

Target Group Overview

Exurban Explorers are affluent singles and couples, predominantly over the age of 55, with children in their late teens or older. This group can be found in suburban neighbourhoods across the Northeast US. They are heavy users of print media and may consult magazines or newspapers for information when booking their next vacation.

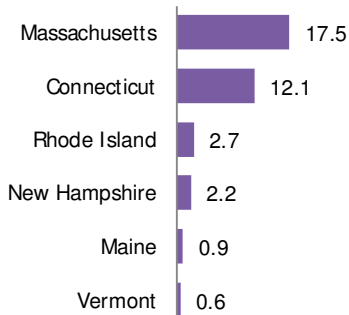
| | Target Segment | Northeast US Market | | Conversions (2013) | | Inquirers (2011-2014) | |
|-------------------|----------------|---------------------|--------|--------------------|--------|-----------------------|--------|
| | | HH Count | % Comp | Count | % Comp | Count | % Comp |
| Exurban Explorers | 2,198,796 | 10.3 | 67 | 12.8 | 1,711 | 13.9 | |

Geographic Distribution in the Northeast United States



Regional Composition

36% live in New England



64% live in the Mid-Atlantic



Top Markets – Designated Marketing Areas

| DMA | Target Group | | Market | | Market Pen | |
|--------------------------|--------------|-------|-----------|-------|------------|-------|
| | HH Count | % HHs | HH Count | % HHs | % Pen | Index |
| New York, NY | 721,483 | 28.9 | 7,742,575 | 31.6 | 9.3 | 91* |
| Philadelphia, PA | 386,826 | 15.5 | 3,043,595 | 12.4 | 12.7 | 124 |
| Boston, MA-NH | 361,825 | 14.5 | 2,501,296 | 10.2 | 14.5 | 142 |
| Hartford & New Haven, CT | 213,826 | 8.6 | 1,034,317 | 4.2 | 20.7 | 202 |
| Pittsburgh, PA | 90,098 | 3.6 | 1,205,535 | 4.9 | 7.5 | 73 |
| Providence, RI-MA | 72,900 | 2.9 | 627,246 | 2.6 | 11.6 | 114 |
| Albany, NY | 70,874 | 2.8 | 570,591 | 2.3 | 12.4 | 122 |
| Harrisburg, PA | 66,777 | 2.7 | 770,382 | 3.1 | 8.7 | 85 |
| Buffalo, NY | 48,532 | 1.9 | 659,780 | 2.7 | 7.4 | 72 |
| Springfield-Holyoke, MA | 45,748 | 1.8 | 270,023 | 1.1 | 16.9 | 166 |
| Syracuse, NY | 37,843 | 1.5 | 399,118 | 1.6 | 9.5 | 93 |
| Rochester, NY | 36,810 | 1.5 | 417,659 | 1.7 | 8.8 | 86 |
| Portland-Auburn, ME | 21,853 | 0.9 | 416,055 | 1.7 | 5.3 | 51 |

* Indices against Northeast US average

Key Social Values



With many approaching the age of retirement, Exurban Explorers tend to prefer **simpler** lifestyles with an increased focus on the well-being of their **families**, as well as their own **health and happiness**. They believe in taking control of their own lives, leaving little to fate and not conforming to norms. When making purchases, brand names and status recognition are not motivating factors; rather, they may choose to express their **individualism** by taking the path less traveled. This group feels a strong **connection to their roots** and has a knack for **spontaneity**; a short trip north of the border on a whim, advertised as a last minute getaway, may be enticing to them.

Exurban Explorers tend to approach decisions with **logic and reason**, often preferring to keep their emotions on an even keel. When researching travel, they frequently look to multiple sources to ensure they will be **getting the most from their vacation**. With a sense of **financial security**, comfort and fulfillment may take priority over bargain hunting on travel. As a **sophisticated** group, they may be more inclined to scope out upscale attractions while on vacation; for example, golfing or fine dining. Above all, they are looking for a worry-free vacation and have the ability to pay for this peace of mind.

