






COUNTRIES

% of total population

	Belgium	26%		UK	25%
	Germany	29%		USA	23%
	France	28%			

COMMUNICATION: DO'S & DONT'S

- Be creative, informal and humorous.
- Providing (a lot of) information is okay
- Unusual locations are exciting
- Be clear about your goal and societal importance
- No big and commercial activities
- Don't offer discounts

Creatives

Imaginative

Culture

Curious

Equality

Cosmopolitan

Social

Commitment

Self-expression

HOBBIES & FREE TIME

Creatives enjoy diverse hobbies, mostly cultural and artsy. Besides, they often enjoy meditation and reading literature. Compared to other groups a relatively large part is vegetarian, they care for the environment, sustainability and are internationally oriented. Creatives are also characterized by trying new things and visiting hidden places.

IMAGE OF THE NETHERLANDS

Creatives consider the Netherlands to be more friendly, hospitable/welcoming and open than other groups.

BACKGROUND

Age 18- 24 years is a relatively big group (15%), while 25-34 years is underrepresented (17%).

Family 32% is married and 48% has children, both below average.

Work Most work fulltime, (42%), but also relatively many students (7%) and relatively few do not work (19%).

HOLIDAYS

International Holidays More than three-quarters has undertaken an international holiday in the past 3 years. While in other segments beach holidays are most popular, for Creatives city trips are most popular (39%), followed by beach holidays, sightseeing and nature holidays.

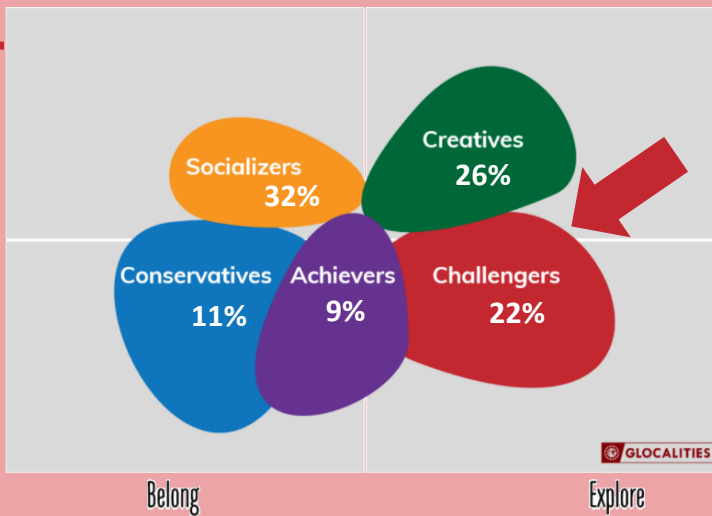
Holiday in the Netherlands 90% considers the Netherlands as holiday destination, mostly for city trips, cultural holidays and sightseeing. The main motivations are experiencing culture, relaxation and getting away.

“Open-minded, idealist who adhere to self-development and culture”



Challengers

Authority Luxury Ambitious Status Successful Wealth Spending Exhibitionism Fun



HOBBIES & FREE TIME

Challengers enjoy partying, sports and Hip-hop music. Due to the focus on their career, they have relatively little free time. This group prefers consuming, in which quality and design are important.

HOLIDAYS

International Holidays More than three-quarters has undertaken an international holiday in the past 3 years. Most popular are beach holidays (32%), followed by city trips, nature holidays and tours.

Holiday in the Netherlands Around 85% considers the Netherlands as holiday destination, mostly for city trips, cultural and nature holidays. The main motivations are relaxation, getting away and experiencing culture.

COUNTRIES

% of total population






	Belgium	23%		UK	21%
	Germany	18%		USA	31%
	France	18%			

IMAGE OF THE NETHERLANDS

Challengers consider the Netherlands to be less friendly, open and hospitable/welcoming than other groups.

