

# HOW TO READ

## Executive Reporting - Target Group - Consumer Profiles - Method of Travel Overview

Provides an overview of travel behaviors for the selected Target Group.

**Note:** Values are chosen from Index ranking with the minimum threshold of 5% composition.

### Consumer Profiles | Method of Travel Overview

ENVIRONICS ANALYTICS

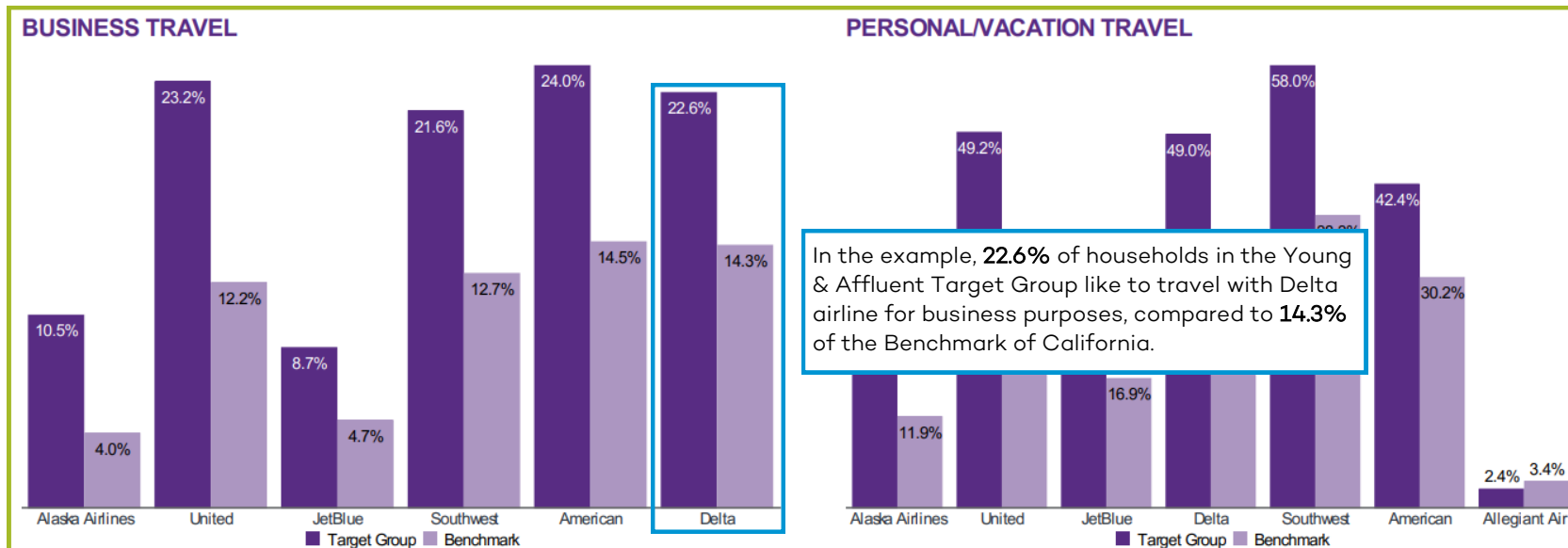
**Target Group:** Young & Affluent (3 Groups)

**Households:** 880,560

The **Target Group** selected for the analysis and the number of **Households** within the Target Group is indicated at the top of the report.



**Airline:** The Airline that the majority of the Target Group use.  
**Cruise Line:** The Cruise Line that the majority of the Target Group use.  
**Car Rental:** The Car Rental service that the majority of the Target Group use.  
**Miles Traveled Quintile:** The quintile of miles travelled that the majority of the Target Area full into.



In the example, the Target Group falls under the quintile that represents between 100 to 499 miles of travel per year.

**Business Travel:** The bar chart shows the proportion of households that use each airline for business travel.  
**Personal/Vacation Travel:** The bar chart shows the proportion of households that use each airline for business travel.

In the example, **22.6%** of households in the Young & Affluent Target Group like to travel with Delta airline for business purposes, compared to **14.3%** of the Benchmark of California.

**Benchmark:** California - The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 (blue), 80 - 110 (purple), 110+ (red)