Strong Social Values

- ▶ Parochialism (152)
- ▶ Aversion to Complexity (145)
- ▶ Personal Control (144)
- ▶ Civic Engagement (137)
- ▶ Everyday Ethics (133)
- ▶ Cultural Assimilation (131)
- ▶ Introspection & Empathy (130)

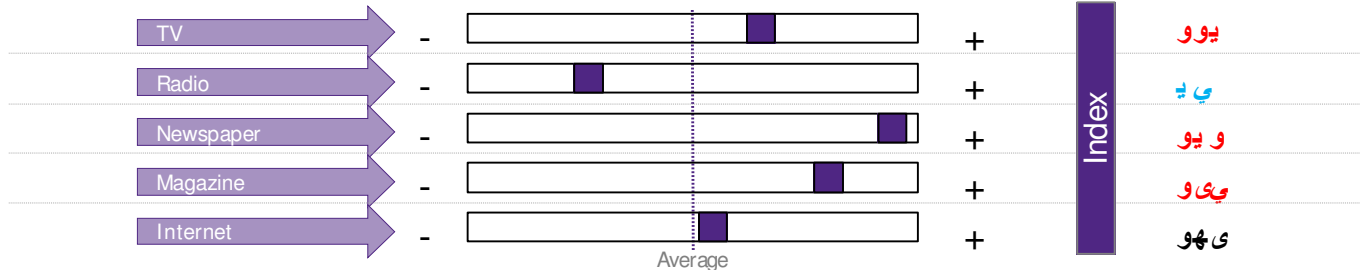
Weak Social Values

- ▶ Fatalism (52)
- ▶ Intuition & Impulse (53)
- ▶ Patriarchy (59)
- ▶ Penchant for Risk (61)
- ▶ Technology Anxiety (61)
- ▶ Xenophobia (62)
- ▶ Active Government (64)



Media Usage

Exurban Explorers are avid readers of print media and may look to newspapers or magazines for new travel ideas. They also embrace digital media and tend to use this medium for many functional purposes. As rational consumers, they may use the internet to look up airline/car/hotel information and recommendations before making a purchase.



Note: Newspaper, TV, Magazines, Radio, Internet – Quintile 1 (high), % of Adults



Internet & Print Media

Internet: Moderate

In general, this group uses the internet at moderate rates. Those who go online tend to use the internet for functional purposes rather than entertainment. They are particularly heavy users of travel booking websites such as Expedia and Travelocity, perhaps choosing to plan their vacations from the comfort of their own homes.

| Top Sites Visited* * | % Pen | Index* |
|----------------------|-------|--------|
| google.com | 48.4 | 106 |
| facebook.com | 31.4 | 82 |
| amazon.com | 29.3 | 111 |
| yahoo.com | 25.8 | 82 |
| youtube.com | 24.8 | 80 |
| craigslist.com | 18.4 | 89 |
| ebay.com | 17.7 | 96 |
| wikipedia.com | 17.5 | 102 |
| bestbuy.com | 13.6 | 101 |
| bing.com | 11.7 | 113 |
| itunes.com | 11.7 | 85 |

| Use online for* * | % Pen | Index* |
|-------------------------------|-------|--------|
| Email | 72.8 | 113 |
| Banking | 45.0 | 110 |
| Airline/Car/Hotel Information | 33.6 | 130 |
| Shopping Purchases | 29.0 | 114 |
| Shopping Information | 27.3 | 115 |
| Medical Service/Information | 19.3 | 132 |
| Read Magazines/Newspapers | 16.6 | 95 |
| Finance/Stock | 16.4 | 141 |

* Indices against Northeast US average
 ** At least once per month



Newspapers: High

With a keen interest in print media, Exurban Explorers are heavy readers of daily newspapers, often reading from cover to cover. Top sections include general news, business and editorials. This group also reads the travel section at high rates.

| Top Sections Read | % Pen | Index* |
|-------------------|-------|--------|
| Front Page | 39.7 | 136 |
| General News | 33.4 | 129 |
| Business/ Finance | 22.0 | 166 |
| Editorial | 21.4 | 171 |
| Sports | 20.9 | 120 |
| Entertainment | 19.5 | 129 |



Magazines: High

As with newspapers, Exurban Explorers are frequent readers of magazines. They enjoy various genres, particularly business, epicurean, home, science/tech and travel publications.

| | | | |
|--|--|--|--|
| <p>% pen: 52.6 Index: 127</p> | <p>% pen: 38.1 Index: 197</p> | <p>% pen: 36.5 Index: 120</p> | <p>% pen: 27.6 Index: 136</p> |
| <p>% pen: 26.1 Index: 136</p> | <p>% pen: 24.9 Index: 131</p> | <p>% pen: 18.3 Index: 160</p> | <p>% pen: 18.2 Index: 129</p> |

Target Group Overview

Outdoor Experientors are often young singles and couples without children at home, generally living outside urban neighbourhoods. They are rational, tech-savvy consumers who are best reached via the internet. When booking their vacations, this group may prioritize new experiences in which they control their schedules over mainstream attractions.



