Experian℠

A world of insight

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Visitors to websites of Maps & Road Guides over-index for many multi-cultural segments

Mosaic USA Type of visitors to Maps & Road Guides

12 Rolling Weeks ending February 12, 2011, compared with "Mosaic USA Type of the Online Population"

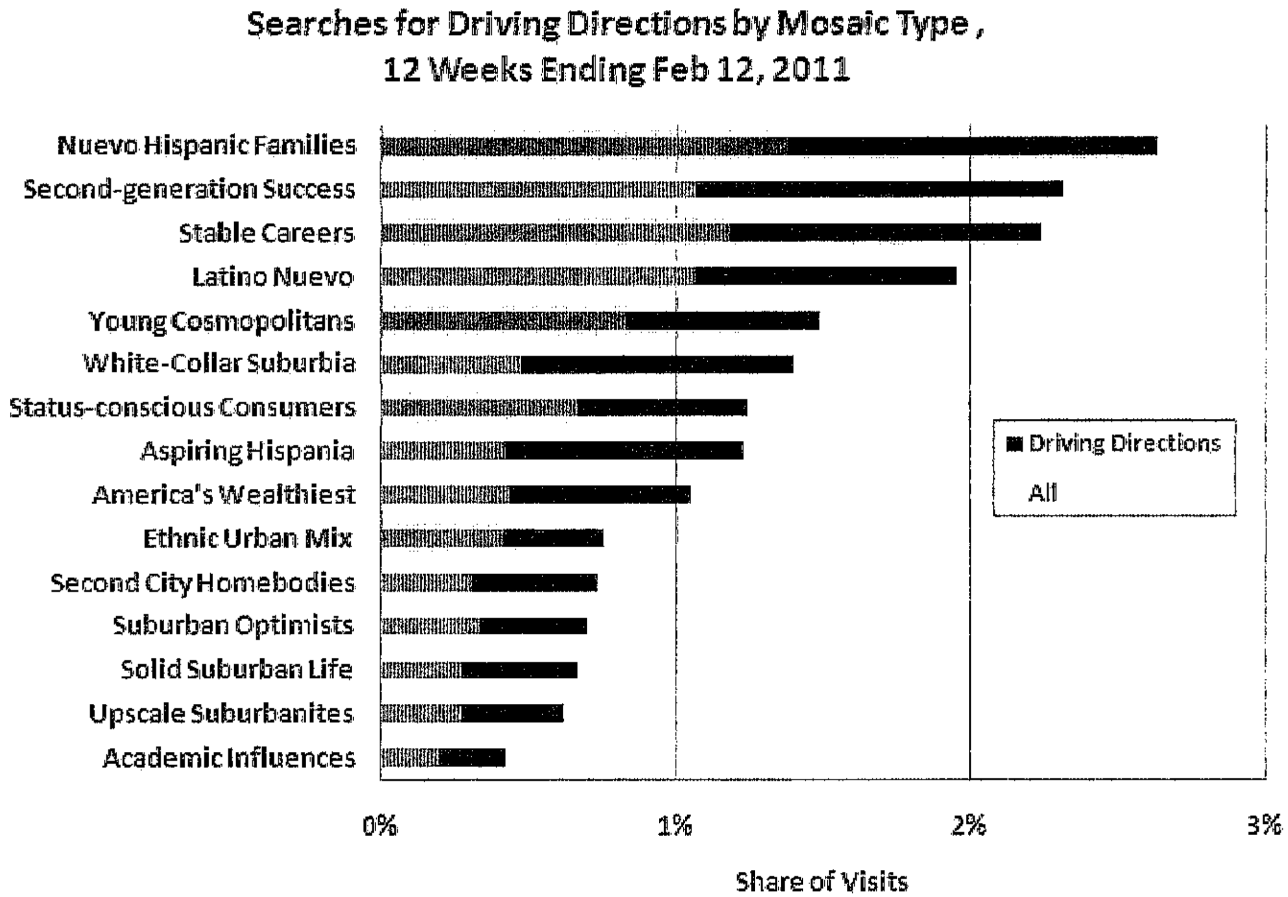
	Mosaic USA Type (60 returned)	Visits Share Maps & Road Guides	Representation ▼
1	B03 Urban Commuter Families	8.89%	110
2	F01 Steadfast Conservatives	5.94%	78
3	H02 Minority Metro Communities	3.78%	81
4	H03 Stable Careers	3.72%	133
5	A06 Small-town Success	3.65%	112
6	H01 Young Cosmopolitans	3.62%	153
7	D01 Nuevo Hispanic Families	3.44%	119
8	A07 New Suburbia Families	3.30%	119
9	B05 Second-generation Success	3.26%	124
10	J02 Latino Nuevo	3.07%	124
11	C02 Prime Middle America	2.94%	84
12	A02 Dream Weavers	2.64%	131
13	K03 African-American Neighborhoods	2.44%	88
14	[illegible] Professional Urbanites	2.34%	103
15	E01 Ethnic Urban Mix	2.11%	136
16	A03 White-Collar Suburbia	2.00%	136
17	C04 Family Convenience	1.92%	70
18	A01 America's Wealthiest	1.89%	153
19	E02 Urban Blues	1.75%	89
20	K04 Urban Diversity	1.75%	125

Mosaic USA Type of visitors to Maps & Road Guides

12 Rolling Weeks ending February 12, 2011, compared with "Mosaic USA Type of the Online Population"

	Mosaic USA Type (60 returned)	Visits Share Maps & Road Guides	Representation ▼
1	H01 Young Cosmopolitans	3.62%	153
2	A01 America's Wealthiest	1.89%	153
3	B02 Affluent Urban Professionals	1.85%	145
4	A04 Upscale Suburbanites	0.99%	145
5	B01 Status-conscious Consumers	1.74%	142
6	E01 Ethnic Urban Mix	2.11%	136
7	[illegible] Unattached Multi-cultures	0.27%	137
8	A03 White-Collar Suburbia	2.00%	136
9	H03 Stable Careers	3.72%	133
10	C01 Second City Homebodies	0.89%	132
11	A02 Dream Weavers	2.64%	131
12	B04 Solid Suburban Life	0.85%	130
13	H04 Aspiring Hispania	1.69%	129
14	K06 Getting By	1.49%	125
15	K04 Urban Diversity	1.75%	125
16	J02 Latino Nuevo	3.07%	124
17	B05 Second-generation Success	3.26%	124
18	A05 Enterprising Couples	1.11%	123
19	D01 Nuevo Hispanic Families	3.44%	119
20	A07 New Suburbia Families	3.30%	119

Nuevo Hispanic Families & Second-generation Success index highest against online population



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Google Maps & MapQuest capture the majority of visits from Steadfast Conservatives

Most Popular Websites in Maps & Road Guides ranked by Visits from Mosaic USA Type F01: Steadfast Conservatives

12 Rolling Weeks ending February 12, 2011

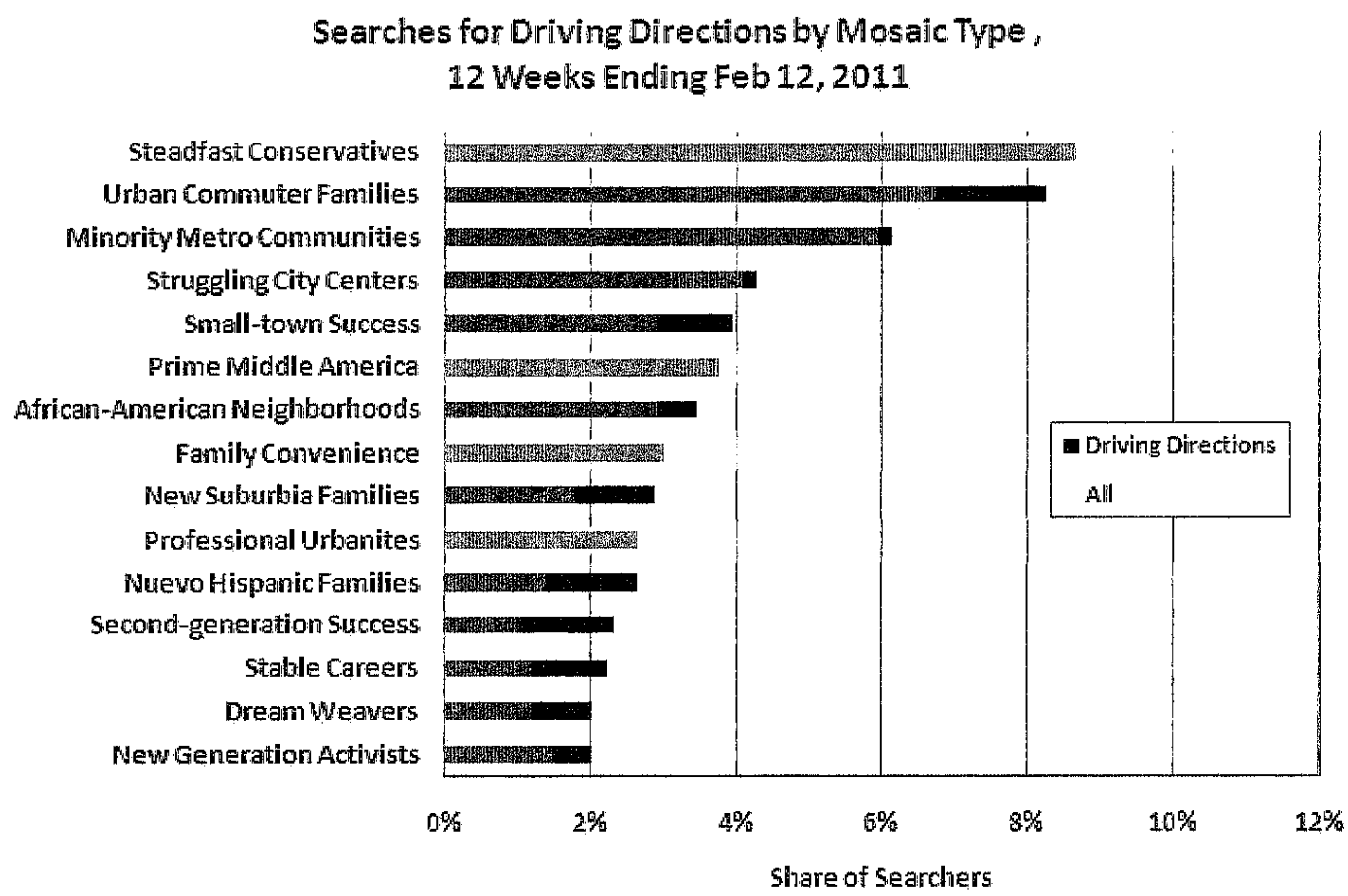
Report Details

	Websites (22 filtered results)	**Segmented Visits**	**Segmented Rate**
1	Google Maps	49.78%	5.13%
2	MapQuest	27.90%	7.49%
3	Bing maps	8.44%	7.84%
4	Yahoo! Maps	7.02%	6.73%
5	Google Earth	2.91%	8.19%
6	Rand McNally Maps and Directions	0.85%	10.70%
7	EzDrivingDirections	0.78%	8.14%
8	OnlineMapSite.com	0.54%	8.36%
9	Ask.com - Maps	0.52%	10.42%
10	Wikimapia	0.36%	4.76%

Share of visits from Steadfast Conservatives within category

Share of website visits from Steadfast Conservatives

Steadfast Conservatives and Urban Commuter Families represent 17% of searchers for Driving Directions



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Steadfast Conservatives tend to be older audience

F01 Steadfast Conservatives

Best described as:

Home to high-school educated mature singles and couples living in middle-class urban blue-collar neighborhoods

Demographics
A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods.

