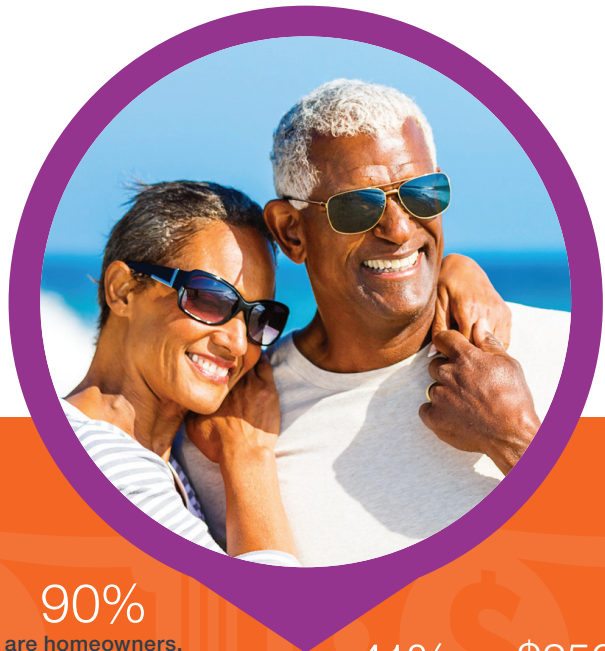


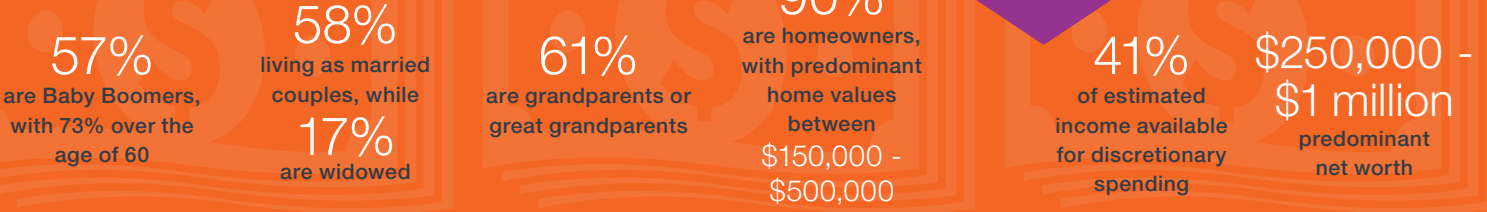
# Affluent Empty Nests

Conservative at heart, we're diligently saving for a secure retirement

Traditional in their outlooks and habits, this group is smoothly sailing into retirement after working hard to acquire above-average incomes, homes and savings.



Recreational travel outside the US is fueled by many factors, starting with income. The better travel marketers can understand consumers, the better they can connect with their ideal, most interested audiences.



## But — make no mistake — we'll splurge on a great trip!

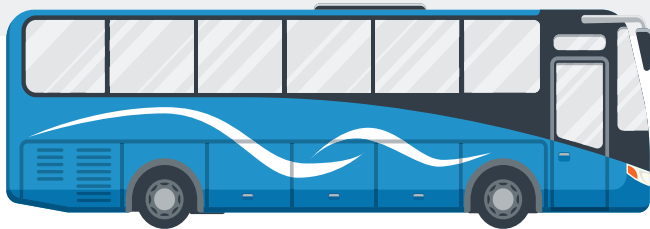
Affluent Empty Nests index highly for spending on international vacations and for spending **\$8,000 or more** on their foreign trips — this, despite having the lowest percent of income available for discretionary spending of all the groups studied.

**27%** have traveled outside the U.S. in the last 3 years



**Top 3** destinations are Mexico, Canada, Caribbean Islands, with Italy and France close behind

**52%** favor group travel, agreeing that "group tours are fun and a good way to meet people"



## This is important: we want to relax on vacation

Least likely of all groups to choose "active vacations with lots to do"

Lowest index of all groups for activities engaged while on vacation



Prefer booking trips through people versus digital routes

Least interested of all groups in planning their trips or acting as their own travel agent



### TIP!

Fitting nicely into the "Tour Groupie" category, Affluent Empty Nests prefer **guided tours** over independent travel. Offer them pre-packaged group tours, and promote **hassle-free booking** with a live travel agent to get their attention.

