



**Mosaic | USA**  
**E-Handbook**

## Optimise the value of your customers and locations, now and in the future

Welcome to your Mosaic USA E-Handbook.

Successful organizations take the process of analyzing and understanding customers seriously. They use it to maximize their engagement with customers to increase loyalty, retention and value; drive profitable acquisition; and plan for the future.

This latest version of Mosaic USA capitalizes on Experian's access to a wealth of new and detailed information on households in the United States to provide a comprehensive view of consumers.

**Prioritize and bring order to the data chaos by determining the right customer strategy**

Provide a deeper understanding of your customers to target, acquire, manage and develop profitable customer relations.

**Precisely target your ideal customer audience across marketing campaigns**

Improve your understanding of targeting specific consumers to increase site performance, maximize sales conversion, optimize consumer targeting to ensure that the right product offerings are matched to the right audience and improve your media planning and buying across traditional and digital channels.

**Invest in the future**

Anticipate risk and plan for the future: analyze consumer behavior, understand potential risk and identify investment opportunities.

The Mosaic USA E-Handbook provides a simple, clear and comprehensive guide that gives you all the information you need at your fingertips to help you in your day-to-day use of Mosaic. It helps you build a detailed understanding of your customers and locations, and become conversant with the dimensions of the new American consumer and their household dynamics.

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability.

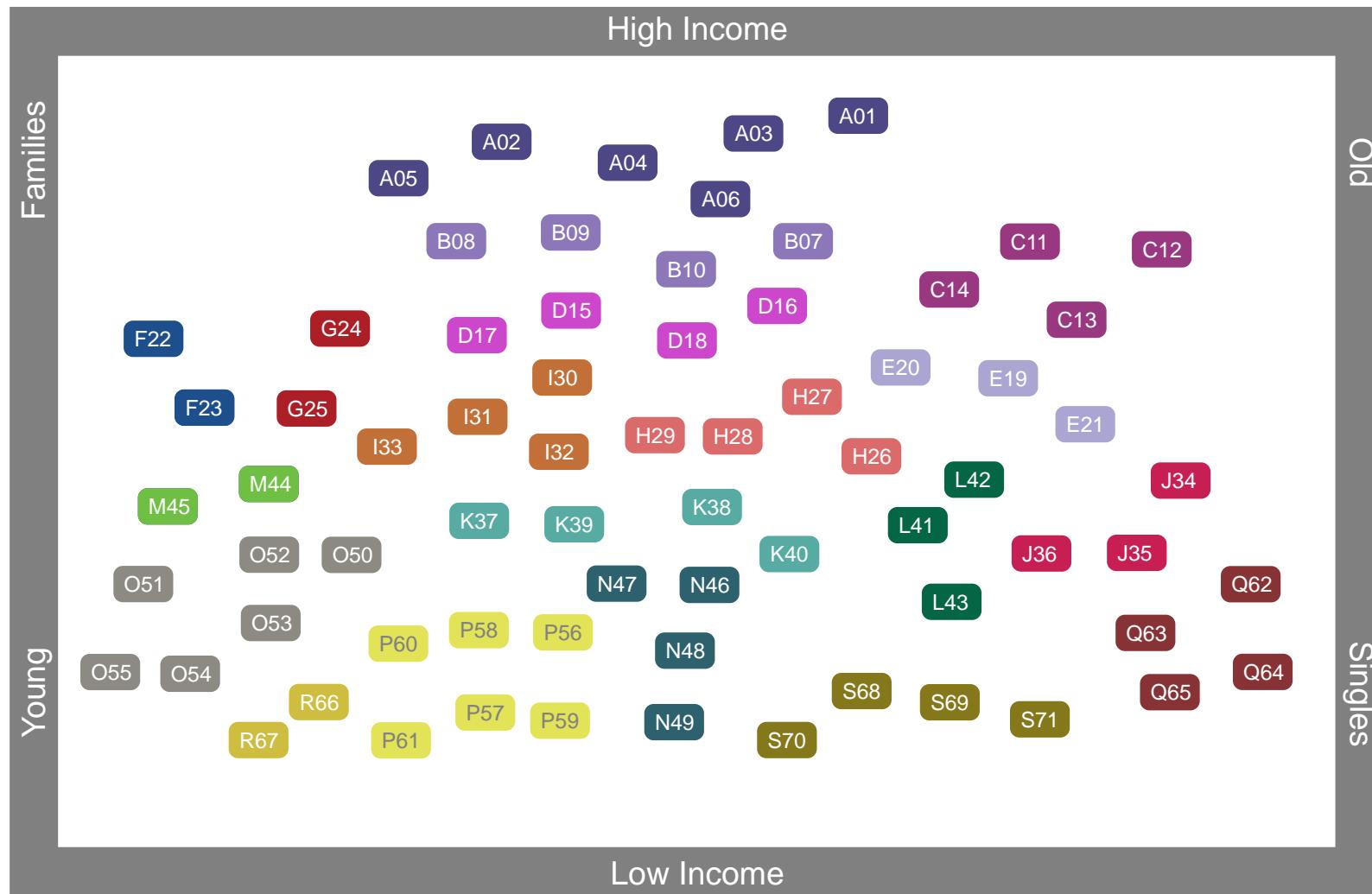
To be included for use, the data variables must enable accurate identification of, and discrimination between, a wide range of consumer characteristics.

They must also be updateable over time to ensure continuing accuracy in assignments of the Mosaic codes and meet the following criteria:

- Allows the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data.
- Ensures accuracy of Mosaic code by either household or neighborhood.
- Is updated regularly to ensure that changes are monitored.
- Improves discrimination and allows for the identification of a wide range of consumer behaviors.

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				

The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



<b>A</b> Power Elite	A01	American Royalty
	A02	Platinum Prosperity
	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
<b>B</b> Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
<b>C</b> Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
<b>D</b> Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
<b>E</b> Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

<b>F</b> Promising Families	F22	Fast Track Couples
	F23	Families Matter Most
<b>G</b> Young City Solos	G24	Ambitious Singles
	G25	Urban Edge
<b>H</b> Bourgeois Melting Pot	H26	Progressive Assortment
	H27	Life of Leisure
	H28	Everyday Moderates
	H29	Destination Recreation
<b>I</b> Family Union	I30	Potlucks and the Great Outdoors
	I31	Hard Working Values
	I32	Steadfast Conventionalists
	I33	Balance and Harmony
<b>J</b> Autumn Years	J34	Suburban Sophisticates
	J35	Rural Escape
	J36	Settled and Sensible
<b>K</b> Significant Singles	K37	Wired for Success
	K38	Modern Blend
	K39	Metro Fusion
	K40	Bohemian Groove

<b>L</b> Blue Sky Boomers	L41	Booming and Consuming
	L42	Rooted Flower Power
	L43	Homemade Happiness
<b>M</b> Families in Motion	M44	Creative Comfort
	M45	Growing and Expanding
<b>N</b> Pastoral Pride	N46	True Grit Americans
	N47	Countrified Pragmatics
	N48	Rural Southern Bliss
	N49	Touch of Tradition
<b>O</b> Singles and Starters	O50	Full Steam Ahead
	O51	Digital Savvy
	O52	Urban Ambition
	O53	Colleges and Cafes
	O54	Influenced by Influencers
	O55	Family Troopers

<b>P</b> Cultural Connections	P56	Mid-scale Medley
	P57	Modest Metro Means
	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
<b>Q</b> Golden Year Guardians	Q62	Enjoying Retirement
	Q63	Footloose and Family Free
	Q64	Established in Society
	Q65	Mature and Wise
<b>R</b> Aspirational Fusion	R66	Ambitious Dreamers
	R67	Passionate Parents
<b>S</b> Thrifty Habits	S68	Small Town Sophisticates
	S69	Urban Legacies
	S70	Thrifty Singles
	S71	Modest Retirees

A A01 A02 A03 A04 A05 A06

A

## Power Elite

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

House 7.42% | 9.15% Person



### Who We Are

Head of household age		Type of property	
36–45		Single family	
179   32.6%		102   90.8%	
Est. Household income		Household size	
\$250,000+		2 persons	
562   37.8%		109   28.4%	
Home ownership		Age of children	
Homeowner		13–18	
112   91.9%		154   21.7%	

### Key Features

- Wealthy
- Highly educated
- Politically conservative
- Well-invested
- Charitable giving
- Active and fit



### Channel Preference



### Technology Adoption



Journeymen



A A01 A02 A03 A04 A05 A06

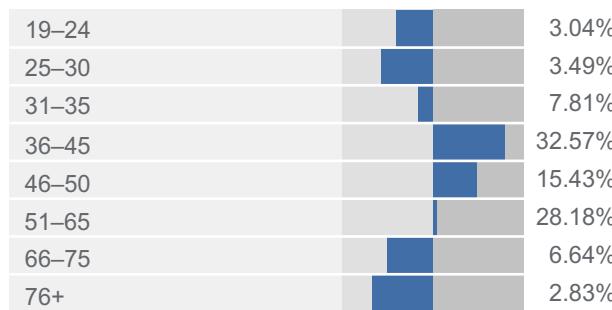
A

## Power Elite

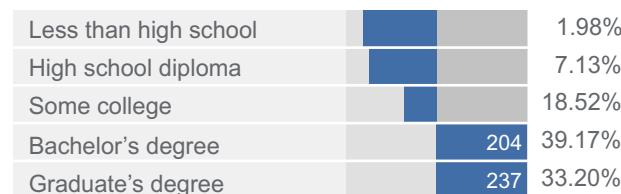
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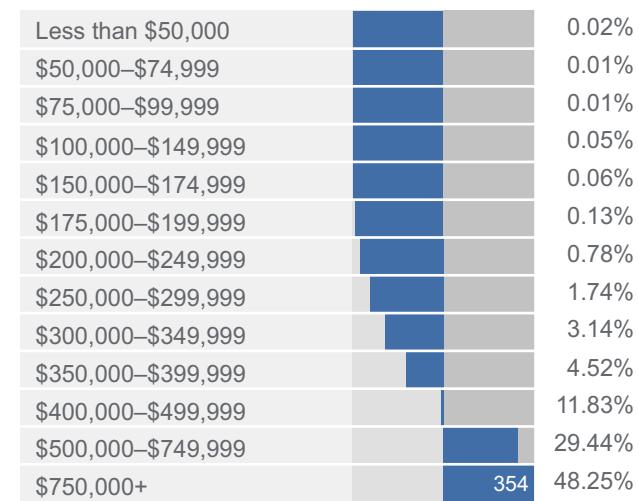
### Head of household age



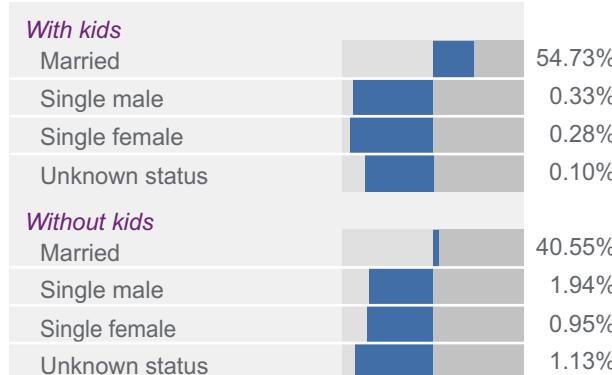
### Head of household education



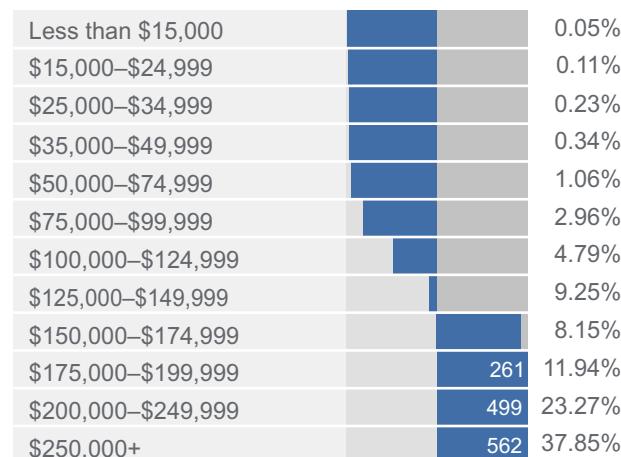
### Estimated current home value



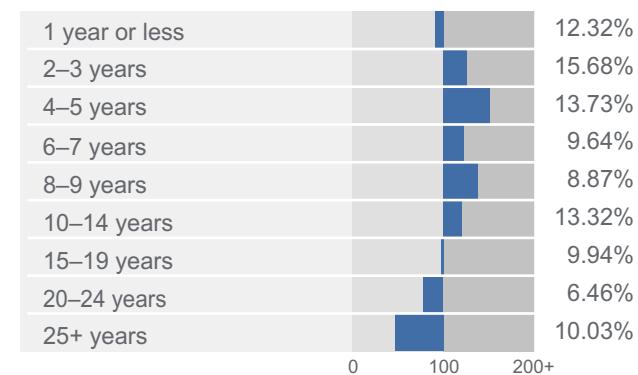
### Family structure



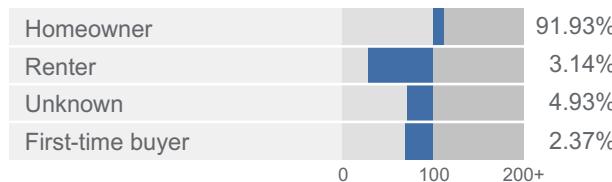
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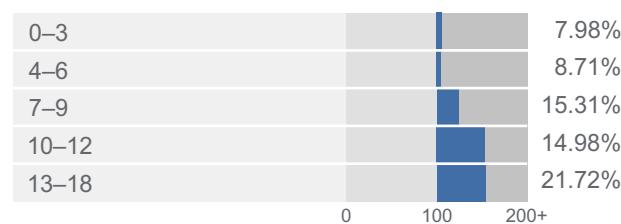
### Length of residency



### Home ownership



### Age of children



B

B07

B08

B09

B10

B

## Flourishing Families

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

4.86% | 6.6%



### Who We Are

#### Head of household age

36–45

184 | 33.4%



#### Type of property



Single family

106 | 94.1%

#### Est. Household income



\$125,000–\$149,999

205 | 20.5%

#### Household size



5+ persons

155 | 22.5%

### Channel Preference



135



93



30



154



174



171

### Key Features

- Affluent
- Charitable contributors
- Athletic activities
- Saving for college
- High credit card use
- Family-oriented activities

#### Home ownership



Homeowner

111 | 91.7%

#### Age of children



10–12

244 | 23.9%

### Technology Adoption



Journeymen



**B**
**B07**
**B08**
**B09**
**B10**

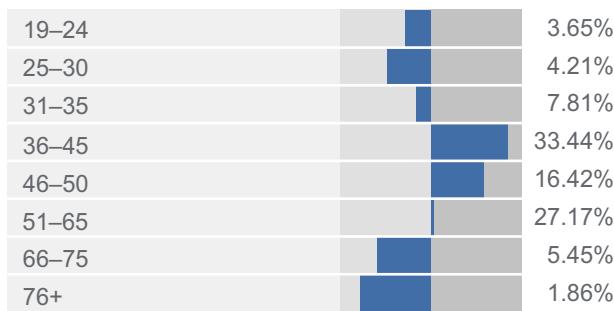
## Flourishing Families

**B**

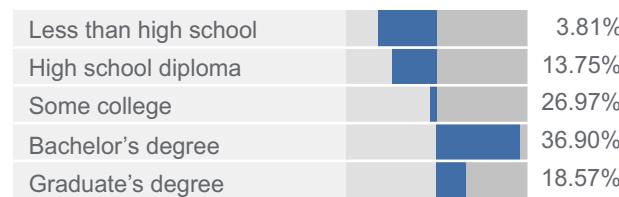
Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

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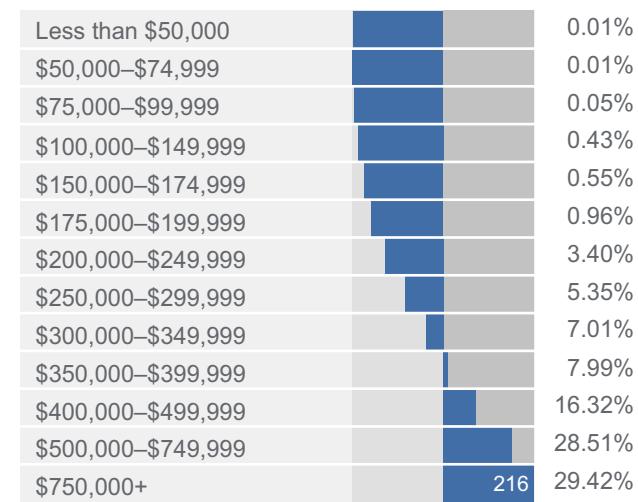