Households tend to be white, high school-educated and middle class.

Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older.

The seniority of many residents does have benefits in the workplace.

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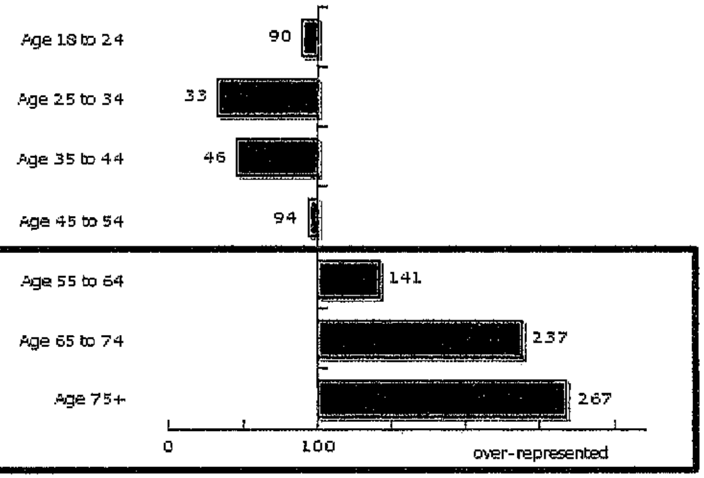
Age

The graph below indicates the degree to which age ranges are represented for the selected type.



The figures used in this graph represent index values which indicate the representation of attributes in a Mosaic USA Group or Type, compared to the representation of the group or type in the overall population.

Google Maps captured the majority of visits from the Upscale America Mosaic group

Most Popular Websites in Maps & Road Guides ranked by Visits from Mosaic USA Group B: Upscale America

12 Rolling Weeks ending February 12, 2011

Report Details

	Websites (22 filtered results)	Segmented Visits	Segmented Rate
1	Google Maps	62.49%	18.34%
2	MapQuest	20.68%	15.79%
3	Yahoo! Maps	6.42%	17.51%
4	Bing maps	6.03%	15.96%
5	Google Earth	1.88%	15.07%
6	EzDrivingDirections	0.44%	12.94%
7	Rand McNally Maps and Directions	0.37%	13.09%
8	OnlineMapSite.com	0.35%	15.32%
9	Wikimapia	0.35%	12.96%
10	Ask.com - Maps	0.23%	13.43%

Share of visits from Upscale America within category

Share of website visits from Upscale America

Upscale America is characterized by frequent travel and Internet use

Upscale America

Best described as:

College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles.

The six Types in Upscale America are populated with mainly white, college-educated couples and families living in the metropolitan sprawl.

Most of the adults work as executives and white-collar professionals, and their upscale incomes provide them with large homes and comfortable lifestyles.

They like to spend their leisure time getting exercise jogging, biking and swimming are popular or shopping for the latest in-fashion and high-tech electronics.

They are active in community affairs as members of business clubs, environmental groups and arts associations.

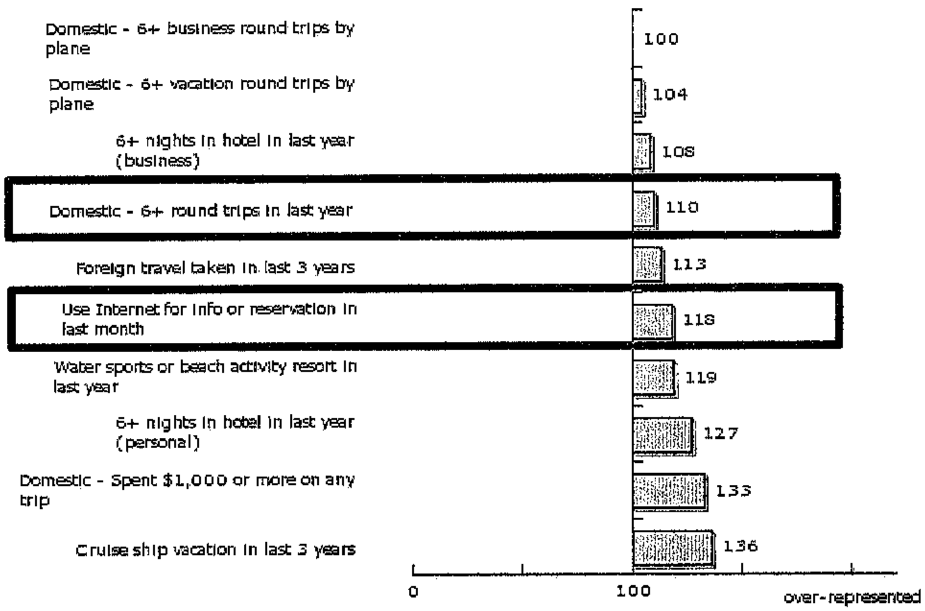
They're selective media fans who prefer magazines and cable TV channels that cover business, fashion and the arts.

Their one exception is the Internet.

These Americans are omnivorous Web users who go online for everything from banking and trading stocks to downloading music and buying merchandise.

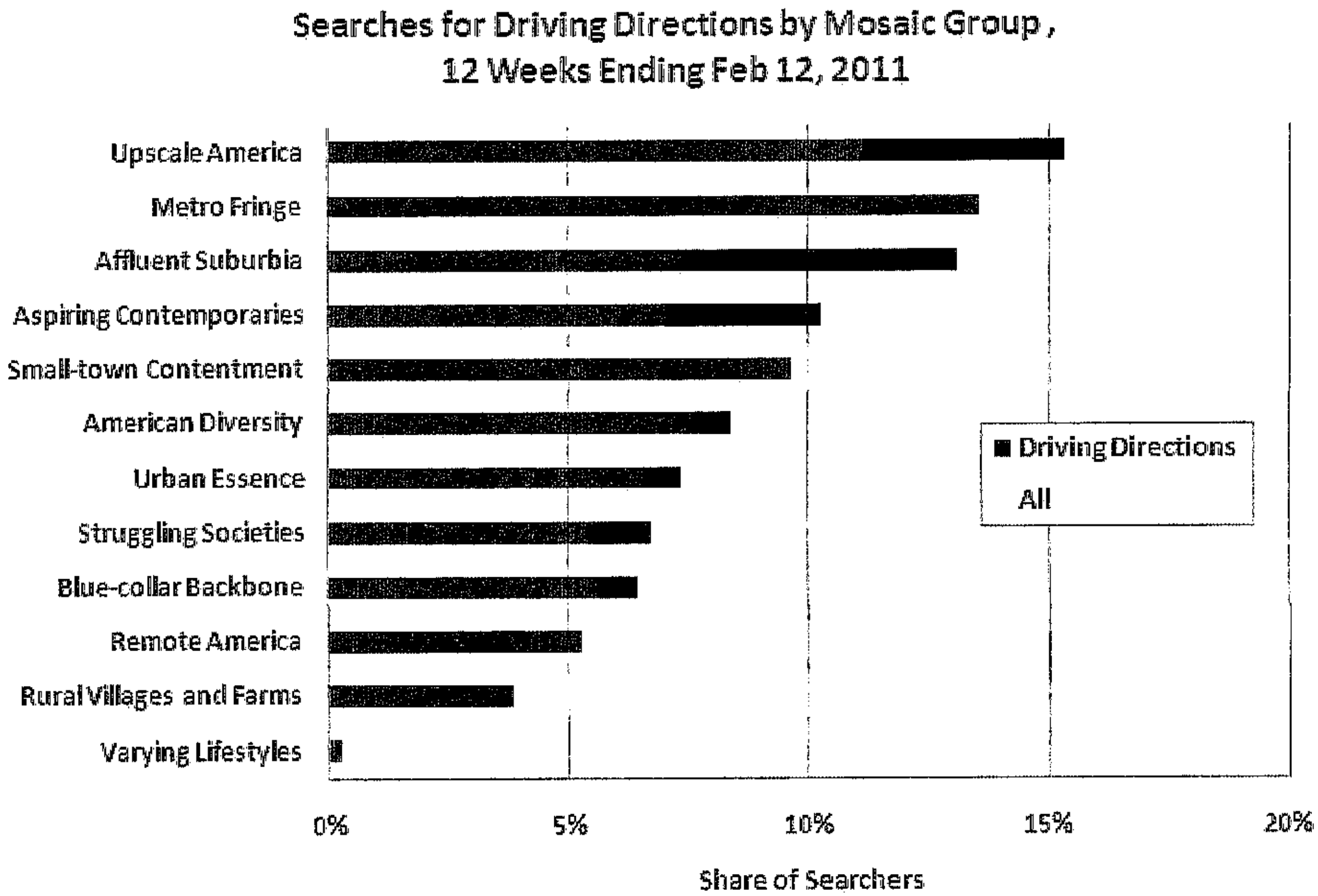
Travel and Vacations

The graph below indicates the degree to which different travel-related activities are represented for the selected group.



The figures used in this graph represent index values which indicate the representation of attributes in a Mosaic USA Group or Type, compared to the representation of the group or type in the overall population.

Upscale America and Metro Fringe represent largest share of searchers for Driving Directions



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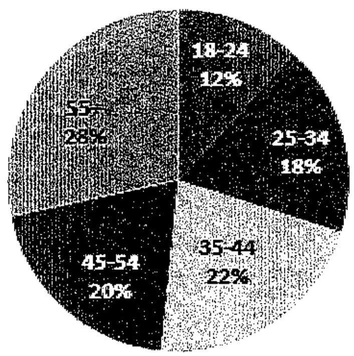
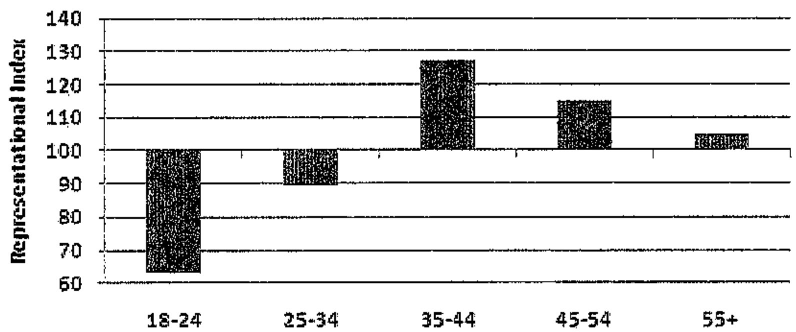
Nearly half of the searchers for Driving Directions are 45 & older with income over $60k

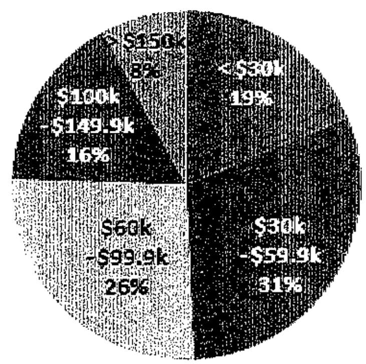
Searches for Driving Directions by Age,
12 Weeks Ending Feb 12, 2011