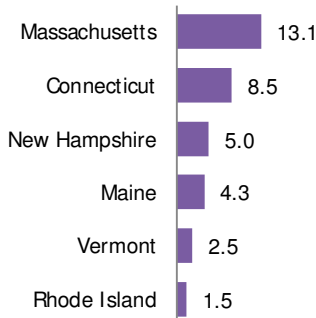
| Outdoor Experientors | Northeast US Market | | Conversions (2013) | | Inquirers (2011-14) | |
|----------------------|---------------------|-------------|--------------------|-------------|---------------------|-------------|
| | HH Count | % Comp | Count | % Comp | Count | % Comp |
| Total | 4,793,556 | 22.4 | 173 | 33.0 | 3,854 | 31.2 |
| Core | 3,511,024 | 16.4 | 125 | 23.9 | 2,837 | 23.0 |
| Stretch | 1,282,532 | 6.0 | 48 | 9.2 | 1,017 | 8.2 |

Geographic Distribution in the Northeast United States - Includes Core & Stretch Clusters



Regional Composition

35% live in New England



65% live in the Mid-Atlantic



Top Markets – Designated Marketing Areas

| DMA | Target Group | | Market | | Market Pen | |
|--------------------------|--------------|-------|-----------|-------|------------|-------|
| | HH Count | % HHs | HH Count | % HHs | % Pen | Index |
| New York, NY | 1,196,662 | 21.5 | 7,742,575 | 31.6 | 15.5 | 68* |
| Boston, MA-NH | 720,421 | 12.9 | 2,501,296 | 10.2 | 28.8 | 126 |
| Philadelphia, PA | 704,963 | 12.6 | 3,043,595 | 12.4 | 23.2 | 102 |
| Hartford & New Haven, CT | 323,781 | 5.8 | 1,034,317 | 4.2 | 31.3 | 137 |
| Harrisburg, PA | 259,065 | 4.6 | 770,382 | 3.1 | 33.6 | 148 |
| Pittsburgh, PA | 188,951 | 3.4 | 1,205,535 | 4.9 | 15.7 | 69 |
| Albany, NY | 180,318 | 3.2 | 570,591 | 2.3 | 31.6 | 139 |
| Burlington, VT-NY | 162,001 | 2.9 | 345,391 | 1.4 | 46.9 | 206 |
| Portland-Auburn, ME | 160,457 | 2.9 | 416,055 | 1.7 | 38.6 | 169 |
| Buffalo, NY | 146,801 | 2.6 | 659,780 | 2.7 | 22.2 | 98 |
| Syracuse, NY | 130,791 | 2.3 | 399,118 | 1.6 | 32.8 | 144 |
| Providence, RI-MA | 123,280 | 2.2 | 627,246 | 2.6 | 19.7 | 86 |
| Wilkes Barre, PA | 118,467 | 2.1 | 610,196 | 2.5 | 19.4 | 85 |

*Indices against Northeast US average

Key Social Values - Core Clusters Only



Outdoor Experientors display values that reflect a group with **strong moral principles** and a **penchant for dreaming big**. They often feel in **control of their own destiny** and tend to approach decisions armed with as much information as possible. A younger group, they may believe the best years of their lives are still ahead of them. This optimistic outlook, along with an inclination for **spontaneity** and a desire for **personal escape**, suggests they may be looking to journey off the beaten path on their next vacation, avoiding generic tours or fixed itineraries.

This group tends to prefer hanging out in smaller, more intimate social groups, perhaps facilitating the creation of **meaningful moments** with those closest to them. They also believe in learning from **other cultures** and may take an interest in exploring the traditions and history of Atlantic Canada, in addition to checking out local restaurants and attractions. An adventurous group conscious about today's **environmental issues**, marketing campaigns showing groups of friends in social settings or vivid local imagery may resonate with them.

