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AIF

Shared Vacation Ownership

PROSPECT REPORT

Prepared by: TRiG The Research Intelligence Group

2011 EDITION

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The Research Intelligence Group (TRiG) is a full-service research consultancy based out of Ft. Washington, PA. The firm is under the direction of CEO, Bruce Shandler, founder of Intersearch — now TNS, with the project guidance handled by Rob Kaplan-Sherman, President of the Services Division of TRiG. TRiG executives take a hands-on leadership approach to all clients and client engagements, providing the agility and thought-leadership necessary to bring initiatives to an optimal resolution. Rob Kaplan-Sherman has over 17 years of experience leading over 200 research initiatives within the hospitality sector and over 60+ within the timeshare industry. For more information about TRiG, please visit www.trigsite.com.

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I. INTRODUCTION

In 2010, the ARDA International Foundation (AIF) commissioned The Research Intelligence Group (TRiG) to conduct the annual Shared Vacation Ownership Owners Study. As part of that study, a series of owner segments were identified that captured and quantified the current range of attitudes held toward vacation ownership. That study illustrated what many industry executives suspected but did not have the data to support: namely, recent purchasing was being fueled by a specific segment of owners. These owners, called Fans, represent 30% of all owners but control 60% of all timeshare interests due to multiple purchases. These purchases are motivated by their love of timeshare living and believe that they should own products that support their desired lifestyle.

Unfortunately, as a segment, **Fans** have begun to show the strains of their ownership, as many report that timeshare represents an expensive lifestyle they can no longer afford. This strain has contributed to levels of satisfaction and advocacy which lag behind other active segments, each of which own fewer interests than **Fans**. Many owners, especially **Fans**, have begun to engage in a process called "right-sizing", whereby an owner conducts multiple transactions (e.g., a purchase and a sale) to optimize his or her portfolio.

Additional findings, found in both the *2010 Shared Vacation Ownership Owners Report* and omnibus studies conducted in the summer of 2010, indicate that nearly twice as many owners are considering selling an interest than buying one. In fact, nearly all owners expressing an interest in buying an interest also express a corresponding interest in selling one (adding additional credence to "right-sizing").

While the intent of this report is not to repeat the findings and implications of previous research conducted by AIF, it underscores the realization that sales among existing owners appear to be reaching a saturation point. As such, AIF commissioned TRiG to conduct The 2011 Shared Vacation Ownership Prospect Study, which is designed to provide developers, HOAs and resale organizations with new insights to stimulate interest among new prospects — that is, consumers who do not currently own any interest in vacation ownership.

This research may differ from other research conducted in the industry in several unique ways:

- Like the *2010 Shared Vacation Ownership Owners Report*, segments have been created across the prospect universe. They are namely Adventurers, Relaxers, Simplifiers and Social Vacationers. ***While these segments share similarities, they possess unique benefits from vacationing and can be effectively reached based on the relative positioning of vacation ownership.*** Each segment will be discussed in more detail throughout the report, beginning with the "Segment Profiles" section on page 20.
- This study measures the relative importance that different aspects of vacation ownership have on stimulating contact. While this objective may be shared with other research studies addressing similar issues, the manner in which this was executed was fairly unique. This approach, referred to as conjoint analysis, provides insight across two critical dimensions:
  - It measures the relative importance of vacation ownership features by breaking the bundled product down into the individual attribute level and measuring the importance of the individual components that make up the entire product. This discussion begins on page 35.
  - It also has the capability to estimate the contact rate for a given product, both among all prospects and across the four prospect segments. ***An outcome of this approach is that a seemingly infinite number of possible product profiles can be simulated to identify the percentage of qualifying prospects who would initiate contact, given the information presented.*** The report cannot estimate the contact rate for every possible product profile but, beginning on page 38 the report contains contact rate estimates for four hypothetical vacation products. Readers who would like to obtain a profile about a specific vacation product can contact AIF for additional support.
- One of the challenges of looking at contact rates for a product profile in the aggregate is that the relative impact of each feature can't be easily identified. As such, the last part of this report uses a hypothetical product profile to isolate the impact that each product feature can have on impacting contact rates. This discussion begins on page 42.

Methodology

The current study is based on a survey of 600 consumers who met the following conditions:

- Had recently taken (or planned to take) a vacation that had these elements:
  - Total minimum spend of $1,000;
  - Spending at least one night at a commercial lodging establishment;
  - Distance between the primary residence and vacation destination at least 75 miles; and
  - Trip had leisure purpose.
- Had a minimum annual household income of $35,000 USD.
- Did not currently own any vacation ownership interests.
- Was at least 22 years old.

Prior to the launch of the study, a series of pre-tests were conducted with six consumers who met the above definitions to ensure the survey program and content performed as necessary.

Respondents meeting these criteria, hereby referred to as “prospects”, were recruited from online commercial panels. To maximize the representation of these panels, the following quality control steps were engaged:

- To maximize the reach of the consumers, multiple online panels were used.
- Since it is possible for a consumer to join more than one panel, precautions need to be taken to ensure that each person can participate in a survey only once. This study utilized a technology called “digital fingerprinting” to prevent this from occurring.

Data collection was completed between January 27 and February 9, 2011.

- Initial data collection ran from January 27–January 30, 2011.
- Between January 31–February 7, all data was reviewed for quality standards, which included a few key elements:
  - Completing the survey in a duration considered to be insufficient for proper consideration; and
  - Unreliable response patterns, such as providing the same ratings across all questions, which would be determined as unusable data.
- Approximately 9% of all surveys initially collected failed TRiG’s quality control standards, a level which is considered typical when using commercial panels. The study was re-fielded February 8–9 to replace the surveys that had to be deleted for poor quality. All surveys included in this report meet TRiG’s data quality standards.

The median length of interview for this survey was 23 minutes. Within the survey itself, respondents participated in two different choice tasks.

- A conjoint task, in which respondents were exposed to different types of vacation ownership products and asked to identify which product, if any, they would be interested in obtaining additional information.
  - These products were developed using an orthogonal array, which creates balanced sets of products whose features are independently constructed. This type of construction allows researchers to identify the relative importance of each feature with a very high level of precision.
  - Within this task, respondents were also allowed to indicate that they would not obtain additional information on any of the products presented. This further improves the results of the data collection by providing respondents with a "none" choice, thereby eliminating an inaccurate forced choice for an alternative that may not be attractive to the respondent.
  - These two elements allow researchers to develop predictive models that link the features and options under study with demand estimates.
  - All estimates shown in this study assume a consumer awareness level of 100%.
- A max-diff task, in which respondents identify the relative importance of specific benefits under study.
  - For this max-diff task, respondents were exposed to six different sets of four vacation benefits and then within each set were asked to select the vacation benefits that were most and least important to them.
  - As with the conjoint task, the sets of benefits were configured using an orthogonal array to identify the relative importance of each benefit with a very high level of precision.

Glossary

The report makes frequent use of the following terms:

- **Base:** The number of respondents responding to a corresponding question or subgroup.
- **Owners:** The term "owners" is used throughout the report to encompass weeks, points, fractional and PRC owners, including recent purchasers or timeshare owners who purchased many years ago.
- **Prospects:** This term refers to people who do not currently own an interest in any vacation ownership product.
- **Segments:** The manner in which a population is classified based on the similarity of their attitudes or choice preferences. There are two sets of segments that are discussed:
    - **Owner segments (general description of segment)**
        - **Fans** — embrace a diverse range of vacation ownership benefits
        - **Vacationists** — value vacation ownership for its ease of planning
        - **Togetherers** — use vacation ownership as a way to connect with extended family and friends
        - **Experiencers** — connect to vacation ownership because it provides a cost-effective opportunity to visit a range of destinations
        - **Strugglers** — see the benefit of vacation ownership but financial setbacks prevent optimal use of their interests
        - **Attritors** — do not actively engage with their interests
    - **Prospect segments (general description of segment)**
        - **Adventurers** — value a vacation that provides access to a range of newer/unique destinations
        - **Relaxers** — emphasize the amenities/experiences delivered within the resort.
        - **Simplifiers** — Emphasize shorter more "basic" vacations that are closer to home with ease of planning as a key component
        - **Social Vacationers** – Value opportunities to connect with others while on vacation
- **Conjoint: :** A type of analysis that measures the relative importance of individual features available within a given product and can provide an estimate of demand for a given feature.
- **Contact Rate:** The demand estimate used for this study. Contact rate refers to the percentage of prospects who, upon reading a product containing a specific set of features, would obtain additional information about the product (e.g., calling sales center, visiting a website, or attending a sales presentation).

- **Exchanges:** A process whereby the purchaser of an interest in vacation accommodations may relinquish the use of what he or she owns for a period of time in return for the use of vacation accommodations at another time and/or resort. There are two types of exchanges:
  - **External:** An exchange in which an owner gives up his or her week(s) for a week(s) at a resort that is not a part of his or her family of resorts.
  - **Internal:** An exchange in which an owner exchanges a week(s) at his or her home resort for another at the same resort, or at a different resort developed and/or managed by the same company.
- **Fractional/Private Residence Club (PRC):** A phrase used to describe fractional or PRC products.
  - **Fractional:** A type of vacation property where multiple parties can own a share of time at the resort in a year. Typically, people own between three weeks to three months.
  - **Private Residence Club (PRC):** A high-end fractional resort, with use restricted solely to the members of the PRC, with lengths of ownership typically ranging from three weeks to three months. Members usually pay maintenance fees for privileged amenities/lodging access and services.
- **Traditional Timeshare** – refers to shared ownership properties that are “traditional weeks” or “points”.
  - **Points:** A product that provides the ultimate in flexible scheduling. Purchasers buy resort inventory generally backed by a titled deed, which converts into points. Consumers may use their points for accommodations or other leisure travel related products. Typically, resort accommodations are assigned a point value based upon unit size, view designation, length of stay, day(s) of the week, location, seasonality and resort amenities.
  - **Week:** A product that provides a seven-night accommodation at a resort, which may be exchanged on a like-for-like basis.
- **Other useful glossary definitions**
  - **Nuclear family:** A nuclear family is a family group consisting of a father and mother and any number of children, who live together as part of their daily lives.
  - **Online entertainment:** Netflix, Hulu and iTunes are a number of the leading websites in terms of online entertainment. Netflix centers on movie rentals, Hulu on TV and movie downloads and viewing and iTunes for music listening and downloads.

II. FINDINGS

In many ways, prospects and owners share many of the same beliefs regarding vacations:

- They see specific benefits to vacationing — including access to new destinations, luxury services/amenities and vacationing with extended family and friends.
- They make decisions based on what they know:
  - For owners who are experienced in the vacation ownership lifestyle, the devil is often in the details of the offer — the flexibility of the product (including exchanging), the purchase agreement, the maintenance fees and the amenities.
  - Most prospects do not “know” the vacation ownership lifestyle and, therefore, appear to base their evaluation regarding whether to seek additional information on what they do know, namely how to find a better destination for their family (e.g., hotel resort), cost and brand awareness.

While vacation ownership may be sold as a lifestyle, prospects do not appear to be looking to buy a lifestyle. They appear to be looking to buy their next vacation. Even though prospects on average tend to prefer owning a product, especially one in perpetuity, this level of ownership tends to communicate “more expensive” and “long term commitment”. While this benefit has significant value, it is questionable whether it should necessarily be presented as a means to get prospects to engage in the sales process. Given these findings, it may be more beneficial to educate prospects on the benefits of ownership when speaking to a sales representative.

These findings report that the greater the cost, the less likely a prospect will be to seek more information about the opportunity. Clearly, this can represent a sizable concern for the industry, especially developers, who would appear to be most vulnerable.

- For traditional timeshare products, weeks and points, whose cost exceeds $25,000, contact rates will be higher if the cost is withheld.
- Those products that have an annual fee are also at a disadvantage.

While developers may have some challenges to overcome, they also possess one or two critical advantages:

- Brand is a critical component in driving contact. While there is a clear advantage to the larger developers, prospects prefer a developer with a strong, positive reputation. While having a previous satisfactory experience with the brand is ideal, a brand with a strong reputation achieves almost the same result. Acquiring new prospects — especially for more expensive products — requires building a positive brand image. Given prospects’ use of media, the strategy should, ideally, be broadly defined. However, at a minimum, an online strategy that monitors reputation and engages in search engine optimization should be considered.
- Many of the larger lodging brands also have the benefit of having vacation ownership and hotel resorts located within the same area. This provides a tremendous sales opportunity provided the prospect is engaged at the appropriate time — namely **between making the reservation and prior to arrival at the destination**. This may require the development of models near prospects’ homes but may ultimately prove to be more effective than intercepting prospects while at the hotel itself (if prospects are looking for a timeshare resort to represent a better option for their next vacation then intercepting them at the hotel would mean that the purchase would be for the prospect’s next vacation).

Ultimately, the business issue that this research resolves to support is "how vacation ownership can be positioned to appeal to prospects". Based on this study, appeal will be maximized if sales organizations can communicate that vacation ownership allows prospects to vacation the way they want, for less than they currently spend on vacations. Campaigns should be developed to operationalize different segments:

- Adventurers focus on exciting new destinations;
- Relaxers focus on luxurious amenities;
- Simplifiers focus on proximity and family activities; and
- Social Vacationers focus on benefits for extended family and friends.

More detailed information (e.g., demographics, vacation patterns, media usage) can be found in the Segment Profiles Section of this report, which begins on page 20.

One of the exciting aspects to the prospect segmentation is the significant overlap with several owner segments. Organizations that have targeted specific owner populations may experience certain synergies by targeting the corresponding prospect segment.

- Both Simplifiers and Vacationists place significant value on the ease of planning.
- Adventurers and Experiencers seek to visit new destinations.
- Vacationing with extended family and friends is a common benefit shared by Social Vacationers and Togetherers.
- Relaxers — the largest of all the Prospect Segments — do not have a complimentary owners segment. However, this segment should be the target of resorts offering a variety of higher-end amenities.

When comparing the contact rates across different hypothetical products, it is clear that segments' contact rates vary considerably by product type.

Lastly, this study is more about providing an overview of the market for an established set of vacation ownership options than it is about offering specific strategic recommendations.

Should your organization be interested in understanding the contact rate of your specific product(s) and the segments to whom they appeal, please contact AIF for more details.

