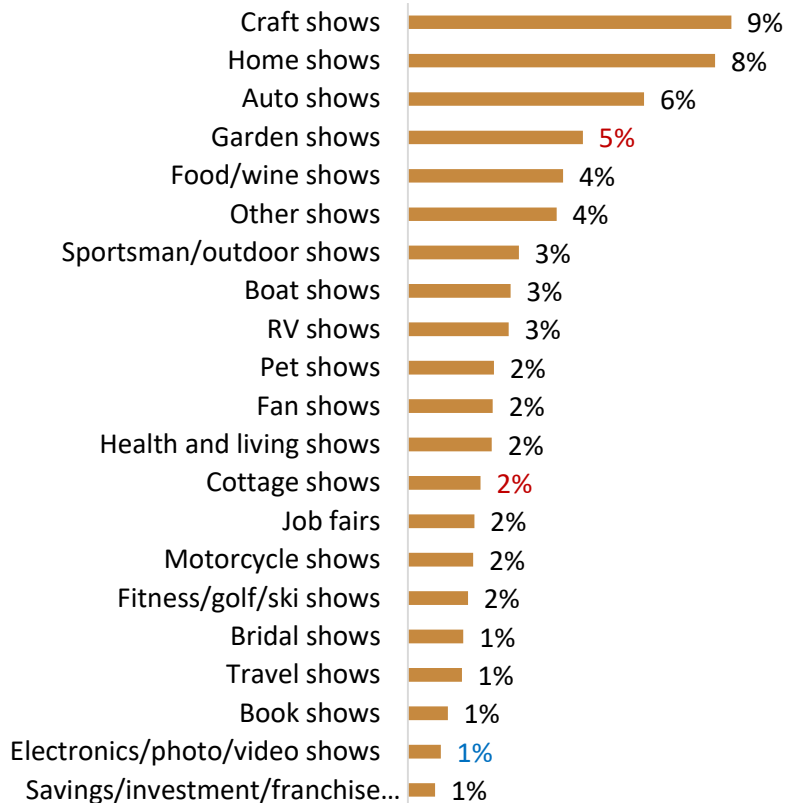
## Club Membership

### Heavy

21% were a member of a fitness club

3% were a member of a golf club

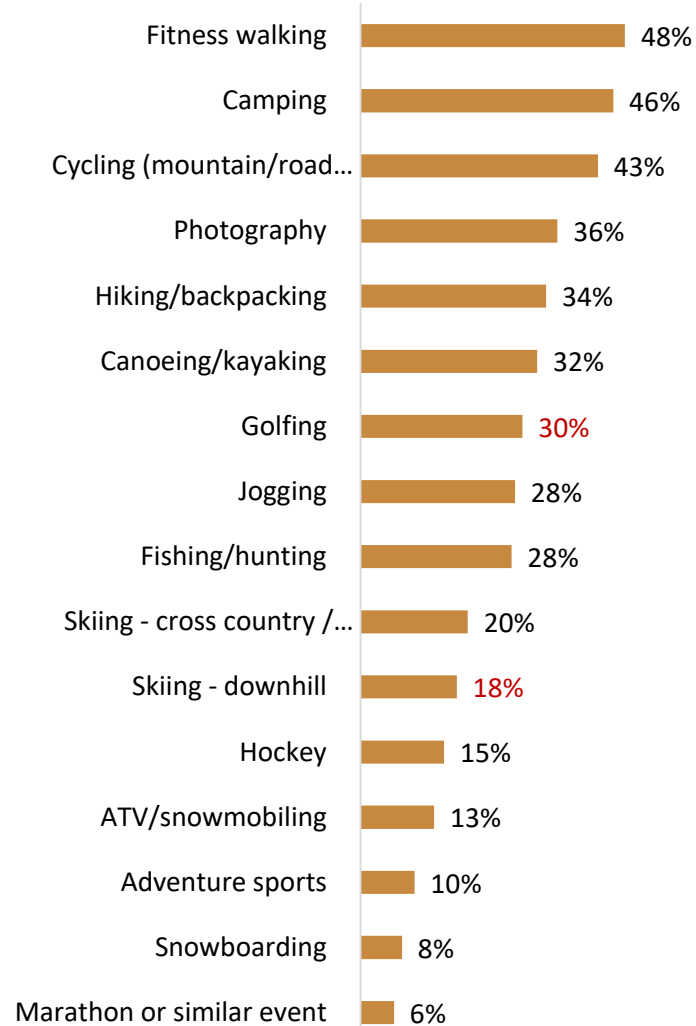
## Consumer Shows Attended in Past Month



## Selected Outdoor Activity

### Participation

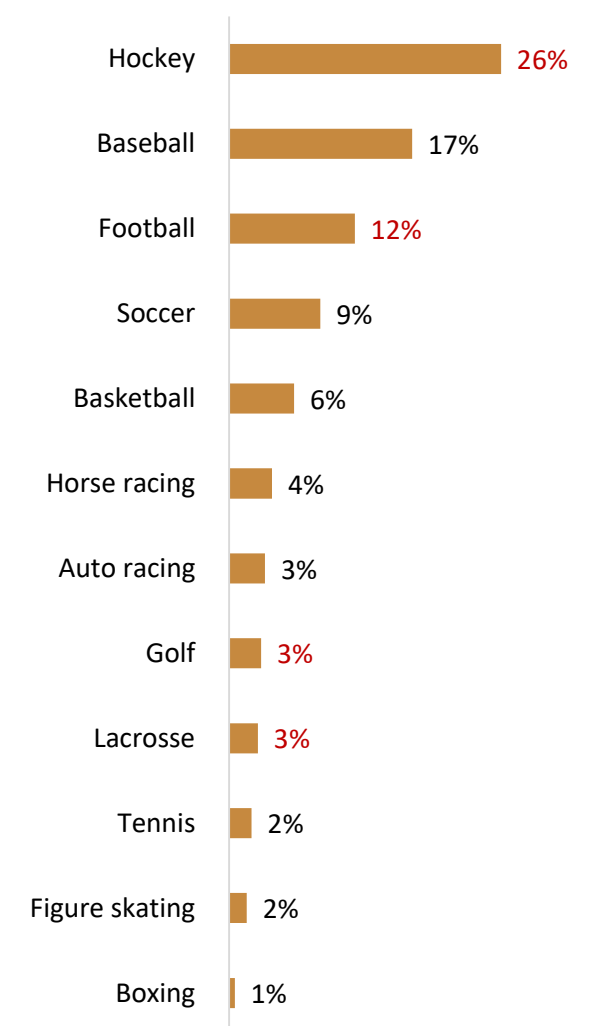
(Occasional or Regular Participation)



## Attendance at Live Professional

### Sporting Events

(Occasional or Regular Participation)

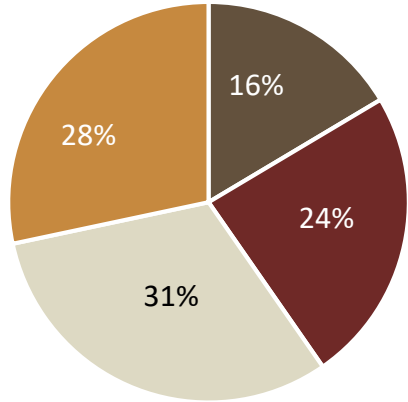




# AAFs – General Travel Behaviour

## Frequency of Travel

### Out of Town Vacations

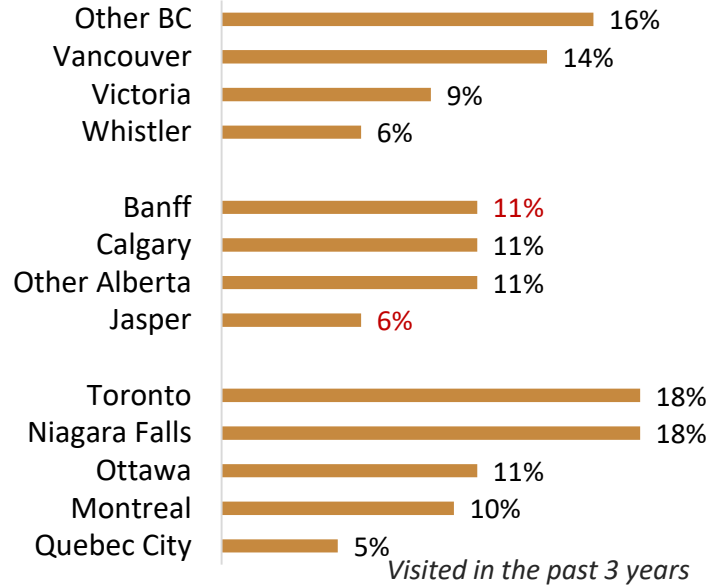


■ 0 trips    ■ 1-2 trips  
■ 3-4 trips    ■ 5+ trips

Taken in the past 3 years

## Vacation Destinations

### Top Canadian Destinations



Visited in the past 3 years

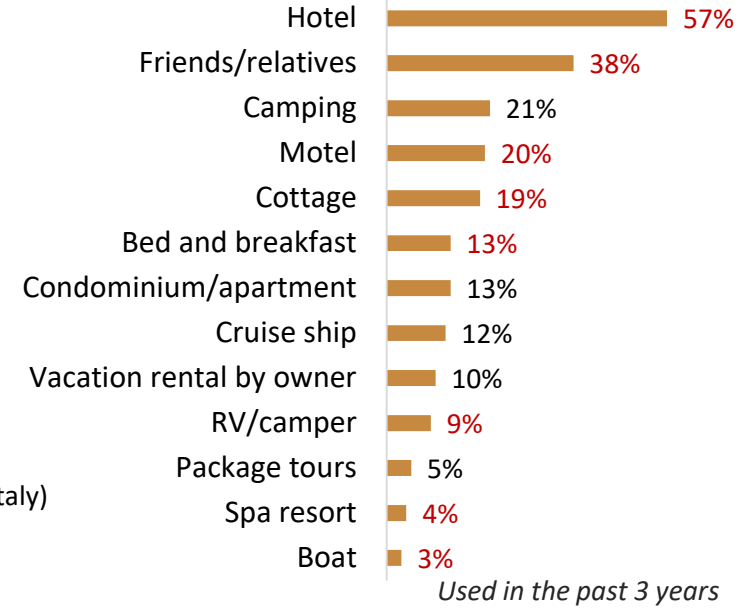
### Top US

- 15%** Florida
- 9%** Western US
- 9%** Las Vegas
- 9%** New York City
- 7%** Other Northeast US

### Top Overseas

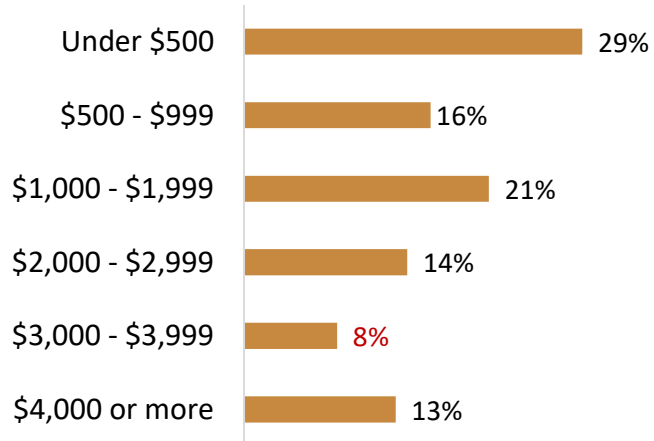
- 12%** Mexico
- 11%** Caribbean (outside Jamaica)
- 9%** Europe (outside UK, France, Italy)
- 7%** United Kingdom
- 7%** Cuba

## Vacation Accommodations

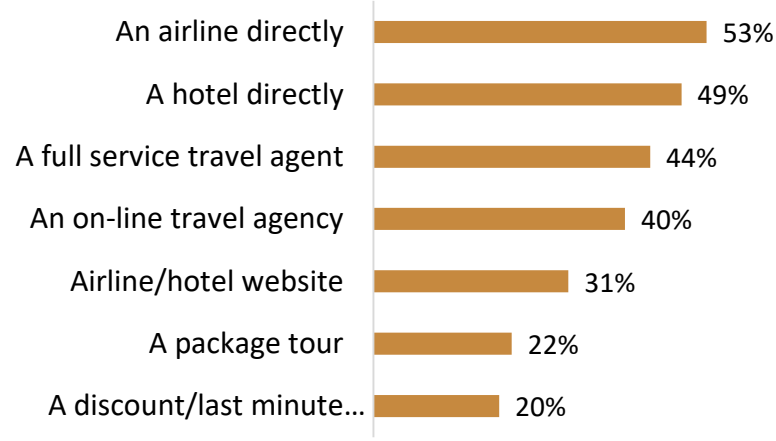


Used in the past 3 years

## Amount Spent on Last Vacation



## Vacation Services Bookings – Ever Used

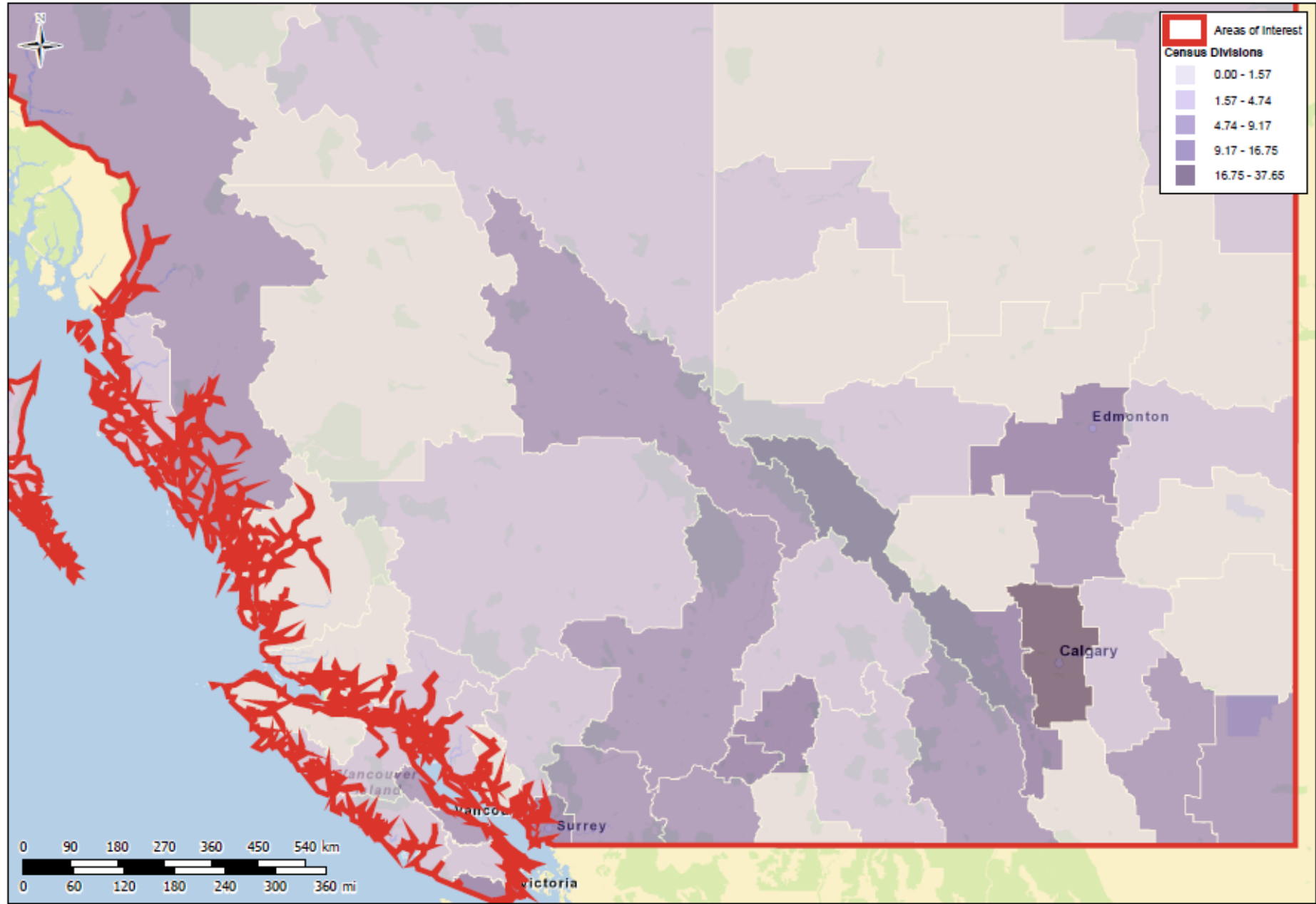


## Booking Websites Visited



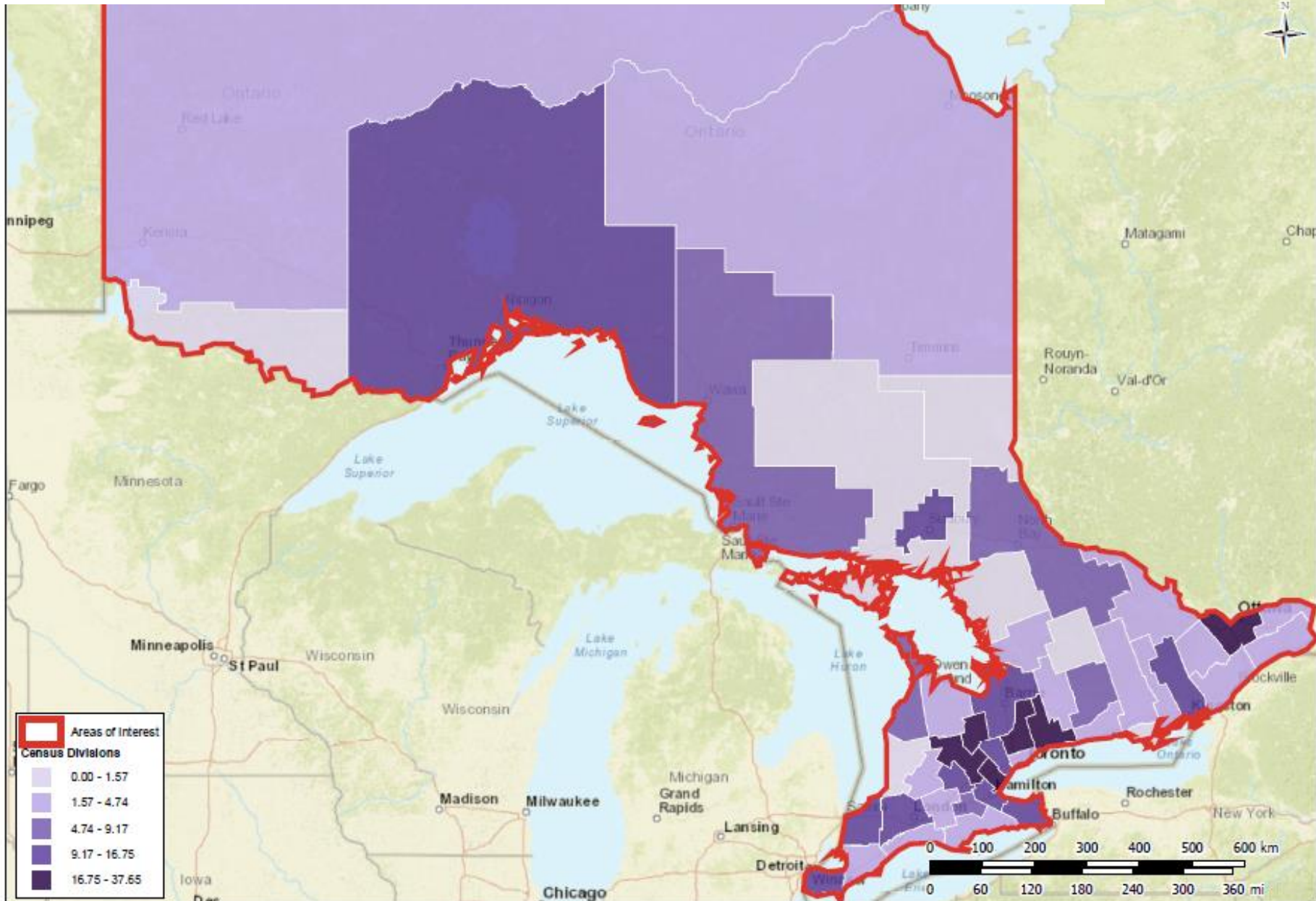
Visited in past year

# AAF – BC/AB Census Divisions (% Penetration)



Variable Description: Authentic Adventures:09,18,06,04,02,01; - Census Divisions; Normalization Variable is Total Household  
Copyright ©2017 Environics Analytics (EA). Source: PRIZMS 2017 - FSALDU. PRIZM is a registered trademark of The Nielsen Company (U.S.).

# AAF – Ontario Census Divisions (% Penetration)



Variable Description: Authentic Adventures:09,18,06,04,02,01; - Census Divisions; Normalization Variable is Total Household  
Copyright ©2017 Environics Analytics (EA). Source: PRIZMS 2017 - FSALDU. PRIZM is a registered trademark of The Nielsen Company (U.S.).



# High Five and Adventurer Families (HF AF)





# High Five and Adventurer Families (HFAF) - Summary

## Market Size (Households)

8,876,867 in BC, AB and ON

## High Five & Adventurer HHs

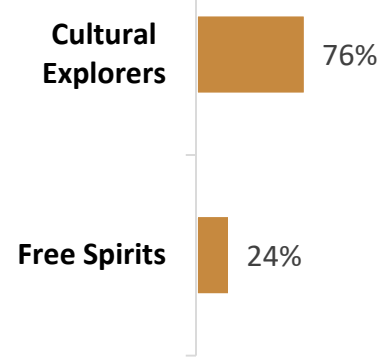
820,417 HHs  
in BC, AB, ON



## Snapshot

Urban young adults and multi-generational families with older children looking for adventure and to connect with other adventurers.

