



# Tybee's Best: Vacation Rentals Patron Profile

This is an amalgamation of America's top exurban classes: a well-to-do world of dual-income, educated Boomer couples. At their age -45 to 59- some have children living at home; others have empty nests. Caucasian white-collar professionals, they have a bent toward the active life: civic, cultural, social, and personal. Blessed with large disposable incomes for indulging in interests, this segment looks for value with quality. And they take advantage of rustic locales, enjoying active outdoor pursuits.

## Demographic Traits

- Ethnic Diversity:** Almost exclusively White
- Family Types:** Couples, more with kids/others at home, than "kids" not at home (few actively divorced)
- Age Ranges:** Mostly 45-54; with strong 55-59 presence (very few actively retired)
- Education Level:** College educated; many conferred with Professional or Masters degrees
- Employment:** Professional (broad range of categories), Business & Sales/Health/Educational specialists
- Housing Types:** Owners, detached, built since '90: ≤\$1M value, with a minimum value above \$200k
- Urbanicity:** Heavy town & country densities (T=61%); with suburban household representation, too
- Income:** High 5-digit dollar HH minimum; over 6-digit the clear norm, with some over \$500k as well
- PRIZM Groups:** *Social-Top 10:* T1=67%, S1=25%, C1=8% *Lifestage-Top 10:* Y1+ F1+ M1=82%; F2=18%

## Civic and Personal Characteristics

- Member:** Country Club, Business/Civic Club, Freq. Flyer, Church/Temple, PTA, School/College Board
- Civic/cultural:** Within last year: Charitable donation; Attend live theater, music/dance performance, rock concert; Go to museum; Took educational course; Neither a liberal or conservative outlook
- Dining out choices:** *Fast food-* Subway, Wendy's *Theme-* Applebee's, Ruby T's, Outback, Olive Garden, Chili's
- Fan of:** College basketball and football; Professional baseball, football and golf
- Own:** Watercraft; bicycle; camp/backpack/hike equip; golf, tennis, racquetball & other sports equip; home gym equip; computer network & home theatre systems; AE/Visa/MC/Discovery card

### Travel

Domestic Travel: 6+ nights, within last year  
 Visit Golf/Tennis/All-inclusive and "other" resorts  
 Travel by airplane, car, or ship; but not RV, rail or bus  
 Stay at public/private campground  
 Prefer Domestic travel: FL, DC, NY, UT, CO, CA, MA  
 Foreign: 2+ trips in 3 yrs, #1 Canada, #2 Caribbean

### «Interests»

Passive: Reading, Photography, Music & Movie-going  
Active: Golf, Go to beach/lake, Boating, Ski, Garden  
Exercise: 3+/wk; walk, cycle, weight train, aerobics, jog  
Books: audio/HC/paper, buy 10+/yr, #1Cook #2Mystery  
Music: CDs 9-/yr, #1 6-70s Rock, #2 Country #3 Class  
Computer: Internet Active @ Home/Work, 3<sup>rd</sup> Quintile

### Activities

## Media Preferences & Usage

- Newspaper:** Read Newspapers: Quintile 1 Read *USA Today & Wall Street Journal*, Daily
- Sections±:** Prefer, in order: Front Page, Sports, Business Least Read: Classified, Entertainment, Travel
- Magazines:** Read Magazines: Quintile 2 #1 News; #2 Sports; #3 (tie) Epicurean/Travel
- Television:** Watch TV: Prime-time, Quintile 2 More likely has cable service than satellite dish
- Radio:** Drive Time: Quintile 2; All Day: Quintile 4 Genres:Adult Cntmp;Rock/Oldies;Sports/News

## Magazines

Top Genre - #1: <i>Sports</i>	Top General Appeal	Top Special Appeal
Read <i>Sports Illustrated</i>	Read <i>Time/Newsweek/US News</i>	Read <i>Delta's Sky/ Nat'l Geographic</i>
Read <i>Golf Magazine</i>	Read <i>Southern Living/Traditional Home</i>	Read <i>Money &amp; Architectural Digest</i>
Read <i>Golf Digest</i>	Read <i>Parade and People</i>	Read <i>Cooking Light and Redbook</i>

## Television

Top Five TV Events: 1-College Basketball; 2-College Football; 3-Pro Football; 4-Pro Baseball; 5-Super Bowl  
Top Five Channels: 1-ESPN/ESPN2; 2-T Learning C; 3-CNN Headline News; 4-T Weather C ; 5-T History C  
Top Show Type: Prime-Time General Drama | Top Viewing Times: 1-Sunday 7pm -11pm; M-F 8pm - 11pm  
Top Shows: NCAA Mn Bsktbl Chmpnshp; Olympics, TourDeFrance, Mod Marvels, Masters, Wimbledon, CSI, 24



## Tybee's Best: Hotel/Motel/Inn (HMI) Patron Profile

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These exurban residents eschew The City, preferring the charms of bucolic spaces and quaint picturesque bergs. The mostly White duo-earning householders are small business owners or workers holding well-paying blue- or white collar jobs. A vigorous sort, they take pleasure in options their locales provide—pursuing all sorts of outdoor activities; buying boats, campers, motorcycles; and owning virtually every kind of sporting goods on the market.

