
Essentially America *North American Travel & Lifestyle*

Essentially America magazine
Reader Survey Results
January 2010

Methodology: 10,000 reader survey forms were sent out at random with the Autumn 2009 issue of *Essentially America*. A total of 339 responses were received, meaning a response rate of 3.4%.

Key Findings: The results from this reader survey are remarkably similar to those of similar research undertaken during the past seven years - a testament to the loyalty and consistency of *Essentially America* readers.

Conclusion: Despite the current economic troubles, the readers of *Essentially America* remain dedicated travelers to the USA and Canada.

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Demographics and personal information

Personal profile

Male	55%
Female	41%

Age

Under 25	0%
25-34	2%
35-44	10%
45-54	24%
55-64	32%
Over 65	30%

Approximate annual household income

Up to £25,000	17%
£25,000-£40,000	31%
£40,000-£55,000	13%
£55,000-£70,000	10%
More than £70,000	9%

Travel preference

With a partner	74%
With family	17%
Alone	9%
With a friend	8%
With a group	6%

Computer and e-mail accessibility

a. Access to a computer	84%
b. Access to the Internet	84%
c. Use the Internet to make travel decisions	81%
d. Buy holidays, travel, etc. over the Internet	69%
e. Use e-mail on a regular basis	77%
f. Prefer information by e-mail rather than post	11%

Personal interests

Interests

Eating out	74%
Reading	63%
History/culture	60%
Shopping	56%
Walking	44%
Gardens/gardening	42%
Theatre	41%
Country music	40%
Cinema	39%
Museums	39%
Wildlife	39%
Rock/pop music	37%
Theme parks	31%
Beaches	29%
Wine	28%
Crosswords	27%
Cars	24%
Competitions	23%
Classical music	22%
Cruises	19%
Literature	19%
Jazz	17%
Swimming	16%
Bird watching	15%
Gaming/casinos	12%
Antiques	10%
Cycling	9%
Golf	9%
Hiking/camping	7%
Opera	7%
Skiing	5%
Tennis	5%
Boating/sailing	4%
Motorcycles	4%
Fishing	3%
Extreme sports	2%
Hunting	1%
Surfing	1%
Rock climbing/mountaineering	0%

Travel habits and preferences

How many times have you been to North America?

8+	78%
6-7	10%
4-5	7%
2-3	4%
1	1%
None	0%

Average trips planned to North America within next twelve months 1.3

What makes North America a great holiday destination?

The variety of destinations	89%
Great scenery	88%
Friendly welcome	84%
Quality of accommodation and service	81%
Good value for money	72%
Good climate	68%
English is spoken	60%
Culture/history	51%
The food	49%
Themed areas	22%

What concerns do you have about travel to North America?

Immigration and security procedures	30%
Too expensive	28%
Long flights	20%
Personal safety	19%
Concern about terrorism	15%
Lack of old culture and history	2%
Climate	1%
Not exotic enough	1%
None of the above	34%

Agree with the following statements?

I like to tour through several different regions during each holiday	70%
I prefer to organize all accommodation, car hire, etc. before I leave the UK	69%
I like to go to a new region every time	51%
I prefer to stay in one spot and use that as a base for day visits	28%
I prefer guided tours to traveling under my own steam	14%

What seems good value in North America?

	<u>Good value</u>	<u>Expensive</u>
Eating out	89%	6%
Food/groceries	89%	5%
Clothes	87%	4%
Cultural/historical venues	72%	6%
Car hire	57%	23%
Internal travel within USA	55%	11%
Wine/liquor	42%	29%
Coach/train travel	40%	8%
Theme parks	32%	38%
Sports/hiking goods	31%	6%
Music events	28%	19%
Golf courses	13%	15%
Skiing	10%	10%

<u>US destinations visited or planning to visit</u>	<u>Visited</u>	<u>Planning to visit</u>
Alaska	15%	16%
California	79%	16%
Florida	78%	19%
Great Lakes states	37%	16%
Hawaii	19%	17%
Las Vegas	75%	14%
Maryland/Virginia/DC	54%	18%
Midwest	31%	13%
New England	64%	24%
New York	71%	22%
Pacific Northwest	35%	16%
Pennsylvania	38%	10%
Rocky Mountains	45%	14%
South	47%	12%
Southwest	45%	9%
Texas	33%	16%
<u>Canada destinations visited or planning to visit</u>		
Atlantic Provinces	11%	14%
British Columbia/Vancouver	42%	16%
Canadian Rockies	31%	17%
Montreal	22%	11%
Newfoundland	7%	13%
Ontario/Toronto	46%	15%
Quebec/Montreal	25%	14%
The Far North of Canada	6%	8%
<u>Other North American destinations</u>		
Caribbean	26%	9%
Mexico	22%	3%
<u>Other destinations planning to visit in 2010</u>		
Western Europe		50%
Eastern Europe		9%
Australia/New Zealand		8%
Asia		5%
Africa		4%
South America		2%

Information about most recent trip to North America

Length of stay 16.6 days
Cost of trip £3,276

How do you normally book your trip:

Online direct with supplier 43%
Through a travel agent 34%
By phone direct with supplier 33%
Through an online travel provider 24%

Accommodation type:

Limited service 10%
Economy priced full-service 11%
Moderate priced full-service 41%
Luxury 19%
Rental home 12%
Staying with friends/relatives 14%
Inn/B&B 10%

Information sources:

Essentially America 68%
Internet 68%
Printed travel guide 53%
Downloadable travel guides from Internet 22%
Travel agent 17%
Other magazine(s) 14%
Tour operator 13%
Email newsletter 8%
Newspaper 6%
Other 11%

Preferred method of receiving travel information

Printed travel guides 63%
Web sites/Internet 29%
Email newsletters 9%
Downloadable travel guides from Internet 5%

Holiday type:

Fly/drive 58%
City stay 15%
Multi-city itinerary 11%
Motor coach tour 7%
Short break 6%
Cruise 3%

Seasons of travel

	<u>Visited</u>	<u>Favorite</u>
Summer	73%	23%
Autumn	82%	36%
Winter	49%	4%
Spring	74%	23%

Thoughts about Essentially America

How many people read your copy of Essentially America?

2.3

How long do you keep your copies of Essentially America?

More than 12 months	78%
6-12 months	10%
3-6 months	5%
Less than 3 months	5%

How did you obtain this copy of Essentially America?

Subscription	80%
Newsstand/shop	17%
When traveling	1%

How would you rate Essentially America overall?

Excellent	66%
Good	30%
Average	1%
Poor	0%

How would you rate the different aspects of Essentially America?

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>
Information about travel destinations	62%	34%	1%
Photography	61%	32%	4%
Feature articles	53%	42%	2%
Quality of writing	41%	49%	7%
Choice of subjects covered in each issue	38%	48%	11%
Useful advertisements	26%	54%	16%

Thoughts about travel guides

How important are printed travel guides, including those in Essentially America, when deciding upon a destination?

Very important	43%
Important	34%
Somewhat important	17%
Not at all important	1%

How important are printed travel guides, including those in Essentially America, when planning an actual trip?

Very important	44%
Important	32%
Somewhat important	18%
Not at all important	1%

When planning a trip, what type of map do you prefer to use?

Full, detailed map	71%
Outline map such as normally found in travel guides	19%
Do not use a map	6%

Major purchases planned in 2008

Wine	27%
Perfume	19%
Car	14%
Furniture	13%
Jewellery	9%
Luggage	7%
Watch	5%
Financial services	4%
Second home	1%
Boat	1%