## EQ Types



**Cultural Explorers** are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

**Free Spirits** are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

## PRIZM Lifestyle Groups in the HFAF Segment

32%

### 12 STREET SCENES

- Younger, upper-middle-income singles and families.
- Urban Young
- Starter Nests

20%

### 38 GRADS & PADS

- Young, single urban renters.
- Urban Young
- Singles Scene

20%

### 08 BOOMERANG CITY

- Upscale, multi-generational urban households.
- Urban Elite
- Older Families

15%

### 11 URBAN DIGERATI

- Younger, well-educated city singles.
- Urban Young
- Singles Scene

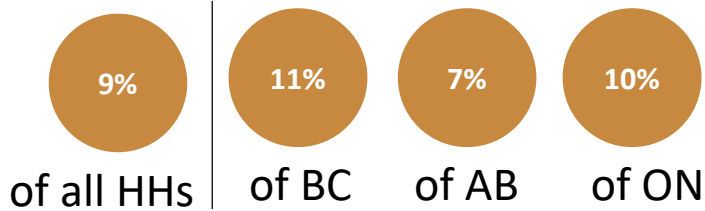


# HFAFs - Demographics

## High Five and Adventurer HHs

**820,417** HHs in BC, AB, ON

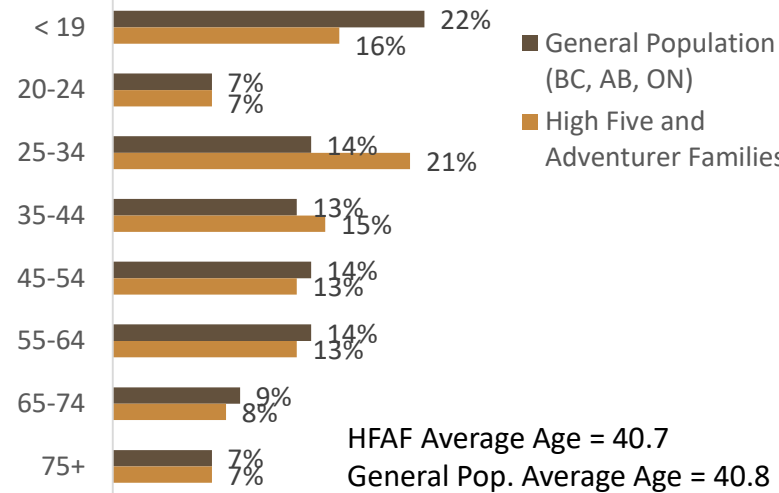
**9%** are HFAFs



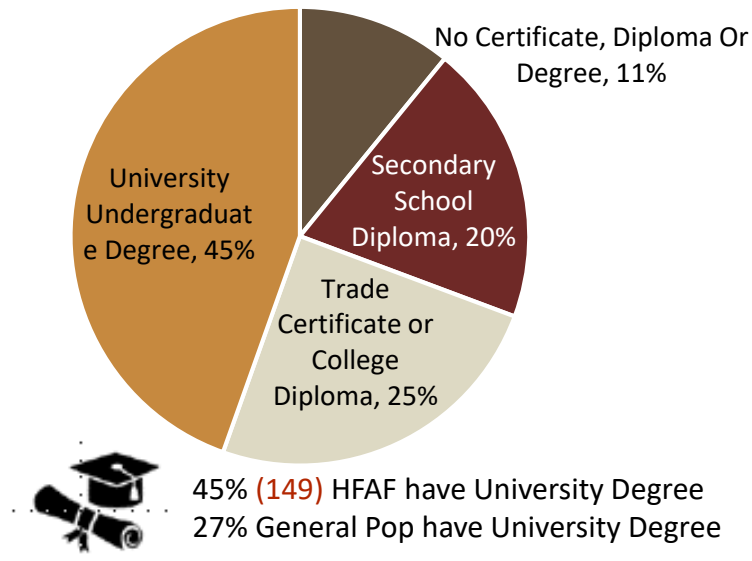
## Demographics

- 25%** are visible minorities
- 28%** are immigrants
- 83%** speak English
- 15%** speak English & French

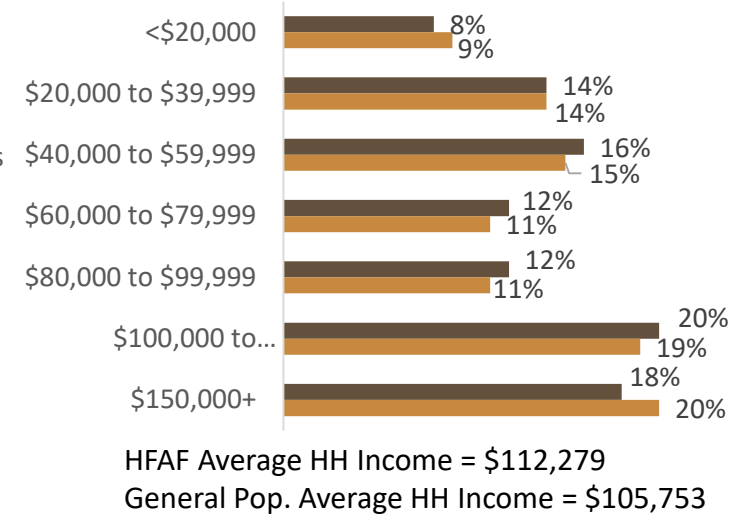
## Age



## Education



## HH Income (\$CND)



## Family Structure

- 38%** with children at home (84)
- 39%** are < 10 years old
- 33%** are 10-19
- 28%** are 20+
- 2.12** average persons in households
- 58%** occupy an apartment
- 42%** rent their accommodation



# HFAFs – Traditional Media

## Overall Media Use



Moderate



Light/Moderate



Heavy



Moderate



Moderate

## Print Media - Newspaper

**43%** read daily newspaper  
12% read community newspaper

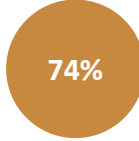
### Top 5 Newspaper Sections Read:

- 65%** Local & Regional News
- 63%** National News
- 60%** International/world
- 44%** Movie & Entertainment
- 40%** Health

**33%** read the travel section

*HFAFs were more likely to read the **business/financial** and **fashion/lifestyle** sections.*

## Radio



Listened to the radio

### Top 5 Radio Program Reach:

- 36%** News/Talk
- 20%** Mainstream Top 40
- 15%** Multi/Variety/Speciality
- 14%** Adult Contemporary
- 14%** Hot Adult Contemporary

*HFAF radio listeners were more likely than the general population to listen to **modern/alternative rock, sports, comedy and classical/fine arts** programming.*

## Out of Home



High index scores on noticing our of home advertising

*HFAFs were more likely than the general population to notice posters inside **buses, subway/metro cars, subway/metro platforms, inside elevators and inside taxis and commuter trains.***

## Print Media - Magazine

**27%** read magazines  
**Top 5 Magazines Read:**

- 11%** Maclean's
- 11%** CAA
- 10%** Canadian Living
- 7%** Food and Drink
- 6%** Chatelaine

*HFAF were more likely to read **Cineplex Magazine, Canadian Geographic** and **Elle** magazines.*

## TV



Moderate index scores for watching TV

*HFAFs TV watchers were more likely than the general population to watch **tennis** programming, and spend more hours watching speciality and digital networks like **Business News, CBC News, CablePulse 24, Food Network, Golf Channel, Slice, SportsNet, BBC Canada** and **Lifetime.***

### Top 5 Places Advertising Noticed:

- 49%** Billboards
- 35%** Posters on bus exteriors
- 26%** Posters inside shopping malls
- 21%** Movie theater ads
- 20%** Posters/screens on transit shelters

*Noticed in past week.*





# HFAFs – Online Habits

## Online Behaviour – General Use

### Overall Internet Use:

**28%** Light  
**31%** Moderate  
**33%** Heavy

### Internet Access Location:

**16%** at School or University  
**88%** at Home  
**53%** at Work

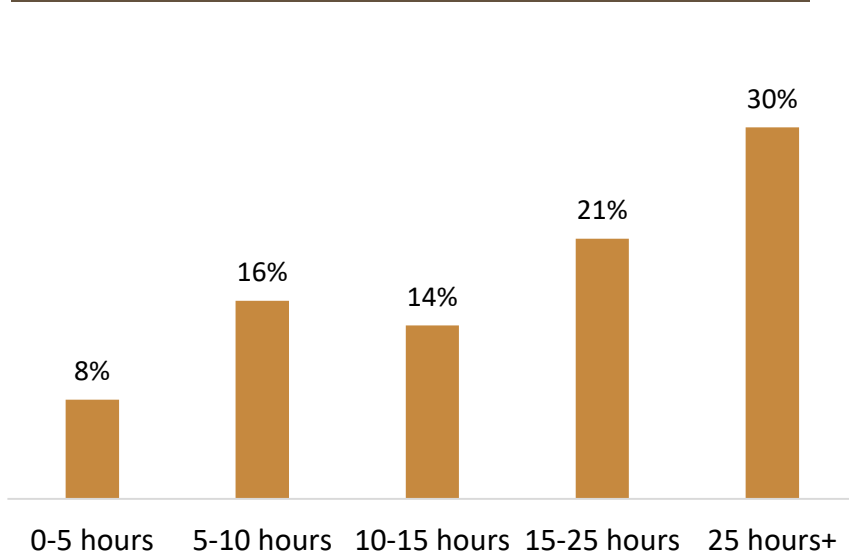
### Accessed Internet From:

**69%** - Mobile Phone  
**5%** - Tablet

### Used Internet Yesterday:

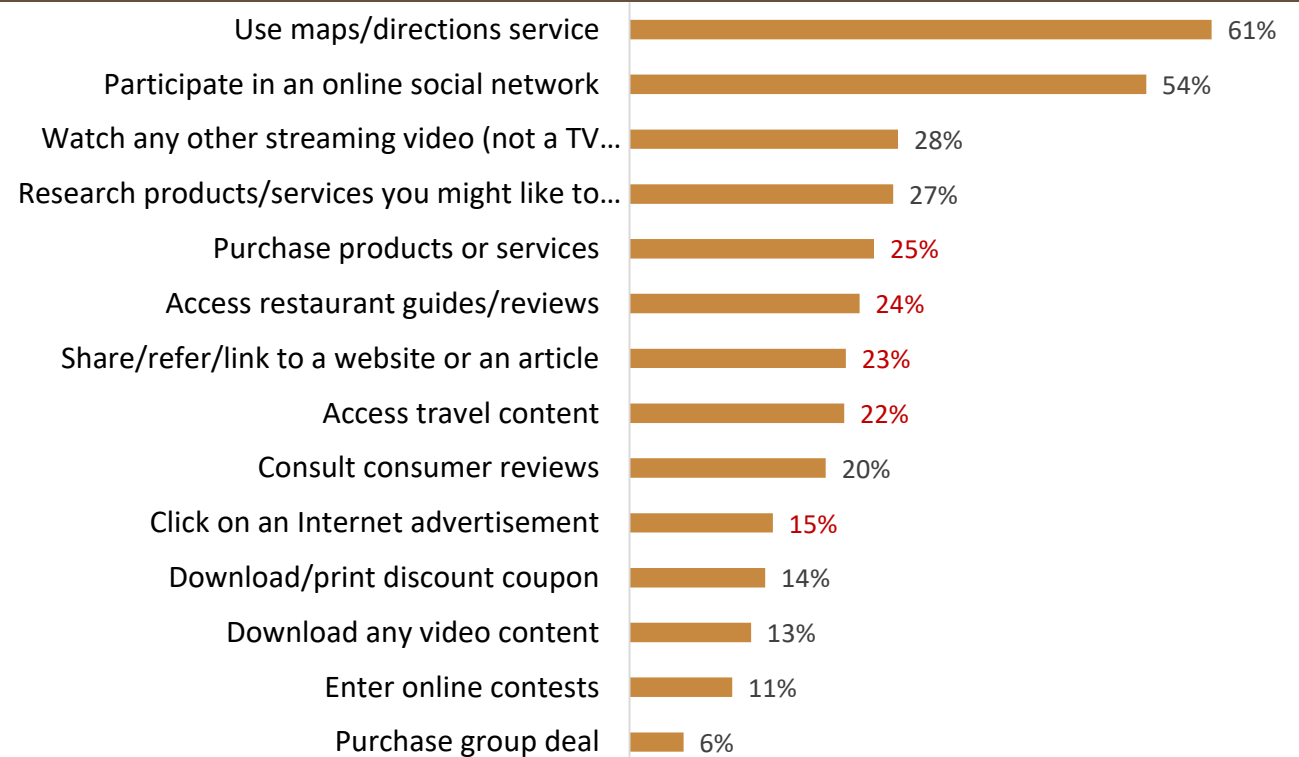
**84%**

## Time Spent Online



Hours spent on the internet on weekdays

## Online Behaviour – Selected Activities





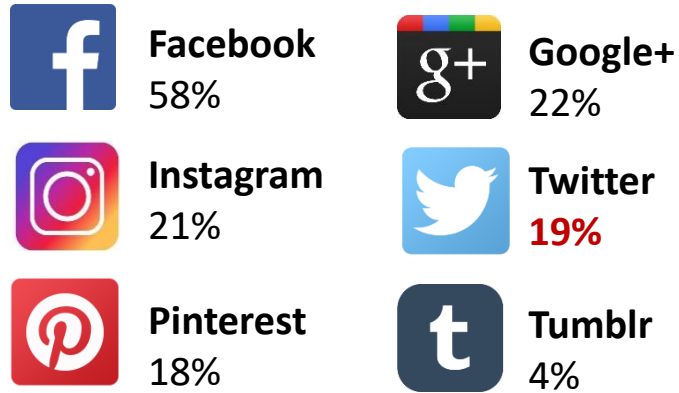
# HFAFs – Social Media

## Overall Social Media Use

### Moderate/Heavy

54% participate in online social media networks  
32% have more than 300 friends

## Social Media Used in Past Month



*Overall, HFAFs were very active social media users. They are more likely to actively use Twitter, Instagram/Flickr and LinkedIn than the general population. Also, HFAFs are also more likely to subscribe and listen to audio podcasts, read and publish blogs, post photos and read/create Wikis.*

## Reasons to follow brands through Social Media

- 23% follow more than 5 brands
- 46% - To get coupons and discounts
- 39% - To enter contests
- 24% - To be among the first to hear brand news
- 18% - To provide feedback to the brand about their products or services
- 8% - To make suggestions to the brand for new products or services
- 7% - To share brand-related stories with other consumers

## Reasons to disengage brands through Social Media

- 56% have disengaged from a brand
- 44% - Too many messages
- 26% - Not enough value
- 16% - I stopped purchasing products from this brand

## Social Media Actions

- 50% - Like brand on Facebook
- 15% - Follow brand on Twitter
- 31% - Subscribe to brand email newsletter
- 15% - Subscribe to brand channel on YouTube
- 7% - Follow brand on Google+



# HFAFs – Activities and Attractions

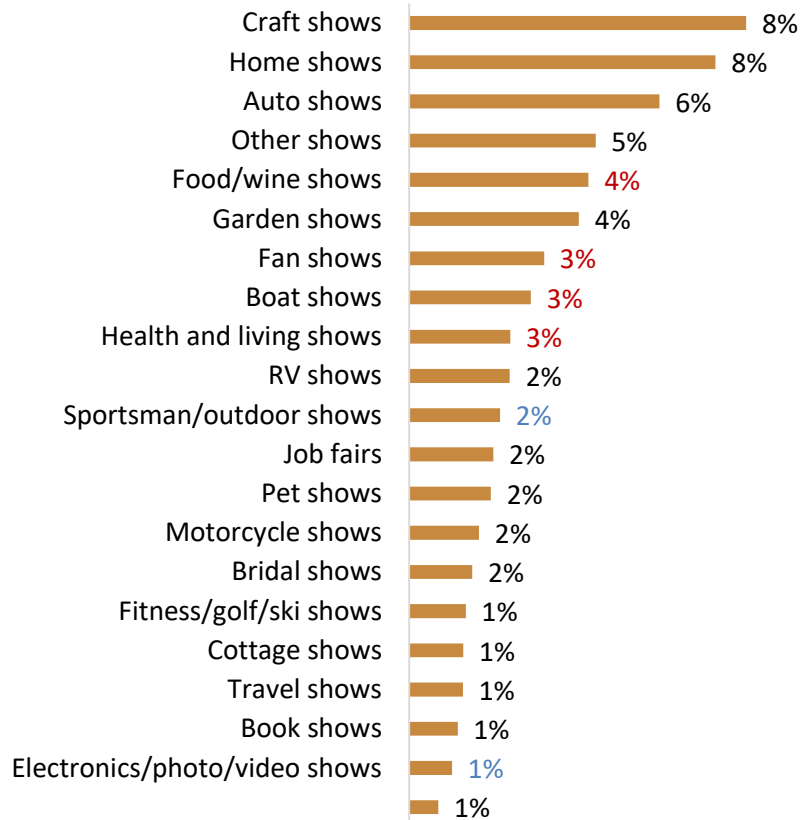
## Club Membership

### Moderate

20% were a member of a fitness club

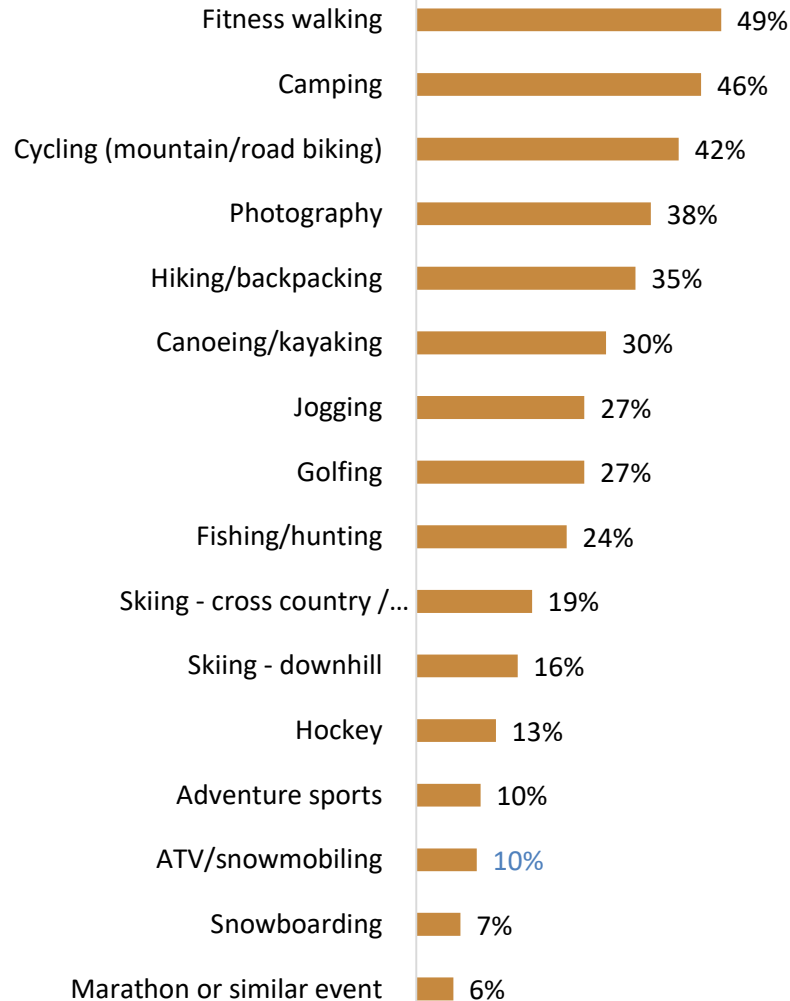
2% were a member of a golf club

## Consumer Shows Attended in Past Month



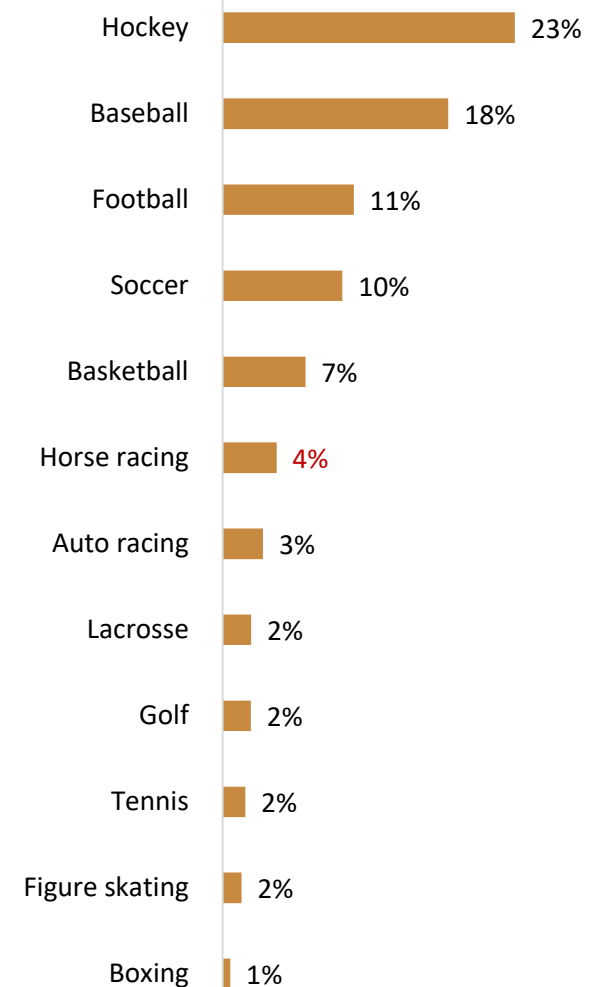
## Selected Outdoor Activity Participation

(Occasional or Regular Participation)



## Attendance at Live Professional Sporting Events

(Occasional or Regular Participation)

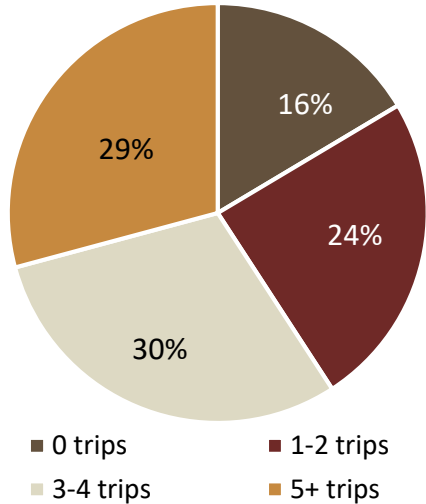


# HFAFs – General Travel Behaviour



## Frequency of Travel

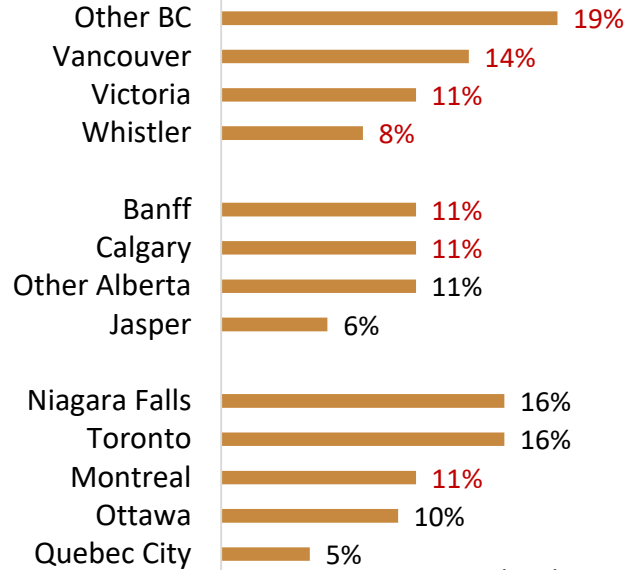
### Out of Town Vacations



Taken in the past 3 years

## Vacation Destinations

### Top Canadian Destinations



Visited in the past 3 years

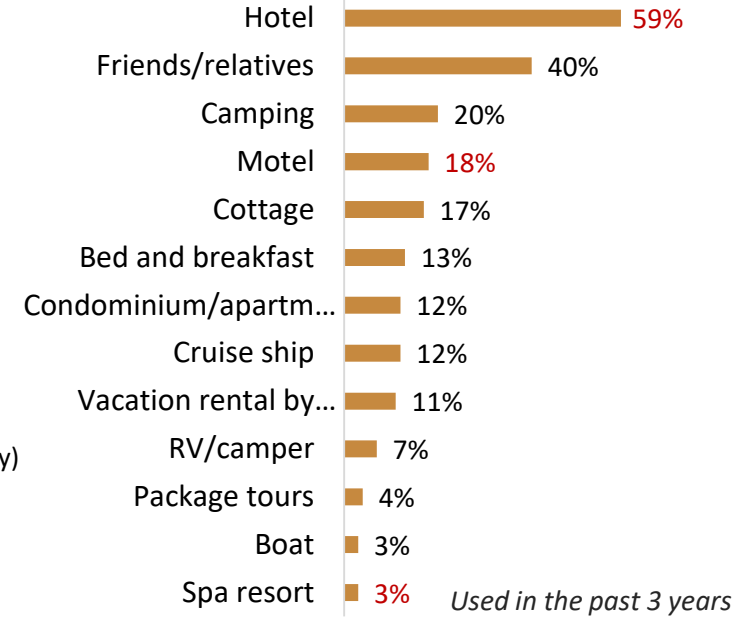
### Top US

- 12% Florida
- 10% Western US
- 10% New York City
- 9% Las Vegas
- 7% Hawaii

### Top Overseas

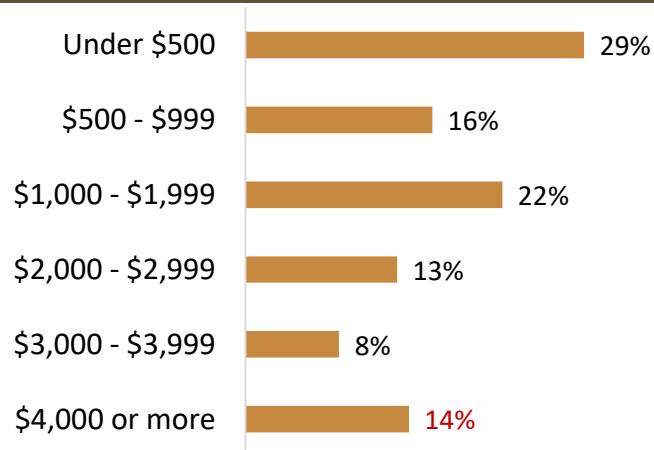
- 12% Mexico
- 11% Caribbean (outside Jamaica)
- 9% Europe (outside UK, France, Italy)
- 7% United Kingdom
- 7% Cuba