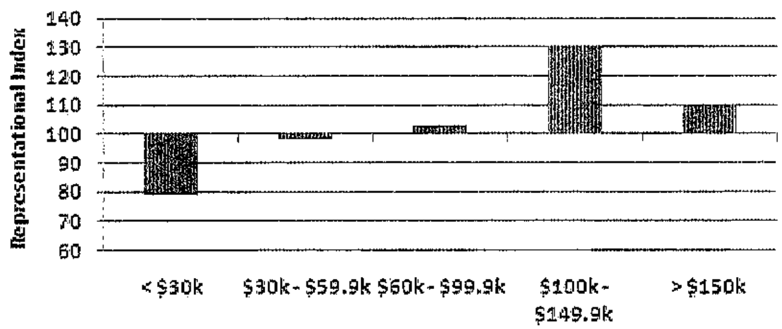
Searches for Driving Directions by Age,
12 Weeks Ending Feb 12, 2011
Indexed Against Online Population



Searches for Driving Directions by Income,
12 Weeks Ending Feb 12, 2011



Searches for Driving Directions by Income,
12 Weeks Ending Feb 12, 2011
Indexed Against Online Population



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MapQuest captured 2.6x the volume of search clicks for Driving Directions than 2nd ranked Google Maps

Websites receiving traffic from terms in Driving Directions & Road Trips
4 Rolling Weeks ending February 12, 2011
Report Details▾

	Websites (467 filtered results)	Search Clicks ▾	Paid:Organic Rate	
1	MapQuest	45.11%	12.75%	87.25%
2	Google Maps	17.19%	87.12%	12.88%
3	Yahoo! Maps	11.78%	0.26%	99.74%
4	EzDrivingDirections	2.94%	0.043%	99.96%
5	Bing maps	2.49%	80.23%	19.77%
6	OnlineMapSite.com	2.33%	63.06%	36.94%
7	Detailed-Maps.com	1.17%	68.51%	31.49%
8	MyTrafficMaps.net	0.74%	73.35%	26.65%
9	Local.com	0.66%	66.29%	33.71%
10	Rand McNally Maps and Directions	0.42%	0.00%	100.00%
11	Yahoo! Travel	0.39%	84.09%	15.91%
12	Rand McNally	0.38%	0.77%	99.23%
13	OnStar	0.31%	73.07%	26.93%
14	MapQuest - Local	0.28%	17.89%	82.11%
15	Ask.com - Maps	0.25%	1.23%	98.77%

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Websites receiving traffic from terms in Driving Directions & Road Trips
4 Rolling Weeks ending February 12, 2011

	Websites (895 returned)	Paid Clicks ▾	Paid Rate
1	Google Maps	50.13%	87.12%
2	MapQuest	19.26%	12.75%
3	Bing maps	6.70%	80.23%
4	OnlineMapSite.com	4.92%	63.06%
5	Detailed-Maps.com	2.66%	68.51%
6	MyTrafficMaps.net	1.81%	73.35%
7	traffic-driving-maps.com	1.60%	92.09%
8	TranslatorBar	1.47%	78.79%
9	Local.com	1.46%	66.29%
10	Yahoo! Travel	1.10%	84.09%
11	accurateonlinemaps.com	0.95%	73.10%

Websites receiving traffic from terms in Driving Directions & Road Trips
4 Rolling Weeks ending February 12, 2011
Report Details▾

	Websites (799 filtered results)	Organic Clicks ▾	Organic Rate
1	MapQuest	56.12%	87.25%
2	Yahoo! Maps	16.75%	99.74%
3	EzDrivingDirections	4.19%	99.96%
4	Google Maps	3.16%	12.88%
5	www.google-directions.com	1.50%	99.87%
6	OnlineMapSite.com	1.23%	36.94%
7	Bing maps	0.70%	19.77%
8	Rand McNally Maps and Directions	0.60%	100.00%
9	Rand McNally	0.54%	99.23%
10	Detailed-Maps.com	0.53%	31.49%

Travelers seeking road trip planning advice

Search Terms in Driving Directions & Road Trips

Filtered to exclude Brands

12 Rolling Weeks ending February 12, 2011, compared with February 13, 2010

Report Details

	Search Terms (313 filtered results)	Search Clicks 02/12/2011	Search Clicks 02/13/2010	Change (Percentage Points)
1	driving directions	13.89%	11.93%	1.96
2	get driving directions	0.85%	0.27%	0.57
3	free map driving directions	0.38%	<0.0051%	0.38
4	maps and driving directions	0.24%	0.13%	0.11
5	maps driving directions	0.067%	0.033%	0.033
6	road driving directions	0.033%	0.00%	0.033
7	free driving directions	0.071%	0.047%	0.024
8	driving directions from one p...	0.022%	<0.0051%	0.022
9	turn by turn driving directio...	0.022%	0.00%	0.022
10	road trip planner	0.12%	0.096%	0.021
11	printable driving directions	0.027%	0.0072%	0.02
12	local driving directions	0.017%	<0.0051%	0.017
13	road trip	0.085%	0.069%	0.016
14	driving directions distance	0.014%	0.00%	0.014
15	cross country road trip	0.018%	0.0063%	0.011
16	road maps driving directions	0.011%	0.00%	0.011
17	door to door driving directio...	0.011%	<0.0051%	0.011
18	best driving directions	0.024%	0.014%	0.010
19	step by step driving directio...	0.0099%	<0.0051%	0.0099
20	get free driving directions	0.0096%	<0.0051%	0.0096

Cross Country Road Trip

Road Trip Planner Texas

Road Trip from San Francisco to Yellowstone

Road Trip from Portland to Seattle

Chicago to Denver Road Trip

Alaska Road Trip

Brands dominate but there is growth among generic searches for generic driving directions

Search Terms in Driving Directions & Road Trips

12 Rolling Weeks ending February 12, 2011, compared with February 13, 2010

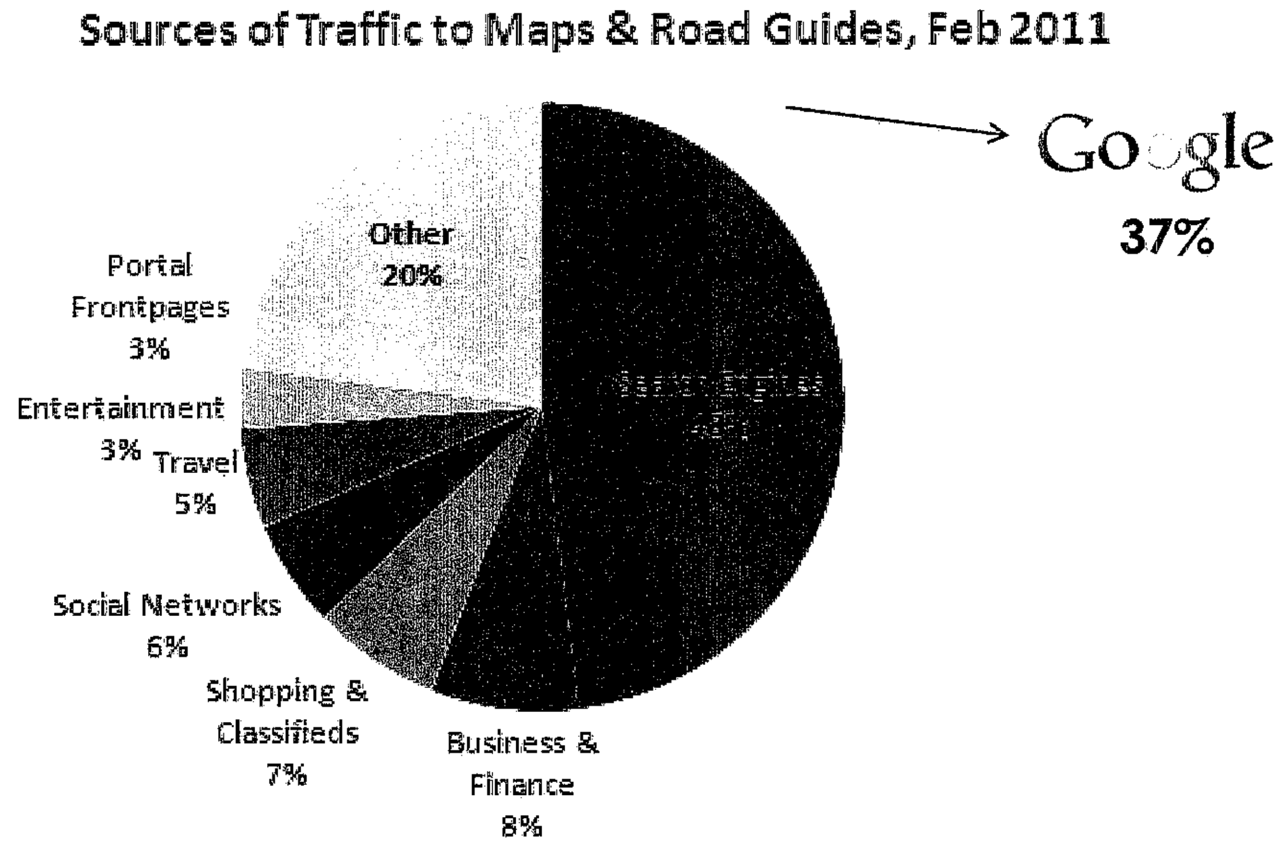
	Search Terms (603 returned)	Search Clicks 02/12/2011	Search Clicks 02/13/2010	Change (Percentage Points)
1	mapquest driving directions m...	3.37%	0.12%	3.25
2	yahoo maps driving directions	5.15%	3.03%	2.12
3	driving directions	13.89%	11.93%	1.96
4	yahoo mapquest driving direct...	1.78%	0.064%	1.72
5	yahoo driving directions	1.72%	0.90%	0.82
6	get driving directions	0.85%	0.27%	0.57
7	yahoo mapquest driving direct...	0.43%	<0.0051%	0.43
8	free map driving directions	0.38%	<0.0051%	0.38
9	google driving directions	0.92%	0.56%	0.36
10	yahoo maps and driving direct...	0.20%	0.079%	0.12
11	maps and driving directions	0.24%	0.13%	0.11
12	mapquest driving directions y...	0.10%	0.00%	0.10
13	map quest.com driving directi...	0.20%	0.10%	0.095
14	mapquestcom driving directions	0.087%	0.00%	0.087
15	yahoo! driving directions	0.12%	0.036%	0.087
16	expedia driving directions	0.11%	0.034%	0.08
17	classic mapquest driving dire...	0.076%	0.00%	0.076
18	map quest driving directions	1.41%	1.34%	0.071
19	google directions driving	0.25%	0.18%	0.071
20	bing maps driving directions	0.066%	0.00%	0.066

Searches for 'Mapquest Driving Directions' dominates the category

Search Terms in Driving Directions & Road Trips
12 Rolling Weeks ending February 12, 2011

