

Introducing Youth Socializers...

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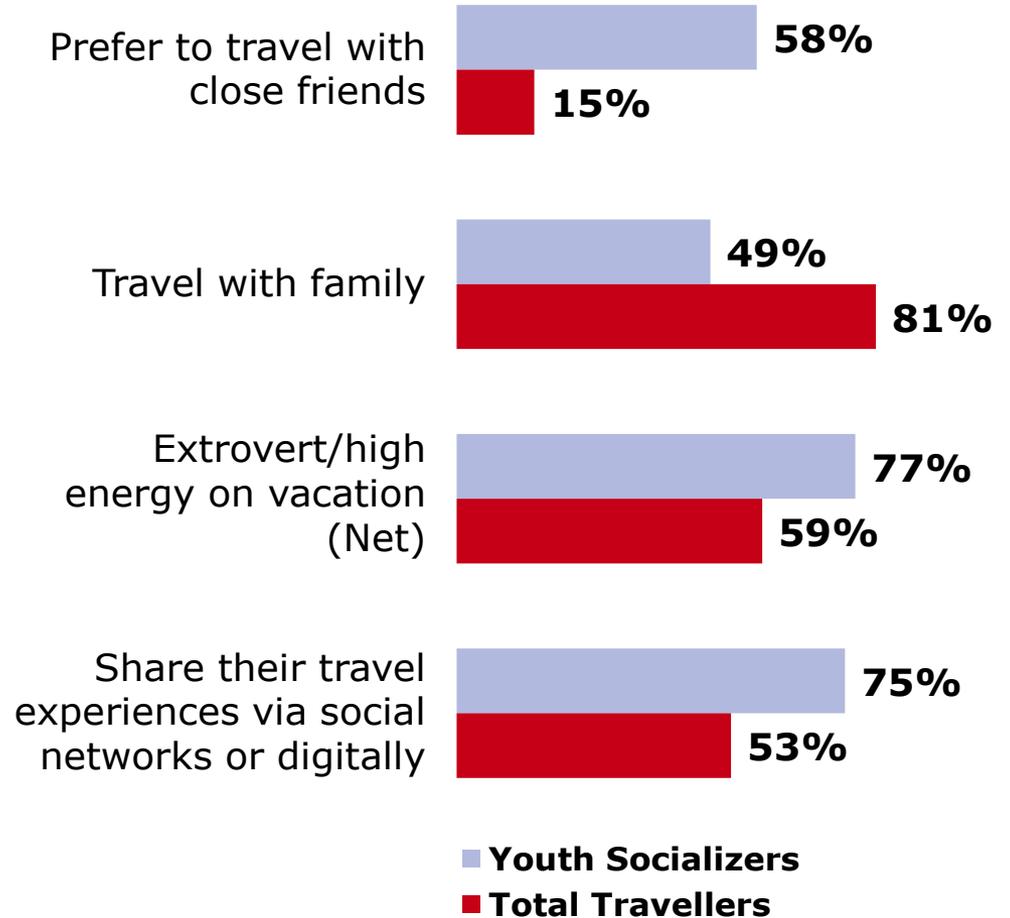
Youth Socializers

This is a typical youth segment driven by a love of socializing with friends on vacations, often on a limited budget.



This is a group that wants to have fun and unwind on vacation and this is best achieved by spending time in a group and sharing experiences with others.

Key Differentiators



Who Are Youth Socializers?

	Youth Socializers %
Age:	
18-34 Years	60
35-54 Years	24
55 Or Older	16
Gender:	
Male	38
Female	62
Household Composition:	
Live alone	34
Couple with no children	20
Any children 18 or younger	16
Income:	
Average Household (\$)	66,383
Average Personal (\$)	44,273

	Youth Socializers %
Occupation Status:	
Employed	68
Retired	7
Homemaker/ child caring	2
Student	13
Unemployed/ disability	6
Ethnic Status:	
Born outside Canada/ US	16
Visible minority	22

 Well Above Average
 Well Below Average

Value Metrics

	Youthful Socializers
Average Annual Household Income	\$66,383
Average Annual Household Travel Budget	\$2,029
Average Number Of Trips In Past 12 Months	2.4
Average Trip Length (in days)	4.7
Average Party Size Per Trip	2.9
Average Spend Per Person In Travel Party	\$531
Maximum Spend Per Trip	\$1,729

 Below Average

Travel Attitudes

– Top-2-Box Agreement (Agree Strongly/Somewhat)

	Youthful Socializers %
A family vacation is an important time to make family memories	73
I enjoy sharing stories back home after my travels	86
I like to see local architecture or city scapes that are different from my own	80
I find it enriching to be exposed to the local customs and routines of people in another country	79
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	75
I prefer to thoroughly plan my trips in advance	61
I like to take my time at historical sites or museums	66
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	68
When I'm on vacation, I just do whatever I want, however I want	69
I like to visit small towns and villages when I travel	60
I am much more carefree while on vacation than I am at home	66
I love travelling to places off the beaten path	60
When I travel, I like to experience arts and culture	60
I am comfortable travelling with groups of people	60
Shopping is an important part of the travel experience for me	52
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	41
I tend to prefer travel destinations that I know fairly well	26
When travelling, I prefer to eat food that is like the food I eat at home	23
When I travel, I am more interested in understanding the past than in experiencing culture as it exists	19
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	21
I tend to get nervous or anxious when I travel	23
When choosing a pleasure travel destination, I am influenced by what is currently popular	24