### Head of household age



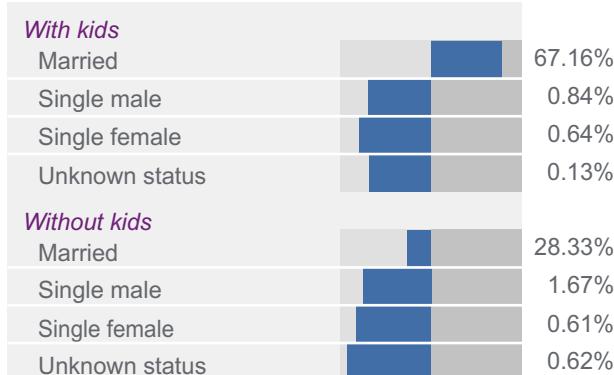
### Head of household education



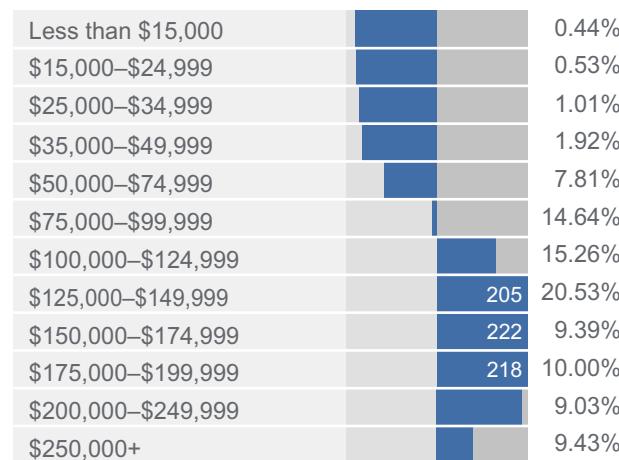
### Estimated current home value



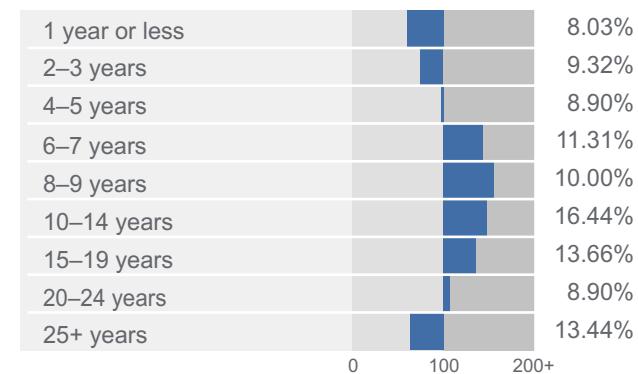
### Family structure



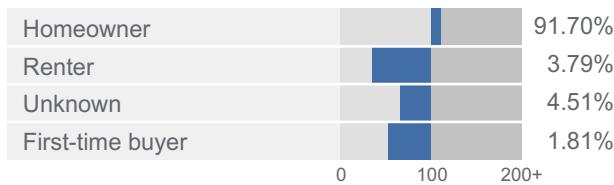
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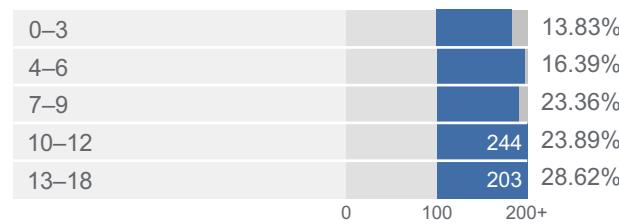
### Length of residency



### Home ownership



### Age of children



## Booming with Confidence

Prosperous, established couples in their peak earning years living in suburban homes

 8.09% |  11.07%


### Key Features

- Highly educated
- Affluent
- Upscale housing
- Savvy investors
- Tech apprentices
- Environmental philanthropists

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
51–65	Single family
196   53.3%	108   96.0%
<b>Est. Household income</b> 	<b>Household size</b> 
\$125,000–\$149,999	5+ persons
160   16.0%	157   22.8%
<b>Home ownership</b> 	<b>Age of children</b> 
Homeowner	13–18
114   93.5%	49   6.9%

### Channel Preference



### Technology Adoption



Apprentices

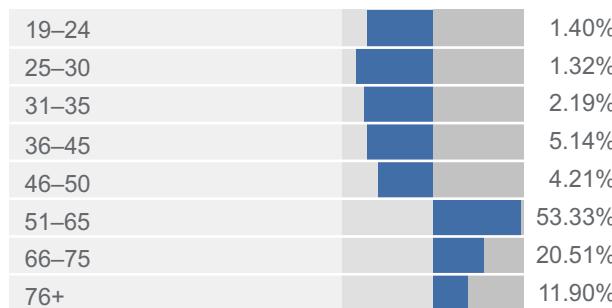


## Booming with Confidence

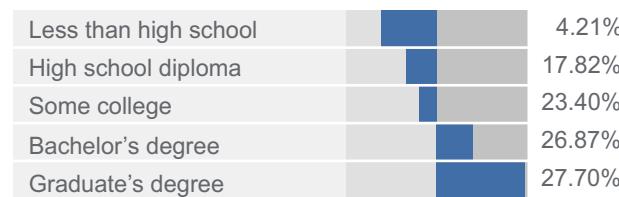
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 8.09% |  11.07%

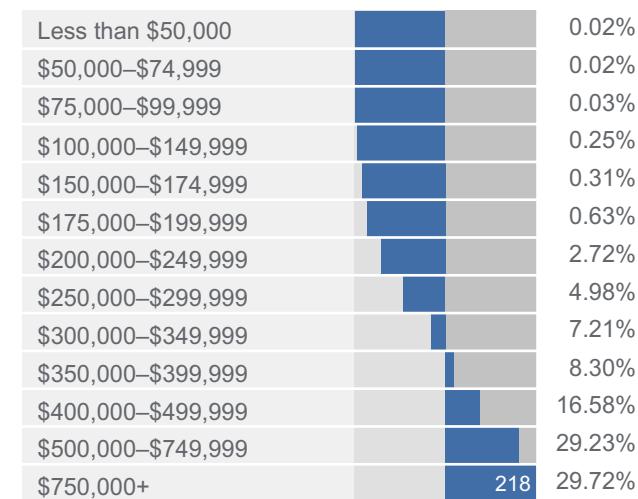
### Head of household age



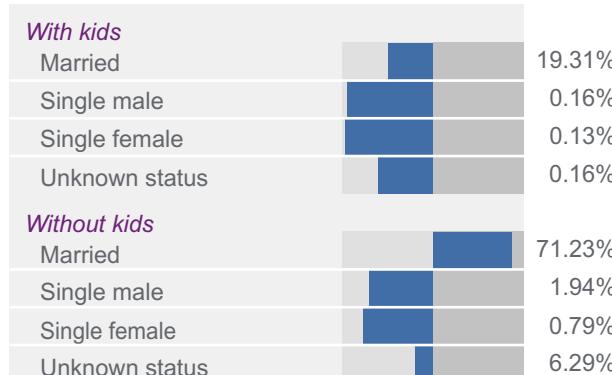
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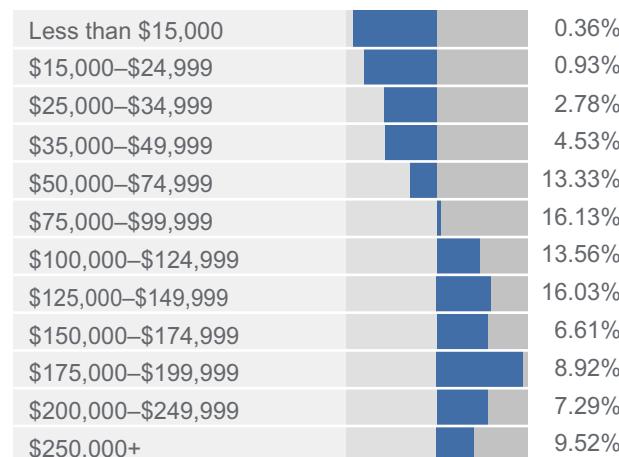
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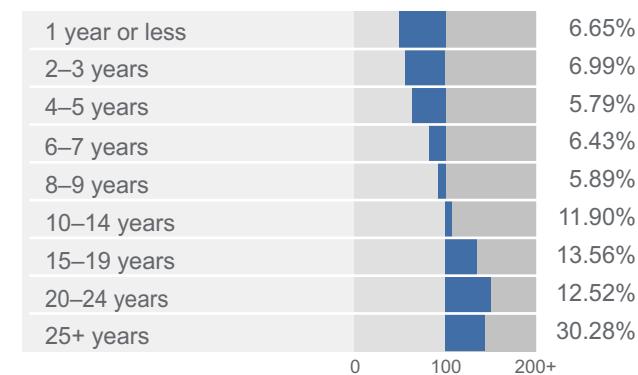
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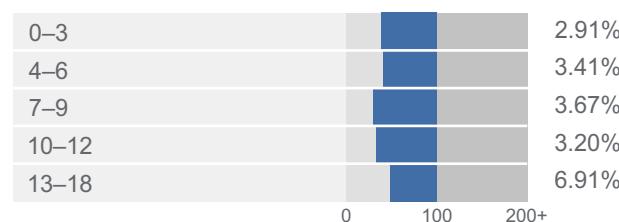
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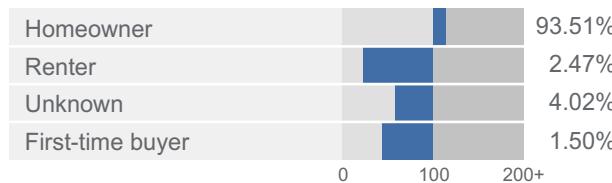
### Length of residency



### Age of children



### Home ownership



## D Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

House 6.02% | 7.75% Person



### Who We Are

Head of household age	Type of property
36–45	Single family
224   40.7%	110   97.5%
Est. Household income	Household size
\$75,000–\$99,999	2 persons
141   21.8%	109   28.6%
Home ownership	Age of children
Homeowner	10–12
113   93.0%	240   23.6%

### Key Features

- Comfortable lifestyle
- Suburban living
- Politically diverse
- Family-centric activities
- Parents
- Financial investments



### Channel Preference

		
142	119	72
		
111	90	151

### Technology Adoption



Journeymen

D D15 D16 D17 D18

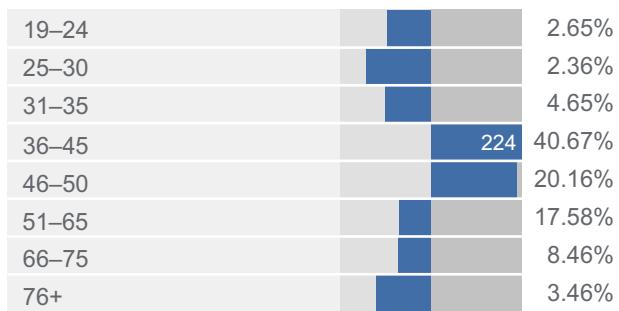
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## Suburban Style

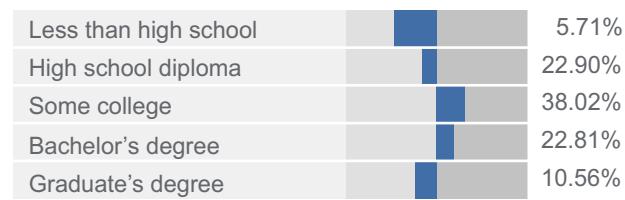
Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

 6.02% |  7.75%

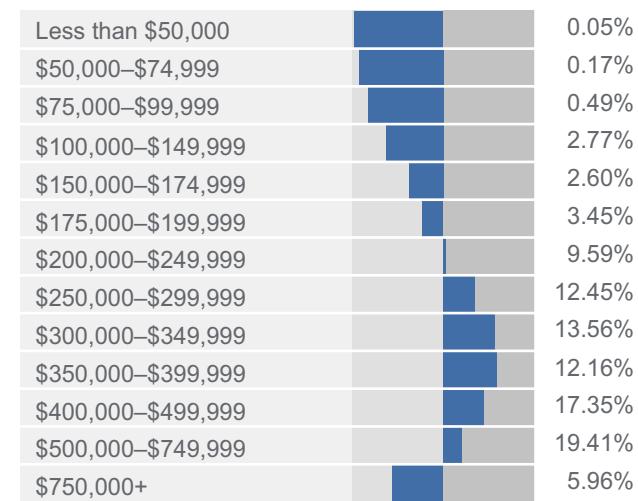
### Head of household age



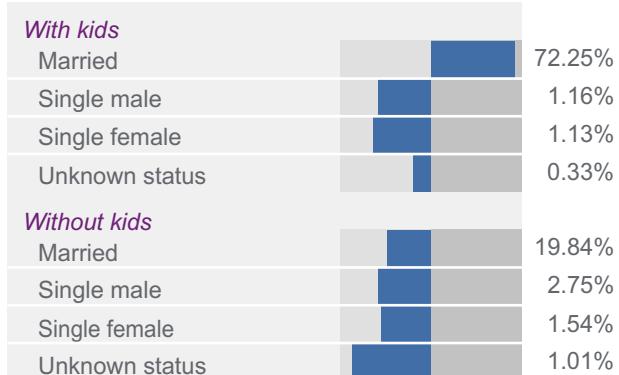
### Head of household education



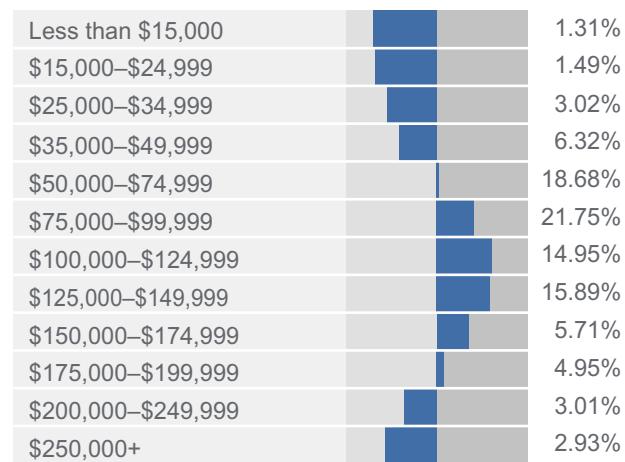
### Estimated current home value



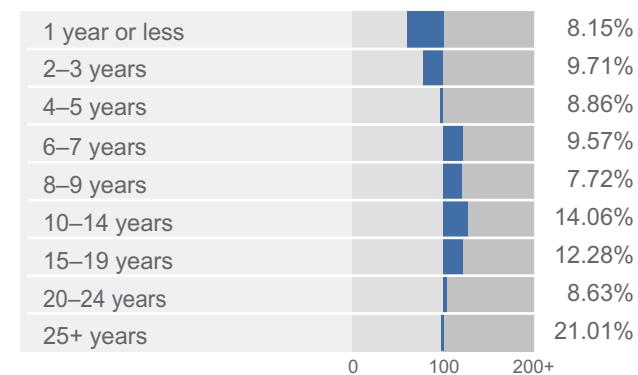
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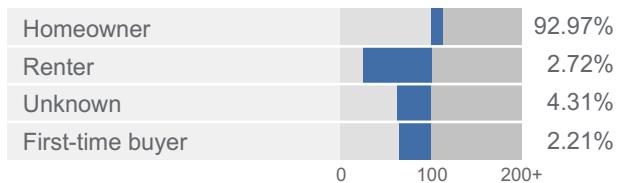
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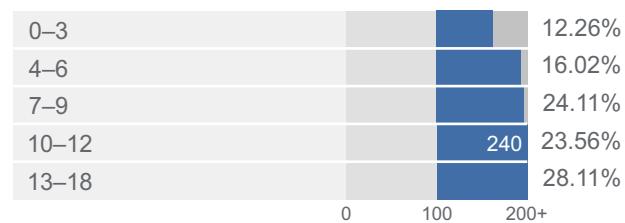
### Length of residency



### Home ownership



### Age of children



## Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

 5.22% | 6.9%


### Who We Are

#### Head of household age

51–65

237 | 64.5%

#### Type of property

Single family

98 | 87.4%

#### Est. Household income

\$75,000–\$99,999

147 | 22.7%

#### Household size

5+ persons

154 | 22.4%

### Channel Preference



33



86



6



30



74



136

### Key Features

- Middle class
- Suburban
- Politically independent
- Nature enthusiasts
- Married couples
- 60s/70s music lovers

#### Home ownership

Homeowner

112 | 92.2%

#### Age of children

13–18

22 | 3.0%

### Technology Adoption



Apprentices

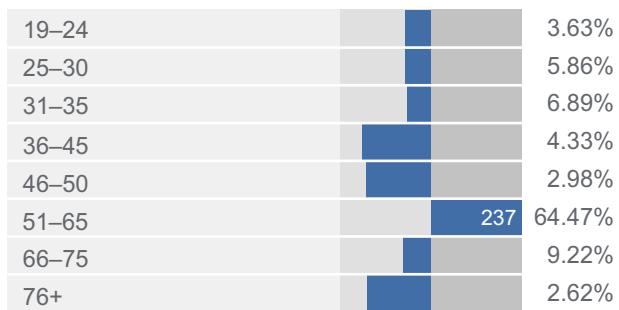


## Thriving Boomers

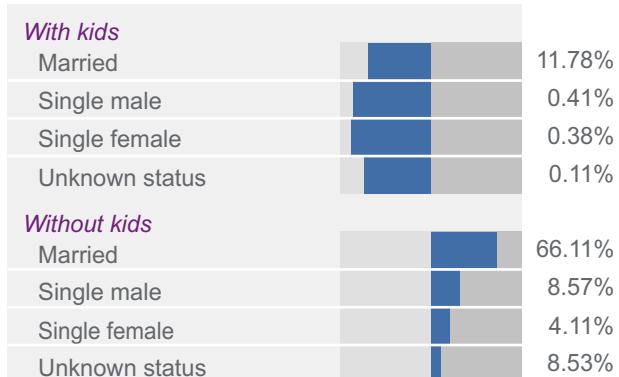
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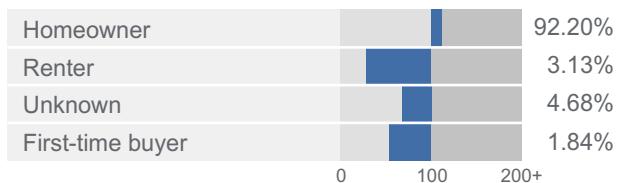
### Head of household age



