Ideas for audience characterisation questions

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Holiday product specific

1. What do they really want from their holidays/free time?
2. What do they do on a normal weekend?
3. What does camping mean to them?
4. What would be their dream holiday/short break?
5. What is their idea of 'holiday hell'?

Discovery/lifestyle

1. What do they spend most of their money on currently?
2. What do they enjoy spending their money on most?
3. What are they saving for?
4. What is their work/life balance like?
5. Describe their kitchen/hallway
6. What form of transport do they use and how do they feel about it
7. Are they members of any organisations? What non-banking cards do they have in their purses/wallets?

Information sources

1. Who might influence their holiday choices?
2. Where do they get their (current affairs) news from?
3. Is there an information source they would naturally go to/trust for places to go and holiday information?
4. What digital channels do they use?
5. What apps do they use?

Values/motivation

8. What makes them happy?
9. Where makes them happy?
10. What makes them proud?
11. What makes them angry?
12. What keeps them awake at night?
13. Where do they want to be in 5 years time?
14. What do they value most in life?
15. Do they vote? If so, how, if not why not?
16. What would make their life easier
17. What would make their life better