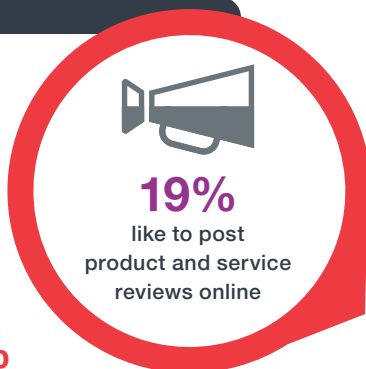
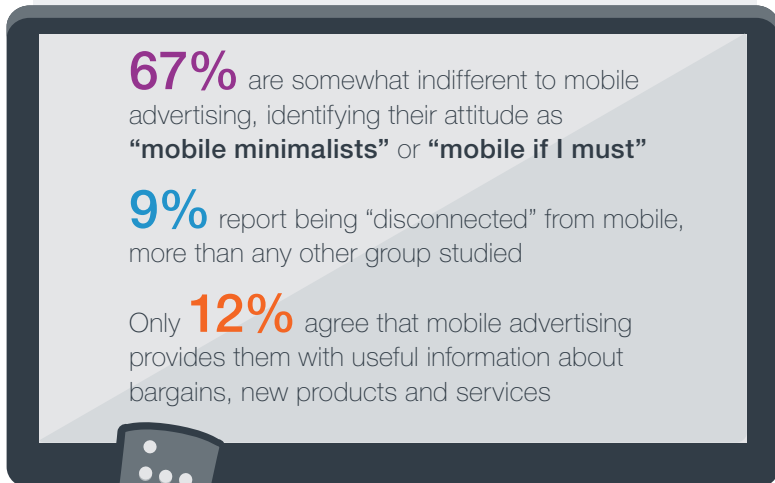
## We prefer TV over Internet — please advertise accordingly

This group leads the pack in non-internet use, with only a mere **42% accessing the internet via their smartphones** — compared to 80-90% for most of the other groups studied. Likewise, they index highest of all groups for preferring and trusting TV over other media.

**67%** are somewhat indifferent to mobile advertising, identifying their attitude as "mobile minimalists" or "mobile if I must"

**9%** report being "disconnected" from mobile, more than any other group studied

Only **12%** agree that mobile advertising provides them with useful information about bargains, new products and services



**15%** think social media is important for receiving exclusive offers, coupons and other discounts



**11%** like to connect with brands via social networking

### TIP!

Unlikely to respond to mobile marketing, this group is best reached online **via their home computers**. Use marketing emails and websites to advertise "easy going" **group tours** with a contact number where they can reach a live travel agent.

## Social media isn't our "go to" for good deals, but you can change that

Once again, this mature crowd indexes lowest of all groups in the social networking categories, which doesn't mean they don't use it; they're just less likely to engage with businesses via social media.



### TIP!

To drive increased social media engagement with this group, start by promoting **meaningful, localized content** and offers on **Facebook**, their most-accessed channel. Expand from there to other channels such as **YouTube** and **Google** with a consistent, yet localized message and tone.

## Want To Learn More About Affluent Empty Nests And Other Key Consumer Groups?

Equifax® and EyeForTravel Business Intelligence recently published a white paper — **U.S. Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments** — that examines key consumer groups and their propensity to travel outside the U.S. based on income, lifestyle habits, purchase behaviors and more.

Contact Equifax today to get your FREE copy of the white paper.



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This infographic is the third of eight in a series highlighting consumer groups and insights featured in the white paper to help marketers strengthen performance and ROI through improved customer identification, relevancy and segmentation.

\*All statistics in this infographic are derived from the white paper, US Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments. This target group was created by examining propensity for international travel behaviors using The Economic Cohorts® segmentation system and the GfK MRI Survey of the American Consumer. This group consists of segments which are available for appending to customer files, as counts of households by market, census and postal geography, as well as digitally enabled for use in web, mobile, addressable TV and social marketing channels. Equifax and Cohorts are registered trademarks of Equifax Inc. Copyright 2016, Equifax Inc., Atlanta, Georgia. All rights reserved. EyeForTravel Limited is a registered company in England and Wales - Registered Number 06286442. 7-9 Fashion Street, London, E1 6PX, UK. 17-1605