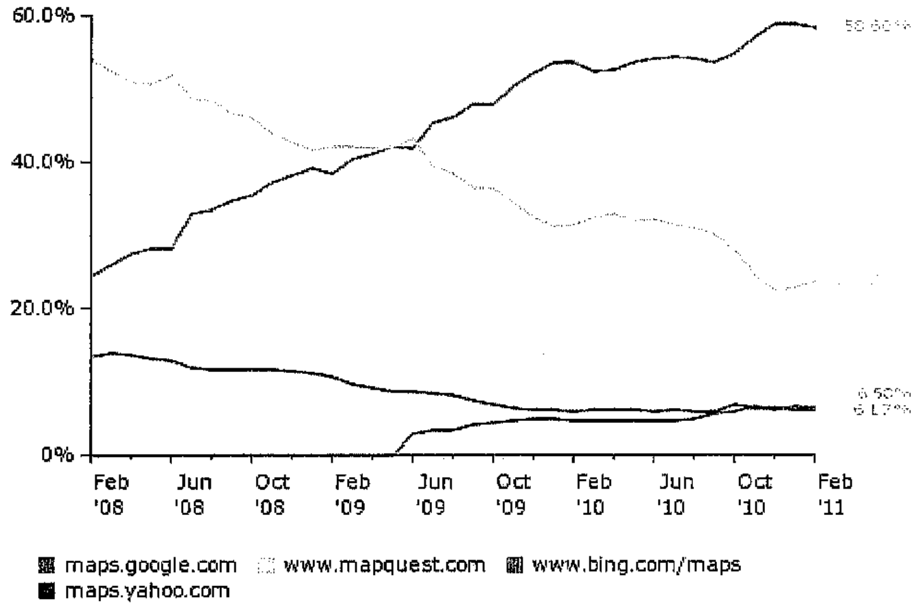
	Search Terms (503 returned)	Search Clicks	Paid:Organic Rate	
1	mapquest driving directions	56.95%	36.16%	63.84%
2	driving directions	13.89%	37.73%	62.27%
3	yahoo maps driving directions	5.15%	1.07%	98.93%
4	mapquest driving directions maps	3.37%	21.97%	78.03%
5	directions driving	2.16%	58.80%	41.20%
6	yahoo mapquest driving directions	1.78%	9.25%	90.75%
7	yahoo driving directions	1.72%	4.76%	95.24%
8	driving directions mapquest	1.53%	32.67%	67.33%
9	driving directions google	1.42%	45.06%	54.94%
10	map quest driving directions	1.41%	35.89%	64.11%
11	mapquest driving directions usa	1.15%	24.85%	75.15%
12	google driving directions	0.92%	35.22%	64.78%
13	get driving directions	0.85%	45.18%	54.82%
14	yahoo mapquest driving directions usa	0.43%	10.88%	89.12%
15	free map driving directions	0.38%	49.86%	50.14%
16	mapquest.com driving directions	0.37%	23.36%	76.64%
17	driving directions yahoo	0.35%	17.75%	82.25%
18	google directions driving	0.26%	45.94%	54.06%
19	maps and driving directions	0.24%	36.13%	63.87%
20	google maps driving directions	0.23%	28.45%	71.55%

Search engines are a key driver of traffic to Maps & Road Guides



Google Maps captured the largest share of visits in February 2011 among Maps & Road Guides

Monthly Market Share of Visits to Maps & Road Guides



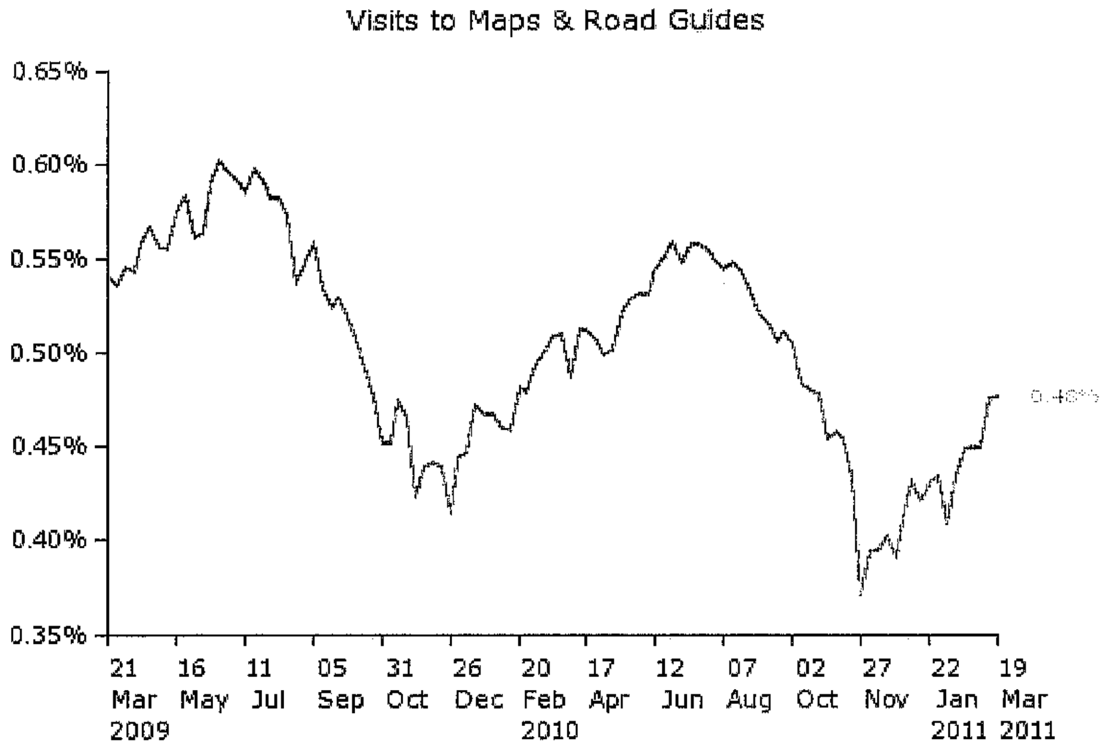
Monthly market share in 'Maps & Road Guides' (Cust. Cat.), measured by visits, based on US usage.

Most Popular Websites in Maps & Road Guides

Month of February 2011, compared with February 2010

Websites (22 returned)	Visits Share February 2011
Google Maps	58.60%
MapQuest	23.77%
Bing maps	6.58%
Yahoo! Maps	6.17%
Google Earth	1.80%
OnlineMapSite.com	0.83%
Rand McNally Maps and Directi...	0.52%
Wikimapia	0.44%
TravelMath	0.31%
EzDrivingDirections	0.25%
Google Maps Canada	0.23%
Ask.com - Maps	0.097%
Yahoo! Mapas	0.092%
MapNation	0.075%
MSN MapPoint	0.068%
Local Live	0.059%
MilebyMile.com	0.034%
MapsOnUs.com	0.027%
Mapathon.com	0.019%
Yahoo! Maps Canada	0.011%
ViaMichelin	0.0085%
Ovi Maps	0.006%

Visits to Maps & Road Guides down 6% YoY



Weekly market share in 'All Categories', measured by visits, based on US usage.

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Last summer, searches for short getaways in specific locations increased

Search Terms driving traffic to Travel

12 Rolling Weeks ending August 28, 2010, compared with August 29, 2009

Report Details

	Search Terms (159 results before filters applied)	Search Clicks 08/28/2010	Search Clicks 08/29/2009	Change (Percentage Points)
1	weekend getaway ideas	0.0012%	0.00019%	0.0010
2	weekend getaways for couples	0.00086%	0.00022%	0.00064
3	romantic getaways in wisconsin	0.00056%	0.00%	0.00056
4	romantic getaways in michigan	0.00052%	0.00%	0.00052
5	romantic getaways in illinois	0.00044%	0.00%	0.00044
6	weekend getaways from chicago	0.00043%	0.00%	0.00043
7	things to do in chicago this ...	0.0004%	0.00%	0.0004
8	weekend getaways from nyc	0.00038%	0.00%	0.00038
9	romantic getaways in tennessee	0.00035%	0.00%	0.00035
10	getaway	0.00034%	0.00%	0.00034
11	romantic getaways in texas	0.00033%	0.00%	0.00033
12	chicago weekend getaways	0.00033%	0.00%	0.00033
13	weekend getaways in texas	0.00032%	0.00%	0.00032
14	romantic getaways in pa	0.0003%	0.00%	0.0003
15	romantic getaways in florida	0.00028%	0.00%	0.00028
16	romantic getaways in georgia	0.00028%	0.00%	0.00028

Many vacations and activities tend to be more local and within driving distance

State of visitors to Michigan.org Travel

<1% 1-5% 5-10% 10-20% 20-50% >50%

State of visitors to Visit Myrtle Beach

<1% 1-5% 5-10% 10-20% 20-50% >50%

State of visitors to Michigan.org Travel

12 Rolling Weeks ending August 28, 2010, compared with "State of the Online Population"

Report Details

	State (51 returned)	Visits Share Michigan.org Travel	Representation
1	Michigan	67.28%	2058
2	Illinois	6.41%	165
3	Ohio	6.33%	151
4	Indiana	5.99%	271
5	Wisconsin	2.65%	128

State of visitors to Visit Myrtle Beach

12 Rolling Weeks ending August 28, 2010, compared with "State of the Online Population"

Report Details

	State (51 returned)	Visits Share Visit Myrtle Beach	Representation
1	North Carolina	17.29%	617
2	South Carolina	9.82%	676
3	Virginia	9.51%	304
4	Georgia	7.83%	242
5	Ohio	6.87%	163

