VALLEYVIEW CUSTOMER PROFILE

ValleyView has a very broad customer base because of the variety of its title list and because the company’s goal is to provide resources for people of all ages and abilities. However, the following generalisations can be made.

• Customers are of both sexes, mixed abilities, mainly aged between 25-45.
• They come from a variety of backgrounds and lifestyles.
• They are active and enjoy the outdoors, and enjoy new challenges.
• Customers are community and family-oriented and tend to be a little bit conservative.
• Socio-economic group: middle income, generally earning a little more than usual.
• Their disposable income is mostly spent on recreation and travel.
• They have an interest in and concern for the environment and a natural and cultural interest in local and regional history.