

IPSOS AFFLUENT SURVEY USA

MEDIA & CONSUMER INSIGHTS SURVEY



AFFLUENT TRAVELER SEGMENTATION

AN IPSOS AFFLUENT SURVEY WHITE PAPER



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THE IMPORTANCE OF AFFLUENT TRAVELERS

As luxury consumers continue to move away from spending on “things” and move more and more towards the experiential, travel as an industry is benefiting greatly from this trend. According to the most recent data from Bureau of Labor Statistics’ Consumer Expenditure Survey (the only Federal household survey to provide information on the complete range of American consumers’ expenditures), U.S. households spent an aggregate \$215 billion on trip expenditures during 2016. This signifies a 25% increase from three years prior, or an additional \$43.7 billion.

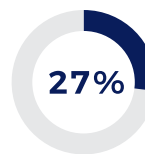
The BLS data allows for deeper analysis into the power of Affluent consumers in the travel sector. We find that Affluents (defined here as adults living in households with at least \$100,000 in income) are 27% of the total population, but spend a whopping 56% of the total dollars in the travel category. Furthermore, the growth potential among Affluent households is even greater than in the general population as aggregate travel expenditures among this segment of the population grew nearly 40% over the past three years.

While it’s clear that Affluents are crucial consumers of all things travel-related, it may not be so clear what behavioral patterns they’re exhibiting, or how best to reach them. This is why we set out to use the rich Ipsos Affluent Survey (IAS) data to segment this influential population into travel personas that are both reflective of current market trends and easily targetable.

The insights presented in this White Paper are based on IAS Doublebase 2017, consisting of over 51,000 respondents and projecting to 82 million Affluent adults. An iterative clustering approach segmented Affluent travelers into five differentiated segments.

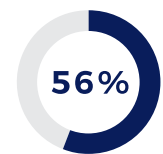
THE TRAVEL INDUSTRY

\$215 BILLION SPENT BY U.S. HOUSEHOLDS



Affluent households are 27% of the population

BUT



They spend 56% of all dollars in the travel category

THE AFFLUENT TRAVELER SEGMENTS

JETSETTERS (13.2M, 16%)

The wealthiest segment, comprised mainly of frequent business and vacation travelers, this group spends the most and is highly engaged across the travel category

A TASTE OF FIRST CLASS (15.7M, 19%)

Skewing younger with a moderate volume of travel, this segment shows a tendency toward splurging on upgrades and generally is looking for quality over quantity when they travel

DOMESTIC DEAL-SEEKERS (18.1M, 22%)

Lighter travelers who seek out vacation bargains, mainly to destinations within the U.S.

HOMEBOODIES (19.5M, 24%)

The lightest travelers, this group prefers to play it safe and stay close to home

EXPERIENCED EXPLORERS (15.4M, 19%)

Older skewing and the second wealthiest segment, this group has the free time and resources to engage in ample vacation travel

MEET: AFFLUENT JETSETTERS

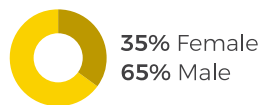
AFFLUENT TRAVELER SEGMENTATION

13.2 MILLION AFFLUENTS (16%)

The wealthiest segment, Jetsetters spend the most and are highly engaged across the travel category. They are frequent business and vacation travelers, with a particular interest in foreign destinations. Jetsetters are likely to stay in upscale accommodations, and may have traveled on a private jet in the past year. This group skews male and has the highest financial resources.

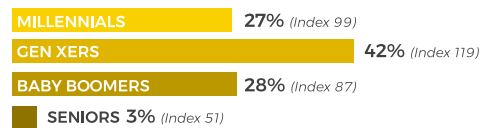
DEMOGRAPHICS

GENDER



AGE

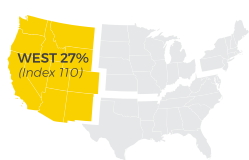
Median age- **43.6**



RACE & ETHNICITY

White/Caucasian- **69%** (Index 95)
Black/African-American- **6%** (Index 81)
Asian/Pacific Islander- **9%** (Index 111)
Hispanic- **15%** (Index 143)

