

City Slickers

The World is Our Oyster

Boasting the highest employment rate of all groups studied, City Slickers put their careers first, with most postponing the cost and responsibility of family life for now in exchange for extra spending money and the excitement of city living.



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.

65%
Millennials – most are ages 21 – 34

\$150,000 – \$750,000
predominant net worth

56%
of estimated income available for discretionary spending

\$143,550
median household income

2%
living with children

60%
live in major metro areas, while 2% live in small cities

Nothing Holds Us Back — We'll Go Anywhere!

City Slickers, more than other groups, prefer international travel over domestic trips, as they are the least worried about security concerns, and they report the highest likelihood of traveling to Mexico and the Caribbean in the next 12 months.



This Is Important: Action-Packed Trips Appeal To Us



63% frequently choose active vacations with lots to do

79% say they love researching a location before they go on vacation



50% plan and book their own trips themselves versus using other people



39% have traveled outside the U.S. in the last 3 years

Southeast Asia and South America are high on their destination list, yet Mexico, Canada and the Bahamas rank as their top 3



80% prefer traveling to "places they've never been"

TIP!

This group willingly signs up for **mobile advertising**, which makes them more prone to respond. In lieu of a mobile app, target them with an **engaging mobile web presence** that highlights **exotic and unique travel destinations**.



TIP!

Tap into the heart of this outgoing group by targeting them for **alternative and adventure vacations**.

To Reach Us, Simply Go Mobile

Considering their young age, this group has never lived without mobile devices, which explains why they're clear leaders in online connectivity — nearly **90%** access the Internet via their smartphones — and are among the **most receptive to mobile advertising**.

47%
trust the Internet more than other media—more than any other group studied

31%
describe themselves as being "mobile app happy"—more than all other groups studied

40%
like receiving location-based coupons on their cell phones



We're All Over Social Media — You Better Be There Too

Ranking higher than all other groups in accessing popular social media channels **Facebook**, **YouTube** and **Twitter**, using social media is second nature to tech-savvy City Slickers.

facebook

You Tube

twitter

42% think social media is an important tool for finding local information



21% feel it's important to support their favorite brands via social media

25% say it's important to get exclusive offers, coupons and discounts through social media

30% like to post product and service reviews online ★★★★★

TIP!

Knowing how much City Slickers are into **mobile and social media**, there remains plenty of opportunity to deepen that engagement. Try to **localize content** across mobile and social media channels with **relevant, interesting travel information** and **timely travel offers**.

Want To Learn More About City Slickers 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.



800.210.4323
info.data-drivenmarketing@equifax.com
www.equifax.com/DDM

This infographic is the sixth 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 2017, 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