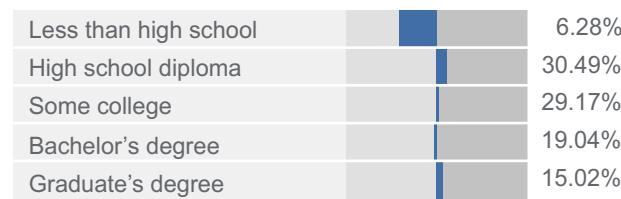
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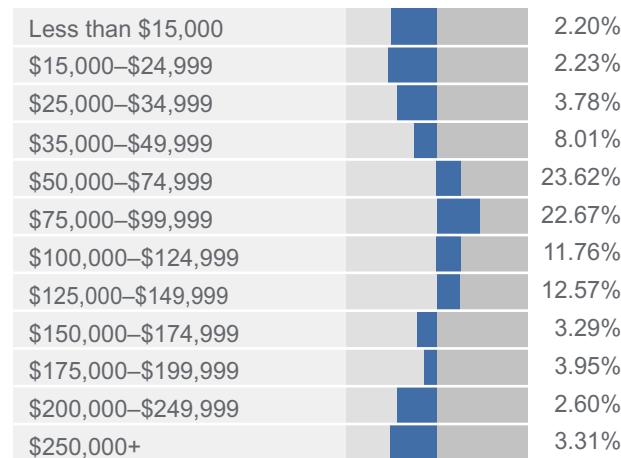
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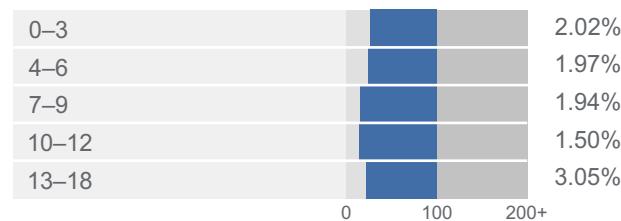
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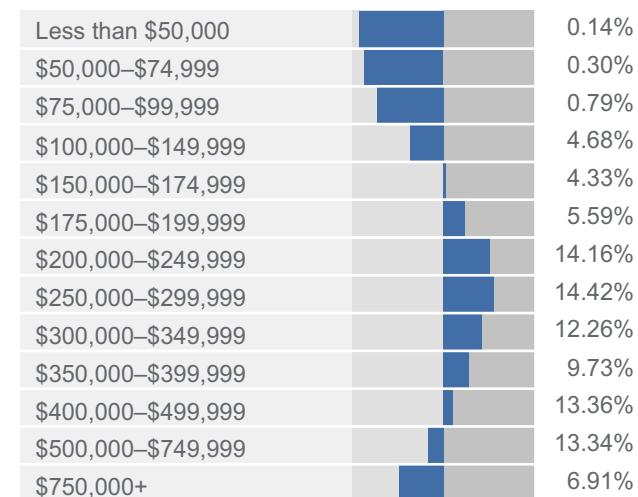
### Estimated household income



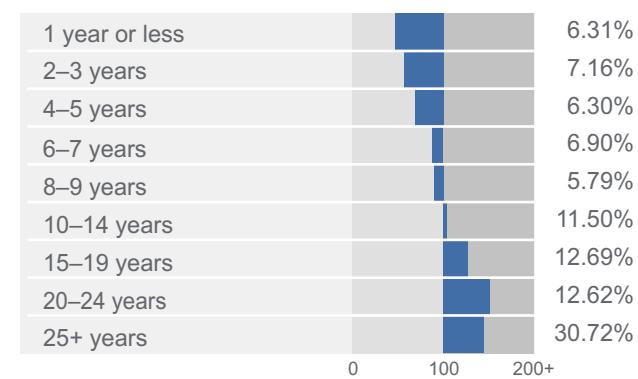
### Age of children



### Estimated current home value



### Length of residency



F

F22

F23

F

## Promising Families

Young couples with children in starter homes, living child-centered lifestyles

House 4.16% | 3.58% Person



### Who We Are

#### Head of household age

31–35

529 | 49.0%



#### Type of property



Single family

110 | 97.3%

#### Est. Household income



\$100,000–\$124,999

191 | 17.7%

#### Household size



2 persons

148 | 38.8%

### Channel Preference



178



105



182



310



57



58

### Technology Adoption



Journeymen

### Key Features

- Married with kids
- No-worry spenders
- Gamers
- Credit-aware
- Comfortable lifestyles
- Just moved in



**F**
**F22**
**F23**
**F**

## Promising Families

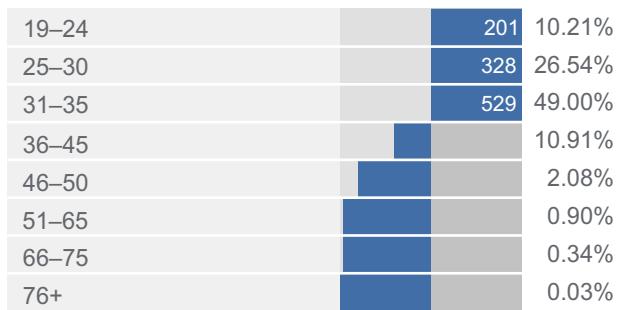
Young couples with children in starter homes, living child-centered lifestyles



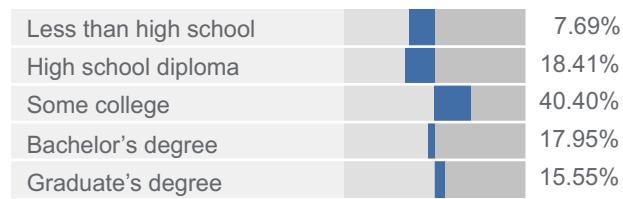
4.16% | 3.58%



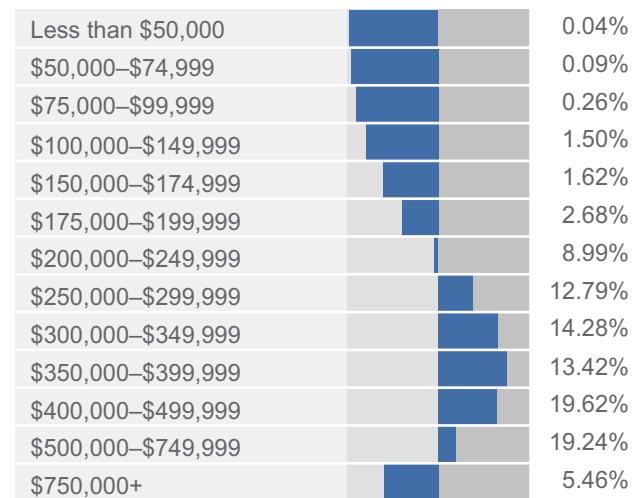
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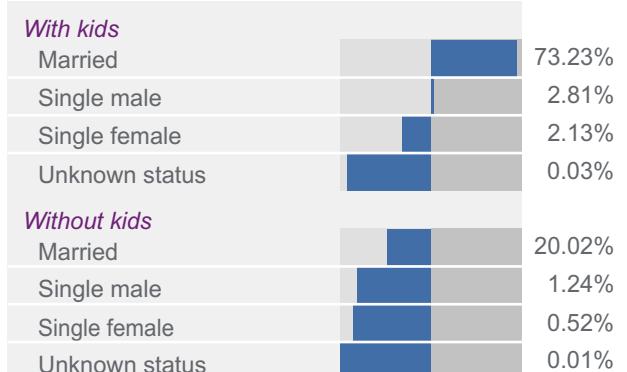
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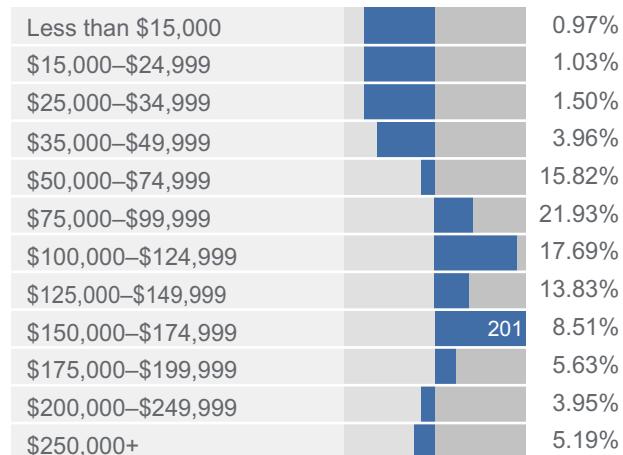
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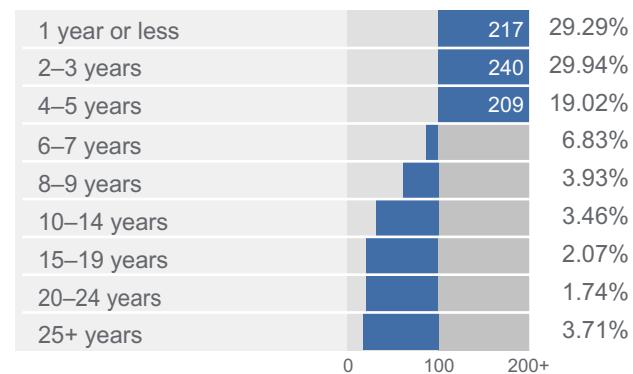
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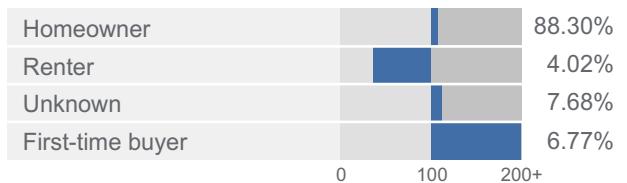
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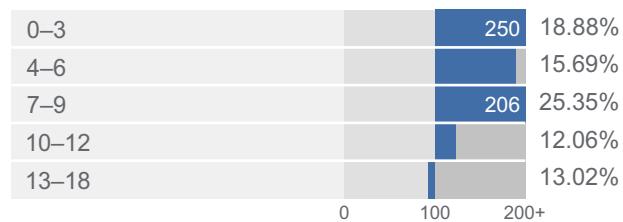
### Length of residency



### Home ownership



### Age of children



**G**
**G24**
**G25**
**G**

## Young City Solos

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

 3.11% |  1.71%


### Who We Are

#### Head of household age

31–35

301 | 27.9%

#### Type of property

Multi-family: 5–9 units

377 | 10.3%

#### Est. Household income

\$75,000–\$99,999

130 | 20.1%

#### Household size

1 person

241 | 79.1%

### Channel Preference



163



69



68



278



160



32

### Technology Adoption



Journeymen

### Key Features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Career-driven
- Liberal

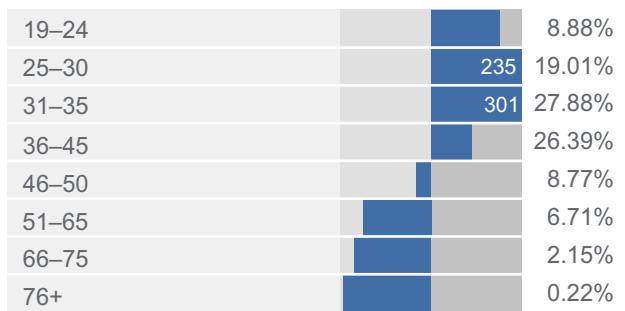


## Young City Solos

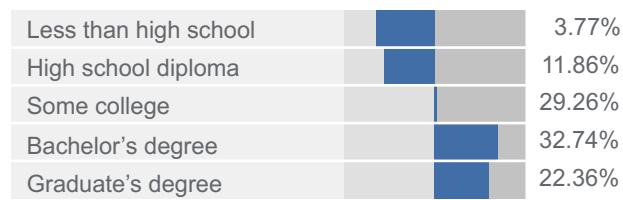
Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

 3.11% |  1.71%

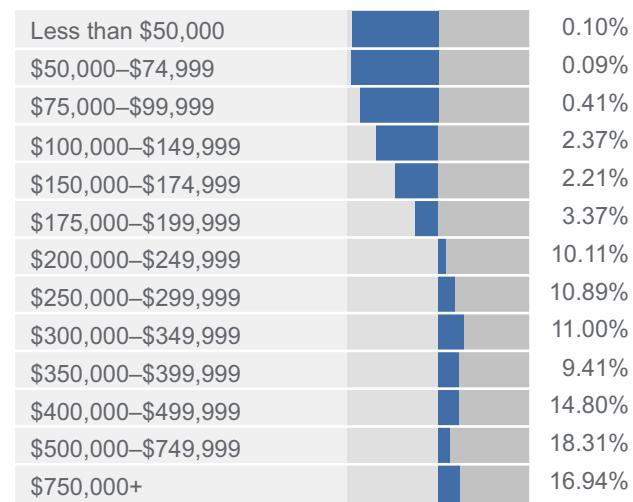
### Head of household age



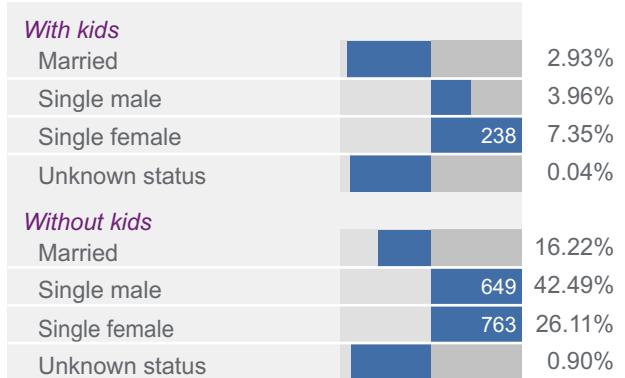
### Head of household education



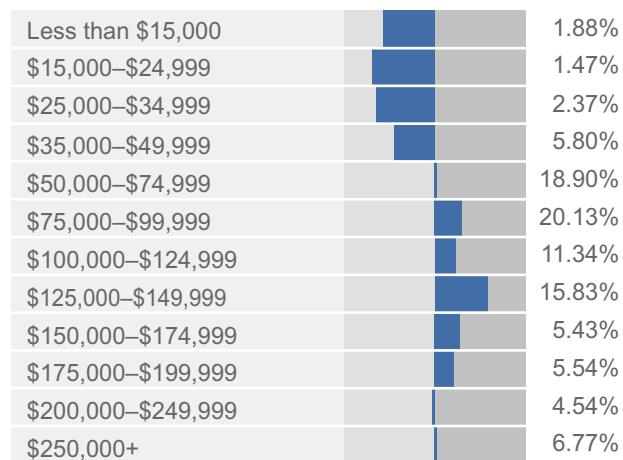
### Estimated current home value



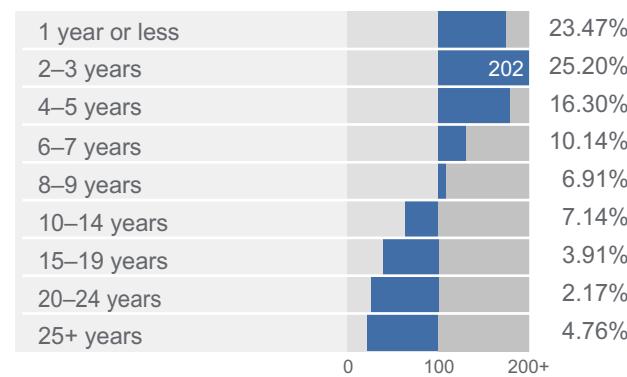
### Family structure



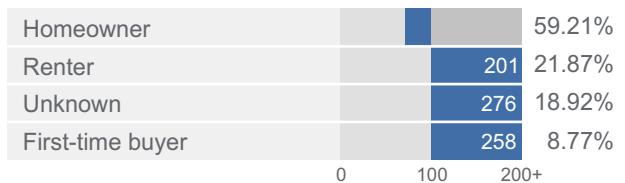
### Estimated household income



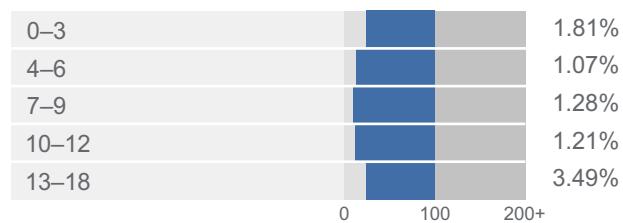
### Length of residency



### Home ownership



### Age of children



H

H26

H27

H28

H29

H

## Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

 4.69% |  4.3%



### Who We Are

#### Head of household age

36–45

154 | 28.0%

#### Type of property

Single family

105 | 93.0%

#### Est. Household income

\$75,000–\$99,999

153 | 23.6%

#### Household size

1 person

121 | 39.9%

### Channel Preference



109



115



31



95



46



73

### Technology Adoption



Journeymen

### Key Features

- Sturdy blue-collar
- Multi-cultural
- Comfortable spending
- Financially informed
- Suburb living
- Married

#### Home ownership

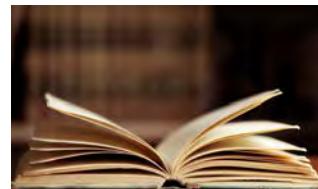
Homeowner

104 | 85.7%

#### Age of children

13–18

63 | 8.9%



H H26 H27 H28 H29

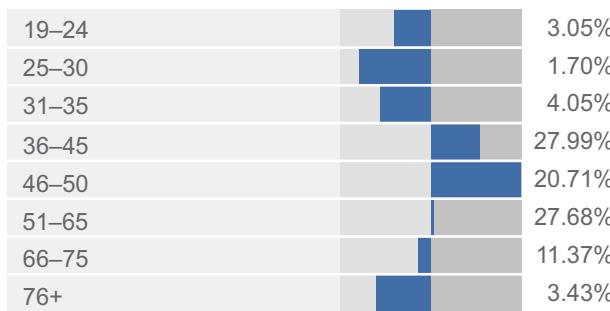
H

## Bourgeois Melting Pot

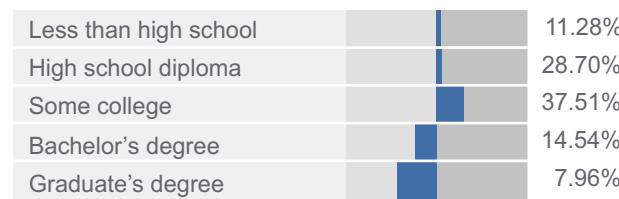
Middle-aged, established couples living in suburban homes

