

It's almost summer, take out the fishing rods, bikes, tents...

JUNE 2009



Summer's Around the Corner

It's summer; if not officially, then certainly by popular culture as June brings consistently warm temperatures and long hours of daylight. Post Memorial Day, Americans are finalizing their summer vacation plans and getting excited about outdoor activities. Experian Simmons reviewed its vast database of consumer insights to determine which outdoor activities consumers are partaking in and their other vacation plans.

The following is a snapshot view of Americans and their summer activities.

Sources:

Experian Simmons National Consumer Study/National Hispanic Consumer Study Fall 2008 Full Year

Slide 10: Hitwise, April 2009, Travel websites

Slide 11: PriceGrabber.com



© Experian Information Solutions, Inc. 2009. All rights reserved.

www.ExperianSimmons.com | 212.471.2850

The Top 10 Outdoor Activities

Listed below are the top 10 outdoor activities Americans aged 18 and older play/participate in every chance they get.

Outdoor Activity	Population (000)	Vertical %
Fresh water fishing	12,731	5.78%
Jogging/Running	12,723	5.78%
Golf	9,426	4.28%
Camping trips (overnight)	9,133	4.15%
Bicycling (mountain/road)	7,026	3.19%
Basketball	6,074	2.76%
Motorcycling	5,234	2.38%
Backpacking/Hiking	5,076	2.31%
Power boating	4,825	2.19%
Volleyball	4,223	2.19%



© Experian Information Solutions, Inc. 2009. All rights reserved.

www.ExperianSimmons.com | 212.471.2850

Where to play?

Since summer is synonymous with vacation, Experian Simmons looked into these active consumers' domestic leisure travel.

To the right are the top 10 states they traveled to in the past 12 months.

State	Population (000)	Vertical %
Florida	28,783	13%
California	20,907	9.50%
Texas	15,104	6.86%
Nevada	12,633	5.74%
New York	12,486	5.67%
North Carolina	10,553	4.79%
Tennessee	10,413	4.73%
Pennsylvania	10,267	4.66%
Georgia	7,455	4.29%
Virginia	8,606	3.91%

Cruising

Americans also enjoy taking cruise vacations. During the last three years, 7% responded as having taken a cruise ship vacation and 2% of the 18+ American population took 2 cruises.

In addition, the Caribbean and Alaska are the two favorite destinations.

Cruise Destination	Population (000)	Vertical %
Bahamas	6,538	4.16%
Mexico	6,131	2.78%
Alaska	3,319	1.51%
Cruise Line	Population (000)	Vertical %
Carnival	18,402	8.36%
Royal Caribbean	6,351	2.88%
Norwegian	2,780	1.26%

Travel Websites

The chart below, provided by our sister company, [Hitwise](#), lists the top 10 travel websites that American consumers visited during the month of April 2009.

Rank	Website	Visits
1	MapQuest	11.12%
2	Google Maps	10.91%
3	Expedia	3.32%
4	Southwest Airlines	2.77%
5	Yahoo! Maps	2.46%
6	Travelocity	2.14%
7	Priceline.com	1.89%
8	Orbitz	1.52%
9	Yahoo! Travel	1.51%
10	TripAdvisor	1.33%

Travel websites were ranked by the percentage of traffic each site received versus the others websites within the travel category.



© Experian Information Solutions, Inc. 2009. All rights reserved.

www.ExperianSimmons.com | 212.471.2850

Gear Shopping

The chart on the right lists the top 10 most popular product categories on PriceGrabber.com during 2008 and 2009. Popularity was based on the number of merchant referrals* these product categories received.

Golf received the most merchant referrals in 2008 and maintained its number one spot in 2009 as well.

Rank	2008	2009
1	Golf	Golf
2	Camping	Boating
3	Fitness Equipment	Fitness Equipment
4	Bicycles & Scooters	Baseball & Softball
5	Baseball & Softball	Camping
6	Boating	Bicycles & Scooters
7	Paintball & Airsoft	Skiing
8	Hunting	Paintball & Airsoft
9	Snowboarding	Hunting
10	Football	Fishing

* Merchant referral: a consumer clicks on an item on a PriceGrabber.com product page and is directed to the merchant website's product page
Merchant Referrals were from 1/1/2008 to 5/15/2008 and 1/1/2009 to 5/15/2009



Home Sweet Vacation Home

Five percent enjoy a vacation/weekend home, and 3% rent a vacation/weekend home.

	Percentage
Own vacation/weekend home	5%
Rent vacation/weekend home	3%
Own a timeshare	5%

Thank You!

For more information, please email SimmonsMarketing@experian.com
or call 212.471.2850