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 Above Average

Lifestyle Attitudes

– Top-3-Box Agreement (8/9/10 out of 10)

	Youthful Socializers %
I am generally an optimistic person	50
I consider myself a follower rather than a leader	14
I never seem to have enough time to accomplish all I need to in a day	38
I love the fine arts and high culture	31
It is important to me to make a good impression on others	48
I often seek solitude and quiet times for contemplation	40
I am one of those who likes to have everything planned in advance	37
My life revolves around my family	33
I am more physically active than most people	21
I spend most of my leisure time at home	42
I feel financially secure	18
I tend to be the life of the party	22
I am more adventurous than most of my friends	29
I consider myself to be youthful in spirit	55
I am a confident person	43
I have lots of friends	35
I am in tune with nature	29
I need to escape my everyday life from time to time and seek new experiences	51
I am completely open to diverse cultures, lifestyles and ideas	60
I make a point of taking time to relax and unwind	55
I love to be spontaneous	38
My life is too stressful	21
People tend to look to me for advice	38
I'm usually the first among my friends to try something new	29



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Activity Profile (NETS)

Trips Taken During Past 12 Months

	Youthful Socializers	
	Total Trips	Ontario Trips
Any Activities On Trips Taken In Past 12 Months:	%	
Beach, resort, spa and water	43	22
Sporting events (spectator, player), golf	10	5
Camping and related outdoor activities	20	15
Museums, history, galleries, sightseeing and knowledge	49	38
Botanical/ nature parks, scenic landmarks and related learning	32	27
Cultural events/ festivals	27	22
Nightclubs and places of entertainment	26	16
Visiting casinos or other gambling	10	10
Culinary (fine dining and wineries)	40	33
Touring	29	25
Shopping	49	43
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	20	7
Visiting friends/ relatives and social events	60	57

Activity Profile (Detail)

Trips Taken During Past 12 Months

	Youthful Socializers	
	Total Trips	Ontario Trips
Any Activities On Trips Taken In Past 12 Months:	%	
Visiting friends and relatives	54	46
Shopping	49	43
Dining in fine restaurants	39	32
City sightseeing on your own	36	28
Visiting a beach	35	12
Visiting scenic landmarks	26	22
Visiting night clubs or other places of entertainment	26	16
Attending family / social event (e.g., wedding, reunion)	24	22
Visiting places of historical interest	21	15
None of these / some other activity	20	22
Visiting museums or galleries	19	12
Visiting small towns and villages	19	13
Attending theatre, concerts or dance shows	17	13
Visiting theme/amusement park	14	5
Organized city sightseeing	12	4
Visiting / staying at a resort	11	3
Visiting national or provincial nature parks	10	6
Touring by bus, boat or train	10	5
Visiting casinos or other gambling	10	10
Touring by car or RV	10	13



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Main Activity On Trips Taken During Past 12 Months

	Youthful Socializers	
	Total Trips	Ontario Trips
Main Activity On Trips Taken During Past 12 Months:	%	
Beach, resort, spa and water	18	8
Sporting events (spectator, player), golf	5	2
Camping and related outdoor activities	2	3
Museums, history, galleries, sightseeing and knowledge	9	9
Botanical/ nature parks, scenic landmarks and related learning	3	5
Cultural events/ festivals	11	14
Nightclubs and places of entertainment	3	3
Visiting casinos or other gambling	2	2
Culinary (fine dining and wineries)	2	3
Touring	5	3
Shopping	3	4
Visiting friends/ relatives and social events	50	46
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	5	1

Activity Profile – Youthful Socializers

- Relationship Between Main and Other Activities

	Main Activities		
	VFR	Beach	Theatre Dance/ Concert Shows
Other Activities:	%		
Visiting friends and relatives	100	15	16
Shopping	35	40	38
Dining in fine restaurants	25	35	30
City sightseeing on your own	19	21	23
Visiting a beach	15	100	3
Visiting night clubs or other places of entertainment	14	27	18
Visiting scenic landmarks	14	15	11
Visiting museums or galleries	9	8	13
Visiting places of historical interest	9	9	8
Visiting small towns and villages	8	15	4
Attending theatre, concerts or dance shows	6	6	100
Hiking / climbing	6	6	1
Visiting an amusement or theme park	6	4	7
Touring by car or RV	5	5	6
Visiting national or provincial nature parks	5	6	4
Water activities (e.g., waterskiing, diving, windsurfing)	2	21	0
Touring by bus, boat or train	2	16	3
Boating / sailing	3	15	0
Visiting casinos or other gambling	4	11	6