## Vacation Accommodations

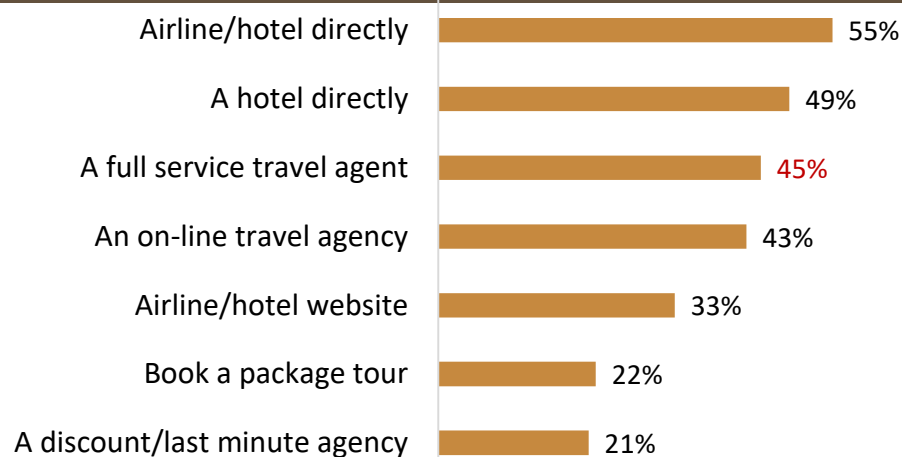


Used in the past 3 years

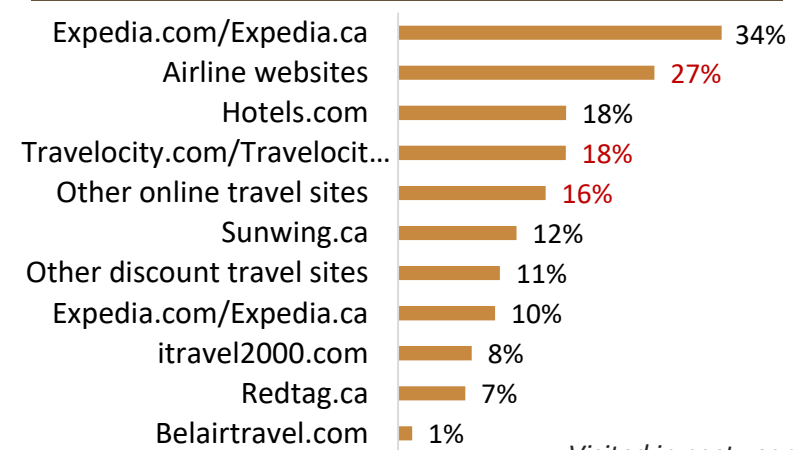
## Amount Spent on Last Vacation



## Vacation Services Bookings – Ever Used



## Booking Websites Visited

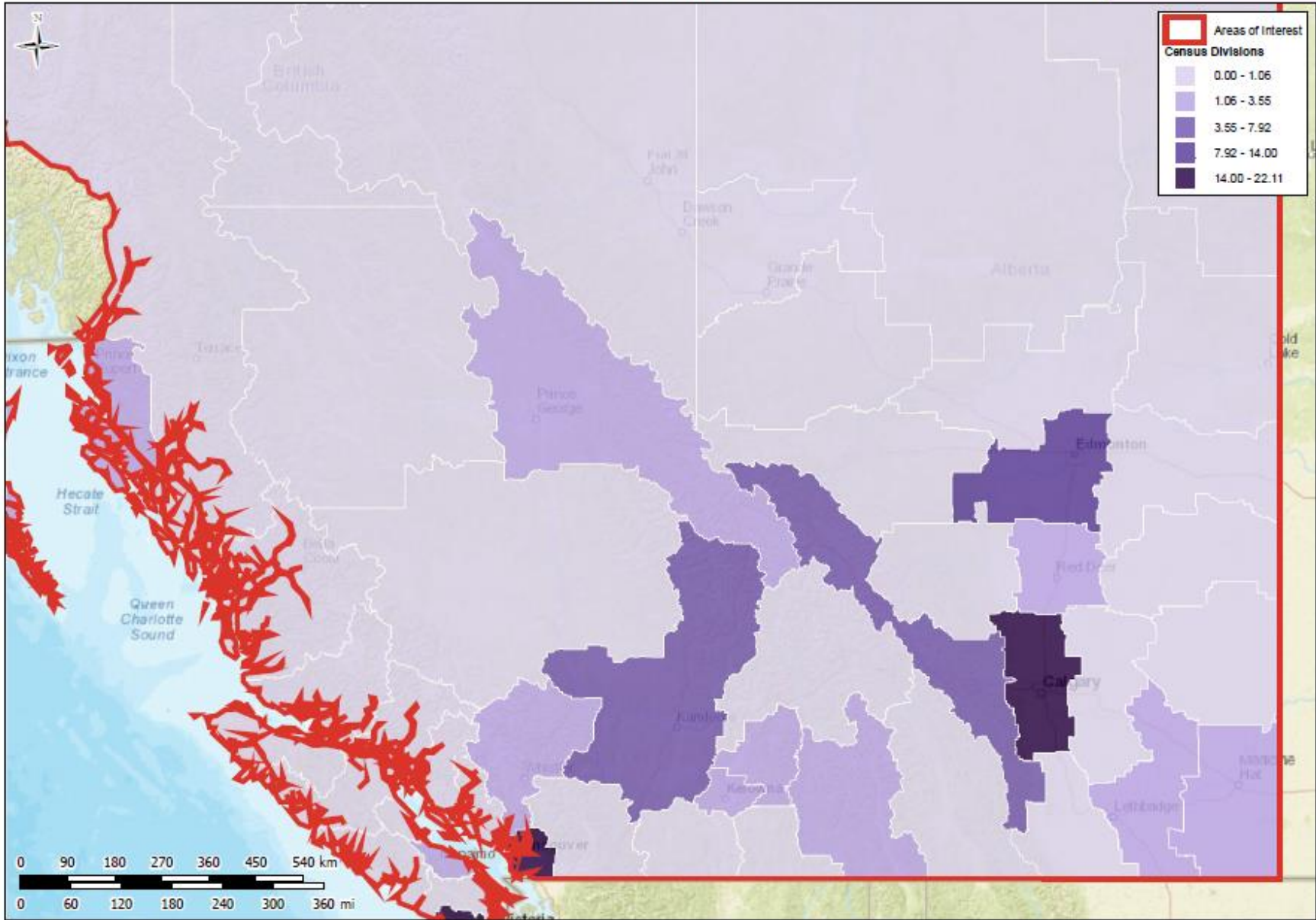


Visited in past year



# High Five and Adventurer Families – BC/AB Census Divisions (% Penetration)

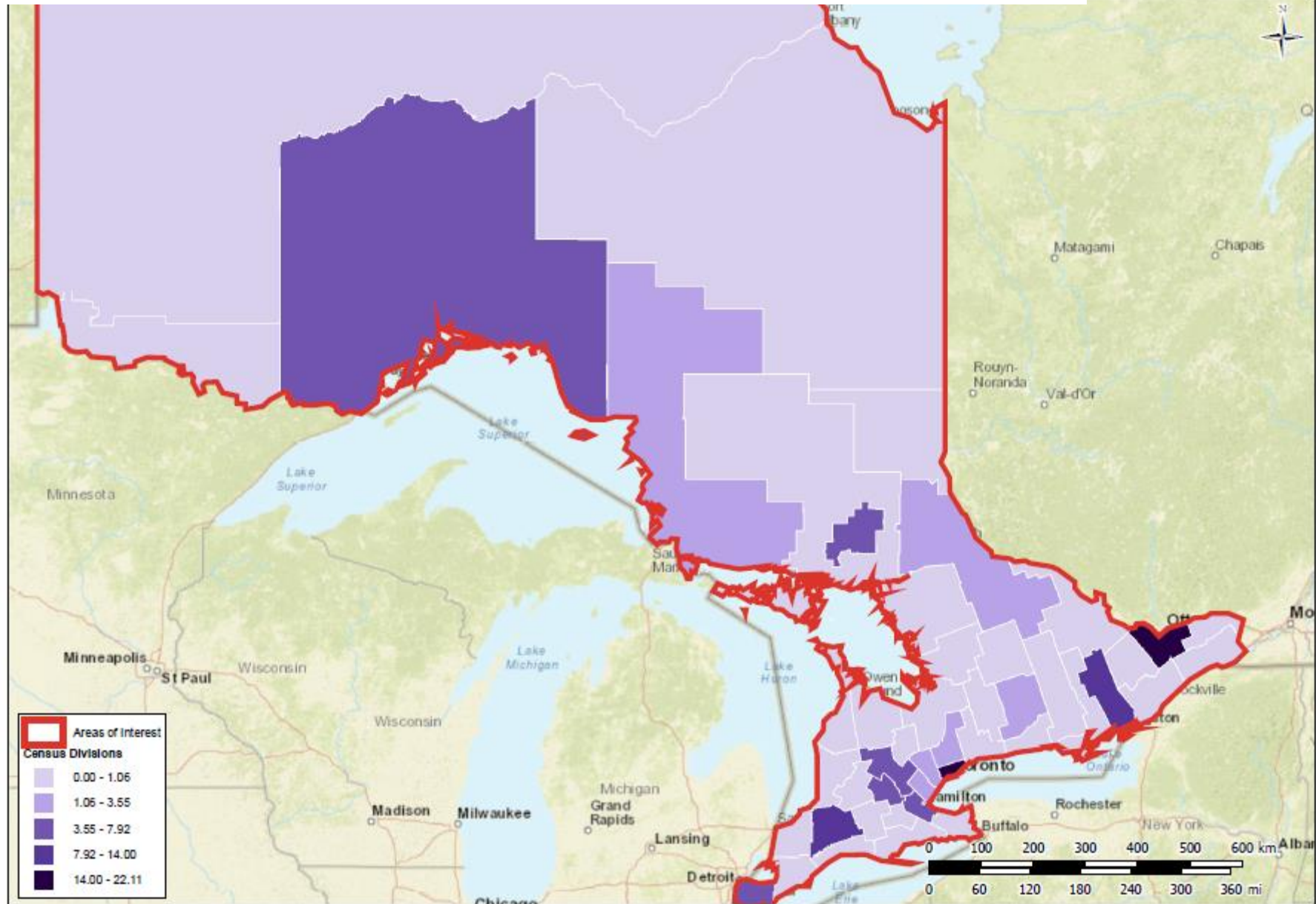
ENVIRONICS  
ANALYTICS



Variable Description: Highfive and Adventurers:11,38,08,12; - Census Divisions; Normalization Variable is Total Household  
Copyright ©2017 Environics Analytics (EA). Source: PRIZMS 2017 - FSALDU. PRIZM is a registered trademark of The Nielsen Company (U.S.).



# High Five and Adventurer Families – Ontario Census Divisions (% Penetration)



Variable Description: Highfive and Adventurers:11,38,08,12; - Census Divisions; Normalization Variable is Total Household  
Copyright ©2017 Environics Analytics (EA). Source: PRIZMS 2017 - FSALDU. PRIZM is a registered trademark of The Nielsen Company (U.S.).



# 3. Low Hassle Families (LHF)





# Low Hassle Families (LHF) - Summary

## Market Size (Households)

8,876,867 in BC, AB and ON

## Low Hassle HHs

1,000,280 HHs in BC, AB, ON



## Snapshot

Younger and middle-aged upper, middle income families in suburban and exurban neighborhoods. Most with younger children (< 10) at home.

## EQ Types

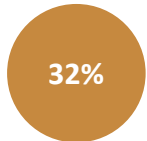
Gentle Explorers 31%

**Cultural History Buffs** are constant travellers and love to get immersed in local culture, people and settings.

No Hassle Travellers 69%

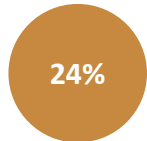
**No Hassle Travellers** are familiarity seekers and are cautious, dutiful and reserved. They seek secure group travel and want to escape from the duties and obligations of life.

## PRIZM Lifestyle Groups in the LHF Segment



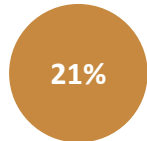
16 PETS & PCS

- Younger, upscale suburban families.
- Suburban Younger
- Young Diverse Families



24 FRESH AIR FAMILIES

- Middle aged, upper-middle-income exurbanites.
- Exurban Middle-Aged
- Older Parents, Younger Kids



37 TRUCKS & TRADES

- Younger and middle aged, upper-middle-income households.
- Suburban Younger
- Growing Families



17 EXURBAN WONDERLAND

- Middle aged, upscale exurban families.
- Exurban Elite
- Growing Families

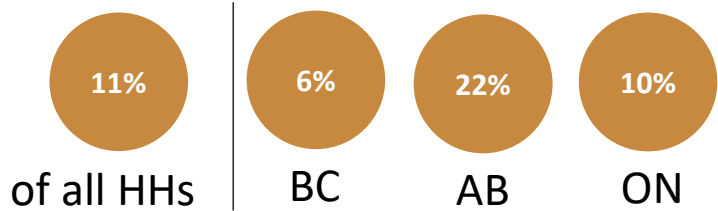




# LHFs - Demographics

## LHF HHs

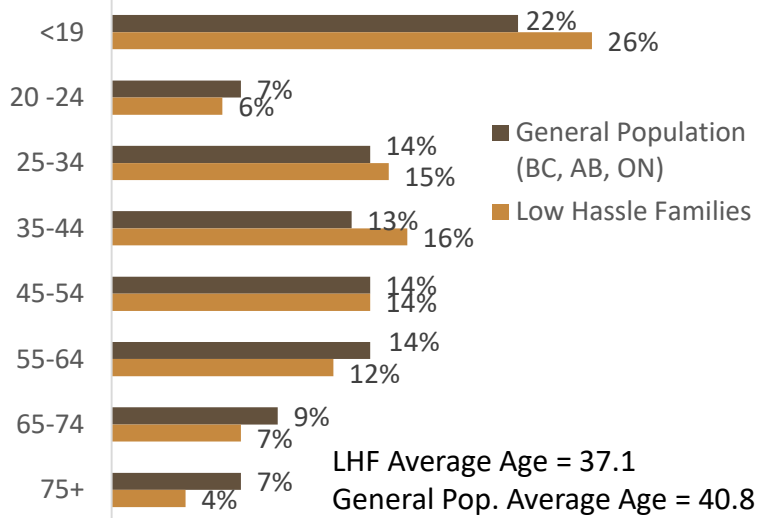
**1,000,280** HHs in BC, AB, ON  
**11%** of market is LHF



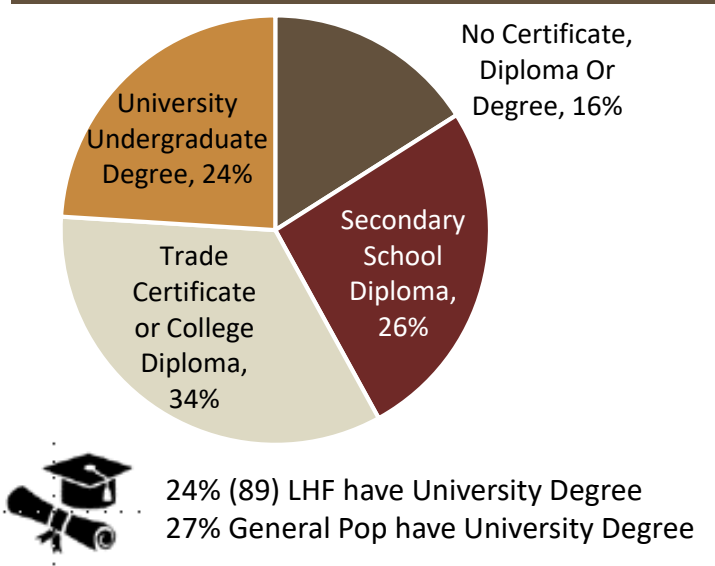
## LHF Demographics

- 19%** are visible minorities
- 20%** are immigrants
- 89%** speak English
- 10%** speak English & French

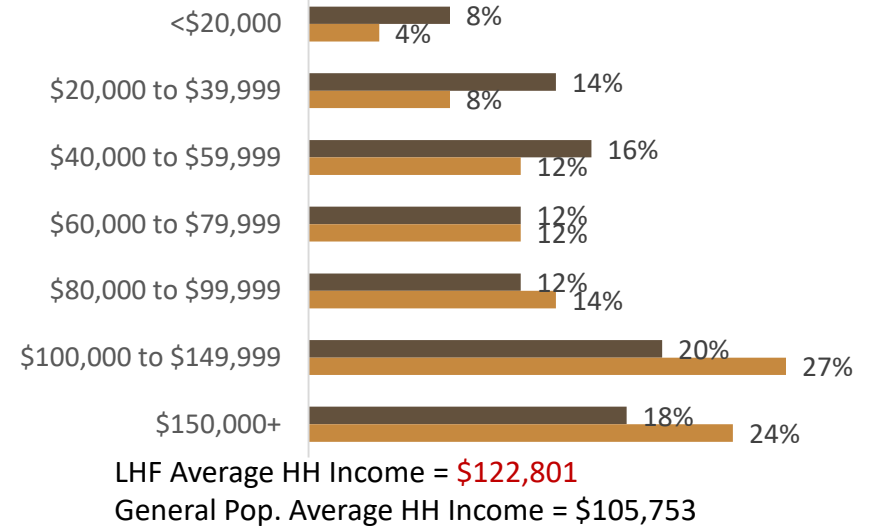
## Age



## LHF Education



## HH Income (\$CND)



## LHF Family Structure

- 52%** with children at home
- 43%** are < 10 years old
- 36%** are 10-19
- 20%** are 20+
- 2.82** average persons in households
- 86%** occupy a detached house
- 84%** own their accommodation



# LHFs – Traditional Media Highlights

## Media Use



Moderate



Moderate/High



Low



Moderate



Moderate/High

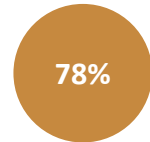
## Print Media - Newspaper

**35%** read daily newspaper  
**12%** read the community newspaper

### Top 5 Newspaper Sections Read:

- 62%** Local & regional news
- 57%** National news
- 51%** International/world
- 37%** Movie & entertainment
- 35%** Health
- 28%** read the travel section

## Radio



Listened to the radio

### Top 5 Radio Program Reach:

- 23%** Mainstream Top 40
- 22%** News/Talk
- 18%** Today's Country
- 17%** Hot Adult Contemporary
- 17%** Adult Contemporary

*LHF radio listeners were also more likely than the general population to listen to **classic hits, mainstream rock, classic rock, classic country, religious and today's country** radio content.*

## Out of Home



Low index scores on noticing out of home advertising

### Top Places Advertising Noticed:

- 51%** Billboards
- 25%** Digital billboards
- 21%** Movie theatre ads
- 12%** Posters inside buses
- 7%** Posters inside subway/metro cars

## Print Media - Magazine

**24%** read magazines

### Top Magazines Read:

- 10%** CAA Magazine
- 9%** Canadian Living
- 8%** Maclean's
- 8%** Readers Digest
- 6%** Food and Drink

*LHFs were also more likely to read **Outdoor Canada, The Hockey News, Today's Parent and What's Cooking** than the general population.*

## TV



Moderate index scores for watching TV

*LHFs TV watchers were more likely than the general population to watch **cartoons, children's programs, CFL, curling and personal makeover** programming.*



# LHFs – Online Habits

## Online Behaviour – General Use

### Overall Internet Use:

**27%** Light  
**32%** Moderate  
**34%** Heavy

### Internet Access Location:

**17%** at school or university  
**87%** at home  
**53%** at work

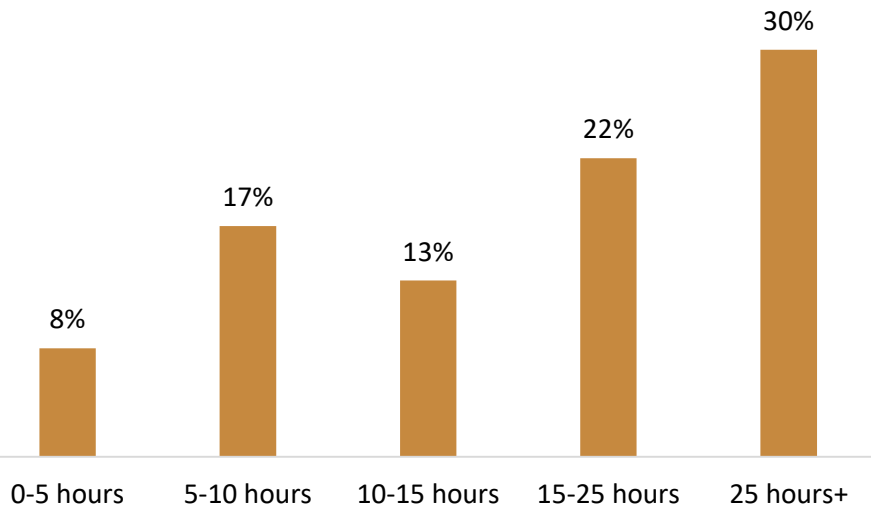
### Accessed Internet From:

**71%** Mobile Phone  
**51%** Tablet

### Used Internet Yesterday:

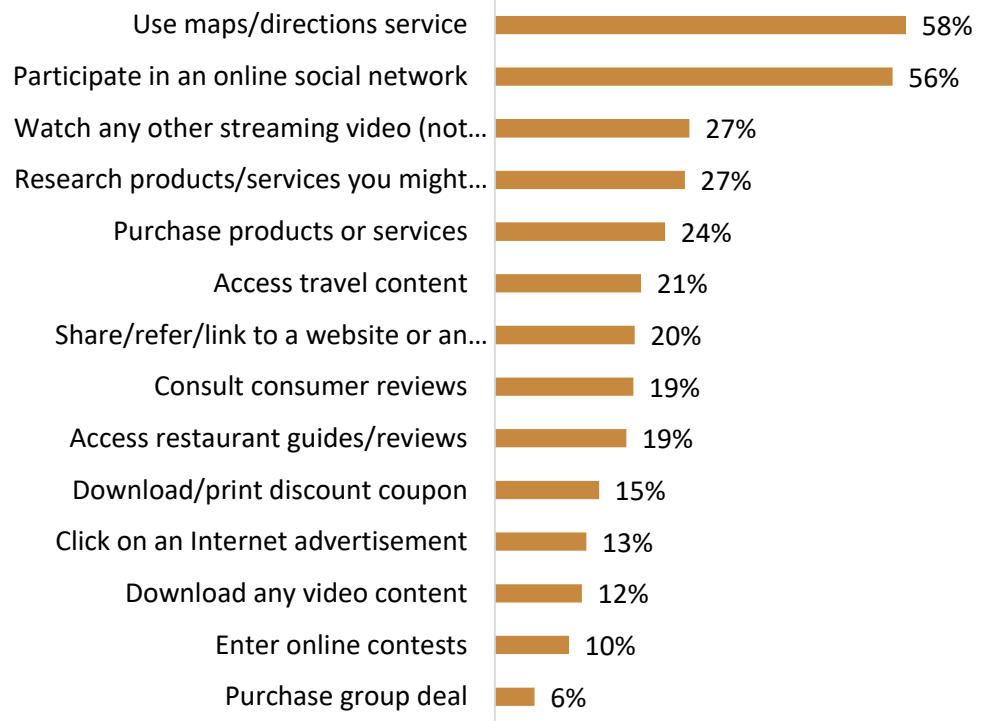
**84%**

## Time Spent Online



Hours spent on the internet on weekdays

## Online Behaviour – Selected Activities





# LHFs – Social Media

## Overall Social Media Use

### Moderate

56% participate in online social media networks  
25% have more than 300 friends

## Social Media Used in Past Month



**Facebook**  
61%



**Google+**  
26%



**Pinterest**  
22%



**Instagram**  
21%



**Twitter**  
17%



**Tumblr**  
5%

*Overall, LHFs follow general population social media behaviours, although they are less likely to actively use Twitter and read blog posts. Although, LHFs are more likely than others to make connections on LinkedIn daily.*