REGION



FINANCIALS & CAREER

Median HHI **\$175K** (Index 119)
Median Net Worth **\$1.1M** (Index 155)
31% are owners/partners in their own business (Index 182)
44% are C-suite (Index 211)

HOME LIFE

- 87%** Married/ Partnered (Index 109)
- 54%** have children (Index 134)
- 25%** speak another language at home (Index 152)

TRAVEL BEHAVIORS

\$20.1K median HH travel spend in past year (Index 366)

100% took a trip in past year (Index 111)

4.3 Vacation trips in past year (Index 130)

5.8 Business trips in past year (Index 181)

93% belong to a frequent traveler program (Index 117)

Typically stay in:

32% Five-star accommodations (Index 182)

17% Luxury boutique hotels (Index 217)

While on a trip:

42% attended a work-related seminar (Index 218)

31% entertained business associates (Index 343)

97% have a valid passport (Index 123)

NIGHTS SPENT AWAY*



ATTITUDES

74% love collecting frequent flyer points from business travel to use on a personal trip (Index 158)

66% enjoy traveling for work (Index 167)

72% Agree that frequent flyer programs strongly influence decisions when choosing airline (Index 137)

66% agree hotels they stay in for business travel strongly influence their decision when choosing which ones to use for personal travel (Index 160)

83% willing to pay extra for comfort and service (Index 113)

73% are asked for advice on where to vacation (Index 155)

59% prefer destinations that are "off the beaten track" (Index 131)

MEDIA



PUBLICATIONS

Median # of Titles read: **10.5** (Index 194)



TELEVISION

Median hours watched TV networks weekly **45.7** (Index 122)



INTERNET

59.2 median total hours spent online (Index 136)

MEET: AFFLUENT A TASTE OF FIRST CLASS

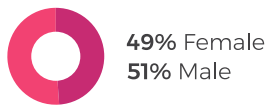
AFFLUENT TRAVELER SEGMENTATION

15.7 MILLION AFFLUENTS (19%)

Skewing younger with a moderate volume of travel, A Taste of First Class segment exhibits a tendency toward splurging on upgrades and generally is looking for quality over quantity when they travel. While their travel budgets are not the largest, they do like to splurge every once in a while, be it on flight upgrades or other services. During their travels, they are willing to indulge in wine and fine food, and will pay extra for comfort and service. Evenly split male and female, this group skews younger.

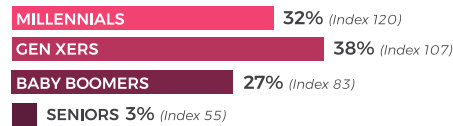
DEMOGRAPHICS

GENDER



AGE

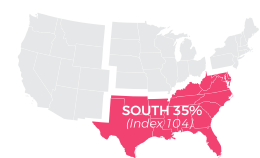
Median age- 41.3



RACE & ETHNICITY

White/Caucasian- 70% (Index 95)
Black/African-American- 8% (Index 117)
Asian/Pacific Islander- 8% (Index 99)
Hispanic-13% (Index 124)

REGION



FINANCIALS & CAREER

Median HHI \$142K (Index 96)
Median Net Worth \$643K (Index 92)
25% C-Suite (Index 121)

HOME LIFE

- 78% Married/Partnered (Index 97)
- 47% have children (Index 116)
- 19% speak another language at home (Index 116)

TRAVEL BEHAVIORS

\$3.0K median HH travel spend in past year (Index 55)

89% took a trip in past year (Index 99)

2.9 Vacation trips in past year (Index 88)

2.8 Business trips in past year (Index 88)

Hotel Preference:

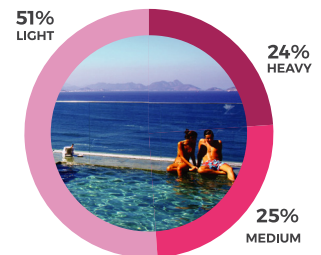
24% Five-star accommodations (Index 134)

17% Rental villas/homes (Index 123)

12% Luxury boutique hotels (Index 149)

6% have traveled on private aircraft (Index 130)