Benefit Profile

Trips Taken During Past 12 Months

	Youthful Socializers	
	Total Trips	Ontario Trips
Travel Benefits Sought On Trips In Past 12 Months:	%	
To see or do something new and different	49	39
To seek solitude and isolation	8	7
To gain knowledge of history, other cultures	14	11
To stimulate your mind / be intellectually challenged	9	8
To relax and relieve stress	60	46
To stay connected with family	40	35
To renew personal connections with people (other than family)	37	34
To enrich your relationship with partner/ children	14	13
To create lasting memories	42	33
To be challenged physically	5	6
To re-energize	28	24
To have fun and be entertained	66	59
To explore and learn	27	18
To meet new people	22	15
To experience different ways of life	14	9
To be pampered	5	5

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Sources Used To Plan Trips

	Youthful Socializers	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	38	+3
Brochures/pamphlets	12	-5
Travel guides/books	6	-4
Articles/features in travel magazines	2	-5
Own/previous experience	16	-3
Information from a specific attraction	5	-2
Automobile Associations	5	-4
Travel agent (in person)	3	-2
Airline	3	-1
Travel programs on TV	2	-4
TV ads	3	-2

Q. Thinking about all of the overnight pleasure trips you have taken within Ontario during the past year or so, which of the following information sources did you use when planning your travel? If you have not taken an overnight pleasure trip within Ontario, please think about your last overnight pleasure trip.

	Youthful Socializers	Difference vs. Total Travellers
Internet Sources Used:	%	
Any Internet (Net)	81	-1
- Accommodation websites e.g., hotel	33	-8
- Online travel agencies	37	+3
- Airline websites	23	-1
- Official destination websites, e.g., VisitFlorida	17	-6
- Review sites	20	-1
- Online blogs	4	-3
- Social media	8	+2
- Group buying sites, e.g., Wagjag	4	±0
- Travel apps	2	-1

Q. What kind of Internet sources, if any, did you use to plan your trips?

Youthful Socializers Population Projections

Geographic Markets

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total Canada	1,363,706	10.2%
Ontario	1,014,327	11.3%
GTA	518,434	13.1%
Other Ontario	495,893	9.8%
Quebec	281,757	7.4%
Montreal	214,136	7.4%
Other Quebec	56,351	5.9%
Manitoba	67,622	12.5%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Major US Markets		
Philadelphia	450,812	11.0%
Boston	417,001	8.5%
Chicago	608,596	9.5%
New York City	845,272	11.4%
Washington DC	529,704	12.1%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total US	9,906,593	9.8%
States:		
Connecticut	326,839	11.9%
Delaware	56,351	8.1%
Illinois	957,975	9.9%
Indiana	349,379	7.2%
Maryland	405,731	15.2%
Massachusetts	507,163	8.8%
Michigan	777,651	10.3%
Minnesota	383,190	9.3%
New Jersey	698,759	12.2%
New York	1,420,058	10.5%
Ohio	788,921	8.6%
Pennsylvania	800,191	7.2%
Virginia	631,137	15.3%
Wisconsin	462,082	10.9%
Kentucky	236,676	7.9%
New Hampshire	78,892	4.9%
North Carolina	777,651	10.7%
Rhode Island	56,351	6.8%
Vermont	56,351	11.3%
West Virginia	67,622	5.0%

How To Reach Youthful Socializers

Detail Media Consumption

	Youthful Socializers	Difference vs. Total Travellers
% reading newspaper	50%	-16
- Daily print	45%	-13
- Daily on computer	42%	+9
- Daily on mobile	11%	+2
% reading travel section of daily newspaper	41%	-13
% reading magazine	57%	-8
- Entertainment/music	44%	+13
- Fashion/beauty	30%	+13
- Food/cooking	23%	-3
- Health/fitness/living	20%	-2
- General interest	17%	-3
Avg. # hrs. watch TV (reg)	12.9	-1.2
Avg. # hrs. watch PVR	3.2	-0.2
Avg. # hrs. watch TV online	6.5	1.3
- Dramas	54%	+5
- Movies	52%	+2
- Situation comedies	42%	+7
- Reality shows	39%	+4
Avg. # hrs. listen to radio	7.1	-0.8
- Top 40	47%	+17
- Modern rock	34%	+7
- News/talk	24%	-11

	Youthful Socializers	Difference vs. Total Travellers
% using Internet	95%	+6
- Search engine	81%	+4
- Shopping	59%	+9
- Entertainment	58%	+12
- Weather	50%	-3
- Video download/upload sites	46%	+18
Avg. # hrs. spent browsing per week	15.8	+3.1
% using social networks	90%	+12
- Facebook	86%	+18
- Twitter	22%	+8
Avg. # hrs. spent on social networks	6.9	+2.3
% using smartphone/tablet when travelling	65%	+19
- Look up information	85%	+8
- Check review sites	20%	-5
- make reservations	13%	-11
- Use travel apps	18%	-1