 4.69% |  4.3%

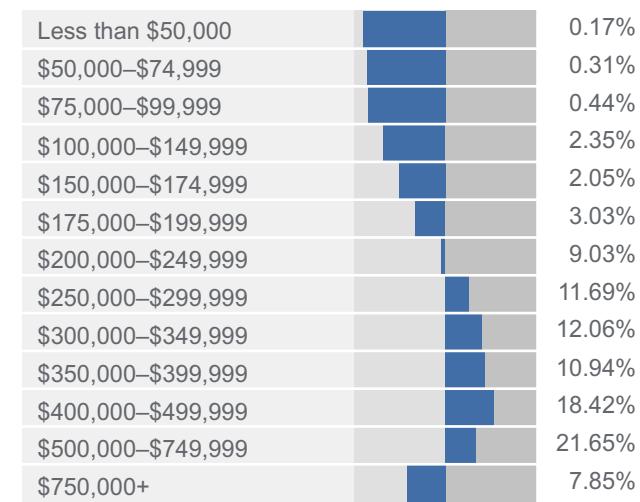
### Head of household age



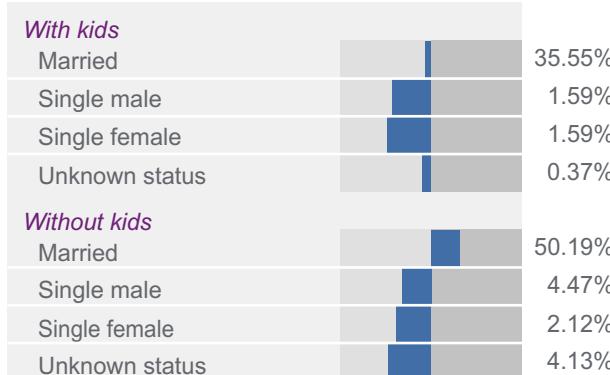
### Head of household education



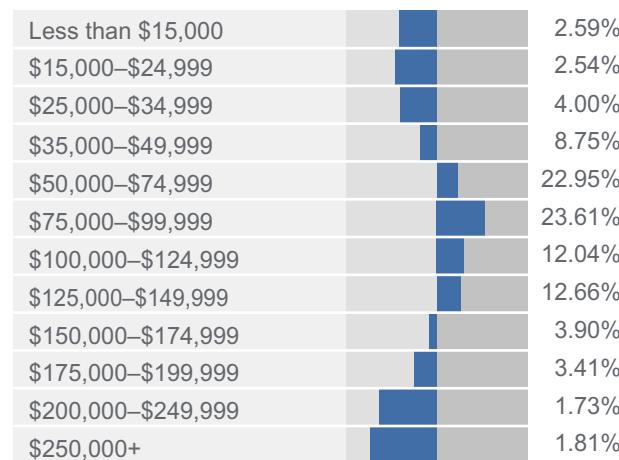
### Estimated current home value



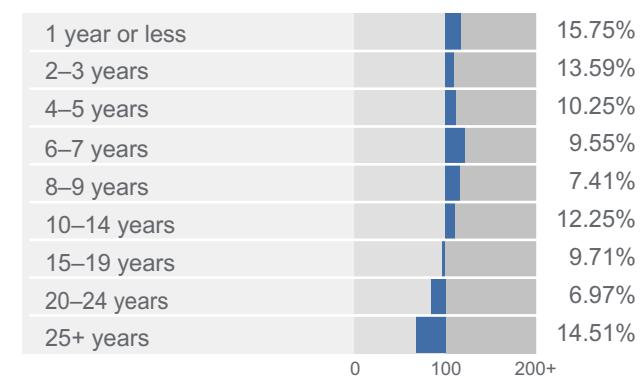
### Family structure



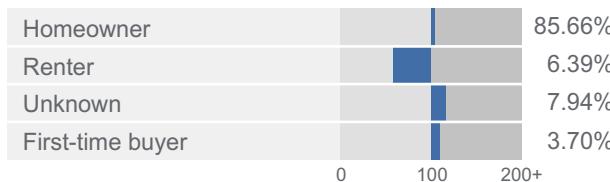
### Estimated household income



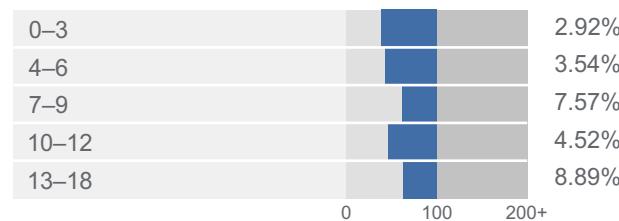
### Length of residency



### Home ownership



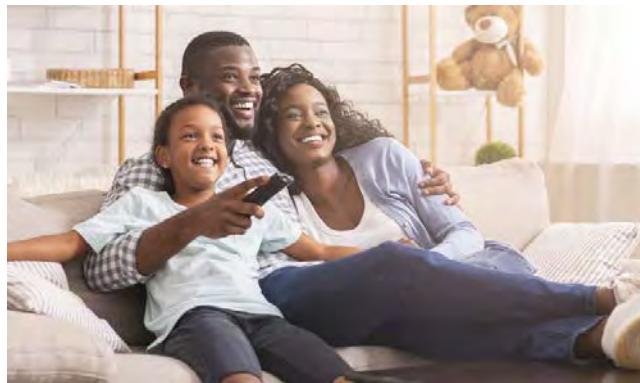
### Age of children



## Family Union

Middle income, middle-aged families living in homes supported by solid blue-collar occupations

 5.97% |  7.65%



### Who We Are

#### Head of household age

36–45

170 | 30.8%

#### Type of property

Single family

104 | 92.5%

#### Est. Household income

\$50,000–\$74,999

144 | 26.9%

#### Household size

5+ persons

145 | 21.1%

### Channel Preference



84



64



128



74



19



127

### Technology Adoption



Wizards

### Key Features

- Bilingual
- Married with kids
- Nearly half have large households
- Financially cautious
- Team sports
- Blue-collar jobs

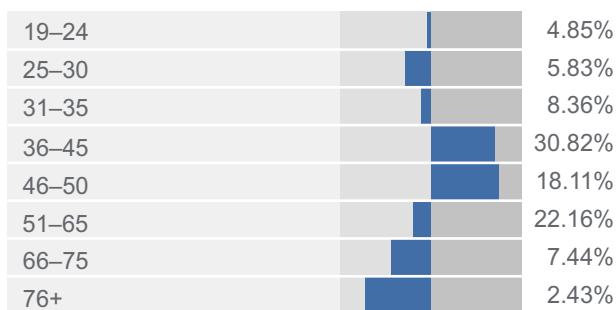


## Family Union

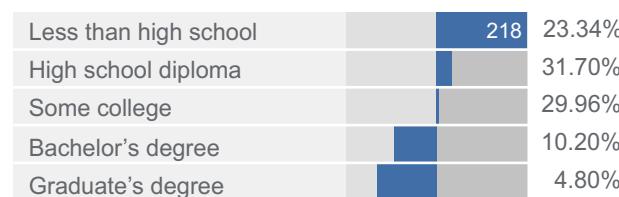
Middle income, middle-aged families living in homes supported by solid blue-collar occupations

 5.97% |  7.65%

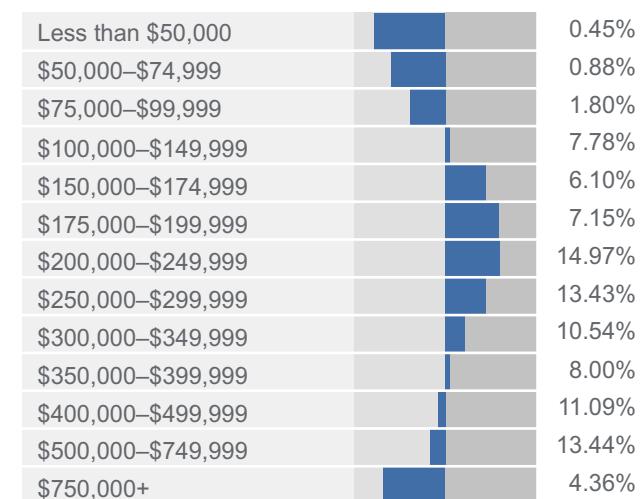
### Head of household age



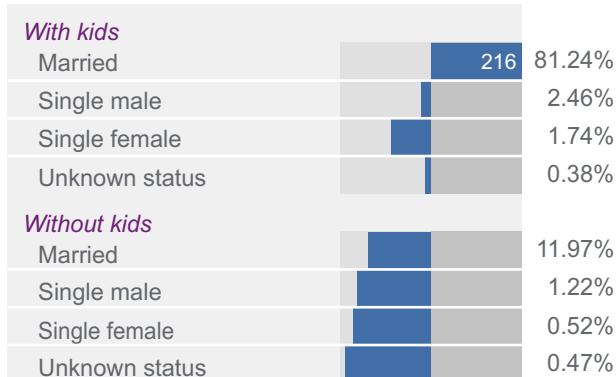
### Head of household education



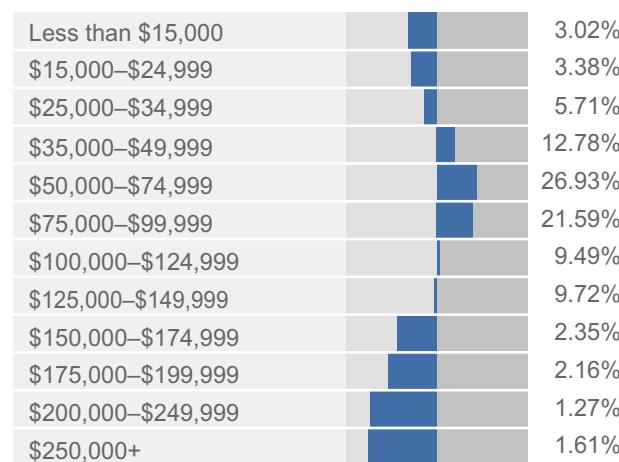
### Estimated current home value



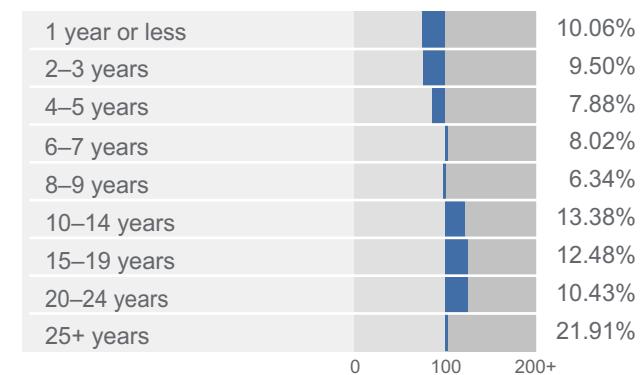
### Family structure



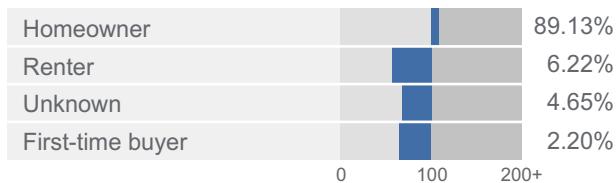
### Estimated household income



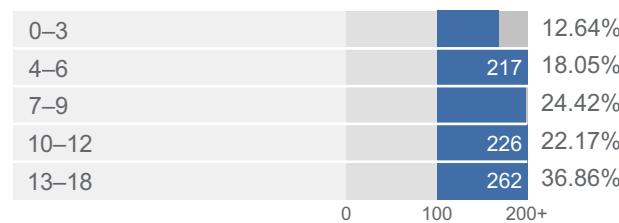
### Length of residency



### Home ownership



### Age of children



J

J34

J35

J36

J

## Autumn Years

Established and mature couples living gratified lifestyles in older homes

House 7.09% | 8.28% Person



### Key Features

- Rural living
- Community roots
- Financial savings
- AARP members
- Financially secure
- Outdoor hobbies

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
66–75	Single family
305   40.2%	111   98.6%
<b>Est. Household income</b> 	<b>Household size</b> 
\$50,000–\$74,999	2 persons
144   26.9%	119   31.2%
<b>Home ownership</b> 	<b>Age of children</b> 
Homeowner	13–18
115   94.9%	19   2.7%

### Channel Preference



### Technology Adoption



Novices

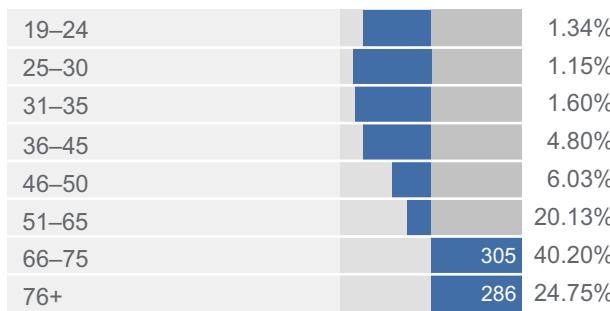


## **J** Autumn Years

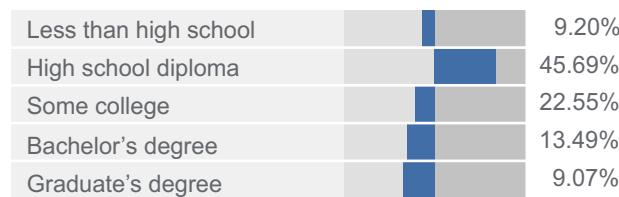
Established and mature couples living gratified lifestyles in older homes

 7.09% |  8.28%

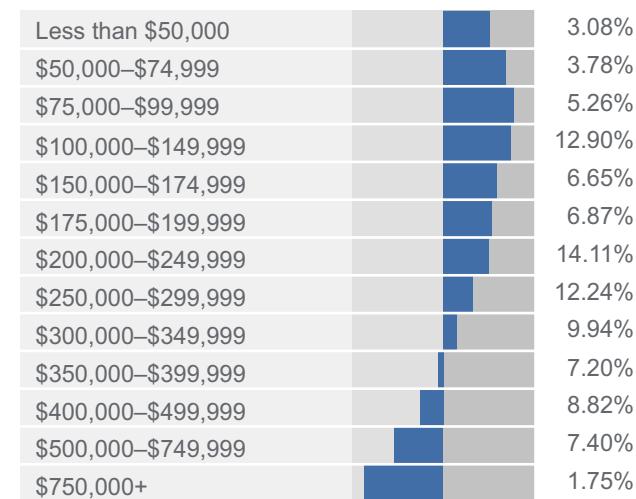
### Head of household age



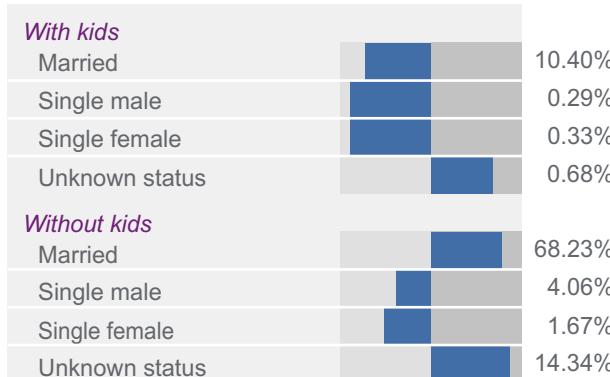
### Head of household education



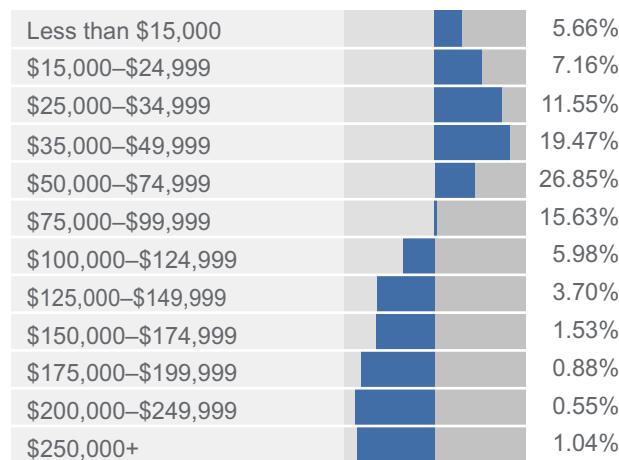
### Estimated current home value



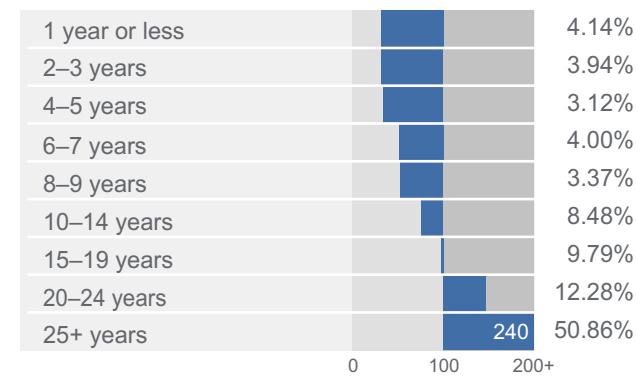
### Family structure



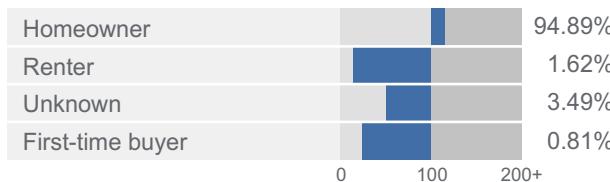
### Estimated household income



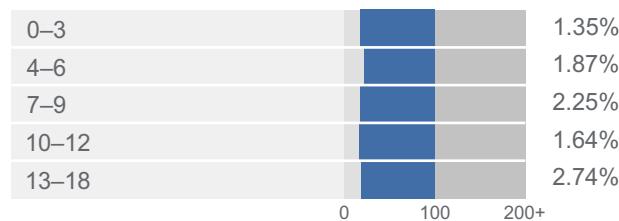
### Length of residency



### Home ownership



### Age of children



K

K37

K38

K39

K40

K

## Significant Singles

Diversely aged singles earning mid-scale incomes supporting active city styles of living

House 5.17% | 3.39% Person



### Key Features

- Renters
- Multi-family properties
- Quality matters
- Small households
- Financially risk averse
- Cultural interests

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
36–45	Multi-family: 2 units
126   22.8%	844   21.8%
<b>Est. Household income</b> 	<b>Household size</b> 
\$50,000–\$74,999	1 person
103   19.1%	224   73.6%
<b>Home ownership</b> 	<b>Age of children</b> 
Renter	7–9
468   51.0%	71   8.8%

### Channel Preference



### Technology Adoption



Journeymen

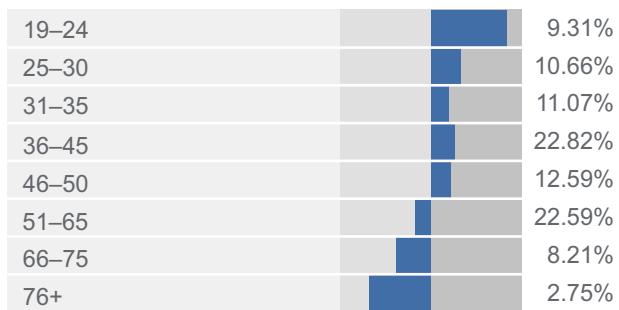


## Significant Singles

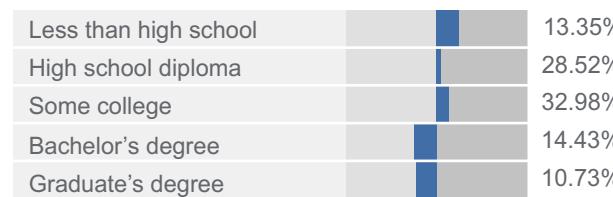
Diversely aged singles earning mid-scale incomes supporting active city styles of living