## Reasons to follow brands through Social Media

22% follow more than 5 brands

45% - To get coupons and discounts

40% - To enter contests

22% - To be among the first to hear brand news

18% - To provide feedback to the brand about their products or services

9% - To make suggestions to the brand for new products or services

8% - To share brand-related stories with other consumers

## Reasons to disengage brands through Social Media

54% have disengaged from a brand

41% - Too many messages

22% - Not enough value

14% - I stopped purchasing products from this brand

## Social Media Actions

51% - Like brand on Facebook

13% - Follow brand on Twitter

30% - Subscribe to brand email newsletter

15% - Subscribe to brand channel on YouTube

8% - Follow brand on Google+



# LHFs – Activities and Attractions

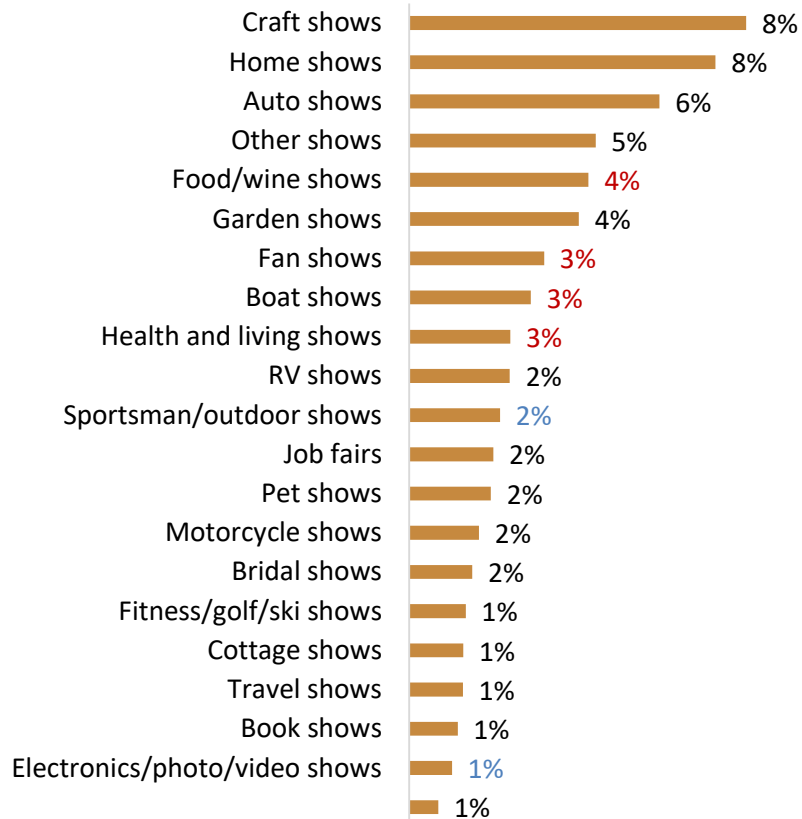
## Club Membership

### Moderate

19% were a member of a fitness club

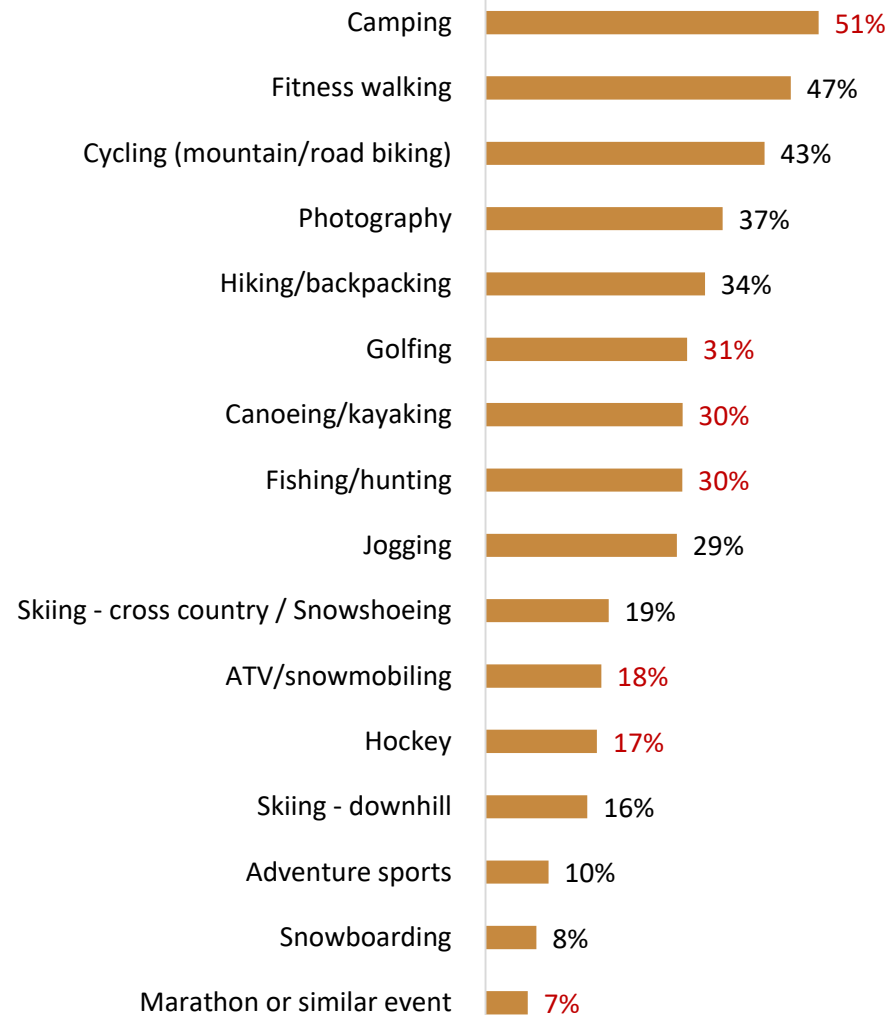
3% were a member of a golf club

## Consumer Shows Attended in Past Month



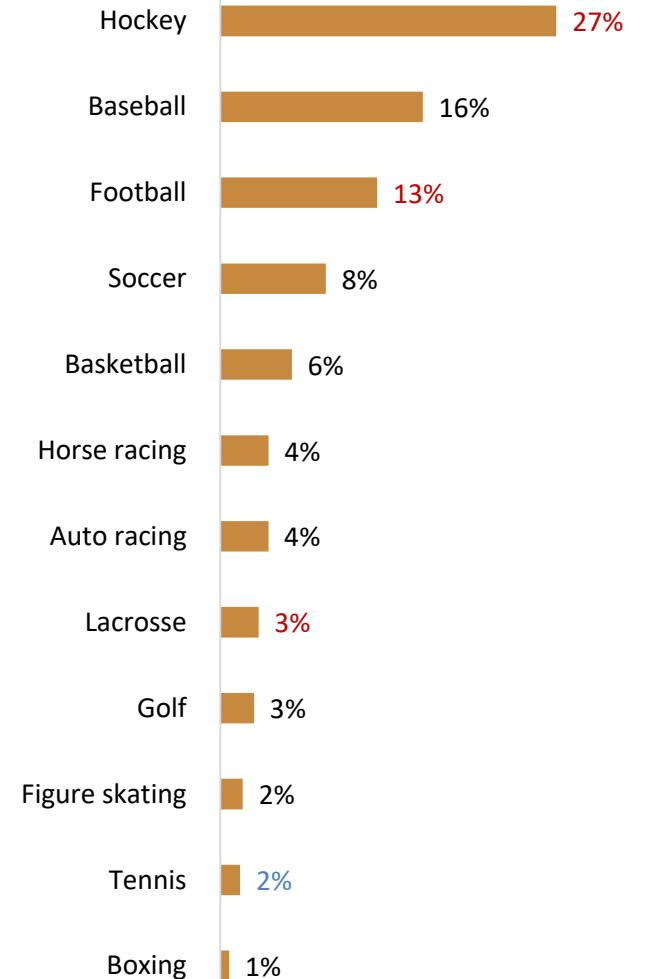
## Selected Outdoor Activity Participation

(Occasional or Regular Participation)



## Attendance at Live Professional Sporting Events

(Occasional or Regular Participation)

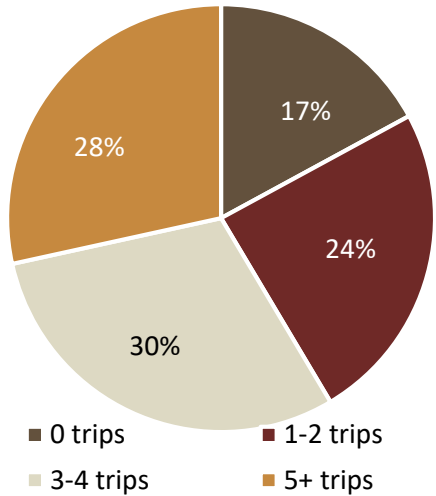


# LHFs – General Travel Behaviour



## Frequency of Travel

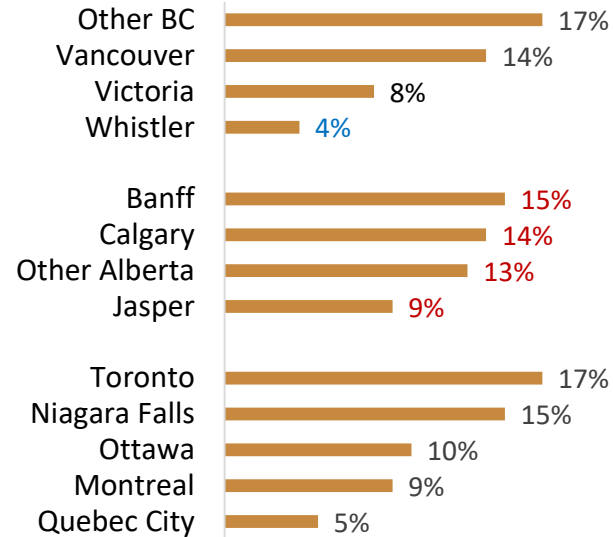
### Out of Town Vacations



Taken in the past 3 years

## Vacation Destinations

### Canadian Destinations

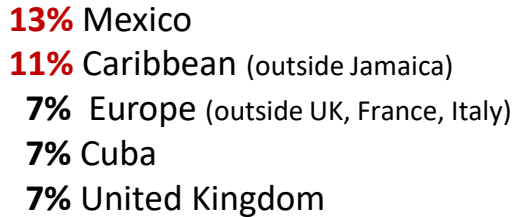


Visited in the past 3 years

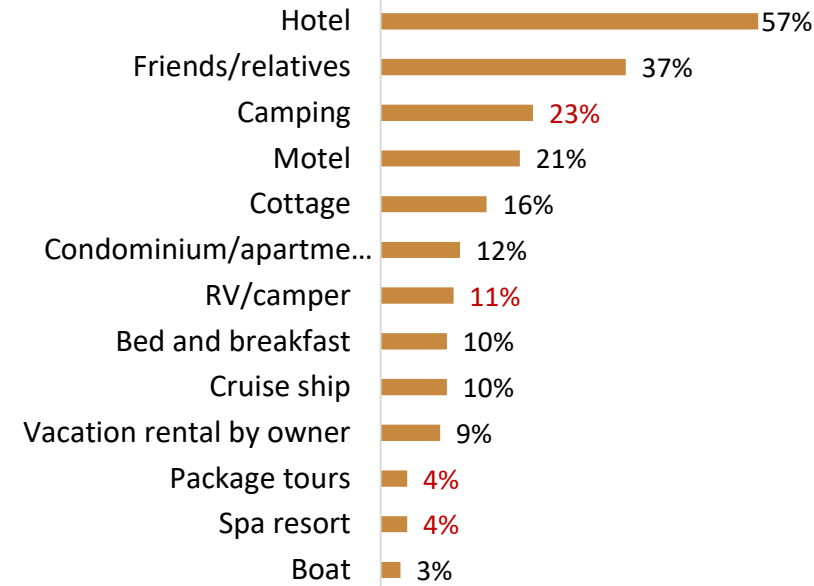
### Top US



### Top Overseas

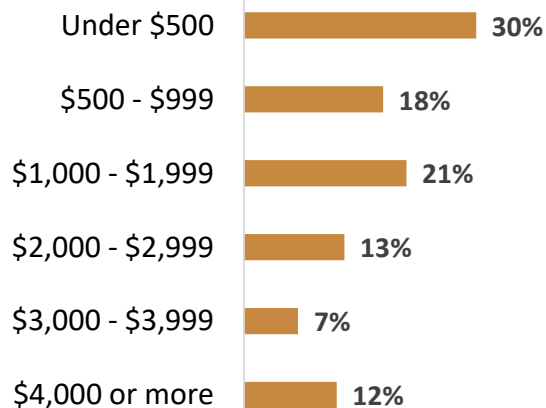


## Vacation Accommodations

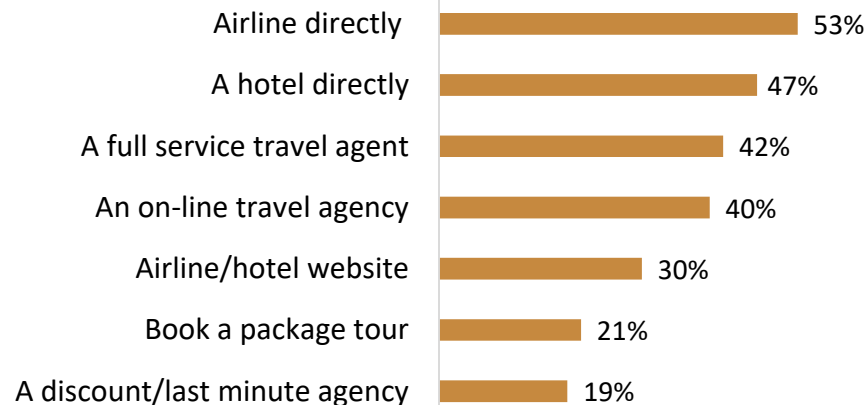


Used in the past 3 years

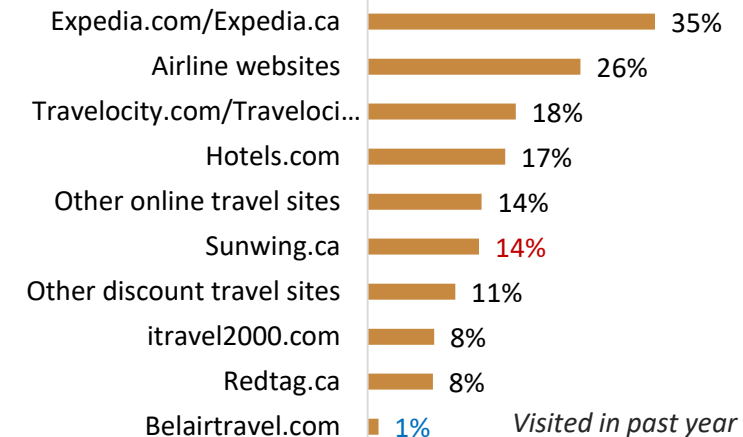
## Amount Spent on Last Vacation



## Vacation Services Bookings



## Booking Websites Visited



Visited in past year



# 4. Interior Short Tripper Families (ISTF)





# Interior Short Tripper Families (ISTF) - Summary

## Market Size (Households)

**8,876,867** in BC, AB and ON

## ISTF HHs

**868,186** HHs  
in BC, AB, ON



## Snapshot

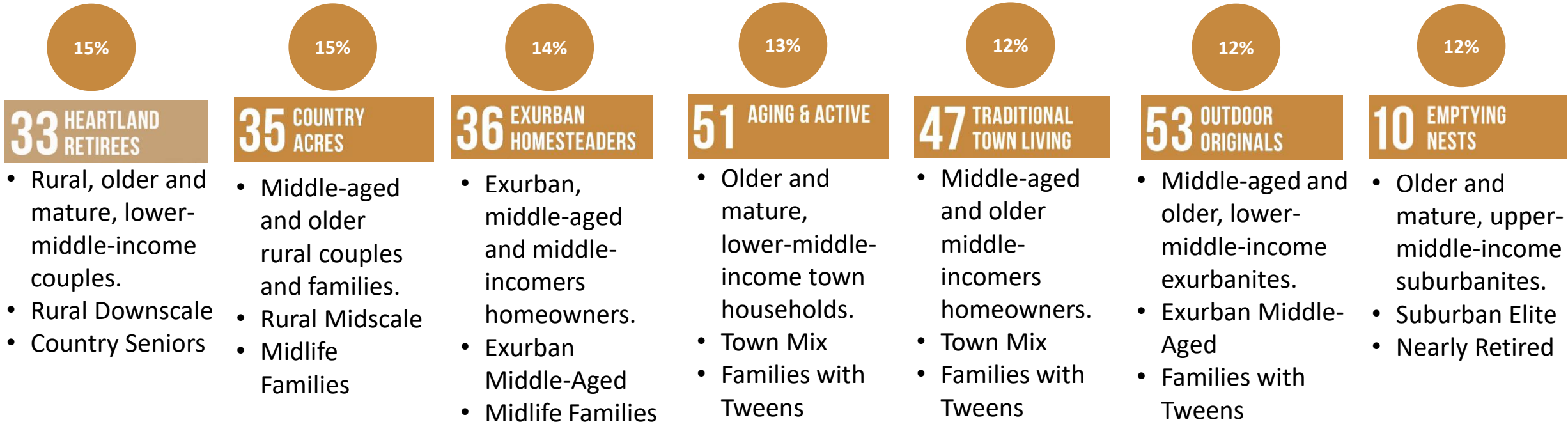
Middle-aged and older rural, town and exurban, middle income couples and families. Most likely with a technical degree and not likely to have children at home.

## EQ Types



**Rejuvenators** are escapists that are family-oriented, travel to escape, love to indulge and be pampered.

## PRIZM Lifestyle Groups in the ISTF Segment





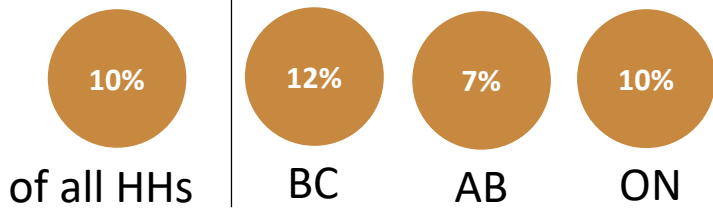


# ISTFs - Demographics

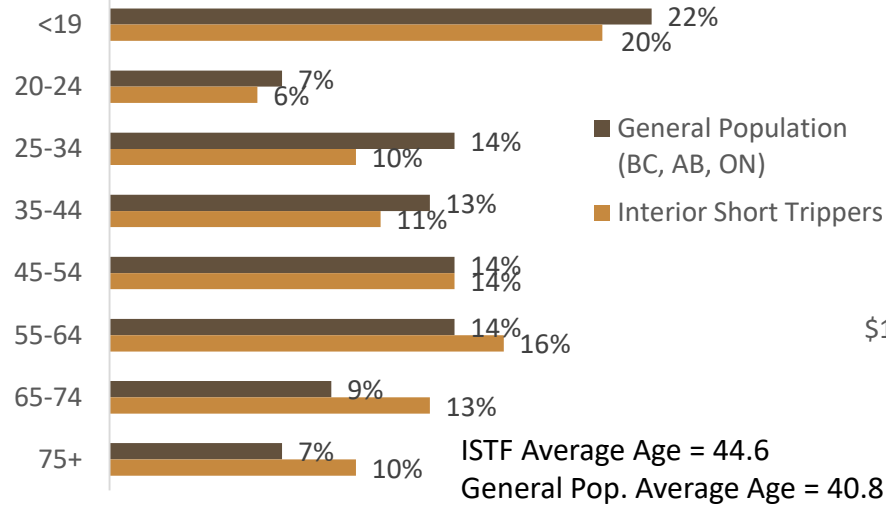
## Interior Short Tripper HHs

**868,186** HHs in BC, AB, ON

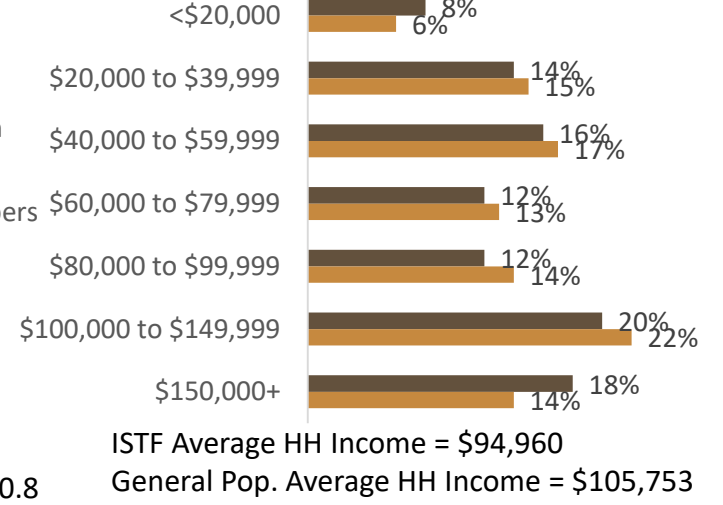
**10%** of market is ISTF



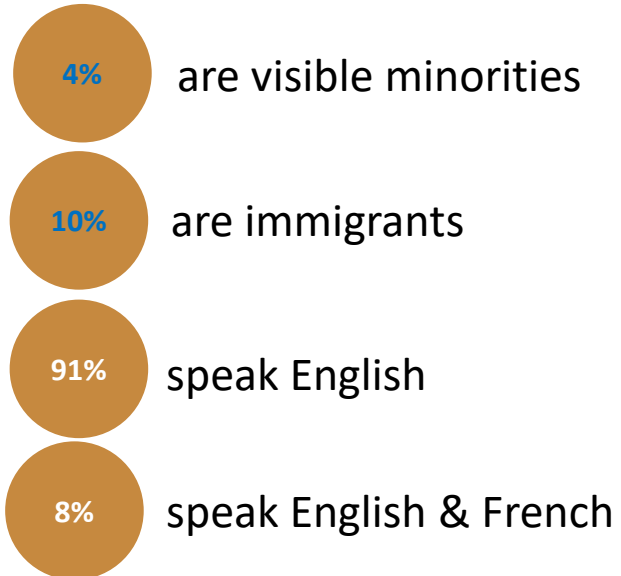
## Age



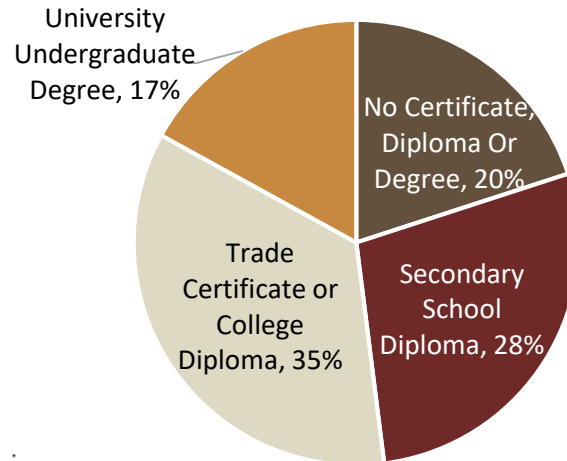
## HH Income (\$ CAN)



## Demographics



## Education



17% ISTF have University Degree  
27% General Pop have University Degree

## Family Structure

- 38% with children at home
- 37% are <10 years old
- 38% are 10-19
- 25% are 20+
- 2.43 average persons in households
- 81% occupy a detached house
- 85% own their accommodation



# ISTFs – Traditional Media Highlights

## Media Use

- Moderate
- High
- Moderate
- High
- Low

## Print Media - Newspaper

**38%** read daily newspaper  
**16%** read community newspaper

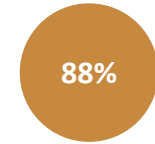
### Top 5 Newspaper Sections Read:

- 64%** Local & regional news
- 60%** National news
- 55%** International/world
- 39%** Movie & entertainment
- 37%** Health

**31%** read the travel section

*ISTFs were also more likely to read the **classified ads** and the **real estate** sections than the general population.*

## Radio



Listened to the radio

### Top 5 Radio Program Reach:

- 24%** Today's Country
- 22%** News/Talk
- 17%** Adult Contemporary
- 16%** Hot Adult Contemporary
- 14%** Classic Hits

*ISTF radio listeners were also more likely than the general population to listen to **mainstream rock, classic country, oldies or adult alternative radio** content.*

## Out of Home

**L** Low index scores on noticing out of home advertising

### Top Places Advertising Noticed:

- 48%** Billboards
- 24%** Bus exteriors
- 21%** Digital billboards
- 19%** Posters inside shopping malls
- 17%** Movie theatre ads

*ISTFs were more likely than the general population to notice direct mail advertising in **flyers in community newspapers, mail order opportunities** and the **yellow pages**.*

## Print Media - Magazines

**29%** read magazines

### Top Magazines Read:

- 13%** CAA
- 11%** Canadian Living
- 10%** Maclean's
- 9%** Readers Digest
- 6%** Food and Drink

*ISTFs were also more likely to read **Canadian Gardening, Canadian Geographic** and **Outdoor Canada** than the general population.*

## TV

**M** Moderate index scores for watching TV

*ISTFs TV watchers were more likely than the general population to watch **auto racing, contest shows, curling, figure skating, golf, home reno shows, morning local news, news, primetime dramas** programming.*



# ISTFs – Online Habits

## Online Behaviour – General Use

### Overall Internet Use:

**31%** Light  
**30%** Moderate  
**28%** Heavy

### Internet Access Location:

**82%** at Home  
**42%** at Work  
**15%** at School or University

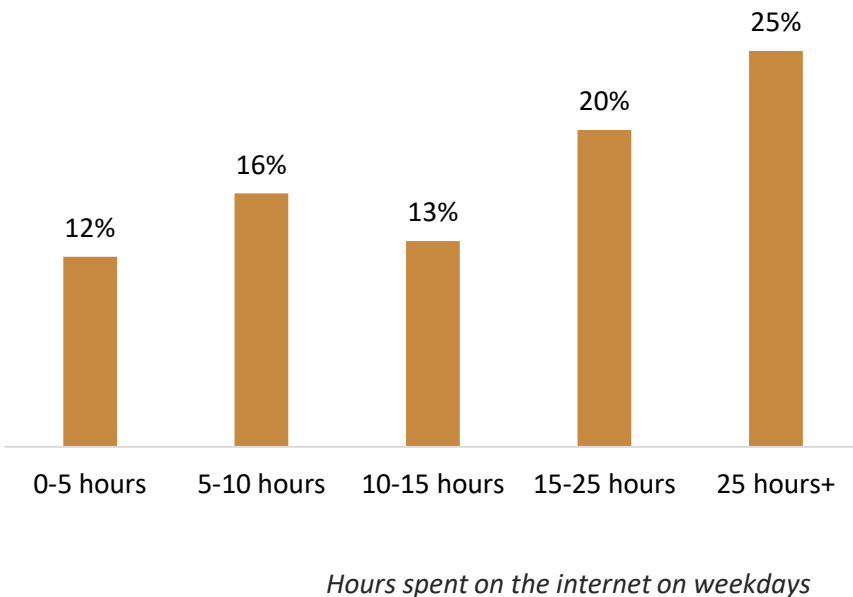
### Accessed Internet From:

**59%** - Mobile Phone  
**47%** - Tablet

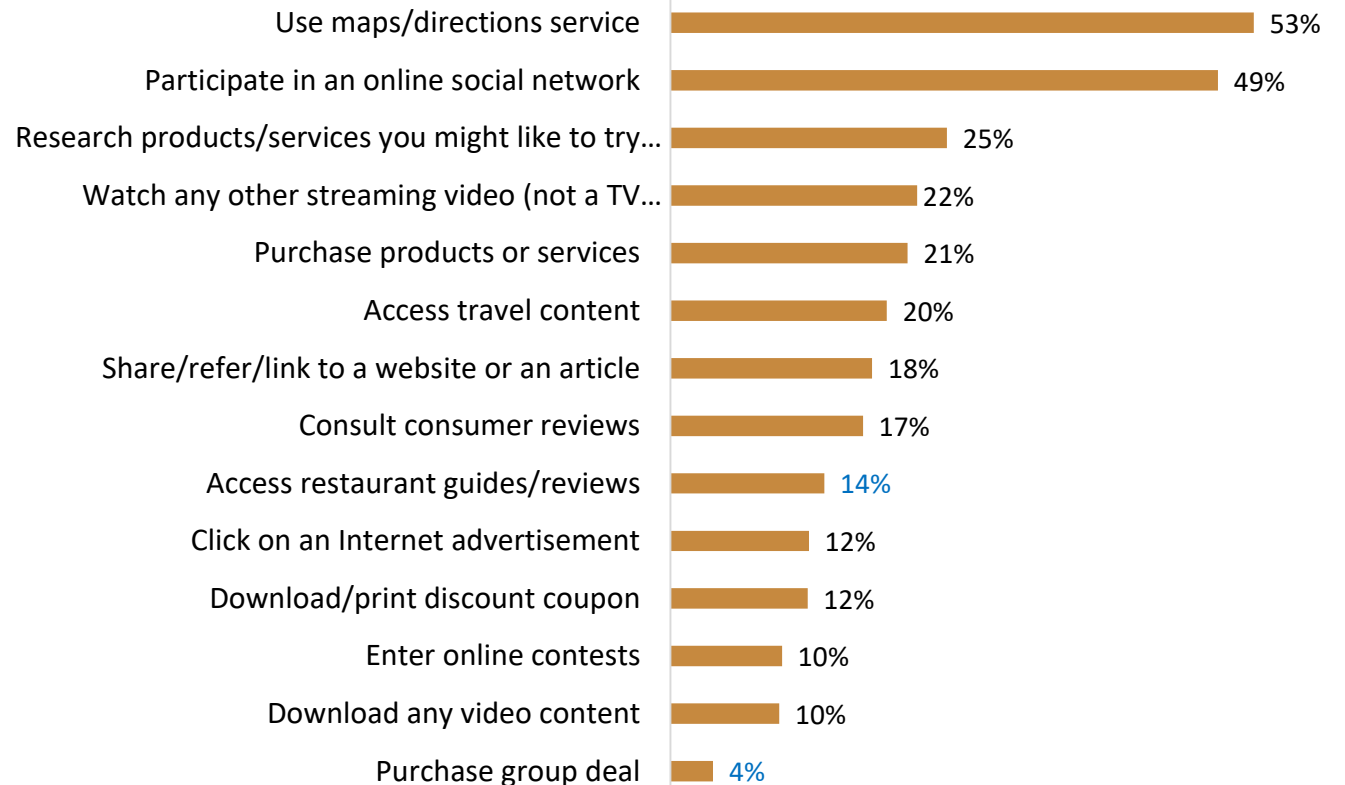
### Used Internet Yesterday:

**78%**

## Time Spent Online



## Online Behaviour – Selected Activities



# ISTFs – Social Media



## Overall Social Media Use

### Light

**49%** participate in online social media networks  
**20%** have more than 300 friends

## Social Media Used in Past Month



*Overall, ISTFs are light social media users. They are less likely than the general population to follow brands, share stories or post items on social media sites.*

## Reasons to follow brands through Social Media

**19%** follow more than 5 brands

**41%** - To get coupons and discounts

**37%** - To enter contests

**16%** - To be among the first to hear brand news

**16%** - To provide feedback to the brand about their products or services

**6%** - To make suggestions to the brand for new products or services

**6%** - To share brand-related stories with other consumers

## Reasons to disengage brands through Social Media

**51%** have  
disengaged from  
a brand

**40%** - Too many messages

**19%** - Not enough value

**13%** - I stopped purchasing products from this brand

## Social Media Actions

**47%** Like brand on Facebook

**9%** Follow brand on Twitter

**28%** Subscribe to brand email newsletter

**11%** Subscribe to brand channel on YouTube

**8%** Follow brand on Google+



# ISTFs – Activities and Attractions

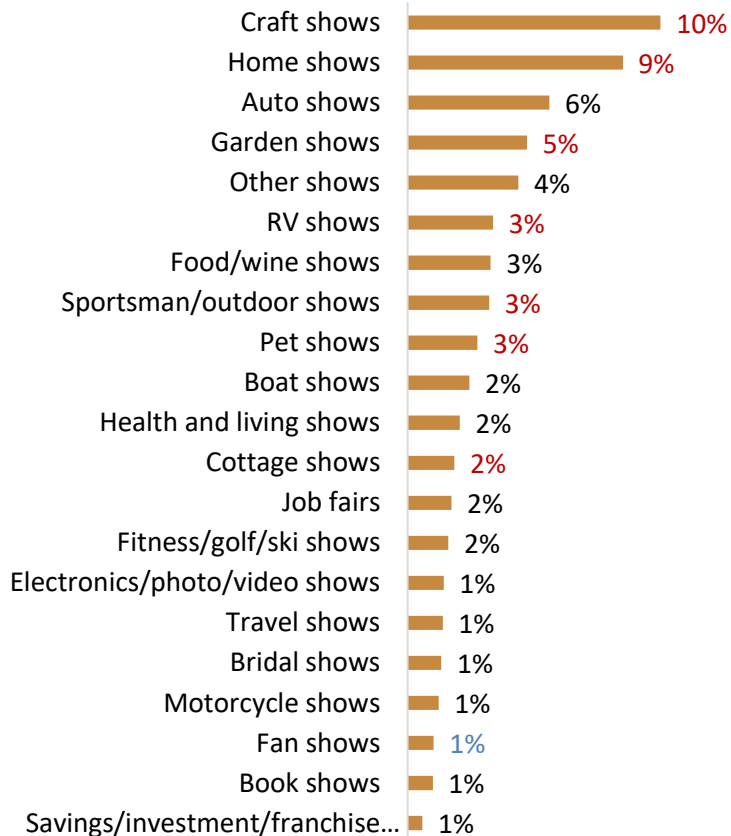
## Club Membership

### Moderate

15% were a member of a fitness club

3% were a member of a golf club

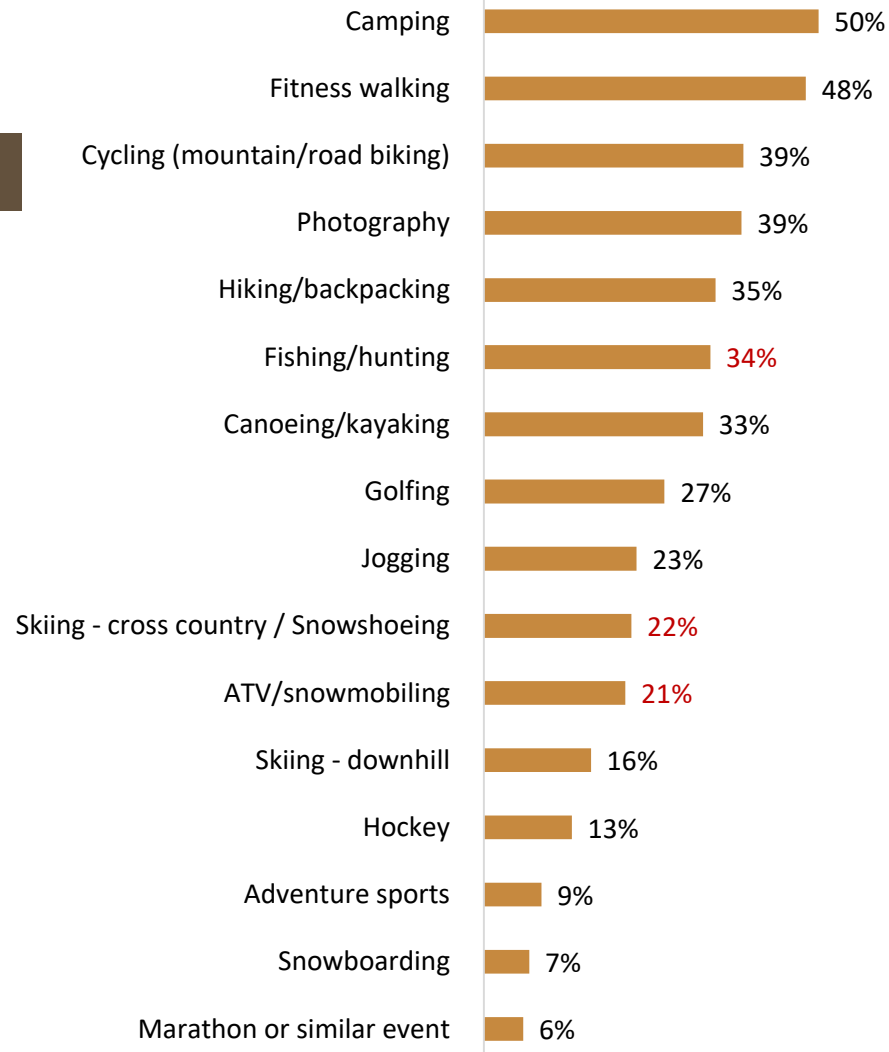
## Consumer Shows Attended in Past Month



## Selected Outdoor Activity

### Participation

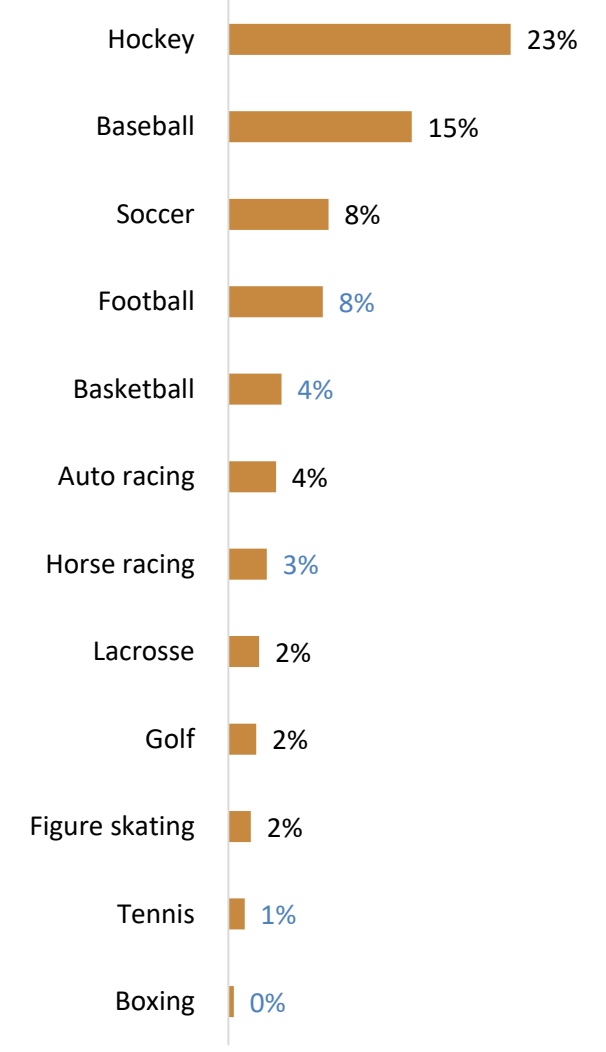
(Occasional or Regular Participation)



## Attendance at Live Professional

### Sporting Events

(Occasional or Regular Participation)

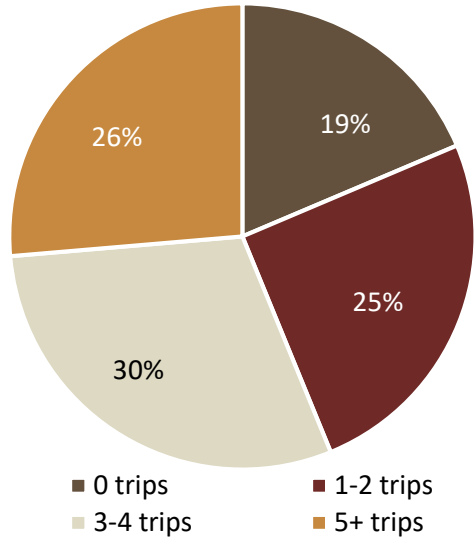


# ISTFs – General Travel Behaviour



## Frequency of Travel

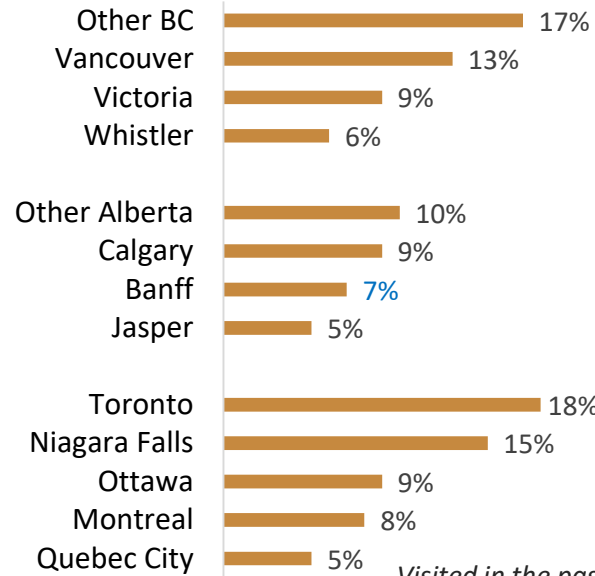
Out of Town Vacations



Taken in the past 3 years

## Vacation Destinations

Top Canadian Destinations



Visited in the past 3 years

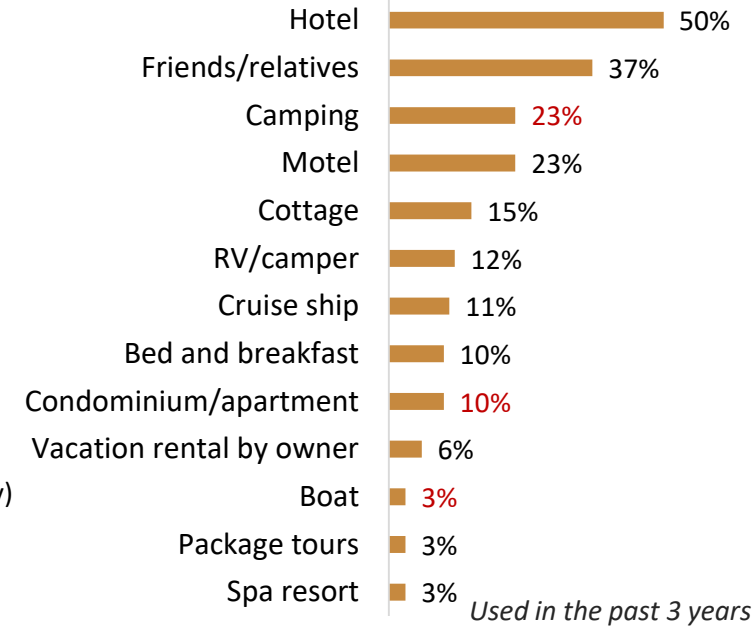
Top US

- 11% Florida
- 9% Las Vegas
- 9% Western US
- 7% Hawaii
- 7% Other Southern US

Top Overseas

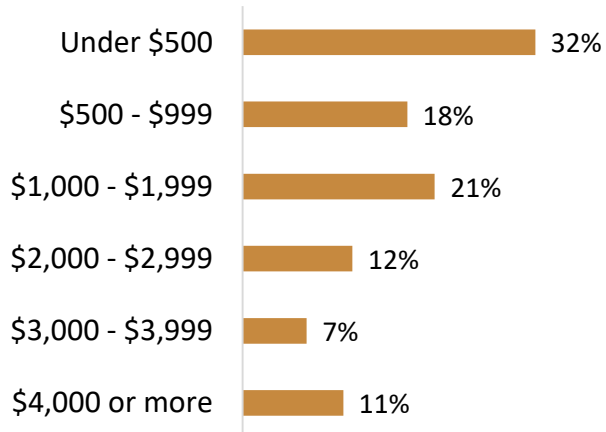
- 9% Caribbean (outside Jamaica)
- 9% Mexico
- 7% Cuba
- 6% Europe (outside UK, France, Italy)
- 6% United Kingdom

## Vacation Accommodations

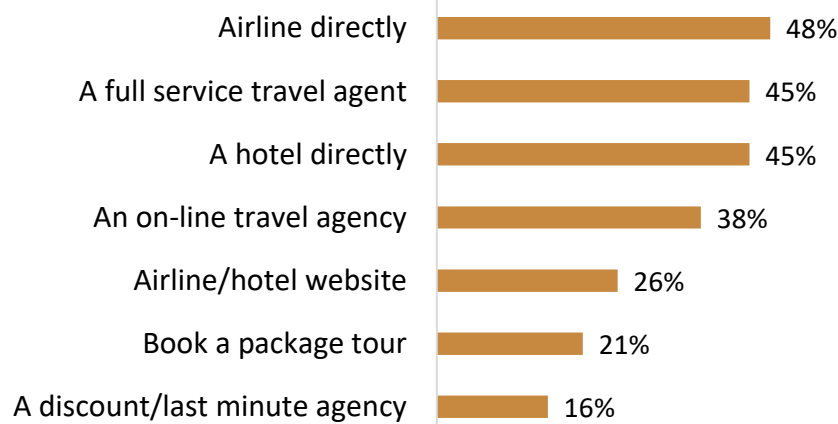


Used in the past 3 years

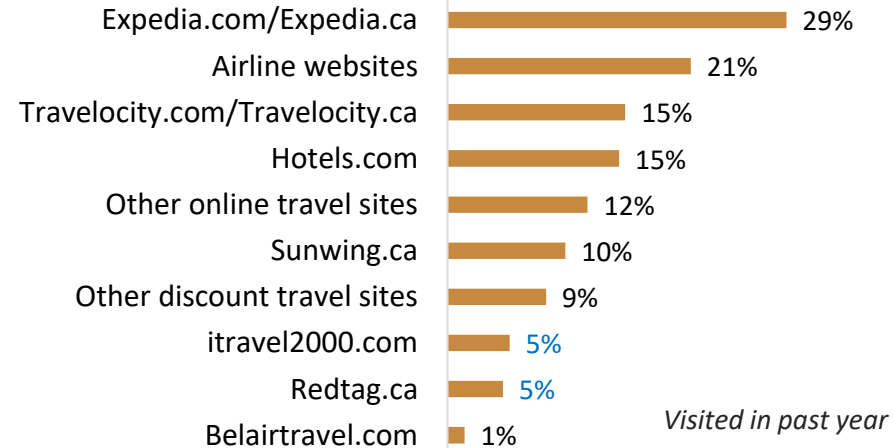
## Amount Spent on Last Vacation



## Vacation Services Bookings



## Booking Websites Visited



Visited in past year

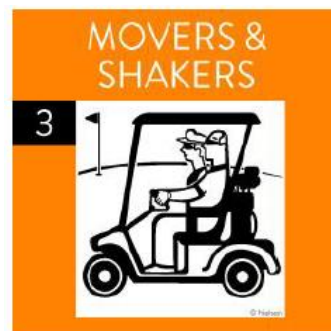
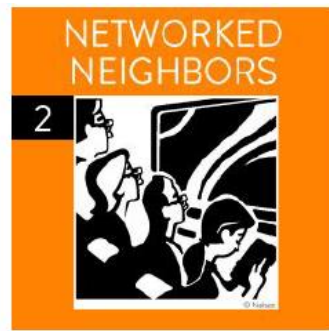
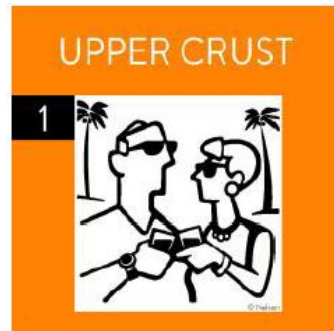


# US Segments

## Segment Summary



# Affluent Authentic Adventurer (AAA)







# Affluent Authentic Adventurer (AAA) - Summary

## Market Size (Households)

122.3 million HHs

## AAA HHs

10.6 million HHs

9%

of US market

## Snapshot

Very wealthy, highly educated, professional middle-aged and mature travellers that have chosen to live in suburban neighborhoods.

## EQ Types

Authentic Experiencers



**Learners**

**Authentic Experiencers** are understated travellers looking for authentic, tangible engagement with destinations and are very interested in historical travel.

## PRIZM PREMIER Lifestyle Clusters

26%

### Country Squires

Affluent, executive Baby Boomers (50+) who've fled the city for small-town living.

18%

### Big Fish, Small Pond

Upper-class, empty nest, college-educated professionals and among the leading citizens of their small-town communities.

16%

### Movers & Shakers

Dual-income, executives and white collar couples who are highly educated, typically between the ages of 45 and 64.

16%

### Winner's Circle

Middle aged (30 - 54) couples with large families in new-money subdivisions. They are big spenders who like to travel, ski, go out to eat, shop and take in a show.

12%

### Upper Crust

Empty-nesting couples, over the age of 55, with a postgraduate degree and the wealthiest lifestyle in the US.

11%

### Networked Neighborhoods

The second-wealthiest lifestyle in the US, is characterized by married, business executives couples with children, high technology use and graduate degrees.



# Affluent Authentic Adventurer (AAA) - Summary

## Market Size (Households)

122.3 million HHs

## AAA HHs

10.6 million HHs

9%

of US market

## Snapshot

Very wealthy, highly educated, professional middle-aged and mature travellers that have chosen to live in suburban neighborhoods.

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12%

### Upper Crust

Empty-nesting couples, over the age of 55, with a postgraduate degree and the wealthiest lifestyle in the US.

11%

### Networked Neighborhoods

The second-wealthiest lifestyle in the US, is characterized by married, business executives couples with children, high technology use and graduate degrees.