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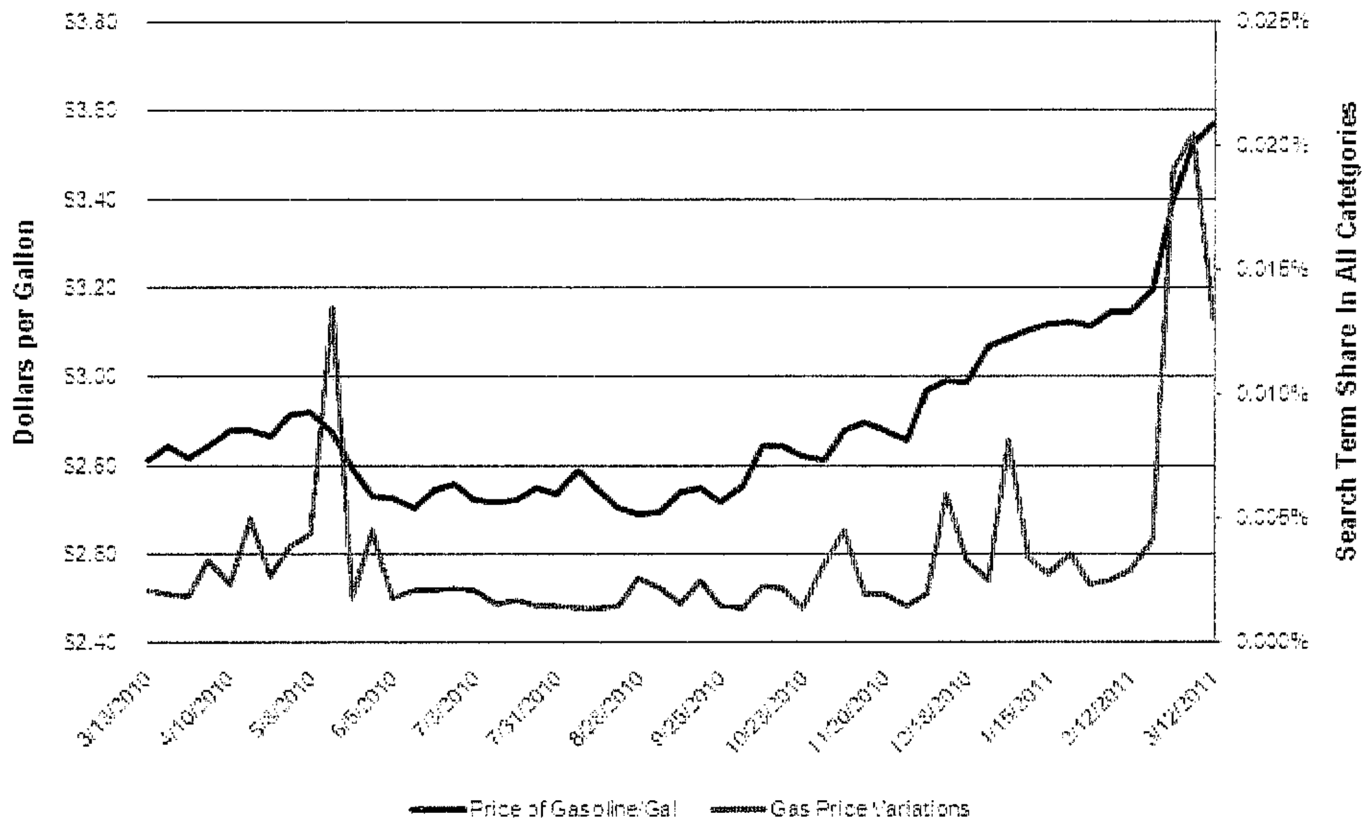
Consumer concerns increase about gas prices

Weekly U.S. All Grades Retail Gasoline Prices/Gal vs. Gas Price Variations Search Term Share



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Where are we going?

Maps & online driving directions

March 29, 2011

Demographics Representation

OVER-REPRESENTED Most Like Your Customers' Demographics				UNDER-REPRESENTED Least Like Your Customers' Demographics			
Characteristic	Percent	Z-Score	Index	Characteristic	Percent	Z-Score	Index
US Travel	58.81%	248.7	540	Less Than 1 Year At Address	0.75%	-23.3	22
International Travel	29.29%	156.1	478	18 - 25 1st Individual Age	0.79%	-19.0	29
Attended Vocational/Tech School	2.43%	38.4	444	$1,000,000+ Home Equity	0.08%	-4.1	32
Motorcycle Owner	14.34%	80.3	335	Clerical/White Collar	7.60%	-39.7	43
Recreational Vehicle Owner	26.43%	110.5	333	$750M+ Home Value	1.12%	-14.6	44
Premium Gold Card	58.02%	160.2	304	< $1 Net Worth	4.75%	-29.2	46
T & E Card	19.81%	84.1	293	$5,000 - $9,999 Net Worth	2.29%	-19.9	46
DSL/High Speed Internet	61.25%	149.6	271	1 Person in the Household	12.14%	-52.9	46
Housewife	22.30%	72.3	257	1 Adult in Household	16.17%	-60.6	48
$500,000 - $999,999 Net Worth	18.60%	68.9	251	Luxury/Upper Sporty Classification	4.89%	-20.9	51
Truck Owner	44.22%	99.4	224	$1 - $4,999 Net Worth	4.94%	-23.0	55
3 Children	6.02%	33.4	224	Renter	14.70%	-41.3	57

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Vehicle Make Present

PLYMOUTH	272	1.35	0.71	**10.7**	**192**
GMC	1,297	6.46	4.23	**15.3**	**153**
DODGE	3,194	15.9	10.74	**23.1**	**148**
SATURN	653	3.25	2.2	**10**	**148**
SUZUKI	150	0.75	0.56	**3.4**	**133**
CHEVROLET	5,370	26.74	20.34	**22**	**131**
FORD	5,663	28.2	21.68	**21.9**	**130**
EAGLE	12	0.06	0.05	0.8	**128**
CHRYSLER	1,219	6.07	4.78	8.3	**127**
OLDSMOBILE	423	2.11	1.7	4.4	**124**
JEEP	1,042	5.19	4.38	**5.5**	118
GEO	69	0.34	0.29	1.3	117
KIA	483	2.41	2.07	3.3	116
MERCURY	615	3.06	2.64	3.6	116
PONTIAC	1,074	5.35	4.77	3.7	112
HYUNDAI	571	2.84	2.68	1.4	106
ISUZU	95	0.47	0.45	0.6	106
BUICK	875	4.36	4.26	0.7	102
DAEWOO	13	0.06	0.06	0	101
SUBARU	287	1.43	1.44	-0.1	99

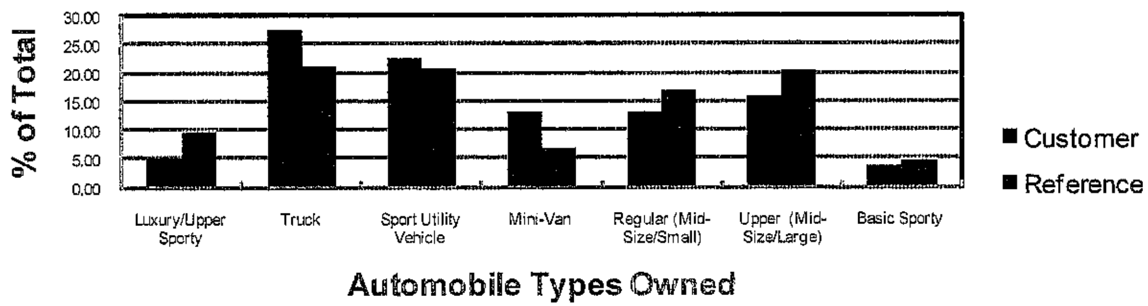
solutionz 85 THINK tank

Vehicle Model Year

<2000	9,613	47.87	18.44	**105.1**	**260**
2001-2005 Model Year	12,288	61.19	29.57	**95.9**	**207**
2006 Model Year	2,516	12.53	13.79	**-5.1**	91
2007 Model Year	2,141	10.66	13.06	**-9.8**	**82**
2008 Model Year	1,489	7.41	15.19	**-30**	**49**
2009 Model Year	665	3.31	14.26	**-43.3**	**23**
2010+ Model Year	170	0.85	32.09	**-92.7**	**3**

Type of Auto Owned

	---Customer File---		---Market File---		
Automobile Types Owned	Quantity	% of Total	% of Total	Z Score	Index
Luxury/Upper Sporty Classification	888	4.89	9.57	-20.9	51
Truck Classification	4,981	27.45	21.02	20.8	131
Sport Utility Vehicle Classification	4,081	22.49	20.81	5.4	108
Mini-Van Classification	2,336	12.87	6.86	31.4	188
Regular Classification(Mid-Size/Small)	2,346	12.93	16.82	-13.7	77
Upper Classification (Mid-Size/Large)	2,869	15.81	20.46	-15.2	77
Basic Sporty Classification	647	3.57	4.46	-5.7	80
Total	18,148	100.00			



Vehicle Ownership Status

Motorcycle Owner	3,828	14.34	4.29	80.3	**335**
Recreational Vehicle Owner	7,055	26.43	7.94	110.5	**333**
Truck Owner	11,802	44.22	19.74	99.4	**224**
New Car Buyer	5,637	21.12	16.65	19.4	**127**

Number of Vehicles in HH

3+ Vehicles Registered to Household	6,372	30.13	14.63	62.6	**206**
2 Vehicles Registered to Household	8,122	38.41	34	13.3	113
1 Vehicle Registered to Household	6,654	31.46	51.37	-56.8	**61**

Credit Card Ownership

Premium Gold Card	15,486	58.02	19.08	160.2	**304**
T & E Card	5,287	19.81	6.76	84.1	**293**
Credit Card (Unkow n Type)	24,398	91.41	68.75	79	**133**
Upscale (Dept Store) Card	11,318	42.4	32.34	34.8	**131**
Retail/Other Card	20,671	77.44	59.97	57.7	**129**
Bank Credit Card	25,004	93.68	73.26	74.6	**128**

Vacation Property Ownership Propensity

Lowest 10%	4,058	15.59	11.69	**19.4**	**133**
2nd 10%	2,980	11.45	10.11	**7.1**	113
5th 10%	2,673	10.27	9.73	2.9	106
8th 10%	2,512	9.65	9.46	1	102
4th 10%	2,619	10.06	9.93	0.7	101
6th 10%	2,216	8.51	9.5	**-5.4**	90

Interests

7816 - Home Improvement	19,605	74.8	28.64	**163.2**	**261**
7761 - Music Player	22,762	86.84	33.83	**179.1**	**257**
7794 - Investments - Real Estate	5,947	22.69	9.03	**76.2**	**251**
7726 - Community/Charities	22,179	84.62	33.99	**170.9**	**249**
7724 - Current Affairs/Polities	15,208	58.02	23.38	**130.9**	**248**
7811 - Golf	11,321	43.19	17.39	**108.9**	**248**
7848 - Reading - Financial New sletter Subscribers	3,813	14.55	5.86	**59.1**	**248**
7780 - Grandchildren	10,807	41.23	16.79	**104.6**	**246**
7775 - Other Pet Ow ner	17,299	66	26.93	**140.8**	**245**
7743 - Foods - Natural	13,806	52.67	21.62	**120.6**	**244**
7802 - Fishing	13,997	53.4	22.02	**121.1**	**243**
7774 - Dog Ow ner	16,645	63.51	26.54	**133.8**	**239**
7770 - Health/Medical	22,153	84.52	35.72	**162.8**	**237**
7788 - Collectibles - General	21,846	83.35	36.94	**153.7**	**226**
7763 - Music - Avid Listener	23,808	90.84	41.18	**161.3**	**221**
7746 - RV	12,042	45.94	20.75	**99.3**	**221**
7841 - Career	7,960	30.37	13.78	**76.9**	**220**
7842 - Christian Families	5,249	20.03	9.12	**60.6**	**220**
7804 - Hunting/Shooting	11,700	44.64	20.25	**97**	**220**
7805 - Boating/Sailing	6,522	24.88	11.39	**67.9**	**219**
7800 - Wireless - Cellular Phone Ow ner	21,560	82.26	38.34	**144.4**	**215**
7719 - Wireless Product Buyer	21,596	82.4	38.53	**144.1**	**214**
7744 - Travel - Domestic	22,409	85.5	40.37	**147.1**	**212**
7732 - Arts	12,012	45.83	21.74	**93.4**	**211**
7793 - Investments - Personal	22,514	85.9	40.63	**147.4**	**211**