III. WHAT VACATION BENEFITS DO PROSPECTS VALUE?

Many sales and marketing executives within the vacation ownership industry share a working belief that prospects and owners seek similar benefits from their vacation. To this end, prospects were asked to evaluate the importance of nine different vacation benefits:

(1) Ability to customize vacation
(2) Activities
(3) Amenities
(4) Destination
(5) Ease of planning
(6) Vacationing with extended family/friends
(7) Price
(8) Quality of resort
(9) Variety of destinations

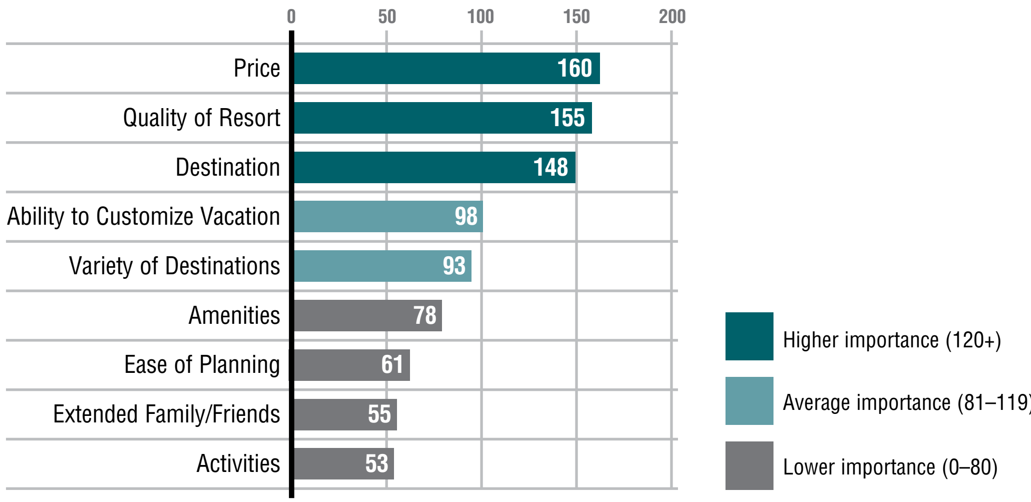
These benefits were presented in six different sets, with each set containing five benefits (each benefit was presented 3-4 times). Within each set of benefits presented, respondents answered two very simple, straight forward questions:

- Which of these vacation benefits is the most important when planning a vacation?
- Which of these vacation benefits is the least important when planning a vacation?

The answers to these questions appear below. Results are presented as an index, where an index of 100 means the benefit is considered to be of "average" importance.

- A benefit with an importance index of 200 means the benefit is twice as important as an "average" benefit.
- A benefit with an importance index of 50 means the benefit is half as important as an average benefit.
- When reviewing the relative importance of benefits, **please be aware of all benefits**, rather than those that generate a level of importance. In fact, readers often misinterpret lesser important benefits as "unimportant" or "unnecessary". That represents an incorrect and potentially dangerous manner of interpretation.

Importance of Vacation Benefits

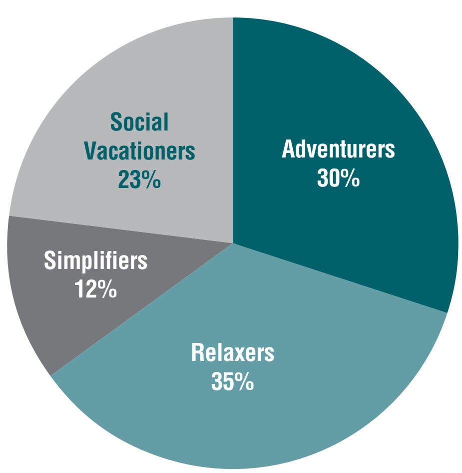


Here are some conclusions from the graph above:

- Three vacation benefits are considered to be of higher importance; price, the quality of the resort and the destination.
- Two benefits are considered to be of average importance: the ability to customize a vacation and having a variety of destinations.
- Four benefits are considered to be of lower importance: vacation activities, resort amenities, ease of planning and the ability to vacation with extended family and friends.

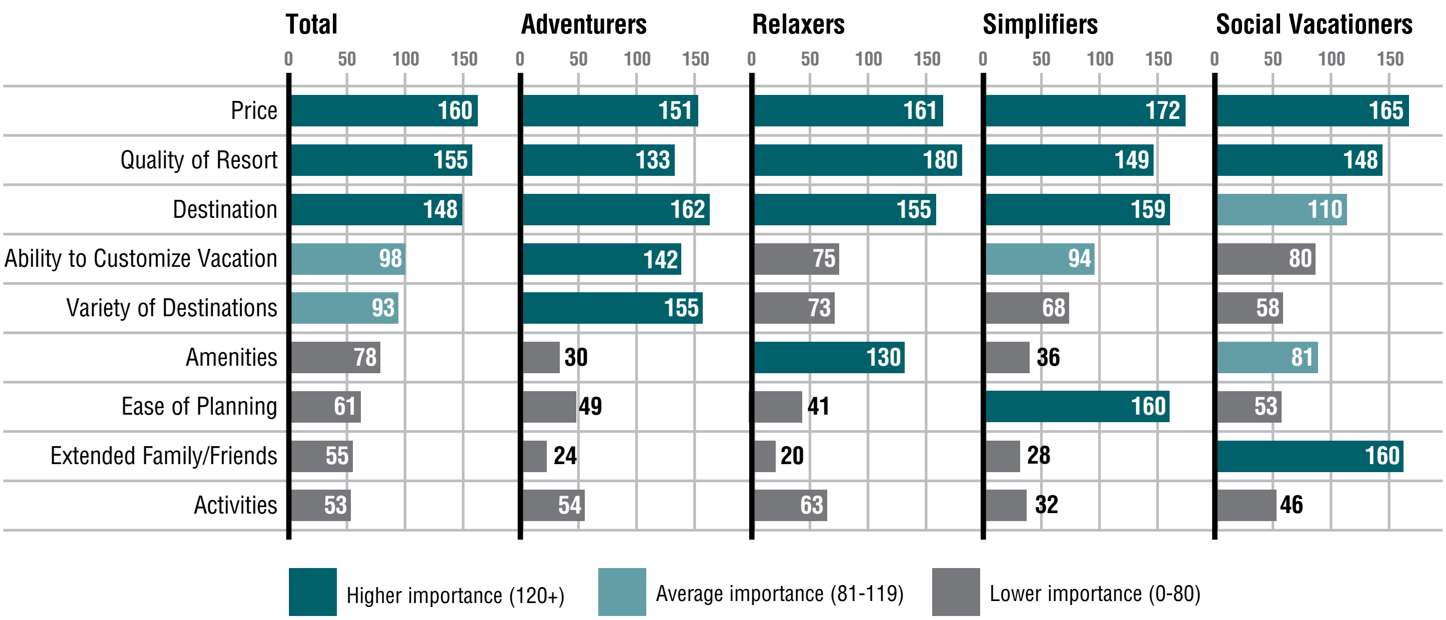
Many of the benefits that are stressed by current owners appear among the tier of the lesser important benefits for prospects, especially the ease of planning, which represents a primary differentiator among Vacationists, and the ability to vacation with extended family and friends, which is embraced by Togetherers.

Prospect Segment Distribution



As it turns out, while prospects may share universal beliefs about vacationing, there are smaller sub-populations (i.e. “segments”) within these prospect-groups whose beliefs and orientation differ from the larger population. Although there are six owner segments, there are four prospect segments, each representing a unique aspect of the market, both in terms of market share and desired benefits, as shown below.

Vacation Benefit Importance



Across the nine benefits, price and the quality of the resort are consistently rated in the higher importance tier. These benefits should be considered “universal” because all segments place significant importance on that benefit. Thus, regardless of the segment a developer targets, communicating that the benefit is provided within vacation ownership is considered a “must” for maximum effectiveness.

Upon closer inspection, many of these segments value similar benefits with specific owner segments, for example:

Differentiating Benefit (market share)	Prospect	Owner
Ease of Planning	Simplifiers (12%)	Vacationists (24%)
New Destinations	Adventurers (30%)	Experiencers (13%)
Vacationing with Extended Family and Friends	Social Vacationers (23%)	Togetherers (11%)

This provides tremendous opportunity for organizations to specialize in or target one particular set of benefits that can effectively reach both owners and prospects alike.

IV. ALL PROSPECTS AND SEGMENT PROFILES

All Prospects Profile

Prospects represent a cross-section of U.S. consumers. In particular, they tend to skew male, higher income and higher in interest among Caucasians. Nearly 80% are married, with more than one-third having children who currently reside at home. Three-quarters of the prospect universe are employed, with the bulk of the remainder reporting they are retired. Nearly 70% are college graduates, and approximately 90% own their home.

Demographic Profile of U.S. Vacation Ownership Prospects

	%
Gender	
Male	55
Female	45
Age	
22 to 34	14
35 to 54	46
55 or older	40
Median	*50.0*
Income	
$35,000 – $49,999	10
$50,000 – $74,999	21
$75,000 – $99,999	11
$100,000 or more	58
Median	*$110,879*
Race/Ethnicity(*)	
Caucasian	85
African American/Hispanic (net)	20
African American	13
Hispanic	12
Other	4
Marital Status	
Married/partnership	80
Single (net)	20
Single, never married	8
Separated/widowed/divorced	12

(*) Multiple responses are allowed. The total does not add up to 100%.

	%
Children Residing at Home	
With any child residing at home (net)	36
Under 6	13
6–11	9
12–17	12
18+	1
Prefer not to report	1
No children	64
Employment Status	
Employed (net)	75
F/T	60
P/T	7
Self-Employed	9
Not-employed (net)	22
Seeking employment	3
Retired	20
Prefer not to answer	3
Education	
Less than college graduate	31
College grad +	69
Primary Residence	
Own	87
Rent	13
Primary Residence Location	
City	23
Suburb	61
Rural	16

Note: Net statistics is generally used to indicate an aggregate of the sub-categories. However in some instances where multiple responses are allowed, the sum of the sub-categories may not total the net. For example, in the race and ethnicity question, respondents could report as both African American and Hispanics. As a result, the total percentages of African American and Hispanic do not add up to the net percentage of African American/Hispanic.

Typical Vacation Profile

On the whole, Prospects report a range of typical vacation patterns, as follows:

- Nearly half report taking one to two vacations a year and a slightly smaller number (38%) report taking three or more. One-in-seven prospects do not consistently take at least one annual vacation (their responses were included in the survey because they intend to take a vacation next year).
- Half report taking a vacation no longer than one week in duration, with most of the remainder indicating a typical vacation is between 7–10 days.
- Prospects tend to like some variety in where and when their vacations are taken. Most prefer to visit someplace new each year or have a set of preferred destinations and choose to take vacations at different times throughout the year.
- Nearly 70% of all prospects make their lodging plans within five months of their vacation.

Profile of General Vacation Patterns

	%
Typical Number of Annual Vacations	
Do not always go on vacation (qualified as intender)	14
One–two	48
Three–four	31
Five+	7
Average Vacation Duration	
Less than 1 week	50
7–10 days	36
More than 10 days	14
Destination	
Always same	10
Set of preferred destinations	58
Seek new destinations	30
Prefer not to answer	2
When Vacation	
Same week(s)	3
Same month(s)	10
Same season(s)	15
It varies each year	72
Not sure	1
When Lodging Reservations Made	
A year or more in advance	2
6–11 months in advance	18
2–5 months in advance	43
1 month or less in advance	26
Not sure	2
Not applicable	8

Most Recent Vacations

There is a range of typical vacation patterns reported by prospects, as follows:

- The total self-reported cost of prospects' most recent vacation is slightly more than $2,500, with lodging receiving the highest allocation (30%) followed by transportation (25%).
- On average, the distance between home and the destination was 1,000 miles, with prospects evenly divided between the sizes of their party; half had one or two and the remainder had at least three members in the traveling party.
- More than two-thirds (70%) of all parties consisted of the individual prospect and his/her spouse and/or immediate family. The remaining prospects' parties extended were multi-generation family and/or multiple sets of friends vacationing together.
- Nearly all prospects report shopping, dining or visiting attractions away from their lodging or resort, with nearly half reporting they participate in a "sun-related activity" (e.g., sun bathing, swimming, fishing, boating) and/or had some type of reunion.

Profile of Most Recent Vacation

	%
Vacation Spending	
Under $1,500	43
$1,500 – $2,999	31
$3,000 or more	26
Mean	*$2,541*
Spend Allocation	
Lodging	30
Transportation(net)	25
Airfare	18
Parking/gas/tolls etc.	5
Rental car	2
Food and beverage (net)	18
Dining	16
Groceries	3
Entertainment	8
Shopping / gifts	8
Other	10
Distance Between Home and Destination (Miles)	
Less than 500	27
500 – 1000	21
More than 1000	52
Median	*1,000*

	%
Size of Vacation Party	
1	7
2	43
3–4	33
5+	17
Vacation Party	
Only spouse/partner/significant other	44
Nuclear family	19
Alone	7
Beyond self/nuclear family (net)	30
Adult friends only	12
Extended family/friends	5
Multi-family	5
Only your child/children/grandchild/grandchildren	2
Only other adult family members	2
Other	5
Activities (*)	
Water activities	45
Shopping/dining/museums and restaurants	88
Camping/hiking	17
Active recreational activities	11
High excitement activities	36
Reading	40
Reunion	42

(*) Multiple responses are allowed. The total does not add up to 100%.

Media Consumption

Nearly all prospects report accessing a broad array of media in their daily lives. Of note:

- Nearly half (45%) report using satellite radio.
- About 25 hours of TV programming is watched each week, with news/information shows capturing about one-fourth of all viewership. Movies, dramas, sports and comedies all fall within the second tier at comparable levels.
- Bearing in mind that this study was fielded through an Internet panel, it's expected that Internet use would be 100%. Not surprisingly, search engines stand without peers as the most common type of website visited. Weather, news/finance and social networking sites are also used by a majority of prospects on a regular basis.

Profile of Media Consumption

	%
Media Reach	
All radio (net)	98
FM radio	97
AM radio	79
Satellite radio	45
Newspaper	93
Magazines	96
TV (net)	99
Average hours watched per week	*25.0*
Share of TV programming	
News/information	25
Dramas	17
Movies	17
Sports	13
Comedy	13
Cooking/home improvement	7
Reality	6
Other	2
Internet (net)	100
Search engines	95
Weather	72
News sites	63
Financial sites	63
Social networking	59
Maps/directions	40
Sports	36
Online entertainment	25
Travel sites	22
Movies reviews/timetables	20
Real estate	7

Segments Profile

For the remainder of this chapter, each segment is compared against the prospect universe across four sets of dimensions:

- Demographics,
- General vacationing,
- Most recent vacation, and
- Media consumption profiles

Adventurers

By and large, Adventurers do not differ much from the prospect universe both demographically and, in particular, regarding media consumption. However, there are considerable differences found within Adventurers compared to all prospects regarding general vacationing and their most recent vacation.