# AAA - Demographics

## US Top Marketing Areas

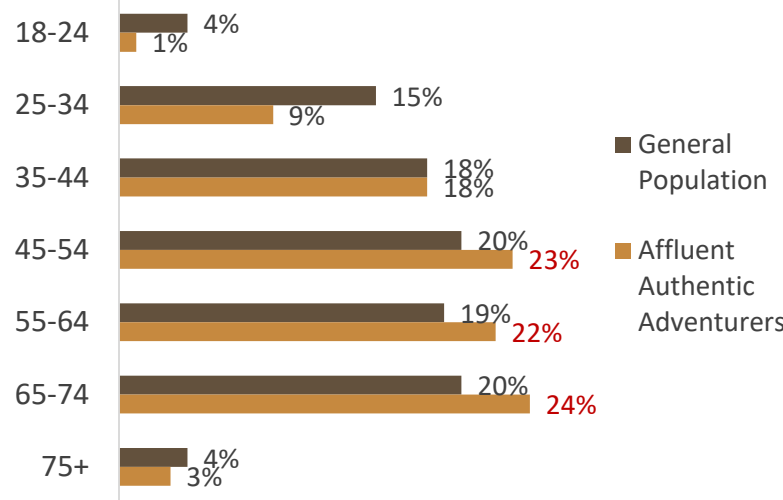
### Top 5 Population

1. New York
2. Washington DC
3. Los Angeles
4. Boston
5. San Francisco
  
9. Seattle
89. Spokane
108. Yakima

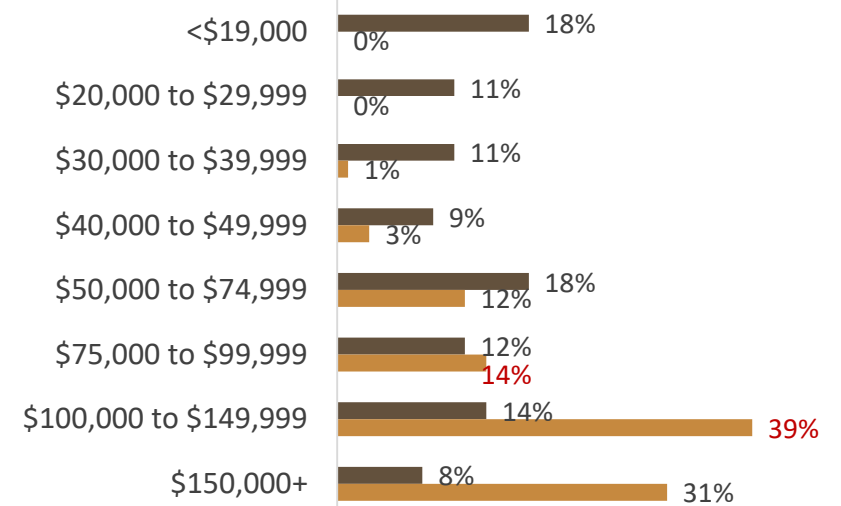
### Top 5 Index

1. Washington DC
2. Boston
3. Hartford
4. Juneau
5. Baltimore
  
11. Seattle
113. Spokane
104. Yakima

## Age



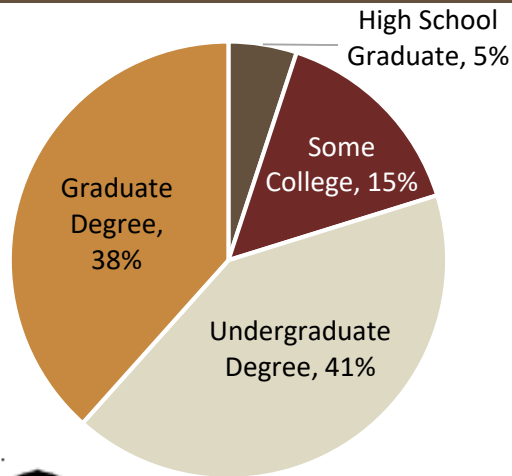
## HH Income (USD)



## AAA Demographics

- 80%** are married
- 5%** home value \$1 million+
- 84%** speak only English at home (age 5+)

## AAA Education



**41%** AAA have Undergraduate Degree  
**32%** General Pop have Undergraduate Degree

## AAA Family Structure

- 36%** with children at home
- 11%** are < 6 years old
- 19%** are 6-12
- 18%** are 13-17
- 11%** have one person per household
- 45%** have two people per household
- 36%** have 3 or 4 people per household
- 93%** own home
- 7%** rent home



# AAA - Traditional Media Highlights

## Overall Media Use



Moderate **Top 3 Most Trusted Media**  
Internet



High  
Newspaper



Moderate  
TV



High  
*AAAs were more likely to trust the internet, magazines and newspapers than the general population*



High

## Print Media –Newspaper

AAAs were more likely to read daily newspaper than the general population

### Top 5 Newspaper Sections Read:

- Front Page
- Local News
- Entertainment/Lifestyle
- Circulars/Inserts
- International/National News

## Radio



High index scores for listening to the radio

### Top 5 Radio Program Reach:

- Adult Contemporary
- News/Talk/Information
- Pop Contemporary
- Hot Adult Contemporary
- Classic Rock

## Out of Home



High index scores on noticing out of home advertising in past month

### Top 5 Places Saw Alternative Advertising:

- Billboards
- In stores
- Product placement in movies
- On-screen at start of movie
- On buses/trains

*AAAs were also more likely to notice advertising in print in **taxis, movie theatres** and other locations. Also AAAs were likely to notice digital ads on cell phones, in **gas stations, airports** and other retail locations.*

## Print Media – Magazine



AAAs were more likely than the general population to read a magazine in the past 6 months.

*AAAs were also more likely than the general population to read a wide variety of magazines including those that were **business related** (e.g. Money, the Economist, the Wall Street Journal), **travel and outdoors related** (e.g. National Geographic, National Geographic Travel, Outside, Ski, Sunset and Travel and Leisure) and **others** (e.g. Costco Connection).*

## TV



Moderate index scores for watching TV

*AAAs were also more likely than the general population to typically watch dramas, **news, late night talk shows and sports**. Also, AAAs are fans of **professional and amateur sports** (e.g. NBA, NFL, college football and college basketball), **movie** (e.g. HBO, Showtime) and **news networks** (e.g. Fox).*



# AAA – Online Habits

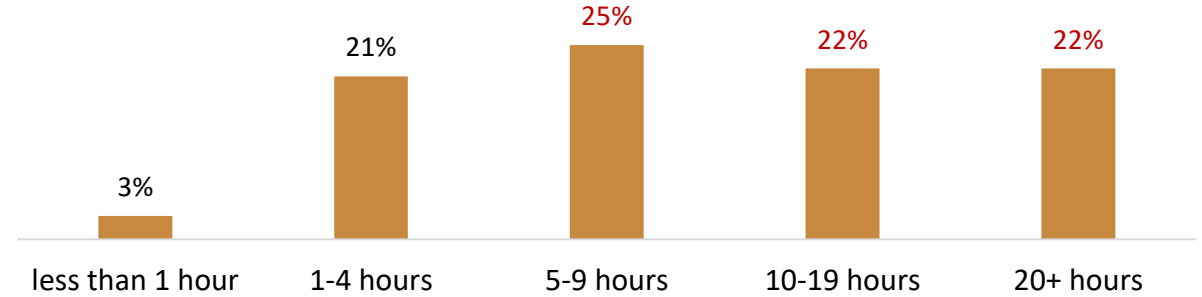
## Online Behaviour – General Use



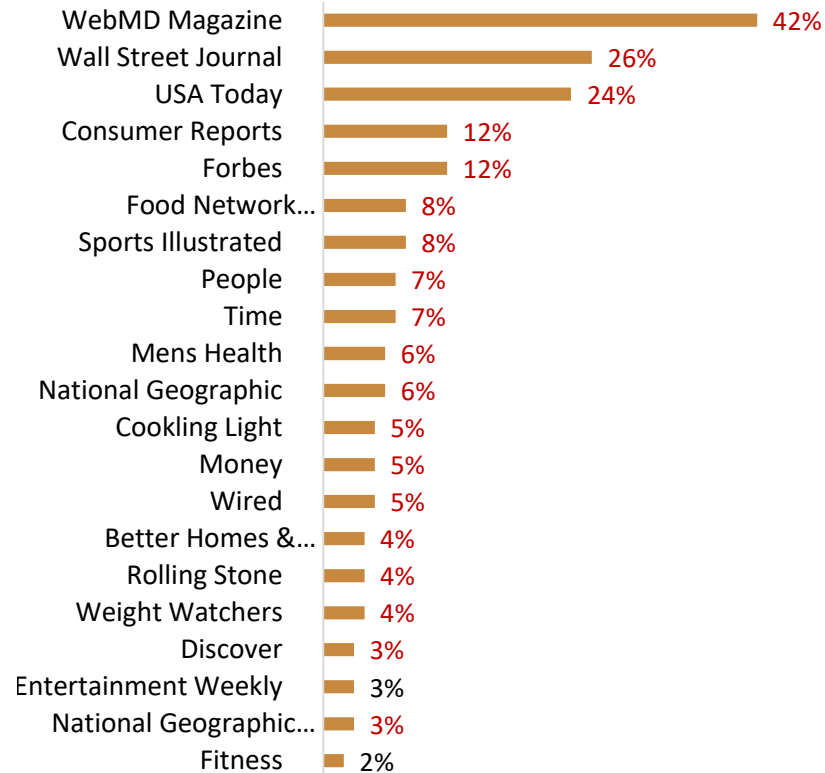
High index scores for using the internet

AAAs are avid online shoppers and purchasers. They are more likely than the general population to shop and purchase a wide variety of items.

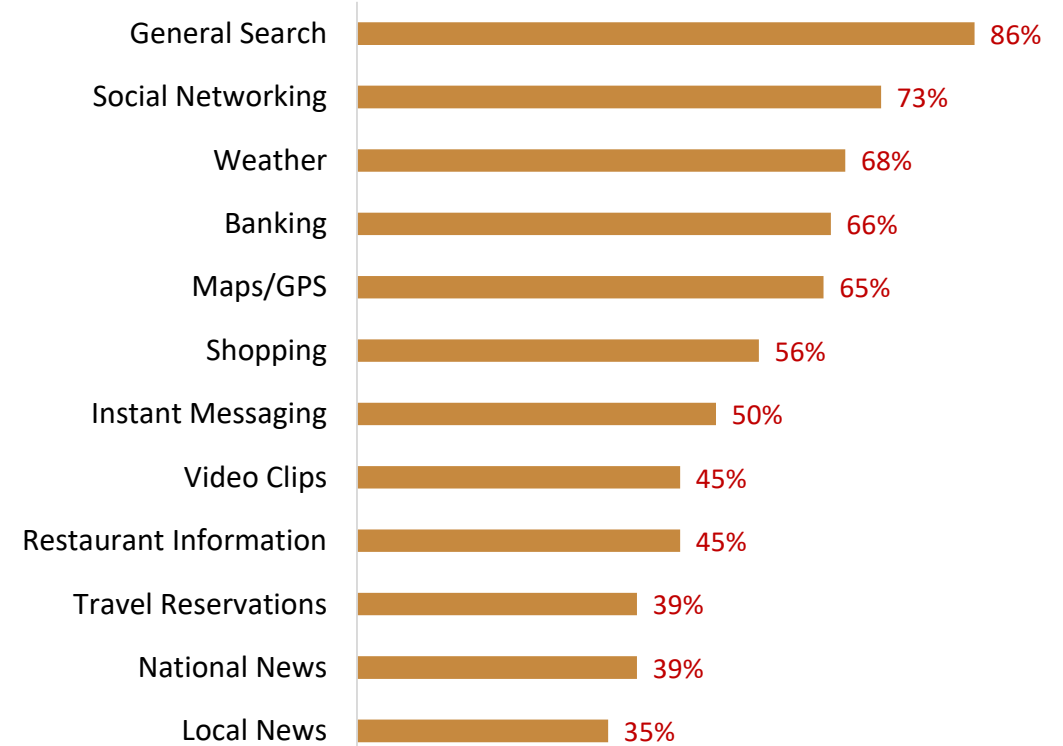
## Time Spent Online in an Average Week



## Online Behaviour – Websites Visited



## Online Behaviour – Selected Activities



# AAA – Smartphones, Social Media and Activities



## Smart Phone Use

**H** High index scores for using smart phones

AAAs are most likely to have an IOS operating system but more likely than the general population to use a Blackberry.

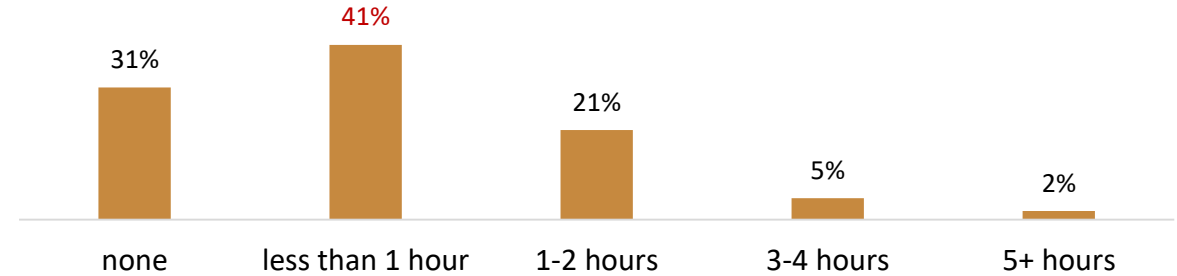
## Online Social Media Behavior

**H** High index scores for using social media in the last month

### Top 10 Reasons Why Social Media is Important

- Keep in touch with family/friends
- Follow the activities of my friends/family
- Reconnect with people from my past
- Find info about news/other current events
- Find local information
- Find info about a move, TV station or show
- Meet or network with professional contacts
- Find out about products and services
- Receive exclusive offers/coupons/discounts
- Meet new friends

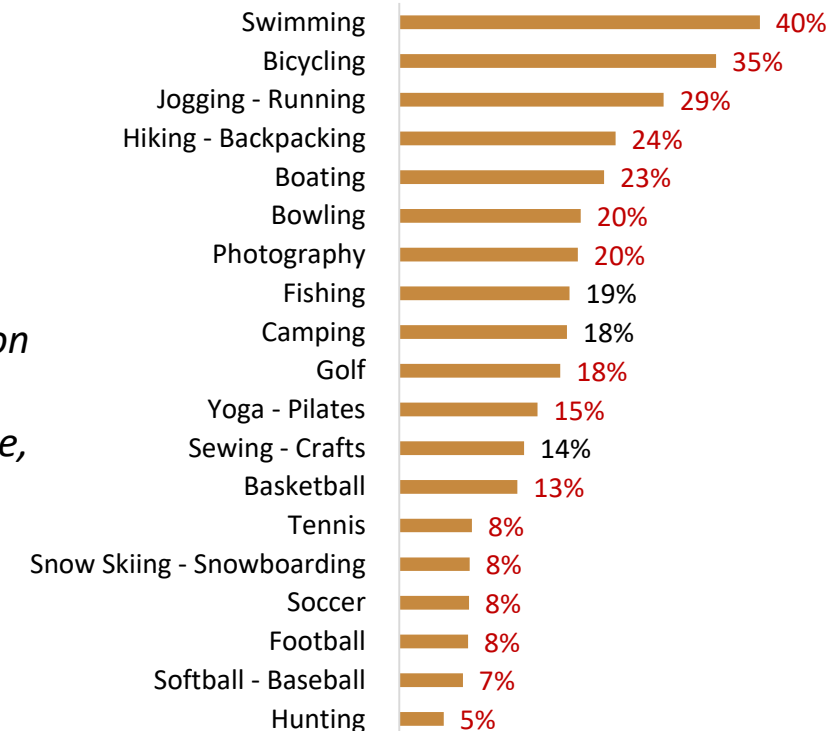
## Time Spent On Social Networking Sites per Day



## Activity Participation

**H** High index scores for participating in selected sports

*AAAs are also more likely than the general population to participate in volunteer work, gardening, lawn care, grilling - outdoor cooking, and adult continuing education.*



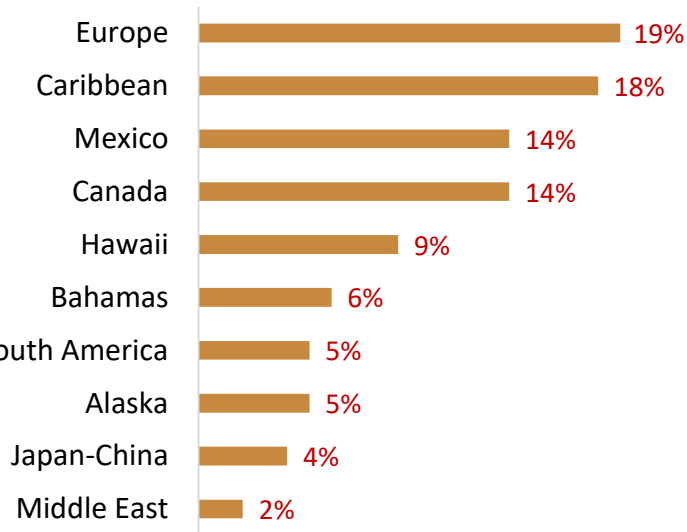


# AAA – General Travel Behaviour

## Vacation Destinations

53%

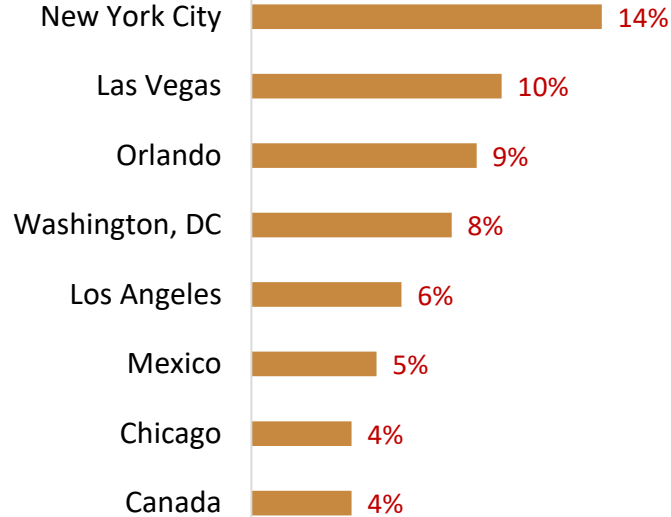
Took a trip outside the continental US in the past 3 years compared to 34% of the general population.



Visited Outside Continental US in the past 3 years

4%

Took a trip to Canada in the past year, 14% took a trip to Canada within the last 3 years.



Visited Overnight or Longer in the past 12 months

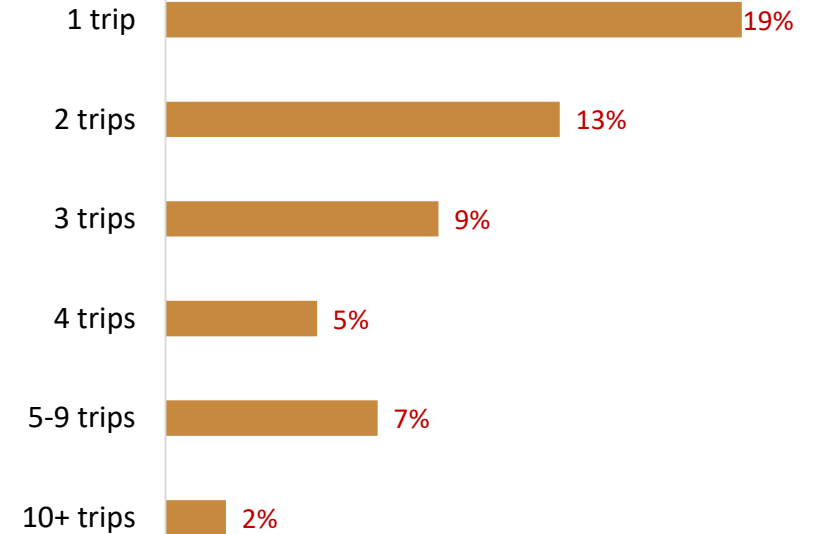
60%

Took a domestic round trip by air compared to 36% of the general population.

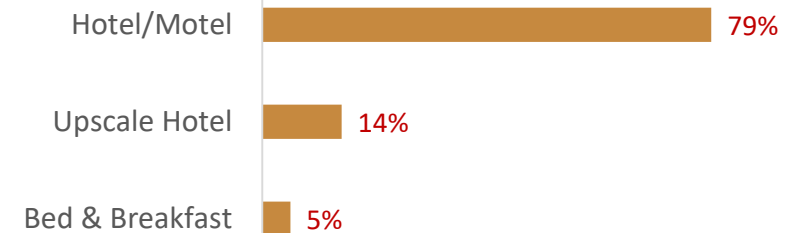
**56%** took a personal trip round trip by air  
**8%** took a business round trip by air

Domestic air round trips taken in the past 12 month

## Number of Trips in Past 3 Years



## Vacation Accommodations



AAA travellers were also more likely than the general population to stay at most hotel chains but were most likely to stay at the **Marriott, Hilton and Sheraton** hotel brands.



# AAA – Psychographics

## Top Travel Psychographics

- “Its Worth it to Pay more for Higher Quality Hotel Accommodations”*
- “ Rather Book a Trip over the Internet than Meet Travel Agent ”*
- “ Traveling to Foreign Places is Great for Learning Other Cultures”*
- “ Find a Great Vacation - I Recommend to Others”*
- “ I Often Take the Opportunity to Discuss Vacation Options w/Others”*
- “ I Enjoy Learning About Vacation Options from Others”*
- “ I Love Doing Research on a Location Before I Go on Vacation”*
- “ People Often Ask My Advice When It Comes to Vacation Travel”*
- “ I Frequently Choose Active Vacations with Lots to Do”*
- “ On My Vacations, I Prefer Traveling to Places I've Never Been”*
- “ I Often Ask The Advice of Others When It Comes to Vacation Travel”*
- “ Last-Minute Travel Specials are a Great Way to Get a Bargain”*
- “ I'd Rather Travel By Myself or with Just a Small Group of People”*
- “ Travel/Hotel Discounts Strong Influence Where I Travel/Stay”*

AAAs are more likely than other people to agree with the above travel statements  
(above 110 index values)

## Top Lifestyle Psychographics

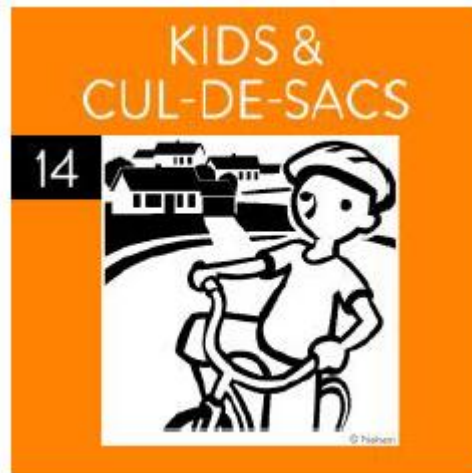
- “Will Keep Landline Telephone Even if Cell Service Improves”*
- “Prefer Purchasing Items Online for Set Price vs. Bidding in Auctions”*
- “I'm Willing to Spend More for a Quality Bottle of Wine”*
- “Offer of Free Shipping Attracts Me to Shopping Site ”*
- “I am Typically Willing to Pay More for High-Quality Items”*
- “I am Willing to Pay More for Top Quality Electronics”*
- “Use the Internet to Buy Hard-to-Find Products ”*
- “I Enjoy Showing Off My Home to Guests”*
- “I Follow a Regular Exercise Routine”*
- “I Typically Celebrate Special Occasions at Restaurants”*
- “I Consider Myself Sophisticated”*
- “Will Buy on Credit Rather than Wait”*
- “Media Trusted the Most- Internet*
- “Typically Read Online Reviews Before Purchasing Online ”*
- “Text Messaging is an Important Part of My Daily Life“*
- “ Media Trusted the Most – Magazine”*

AAAs are more likely than other people to agree with the above lifestyle statements (top 16  
– above 125 index value)





# Upscale Cultural Adventurers





# Upscale Cultural Adventurers (UCA) - Summary

## Market Size (Households)

122.3 million HHs

## UCA HHs

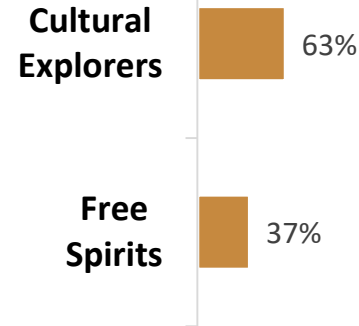
4.9 million HHs



## Snapshot

Upscale, highly educated, and tech savvy professionals living in urban neighborhoods. Middle-aged couples and families with young children.

## EQ Types



**Cultural Explorers** are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

**Free Spirits** are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

## PRIZM PREMIER Lifestyle Clusters

37%

### Young Digerati

Tech-savvy, affluent and highly educated. Many have chosen to start families while remaining in an urban environment. They drive luxury cars, are likely to travel abroad, and enjoy hiking and backpacking.

34%

### Kids & Cul-de-sacs

Upper-middle class, college educated, married couples with children. Living in suburban, recently built neighborhoods. Married couples with children. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

28%

### The Cosmopolitans

Educated and upscale, urban couples in fast-growing cities. Concentrated in major metro areas, these households feature older homeowners without children. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.