Interests

7808 - Biking/Mountain Biking	7,612	29.04	8.63	116.2	**337**
7782 - Spectator Sports - Football	16,065	61.29	18.29	177.8	**335**
7772 - Self Improvement	16,037	61.19	18.56	175.3	**330**
7764 - Movie Collector	16,336	62.33	19.16	175.3	**325**
7728 - Science/Space	5,096	19.44	6.02	90.2	**323**
7777 - Parenting	11,315	43.17	13.47	139	**320**
7750 - Exercise -- Running/Jogging	6,219	23.73	7.43	99.3	**319**
7776 - House Plants	4,042	15.42	4.85	78.6	**318**
7751 - Exercise - Walking	18,688	71.3	22.9	184.2	**311**
7745 - Travel - International	13,173	50.26	16.22	147.6	**310**
7758 - Woodw orking	13,921	53.11	17.15	152.5	**310**
7813 - Motorcycling	4,974	18.98	6.14	85.5	**309**
7812 - Snow Skiing	4,253	16.23	5.28	78.3	**308**
7810 - Tennis	2,406	9.18	3.02	57.6	**304**
7765 - TV - Cable	9,316	35.54	11.77	118	**302**
7757 - Sew ing/Knitting/Needlew ork	13,064	49.84	16.82	141.1	**296**
7803 - Camping/Hiking	15,419	58.83	19.94	155.6	**295**
7773 - Cat Ow ner	13,971	53.3	18.7	141.9	**285**
7731 - Food - Wines	8,146	31.08	10.9	103.5	**285**
7735 - Reading - Religious/Inspirational	11,208	42.76	15.06	123.8	**284**
7768 - Movies at Home	22,744	86.78	30.71	194.3	**283**
7727 - Religious/Inspirational	15,159	57.84	20.74	146.3	**279**
7771 - Dieting/Weight Loss	21,984	83.88	31.83	178.6	**264**
7821 - Sw eepstakes/Contests	17,958	68.52	26.17	154	**262**

Interests

7759 - Games - Board Games/Puzzles	4,636	17.69	3.06	**135.8**	**578**
7747 - Travel - Family Vacations	9,656	36.84	6.82	**190.5**	**540**
7723 - Celebrities	3,421	13.05	2.47	**108.9**	**528**
7819 - Gaming - Lottery	3,916	14.94	2.85	**116.2**	**524**
7736 - Reading - Science Fiction	6,522	24.88	4.82	**149.7**	**516**
7799 - Games - Computer Games	5,200	19.84	4	**129.2**	**496**
7789 - Collectibles - Stamps	7,458	28.45	6.06	**150.1**	**470**
7785 - Spectator Sports - Hockey	5,585	21.31	4.87	**122**	**437**
7781 - Spectator Sports - Auto/Motorcycle Racing	9,945	37.94	8.9	**163.1**	**426**
7730 - Career Improvement	4,921	18.78	4.54	**109.3**	**413**
7734 - Reading - Best Sellers	12,663	48.31	11.84	**180.5**	**408**
7843 - Collectibles - Sports Memorabilia	5,434	20.73	5.2	**111.8**	**398**
7766 - Games - Video Games	5,899	22.51	5.75	**115**	**391**
7851 - Home Improvement -- DIYers	9,286	35.43	9.3	**143.9**	**381**
7722 - Smoking/Tobacco	4,449	16.97	4.49	**96.4**	**378**
7791 - Collectibles - Arts	12,236	46.68	12.45	**165.8**	**375**
7748 - Travel - Cruise Vacations	17,218	65.69	17.52	**202.6**	**375**
7809 - Environmental Issues	11,745	44.81	11.97	**161.7**	**374**
7741 - Cooking - Low Fat	16,566	63.2	17.38	**193.3**	**364**
7847 - NASCAR	10,726	40.92	11.34	**149.1**	**361**
7783 - Spectator Sports - Baseball	12,838	48.98	13.72	**163.9**	**357**
7725 - Theater/Performing Arts	11,715	44.7	12.58	**154.8**	**355**
7795 - Investments - Stocks/Bonds	15,501	59.14	17	**179.4**	**348**
7721 - History/Military	4,452	16.99	4.91	**89.4**	**346**
7760 - Music - Home Stereo	21,518	82.1	23.81	**218.8**	**345**
7754 - Photography	12,490	47.65	13.92	**155.8**	**342**
7784 - Spectator Sports - Basketball	11,246	42.91	12.53	**146.7**	**342**
7820 - Gaming - Casino	10,725	40.92	12.02	**142.1**	**340**

Household Size

5+ People in the Household	5,312	19.95	11.79	**40.9**	**169**
4 People in the Household	4,861	18.26	12.66	**27.2**	**144**
3 People in the Household	6,250	23.48	21.38	**8.2**	110
2 People in the Household	6,969	26.18	27.57	**-5**	95
1 Person in the Household	3,231	12.14	26.61	**-52.9**	**46**

HH Net Worth

$500,000 - $999,999 Net Worth	4,966	18.6	7.43	68.9	**251**
$100,000 - $249,999 Net Worth	7,394	27.7	22.2	21.4	**125**
$1,000,000 - $1,999,999 Net Worth	1,076	4.03	3.55	4.2	113
$250,000 - $499,999 Net Worth	4,352	16.3	14.87	6.5	110
$2,000,000+ Net Worth	1,075	4.03	3.87	1.3	104
$50,000 - $99,999 Net Worth	2,259	8.46	10.54	-11	**80**

Occupations

Housewife	5,137	22.3	8.67	**72.3**	**257**
Administrative/Managerial	2,827	12.27	7.56	**26.6**	**162**
Sales/Service	874	3.79	2.53	**12**	**150**
Self Employed	776	3.37	2.6	**7.2**	**129**
Other	1,135	4.93	4.17	**5.6**	118
Retired	2,907	12.62	11.73	**4.1**	108
Student	150	0.65	0.66	-0.1	99
Educator	130	0.56	0.57	-0.1	99
Craftsman/Blue Collar	3,421	14.85	17.77	**-11.4**	**84**
Professional/Technical	3,206	13.92	20.8	**-25.3**	**67**
Financial Professional	154	0.67	1.04	**-5.4**	**64**
Legal Professional	45	0.2	0.31	**-3.1**	**63**
Medical Professional	527	2.29	3.84	**-12**	**60**
Clerical/White Collar	1,750	7.6	17.77	**-39.7**	**43**

HH Income

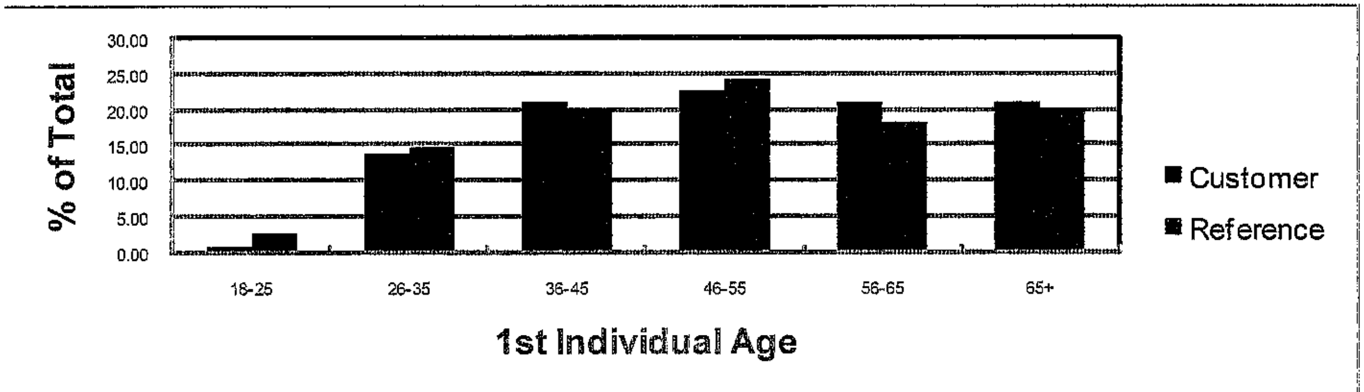
$60,000 - $74,999	3,495	13.42	11.79	8.1	114
$75,000 - $99,999	4,428	17.01	15.1	8.5	113
$30,000 - $39,999	3,658	14.05	12.97	5.2	108
Less than $30,000	6,431	24.7	23.59	4.2	105
$100,000 - $124,999	2,155	8.28	8.58	-1.7	96

Number of Children in HH

3 Children	1,608	6.02	2.69	**33.4**	**224**
2 Children	3,167	11.86	6.92	**31.5**	**172**
0 Children	16,303	61.08	63.18	**-7.1**	97
1 Child	5,614	21.03	27.21	**-22.5**	**77**

Age of 1st Individual

	---Customer File---		---Market File---		
1st Individual Age	Quantity	% of Total	% of Total	Z Score	Index
18 - 25 1st Individual Age	202	0.79	2.75	-19.0	29
26 - 35 1st Individual Age	3,503	13.63	14.70	-4.8	93
36 - 45 1st Individual Age	5,426	21.12	20.22	3.5	104
46 - 55 1st Individual Age	5,773	22.47	24.06	-5.9	93
56 - 65 1st Individual Age	5,411	21.06	18.13	12.0	116
66 Plus 1st Individual Age	5,381	20.94	20.14	3.2	104
Total	25,696	100.00			



solutionz 85 THINK tank

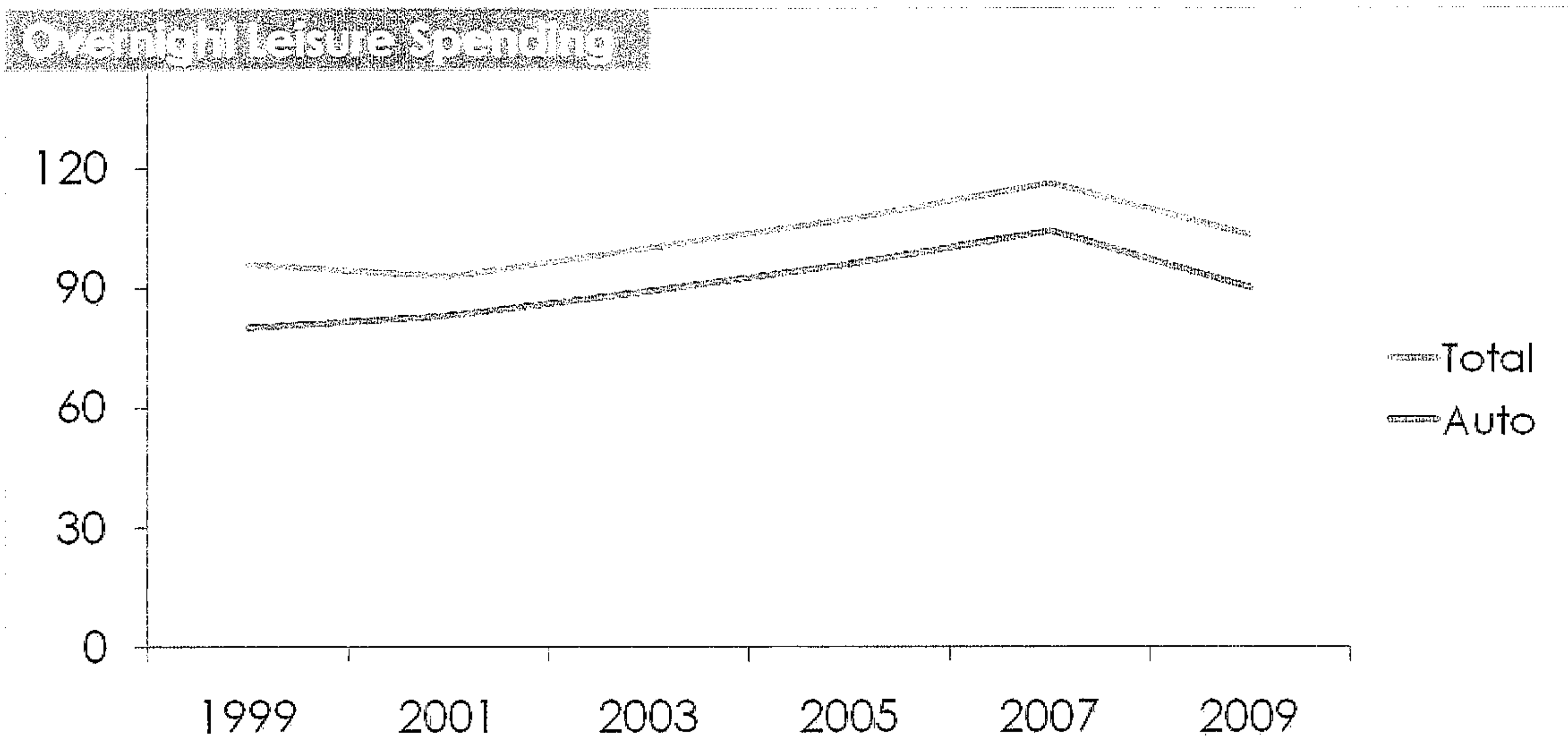
solutionz THINK tank A New Look at Travel