- Demographically, when compared to all prospects, Adventurers are more likely to be male, Caucasian and college educated.
- Typically, they take longer vacations and, given their name, it's not surprising that they place greater emphasis on visiting new destinations.
- As it pertains to their most recent vacation, Adventurers report the highest average spend of the four segments under study. Interestingly, they also allocate a substantial share of their spend to the "other" category. Given their interests, it is very possible that much of this allocation was toward tours and excursions. Compared to the other segments under study, Adventurers report traveling the greatest average distance to their destination. They are most likely to have two people in their vacation party (e.g., spouses) but if the party is larger than that, it's most likely comprised of adult couples traveling together. While this segment seeks (and reports experiencing) higher levels of adventures than other segments, they also take the time to engage in other activities, including more recreational water-based activities as well as those concerning the local culture (e.g., museums, restaurants, shopping).
- Their media consumption patterns do not differ from the prospect universe as a whole.

Demographic Profile of U.S. Vacation Ownership Prospects: Adventurers vs. Total

	Adventurers	Total
Gender	%	%
Male	60	55
Female	40	45
Age	%	%
22 to 34	10	14
35 to 54	47	46
55 or older	43	40
Median	*51.0*	*50.0*
Income	%	%
$35,000 – $49,999	8	10
$50,000 – $74,999	25	21
$75,000 – $99,999	8	11
$100,000 or more	60	58
Median	*$112,494*	*$110,879*
Race/Ethnicity(*)	%	%
Caucasian	91	85
African American/Hispanic (net)	10	20
African American	6	13
Hispanic	6	12
Other	4	4
Marital Status	%	%
Married/partnership	83	80
Single (net)	17	20
Single, never married	7	8
Separated/widowed/divorced	9	12

	Adventurers	Total
Children Residing at Home	%	%
Any (net)	32	36
Under 6	11	13
6–11	8	9
12–17	12	12
18+	2	1
Prefer not to report	—	1
No children	68	64
Employment Status	%	%
Employed (net)	75	75
F/T	59	60
P/T	8	7
Self-employed	9	9
Not-employed (net)	24	22
Seeking employment	2	3
Retired	22	20
Prefer not to answer	1	3
Education	%	%
Less than college graduate	25	31
College grad +	75	69
Primary Residence	%	%
Own	87	87
Rent	13	13
Primary Residence Location	%	%
City	27	23
Suburb	56	61
Rural	17	16

(*) Multiple responses are allowed. The total does not add up to 100%.

General Vacation Profile of U.S. Vacation Ownership Prospects: Adventurers vs. Total

	Adventurers	Total
Typical Number of Annual Vacations	%	%
Do not always go on vacation (qualified as intender)	13	14
One–two	49	48
Three–four	30	31
Five+	8	7
Average Vacation Duration	%	%
Less than 1 week	41	50
7–10 days	39	36
More than 10 days	20	14
Destination	%	%
Always same	8	10
Set of preferred destinations	47	58
Seek new destinations	43	30
Prefer not to answer	2	2
When Vacation	%	%
Same week(s)	4	3
Same month(s)	12	10
Same season(s)	9	15
It varies each year	75	72
Not sure	—	1
When Lodging Reservations Made	%	%
A year or more in advance	3	2
6–11 months in advance	19	18
2–5 months in advance	42	43
1 month or less in advance	28	26
Not sure	1	2
Not applicable	8	8

Most Recent Vacation Profile of U.S. Vacation Ownership Prospects: Adventurers vs. Total

	Adventurers	Total
Vacation Spending	%	%
Under $1,500	42	43
$1,500 – $2,999	31	31
$3,000 or more	28	26
Mean	*$2,994*	*$2,541*
Spend Allocation	%	%
Lodging	27	30
Transportation (net)	23	25
Airfare	17	18
Parking/gas/tolls etc.	5	5
Rental car	2	2
Food and beverage (net)	16	18
Dining	13	16
Groceries	2	3
Entertainment	7	8
Shopping / gifts	8	8
Other	19	10
Distance Between Home and Destination (Miles)		
Less than 500	27	27
500 – 1000	17	21
More than 1000	55	52
Median	*1,200*	*1,000*

(*) Multiple responses are allowed. The total does not add up to 100%.

	Adventurers	Total %
Size of Vacation Party	%	%
1	6	7
2	54	43
3–4	29	33
5+	11	17
Vacation Party	%	%
Only spouse/partner/significant other	52	44
Nuclear family	15	19
Alone	5	7
Beyond self/nuclear family (net)	28	30
Adult friends only	15	12
Extended family/friends	3	5
Multi-family	6	5
Only your child/children/grandchild/grandchildren	1	2
Only other adult family members	1	2
Other	2	5
Activities (*)	%	%
Water activities	36	45
Shopping/dining/museums at restaurants	89	88
Camping/hiking	22	17
Active recreational activities	8	11
High excitement activities	34	36
Reading	45	40
Reunion	37	42

Media Profile of U.S. Vacation Ownership Prospects: Adventurers vs. Total

	Adventurers	Total
Media Reach	%	%
All radio (net)	97	98
FM radio	95	97
AM radio	79	79
Satellite radio	47	45
Newspaper	94	93
Magazines	95	96
TV (net)	99	99
Average hours watched per week	*24.0*	*25.0*
Share of TV programming		
News/information	26	25
Dramas	17	17
Movies	18	17
Sports	11	13
Comedy	14	13
Cooking/home improvement	7	7
Reality	4	6
Other	2	2
Internet (net)	100	100
Search engines	95	95
Weather	72	72
News sites	64	63
Financial sites	57	63
Social networking	58	59
Maps/directions	38	40
Sports	31	36
Online entertainment	22	25
Travel sites	22	22
Movies reviews/timetables	22	20
Real estate	5	7

Relaxers

The appropriately named Relaxers go on vacation to get away from it all. As the largest of the four prospect segments, it would be understandable if it were difficult to differentiate this segment from the total universe. While these challenges do exist, especially demographically, examining these profiles definitely provides added insight into the largest of the prospect segments.

- The primary distinguishing characteristic between Relaxers and the broader prospect universe is their affluence — they are the most affluent of the four prospect segments.
- When it comes to general vacation patterns, Relaxers tend to focus on "recharging their batteries". Unlike the Adventurer, the Relaxer's typical vacation lasts for less than a week. Relaxers view words like "consistent" and "predictable" positively — they tend to visit a preferred set of destinations.
- While it is unreasonable to think that the Relaxer simply spends time lounging on a beach, beside a pool or on a golf course, they do report spending a greater share of their total spend for lodging than other segments, no doubt reflecting the value placed on amenities and quality accommodation. When they do visit the resort, it most likely represents a family vacation — whether the family is a couple without children residing at home or a more traditional nuclear family. These parties represent two-thirds of all Relaxer vacations.
- While their media consumption patterns are similar to the prospect universe as a whole, they do appear to place greater emphasis on sports-related programming and heavier use of online entertainment sites.

Demographic Profile of U.S. Vacation Ownership Prospects: Relaxers vs. Total

	Relaxers	Total
Gender	%	%
Male	57	55
Female	43	45
Age	%	%
22 to 34	14	14
35 to 54	45	46
55 or older	42	40
Median	*50.0*	*50.0*
Income	%	%
$35,000 – $49,999	9	10
$50,000 – $74,999	16	21
$75,000 – $99,999	13	11
$100,000 or more	62	58
Median	*$114,569*	*$110,879*
Race/Ethnicity(*)	%	%
Caucasian	83	85
African American/Hispanic (net)	21	20
African American	13	13
Hispanic	14	12
Other	4	4
Marital Status	%	%
Married/partnership	84	80
Single (net)	16	20
Single, never married	5	8
Separated/widowed/divorced	11	12

(*) Multiple responses are allowed. The total does not add up to 100%.

	Relaxers	Total
Children Residing at Home	%	%
Any (net)	38	36
Under 6	12	13
6–11	8	9
12–17	13	12
18+	3	1
Prefer not to report	2	1
No children	62	64
Employment Status	%	%
Employed (net)	75	75
F/T	57	60
P/T	8	7
Self-employed	10	9
Not-employed (net)	23	22
Seeking employment	3	3
Retired	20	20
Prefer not to answer	2	3
Education	%	%
Less than college graduate	29	31
College grad +	71	69
Primary Residence	%	%
Own	89	87
Rent	11	13
Primary Residence Location	%	%
City	16	23
Suburb	68	61
Rural	16	16

General Vacation Profile of U.S. Vacation Ownership Prospects: Relaxers vs. Total

	Relaxers	Total
Typical Number of Annual Vacations	%	%
Do not always go on vacation (qualified as intender)	10	14
One–two	48	48
Three–four	35	31
Five+	7	7
Average Vacation Duration	%	%
Less than 1 week	56	50
7–10 days	31	36
More than 10 days	14	14
Destination	%	%
Always same	6	10
Set of preferred destinations	68	58
Seek new destinations	24	30
Prefer not to answer	2	2
When Vacation	%	%
Same week(s)	1	3
Same month(s)	9	10
Same season(s)	17	15
It varies each year	73	72
Not sure	—	1
When Lodging Reservations Made	%	%
A year or more in advance	3	2
6–11 months in advance	20	18
2–5 months in advance	48	43
1 month or less in advance	22	26
Not sure	2	2
Not applicable	6	8

Most Recent Vacation Profile of U.S. Vacation Ownership Prospects: Relaxers vs. Total

	Relaxers	Total
Vacation Spending	%	%
Under $1,500	37	43
$1,500 – $2,999	33	31
$3,000 or more	30	26
Mean	*$2,667*	*$2,541*
Spend Allocation	%	%
Lodging	34	30
Transportation (net)	23	25
Airfare	16	18
Parking/gas/tolls etc.	4	5
Rental car	3	2
Food and beverage (net)	19	18
Dining	16	16
Groceries	3	3
Entertainment	10	8
Shopping / gifts	8	8
Other	8	10
Distance Between Home and Destination (Miles)		
Less than 500	23	27
500 – 1000	21	21
More than 1000	56	52
Median	*1,000*	*1,000*

(*) Multiple responses are allowed. The total does not add up to 100%.

	Relaxers	Total
Size of Vacation Party	%	%
1	4	7
2	44	43
3–4	33	33
5+	19	17
Vacation Party	%	%
Only spouse/partner/significant other	44	44
Nuclear family	23	19
Alone	4	7
Beyond self/nuclear family (net)	29	30
Adult friends only	13	12
Extended family/friends	4	5
Multi-family	4	5
Only your child/children/grandchild/ grandchildren	3	2
Only other adult family members	1	2
Other	4	5
Activities (*)	%	%
Water activities	54	45
Shopping/dining/museums at restaurants	88	88
Camping/hiking	14	17
Active recreational activities	14	11
High excitement activities	38	36
Reading	39	40
Reunion	38	42

Media Profile of U.S. Vacation Ownership Prospects: Relaxers vs. Total

	Relaxers	Total
Media Reach	%	%
All radio (net)	99	98
FM radio	98	97
AM radio	78	79
Satellite radio	43	45
Newspaper	94	93
Magazines	95	96
TV (net)	100	99
Average hours watched per week	*27.0*	*25.0*
Share of TV programming		
News/information	25	25
Dramas	17	17
Movies	15	17
Sports	15	13
Comedy	13	13
Cooking/home improvement	7	7
Reality	5	6
Other	3	2
Internet (net)	100	100
Search engines	94	95
Weather	74	72
News sites	65	63
Financial sites	65	63
Social networking	59	59
Maps/directions	42	40
Sports	41	36
Online entertainment	29	25
Travel sites	27	22
Movies reviews/timetables	21	20
Real estate	8	7

Simplifiers

If you've seen one of the vacation movies starring Chevy Chase and remember his family, the Griswolds, then you've seen the Simplifiers. Simplifiers emphasize more basic and shorter vacations, which are closer to home with ease of planning as a key component.

- The Simplifier is more likely to be younger, male and under the age of 34. Simplifiers are more likely than other prospects to have children between the ages of 6–11. They are also more likely to be employed full time and live in urban areas.
- The typical vacation, including their most recent one, is with their nuclear family, less than a week in duration and represents a shorter distance from their home (compared to all prospects). On average, they spend less time engaging in "sun"-based activities and more time on family reunions. They also tend to allocate a greater percentage of their total vacation spend on buying gifts.
- The Simplifier is more technology-oriented than the average prospect, making heavier use of satellite radio, social networking and online entertainment. They are also the lightest users of traditional news sites.

Demographic Profile of U.S. Vacation Ownership Prospects: Simplifiers vs. Total

	Simplifiers	Total
Gender	%	%
Male	60	55
Female	40	45
Age	%	%
22 to 34	26	14
35 to 54	47	46
55 or older	28	40
Median	*46.0*	*50.0*
Income	%	%
$35,000 – $49,999	4	10
$50,000 – $74,999	27	21
$75,000 – $99,999	11	11
$100,000 or more	58	58
Median	*$113,743*	*$110,879*
Race/Ethnicity(*)	%	%
Caucasian	83	85
African American/Hispanic (net)	19	20
African American	13	13
Hispanic	13	12
Other	7	4
Marital Status	%	%
Married/partnership	82	80
Single (net)	18	20
Single, never married	10	8
Separated/widowed/divorced	9	12

(*) Multiple responses are allowed. The total does not add up to 100%.

