

LEISURE STYLES III*

- 08*27
- 1 - Sports Enthusiast
 - 2 - Puzzles & Games
 - 3 - Passives (May not participate or participates at lower levels)
 - 4 - Hunters & Fishers
 - 5 - Outdoor Speedster
 - 6 - Outdoor Adventurer
 - 7 - Cultured Nester
 - 8 - Collectors

*These segments are no longer trendable with previous Doublebase studies as they have been updated, and the analysis involved data points different from those used in past analyses. These segments reflect additions made to the Product Booklet "Leisure" and "Sports" sections.