Drive Market Profile

Travelers Who Drive vs. National Reference

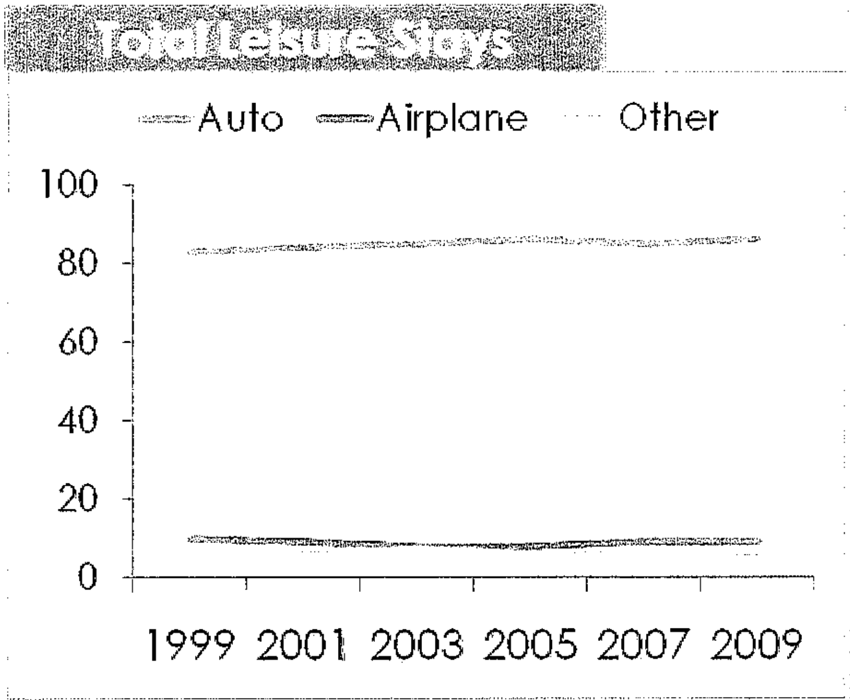
March 2011

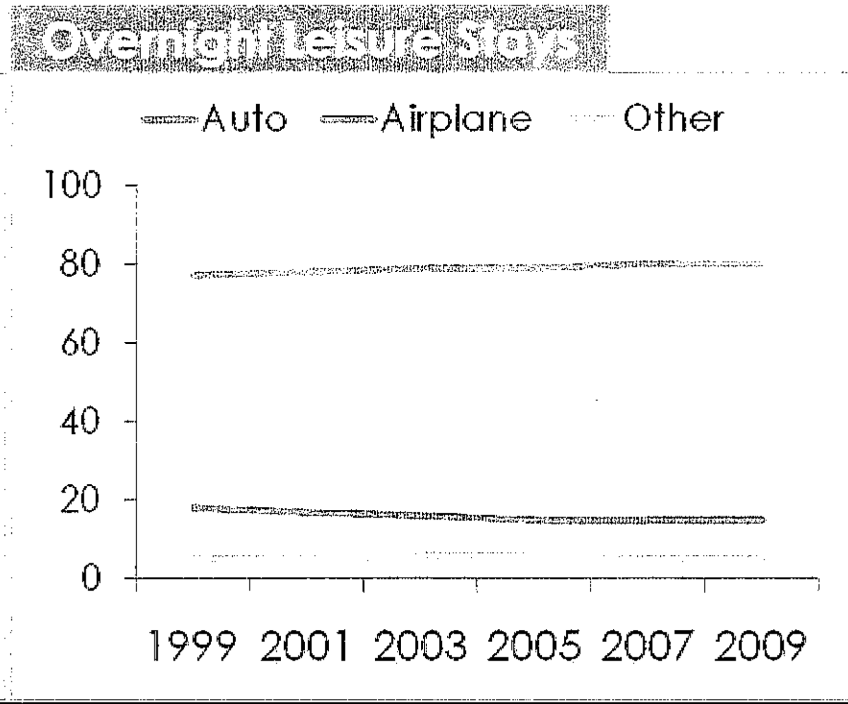
Bob Adams, CTC



ALTHOUGH SPENDING PER OVERNIGHT IS LOWER, THE VOLUME OFFSETS THE GAP

- Drivers spend less than overnight leisure travelers in general
- Decline in spending follows economy

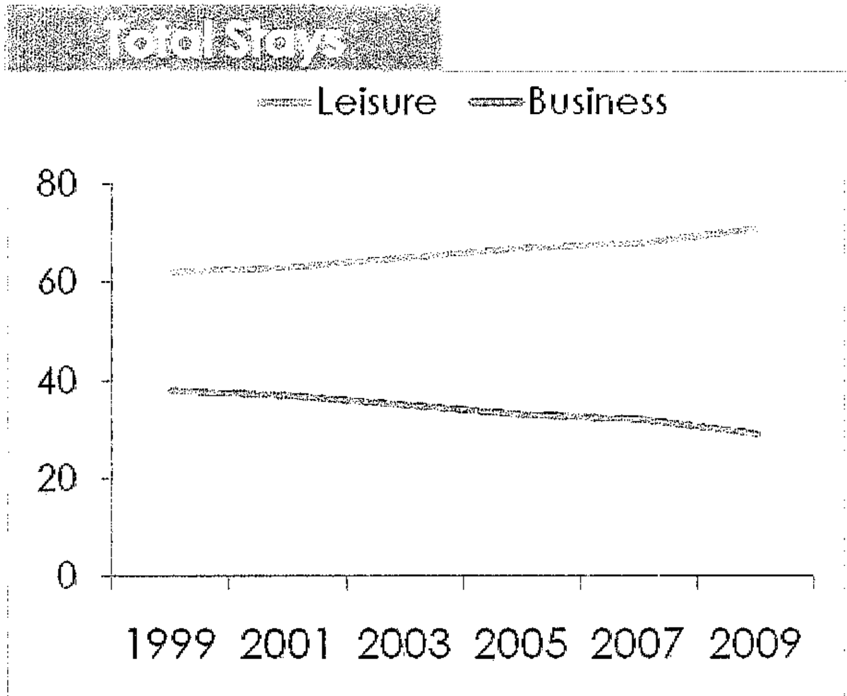


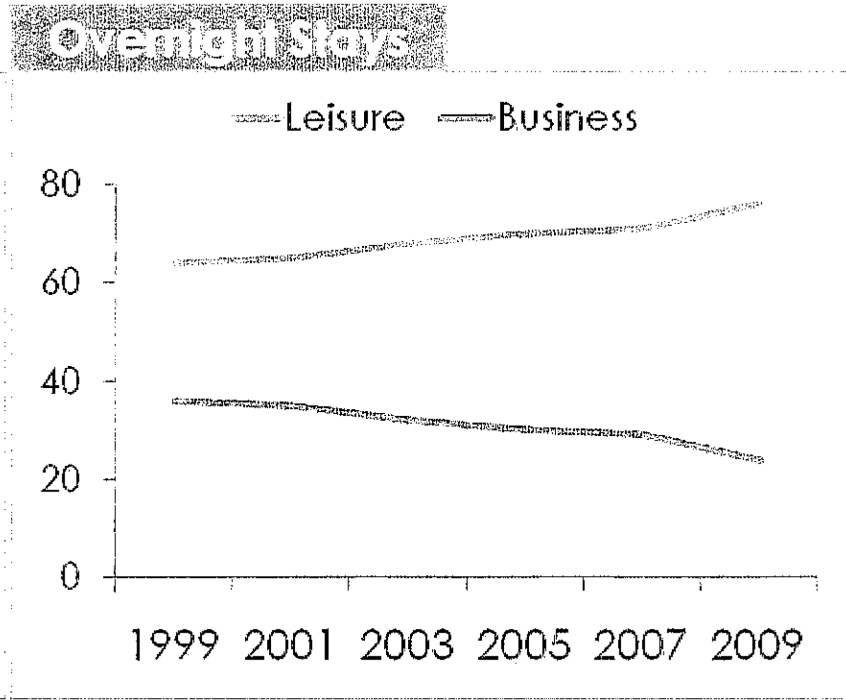


U.S. Residents Travel by Car/Van/RV

- More than 8 out of 10 leisure stays in the U.S. are taken by car
- Air pops up slightly for overnight leisure, but the gap remains large
- Business travel follows same pattern, with about 80% of stays by auto

Other transportation includes bus, train, etc.