# UCA - Demographics

## Top Marketing Areas

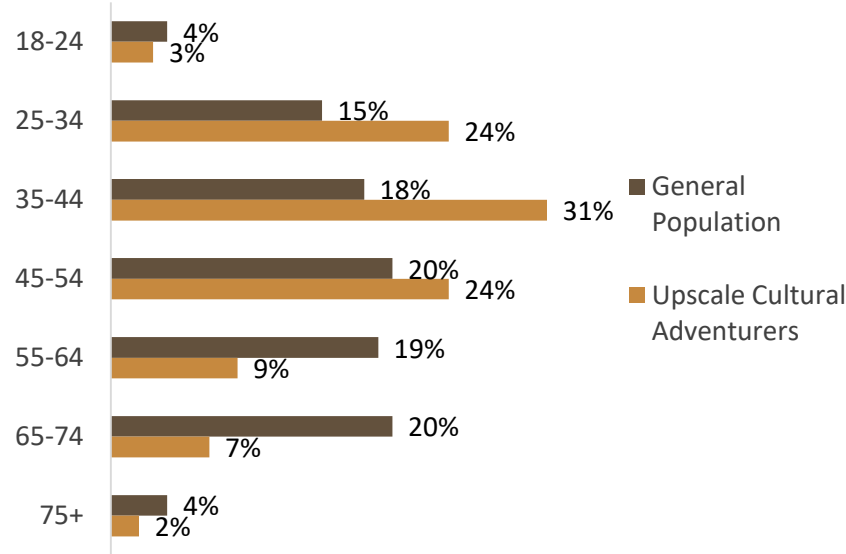
### Top 5 Population

1. New York
2. Los Angeles
3. San Francisco
4. Chicago
5. Washington DC
9. Seattle
91. Spokane
70. Yakima

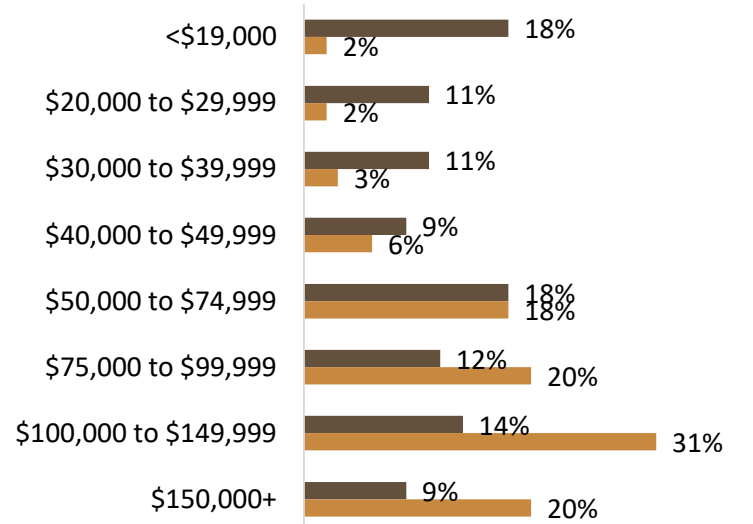
### Top 5 Index

1. San Francisco
2. Washington DC
3. Salt Lake City
4. Portland
5. Denver
10. Seattle
112. Spokane
56. Yakima

## Age



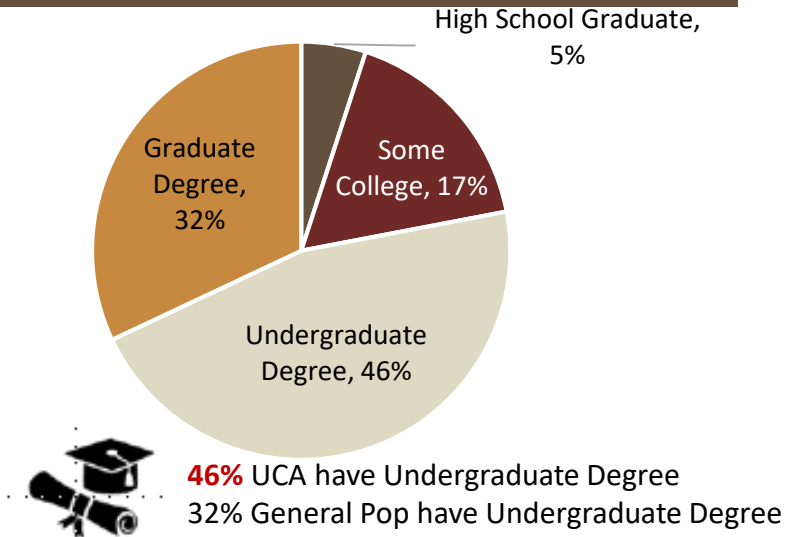
## HH Income (USD)



## UCA Demographics

- 67%** married
- 6%** home value \$1 million+
- 74%** speak only English at home (age 5+)

## UCA Education



## UCA Family Structure

- 50%** with children at home
  - 19% are < 6 years old
  - 31% are 6-12
  - 23% are 13-17
- 17% have one person per household
- 28% have two people per household
- 45%** have 3 or 4 people per household
- 90%** owns home
- 9% rents home



# UCA – Traditional Media Highlights

## Overall Media Use



Moderate

**Top 3 Most Trusted Media**  
Internet



High

Newspaper



Low

TV



High

*UCAs were more likely to trust the internet and magazines than the general population.*



High

*They are less likely to trust TV.*

## Print Media – Daily Newspaper

UCAs were less likely to read daily newspaper than the general population

### Top 5 Newspaper Sections Read:

Entertainment/Lifestyle

Comics

Sports

Food/Cooking

Business/Finance

## Radio



High index scores for listening to the radio.

### Top 5 Radio Program Reach:

Hot Adult Contemporary

Pop Contemporary

Adult Contemporary

News/Talk/Information

Classic Rock

## Out of Home



Moderate index scores on noticing out of home advertising

### Top 5 Places Advertising Noticed:

Billboards

Product placement in TV

Stores (not video ads)

Buses/trains

Product placement in movies

*UCAs were more likely to notice alternative ads and digital advertising at **most location** (e.g. billboards, bus shelters, taxis, shopping malls).*

## Print Media – Magazine



UCAs were more likely than the general population to read a magazine in the past 6 months.

*UCAs were also more likely than the general population to read a wide variety of magazines including those that were bridal, **business related** (e.g. Money, the Economist, the Wall Street Journal), **travel and outdoors related** (e.g. National Geographic, National Geographic Travel, Outside, Ski, Sunset and Travel and Leisure), **fashion** (e.g. Elle, Glamor), **home** (e.g. Real Simple) and **others** (e.g. Costco Connection).*

## TV



Moderate index scores for watching TV.

*UCAs were also more likely than the general population to typically watch **dramas, comedy and late night talk shows**. Also, UCAs are fans of watching **professional sports**.*

# UCA – Online Habits

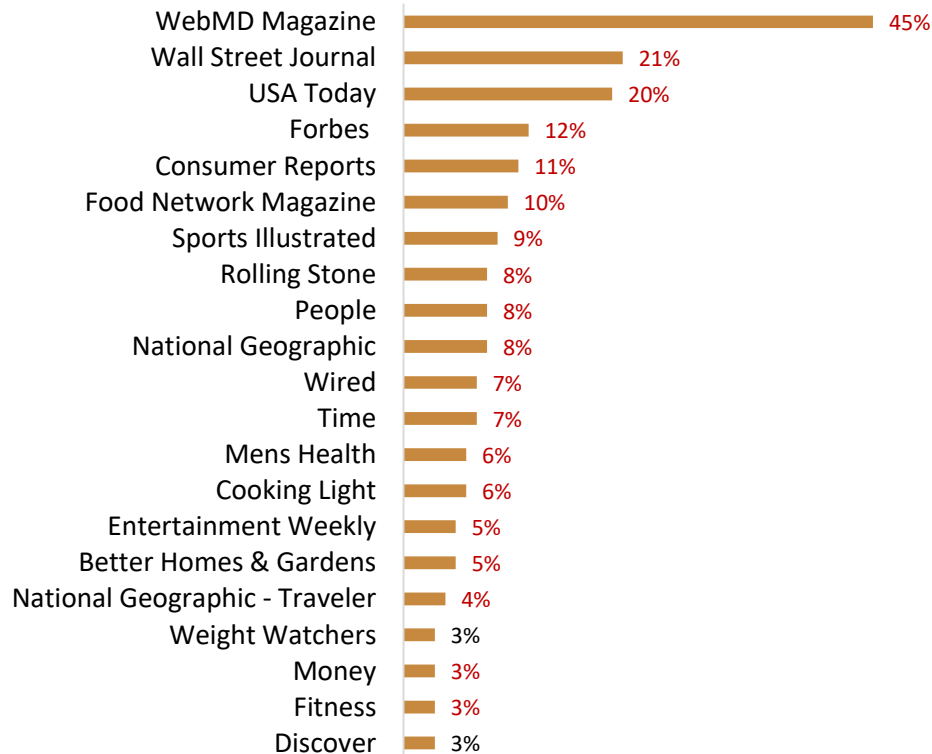


## Online Behaviour – General Use

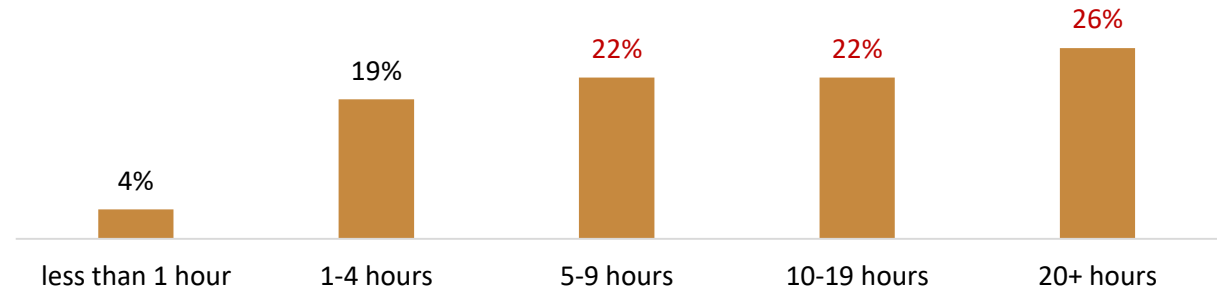
**Overall Internet Use:** UCAs (like AAAs) are avid online shoppers and purchasers. They are more likely than the general population to shop and purchase a wide variety of items.



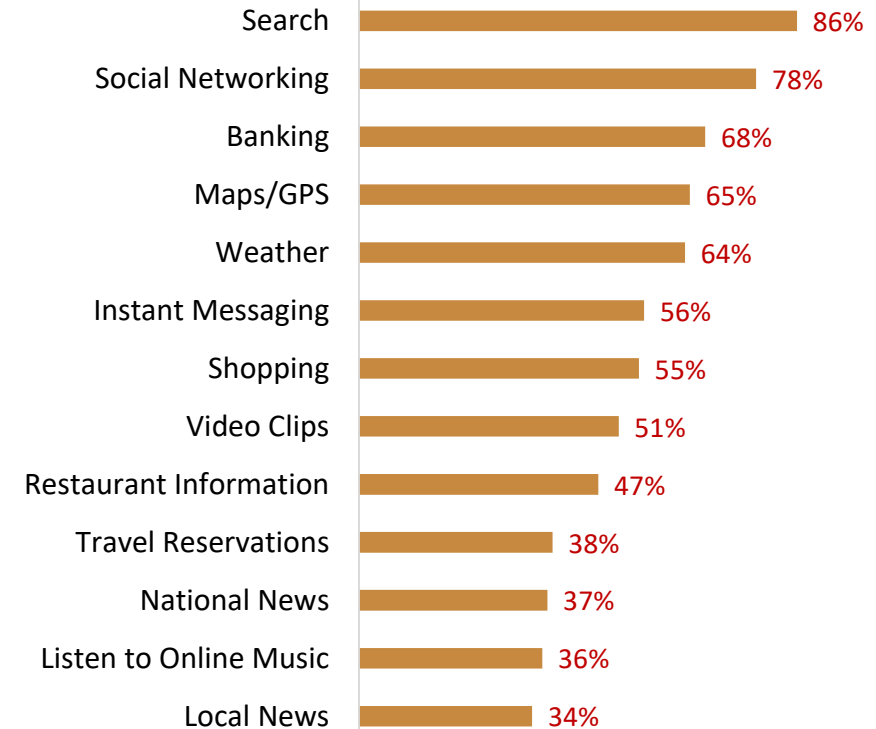
## Online Behaviour – Websites Visited



## Time Spent Online in an Average Week



## Online Behaviour – Selected Activities



# UCA – Smartphones, Social Media and Activities



## Smart Phone Use



High index scores for using smart phones

UCAs are most likely to have an IOS operating system but more likely than the general population to use a Blackberry.

## Online Social Media Behavior

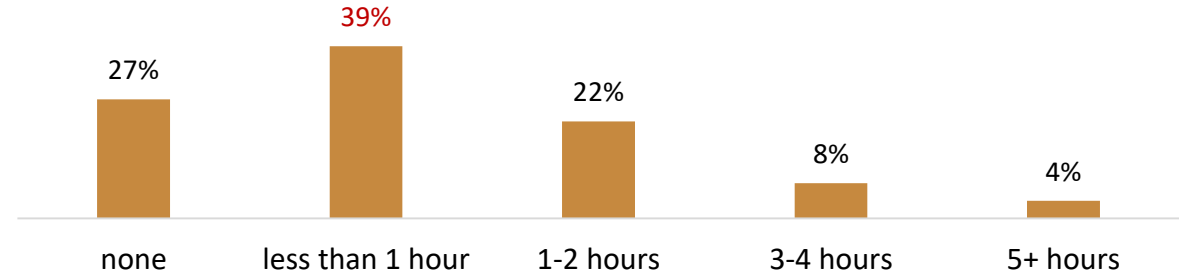


High index scores for using social media in the last month

### Top 10 Reasons Why Social Media is Important

- Keep in touch with family/friends
- Follow the activities of my friends/family
- Reconnect with people from my past
- Find info about news/other current events
- Find local information
- Find info about a move, TV station or show
- Meet or network with professional contacts
- Find out about products and services
- Receive exclusive offers/coupons/discounts
- Meet new friends

## Time Spent On Social Networking Sites per Day

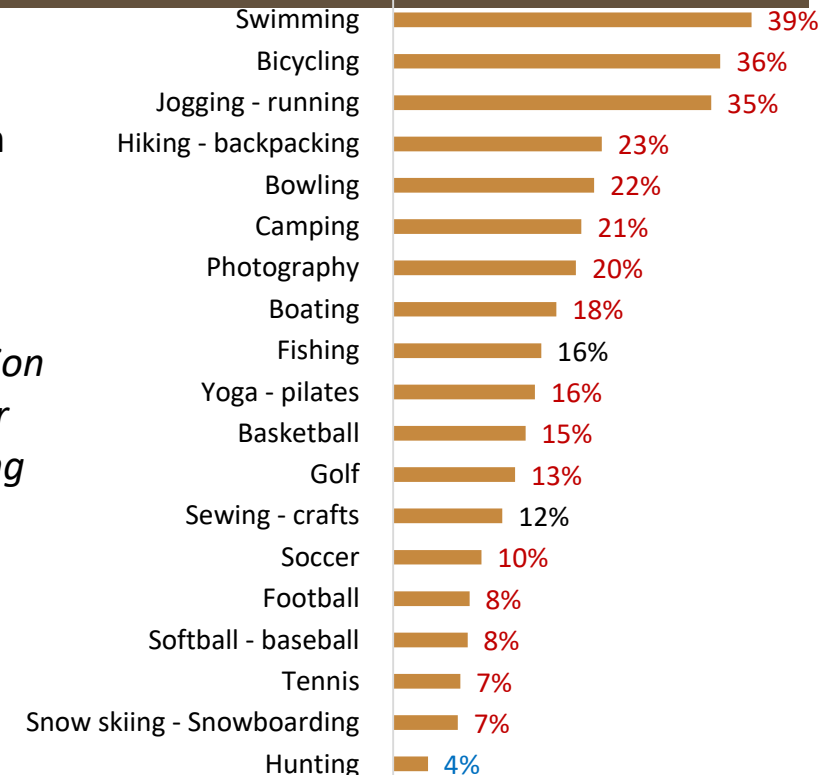


## Activity Participation



High index scores for participating in selected sports

*UCAs are also more likely than the general population to participate in volunteer work, and adult continuing education.*



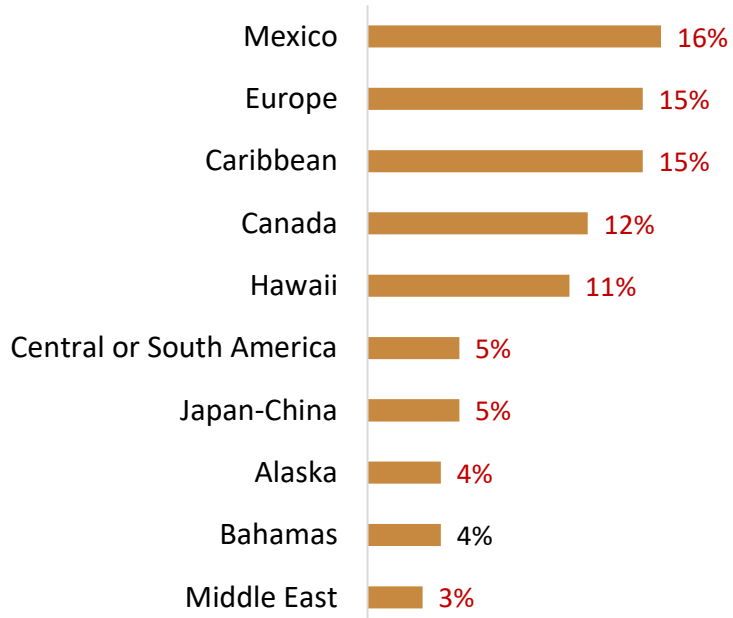
# UCA – General Travel Behaviour



## Vacation Destinations

52%

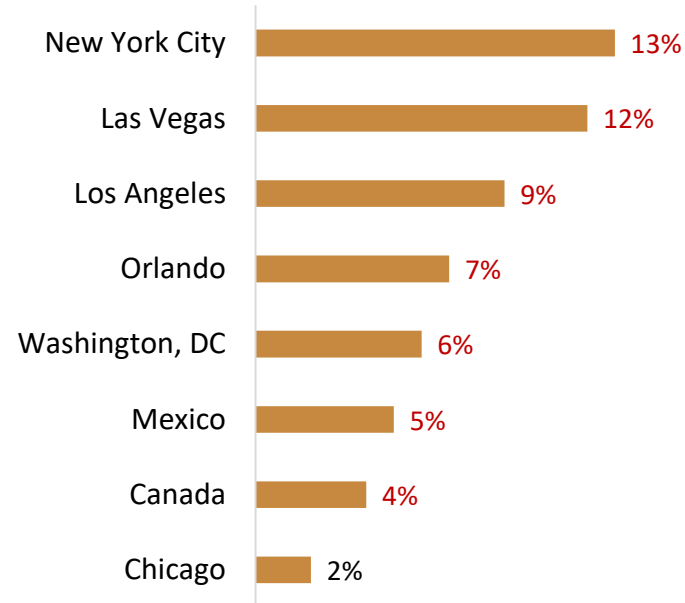
of UCAs took a trip outside the continental US in the past 3 years compared to 34% of the general population.



Visited Outside Continental US in the past 3 years

4%

of UCAs took a trip to Canada in the past year, 12% took a trip to Canada within the last 3 years.



Visited Overnight or Longer in the past 12 months

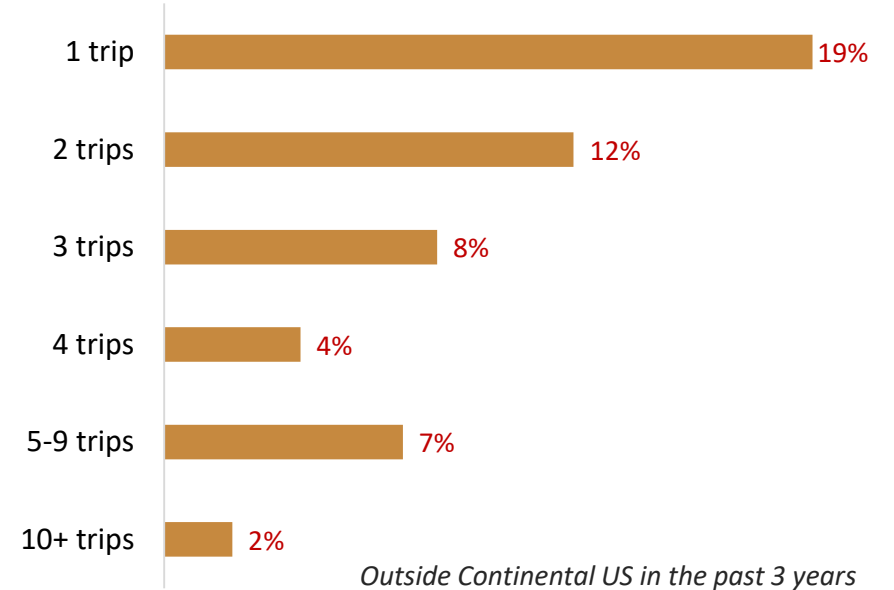
57%

UCAs took any domestic air round trip compared to 36% of the general population.

- 51%** took a personal round trip by air
- 9%** took a business round trip by air

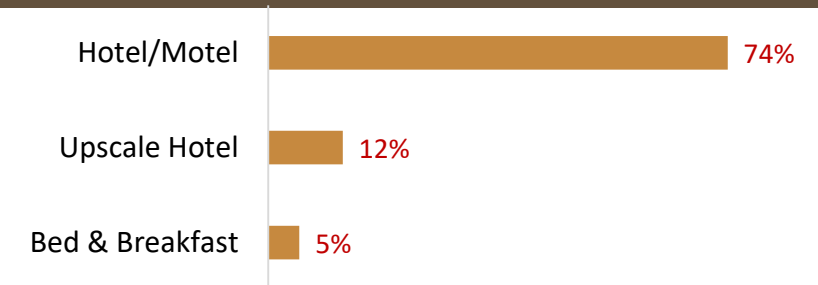
Domestic air round trips taken in the past 12 month

## Number of Trips



Outside Continental US in the past 3 years

## Vacation Accommodations



UCA travellers were also more likely than the general population to stay at most hotel chains but were most likely to stay at the **4 points by Sheraton, Hyatt and Doubletree** hotel brands.

Used in the past 12 months

# UCA – Psychographics



## Top Travel Psychographics

- "Rather Book a Trip over the Internet than Meet Travel Agent"*
- "People Often Ask My Advice When It Comes to Vacation Travel"*
- "It's Worth it to Pay more for Higher Quality Hotel Accommodations"*
- "Willing to Pay More for a Flight on my Favorite Airline"*
- "Find a Great Vacation - I Recommend to Others"*
- "Traveling to Foreign Places is Great for Learning Other Cultures"*
- "I Frequently Choose Active Vacations with Lots to Do"*
- "I Often Take the Opportunity to Discuss Vacation Options w/ Others"*
- "I Enjoy Learning About Vacation Options from Others"*
- "I Love Doing Research on a Location Before I Go on Vacation"*
- "I Often Ask The Advice of Others When It Comes to Vacation Travel"*
- "Last-minute travel specials are a great way to get a bargain"*
- "On My Vacations, I Prefer Traveling to Places I've Never Been"*
- "I'm Happy to do Very Little, if any, Sightseeing on My Vacations"*
- "Travel/Hotel Discounts Strong Influence Where I Travel/Stay"*
- "In General, Price is More Important vs. Convenience in Travel Planning"*

*UCAs are more likely than other people to agree with the above travel statements (above 110 index values)*

## Top Lifestyle Psychographics

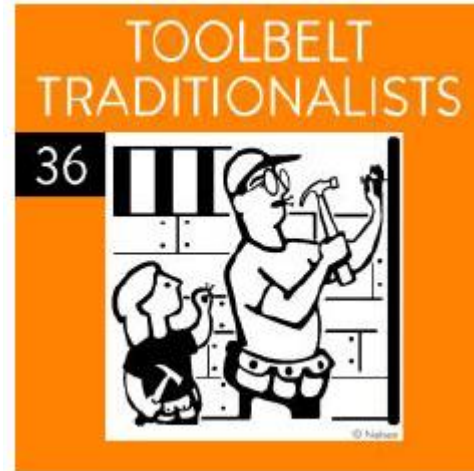
- "Media Trusted the Most - Internet"*
- "I Think of My Mobile Phone as a Source of Entertainment"*
- "I am Interested in Watching Video Clips on My Cell Phone"*
- "I am Willing to Pay More for Top Quality Electronics"*
- "Typically Read Online Reviews Before Purchasing Online "*
- "I'm Willing to Spend More for a Quality Bottle of Wine"*
- "Use the Internet to Buy Hard-to-Find Products "*
- "Text Messaging is an Important Part of My Daily Life"*
- "Like to Take Risks when Investing for Chance of High Return"*
- "I am Among First of my Friends to try new Technology Products"*
- "I Regularly Eat Organic Foods"*
- "I Typically Drink Wine With Dinner"*
- "Media Trusted the Most- Magazines (A)"*
- "Like to Compare Sites Prices Before Purchasing Online "*
- "I Would Receive Ads on My Cell Phone for Lower Monthly Costs"*
- "I am Typically Willing to Pay More for High-Quality Items"*
- "I Consider Myself Sophisticated"*
- "Find Tech/Electronics Product I like - I Recommend to Others"*

*UCAs are more likely than other people to agree with the above lifestyle statements (top 18 – above 123 index value)*





# Touring Through Summer





# Touring Through Summer (TTS) - Summary

## Market Size (Households)

123.3 millions HHs

## TTS HHs

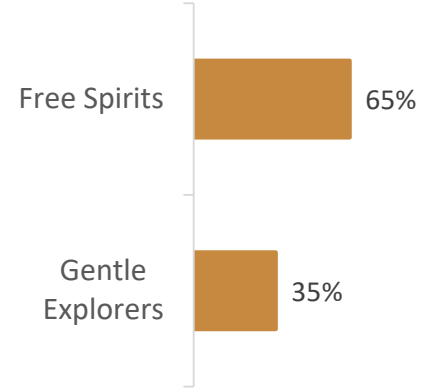
4.5 million HHs



## Snapshot

Suburban, middle class, college educated, older couples and families that are likely to take summer touring vacations.

## EQ Types



**Free Spirits** are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

**Gentle Explorers** are familiarity seekers and reluctant. They demand luxury and comfort when they travel. There's no place like home.

## PRIZM PREMIER Lifestyle Clusters

65%

### Toolbelt Traditionalists

Midscale older, without kids (empty nesters). If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint.

