



# NATURALIST NATALIE

## The Observer



### ABOUT

AGE	<b>38 YEARS-OLD</b>
GENDER	<b>FEMALE</b>
WORK	<b>FULL-TIME WORK</b>
STATUS	<b>MARRIED</b> (WIFE BIRDER, NOT LISTER)
LOCATION	<b>UNITED KINGDOM</b>
INCOME	<b>MID-RANGE</b>
TRAVEL	<b>REGULARLY</b> (BUDGET CONSCIOUS)

### TRAVEL MOTIVATIONS

**MAIN GOAL:** "Being able to spend time with birds while enjoying a pristine habitat where birds are thriving."

Natalie is generally looking for a place that respects the environment. She wants to see pristine habitats, ideally a variety of them, which can sustain animal and plant life. Natalie enjoys seeing bird populations (and other animals) up close, so she can observe their behaviours. Knowing a destination is investing in conservation is important to her. She occasionally volunteers so she can spend time (and learn) from local experts and meaningfully contribute to her community.

### NEEDS & MOTIVATIONS



**Enjoys Observing**



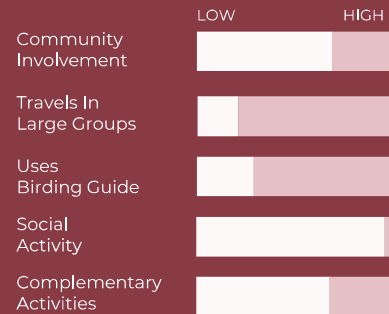
**Excited by Discovery**



**Peaceful & Engaging**

Natalie loves observing birds for hours – she sees them as fascinating animals with rich colours, unique behaviours with always something new to discover (even in a species she's already seen) ; them eating , interacting with other birds and environment, mating, and migrating. She finds birding a peaceful and engaging activity.

### PREFERENCES



### BIRDING STYLE & GOALS

Naturalist Natalie is a nature lover. She has always been interested in the natural environment and in animals, and her love for birding seemed like a natural next step. After all, there are only so many mammals you can see – but a wealth of bird species out there waiting to be found.

Natalie won't deny the appeal of finding new species – she even considers herself a little shallow since she prefers 'attractive' species. But while finding new species is great, she values the quality of the experience over a simple number.

### INFRASTRUCTURE DESTINATION EXPECTATIONS

Natalie's infrastructure expectations depend on where she is visiting. In general, she wants a comfortable place with a bed and a hot shower (though she knows that is not always available). Wherever she is, knowing they are taking care of the environment and have sustainable practices is important. Safety is always a consideration when choosing a destination, but she's generally confident that she can travel to Canada without much thought. As a women, she's always mindful of where bathrooms are and never passes on the chance to use a bathroom when the opportunity arises – after all, she knows they are not always available when she's out in nature.

# Social Values

## Naturalist Natalie



### COMMUNITY INVOLVEMENT

Measure of the interest in what's happening in one's neighborhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to socio-political involvement in community organizations.



### ECOLOGICAL LIFESTYLE

Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product; or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record.



### SOCIAL LEARNING

Attraction to & interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. Respect for other people and cultures, as well as a heightened social conscience.



### PERSONAL OPTIMISM

Generalized optimism about one's future personal outcomes. Often, associated with one's personal financial standing.



### SOCIAL RESPONSIBILITY

A belief that society, and the individual, has a responsibility to help those less fortunate. Tendency to believe that quality of life can improve when people work together.



## NATURALIST NATALIE

### *The Observer*

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*Particularly with birds of prey it's watching their behaviour. I know a lot more about the biology of birds of prey and the species. I'm interested in seeing unusual morphs and birds of prey migrations. If I can see something unusual... that interests me.*

**VERBATIM SOURCE:** FEMALE, UK

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*I'm interested in birding. It is by far what I focus on the most, but when we travel, for instance, I take photographs of butterflies and insects and plants and try identify them as well. So, I'm not only a birder but I'm primarily a birder.*

**VERBATIM SOURCE:** FEMALE, CANADA

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*I bird because I really like the natural world and that's something that is really easy to see a lot of different things. It's not like I could go out and identify ten different kinds of mammals, you know? That there're a lot more birds that you could go and see. And they're easier to observe than a lot of other animals would be, and they kind of go about their day as if you weren't even there. So, you see them, doing what they would do, even if you weren't there, right? So yeah, I like birds just in general.*

**VERBATIM SOURCE:** FEMALE, US