“Competitive careerist, fascinated by money taking risks and adventure”

COMMUNICATION: DO'S & DONT'S

- Quickly get to the point, keep it short
- Use attractive models with authority
- Put pressure on them to decide to buy
- Free products are appreciated
- No details or humorous attempts
- Use the “Foot in the door” principal
- Emphasize the advantages of previously made decisions

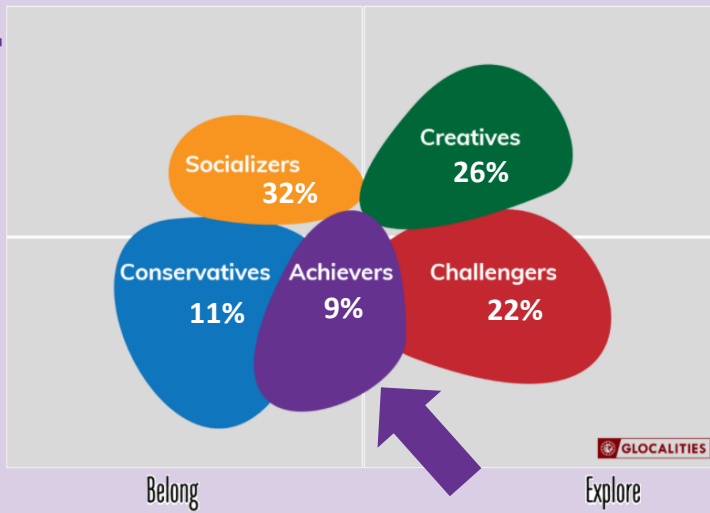
BACKGROUND

Age The main group is 18-44 years, which is overrepresented (73%)

Family 33% is married and 54% has children, both below average.






Work Most work fulltime (47%), above average.





COUNTRIES

% of total population

	Belgium	6%		UK	8%
	Germany	9%		USA	10%
	France	11%			

COMMUNICATION: DO'S & DONT'S

- Provide a clear plan to reach the goal
- Ensure them they have nothing to lose
- Provide multiple options/insights
- Don't be pushy and give no guarantees
- Use relatable people in your message
- Include organizations or people with authority

Achiever

Vitality Self-confident Innovative Glamour Family Helping others Adventure Successful Goals

HOBBIES & FREE TIME

Achievers enjoy divers and adventurous hobbies. Reading (professional literature), photography, parties, healthy food and sport are popular. This group also like to help others and contribute to their community.

HOLIDAYS

International Holidays 86% has undertaken an international holiday in the past 3 years. Most popular are beach holidays (more popular than in other segments, 48% has taken a beach holiday in last 3 years). Other holidays are city trips, nature holidays and sightseeing.

Holiday in the Netherlands 90% considers the Netherlands as holiday destination, mostly for city trips, cultural holidays and sightseeing. The main motivations are experiencing culture, relaxation and getting away.

IMAGE OF THE NETHERLANDS

Achievers consider the Netherlands to be more friendly, social and reliable than other groups.

“Entrepreneurial networkers, who focus on family and community life”

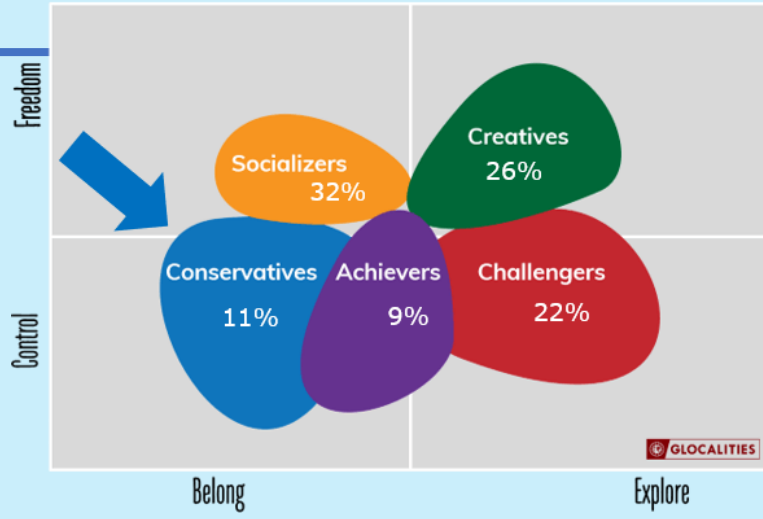
BACKGROUND

Age 25-34 years is a relatively big group (26%), while 55+ years is underrepresented (19%).

Family 43% is married and 56% has children

Work Most work fulltime (52%) and relatively many are students (8%). Relatively few do not work (17%) or are retired (8%).