	Simplifiers	Total
Children Residing at Home	%	%
Any (net)	38	36
Under 6	15	13
6–11	14	9
12–17	11	12
18+	—	1
Prefer not to report	—	1
No children	62	64
Employment Status	%	%
Employed (net)	78	75
F/T	70	60
P/T	5	7
Self-employed	3	9
Not-employed (net)	18	22
Seeking employment	1	3
Retired	17	20
Prefer not to answer	4	3
Education	%	%
Less than college graduate	35	31
College grad +	65	69
Primary Residence	%	%
Own	85	87
Rent	15	13
Primary Residence Location	%	%
City	31	23
Suburb	58	61
Rural	11	16

General Vacation Profile of U.S. Vacation Ownership Prospects: Simplifiers vs. Total

	Simplifiers	Total
Typical Number of Annual Vacations	%	%
Do not always go on vacation (qualified as intender)	12	14
One–two	50	48
Three–four	29	31
Five+	9	7
Average Vacation Duration	%	%
Less than 1 week	58	50
7–10 days	35	36
More than 10 days	7	14
Destination	%	%
Always same	12	10
Set of preferred destinations	56	58
Seek new destinations	26	30
Prefer not to answer	6	2
When Vacation	%	%
Same week(s)	3	3
Same month(s)	3	10
Same season(s)	14	15
It varies each year	76	72
Not sure	2	1
When Lodging Reservations Made	%	%
A year or more in advance	2	2
6–11 months in advance	22	18
2–5 months in advance	45	43
1 month or less in advance	19	26
Not sure	—	2
Not applicable	12	8

Most Recent Vacation Profile of U.S. Vacation Ownership Prospects: Simplifiers vs. Total

	Simplifiers	Total
Vacation Spending	%	%
Under $1,500	51	43
$1,500 – $2,999	33	31
$3,000 or more	16	26
Mean	*$1,909*	*$2,541*
Spend Allocation	%	%
Lodging	29	30
Transportation (net)	29	25
Airfare	22	18
Parking/gas/tolls etc.	6	5
Rental car	2	2
Food and beverage (net)	20	18
Dining	17	16
Groceries	3	3
Entertainment	7	8
Shopping / gifts	12	8
Other	3	10
Distance Between Home and Destination (Miles)		
Less than 500	32	27
500 – 1000	30	21
More than 1000	38	52
Median	*800*	*1,000*

(*) Multiple responses are allowed. The total does not add up to 100%.

	Simplifiers	Total
Size of Vacation Party	%	%
1	4	7
2	44	43
3–4	33	33
5+	19	17
Vacation Party	%	%
Only spouse/partner/ significant other	44	44
Nuclear family	23	19
Alone	4	7
Beyond self/nuclear family (net)	29	30
Adult friends only	13	12
Extended family/friends	4	5
Multi-family	4	5
Only your child/children/grandchild/grandchildren	3	2
Only other adult family members	1	2
Other	4	5
Activities (*)	%	%
Water activities	54	45
Shopping/dining/museums at restaurants	88	88
Camping/hiking	14	17
Active recreational activities	14	11
High excitement activities	38	36
Reading	39	40
Reunion	38	42

Media Profile of U.S. Vacation Ownership Prospects: Simplifiers vs. Total

	Simplifiers	Total
Media Reach	%	%
All radio (net)	99	98
FM radio	99	97
AM radio	82	79
Satellite radio	49	45
Newspaper	96	93
Magazines	95	96
TV (net)	100	99
Average hours watched per week	*24.0*	*25.0*
Share of TV programming		
News/information	25	25
Dramas	18	17
Movies	17	17
Sports	13	13
Comedy	13	13
Cooking/home improvement	7	7
Reality	5	6
Other	1	2
Internet (net)	100	100
Search engines	98	95
Weather	73	72
News sites	47	63
Financial sites	66	63
Social networking	63	59
Maps/directions	36	40
Sports	36	36
Online entertainment	29	25
Travel sites	20	22
Movies reviews/timetables	21	20
Real estate	11	7

Social Vacationers

As the name suggests, Social Vacationers rarely vacation alone. In fact, it seems in many instances, it's a case of "the more the merrier."

- Social Vacationers are more likely than other prospect segments to be older, female, Hispanic or African American. They are slightly less affluent than the typical prospect and are more likely than other prospect segments to be single, especially due to being separated, widowed or divorced. Compared to the other prospect segments, they are less educated.
- Whereas some segments like to visit new destinations each year, Social Vacationers tend to value the same destinations and are more likely to vacation within a season than are other prospect segments.
- Not surprisingly, of the four prospect segments, Social Vacationers have the largest vacation parties, which very frequently extend beyond their nuclear family to include other sets of friends or extended family members. Given this, it is not surprising that they have a much higher incidence of family reunions.
- Social Vacationers' use of media tends to mirror prospects as a whole. However, they tend to have lower levels of use regarding travel websites, which would be expected given that they may occasionally skip an annual vacation and tend to prefer the same destination.

Demographic Profile of U.S. Vacation Ownership Prospects: Social Vacationers vs. Total

	Social Vacationers	Total
Gender	%	%
Male	45	55
Female	55	45
Age	%	%
22 to 34	15	14
35 to 54	46	46
55 or older	38	40
Median	*51.0*	*50.0*
Income	%	%
$35,000 – $49,999	17	10
$50,000 – $74,999	21	21
$75,000 – $99,999	13	11
$100,000 or more	50	58
Median	*$99,367*	*$110,879*
Race/Ethnicity(*)	%	%
Caucasian	80	85
African American/Hispanic (net)	30	20
African American	19	13
Hispanic	19	12
Other	4	4
Marital Status	%	%
Married/partnership	69	80
Single (net)	31	20
Single, never married	13	8
Separated/widowed/divorced	18	12

	Social Vacationers	Total
Children Residing at Home	%	%
Any (net)	37	36
Under 6	16	13
6–11	8	9
12–17	10	12
18+	4	1
Prefer not to report	—	1
No children	63	64
Employment Status	%	%
Employed (net)	76	75
F/T	60	60
P/T	6	7
Self-employed	10	9
Not-employed (net)	22	22
Seeking employment	4	3
Retired	18	20
Prefer not to answer	2	3
Education	%	%
Less than college graduate	42	31
College grad +	58	69
Primary Residence	%	%
Own	84	87
Rent	16	13
Primary Residence Location	%	%
City	25	23
Suburb	57	61
Rural	18	16

(*) Multiple responses are allowed. The total does not add up to 100%.

General Vacation Profile of U.S. Vacation Ownership Prospects: Social Vacationers vs. Total

	Social Vacationers	Total
Typical Number of Annual Vacations	%	%
Do not always go on vacation (qualified as intender)	23	14
One–two	47	48
Three–four	25	31
Five+	5	7
Average Vacation Duration	%	%
Less than 1 week	50	50
7–10 days	40	36
More than 10 days	10	14
Destination	%	%
Always same	16	10
Set of preferred destinations	55	58
Seek new destinations	23	30
Prefer not to answer	6	2
When Vacation	%	%
Same week(s)	4	3
Same month(s)	11	10
Same season(s)	21	15
It varies each year	63	72
Not sure	1	1
When Lodging Reservations Made	%	%
A year or more in advance	2	2
6–11 months in advance	13	18
2–5 months in advance	38	43
1 month or less in advance	35	26
Not sure	2	12
Not applicable	10	8

Most Recent Vacation Profile of U.S. Vacation Ownership Prospects: Social Vacationers vs. Total

	Social Vacationers	Total
Vacation Spending	%	%
Under $1,500	48	43
$1,500 – $2,999	28	31
$3,000 or more	24	26
Mean	*$2,100*	*$2,541*
Spend Allocation	%	%
Lodging	29	30
Transportation (net)	31	25
Airfare	21	18
Parking/gas/tolls etc.	6	5
Rental Car	3	2
Food and beverage (net)	21	18
Dining	18	16
Groceries	4	3
Entertainment	9	8
Shopping / gifts	8	8
Other	2	10
Distance Between Home and Destination (Miles)		
Less than 500	30	27
500 – 1000	20	21
More than 1000	49	52
Median	*900*	*1,000*

	Social Vacationers	Total
Size of Vacation Party	%	%
1	10	7
2	30	43
3–4	39	33
5+	22	17
Vacation Party	%	%
Only spouse/partner/significant other	31	44
Nuclear family	19	19
Alone	10	7
Beyond self/nuclear family (net)	41	30
Adult friends only	10	12
Extended family/friends	8	5
Multi-family	5	5
Only your child/children/grandchild/grandchildren	3	2
Only other adult family members	6	2
Other	9	5
Activities (*)	%	%
Water activities	48	45
Shopping/dining/museums at restaurants	88	88
Camping/hiking	18	17
Active recreational activities	13	11
High excitement activities	35	36
Reading	36	40
Reunion	51	42

(*) Multiple responses are allowed. The total does not add up to 100%.

Media Profile of U.S. Vacation Ownership Prospects: Social Vacationers vs. Total

	Social Vacationers	Total
Media Reach	%	%
All radio (net)	97	98
FM radio	97	97
AM radio	81	79
Satellite radio	42	45
Newspaper	91	93
Magazines	99	96
TV (net)	98	99
Average hours watched per week	*25.0*	*25.0*
Share of TV programming		
News/information	28	25
Dramas	16	17
Movies	16	17
Sports	13	13
Comedy	12	13
Cooking/home improvement	8	7
Reality	5	6
Other	2	2
Internet (net)	100	100
Search engines	94	95
Weather	70	72
News sites	67	63
Financial sites	68	63
Social networking	58	59
Maps/directions	41	40
Sports	34	36
Online entertainment	19	25
Travel sites	16	22
Movies reviews/timetables	16	20
Real estate	6	7

Comparative Profile of All Prospects and Segments

There are demographic differences that exist across these segments:

- Social Vacationers are more likely than the other segments to be female and less affluent.
- Simplifiers are younger than all other segments.
- More Adventurers are Caucasians than the other segments, especially Social Vacationers.
- Social Vacationers are less likely than other segments to be married.
- Although they are younger on average, Simplifiers are more likely to have children between the ages of 6 – 11. They are the most likely segment to be employed.
- Simplifiers and Social Vacationers are less likely than their counterparts to be college educated.

Demographic Profile of All Prospects and Segments

	Total	Adventurers	Relaxers	Simplifiers	Social Vacationers
Gender	%	%	%	%	%
Male	55	60	57	60	45
Female	45	40	43	40	55
Age	%	%	%	%	%
22 to 34	14	10	14	26	15
35 to 54	46	47	45	47	46
55 or older	40	43	42	28	38
Median	*50.0*	*51.0*	*50.0*	*46.0*	*51.0*
Income	%	%	%	%	%
$35,000 – $49,999	10	8	9	4	17
$50,000 – $74,999	21	25	16	27	21
$75,000 – $99,999	11	8	13	11	13
$100,000 or more	58	60	62	58	50
Median	*$110,879*	*$112,494*	*$114,569*	*$113,743*	*$99,367*
Race/Ethnicity(*)	%	%	%	%	%
Caucasian	85	91	83	83	80
African American/Hispanic (net)	20	10	21	19	30
African American	13	6	13	13	19
Hispanic	12	6	14	13	19
Other	4	4	4	7	4
Marital Status	%	%	%	%	%
Married/partnership	80	83	84	82	69
Single (net)	20	17	16	18	31
Single, never married	8	7	5	10	13
Separated/widowed/divorced	12	9	11	9	18
Children Residing at Home	%	%	%	%	%
With any child residing at home (net)	36	32	38	38	37
Under 6	13	11	12	15	16
6–11	9	8	8	14	8
12–17	12	12	13	11	10
18+	1	2	3	—	4
Prefer not to report	1	—	2	—	—
No children	64	68	62	62	63
Employment Status	%	%	%	%	%
Employed (net)	75	75	75	78	76
F/T	60	59	57	70	60
P/T	7	8	8	5	6
Self-employed	9	9	10	3	10
Not-employed (net)	22	24	23	18	22
Seeking employment	3	2	3	1	4
Retired	20	22	20	17	18
Prefer not to answer	3	1	2	4	2
Education	%	%	%	%	%
Less than college graduate	31	25	29	35	42
College grad +	69	75	71	65	58
Primary Residence	%	%	%	%	%
Own	87	87	89	85	84
Rent	13	13	11	15	16
Primary Residence Location	%	%	%	%	%
City	23	27	16	31	25
Suburb	61	56	68	58	57
Rural	16	17	16	11	18

(*) Multiple responses are allowed. The total does not add up to 100%.

Typical Vacation Profile

There are also differences in typical vacation profiles that exist across these segments:

- Social Vacationers are more likely than other segments to skip a year of vacationing, while Relaxers tend to vacation most frequently.
- Adventurers are more likely than the other segments to take a vacation at least a week in duration and are more likely than other segments to take a vacation longer than 10 days. They are also more likely than any other segment to seek new destinations, while Relaxers are more likely than their counterparts to prefer a "set" of preferred destinations.

General Vacation Profile of U.S. Vacation Ownership Prospects: All Prospects and Segments

	Total	Adventurers	Relaxers	Simplifiers	Social Vacationers
Typical Number Of Annual Vacations	%	%	%	%	%
Do not always go on vacation (qualified as intender)	14	13	10	12	23
One–two	48	49	48	50	47
Three–four	31	30	35	29	25
Five+	7	8	7	9	5
Average Vacation Duration	%	%	%	%	%
Less than 1 week	50	41	56	58	50
7–10 days	36	39	31	35	40
More than 10 days	14	20	14	7	10
Destination	%	%	%	%	%
Always same	10	8	6	12	16
Set of preferred destinations	58	47	68	56	55
Seek new destinations	30	43	24	26	23
Prefer not to answer	2	2	2	6	6
When Vacation	%	%	%	%	%
Same week(s)	3	4	1	3	4
Same month(s)	10	12	9	3	11
Same season(s)	15	9	17	14	21
It varies each year	72	75	73	76	63
Not sure	1	—	—	2	1
When Lodging Reservations Made	%	%	%	%	%
A year or more in advance	2	3	3	2	2
6–11 months in advance	18	19	20	22	13
2–5 months in advance	43	42	48	45	38
1 month or less in advance	26	28	22	19	35
Not sure	2	1	2	—	2
Not applicable	8	8	6	12	10

Most Recent Vacation

There are clear differences across segments regarding the most recent vacation:

- On average, Adventurers and Relaxers spend more on their annual vacation than their segment counterparts. Additionally,
  - Relaxers allocate more on their lodging than Adventurers.
  - Simplifiers and Social Vacationers spend a greater percentage of their total spend on transportation.
  - Adventurers spend more than the other segments on "other" expenditures.

- Adventurers and Relaxers tend to travel greater distances to their final destination than their counterparts, especially at distances over 1,000 miles.
- Adventurers are the most likely segment to have two members in their party, while the size of Social Vacationers' travel parties exceeds all other segments.
- Relaxers are more likely than Adventurers to travel with their nuclear family, while Social Vacationers are most likely to travel with a party that extends far beyond their nuclear family.