Strong Social Values

- ▶ Social Intimacy (144)
- ▶ Ecological Concern (139)
- ▶ Personal Control (136)
- ▶ Introspection & Empathy (134)
- ▶ Duty (133)
- ▶ Brand Apathy (132)
- ▶ Cultural Assimilation (131)

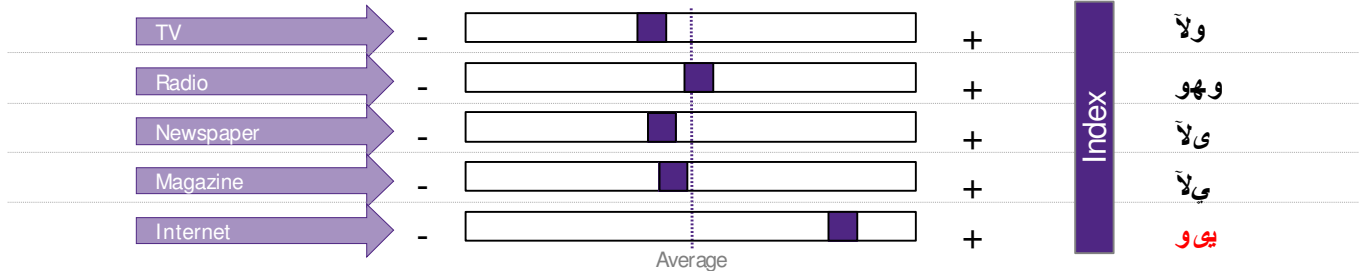
Weak Social Values

- ▶ Fear of Violence (59)
- ▶ Equal Relationship with Youth (63)
- ▶ Active Government (64)
- ▶ Acceptance of Violence (67)
- ▶ Confidence in Big Business (68)
- ▶ Multiculturalism (68)
- ▶ Modern Racism (68)



Media Usage - Core Clusters Only

With most under 45 years of age, Outdoor Experiencers are a young, tech-savvy group for whom the internet is highly integrated into the day-to-day lifestyle. They use it for various purposes, including email, banking and shopping. When making travel plans, they may use this medium for tasks such as researching destinations and booking flights.



Note: Newspaper, TV, Magazines, Radio, Internet – Quintile 1 (high), % of Adults



Internet & Print Media - Core Clusters Only

Internet: High

This group uses the internet at high rates, commonly using it as their primary medium for product research and purchases. Often having two or more PCs at home, they may wish to have the information they're looking for at their fingertips. They frequently visit websites such as Expedia, Travelocity and Orbitz when planning their travels. They are also active on social media, perhaps using Facebook or Twitter to share experiences or seek recommendations.

| Top Sites Visited* * | % Pen | Index* |
|----------------------|-------|--------|
| google.com | 59.9 | 131 |
| facebook.com | 49.3 | 129 |
| youtube.com | 39.3 | 126 |
| yahoo.com | 35.4 | 113 |
| amazon.com | 34.7 | 132 |
| craigslist.com | 28.2 | 136 |
| wikipedia.com | 24.0 | 140 |
| ebay.com | 21.7 | 118 |
| itunes.com | 20.2 | 146 |
| bestbuy.com | 16.7 | 124 |
| espn.com | 15.5 | 143 |

| Use online for* * | % Pen | Index* |
|--------------------------------|-------|--------|
| Email | 79.1 | 123 |
| Banking | 55.2 | 135 |
| Airline/ Car/Hotel Information | 35.6 | 137 |
| Shopping Purchases | 34.3 | 135 |
| Shopping Information | 32.3 | 136 |
| Read Magazines/Newspapers | 24.8 | 142 |
| Online Gaming | 16.7 | 91 |
| Finance/ Stock | 14.9 | 129 |

* Indices against Northeast US average
 ** At least once per month



Newspapers: Moderate

With many using the internet to get their news, newspapers are read moderately by this group. After scanning the front page, many Outdoor Experiencers will often flip to the business or sports sections.

| Top Sections Read | % Pen | Index* |
|-------------------|-------|--------|
| Front Page | 31.6 | 109 |
| General News | 26.4 | 102 |
| Sports | 19.0 | 110 |
| Entertainment | 15.7 | 104 |
| Business/ Finance | 14.5 | 110 |
| Comics | 12.0 | 96 |



Magazines: Moderate

Outdoor Experiencers are moderate magazine readers; they tend to read for informational purposes, rather than entertainment. Top genres are women's, food, home, health, sports and airline.

| | | | |
|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <p>% pen: 43.9 Index: 106</p> | <p>% pen: 33.4 Index: 110</p> | <p>% pen: 20.6 Index: 108</p> | <p>% pen: 19.3 Index: 95</p> |
| <p>% pen: 18.5 Index: 98</p> | <p>% pen: 15.4 Index: 114</p> | <p>% pen: 13.3 Index: 116</p> | <p>% pen: 12.7 Index: 100</p> |

Target Group Overview

Young Families live active lifestyles among less populated communities beyond the suburban beltways of major centres. Typically with young children at home, this group lives in the moment, cherishing quality time with their loved ones. They are best reached through digital media, where they may prefer to do their travel research and booking.