35%

### Home Sweet Home

Home Sweet Home tend to be younger, midscale families living in mid-sized homes. The adults in the segment, mostly under 50, have gone to college and hold professional and white-collar jobs. These folks stay busy remodeling and improving their homes and enjoy the occasional night out singing karaoke.



# TTS - Demographics

## Top Marketing Areas

### Top 5 Population

1. Chicago
2. Tampa
3. Philadelphia
4. Dallas
5. Houston
12. Seattle
54. Spokane
85. Yakima

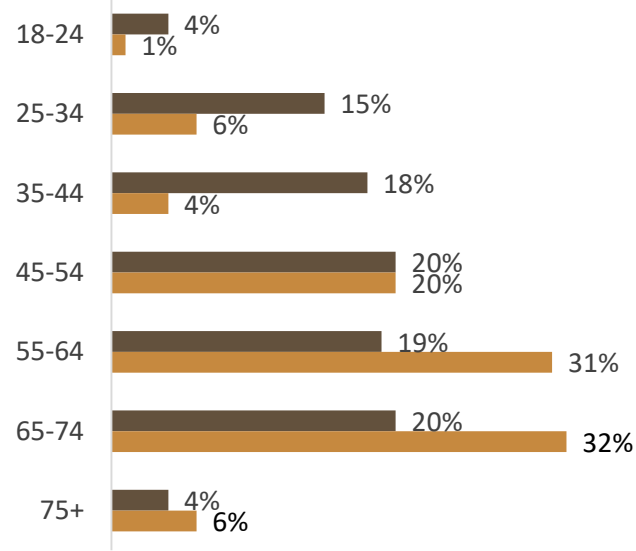
### Top 5 Index

1. Victoria, TX
2. San Angelo, TX
3. Davenport, IL
4. Springfield, MA
5. Tampa
86. Seattle
35. Spokane
41. Yakima

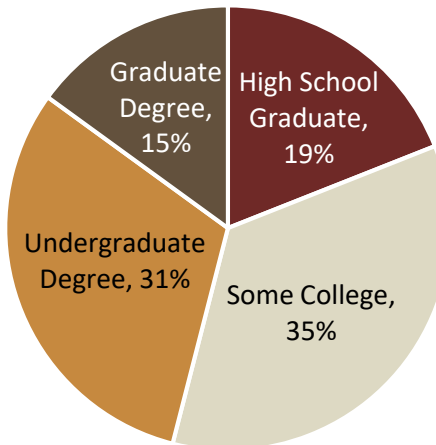
## TTS Demographics

- 64%** married
- <1%** home value \$1 million+
- 85%** speak only English at home (age 5+)

## Age

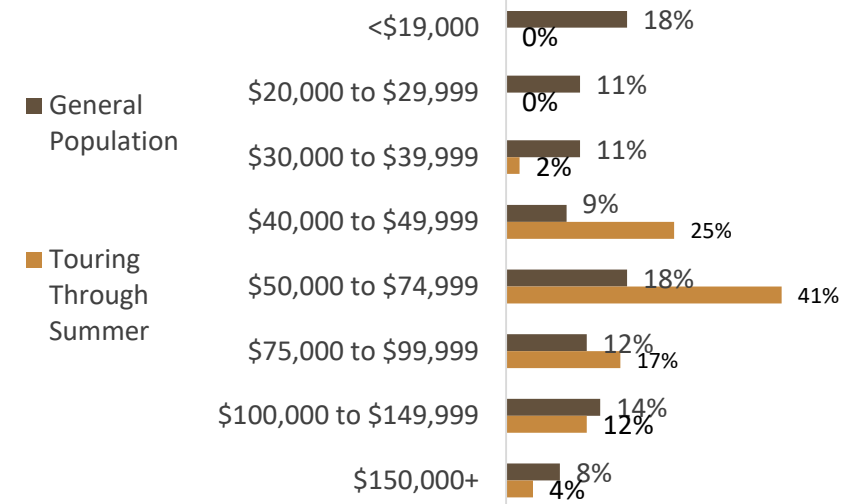


## TTS Education



31% TTS have Undergraduate Degree  
32% General Pop have Undergraduate Degree

## HH Income (USD)



## TTS Family Structure

- 10% with children at home
- 3% are < 6 years old
- 5% are 6-12
- 6% are 13-17
- 18% have one person per household
- 55%** have two people per household
- 22% have 3 or 4 people per household
- 78%** owns home
- 20% rents home



# TTS – Traditional Media Highlights

## Overall Media Use



Moderate

### Top 3 Most Trusted Media

- Internet
- TV
- Newspaper

*TTSs were more likely to trust the TV and newspapers more than the general population.*



Moderate



High



High



Low

## Out of Home



Moderate index scores on noticing out of home advertising

### Top 5 Places Advertising Noticed:

- Billboards
- Product placement in TV
- In stores (not video ads)
- Sent to a mobile device
- Product placement in movies

*TTSs were more likely to notice alternative ads and at **entertainment, stores, billboards, buses/trains, posters and on TV.***

## Print Media – Daily Newspaper

TTSs were less likely to read daily newspaper than the general population

### Top 5 Newspaper Sections Read:

- Comics
- Food/Cooking
- Entertainment/Lifestyle
- Sports
- Home/Garden

## Print Media – Magazine



TTSs were more likely than the general population to read a magazine in the past 6 months.

*TTSs were also more likely than the general population to read a wide variety of magazines including those that were **outdoorsmen** (e.g. Hunter, Guns and Ammo), **car-related** (e.g. Car and Driver, Car Craft, Hot Rod), **Country Living**, **women's content** (Elle, Family Circle, Harpers Bazaar), **Golf, Sport Illustrated** and **outdoor orientated** (e.g. National Geographic, Outdoor Life) magazine.*

## Radio



Moderate index scores for listening to the radio.

### Top 5 Radio Program Reach:

- News/Talk/Information
- Country
- Adult Contemporary
- Classic Hits
- Pop Contemporary

## TV



Moderate index scores for watching TV.

*TTSs were also more likely than the general population to typically watch **daytime talk shows, game shows, local and national news** and **religious programs**. Also, UCAs are fans of watching **amateur and professional sports**.*



# TTS – Online Habits

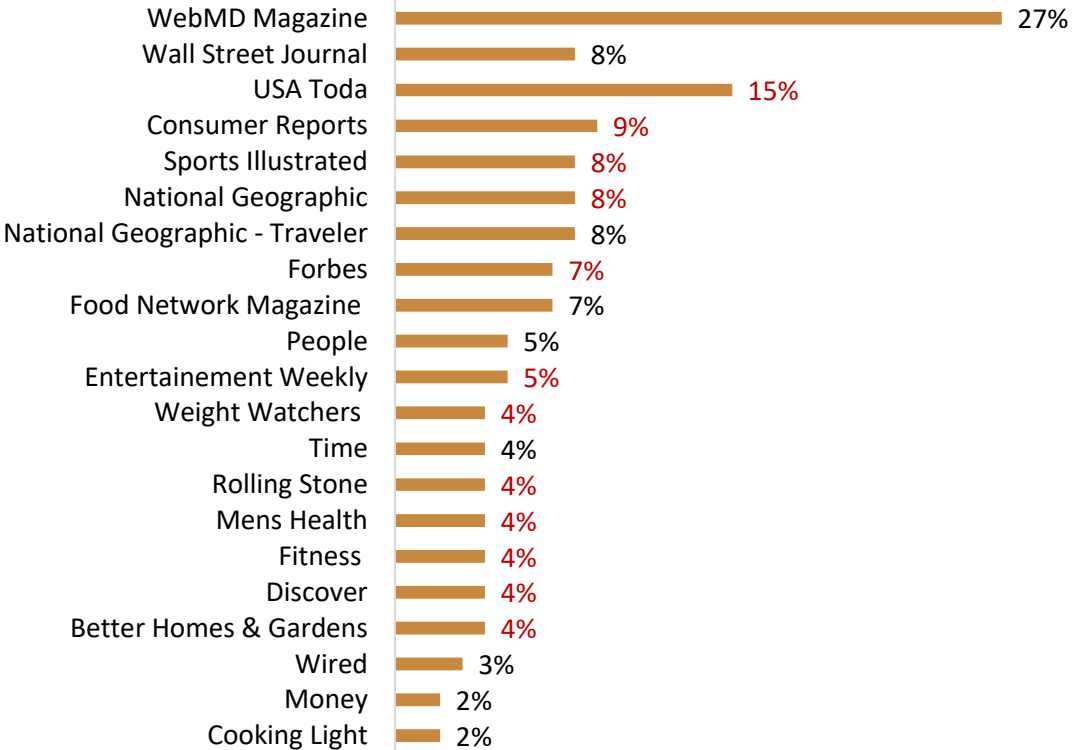
## Online Behaviour – General Use

### Overall Internet Use:

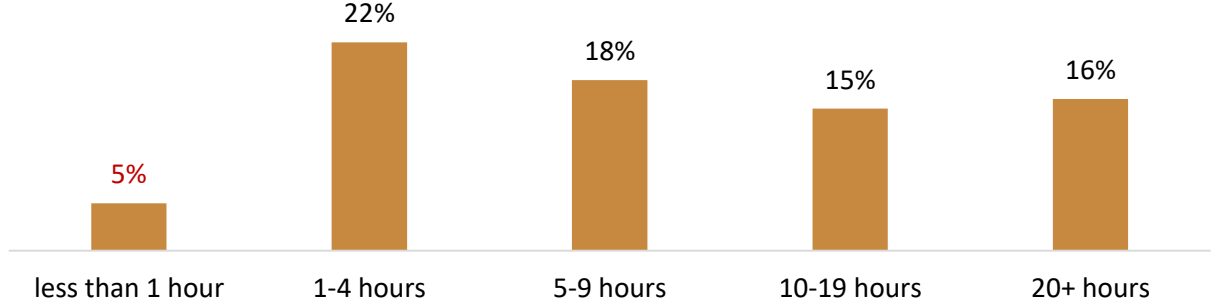


TTSs online shop and make purchases less frequently (than the general population).

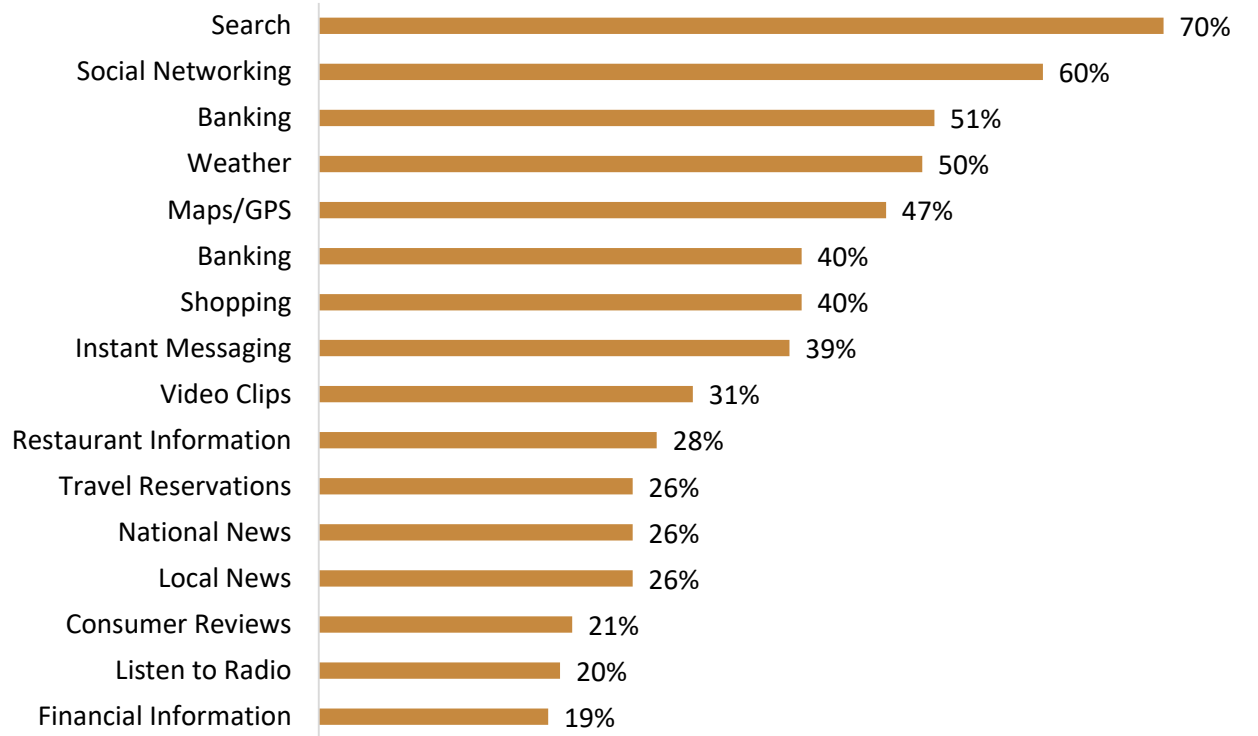
## Online Behaviour – Websites Visited



## Time Spent Online in an Average Week



## Online Behaviour – Selected Activities





# TTS – Smartphones, Social Media and Sports

## Smart Phone Use



Low index scores for using smart phones

TTSs are more likely than the general population **not** to have a smart phone. Also, they are most likely to have an Android operating system and less likely than the general population to use a Blackberry.

## Online Social Media Behavior

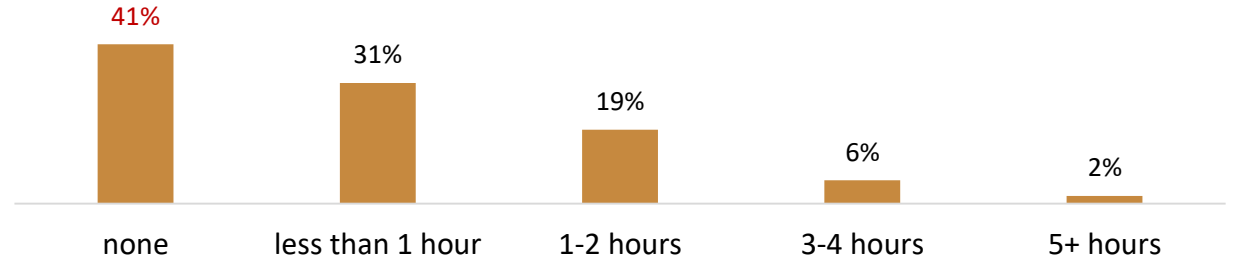


High index scores for using social media in the last month

### Top 10 Reasons Why Social Media is Important

- Keep in touch with family/friends
- Follow the activities of my friends/family
- Reconnect with people from my past
- Find info about news/other current events
- Find local information
- Find info about a move, TV station or show
- Find out about products and services
- Play games
- Meet new friends
- Receive exclusive offers/coupons/discounts
- Meet or network with professional contacts

## Time Spent On Social Networking Sites per Day

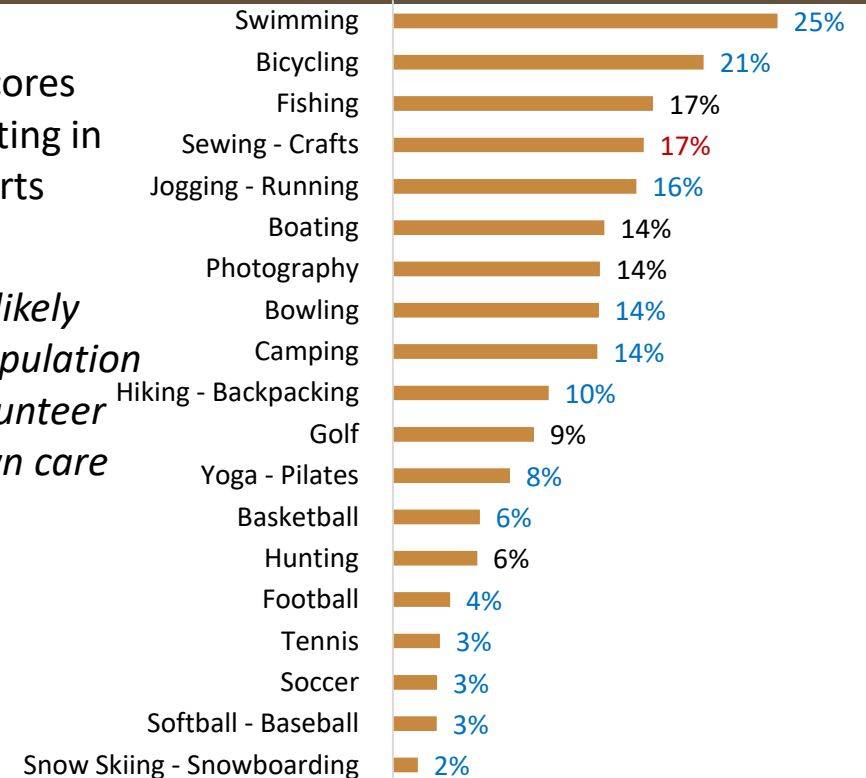


## Participation in Sports



Low index scores for participating in selected sports

*TTSs are also more likely than the general population to participate in volunteer work, and adult lawn care and gardening.*

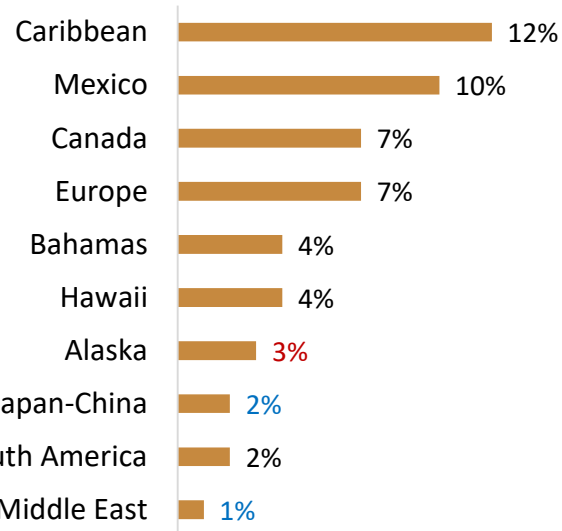




# TTS – General Travel Behaviour

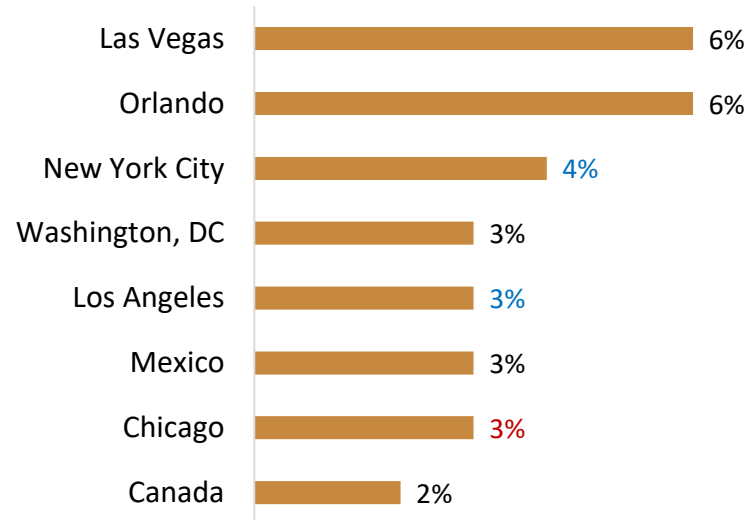
## Vacation Destinations

**32%** of TTSs took a trip outside the continental US in the past 3 years similar to 34% of the general population.



Visited Outside Continental US in the past 3 years

**2%** of TTSs took a trip to Canada in the past year, 7% took a trip to Canada within the last 3 years.



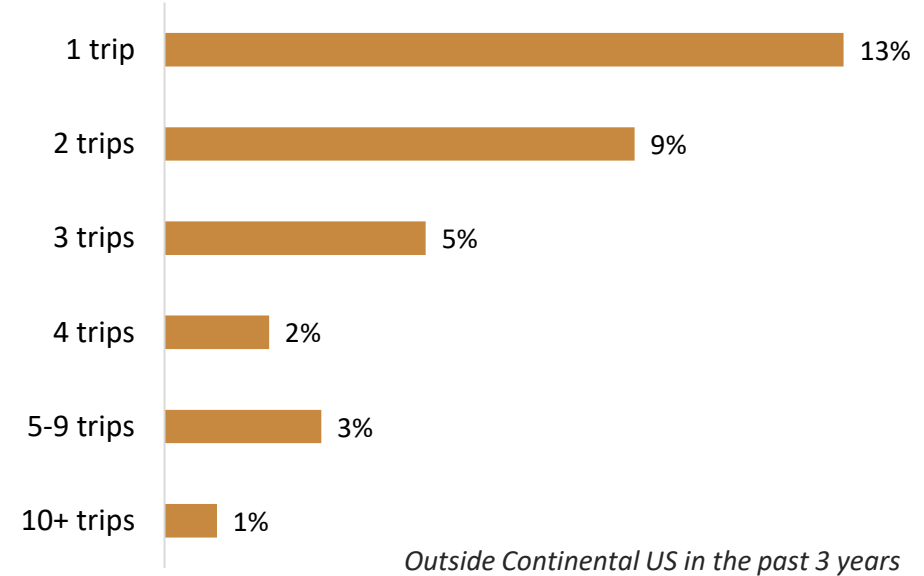
Visited Overnight or Longer in the past 12 months

**36%** TTSs took any domestic air round trip similar to 36% of the general population.

- 32%** took a personal trip round trip by air
- 6%** took a business round trip by air

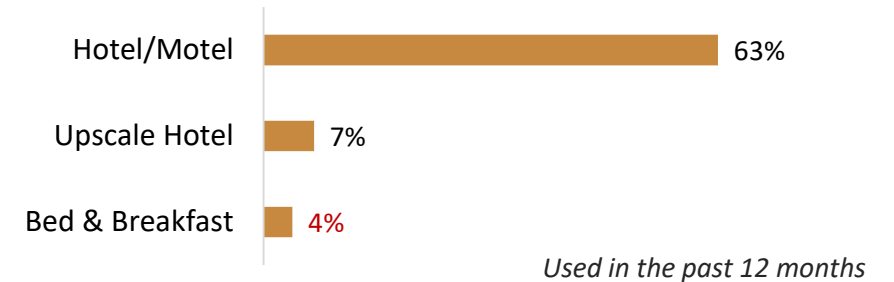
Domestic air round trips taken in the past 12 month

## Number of Foreign Trips



Outside Continental US in the past 3 years

## Vacation Accommodations



TTS travellers were also more likely than the general population to stay at the **Best Western, Comfort Inn, Days Inn, Fairfield Inn, Four Points by Sheraton, Hampton Inn and La Quinta** hotel brands.



# TTS – Psychographics

## Top Travel Psychographics

- "I Would Rather Travel in the U.S. than to a Foreign Location"*
- "Packaged Deals are Great, Because I Don't Have to Plan Too Much"*
- "I Prefer Guided Tours to Traveling Independently"*
- "I'd Rather Take a Few Weekend Vacations Than One Long Vacation"*
- "I'd Rather Travel By Myself or with Just a Small Group of People"*
- "Its Worth it to Pay more for Higher Quality Hotel Accommodations"*
- "Concerns about Security Issues Have Made Me Less Likely to Travel"*
- "I Enjoy Learning About Vacation Options from Others"*
- "Last-minute travel specials are a great way to get a bargain"*
- "Group Tours are Fun and a Good Way to Meet People"*
- "I'm Happy to do Very Little, if any, Sightseeing on My Vacations"*
- "The Best Vacation is Restful Without Too Much Physical Exercise"*
- "Travel/Hotel Discounts Strong Influence Where I Travel/Stay"*
- "When I Find a Vacation Spot I Like, I Go Back Whenever I Can"*
- "Find a Great Vacation - I Recommend to Others"*
- "On My Vacations, I Prefer Traveling to Places I've Never Been"*

TTSs are more likely than other people to agree with the above travel statements  
(above 110 index values)

## Top Lifestyle Psychographics

- "Media Trusted the Most - Magazines"*
- "Will Keep Landline Telephone Even if Cell Service Improves"*
- "Fun to Drive (a vehicle) a Top Consideration in my Purchasing Decision"*
- "I Consider Myself a Spiritual Person"*
- "Ads Keep Me Up-to-Date about Products/Services I Want"*
- "Cell Phones are too Complicated these Days"*
- "Company's Environment Record Important in Purchase Decisions"*
- "Religion Should be the Pillar of Our Society"*
- "TV Ads Are Repeated too Often"*
- "Brands in Ads Better Quality Than Brands Not"*
- "Rebates/Incentives Strongly Influence New Vehicle Purchasing Decisions"*
- "Often Annoyed By Others Talking Loudly on Cell Phones in Public"*
- "I am Typically Willing to Pay More for High-Quality Items"*
- "I Don't Mind Giving Up My Personal Time for Work"*
- "Other Interests are Equally Important as Family"*
- "TV Ads Appear at Inconvenient Moments"*

TTSs are more likely than other people to agree with the above lifestyle statements (top 15  
– above 118 index value)