

# STADIUM SECTIONS

## Travel Insights

### 400 LEVEL

Compared to the other stadium bowl levels:

\_\_\_% more likely to be **beginning their career**    \_\_\_% more likely to be **working-class parents**    \_\_\_% more likely to **carry debt or loans**

\_\_\_% more likely to be **discount travelers**

### 300 LEVEL

Compared to the other stadium bowl levels:

\_\_\_% more likely to be **recent empty nesters**    \_\_\_% more likely to be **high credit card spenders**    \_\_\_% more likely to be **second homeowners**

\_\_\_% more likely to **use travel rewards cards**

### 200 LEVEL

Compared to the other stadium bowl levels:

\_\_\_% more likely to be **between 30-34 years old**    \_\_\_% more likely to have **multiple children**    \_\_\_% more likely to be **expecting parents**

\_\_\_% more likely to be **in-market for vacation packages**

### 100 LEVEL

Compared to the other stadium bowl levels:

\_\_\_% more likely to be **65+ years old**    \_\_\_% more likely to earn **\$500k+ per year**    \_\_\_% more likely to make **winter sports purchases**

\_\_\_% more likely to **spend on luxury pursuits**

Sources: Oracle – Demographic data from sources such as the U.S. Census, registration information, warranty cards, public records, surveys, deeds, summarized financial asset information, browser language settings; Life stages and lifestyles determined by data from consumer purchases, public records, registration data, survey, online search and browsing data; retail behavior identified by \$5 trillion in observed annual consumer spending, 11+ billion annual SKU-level transactions from more than 1,500 retailers, and intent behavior captured from top online retail and retail comparison sites.