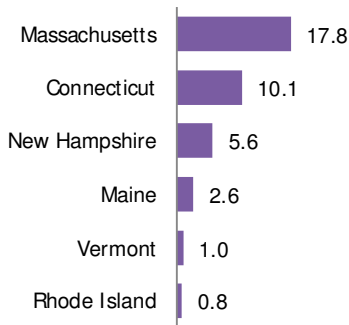
| Target Segment | Northeast US Market | | Conversions (2013) | | Inquirers (2011-2014) | |
|----------------|---------------------|--------|--------------------|--------|-----------------------|--------|
| | HH Count | % Comp | Count | % Comp | Count | % Comp |
| Young Families | 1,395,912 | 6.51 | 54 | 10.31 | 1,206 | 9.77 |

Geographic Distribution in the Northeast

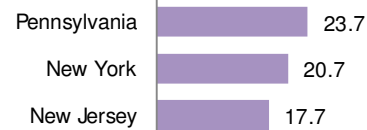


Regional Composition

38% live in New England



62% live in the Mid-Atlantic



Top Markets – Designated Marketing Areas

| DMA | Target Group | | Market | | Market Pen | |
|--------------------------|--------------|-------|-----------|-------|------------|-------|
| | HH Count | % HHs | HH Count | % HHs | % Pen | Index |
| New York, NY | 344,686 | 20.4 | 7,742,575 | 31.6 | 4.5 | 65 |
| Boston, MA-NH | 292,126 | 17.3 | 2,501,296 | 10.2 | 11.7 | 169 |
| Philadelphia, PA | 260,677 | 15.4 | 3,043,595 | 12.4 | 8.6 | 124 |
| Harrisburg, PA | 111,461 | 6.6 | 770,382 | 3.1 | 14.5 | 210 |
| Hartford & New Haven, CT | 83,215 | 4.9 | 1,034,317 | 4.2 | 8.0 | 117 |
| Pittsburgh, PA | 46,754 | 2.8 | 1,205,535 | 4.9 | 3.9 | 56 |
| Rochester, NY | 42,109 | 2.5 | 417,659 | 1.7 | 10.1 | 146 |
| Wilkes Barre, PA | 42,066 | 2.5 | 610,196 | 2.5 | 6.9 | 100 |
| Syracuse, NY | 38,839 | 2.3 | 399,118 | 1.6 | 9.7 | 141 |
| Providence, RI-MA | 35,637 | 2.1 | 627,246 | 2.6 | 5.7 | 82 |
| Portland-Auburn, ME | 32,012 | 1.9 | 416,055 | 1.7 | 7.7 | 112 |
| Albany, NY | 28,373 | 1.7 | 570,591 | 2.3 | 5.0 | 72 |
| Burlington, VT-NY | 21,381 | 1.3 | 345,391 | 1.4 | 6.2 | 90 |

* Indices against Northeast US average

Key Social Values



Young Families hold social values reflective of a group who enjoy **spending time with their loved ones** and stay grounded by maintaining **faith** in something greater than themselves. They often believe in **gender parity**, indicating the mother and father may both be household influencers when making purchase decisions. With many having young children at home, they may wish to embark on vacations that allow them to create **lasting family moments** they can cherish later in life.

This group's ability to adapt to unforeseen events, along with a **penchant for spontaneity**, may lead them off the beaten path in search of unique experiences. Not only are they seeking adventure, they strive to live a **healthy lifestyle**; this includes their mental, spiritual, and physical well-being. They take little joy in consumption and materialistic purchases, perhaps opting to **spend their money on intangibles** such as traveling to new destinations. Saving money on principle is less of a priority to this group relative to the benefits of **quality time with their loved ones**. As such, advertisements promoting family activities and moments of togetherness may resonate strongly with them.