Most Recent Vacation Profile of U.S. Vacation Ownership Prospects: All Prospects and Segments

	Total	Adventurers	Relaxers	Simplifiers	Social Vacationers
Vacation Spending	%	%	%	%	%
Under $1,500	43	42	37	51	48
$1,500 – $2,999	31	31	33	33	28
$3,000 or more	26	28	30	16	24
Mean	*$2,541*	*$2,994*	*$2,667*	*$1,909*	*$2,100*
Spend Allocation	%	%	%	%	%
Lodging	30	27	34	29	29
Transportation (net)	25	23	23	29	31
Airfare	18	17	16	22	21
Parking/gas/tolls etc.	5	5	4	6	6
Rental car	2	2	3	2	3
Food and beverage (net)	18	16	19	20	21
Dining	16	13	16	17	18
Groceries	3	2	3	3	4
Entertainment	8	7	10	7	9
Shopping / gifts	8	8	8	12	8
Other	10	19	8	3	2
Distance Between Home and Destination (Miles)					
Less than 500	27	27	23	32	30
500 – 1000	21	17	21	30	20
More than 1000	52	55	56	38	49
Median	*1,000*	*1,200*	*1,000*	*800*	*900*
Size of Vacation Party	%	%	%	%	%
1	7	6	4	15	10
2	43	54	44	40	30
3–4	33	29	33	29	39
5+	17	11	19	16	22
Vacation Party	%	%	%	%	%
Only spouse/partner/significant other	44	52	44	48	31
Nuclear family	19	15	23	18	19
Alone	7	5	4	12	10
Beyond self/nuclear family (net)	30	28	29	22	41
Adult friends only	12	15	13	5	10
Extended family/friends	5	3	4	6	8
Multi-family	5	6	4	0	5
Only your child/children/grandchild /grandchildren	2	1	3	3	3
Only other adult family members	2	1	1	3	6
Other	5	2	4	6	9
Activities (*)	%	%	%	%	%
Water activities	45	36	54	32	48
Shopping/dining/museums at restaurants	88	89	88	83	88
Camping/hiking	17	22	14	10	18
Active recreational activities	11	8	14	3	13
High excitement activities	36	34	38	35	35
Reading	40	45	39	37	36
Reunion	42	37	38	47	51

(*) Multiple responses are allowed. The total does not add up to 100%.

Media Usage Profile

From a media usage perspective, there are few differences across segments. This would suggest the need to:

- Develop a multi-channel communications strategy;
- Target messages that are common across all segments; and
- Create various campaigns to specifically target segments of interest.

Media Profile of U.S. Vacation Ownership Prospects: All Prospects and Segments

	Total	Adventurers	Relaxers	Simplifiers	Social Vacationers
Media Reach	%	%	%	%	%
All radio (net)	98	97	99	99	97
FM radio	97	95	98	99	97
AM radio	79	79	78	82	81
Satellite radio	45	47	43	49	42
Newspaper	93	94	94	96	91
Magazines	96	95	95	95	99
TV (net)	99	99	100	100	98
Average hours watched per week	*25.0*	*24.0*	*27.0*	*24.0*	*25.0*
Share of TV programming					
News/information	25	26	25	25	28
Dramas	17	17	17	18	16
Movies	17	18	15	17	16
Sports	13	11	15	13	13
Comedy	13	14	13	13	12
Cooking/home improvement	7	7	7	7	8
Reality	6	4	5	5	5
Other	2	2	3	1	2
Internet (net)	100	100	100	100	100
Search engines	95	95	94	98	94
Weather	72	72	74	73	70
News sites	63	64	65	47	67
Financial sites	63	57	65	66	68
Social networking	59	58	59	63	58
Maps/directions	40	38	42	36	41
Sports	36	31	41	36	34
Online entertainment	25	22	29	29	19
Travel sites	22	22	27	20	16
Movies reviews/timetables	20	22	21	21	16
Real estate	7	5	8	11	6

V. FEATURE IMPORTANCE

While the development of prospect segments represents a critical component of this research, the primary focus was to understand how vacation ownership can be presented to outsiders in such a way that generates additional inquiries about the product.

As indicated in the Methodology section, the approach used to understand what will stimulate contact rates is an analytic tool known as "conjoint measurement", which provides several valuable benefits:

- It measures the relative importance of the individual features of a multi-attribute product under study.
  - In conjoint measurement, importance should be operationalized as "the importance of making a correct decision, given the options tested". If a feature has two options that are viewed as very comparable to each other, then the feature would be considered less important. This means that offering one option over another would have little impact on net impact on a prospect's decision to seek additional information about vacation ownership.
  - Many research studies include different types of advanced analysis typically referred to as "key driver analysis". The purpose of a key driver analysis is to identify the important attributes. Those attributes not appearing in a key driver analysis are considered to be not important. Conjoint analysis assumes a very different approach. Feature importance is reported as an index.
    - An index of 100 means that the feature is considered to be of average importance to the other features tested.
    - Indices are based on ratios, so an index of 200 means the feature is twice as important as the average feature, and an index of 50 means the feature is half as important as the average feature.
    - The only way a feature would have no importance is if it had an index of 0.
- Each option is connected to a measure of demand, thus it is possible to provide an estimate of contact rate—both in an isolated and competitive format—given how an offer would be communicated to the public. These estimates are made by running simulations; this next chapter includes simulations that depict several hypothetical product options. If you are interested in having additional simulations run (either stand-alone or within a competitive framework), please contact the AIF.

Before you review the material in this chapter, there are several caveats to communicate, as follows:

- This research addresses the likelihood that someone would seek additional information about vacation ownership and does not reference the channel a prospect would use to obtain additional information.
- The estimates presented assume 100% awareness. Obviously, this is unrealistic, as estimates need to be tied to media plans to obtain a more realistic sense of reach and frequency.

In this research, a total of 23 product features were examined. The features along with their respective options appear below. You will notice that some of the features in the left margin are italicized, while others are not. The features that are italicized are referred to as macro attributes. Several macro attributes are comprised of a handful of micro attributes that provided prospects with greater detail as they went through the conjoint task.

By and large, the focus of this analysis will center on macro attributes. This is being done for several reasons:

- The primary focus of the study is to provide a strategic assessment of what stimulates contact.
- The importance and impact of several micro attributes are somewhat modest and providing a more granular assessment would only make these estimates appear “even more modest”.
- As with all conjoint studies, there is always a concern that readers will get lost in a sea of numbers (more so than with other types of research). However, where noteworthy findings from the micro-attribute analysis exist, they will be highlighted in this report.

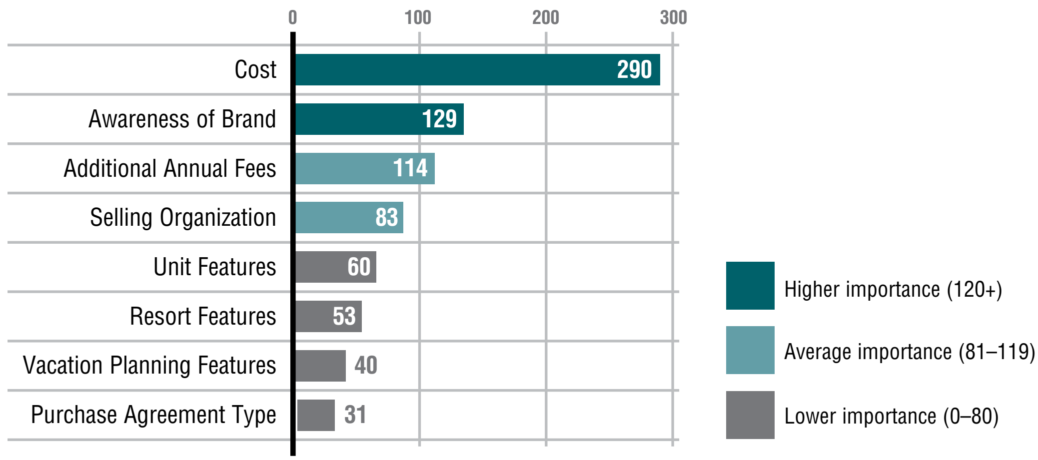
Conjoint Features and Options

Feature	Associated Options Per Feature					
Cost ($,000)	$2	$5	$10	$25	$50	$100	Price not shown
Annual Fee	None ($0)	$200	$750	$1,500			
Brand Familiarity	Satisfactorily used before	Not used but heard positive things	Never heard of before	Do not have a good opinion			
Selling Organization	Developer	HOA	Resale				
Unit Features							
Kitchen	Full kitchen	Kitchenette	No kitchen				
Bedrooms	Hotel room	Studio	1 BR	2 BR	3 BR		
Bathrooms	1 BA	1 ½ BA	2 BA	2 ½ BA	3 BA		
Sleeping capacity	1–4	5–8	9–12				
Layout	Maximum privacy	Maximum socializing	Balanced				
Resort Features							
Food services	Only at resort	Only at local community	At resort and local community				
Recreation facilities	Only at resort	Only at local community	At resort and local community				
Laundry	In all units	In larger units and common areas	In common areas only	Not offered			
Rental assistance	Offered	Not offered					
Vacation Planning Features							
Check-in days	Weekdays only	Weekends only	Any day				
Online reservations	Offered	Not offered					
Minimum night stay	1 night	3 nights	5 nights	7 nights			
Exchange	Internal only	External only	Internal and external	Exchange not available			
Accessibility	Fixed week	Fixed season	Anytime				
Frequency of use	Multiple times/year	Annually	Every 2 years	Every 3 years			
Purchase Agreement							
Years of use	2	5	20	Forever			
Unit selection	You choose unit	Must use your unit					
Type of ownership	Ownership	Vacation rights					
Home resort	Offered	Not offered					

Italics indicates macro attributes.

Reporting results in conjoint is akin to peeling back layers of an onion, beginning with the "big picture" and working down to more granular or detailed information. As such, the first series of feature importance evaluates the relative importance of broadly based features, such as the purchase agreement type, unit and property features.

Overall Feature Importance



At the highest level, prospects appear to place the greatest importance on what they understand, specifically information concerning cost and their awareness/familiarity with the brand. Annual fees and the selling organization are considered average in importance. The least important features concern the features associated with timeshare itself.

These results were first presented at the 2011 ARDA Convention & Expo in Orlando, Florida, to a group of 150 sales and marketing executives. It was clear to them that the relative importance of many of these features stands in direct opposition to current owners' evaluation of these same features. These findings clearly present an "a-ha" moment: **what motivates a prospect to obtain additional information is different than what motivates an owner to do the same**. While sales and marketing professionals may understand this on a rational level, the recent emphasis on converting organic prospects (i.e., prospects who currently own one or more vacation ownership interests) clearly provides a disconnect. New prospects and organic prospects are driven to obtain information about vacation ownership opportunities by different factors; thus, they must be dealt with differently.

Interestingly, while these segments value different aspects of their vacation, the relative importance they place on features remains largely, though not entirely, consistent. Again, this highlights a critical component to communicating with prospect segments: **it's less about the configuration of the offer than how the offer is positioned**.

VI. ESTIMATING THE CONTACT RATE

Ultimately, the question that needs to be answered centers on better understanding (and quantifying) the impact that different types of information have on contact rates. In order to determine this impact, respondents were asked to identify the best and worst possible products.

Please note that the products profiled below are **highly unlikely and are not intended to represent viable products**. For example, it is unrealistic to present all the amenities with a cost of $2,000 and with no annual fee. They are shown simply to provide a sense of the overall impact that the features and options tested can have on driving contact rates.

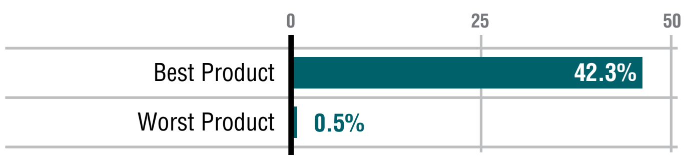
Profile of Best and Worst Vacation Ownership Products (Based on Aggregate Respondent Evaluation)

		Best Product	Worst Product
Purchase Agreement	Type of ownership	Own product	Membership rights
	Number of years to use	Forever	20 years
	Type of unit you can use	Choose unit	Fixed unit
	"Home resort"	Offered	Not offered
Vacation Planning	Levels of frequency to access	Multiple times per year	Every third year
	When you can access	Whenever you want	Fixed week
	Minimum number of nights	1	7
	Check-in days	Any day	Mon–Thurs
	Online reservation services	Offered	Not offered
	Exchange	Internal and external	Not offered
Unit Features	Sleeping capacity	1–4 people	9-12 people
	Bedrooms	2	Hotel room
	Bathrooms	2	1
	Kitchen	Full kitchen	No kitchen
	Layout	Maximum privacy	Maximum social interaction
Resort Features	Food services	On site and in nearby community	Nearby community only
	Laundry facilities	In-unit	Not offered
	Recreational facilities	On site and in nearby community	Nearby community only
	Rental assistance	Available	Not available
Other Macro Attributes	Selling organization	Developer	Resale
	Awareness of developer	Heard good things about but never used	Do not have a good opinion of the developer
	Cost	$2,000	$100,000
	Additional annual fee	No annual fee	$1,500

Prospects and existing owners appear to be drawn to obtaining additional information about vacation ownership by a different set of factors.

- For example, one of the strongest benefits to vacation ownership among owners, as identified in the *2010 Shared Vacation Ownership Owners Report*, is that it allows owners to vacation with extended family and friends. As such, there is a premium placed on units that can accommodate more people (with a greater number of bedrooms and bathrooms).
- Based on the review of the most and least preferred options, it is clear that prospects place great value on what they need. For prospects, what they seem to value in a vacation ownership product is one that delivers a better family vacation than can be achieved at a "standard" resort. Since most seek some level of family vacation, prospects tend to express a clear preference that the room should accommodate no more than 4 people, contain 2 bedrooms/2 bathrooms, a full kitchen and an in-unit laundry. Presenting units that allow for more accommodations greater than the nuclear family can actually use do more harm than good.

Best and Worst Products Contact Rate



As depicted in the graph above, the features and options tested can have a significant impact on driving contact rates.