### Demographic Traits

<b>Ethnic Diversity:</b>	Virtually all White
<b>Family Types:</b>	Married couples, closely divided between households with “kids” and “no kids” at home
<b>Age Ranges:</b>	Mostly 45-59; with very few actively retired
<b>Education Level:</b>	College educated; Associate Degree
<b>Employment:</b>	Wide range as none dominates, but unlikely healthcare support or food/social/personal service
<b>Housing Types:</b>	Detached unit, built since '80 likely by current owner occupant: Value ≥\$150k, but <\$300k
<b>Urbanicity:</b>	Mostly residents of small towns or living in the country, PRIZM's lowest density category
<b>Income:</b>	\$50,000 per household minimum; up to \$150,000 annually
<b>PRIZM Groups:</b>	<i>Social-Top 10:</i> T1=50%,T2=42%,T3=8% <i>Lifestage- Top 10:</i> Y1-2=40%,F1-3=50%,M1=10%

### Civic and Personal Characteristics

<b>Member:</b>	Church/Temple, Country Club, Business/Civic Club, Volunteer with Environmental Org
<b>Civic/cultural:</b>	Within last year: Donation; Take educational course; Tend to conservative outlook
<b>Dining out choices:</b>	<i>Fast food</i> — Arby's; Dairy Queen <i>Theme</i> — Applebee's; Ruby Tues.; Cracker Barrel; Outback
<b>Fan of:</b>	Auto racing: NASCAR, College football & basketball; professional football & baseball
<b>Own:</b>	Camp/fish/hunting equipment, dog/cat, bicycle, bowling ball, home gym & tennis equipment, personal watercraft; Computer network & home theatre systems; VISA/MC/Discovery cards

#### Travel

Public/Private campground/Travel by RV, in last year  
 Hotel stay 1-6+ nights, in year | Hotel chains, ranked:  
 Comfort Inn/Best Western/Holiday Inn/Days Inn »»  
 Motel6/Marriott/Hyatt/Ramada/Radison/RedRoof/Hilton  
 Prefer known destination, but no organized activities  
 Prefer domestic travel: Beach/Lake; FL,UT,CO,DC,NY

#### «Interests»

**Passive:** Movie-going, Listen to music, Photography  
**Active:** Boat, Target shoot, Golf, Garden, Horseback-  
 ing, Fish, Hunt, Water ski, Motorcycle, Hike, Play pool  
**Exercise:** Swimming, Walking, Bicycling, Play softball  
**CDs:** 9-/yr, #1Country; #2 60-70's Rock, #3Audiobooks  
**Computer:** Internet Active @ Home/Work, 2<sup>nd</sup> Quintile

#### Activities

### Media Preferences & Usage

<b>Television:</b>	Watch: Primetime, Quintile 1-2; Cable, Q2	More likely has satellite dish than cable service
<b>Magazines:</b>	Read Magazines: Quintile 2	Genres: #1 Fish/Hunt, #2 Sports, #3 Home Services
<b>Radio:</b>	All Day: Quintile 2; Drive-time: Quintile 1	#1Country, #2Classic Rock, #3Hot AC, #4Religious
<b>Newspaper:</b>	Read Newspapers: Quintile 3	Reads USA Today; likely reads daily newspaper
<b>Sections±</b>	Prefer, in order: Front Page, News, Sports	<b>Least Read:</b> Home, Travel, Entertainment, Fashion

#### Television

**Top Five TV Events:** 1-Auto racing; 2-Pro Football; 3-College Football; 4-College Basketball; 5-Pro Baseball  
**Top Channels:** 1-Pay-per-view, 2-The Learning Chan, 3-H&G, 4-Country music, 5-Speed, 6-The Weather Chan  
**Top Show Type:** Primetime Drama, then Reality | **Top Viewing Times:** 1-M-F 8pm – 11pm; 2-Sunday 7pm -11pm  
**Top Shows:** CSI, Survivor, Super Bowl, According to Jim, NFL Monday Night/Regular Season Football, Modern  
 Marvels, CMT-Top 20 Countdown, Trading Spaces, CSI Miami, American Chopper, Daytona 500, NASCAR

#### Magazines

Genre - #1: <i>Fishing/Hunting</i>	Read <i>Outdoor Life</i>	Read <i>Field &amp; Stream</i>
Genre - #2: <i>Sports</i>	Read <i>Sports Illustrated</i>	Read <i>Golf Digest</i> and <i>Hot Rod</i>
Genre - #3: <i>Home Services/Women's</i>	Read <i>Southern Living</i>	Read <i>Redbook</i>