Strong Social Values

- ▶ Meaningful Moments (153)
- ▶ Ecological Concern (139)
- ▶ Effort Toward Health (137)
- ▶ Adaptive Navigation (134)
- ▶ Obedience to Authority (133)
- ▶ Religiosity (131)
- ▶ Importance of Spontaneity (130)

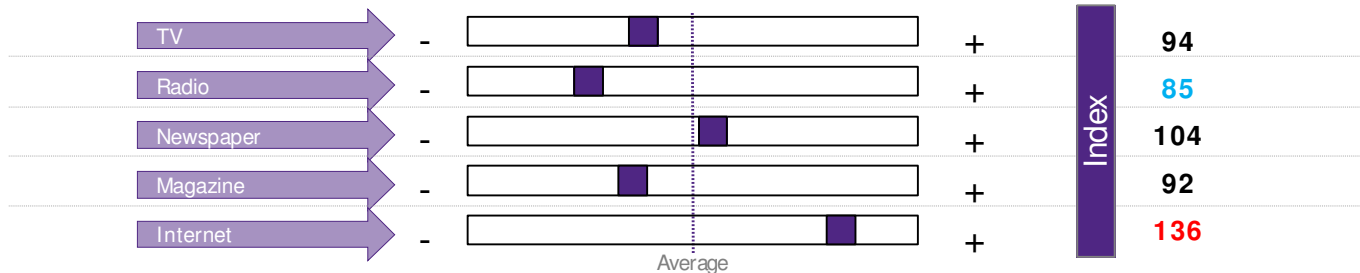
Weak Social Values

- ▶ Anomie-Aimlessness (18)
- ▶ Active Government (28)
- ▶ Joy of Consumption (36)
- ▶ Pursuit of Intensity (37)
- ▶ Ecological Fatalism (42)
- ▶ Sexual Permissiveness (46)
- ▶ Sexism (47)



Media Usage

Typically under 50 years of age, with school-aged children at home, Young Families are inclined to use online media channels, which give them the information they need in a timely fashion. Internet or e-mail advertising may resonate strongly with them, as they may also find the web provides them a portal to find the best value in their purchases.



Note: Newspaper, TV, Magazines, Radio, Internet – Quintile 1 (high), % of Adults



Internet & Print Media

Internet: High

Young Families are heavy internet users, frequently accessing the net for functional purposes (email, news banking, etc.), as well as shopping and entertainment. They may use this medium for researching and planning their travels, as well as booking flights and hotels. As a tech savvy group, they are active on social media, perhaps seeking recommendations or sharing vacation experiences.

| Top Sites Visited** | % Pen | Index* |
|---------------------|-------|--------|
| google.com | 59.0 | 129 |
| facebook.com | 47.6 | 125 |
| youtube.com | 37.7 | 121 |
| amazon.com | 34.0 | 129 |
| yahoo.com | 33.5 | 107 |
| craigslist.com | 26.7 | 129 |
| ebay.com | 26.4 | 143 |
| itunes.com | 20.6 | 149 |
| wikipedia.com | 19.6 | 114 |
| bestbuy.com | 18.7 | 139 |
| espn.com | 14.6 | 136 |

| Use online for** | % Pen | Index* |
|--------------------------------|-------|--------|
| Email | 80.1 | 124 |
| Banking | 51.8 | 127 |
| Shopping Purchases | 34.0 | 134 |
| Airline/ Car/Hotel Information | 32.0 | 123 |
| Shopping Information | 29.5 | 124 |
| Read Magazines/Newspapers | 21.5 | 123 |
| Online Gaming | 17.9 | 98 |
| Yellow Pages | 17.3 | 142 |

* Indices against Northeast US average
 ** At least once per month



Newspapers: Moderate

This group reads newspapers at moderate to low rates; they tend to scan the front page before jumping ahead to their section of choice. Young Families may also seek out a local titles for news.

| Top Sections Read | % Pen | Index* |
|-------------------|-------|--------|
| Front Page | 32.1 | 111 |
| General News | 26.0 | 100 |
| Sports | 18.3 | 105 |
| Business/ Finance | 14.4 | 109 |
| Entertainment | 12.9 | 86 |
| Editorial | 12.8 | 103 |



Magazines: Low-Moderate

Young Families are lighter magazine readers; the most popular genres are news, home, health, women's, sports and fishing/hunting.



% pen: 46.2
Index: 111



% pen: 32.2
Index: 106



% pen: 22.3
Index: 117



% pen: 18.4
Index: 91



% pen: 17.9
Index: 132



% pen: 16.9
Index: 88



% pen: 14.4
Index: 112



% pen: 14.3
Index: 118