NIGHTS SPENT AWAY*



ATTITUDES

66% are inspired to seek new experiences through travel publications and television programs (Index 132)

73% agree they tend to revisit great vacation spots (Index 119)

51% agree that all-inclusive travel packages are the best way to travel (Index 135)

71% will go out of their way to make sure that fine food and wine are part of every vacation (Index 155)

64% are often asked for advice on where to vacation (Index 136)

48% rather relax on vacation than go sightseeing (Index 121)

87% say comfort and service are worth paying extra for (Index 118)

84% like to take weekend trips (Index 121)

29% prefer organized group tours rather than traveling independently (Index 160)

MEDIA



PUBLICATIONS
Median # of Titles read:
8.5 (Index 157)



TELEVISION
Median hours watched TV
networks weekly 46.2 (Index 123)



INTERNET
48 median total hours
spent online (Index 111)



*Total nights spent in a hotel/motel/resort in past year:
Heavy=22+ nights, medium=8 to 21, light=7 or fewer
All indices are relative to total Affluents.

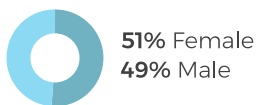
MEET: AFFLUENT DOMESTIC DEAL-SEEKERS

18.1 MILLION AFFLUENTS (22%)

Mass Affluent travelers who seek out vacation bargains mainly to destinations within the U.S., Domestic Deal-Seekers spend above average on personal travel due to their many domestic vacations, but their trips are typically no-frills. They are most likely to return time and again to a vacation spot where they had a great prior experience. Demographically, they are a mix of age and income levels.

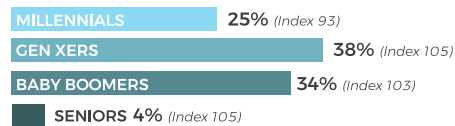
DEMOGRAPHICS

GENDER



AGE

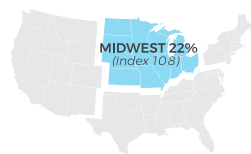
Median age- 46



RACE & ETHNICITY

White/Caucasian- 76% (Index 104)
Black/African-American- 7% (Index 99)
Asian/Pacific Islander- 7% (Index 82)
Hispanic- 9% (Index 90)

REGION



FINANCIALS & CAREER

Median HHI \$147K (Index 99)
Median Net Worth \$639K (Index 92)

HOME LIFE

- 82% Married/Partnered (Index 102)
- 42% have children (Index 103)
- 94% were born in the U.S. (Index 103)

TRAVEL BEHAVIORS

\$5.1K median HH travel spend in past year (Index 93)

\$3.8K spent on travel within the U.S. (Index 130)

96% took a trip in past year (Index 107)

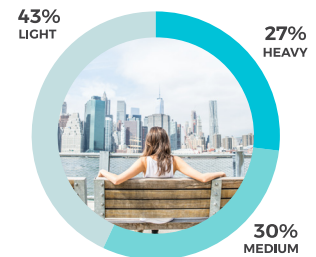
3.2 Vacation trips in past year (Index 97)

2.6 business trips in past year (Index 81)

While on a trip:

- 53% visited friends/relatives (Index 119)
- 27% attended a sports event (Index 133)
- 25% went to a theme park (Index 125)
- 20% went hiking (Index 123)

NIGHTS SPENT AWAY*



ATTITUDES

76% like to take weekend trips (Index 109)

65% agree that when they find a great vacation spot, they tend to go back again and again (Index 106)

61% do not agree they prefer organized group tours rather than traveling independently (Index 111)

59% like to take vacations in the U.S. rather than abroad (Index 125)

MEDIA



PUBLICATIONS

Median # of Titles read:
4.3 (Index 80)



TELEVISION

Median hours watched TV networks weekly 33.8 (Index 90)



INTERNET

42.2 median total hours spent online (Index 97)

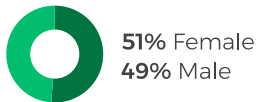
MEET: AFFLUENT HOMEBODIES

19.5 MILLION AFFLUENTS (24%)

Homebodies tend to be light travelers, and prefer to travel domestically when they do. This segment has more single people than any other segment, and includes more full-time students. They are generally risk-averse and so their leisure is unlikely to include adventurous escapades.