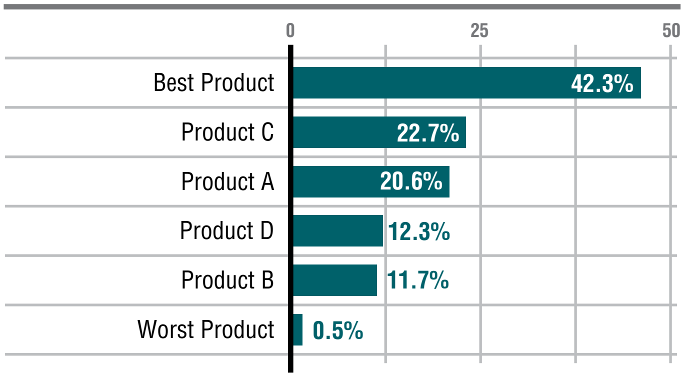
- The best product would generate follow-up among 42.3% of all prospects.
- Practically speaking, the worst product would generate minimal, if any, contact.

Obviously, none of these options represent a viable product. To provide some context for more feasible products, prototypes of several more common products are profiled below.

Profile of General Timeshare Products

	Product A	Product B	Product C	Product D
Type of ownership	Own product	Own product	Membership	Own product
Number of years to use	Forever	Forever	5 years	Forever
Type of unit you can use	Choose unit	Same unit	Choose unit	Choose unit
"Home resort"	Offered	Not offered	Offered	Offered
Levels of frequency to access	Multiple times per year	Once per year	Multiple times per year	Multiple times per year
When you can access	Whenever you want	Fixed week	Whenever you want	Whenever you want
Minimum number of nights	1	7	3	1
Check-in days	Any day	Weekend	Any day	Any day
Online reservation services	Offered	Not offered	Offered	Offered
Exchange	Internal and external	Internal exchange	Internal and external	Internal and external
Sleeping capacity	1–4 people	1–4 people	1–4 people	5–8 people
Bedrooms	2	2	2	3
Bathrooms	2	1	2	3
Kitchen	Full kitchen	Full kitchen	Full kitchen	Full kitchen
Layout	Maximum privacy	Balance	Balance	Maximum privacy
Food services	On site and in nearby community	On site and in nearby community	On site and in nearby community	On site and in nearby community
Laundry facilities	In-unit	Common areas only	Not available	In-unit
Recreational facilities	On site and in nearby community	On site and in nearby community	On site and in nearby community	On site and in nearby community
Rental assistance	Available	Not available	Not available	Available
Selling organization	Developer	HOA	Developer	Resale
Awareness of developer	Heard good things about but never used	Brand never heard of before	Heard good things about but never used	Brand satisfactorily used before
Cost	$25,000	$20,000	$5,000	$50,000
Additional annual fees	$750	$750	$1,500	$1,500

Prototype Products



Given these products, Product A & C would generate the strongest levels of inquiry. In particular:

- Product A would generate the highest inquiry rates among Relaxers.
- The remaining products would generate the strongest levels of inquiry among Social Vacationers.
- Product B appears to have the lowest level of impact among Adventurers and Relaxers.
- Simplifiers tend to have inquiry rates lower than the other segments.

Inquiry Rates of Different Products

	Product A	Product B	Product C	Product D
Total Prospects	20.6%	11.7%	22.7%	12.3%
Adventurers	22.9%	9.7%	21.4%	13.0%
Relaxers	23.6%	9.8%	23.3%	13.7%
Simplifiers	18.3%	10.3%	18.6%	10.0%
Social Vacationers	22.0%	15.3%	26.5%	14.1%

While the contact rates are helpful, they don't necessarily tell the entire story. In order to provide a more accurate assessment, the reach of the product will also need to be integrated into the picture. The reach of a product is based upon two segment-specific components: its size and its contact rate.

- For example, looking at Product A
  - 30% of all prospects are classified as Adventurers.
  - The inquiry rate among Adventurers is 22.9%.
  - Thus, 6.9% of all prospects would be Adventurers who would inquire about Product A.
  - Once the reach for each segment is estimated, the total product reach is measured by summing the reach across all segments. Thus, the total reach for Product A is 22.4%, meaning 22.4% of all prospects seeing this product would obtain additional information about it.

Total Reach of Different Products

	Product A	Product B	Product C	Product D
Total Prospects	22.4%	11.1%	22.9%	13.1%
Adventurers	6.9%	2.9%	6.4%	3.9%
Relaxers	8.3%	3.4%	8.2%	4.8%
Simplifiers	2.2%	1.2%	2.2%	1.2%
Social Vacationers	5.1%	3.5%	6.1%	3.2%

In general, Product A and Product C reach a comparable audience—roughly one-in-four prospects.

- The primary difference in the reach between both segments is that Social Vacationers are slightly more likely to obtain additional information about Product C.
- Both of these products reach a significantly broader audience than Products B & D.

At this juncture, the analysis will focus on understanding the impact of macro attributes on contact rates. In order to demonstrate the impact of these attributes on contact rates, Product A, profiled earlier in the report, will be used as an example.

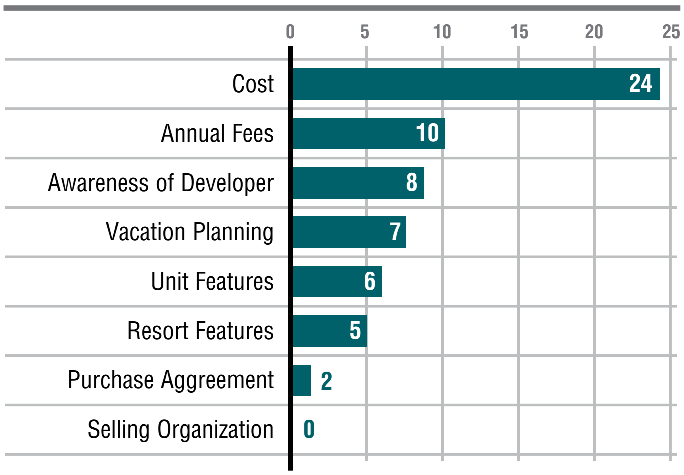
- Changes to Product A are made by running a series of simulations in which all but one macro-attribute set remains exactly the same. Each macro attribute will contain two simulations:
  - The most desired option(s), as identified through prospects, within that macro-attribute.
  - The least desired option(s), as identified through prospects, within that macro-attribute.
- While the overall impact of these estimates will be very similar for other products, the impact of these estimate apply specifically to Product A.
- Readers seeking to better understand the impact of these attributes on a more specific product may contact AIF directly for support.
- The profile of Product A is shown below.

Profile of Product A

Macro Attribute	Product Features	Selected Options
Purchase Agreement	Type of ownership	Own product
	Number of years to use	Forever
	Type of unit you can use	Choose unit
	"Home resort"	Offered
Vacation Planning	Levels of frequency to access	Multiple times per year
	When you can access	Whenever you want
	Minimum number of nights	1
	Check-in days	Any day
	Online reservation services	Offered
	Exchange	Internal and external
Unit Features	Sleeping capacity	1–4 people
	Bedrooms	2
	Bathrooms	2
	Kitchen	Full kitchen
	Layout	Maximum privacy
Resort Features	Food services	On site and in nearby community
	Laundry facilities	In-unit
	Recreational facilities	On site and in nearby community
	Rental assistance	Available
Other Macro Attributes	Selling organization	Developer
	Awareness of developer	Heard good things about but never used
	Cost	$25,000
	Additional annual fees	$750

As previously shown, Product A included in this profile would generate a contact rate of 20.6%. However, the contact rate can vary greatly based upon how Product A is configured.

Differences in Contact Rate



Worst Options	Best Options
11	35
18	27
13	21
14	22
14	21
16	22
19	21
20	20

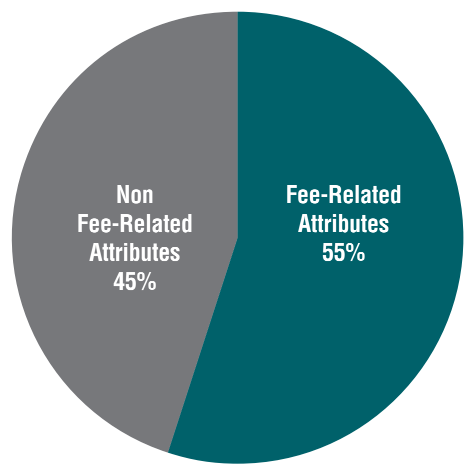
Note: Numbers may not total due to rounding.

If only the cost of Product A changed, inquiry rates could change by as much as 24 points (from 11% at the worst price point, $100,000 to 35% at the best price point $2,000).

These findings illustrate a critical point made earlier in the report, namely prospects are influenced by what they know, especially fees and brand.

- As expected, the largest driver of contact rate centers on cost. At the price point prospects consider best ($2,000), the inquiry rate would be 35%. At the price point prospects consider worst ($100,000), the inquiry rate would be 11%.
- The next most impactful feature is the annual fee, influencing contact rates for this product anywhere between 18% and 27%, depending upon the actual annual fee.
  – Together, fees (combining cost and annual fee) capture 55% of the total impact[1], meaning that fees more than the experience itself will stimulate or inhibit contact rates.

Impact of Fees on Inquiry Rates



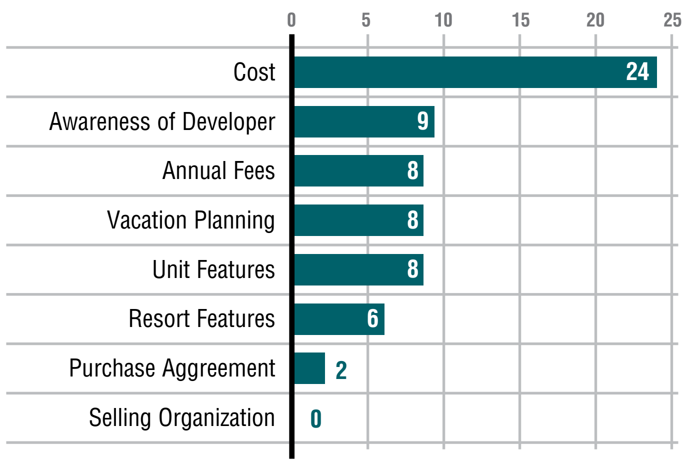
Awareness of the developer can also have a sizable impact on influencing contact rates, driving contact rates anywhere between 13% and 21%.

Not surprisingly, each segment is influenced by a relatively unique set of vacation benefits.

- One aspect that all of the segments have in common is that they are most influenced by the cost presented, although the influence of the cost (e.g., purchase price and annual fee) can vary substantially.
- Among Adventurers, nearly half (49%) of the total impact on contact rates are driven by fee-related attributes. This makes Adventurers among the less cost-sensitive segments. After the purchase price, Adventurers are most influenced by their past experience with the developer and with vacation planning options, both of which would be consistent with a segment which desires to travel to new destinations and, therefore, needs to place a higher level of trust in their developer and requires more flexibility when planning a vacation.

1 Total impact of all macro-attributes was calculated by summing all differences in contact rates between the best and worst options. For Product A, the total impact would be 62. Fee related attributes, including cost and the annual fee, account for 55% of the total impact.

Impact of Macro Attributes on Inquiry Rates – Adventurers

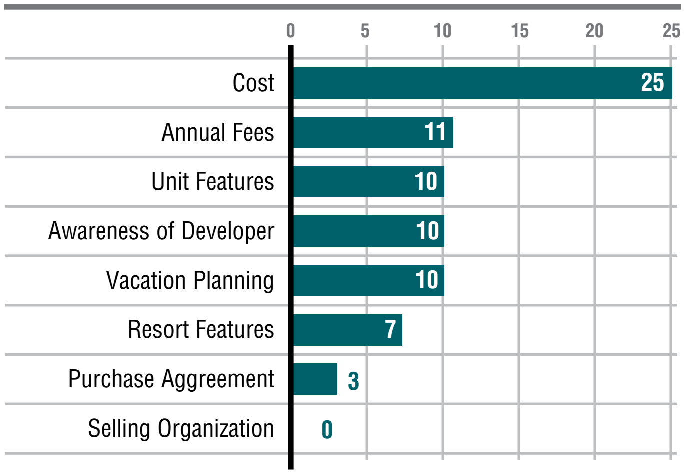


Worst Options	Best Options
11	35
18	27
13	21
14	22
13	21
16	22
19	21
20	20

% of Total Impact 49%

- At 47%, Relaxers represent the least price-sensitive segment. They are consistently influenced by a range of features that could impact their overall experience at the resort, especially vacation planning and unit features. Like most other segments, they, too, are significantly influenced by their level of awareness/experience with the developer.

Impact of Macro Attributes on Inquiry Rates – Relaxers

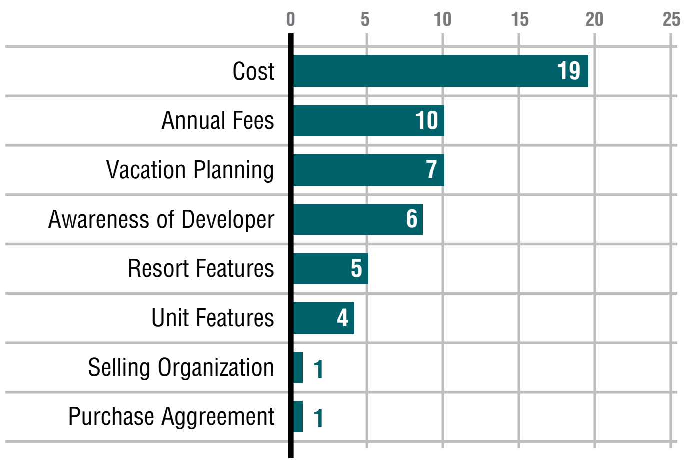


Worst Options	Best Options
12	37
19	30
14	24
14	24
14	24
17	24
21	24
24	24

% of Total Impact 47%

- Simplifiers hold an average level of price sensitivity. The most influential attribute outside of those that are price-related is vacation planning, which would be consistent with their vacationing behavior.

Impact of Macro Attributes on Inquiry Rates – Simplifiers

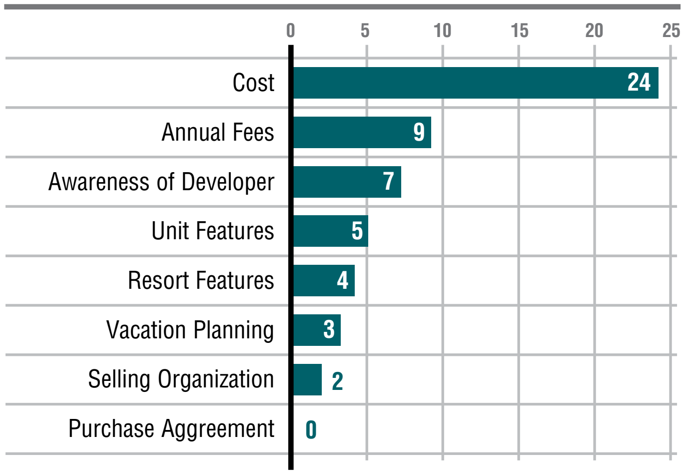


Worst Options	Best Options
11	30
16	26
11	18
13	19
13	18
14	18
17	18
17	18

% of Total Impact 55%

- Without question, Social Vacationers are the most cost-sensitive, with fee-related attributes capturing more than 60% of the total impact. Given their fee-sensitivity, other features have a much more muted impact on contact rates. However, among non-fee related attributes, the awareness of the developer has the largest impact on contact rates.