 5.17% |  3.39%

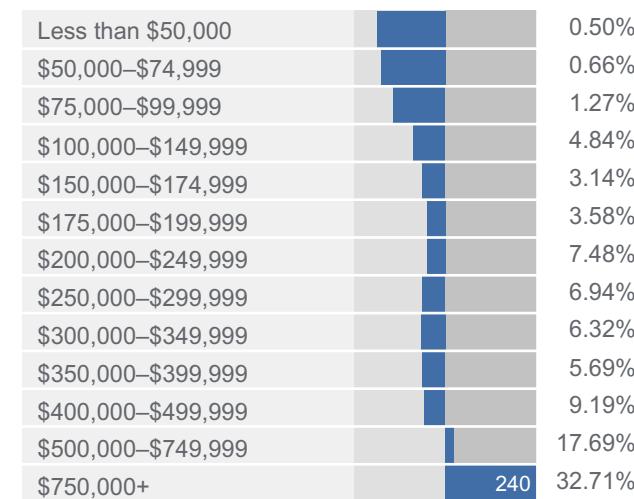
### Head of household age



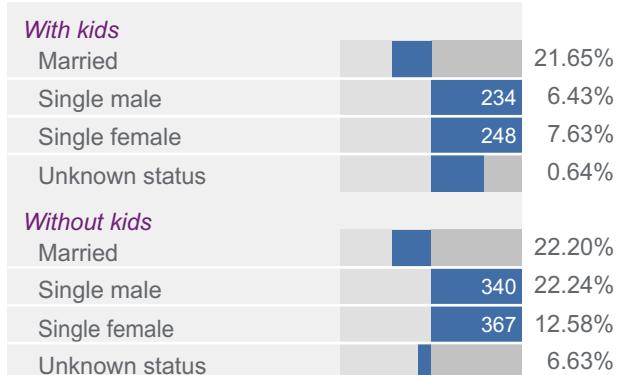
### Head of household education



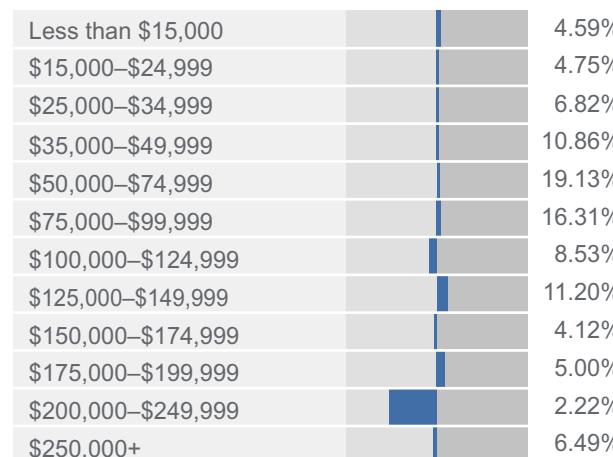
### Estimated current home value



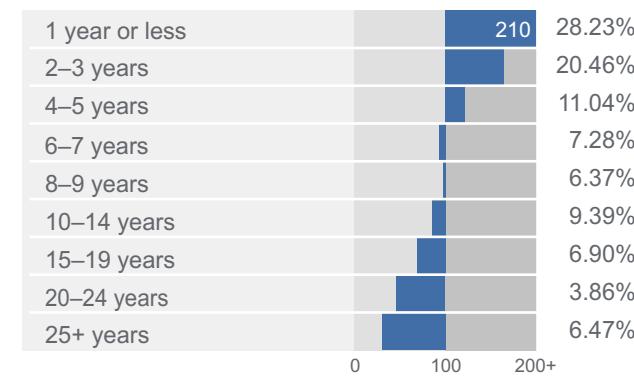
### Family structure



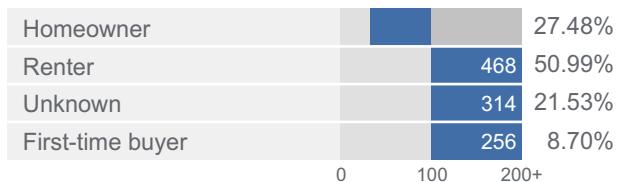
### Estimated household income



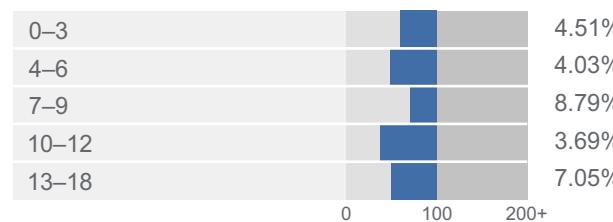
### Length of residency



### Home ownership



### Age of children



## Blue Sky Boomers

Middle-class baby boomer-aged households living in small towns

 4.24% |  3.99%


### Who We Are

#### Head of household age

51–65

291 | 79.2%

#### Type of property

Single family

106 | 94.1%

#### Est. Household income

\$50,000–\$74,999

155 | 28.9%

#### Household size

1 person

117 | 38.4%

### Channel Preference



35



104



28



18



33



60

### Technology Adoption



Novices

### Key Features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- Racing fanatics
- Near retirement

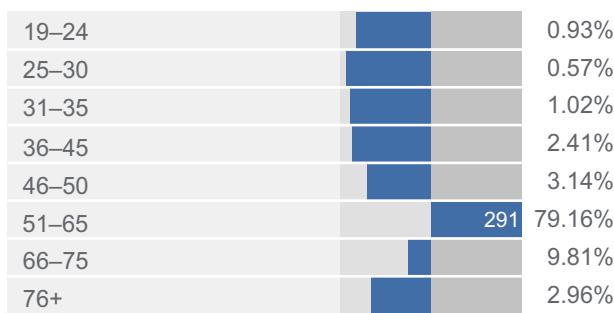


## Blue Sky Boomers

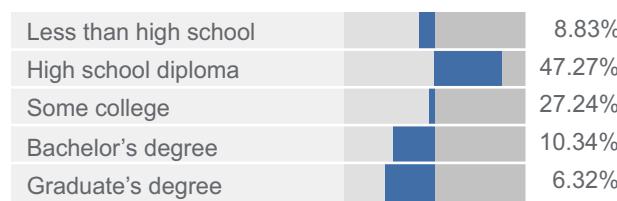
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 4.24% |  3.99%

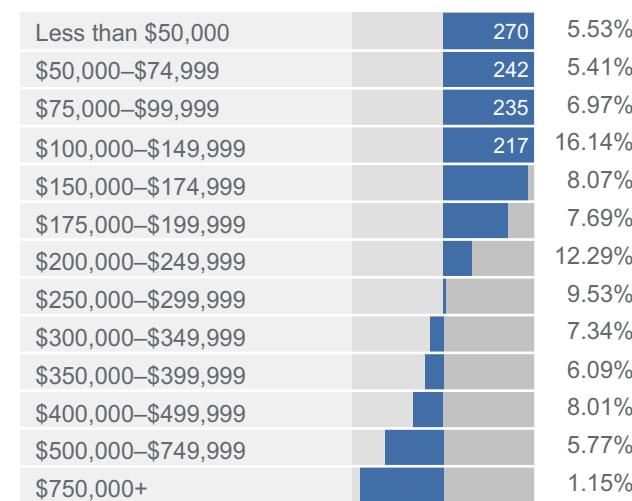
### Head of household age



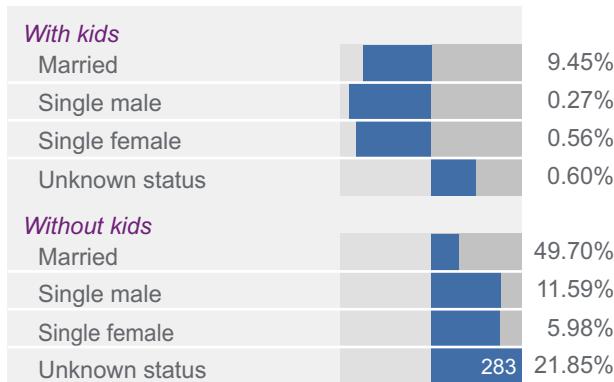
### Head of household education



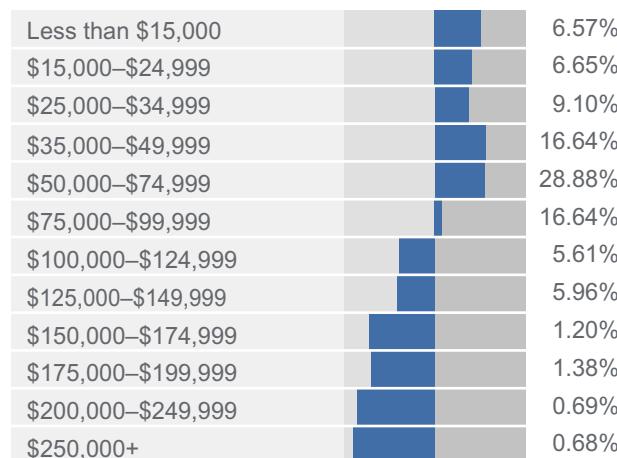
### Estimated current home value



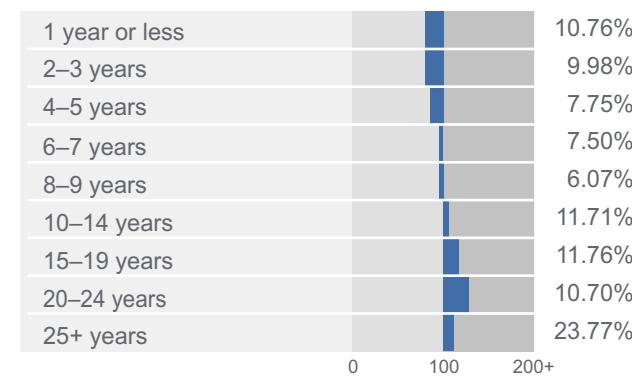
### Family structure



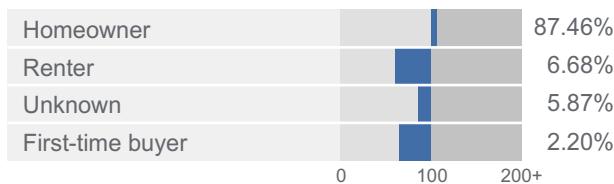
### Estimated household income



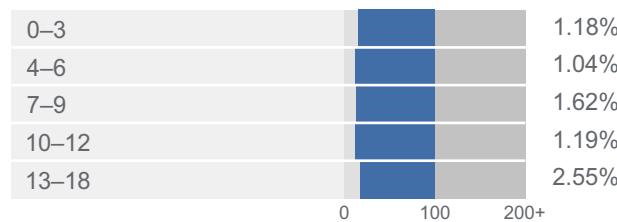
### Length of residency



### Home ownership



### Age of children



**M**
**M44**
**M45**
**M**

## Families in Motion

Working-class families with young children, earning moderate incomes in smaller residential communities

 2.29% | 2.6%



### Key Features

- Young children
- Hectic households
- Rural lifestyle
- Non-environmental
- Conservative investors
- Outdoor leisure

### Who We Are

#### Head of household age

31–35

227 | 21.1%

#### Type of property

Single family

109 | 96.4%

#### Est. Household income

\$50,000–\$74,999

150 | 27.9%

#### Household size

2 persons

104 | 27.2%

#### Home ownership

Renter

142 | 15.5%

#### Age of children

0–3

444 | 33.5%

### Channel Preference



49



55



253



45



9



124

### Technology Adoption



Wizards



## Families in Motion

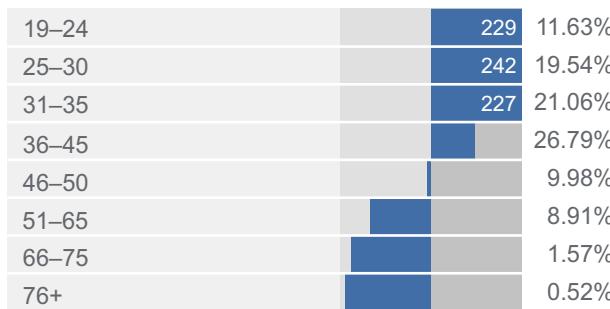
Working-class families with young children, earning moderate incomes in smaller residential communities



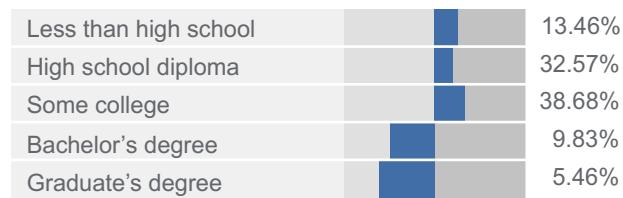
2.29% | 2.6%



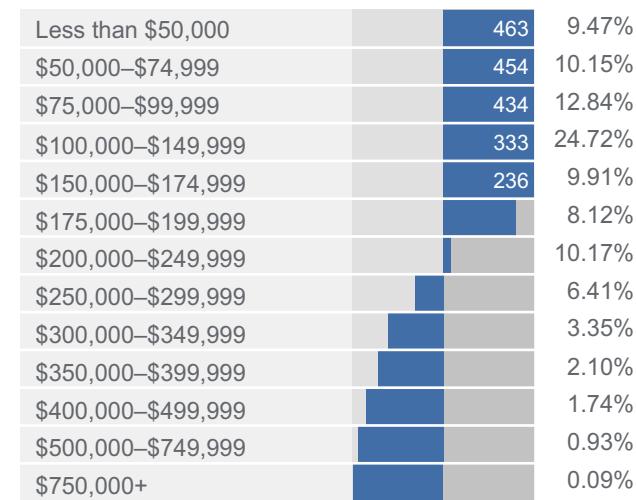
### Head of household age



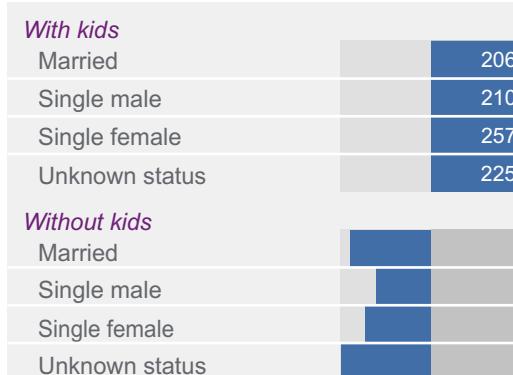
### Head of household education



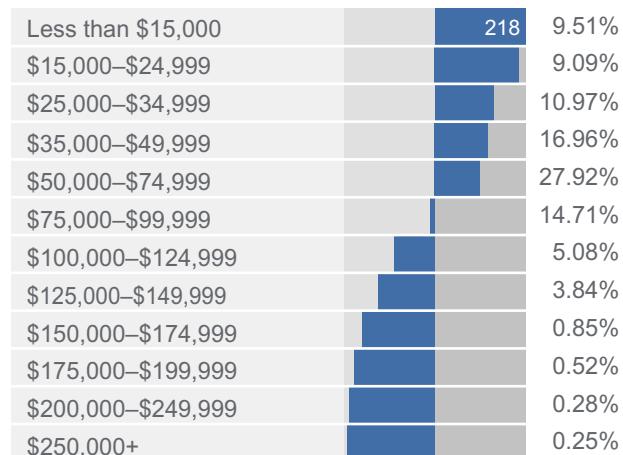
### Estimated current home value



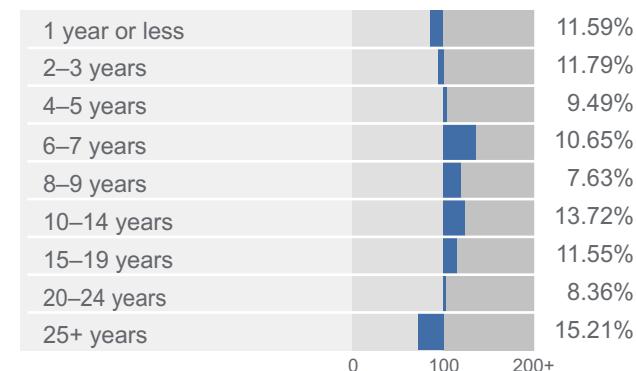
### Family structure



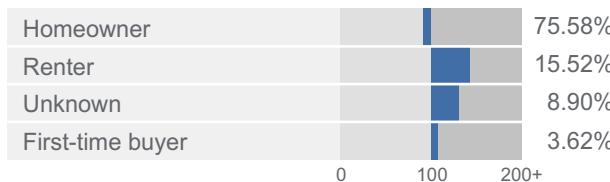
### Estimated household income



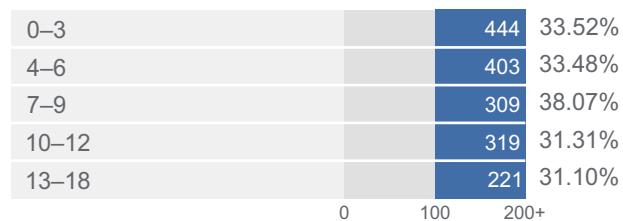
### Length of residency



### Home ownership



### Age of children



N

N46

N47

N48

N49

N

## Pastoral Pride

Eclectic mix of lower middle-class consumers who have settled in country and small town areas

 4.32% |  3.71%


### Key Features

- Rural living
- Working class sensibility
- Limited investments
- Tech wizards
- Satellite TV
- Blue-collar jobs

