

LISTER LARRY

The Twitcher



ABOUT

AGE	65 YEARS-OLD
GENDER	MALE
WORK	RETIRED
STATUS	MARRIED (WIFE BIRDER, NOT LISTER)
LOCATION	UNITED STATES (LARGE URBAN CENTER)
INCOME	HIGH
TRAVEL	MULTIPLE TIMES A YEAR

TRAVEL MOTIVATIONS

MAIN GOAL: "Getting the most birds, that I don't already have."

When looking for a place to visit for birding, Larry is generally looking for the best 'cost per bird ratio'. He thoroughly researches the species he can see in any given destination (and at any given time of the year) and compares to his list to identify the number of new species he can add to his list. He may visit a destination with (comparatively) few species as long as there are endemic species or a has good chance to see certain species on list life-list.

NEEDS & MOTIVATIONS



Enjoys Challenges



Excited by Lists



Life-Long Learner

Larry loves the challenge of birding. He loves the challenge of looking for (and finding) birds, identifying them, and adding them to his list(s). He feels excited and fulfilled every time he adds another species to his list. He is a life-long learner and is always trying to improve his knowledge of birds.

BIRDING STYLE & GOALS

Larry is a collector – he started as a kid with stamps, moved into hockey cards and now collects birds. He is very invested on his lists and has specific goals for each of them. He's very far along his local and state list and is working towards his North American list. Ultimately, he wants to complete his life list.

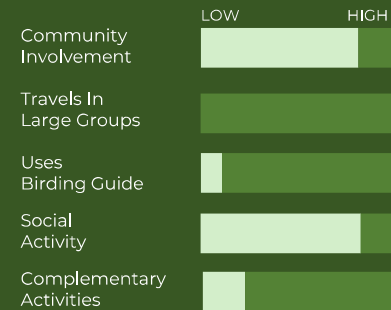
Being a twitcher, Larry has gone to great lengths to find a species he was looking for. He admits to driving 3,5, and even 10 hours each way for the chance to see a bird that has been spotted 'nearby'.

INFRASTRUCTURE DESTINATION EXPECTATIONS

Larry's expectations vary widely depending on the destination he is visiting. If he is visiting Angola, or rural Colombia, his expectations of accommodations and infrastructure are very low. But if he is visiting somewhere in Canada or the US, his expectations are higher.

His expects to be able to rent a car and have a clean and comfortable hotel. However, if the birding is good enough, Larry will accept anything from the destination when it comes to infrastructure. While he has stayed in very bare bone places, he is getting older and these days prefers to have a comfortable bed and a nice shower at the end of the day.

PREFERENCES



Social Values

Lister Larry



PURSUIT OF NOVELTY

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new everyday.



NEED FOR STATUS RECOGNITION

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".



PERSONAL CHALLENGE

Setting difficult goals, even if just to prove to themselves that they can do it. People strong on this construct finish what they start, persevering until their self-assigned task is completed to their satisfaction. Rejecting personal failure.



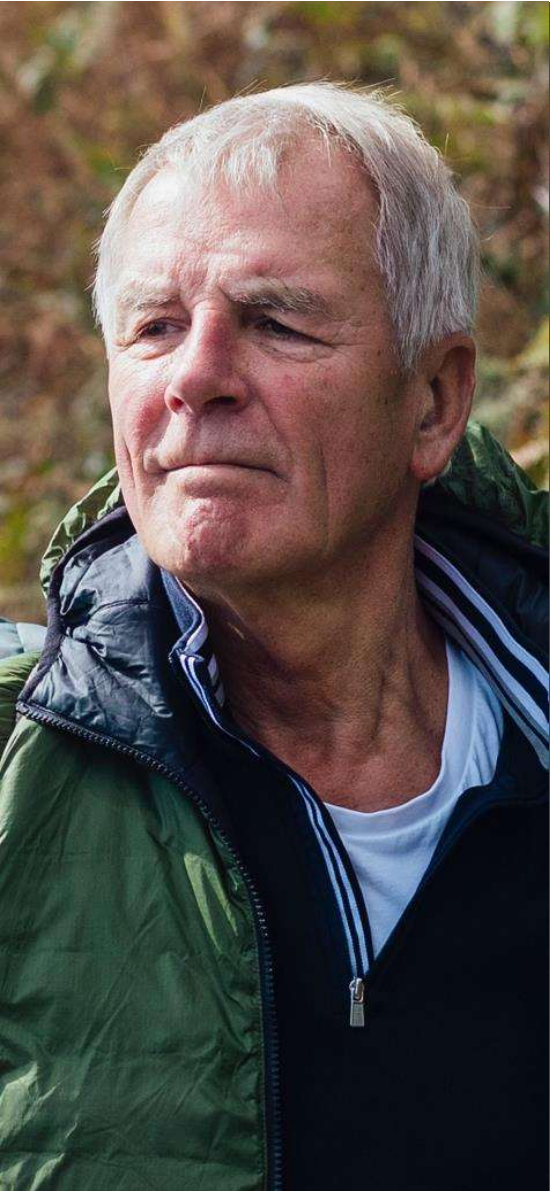
SOCIAL INTIMACY

A desire to be around and connect with smaller, closely knit groups of people. Feeling that smaller organizations are better than larger ones.



NEED FOR ESCAPE

The desire to regularly escape the stress and responsibilities of everyday life.



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As a very small child it was something my parents were passionate about. Being outdoors and things like that... and always encouraged me to be interested in animals.

VERBATIM SOURCE: MALE, UK

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Birding kind of goes beyond a hobby. It dictates everything we do. Almost. Hey, that sounds terrible. But I mean, it's kind of a big deal.

VERBATIM SOURCE: MALE, US

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I just really enjoy seeing them. I enjoy keeping my lists, I enjoy comparing those lists year to year. I do a loon study as well; a migratory loon study that I've done for 25 years. It's the only way you can prove to people. If you document things, the only way you can prove and find changes, problems. You need the data. Plus, I like listing. I like seeing new birds.

VERBATIM SOURCE: MALE, CANADA