Impact of Macro Attributes on Inquiry Rates – Social Vacationers



Worst Options	Best Options
14	38
19	28
15	22
17	22
18	22
19	22
20	22
22	22

% of Total Impact 61%

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

SCREENER

Thank you for your willingness to participate in this survey, which addresses how people vacation. This study is being conducted by The Research Intelligence Group, an international market research consulting group. Participation in this survey, like all surveys conducted by the Research Intelligence Group, will be strictly confidential, you will never be solicited on the basis of your participation in this survey.

S1. Would you consider yourself one of the primary decision makers in your household when it comes to vacationing?

☐ Yes ☐ No (Thank and Terminate)

S2. Which, if any, of the following do you, yourself, currently own? (Click as many as apply)

- ☐ Recreational Vehicle/Camper
- ☐ A vacation home in which you are the owner – non timeshare
- ☐ Ownership in a timeshare or other types of fractional timeshare ownership (Thank and Terminate)
- ☐ None of the above

S3. In the **past** 12 months, have you taken a vacation that meets all points shown in the description below:

____ At least 75 miles away from your primary home
____ Cost at least $1,000
____ Stayed away from your home for at least one night at a hotel, resort or other commercial lodging establishment
____ The trip was taken for leisure purposes

☐ Yes ☐ No ☐ Not sure

S4. In the **next** 12 months, do you plan to take a vacation that meets all points shown in the description below:

____ At least 75 miles away from your primary residence
____ Will cost at least $1,000
____ Will stay away from your home for at least one night at a hotel, resort or other commercial lodging establishment
____ The trip will be taken for leisure purposes

☐ Yes ☐ No ☐ Not sure

The next several questions are for classification purposes only.

S5. Select your gender:

☐ Male ☐ Female

S6. How old are you? (Enter amount) __________________

S7. Which of the following categories best represents your total family income for 2010? Again, this information will be used for classification purposes only. (Click one response)

- ☐ Less than $35,000 (Thank and Terminate)
- ☐ $35,000 – $49,999
- ☐ $50,000 – $74,999
- ☐ $75,000 – $99,999
- ☐ $100,000 – $149,999
- ☐ $150,000 – $199,999
- ☐ $200,000 – $249,999
- ☐ $250,000 or more

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

VACATION PROFILE

1. How many vacations did you take in the past 12 months? If you're not sure, your best estimate is fine. (Enter amount)

   ____

2. How many days did you spend on vacation last year, in total? If you're not sure, your best estimate is fine. (Enter amount)

   ____

In this section, we would like to better understand your **most recent vacation**. For this study, a vacation is defined as an overnight trip taken for leisure purposes that is at least 75 miles from your primary residence.

3. What was the distance between your primary home and your most recent vacation destination? If you aren't sure, your best estimate is fine. (Enter a whole number)

   ____

4. **Excluding yourself**, how many other people accompanied you on your last vacation? Please enter zero if you traveled by yourself. (Enter amount)

   ____

5. How much money did you spend on this vacation for each of the following areas? If you're not sure, your best estimate is fine. (Enter amount)

   __________ Lodging
   __________ Airfare
   __________ Rental Car
   __________ Dining
   __________ Entertainment
   __________ Shopping/Gifts
   __________ Groceries
   __________ Parking/Gas/Tolls, etc
   __________ Other (Specify) ________________

6. Below is a list of components associated with vacations. Please indicate, which components, if any, were associated with your most recent vacation. (Click all that apply)

   ☐ Traveled by air
   ☐ Rented a car
   ☐ Stayed at a resort, hotel or motel
   ☐ Stayed at a rental property
   ☐ Recreational Vehicle/Camper
   ☐ Stayed at a timeshare
   ☐ Took a cruise
   ☐ Stayed at a campground
   ☐ Used your car for all or part of your travel
   ☐ Used a travel agent to help plan your vacation
   ☐ Stayed at a Bed & Breakfast (B&B)
   ☐ Other (specify)__________________

7. Who accompanied you on your most recent vacation? (Click all that apply)

   ☐ Your spouse/partner/significant other
   ☐ Your children under age 18
   ☐ Your children age 18 or over
   ☐ Your grandchildren
   ☐ Other adults related to you
   ☐ Other children related to you (nieces, nephews, etc.)
   ☐ Other adults not related to you (friends, coworkers, etc.)
   ☐ Other children not related to you
   ☐ No one, you vacationed alone

8. What types of activities did you, or other members in your party, do on your most recent vacation? (Click all that apply)

   ☐ Golf ☐ Tennis
   ☐ Swimming ☐ Hiking
   ☐ Reading ☐ Fine dining
   ☐ Sun bathing ☐ Skiing/Snowboarding
   ☐ Visit amusement parks/theme parks
   ☐ Gambling ☐ Visit friends and/or family
   ☐ Camping ☐ Fishing
   ☐ Boating ☐ Shopping
   ☐ Visit museums (Art/Historical Attractions, etc.)
   ☐ Other (Do not specify)

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

VACATION PROFILE — continued

9a. Where was the location of your most recent vacation? (Click all that apply)

- ☐ United States
- ☐ Caribbean
- ☐ Mexico
- ☐ Canada
- ☐ Europe
- ☐ Asia
- ☐ Australia
- ☐ South America
- ☐ Other (Do not specify)

9b. Which states did you vacation in during your **most recent trip**? (List all that apply)

____

____

10a. When did you start planning this vacation? (Click one response)

- ☐ A year or more in advance
- ☐ 6–11 months in advance
- ☐ 2–5 months in advance
- ☐ 1 month or less in advance
- ☐ Not sure
- ☐ Not applicable

10b. And if you had to make any reservations for lodging, how far in advance did you book things? (Click one response)

- ☐ A year or more in advance
- ☐ 6–11 months in advance
- ☐ 2–5 months in advance
- ☐ 1 month or less in advance
- ☐ Not sure
- ☐ Not applicable

10c. Which of the following **best** describes where you visit when vacationing? (Click one response)

- ☐ You go to the same destinations
- ☐ While you may have visited a range of destinations there are some favorites you have visited several times
- ☐ You always try to visit new destinations
- ☐ Not sure

11. Which of the following best describes when you typically take vacations? (Click one response)

- ☐ The same week(s) each year
- ☐ The same month(s) each year
- ☐ The same season each year
- ☐ It varies each year
- ☐ Not sure

12. Based on everything you may know about the following ways you can vacation, please rate each item on your overall impressions? (Click one response per item)

	Very favorable	Somewhat favorable	Neither favorable or unfavorable	Somewhat unfavorable	Very unfavorable
Travel Clubs	☐	☐	☐	☐	☐
Timeshare	☐	☐	☐	☐	☐
Bed & Breakfast (B&B)	☐	☐	☐	☐	☐
Shared Vacation Ownership	☐	☐	☐	☐	☐
Hotel	☐	☐	☐	☐	☐

13. Before today, how familiar would you say you were with timeshare? (Click one response)

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Just know the name
- ☐ Never heard of

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

EVALUATION OF SHARED VACATION FEATURES/BENEFITS

In this section of the survey, you will see about 18 features that might comprise a shared vacation product. A "shared vacation product" refers to any method of use or shared ownership of vacation real estate where purchasers acquire a specific period of time (often one week) in a condominium or other type of vacation accommodation. Shared vacation products are frequently referred to as timeshare, vacation ownership, shared ownership, vacation club, fractional ownership, Private Residence Club and other similar names.

As you read the options for each feature, please indicate how interested you would be in obtaining more information about a shared vacation product if it had that particular option. For example, if a shared vacation product included a golf course you found to be:

- Extremely desirable, you should give a rating closer to the "extremely interested" side of the scale;
- Unimportant, you should give a rating closer to the "not at all interested" side of the scale;
- You may use all points on the scale when giving your answer.

Again, we want to know which options, if any, that would ultimately lead you to seek additional information about a vacation product if it were included. Please keep that in mind when evaluating each option.

---

14. Before you see the potential features and options, please indicate, which, if any, of the following activities you may have done regarding shared vacation ownership? (Click all that apply)

- ☐ Obtained information about shared vacation ownership
- ☐ Rented a room or villa at a shared vacation resort
- ☐ Previously owned a shared vacation interest
- ☐ Toured a shared vacation resort
- ☐ Stayed at a shared vacation resort as a guest of an owner
- ☐ None of the above

The features shown below are related to the purchase agreement, itself. In other words, what an owner is agreeing to purchase and the rules concerning the purchase. You will be asked about four different aspects of the agreement:

- The type of ownership
- The term of the purchase
- The type of unit being purchased
- Whether the purchase includes access to a home resort.

15. Shared vacation products offer two types of ownership. Both options would allow you to make priority reservations when planning your vacation.

- With some shared vacation products, you become a legal owner of the property. This would allow you all rights and responsibilities associated with real estate ownership (including reselling or gifting).
- Other shared vacation products give you permission to use the resort but do not offer you ownership. For these offerings, you are considered a member with reservation rights but you cannot resell your shared vacation product.

How interested would you be in obtaining more information about a shared vacation product if it offered the **ownership options** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Own the shared vacation product	☐	☐	☐	☐	☐
Membership with reservation rights	☐	☐	☐	☐	☐

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

EVALUATION OF SHARED VACATION FEATURES/BENEFITS — continued

16. Shared vacation resorts can vary in the number of years you could use your shared vacation product. How interested would you be in obtaining more information about a shared vacation product if you could use it for the **number of years** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
2 years	☐	☐	☐	☐	☐
5 years	☐	☐	☐	☐	☐
20 years	☐	☐	☐	☐	☐
Forever	☐	☐	☐	☐	☐

17. Different types of shared vacation products have different rules regarding the **type of unit you can use for future vacations**.
    - Some communities allow you to select the type of unit, including the number of bedrooms, bathrooms and the type of kitchen.
    - Other communities require that you use only the type of unit specified in your agreement.

    How interested would you be in obtaining more information about a shared vacation product if it varied by the type of unit you could use for future vacations shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
You could choose the type of unit	☐	☐	☐	☐	☐
You must use the type of unit specified in your agreement	☐	☐	☐	☐	☐

18. Some shared vacation organizations designate the resort at which you make your purchase as a **"home resort"**. The home resort represents the location of the property you own (or where your membership is based). Making a reservation at your home resort usually provides additional benefits, such as a more desirable time period to make reservations at that resort. Other shared vacation organizations do not designate a "home resort" and may have a first come, first served policy. How interested would you be in obtaining more information about a shared vacation product depending on whether it offered you **a home resort**? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Offered home resort	☐	☐	☐	☐	☐
Does not offer home resort	☐	☐	☐	☐	☐

The features shown below address **vacation planning**. You will be asked about six different aspects of vacation planning:

- How frequently you can use your shared vacation product
- The minimum number of nights you must stay at a resort
- How you make your reservations
- Your ability to visit other resorts or destinations through shared vacation ownership
- When you can use it during a calendar year
- Check-in day

19. Depending on the agreement, you could access a shared vacation product at different **levels of frequency**. How interested would you be in obtaining more information about a shared vacation product if you could use it at the **levels of frequency** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Multiple times a year	☐	☐	☐	☐	☐
Once a year	☐	☐	☐	☐	☐
Once every other year (bi-annual)	☐	☐	☐	☐	☐
Every third year (tri-annual)	☐	☐	☐	☐	☐

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

EVALUATION OF SHARED VACATION FEATURES/BENEFITS — continued

20. There can be varying degrees of flexibility regarding **when you can access your shared vacation product during a year**.
    - A **fixed week** means you can only access your shared vacation product during the **same week** each year. For example, buying a week between Christmas and New Year would guarantee that you could spend this week with family or friends.
    - A **seasonal week** means that you would have access to your shared vacation product within a **particular season (the week within the season will likely change each year)**. For example, buying a week during the winter at a ski resort would ensure that you could have a ski vacation each year, but the specific week within the season may vary.
    - Other shared vacation products allow you to use your shared vacation unit **whenever** you wanted (assuming there are units available within the resort). You may choose to take a ski vacation during one year and have a golf vacation the next.

    How interested would you be in obtaining more information about a shared vacation product based on when you can access it during the year? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Fixed week	☐	☐	☐	☐	☐
Seasonal week	☐	☐	☐	☐	☐
Whenever you want	☐	☐	☐	☐	☐

21. Resorts may require reservations to consist of a **minimum number of nights.** How interested would you be in obtaining more information about a shared vacation product if you had to make a reservation for each of the **minimum number of nights** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
1 night minimum	☐	☐	☐	☐	☐
3 nights minimum	☐	☐	☐	☐	☐
5 nights minimum	☐	☐	☐	☐	☐
7 nights minimum	☐	☐	☐	☐	☐

22. Resorts may have policies regarding the **check-in day**, in other words the day of the week you can check into the resort. How interested would you be in obtaining more information about a shared vacation product offering the **check-in days** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
During the week (Monday–Thursday)	☐	☐	☐	☐	☐
During the weekend (Friday–Sunday)	☐	☐	☐	☐	☐
Any day during the week	☐	☐	☐	☐	☐

23. Shared vacation resorts may offer **online reservation services**. How interested would you be in obtaining more information about a shared vacation product based on the **reservation service** options shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Online reservation services offered	☐	☐	☐	☐	☐
Online reservation services not offered	☐	☐	☐	☐	☐

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EVALUATION OF SHARED VACATION FEATURES/BENEFITS — continued

24. Many resorts allow owners or members to access different resorts, which is called an exchange. There are two ways to exchange.
    - An **internal exchange** allows you to access resorts owned/operated by the company who developed your resort. For example, if you purchased a shared vacation product with Marriott Vacation Club International, you could access any other Marriott Vacation Club property.
    - An **external exchange** allows you to access resorts owned/operated by a range of companies. These programs are run by third party organizations known as "exchange companies" and allow you to exchange from your resort developer to another resort developer.