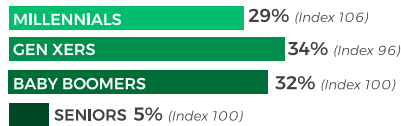
DEMOGRAPHICS

GENDER



AGE

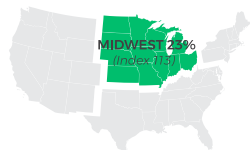
Median age- 46



RACE & ETHNICITY

White/Caucasian- 75% (Index 102)
Black/African-American- 8% (Index 113)
Asian/Pacific Islander- 8% (Index 94)
Hispanic- 9% (Index 84)

REGION



FINANCIALS & CAREER

Median HHI \$136K (Index 92)
Median Net Worth \$481K (Index 69)
9% are Full-time students (Index 153)
8% are homemakers (Index 142)

HOME LIFE

73% Married/Partnered (Index 91)
36% have children (Index 90)
17% are not heads of household (Index 154)

TRAVEL BEHAVIORS

\$1.7K median HH travel spend in past year (Index 31)

71% took a trip in past year (Index 79)

2.2 vacation trips in past year (Index 67)

2.1 business trips in past year (Index 66)

51% typically stay in "other" hotels/resorts/motels (Index 113)

NIGHTS SPENT AWAY*



ATTITUDES

68% agree "I would rather spend a quiet evening at home than go to an event or party" (Index 109)

55% like to take vacations in the U.S. rather than abroad (Index 118)

30% agree "The stock market is too risky for me" (Index 115)

23% live from paycheck to paycheck (Index 112)

MEDIA



PUBLICATIONS

Median # of Titles read: 2.7 (Index 50)



TELEVISION

Median hours watched TV networks weekly 30.7 (Index 82)



INTERNET

35 median total hours spent online (Index 81)

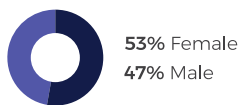
MEET: AFFLUENT EXPERIENCED EXPLORERS

15.4 MILLION AFFLUENTS (19%)

Experienced Explorers have both the free time and the resources to engage in ample vacation travel, with a median stay of 17.6 nights in hotels and resorts in the past year. They are heavy international travelers and cruisers, and are influencers on everything travel. Demographically, this segment skews older including a large number of retirees, and has the second-highest household income and net worth.

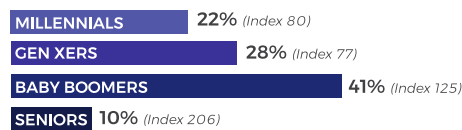
DEMOGRAPHICS

GENDER



AGE

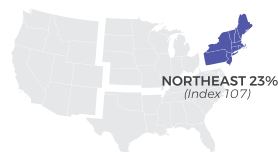
Median age- **51.3**



RACE & ETHNICITY

White/Caucasian- **76%** (Index 103)
Black/African-American- **6%** (Index 83)
Asian/Pacific Islander- **10%** (Index 118)
Hispanic- **8%** (Index 76)

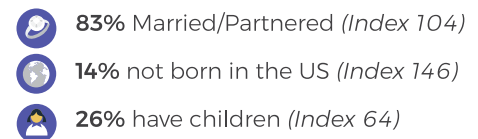
REGION



FINANCIALS & CAREER

Median HHI **\$158K** (Index 107)
Median Net Worth **\$901K** (Index 129)
36% are not employed (Index 144)
22% Retired (Index 210)

HOME LIFE

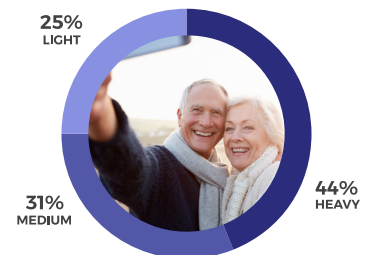


TRAVEL BEHAVIORS

\$9.4K median HH travel spend in past year (Index 172)
99% took a trip in past year (Index 110)
4.2 Vacation trips in past year (Index 127)
2.6 Business trips in past year (Index 81)