### Who We Are

#### Head of household age

46–50

184 | 19.1%

#### Type of property

Single family

109 | 96.4%

#### Est. Household income

\$50,000–\$74,999

137 | 25.5%

#### Household size

1 person

130 | 42.7%

### Channel Preference



126



52



123



33



10



75

### Technology Adoption



Wizards



N N46 N47 N48 N49

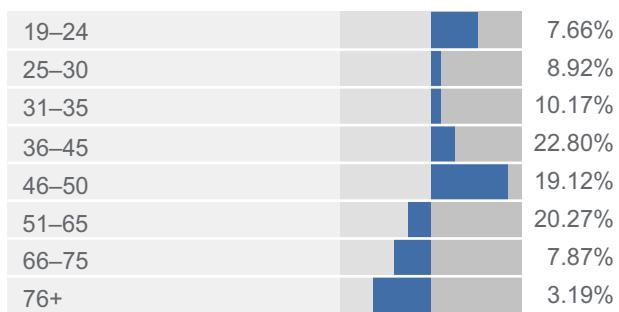
N

## Pastoral Pride

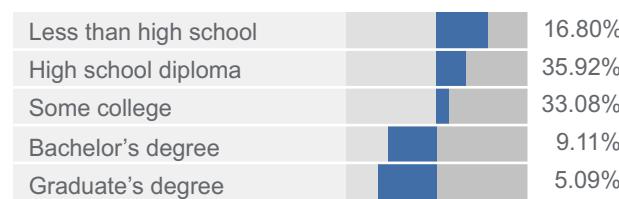
Eclectic mix of lower middle-class consumers who have settled in country and small town areas

House 4.32% | 3.71% Person

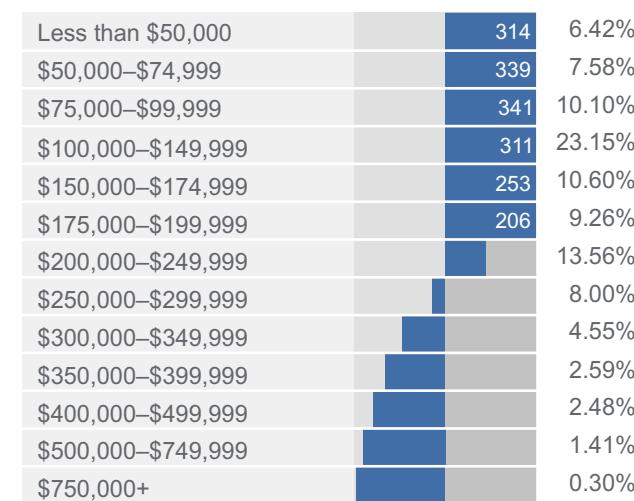
### Head of household age



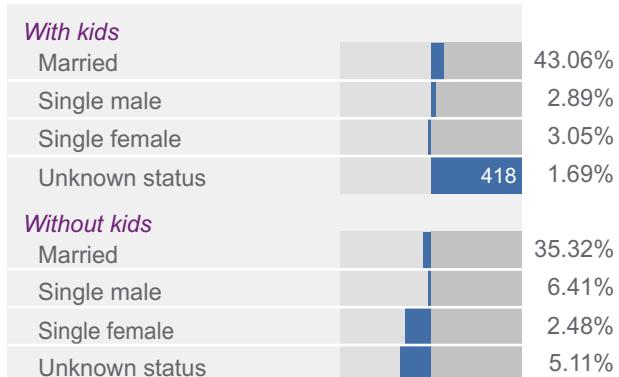
### Head of household education



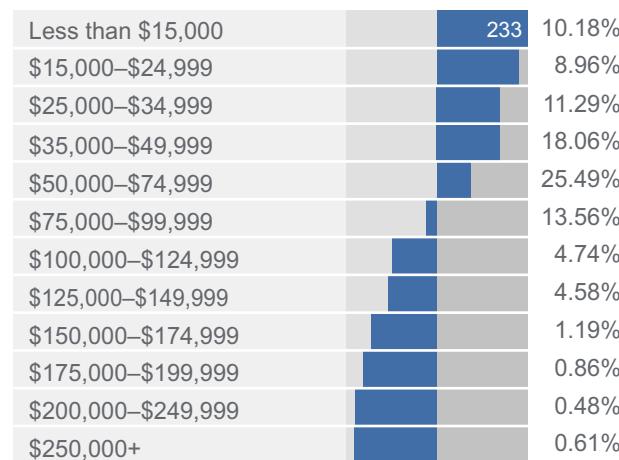
### Estimated current home value



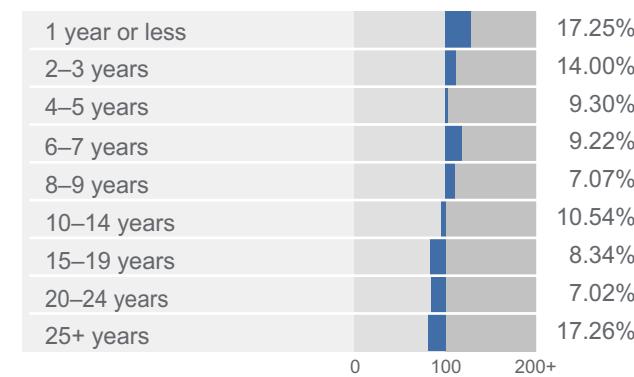
### Family structure



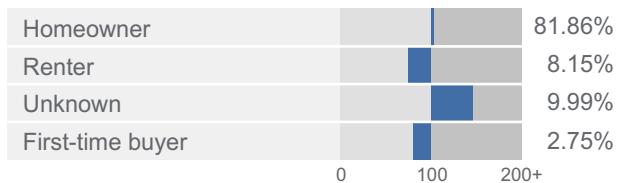
### Estimated household income



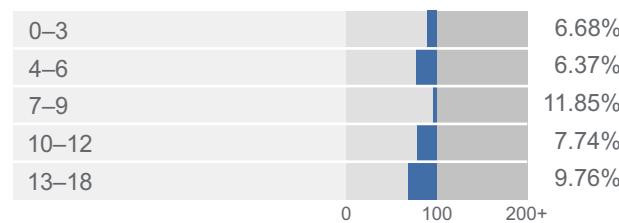
### Length of residency



### Home ownership



### Age of children



## O Singles and Starters

Young singles starting out and some starter families living a city lifestyle

House 11.03% | 6.39% Person



### Key Features

- Rental housing
- Single adults
- Politically disengaged
- Engage via radio
- Foodies
- Digitally savvy

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
25–30	Multi-family: 5–9 units
558   45.1%	258   7.0%
<b>Est. Household income</b> 	<b>Household size</b> 
\$50,000–\$74,999	1 person
128   23.8%	221   72.6%
<b>Home ownership</b> 	<b>Age of children</b> 
Renter	0–3
403   43.9%	140   10.6%

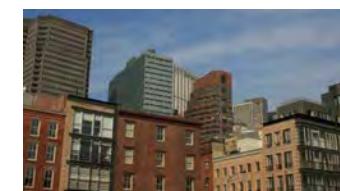
### Channel Preference



### Technology Adoption



Wizards



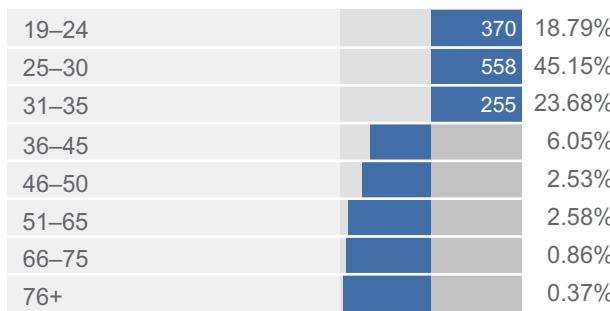
O O50 O51 O52 O53 O54 O55

## O Singles and Starters

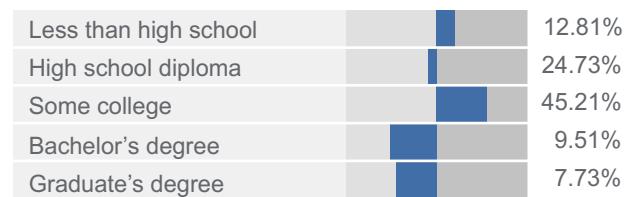
Young singles starting out and some starter families living a city lifestyle

House 11.03% | 6.39% Person

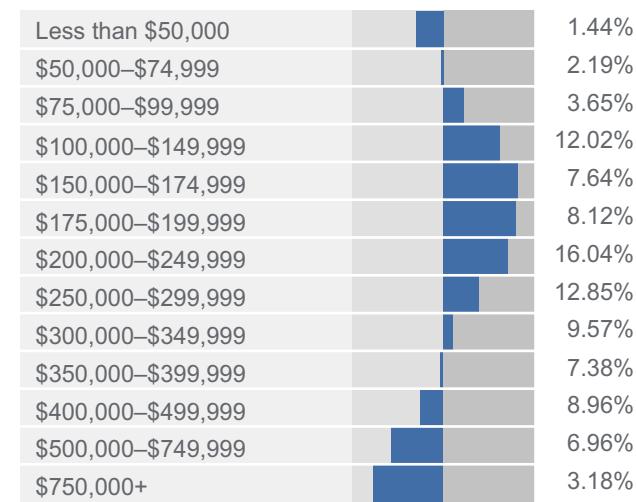
### Head of household age



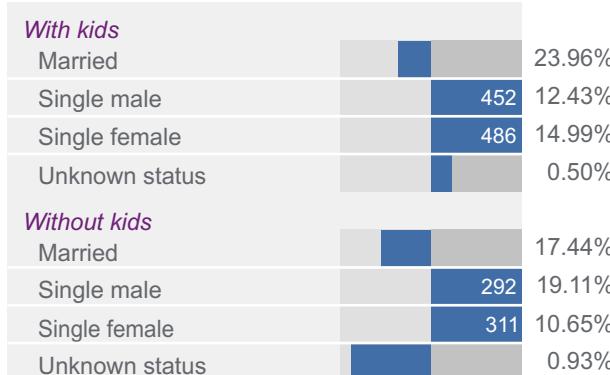
### Head of household education



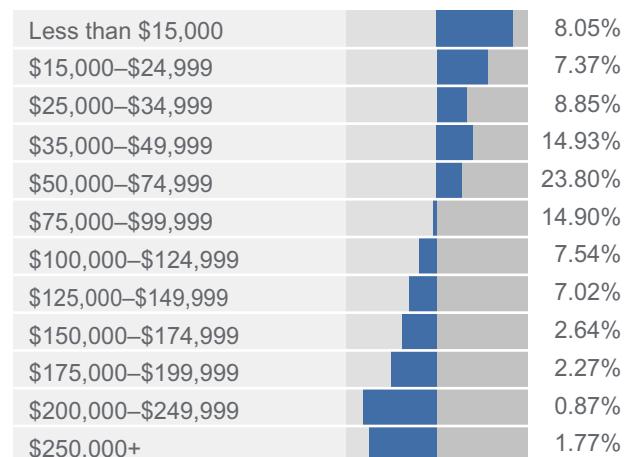
### Estimated current home value



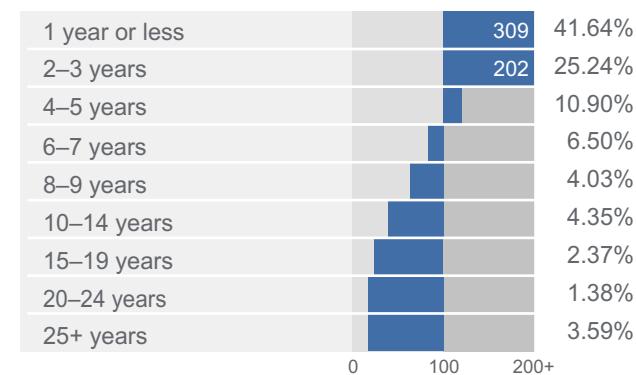
### Family structure



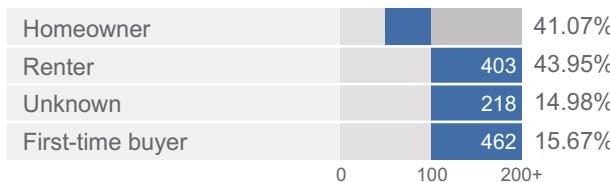
### Estimated household income



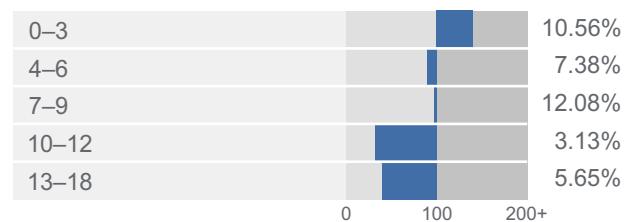
### Length of residency



### Home ownership



### Age of children



P

P56

P57

P58

P59

P60

P61

P

## Cultural Connections

Diverse, mid- and low-income families in urban apartments and residences

House 3.92% | 3.15% Person



### Key Features

- Older city apartments
- Financially curious
- Single parents
- Ambitious
- Modest educations
- Renters



### Who We Are

#### Head of household age

36–45

150 | 27.3%

#### Type of property



Multi-family: 2 units

330 | 8.5%

#### Est. Household income



\$35,000–\$49,999

188 | 20.0%

#### Household size



1 person

163 | 53.4%

#### Home ownership



Renter

315 | 34.4%

#### Age of children



13–18

257 | 36.1%

### Channel Preference



140



44



417



107



13



56

### Technology Adoption



Wizards

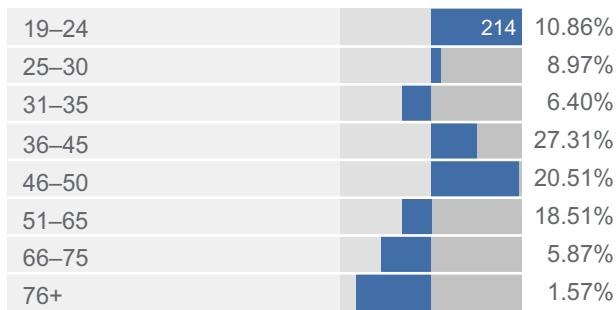
P P56 P57 P58 P59 P60 P61

## P Cultural Connections

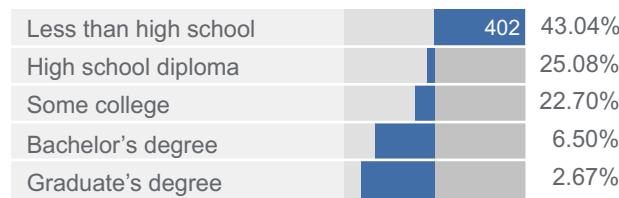
Diverse, mid- and low-income families in urban apartments and residences

 3.92% |  3.15%

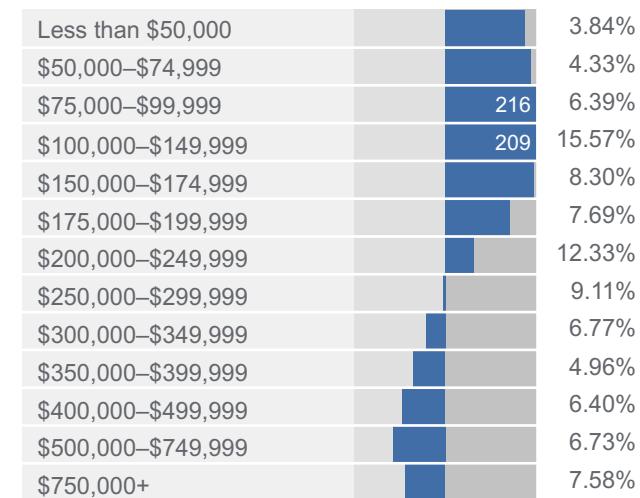
### Head of household age



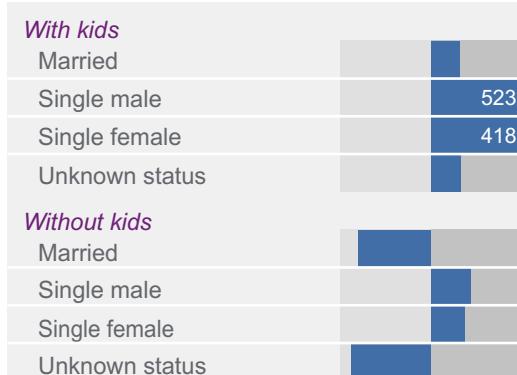
### Head of household education



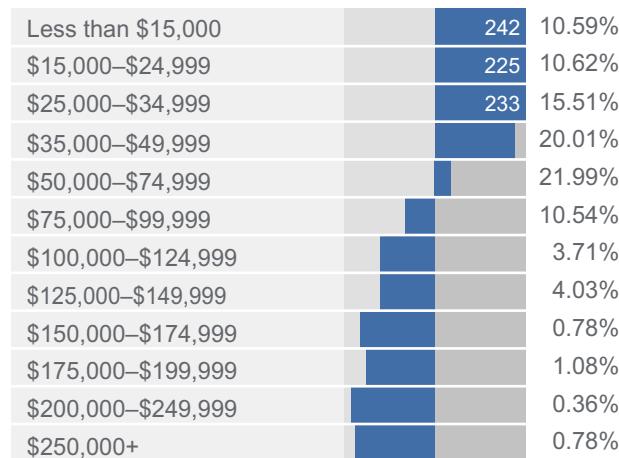
### Estimated current home value



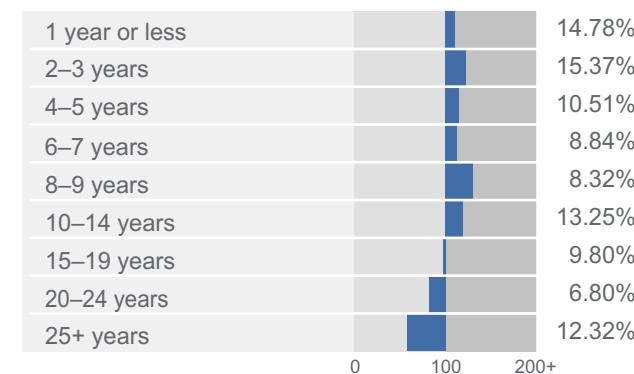
### Family structure



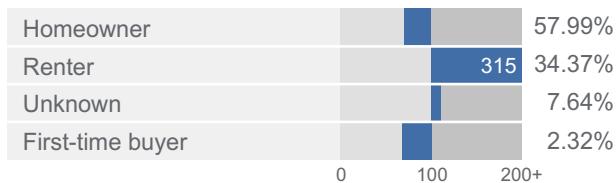
### Estimated household income



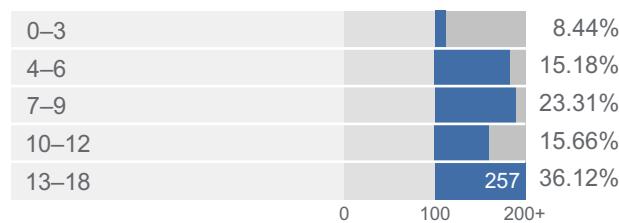
### Length of residency



### Home ownership



### Age of children



Q

Q62

Q63

Q64

Q65

Q

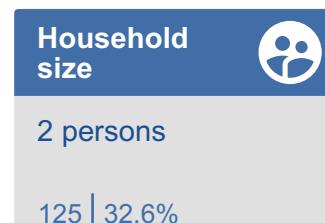
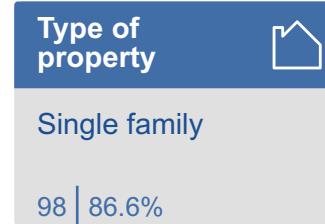
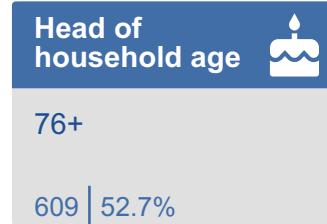
## Golden Year Guardians

