

Secure in Suburbia

Stability is Our Middle Name

This group plays it safe, keeping a watchful eye on costs and expenses as they balance work and family life in the more settled communities outside the bustling big cities.



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.

67%
are Millennials and GenXers aged 30 – 49

100%
of households include children 17 and under

73%
living as married couples – above U.S. average

69%
own their homes with predominant home values between \$100,000 – \$400,000

\$99,970
median household income

Approximately **45%** of total estimated income available for discretionary spending

Mexico Tops Our Travel List!

Familiarity and proximity are important to these travelers, as they look for **secure, budget-friendly options** closer to home; with more than two-thirds of this group reporting their travel spend as **less than \$3,000**. This might explain why Secure in Suburbia ranks highly for travel to nearby Mexico.



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

Top 3 destinations, in order: Mexico, Canada, Caribbean Islands

71% favor returning to past destinations they enjoyed

This Is Important: Price Is More Important Than Convenience To Us



68% prefer package deals – easier to budget!



42% book trips 3 to 6 months in advance



Most likely of all groups to **travel abroad** using an **automobile**



TIP!

This group sticks close to home and is willing to wait or plan ahead for good deals, so offer them **strong, packaged travel offers** to destinations close to the US.

We're Connected, So Please Send Us Your Best Deals

As they juggle the demands of work and family, roughly **80%** access the Internet via smartphones, with **41%** indicating they like to receive location-based coupons on their cell phones – more than any other group studied.

25% are “mobile ad and app-happy” and like to be reached via mobile advertising

23% say they get useful information about bargains, products and services from mobile advertising



TIP!

As top engagers with mobile apps and mobile ads, this group should respond well to **in-app push notifications** based on the user's location—particularly those focused on **bargains, deals, aggressive offers, exclusive discounts and new products**.

Bargains, Coupons And Discounts – We Look For All Of It On Social Media

Showing clear preferences for **Facebook** and **YouTube**, these tech-savvy shoppers ranked highest of all consumer segments studied (**27%**) in believing social media channels are an important way to **receive exclusive offers, coupons or other discounts**.

facebook

You Tube



24% like to connect with brands via social networking sites

41% feel that social media is important in helping them find local information

32% like to post product and service reviews online – more than any other group studied

LOCAL

TIP!

Attract this group with hyper-localized content across social media channels and a strong focus on **value-conscious packages** and **nearby destinations**.

Want To Learn More About Secure in Suburbia 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 fourth 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.