While on a trip:
81% went sightseeing (Index 146)
63% took a tour (Index 191)
21% went scuba diving/snorkeling (Index 223)
15% typically would stay on a cruise ship when traveling (Index 189)
99% have a valid passport (Index 126)
57% have taken a cruise in past three years (Index 180)

NIGHTS SPENT AWAY*



ATTITUDES

89% say traveling internationally helps them learn about other cultures (Index 127)
76% would rather spend money on a fantastic trip than an expensive car (Index 112)

59% agree that frequent flyer programs strongly influence decisions when choosing airline (Index 112)
58% are asked for advice on where to vacation (Index 123)

MEDIA

PUBLICATIONS
Median # of Titles read: **5.8** (Index 107)

TELEVISION
Median hours watched TV networks weekly **36.1** (Index 96)

INTERNET
38.5 median total hours spent online (Index 89)

A MULTIDIMENSIONAL UNDERSTANDING OF AFFLUENT TRAVELERS

As demonstrated in this White Paper, the Ipsos Affluent Survey provides for a rich profile to help you understand who are the Affluent Travelers. Below, we list all of the travel-related content available in our study to assist you in creating a compelling story that aligns with your brands, products and services, and sheds light on where to find these segments.

3 TRAVEL PLANS

18 TRAVEL PSYCHOGRAPHICS

38 HOTEL/RESORT BRANDS

25 AIRLINE BRANDS

15 CRUISE LINE BRANDS

9 RENTAL CAR COMPANY BRANDS

4 FREQUENT TRAVELER PROGRAMS

PRIVATE AIRCRAFT TRAVEL

NUMBER AND LENGTH OF CRUISES

20 TRAVEL CROSS-PLATFORM MEDIA BRANDS

270+ ADDITIONAL CROSS-PLATFORM MEDIA BRANDS

PERSONAL/VACATION AND BUSINESS TRAVEL TO DOMESTIC AND FOREIGN DESTINATIONS IN PAST YEAR BY:

- Number of total trips
- Number of commercial airline trips
- Number of nights in a hotel, resort, rented home, or motel
- 7 types of travel accommodations
- 3 airline classes
- 103 domestic destinations
- 47 foreign destinations (past three years)

38 ACTIVITIES PARTICIPATED IN ON A TRIP

6 TRAVEL EXPENDITURE CATEGORIES

TRAVEL PURCHASING AND INFO VIA COMPUTER, SMARTPHONE AND TABLET

INTEREST IN ADVERTISING SEEN IN AIRPORTS, AIRPORT LOUNGES, AND INSIDE AIRPLANES

ABOUT IPSOS AFFLUENT SURVEY USA

We began our Affluent study over 40 years ago, because we understood that Affluents are one of the most powerful and influential target audiences across all industries, driving revenue, adoption of new technologies and experiences, and influencing purchases amongst their peers and network.

Affluents control the lion's share of U.S. household net worth and outspend non-affluents in virtually every spending category. Consequently, marketers of everything from automobiles to expensive watches, technology to media, and entertainment to travel rely on capturing both the share of wallet and share of mind of this critically important group.

For the purposes of this White Paper, the definition of Affluents is adults aged 18 and over, living in households with at least \$100,000 in annual household income. Data presented here are from Doublebase 2017 Ipsos Affluent Survey, which consists of 51,102 online interviews conducted between January 2015 and December 2016, projecting to 82 million Affluents in America. As we continue to stay up-to-date with demographic population trends, the threshold to be included in the study will be changing with the Fall 2017 release to a minimum household income of \$125,000.

ABOUT IPSOS CONNECT

IAS is housed within Ipsos Connect, the market research specialization within Ipsos built to reach, engage and more actively understand today's digitally-driven consumer in the fast moving media, content and technology space. We work with leading companies in technology, entertainment and all sectors of media - TV, online, print, mobile, outdoor, radio - helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they use to discover, talk about and access this content.

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**WHICH KIND OF TRAVELER ARE YOU?
TAKE THE QUIZ HERE:
bit.do/travelquiz**