    How interested would you be in obtaining more information about a shared vacation product if the following **exchanges** were available to you? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Internal exchange only	☐	☐	☐	☐	☐
External exchange only	☐	☐	☐	☐	☐
Internal and external exchange	☐	☐	☐	☐	☐
Exchanges are not offered — you may only use your home resort	☐	☐	☐	☐	☐

The set of features below concern different aspects regarding the **unit**, itself. There are five different features for you to consider:

- The sleeping capacity
- The number of bathrooms
- The layout of the unit
- The number of bedrooms
- The kitchen

25. The sleeping capacity of units can vary greatly — the greater the capacity, the more people that can travel with you and stay in your unit. How interested would you be in obtaining more information about a shared vacation product based on the **sleeping capacity** options shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
1–4 people	☐	☐	☐	☐	☐
5–8 people	☐	☐	☐	☐	☐
9–12 people	☐	☐	☐	☐	☐

26. Units can also vary by the **number of bedrooms**. The greater the number of bedrooms, the more privacy available to different members of your travel party. How interested would you be in obtaining more information about a shared vacation product if it had the **number of bedrooms** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
A traditional hotel room that has a bed, bathroom and possibly a mini-refrigerator and/or microwave	☐	☐	☐	☐	☐
Studio – a single room that has a bed, bathroom and kitchen	☐	☐	☐	☐	☐
1 bedroom unit	☐	☐	☐	☐	☐
2 bedroom unit	☐	☐	☐	☐	☐
3 bedroom unit	☐	☐	☐	☐	☐

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EVALUATION OF SHARED VACATION FEATURES/BENEFITS — continued

27. Units vary by the **number of bathrooms**. Bathrooms can be either full bathrooms or half bathroom.

- A full bathroom contains a toilet, sink and either a shower or bathtub.
- A half bathroom contains a toilet and sink.

How interested would you be in obtaining more information about a shared vacation product if it had the **number of bathrooms** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
1 bathroom	☐	☐	☐	☐	☐
1 ½ bathrooms	☐	☐	☐	☐	☐
2 bathrooms	☐	☐	☐	☐	☐
2 ½ bathrooms	☐	☐	☐	☐	☐
3 bathrooms	☐	☐	☐	☐	☐

28. Different units have different types of **kitchen facilities**.

- A full kitchen contains full size appliances you would find at home, such as a refrigerator, sink, dishwasher, stovetop, oven and microwave.
- A kitchenette may exclude certain types of appliance (such as a dishwasher or oven) and these appliances may be smaller than those you would typically find at home.
- Some units do not offer kitchen facilities.

How interested would you be in obtaining more information about a shared vacation product if it had the **kitchen facilities** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Full kitchen	☐	☐	☐	☐	☐
Kitchenette	☐	☐	☐	☐	☐
No kitchen	☐	☐	☐	☐	☐

29. The layout of shared vacation units can vary.

- Some units are designed for **maximum group interactions** and limit a group's ability to break into smaller groups for congregating or sleeping. For example, in some units you could only access the bathroom through the master bedroom, potentially disturbing those using the master bedroom.
- Some shared vacation units **balance** between social space and privacy. For example, if there is only one bathroom, there may be two access points — one through the master bedroom and one through another room such as the living room or another bedroom.
- Lastly, some units create **maximum privacy**. These units place less emphasis on rooms for a larger group, such as a living room. For example, each bedroom may have a bathroom that can only be entered through a single room, such as a bedroom or living room.

How interested would you be in obtaining more information about a shared vacation product if the units had the **types of layout** shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Maximum group interaction	☐	☐	☐	☐	☐
Balanced between social space and privacy	☐	☐	☐	☐	☐
Maximum privacy	☐	☐	☐	☐	☐

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

EVALUATION OF SHARED VACATION FEATURES/BENEFITS — continued

The set of features below concern different aspects regarding the **resort**. There are five different features for you to consider:

- Food services
- Laundry services
- Recreational facilities
- Programs
- Rental assistance

30. Depending on the location of a resort, accessing different **food service** options (such as supermarkets or restaurants) may be nearby or far away. How interested would you be in obtaining more information about a shared vacation product based on the following type of access to **food services**? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Available at the resort but not in the nearby community	☐	☐	☐	☐	☐
Available in the nearby community but not at the resort	☐	☐	☐	☐	☐
Available at the resort and the nearby community	☐	☐	☐	☐	☐

31. Shared vacation resorts may have **laundry facilities** but the location of the facilities can vary. How interested would you be in obtaining more information about a shared vacation product based on the **laundry facility** options shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Located within each unit only	☐	☐	☐	☐	☐
Located in common areas only	☐	☐	☐	☐	☐
Larger units would have laundry facilities; smaller units would have access to laundry facilities in common areas	☐	☐	☐	☐	☐
Laundry facilities not offered	☐	☐	☐	☐	☐

32. Shared vacation resorts can also offer a range of **recreational facilities**, such as golf, pools, tennis courts, skiing and spas. Depending on the location of a resort, accessing recreational facilities in the local community may be difficult — either because the desired facilities are not offered or the nearest community may be far away. How interested would you be in obtaining more information about a shared vacation product based on the **location of the recreational facilities** offered at the resort? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Offered at the resort only	☐	☐	☐	☐	☐
Offered in the nearby community only	☐	☐	☐	☐	☐
Some are available to you at the resort and others in the nearby community	☐	☐	☐	☐	☐
All facilities are available to you at the resort and in the nearby community	☐	☐	☐	☐	☐

33. There may be times when an owner or member decides not to visit a resort. In such instances, some owners may elect to rent their shared vacation product. Resorts may provide **rental assistance** to owners in which the resort serves as the rental agent should an owner desire. How interested would you be in obtaining more information about a shared vacation product based on the **rental assistance** options shown below? (Click one response per item)

	Not at all interested	Not too interested	Somewhat interested	Very interested	Extremely interested
Rental assistance available	☐	☐	☐	☐	☐
Rental assistance not available	☐	☐	☐	☐	☐

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2011 SHARED VACATION OWNERSHIP PROSPECT STUDY

MACRO TASK

In this section of the survey, we are going to show you three different resorts. Each resort will differ based on the features and options they offer.

- Based on a calculation of the features and options you just evaluated, it was determined that you consider the following items relatively more important.

	Unit	Resort	Vacation Planning	Purchase Agreement
Desired option of most important feature	___	___	___	___
Desired option of second most important feature	___	___	___	___
Desired option of third most important feature	___	___	___	___

The resorts we display will differ in the following manner:

- Some resorts will provide you with all of the features and options you found more desirable.
- Others offer a limited set of the features and options you found desirable. In these instances, you should assume that you will get the option(s) you most prefer. For example, if you are told that you will only receive 1 of your most preferred choices for the unit,
  —You should assume you would get the one option you like most, which would appear at the top of the list
  —You would not receive the two other options you identified as desirable (you would receive the feature but an option you considered less desirable)
- There will also be resorts that would not offer any of the options you found desirable.

We would also like you to consider some additional features. Specifically, the selling organization, your familiarity with the company that developed the resort, the purchase price and annual fees.

There are three different types of **organizations that can sell shared vacation products**:

- A **resort developer**, which offers the broadest selection of units within a resort and ensures the most complete set of benefits associated with shared vacation ownership. Resort developers are most likely the sales organization during the earlier stages of a resort.
- As the resort reaches full capacity, the developer often transitions resort management (including selling) to a **Home Owners Association (HOAs)**, which offers access to the same benefits as a resort developer but may have a more limited selection of units from which to choose. However, HOAs may sell a unit for less than if offered by a resort developer.
- **Resale organizations** can also sell shared vacation products. Resale organizations can offer shared vacation products from different communities but their selection for a specific community could be very limited. Depending on the community, resale organizations can also vary on the types of benefits offered.
  — Some resale organizations can sell shared vacation products that offer a complete set of ownership benefits.
  — Some resale organizations can sell shared vacation products that offer a limited set of benefits

Please assume that your experience with the resort developer will fall into one of the four following categories:

- A brand you have satisfactorily used before
- A brand you have heard good things about but have never used
- A brand you do not have a good opinion of
- A brand you have never heard of before

Lastly, the purchase price and the annual fee options that will be considered are shown below.

Purchase Price	Annual Fee
$2,000	$200
$10,000	$750
$25,000	$1,500
$50,000	No Annual Fee
$100,000	
Price not shown to you	

After you have reviewed each of the resorts, **please indicate the one you would be most interested in obtaining additional information about**. If you would not be interested in obtaining additional information based on the information provided, please check the option for “None of these resorts”. Please assume that the resorts would only differ on the information provided — they would be the same in all other ways.

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MACRO TASK — continued

34–42. Please carefully review the resorts shown below and answer the question at the bottom of the table. Please assume that the resorts differ only based on the information shown below – they would be identical in all other ways. If an item states you receive “1 of your options”, please assume it would be the first item on the list, if “2 options”, you would receive the first two, etc. This process will repeat itself over the course of 8 screens in order to provide a variety of combinations for you to review.

	Resort 1	**Resort 2**	**Resort 3**	**None of these resorts**
Unit	All of your options	1 of your options	2 of your options	
Resort	1 of your option	All of your options	1 of your options	
Purchase Agreement	All of your options	2 of your options	None of your options	
Vacation Planning	None of your options	All of your options	1 of your options	
Selling Organization	Home Owner Association	Developer	Resale	
Awareness of developer	Never heard of	Have used previously	Aware but not used	
Cost	$2,000	$50,000	$25,000	
Additional Annual Fees	$1,500	No annual fee	$200	
Which would you be most interested in obtaining further information about?	☐	☐	☐	☐

VACATION BENEFITS

In this section, we would like to understand the types of benefits you value when taking a vacation. You will see six different screens that will contain benefits associated with vacationing. For each screen, please indicate which benefit you would consider most and least important to you when planning a vacation. You will see each benefit more than once.

43-48. When it comes to taking vacations, which of the benefits shown below is most critical and which one is least critical to you? (Click one response for each column)

	Most Critical Benefit	Least Critical Benefit
Vacationing with extended family/friends	☐	☐
Price	☐	☐
Ability to customize my vacation	☐	☐
Destination	☐	☐
Activities	☐	☐
Quality of lodging/resort	☐	☐
Ease of planning	☐	☐
Ability to experience a variety of destinations	☐	☐
Amenities of resort, such as pools, spas, golf courses, etc.	☐	☐

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MEDIA HABITS

49. How frequently, if at all, do you use the following? (Click all that apply)

	Daily	Weekly	Monthly	Quarterly	Rarely	Never
Radio – FM	☐	☐	☐	☐	☐	☐
Radio – AM	☐	☐	☐	☐	☐	☐
Radio – Satellite	☐	☐	☐	☐	☐	☐
Newspaper	☐	☐	☐	☐	☐	☐
Magazines	☐	☐	☐	☐	☐	☐
Television	☐	☐	☐	☐	☐	☐
Internet	☐	☐	☐	☐	☐	☐

50. Thinking about your internet usage over the past year, please indicate how frequently you use the following types of websites. (Click one response for each site)

	Daily	Weekly	Monthly	Quarterly	Rarely	Never
Search Engines (MSN.com/Google, etc.)	☐	☐	☐	☐	☐	☐
Social Networking (Facebook/YouTube, etc)	☐	☐	☐	☐	☐	☐
Sports Sites (NFL.com/ESPN/Team specific sites)	☐	☐	☐	☐	☐	☐
News Sites (CNN, ABC, Etc.)	☐	☐	☐	☐	☐	☐
Directions/Maps (MapQuests/Bing Maps, etc.)	☐	☐	☐	☐	☐	☐
Movie Sites for Reviews/Times	☐	☐	☐	☐	☐	☐
Weather Sites	☐	☐	☐	☐	☐	☐
Financial Sites (Personal Banking, Investments, etc)	☐	☐	☐	☐	☐	☐
Travel Sites (Orbitz, Travelocity, Airlines, Hotels, etc)	☐	☐	☐	☐	☐	☐
Real-estate Sites (Re-max, Century, etc)	☐	☐	☐	☐	☐	☐
Online Entertainment Sites (Hulu.com, Pandora radio, etc.)	☐	☐	☐	☐	☐	☐
Other: Specify ___________________________	☐	☐	☐	☐	☐	☐

51. In a typical week, all seven days, how many hours would you say you watch each of the following types of television/cable programming? If you don't watch that type of programming, enter zero. (Enter amount)

	# of hours per week
Sports	_______________
News and information programming	_______________
Dramas	_______________
Comedy	_______________
Cooking/Home Improvement	_______________
Reality based programming	_______________
Movies	_______________
Other	_______________

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DEMOGRAPHICS

We are almost done with the survey. This section is for classification and statistical purposes only.

D1. Do you own or rent your place of primary residence? (Click one response)

- ☐ Own
- ☐ Rent

D2. How would you describe the place where you live? (Click one response)

- ☐ City
- ☐ Suburb
- ☐ Rural

D3. What is your current marital status? (Click one response)

- ☐ Married
- ☐ Domestic partnership
- ☐ Single, never married
- ☐ Separated
- ☐ Widowed
- ☐ Divorced
- ☐ Prefer not to answer

D4. Are you currently employed? (Click one response)

- ☐ Yes, full time
- ☐ Yes, part time
- ☐ Yes, self employed
- ☐ No, seeking employment
- ☐ No, retired
- ☐ Prefer not to answer

D5. What is the last grade in school you completed? (Click one response)

- ☐ Grade school
- ☐ Some high school
- ☐ High school graduate
- ☐ Some college
- ☐ College graduate
- ☐ Graduate school
- ☐ Technical school

D6. Which of the following best describes your ethnic or racial background or heritage? (Click as many as apply)

- ☐ White, Caucasian, European, European-American
- ☐ Black, African-American, Caribbean, African, Caribbean-American
- ☐ Hispanic, Latino, Latin American
- ☐ Asian-American, Asian, Pacific Islander
- ☐ Arab, Middle Eastern
- ☐ American Indian, Native American
- ☐ Other (Specify: ____________________)

D7. Do you have any children living with you, including any adult children who may still reside with you? (Click one response)

☐ Yes ☐ No

D8. Please indicate the number of children currently living with you that fall into the following age groups. (Click all that apply)

____ Under 6 years old
____ 6–11 years old
____ 12–17 years old
____ 18 or older

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