Retirees living in old homes, settled residences and communities

7.76% | 6.83%



### Who We Are



### Channel Preference



33



185



4



5



48



16

### Technology Adoption



Novices

### Key Features

- Retired
- Health-conscious
- Tech novices
- Established credit
- Domestic holidays
- Cautious money managers



Q Q62 Q63 Q64 Q65

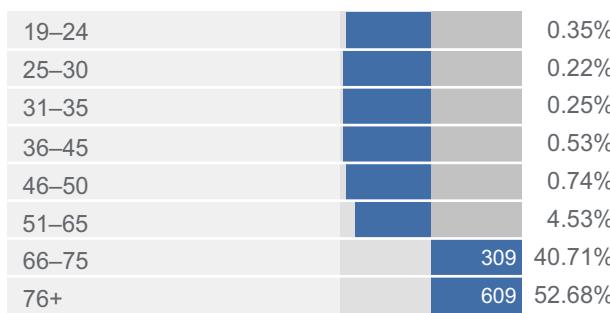
Q

## Golden Year Guardians

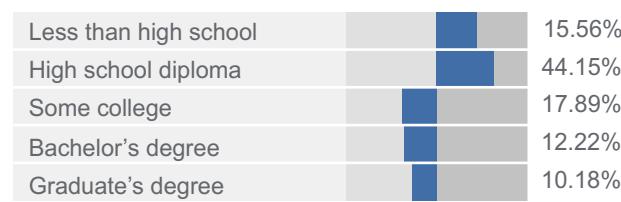
Retirees living in old homes, settled residences and communities

House 7.76% | 6.83% Person

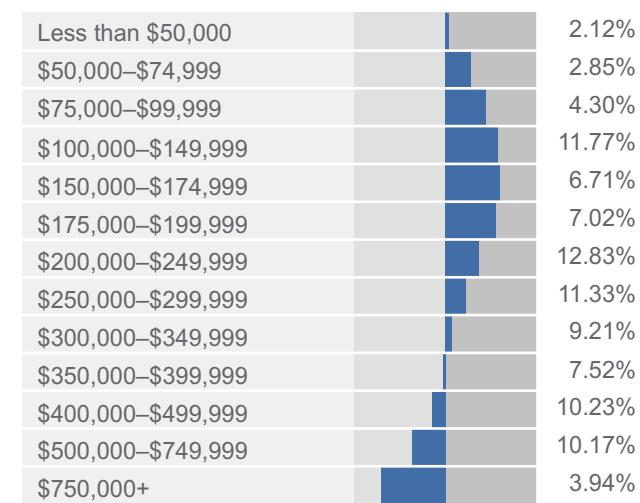
### Head of household age



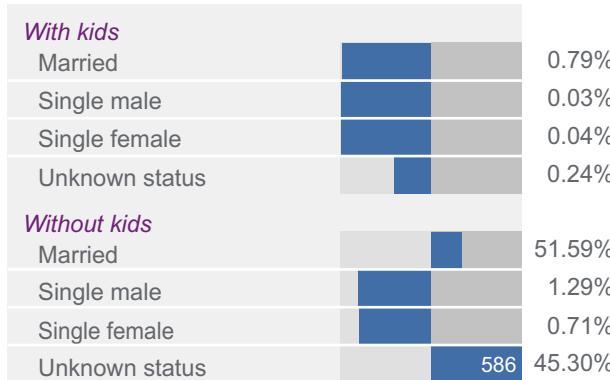
### Head of household education



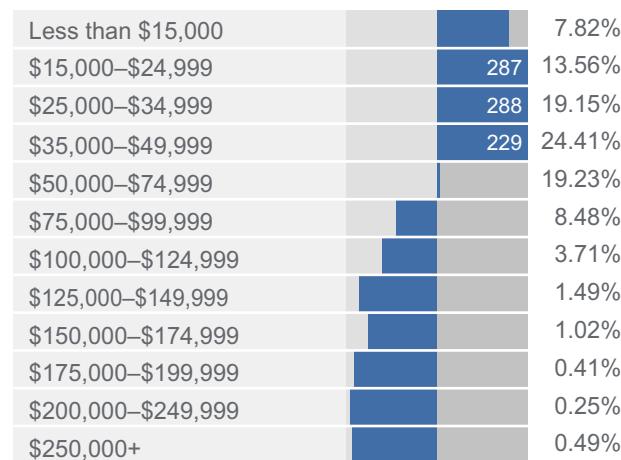
### Estimated current home value



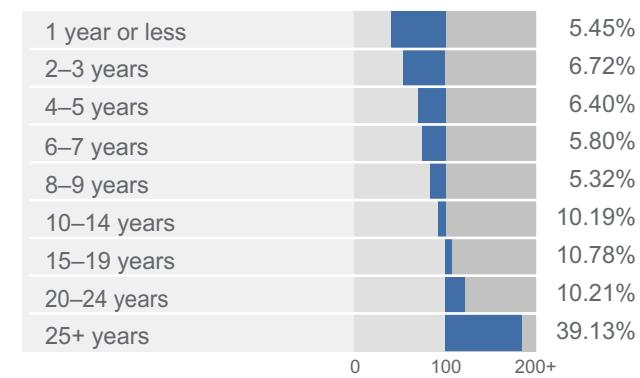
### Family structure



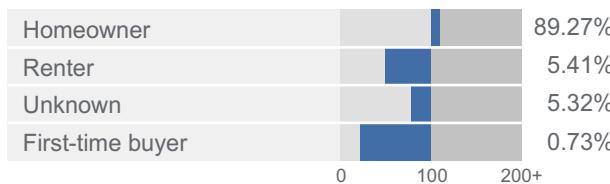
### Estimated household income



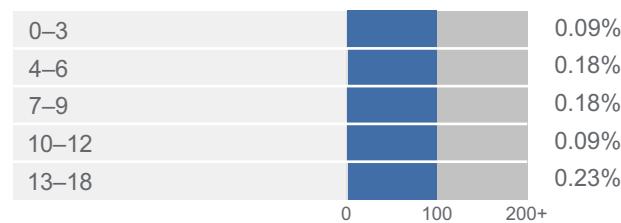
### Length of residency



### Home ownership



### Age of children



R

R66

R67

R

## Aspirational Fusion

Lower-income singles and single parents living in urban locations and striving to make a better life

1.86% | 0.99%  



### Key Features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Digital media
- Tech wizards



### Who We Are

#### Head of household age

25–30

343 | 27.8%

#### Type of property

Multi-family: 3 units

681 | 12.7%

#### Est. Household income

Less than \$15,000

673 | 29.4%

#### Household size

1 person

264 | 86.6%

#### Home ownership

Renter

819 | 89.2%

#### Age of children

0–3

173 | 13.1%

### Channel Preference



241



43



961



140



5



18

### Technology Adoption



Wizards

**R**
**R66**
**R67**
**R**

## Aspirational Fusion

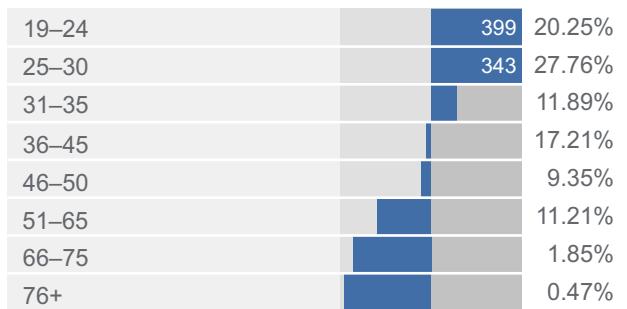
Lower-income singles and single parents living in urban locations and striving to make a better life



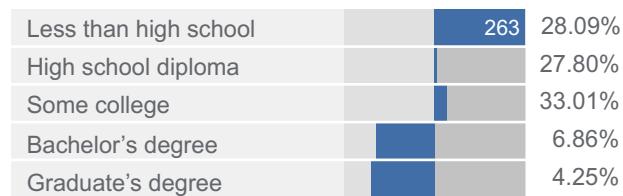
1.86% | 0.99%



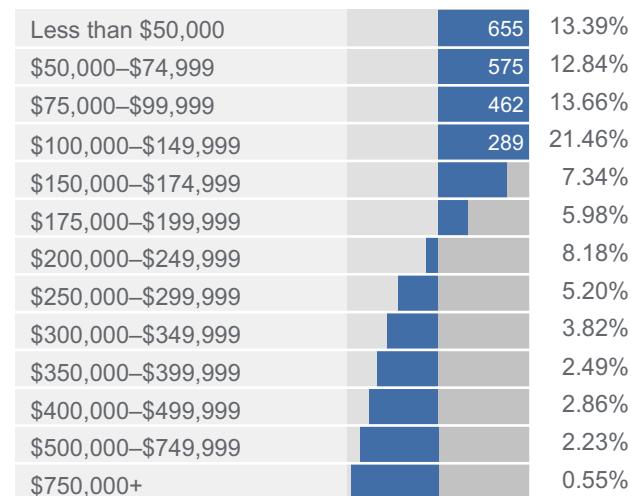
### Head of household age



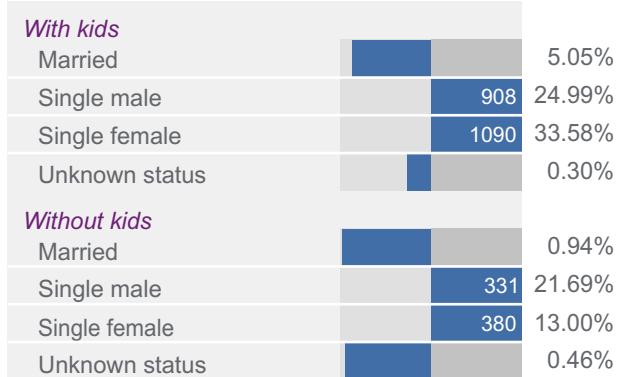
### Head of household education



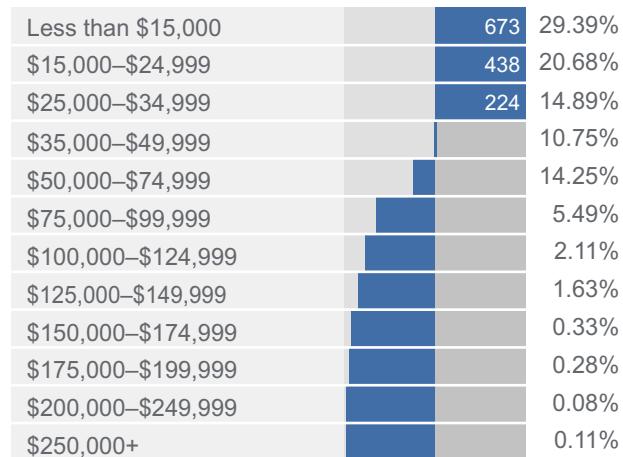
### Estimated current home value



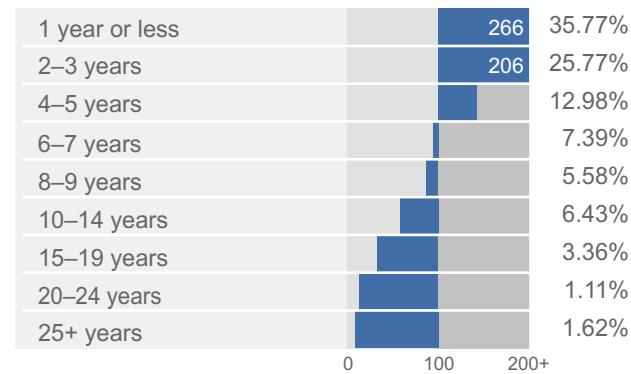
### Family structure



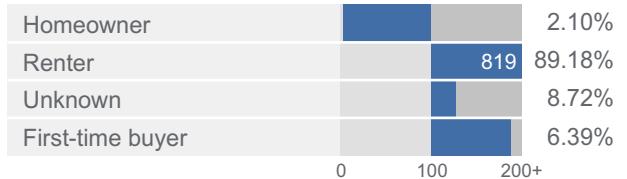
### Estimated household income



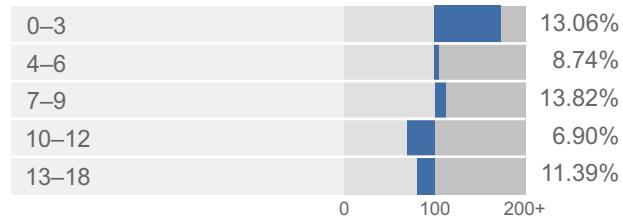
### Length of residency



### Home ownership



### Age of children



S

S68

S69

S70

S71

S

## Thrifty Habits

Cost-conscious adults living alone in urban areas

House 2.77% | 1.97% Person



### Key Features

- Modest spenders
- Limited budgets
- Cable TV
- College sports fans
- Modest educations
- Lottery ticket holders

### Who We Are

#### Head of household age

51–65

141 | 38.5%



#### Type of property



Single family

101 | 89.9%

#### Est. Household income



Less than \$15,000

469 | 20.5%

#### Household size



1 person

187 | 61.5%

#### Home ownership



Renter

301 | 32.8%

#### Age of children



7–9

44 | 5.4%

### Channel Preference



242



65



356



49



10



51

### Technology Adoption



Wizards



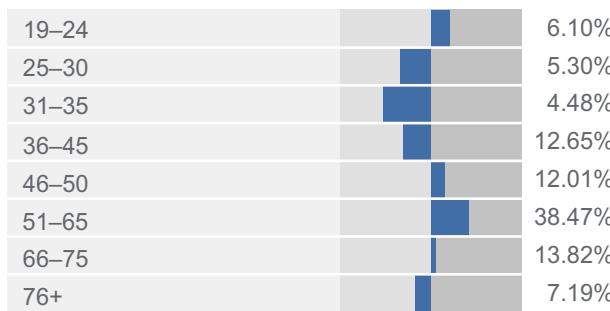
S S68 S69 S70 S71

## S Thrifty Habits

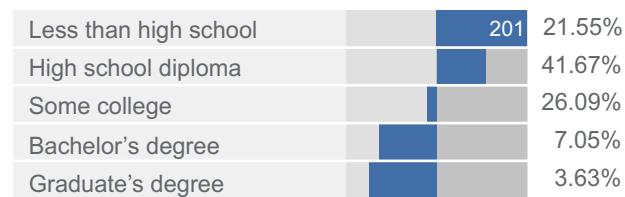
Cost-conscious adults living alone in urban areas