Conservatives

Traditional Spiritual Caring Healthy Loyal Obedient Honour Responsible Authority

HOBBIES & FREE TIME

Conservatives like gardening, sports events, theatre and (classical) music concerts. Family, religion and stability are appreciated.

HOLIDAYS

International Holidays Around two-third has undertaken an international holiday in the past 3 years. Most popular holidays are beach holidays (35%) and city trips (24%).

Holiday in the Netherlands 80% considers the Netherlands as holiday destination, mostly for city trips, sightseeing and nature holidays. The main motivations are experiencing culture, relaxation and getting away.

COUNTRIES

% of total population






	Belgium	9%		UK	8%
	Germany	12%		USA	15%
	France	12%			

IMAGE OF THE NETHERLANDS

Conservatives consider the Netherlands to be more hospitable and internationally oriented than other groups. However, they also see the Netherlands as relatively less friendly.

“Conservatives are family-oriented people who value tradition, etiquette and organized life”

COMMUNICATION: DO'S & DON'T'S

- Quickly get to the point
- Ensure them they have nothing to lose
- Give them some guarantees, they fear wrong decisions
- Use relatable people in ads (not attractive models)
- Don't be pushy
- Metaphors are not appreciated

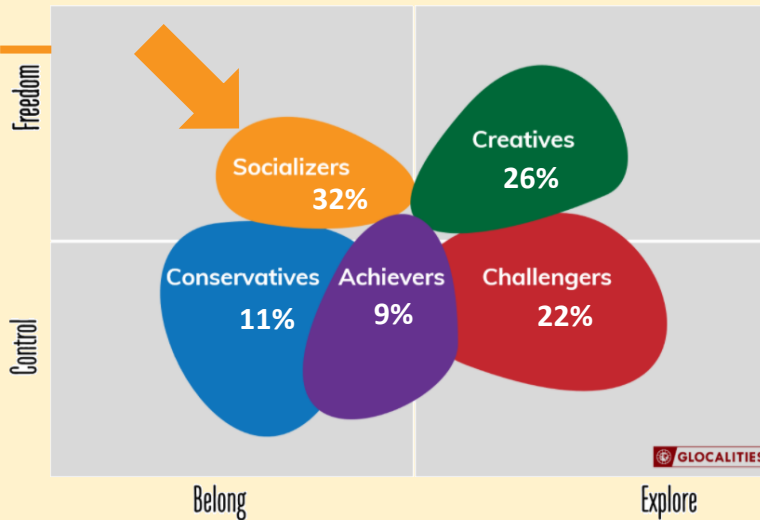
BACKGROUND

Age Relatively big group of 45+ (24%), while 18-24 years is underrepresented (3%).

Family 57% is married and 69% has children, both above average.






Work Most work fulltime (30%), but relatively many conservatives do not work (27%) or are retired (25%).





COUNTRIES

% of total population

	Belgium	36%		UK	38%
	Germany	32%		USA	21%
	France	30%			

COMMUNICATION: DO'S & DONT'S

- Ensure them they have nothing to lose
- Give them some guarantees
- Be humorous
- Provide multiple options/insights
- Not perceptive to pressure
- Do not use attractive models or authority

Socializer

Safety Responsible Respectful Obedient Caring Entertainment Freedom Sharing Pleasure

HOBBIES & FREE TIME

Socializer like entertainment, freedom and spending time with family. They enjoy movies, music, gardening and playing games. Besides, this groups enjoys purchasing products with a rich backstory or on sale.

HOLIDAYS

International Holidays Almost two-third has undertaken an international holiday in the past 3 years. Most popular are beach holidays (37%) and city trips (24%).

Holiday in the Netherlands 80% considers the Netherlands as holiday destination, mostly for city trips, sightseeing and nature and cultural holidays. The main motivations are relaxation, getting away and experiencing culture.

IMAGE OF THE NETHERLANDS

Socializers consider the Netherlands to be more friendly and hospitable/welcoming than other groups. However, they also see the Netherlands as relatively less tolerant.

“Sociability seekers who love entertainment, freedom, family and values”

BACKGROUND

Age 45 years and older is a relatively big group (59%), while 18-24 years is underrepresented (6%).

Family 44% is married and 63% has children, both above average.

Work Mostly fulltime (38%) and relatively many work parttime (13%), do not work (25%) or are retired (19%).

