

# U.S. Consumers

Our opportunities keep expanding, and so do our horizons!

Since the 2008 recession, the U.S. economy has been one of the fastest-growing developed economies, as it currently enjoys its best jobs creation record of the last two decades, a low unemployment rate and rising household incomes. Here's a snapshot of American consumers who travel internationally, based on the results of our recent outbound U.S. travel study.



Recreational travel outside the U.S. 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.

**74 million** international journeys taken by Americans in 2015 — a 7.6% increase from 2014

U.S. travelers spent between **\$105-110B** on vacations in 2015

**51% - 92%** of these international travelers own their own home

Median estimated incomes for our featured consumer groups range from **\$75,000** to **\$187,000**

**126 million** valid passports held by Americans in 2015—a 1,600% increase since 1989

**41% - 59%** is the estimated discretionary spending capacity (as a % of income) for our featured international travelers

## Proximity, familiarity and good weather guide our travel sense



Given the huge number of tourist attractions inside the U.S., paired with the investment in time and money for long-haul, overseas flights, it's not surprising that many Americans don't venture as far when traveling abroad, preferring familiar destinations with agreeable weather.

**23%** have traveled outside the U.S. in the last 3 years



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

**36%** of all U.S. outbound travel is to Mexico, nearly double the rate of the next closest competitor Canada



**Young people**, under 35 years old, were the most likely to have taken one trip abroad in the past 3 years and most likely to take the longest journeys of 30+ days

## This is important: as our household income rises, we travel more frequently outside the U.S.



Over **20%** of households with "elite" income of \$200,000+ have traveled outside the U.S., at least once, in the past 3 years — **over 3X the rate** of the bottom group who earn less than \$50,000

**Elite income households** were the most likely to have taken multiple international trips in the past 3 years, up to 5 or more trips

### The typical US outbound traveler is most likely:

- Above 40 years old
- A homeowner
- Earning significantly higher-than-average median household income and disposable income
- Living in a major metro area
- Married
- Employed full-time
- A college graduate
- Traveling as a couple, and/or with a nuclear family
- Taking an international journey of 1 week or less (including business trips)

Source: 2016 IXL Economic Cohorts / GfK MRI (2015 Doublebase Survey of the American Consumer)

## As our income and education rises, so does our connectivity

Showing a strong correlation between income and education and electronic device ownership, U.S. households are increasingly online and receptive to digital advertising via the Internet, tablet and smartphones.

**73%** of U.S. adults own a desktop or laptop computer

**68%** own a smart phone

**45%** own a tablet

As household income and education levels increase, ownership of computers, smartphones and tablets also increases

Roughly **90%** of households with incomes of \$74,999+ own computers, compared to just **50%** of households with income under \$30,000

**90%** of consumers with college level education and higher own computers, compared to roughly **40%** who didn't graduate high school

Location-based coupons, via mobile advertising, were preferred by more U.S. respondents across all demographic groups



Top travel sites used in the U.S. were:



### TIP!



Create multichannel marketing and advertising campaigns that integrate direct mail, email, online and mobile components for seamless messaging and brand presence that can help boost consumer engagement, response rates and ROI, often with minimal increase in cost.

## We like to share our opinions via social media



U.S. consumers embrace the most popular sites and prefer to use them for practical information gathering and sharing, which create opportunities for businesses to deepen that engagement with their brand via social networking sites.

**Facebook**® and **YouTube**™ are overwhelmingly preferred by more U.S. households across all demographic groups

"Finding local information" is the most important reason for using social media across all groups

More U.S. households prefer to **share opinions** about products and services by posting reviews and ratings online versus simply connecting with brands through social media sites

### TIP!

In general, brands should be sure to offer localized content across all social media channels, taking extra care to tailor fan pages with useful, destination-appropriate content that helps travelers optimize their trips.



## Want to learn more about U.S. household preferences and propensity for international travel?

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 one 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