U.S. Residents Travel Primarily for Leisure

- Leisure consistently the highest share of travel and growing
- Current trends slightly steeper for overnight

A Decade of Auto Travel

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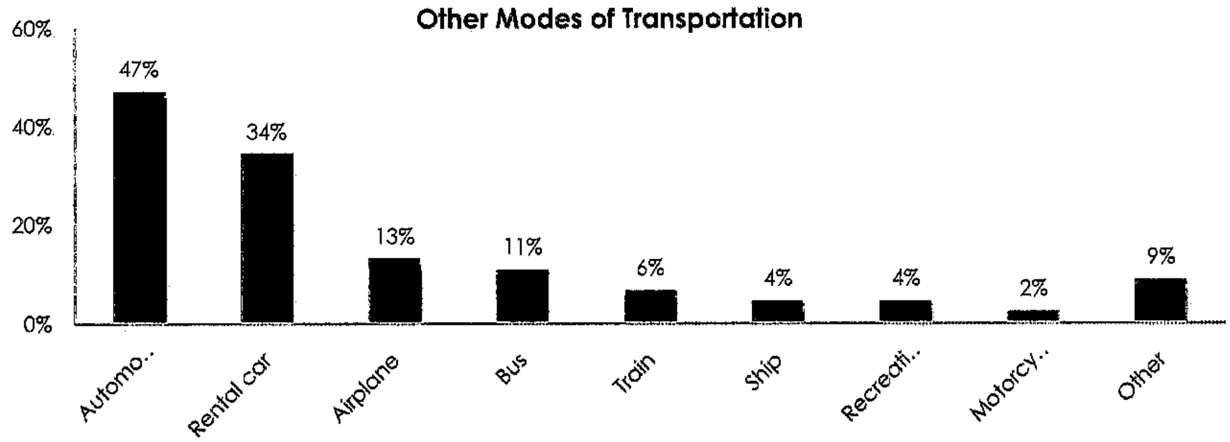
Other Modes of Transportation

Other Mode of Transport	Total	50+	Car Only	Gen Y	Gen X	Boomers	Silent
Automobile (own)	22%	17%	-	35%	22%	19%	14%
Rental car	16%	12%	-	22%	19%	11%	12%
Airplane	6%	3%	-	14%	5%	3%	2%
Bus	5%	2%	-	12%	5%	2%	2%
Train	3%	2%	-	5%	4%	2%	1%
Ship	2%	1%	-	3%	2%	1%	2%
Recreational Vehicle	2%	1%	-	4%	1%	1%	1%
Motorcycle	1%	0%	-	3%	0%	0%	1%
Other	4%	4%	-	3%	2%	5%	5%
None	53%	63%	100%	31%	51%	61%	67%



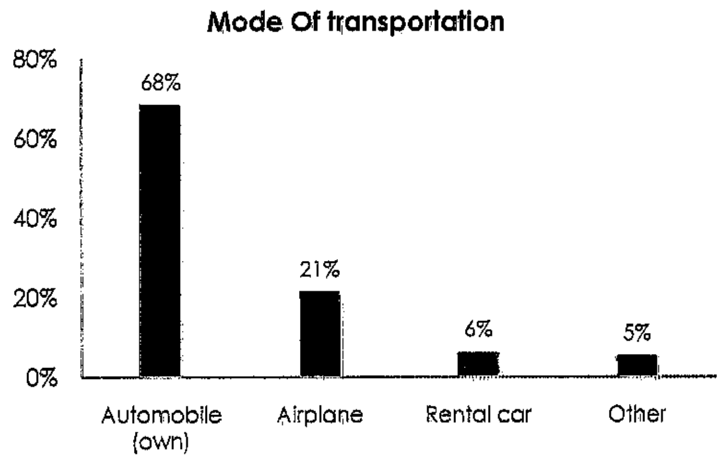
Q = And what other mode of transportation, if any, did you use on this trip? Please check all that apply.
Base Respondents

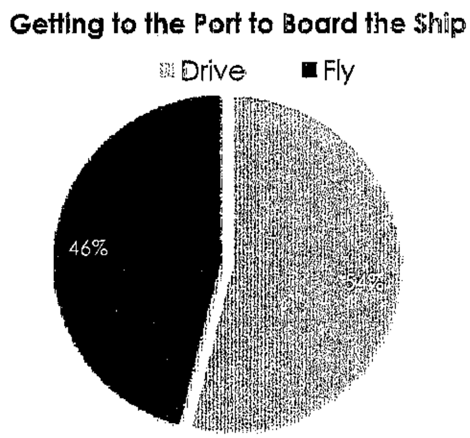
- Over a fifth of drive market travelers said their other mode of transport for their trip was their own vehicle. Gen Y said this most often (35%).
- Gen Y also said airplane was most often their "other" mode of transport on their trip.
- More than half of drive market travelers said they had no other mode of transport; among generations, Gen Y said this least.
- In the chart on the left, travelers who responded NONE to "other mode of transport" were removed. Of the 470 people who did have another mode of transport, almost half, 47% said their own vehicle was their "other mode of transport."

Primary Mode of Transport

- When selecting their primary mode of transport for getting to their destination on their last trip, 68% of the total population used their own car. Air travel was a far second (21%).
- Travel by personal automobile was cited more frequently by the Boomer and Silent Generation than the younger generations. Gen X and Gen Y were more likely to report airplane travel than Boomers and the Silent Generation. Gen Y also cited "airplane" most often as their "OTHER" mode of transportation for their trip.
- Those with income exceeding $100,000 were more apt than other income groups to cite air travel as their primary mode of transportation.
- Of those who took a cruise, 46% flew and 54% drove to the port. Those 50+ were more likely to drive (61%) while those under 50 were more likely to fly (53%).

Mode of Transport	Total	50+	Car Only	Gen Y	Gen X	Boomers	Silent
Automobile (own)	68%	74%	100%	58%	65%	74%	76%
Airplane	21%	18%	-	24%	24%	17%	15%
Rental car	6%	3%	-	10%	7%	4%	2%
Bus	1%	1%	-	2%	1%	1%	-
Train	1%	1%	-	-	1%	1%	1%
Ship	1%	2%	-	1%	-	1%	2%
Recreational Vehicle	1%	1%	-	2%	1%	-	1%
Motorcycle	-	-	-	1%	-	-	-
Other	1%	1%	-	1%	-	1%	2%





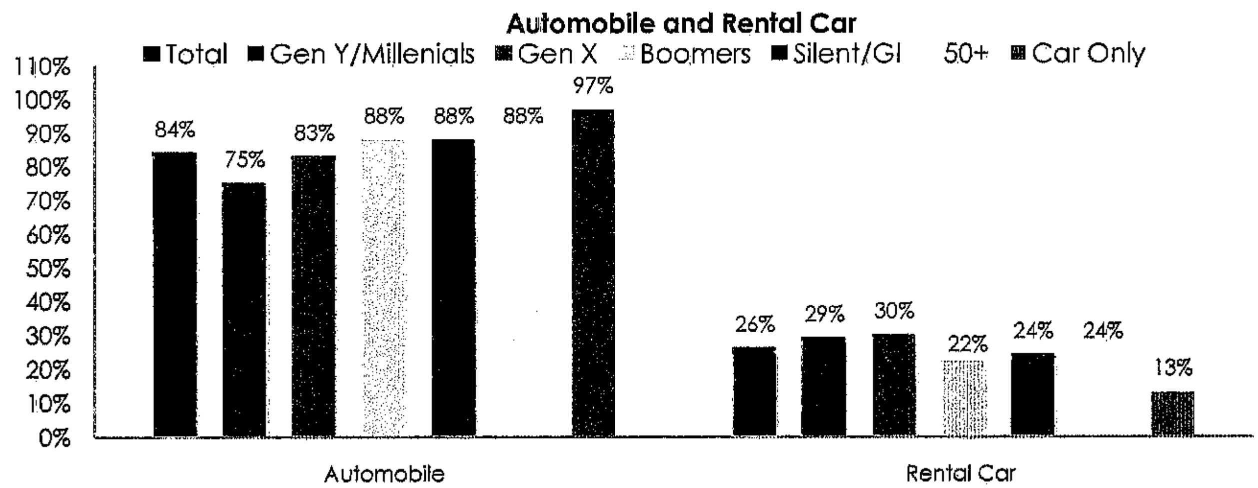
Q = Did you fly or drive to the Port where you boarded the ship?
Base Respondents n = 69

Q = And which of the following was your primary mode of transportation to get to the destination of your most recent leisure trip? Please choose only one.
Base Respondents

All Modes of Transport

Mode of Transport	Total	50+	Car Only	Gen Y	Gen X	Boomers	Silent
Automobile (own)	84%	**88%**	**97%**	75%	**83%**	**88%**	**88%**
Airplane	45%	41%	32%	**49%**	**50%**	42%	39%
Rental car	26%	24%	13%	29%	**30%**	22%	24%
Bus	10%	5%	6%	**21%**	**11%**	5%	5%
Train	10%	7%	4%	**17%**	9%	7%	6%
Recreational Vehicle	7%	5%	3%	**14%**	6%	5%	4%
Ship	7%	8%	5%	8%	6%	6%	10%
Motorcycle	3%	2%	2%	5%	3%	2%	1%
Other	3%	3%	2%	3%	2%	3%	4%

Q = Now, thinking of all the trips for leisure you have taken away from home of at least 50 miles one-way OR where you spent at least 1 overnight in the past 12 months please indicate all modes of transportation you have used on those trips.
Base Respondents n = 1000



Q = Now, thinking of all the trips for leisure you have taken away from home of at least 50 miles one-way OR where you spent at least 1 overnight in the past 12 months please indicate all modes of transportation you have used on those trips.

- Modes of transport for leisure trips are fairly consistent across age groups.
  A traveler's own automobile was by far the most popular mode of transport followed by airplane and rental car.
- Significantly more of the younger generations (Gen X and Gen Y) reported having traveled by airplane on a leisure trip than the older generations (Silent and Boomer).
- Gen Y were much less likely to have traveled on a leisure trip via their own automobiles than any of the three older generations.

Self Directed	A majority (71%) did not use services provided by a traditional travel agent and those who did (16%) relied on the travel agent for booking lodging. This is not surprising, since travel agents do not generally have the tools to support this type of travel planning.
Motivations	Auto travelers primarily seek rest and relaxation (92%), lasting memories (89%), enriching relationships with spouse/partner/children (83%), trying new experiences (82%), getting outdoors and exploring nature (74%), stimulating the mind or intellectual challenges (72%), learning more about history and local culture (72%). All these are marketable activities for destinations and travel suppliers.
Planning Source	Auto travelers rely on destination websites slightly more (63%) than general leisure travelers (60%). Nearly all auto travelers (97%) use a computer in planning their trips, relying on destination websites, conducting general internet searches and using third party internet sites. Comprehensive area information on destination websites and local search marketing for restaurants, hotels and attractions help capture business because of compressed planning periods and the propensity of auto travelers to make final arrangements once they reach their destination.
Most Popular Destination	Much like the general leisure market, Florida and California are the most popular destinations for auto travelers. The South significantly ranks as the most popular region for auto travelers (64%), while among general leisure travelers, the South (39%) ranks slightly ahead of the West (33%).

Key Findings

Given the travel volume and frequency by American travelers using automobiles (82% took 1-5 leisure trips in the past year) marketers have multiple opportunities for impact and benefit from this sizable and lucrative segment ($1,144 is the average spend per trip, with a total economic impact of $170.73 billion).

These include:

Income	**Higher income travelers take more trips, on average. This is not surprising, as higher income generally equates to more disposable time and income.**
Impulse	Among drive market travelers, nearly four in ten (38%) plan trips within a week of departure and 49% plan within two weeks or less. Nearly three-fifths (59%) indicated the likelihood of taking an unplanned trip. Auto travelers make decisions and plan their trips in shorter time frames than the general leisure market; 66% indicate a 20% discount on lodging would impact decisions on a last minute trip. **Overall, 54% of drive travelers stay in a hotel or motel with nearly a quarter (24%) planning their accommodation within a week (0-6 days) of their trip.**
Outlook	While rising gas prices and the recession are major factors impacting their travel decisions, auto travelers are only slightly more optimistic about future trips than the general leisure market. **Overall, 82% of auto travelers indicate they will take a leisure trip in the next 12 months.**
Party Composition	Most trips involved multiple party members; 54% travel with their spouse or significant other, 22% with other family members and 19% with children under 18 years old. Sixteen percent (16%) of auto travelers travel alone, slightly less than the general leisure travelers (20%).

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