

## Typing tools

Typing tools are an abbreviated set of questions for classifying new respondents into existing segments.

### Age

Please enter your age in years:

Insert Numeric Text box (Min age 18 to continue)

### Psychographics

In this section, we are going to show you a series of paired statements. Simply select which of the two statements in each pair BEST describes you. There will be a few statements, so we ask you not to think too long about each – just read and answer as quickly as you can.

I care about the image I portray to others	I am comfortable with who I am – I don't care how others see me
I always seek out new experiences	I know the type of thing I like, and tend to stick with that
I am more of a city person	I enjoy spending time in the outdoors and in natural landscapes

### Decision-Making

And just a few more statements about your decision-making style when it comes to travel. Again, please select the statement from the pair below that best describes you.

When I travel abroad, I like to get off the beaten track	When I travel abroad, I want to see the world's most famous sites
I prefer holidays full of action and excitement	I prefer holidays at a slower and more relaxed pace
When I travel, I enjoy exclusive or luxury experiences that others might find unaffordable	When I travel, I like to be comfortable but don't seek out luxury