House 2.77% | 1.97% Person

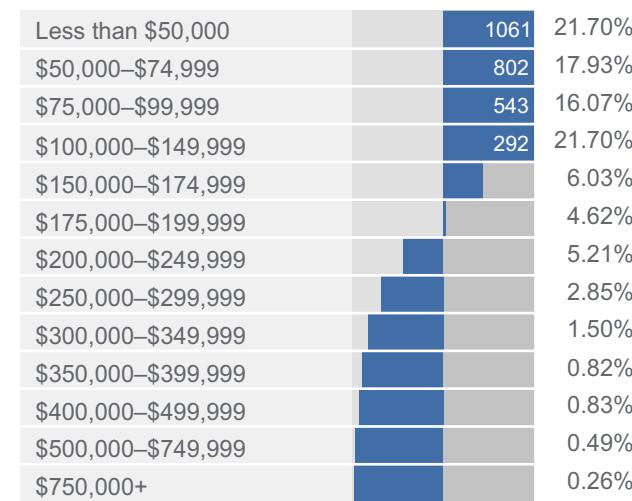
### Head of household age



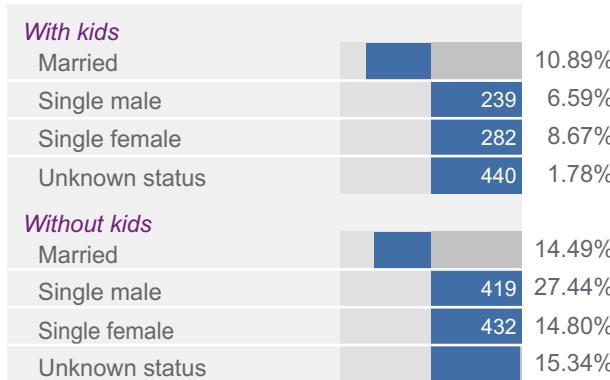
### Head of household education



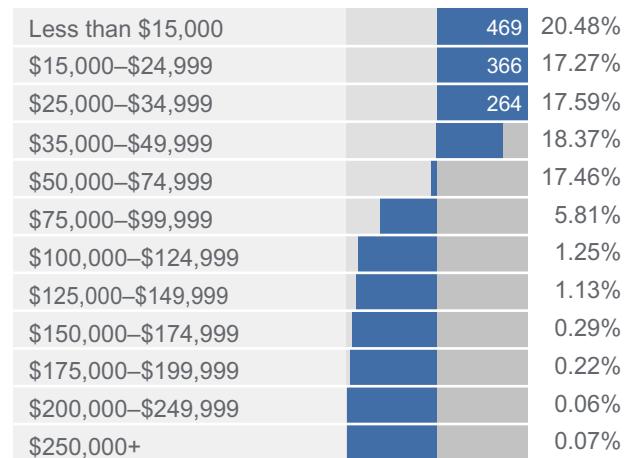
### Estimated current home value



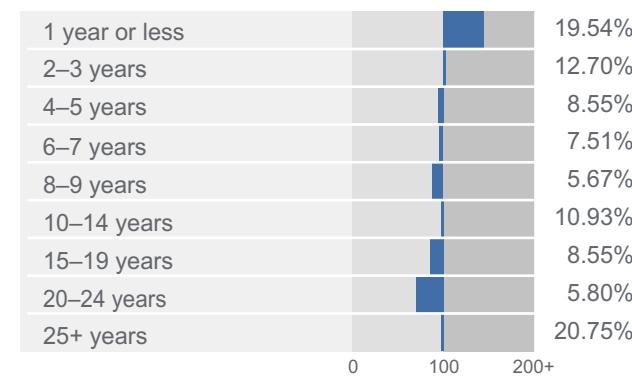
### Family structure



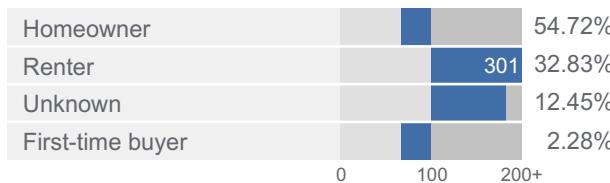
### Estimated household income



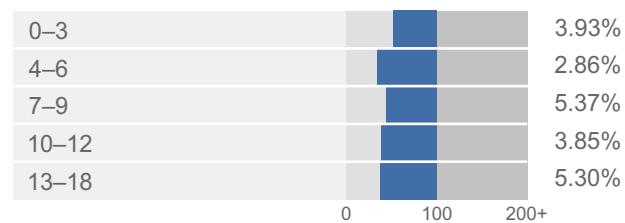
### Length of residency



### Home ownership



### Age of children



A

A01

A02

A03

A04

A05

A06

## A01 American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

House 2.26% | 3.34% Person



### Who We Are

#### Head of household age

51–65

153 | 41.6%



#### Type of property



Single family

110 | 97.8%

#### Est. Household income



\$250,000+

636 | 42.8%

#### Household size



5+ persons

195 | 28.4%

### Channel Preference



120



69



3



113



491



223

### Technology Adoption



Journeymen

### Key Features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers



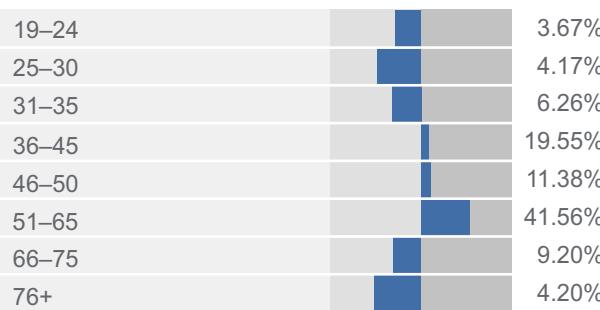
A A01 A02 A03 A04 A05 A06

## A01 American Royalty

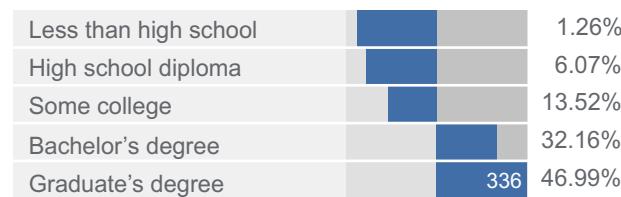
Affluent, influential and successful couples and families living in prestigious suburbs

 2.26% |  3.34%

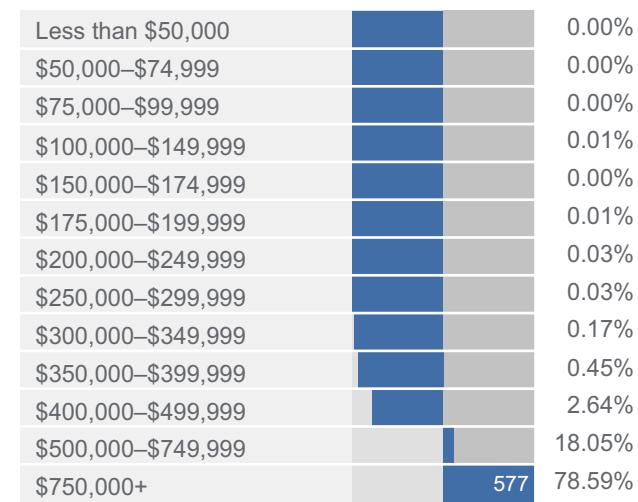
### Head of household age



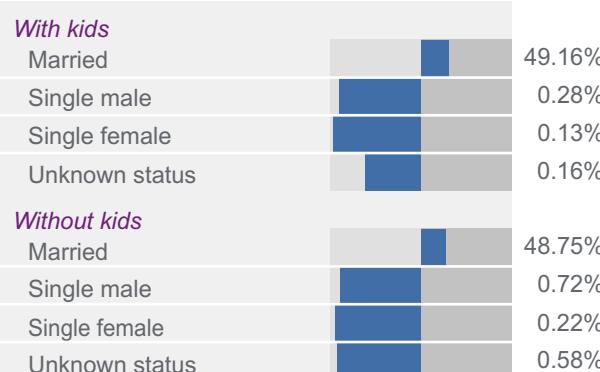
### Head of household education



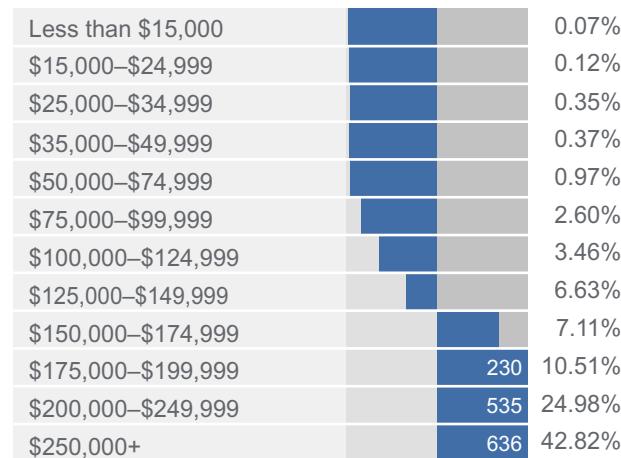
### Estimated current home value



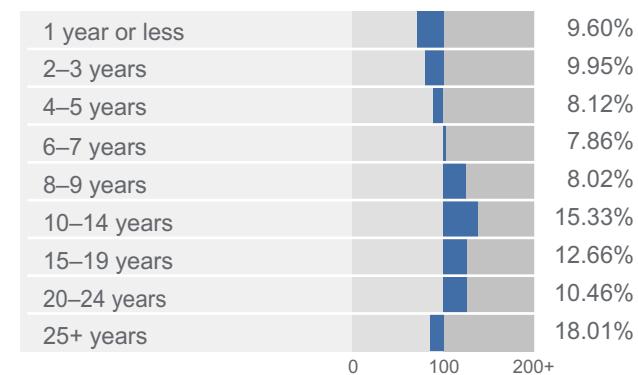
### Family structure



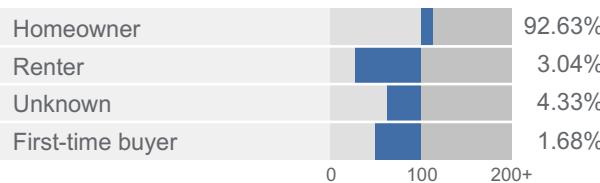
### Estimated household income



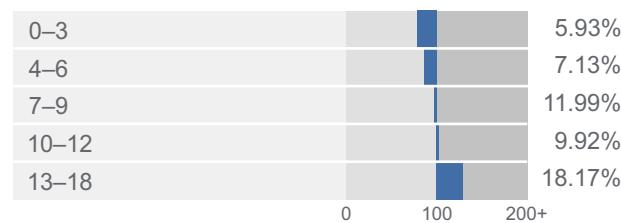
### Length of residency



### Home ownership



### Age of children



## A02 Platinum Prosperity

Wealthy and established empty-nesting couples residing in lavish suburban homes

 0.72% |  1.01%


### Who We Are

#### Head of household age

51–65

207 | 56.2%

#### Type of property

Single family

111 | 98.4%

#### Est. Household income

\$250,000+

925 | 62.3%

#### Household size

5+ persons

156 | 22.7%

### Channel Preference



51



127



4



49



358



160

### Technology Adoption



Apprentices

### Key Features

- High income
- Empty-nesters
- Political donors
- Masters degrees
- Philanthropic
- Investment-savvy



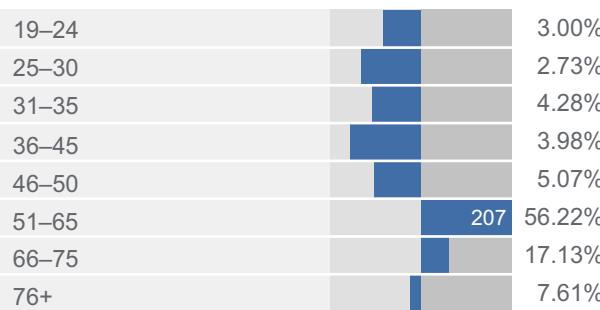
A A01 A02 A03 A04 A05 A06

## A02 Platinum Prosperity

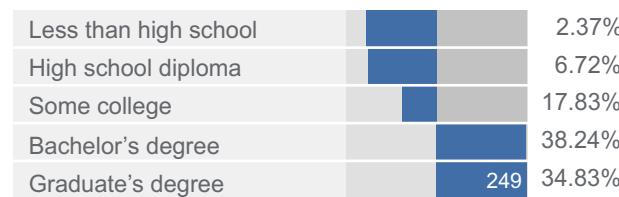
Wealthy and established empty-nesting couples residing in lavish suburban homes

House 0.72% | 1.01% Person

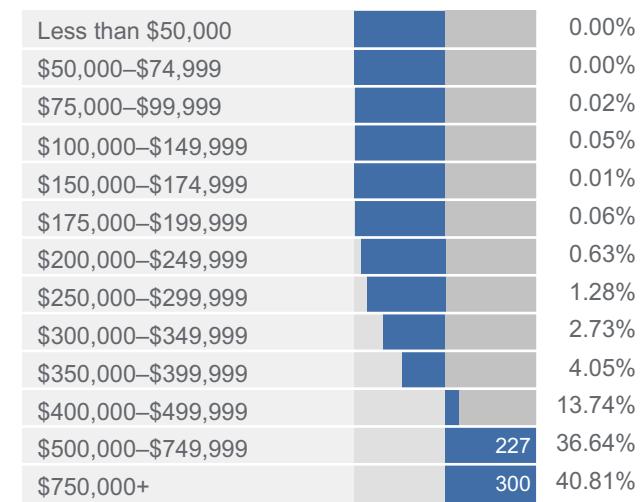
### Head of household age



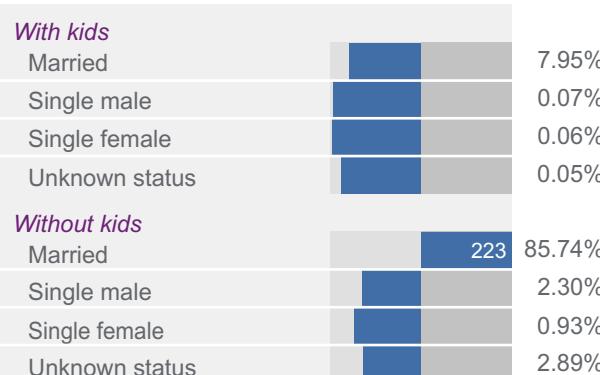
### Head of household education



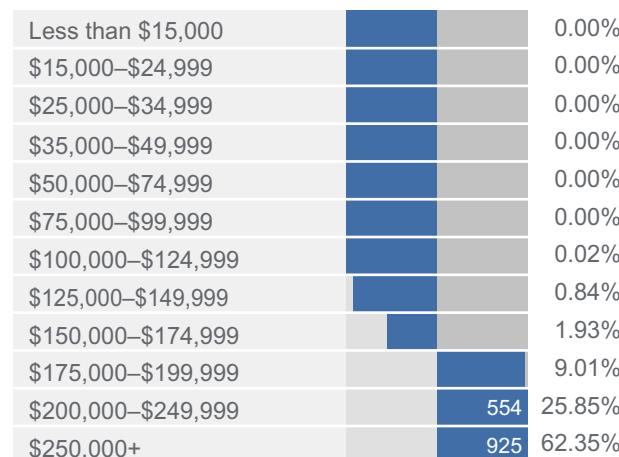
### Estimated current home value



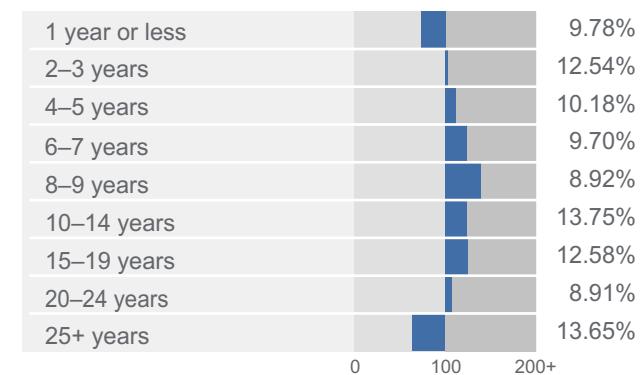
### Family structure



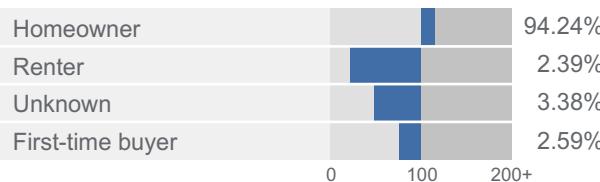
### Estimated household income



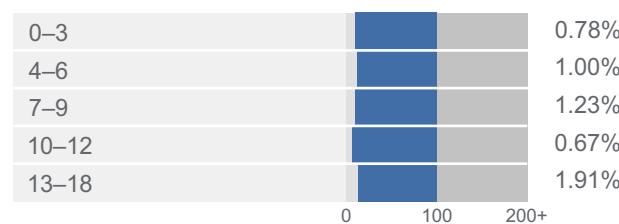
### Length of residency



### Home ownership



### Age of children



A

A01

A02

A03

A04

A05

A06

## A03 Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs

House 0.74% | 0.97% Person



### Key Features

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Parents
- Family vacations

### Who We Are

#### Head of household age

36–45

281 | 50.9%



#### Type of property



Single family

111 | 98.9%

#### Est. Household income



\$250,000+

600 | 40.4%

#### Household size



2 persons

137 | 35.9%

#### Home ownership



Homeowner

118 | 97.1%

#### Age of children



10–12

477 | 46.8%

### Channel Preference



170



113



17



255



523



209

### Technology Adoption



Journeymen



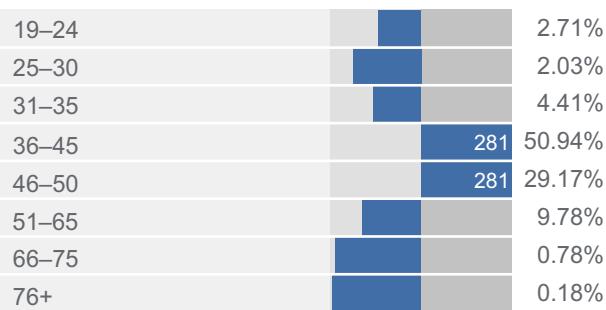
A A01 A02 A03 A04 A05 A06

## A03 Kids and Cabernet

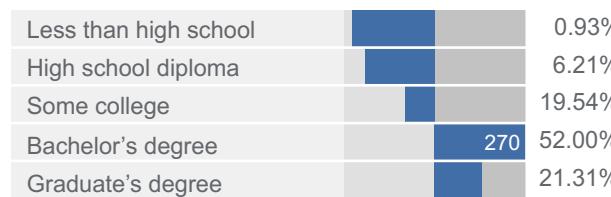
Prosperous, middle-aged married couples living child-focused lives in affluent suburbs

House 0.74% | 0.97% Person

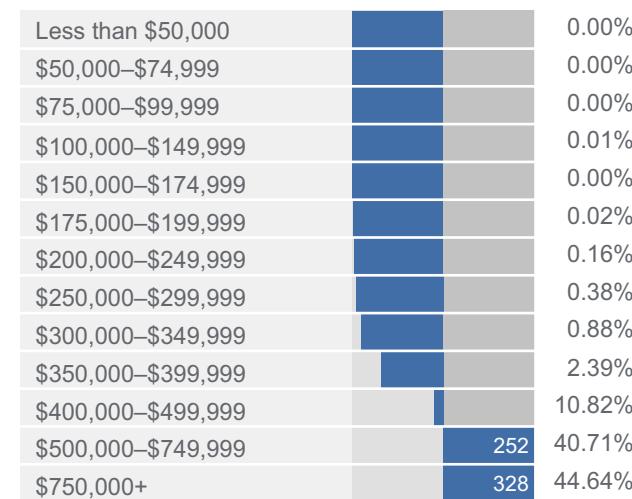
### Head of household age



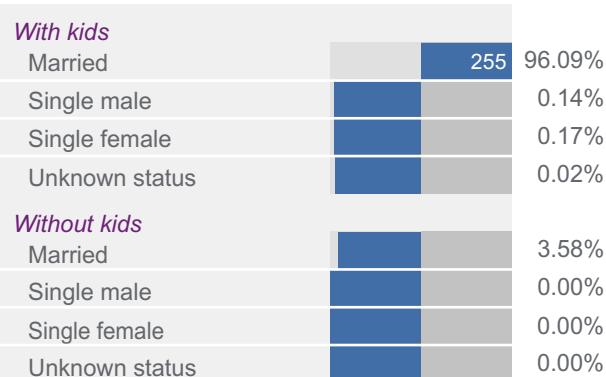
### Head of household education



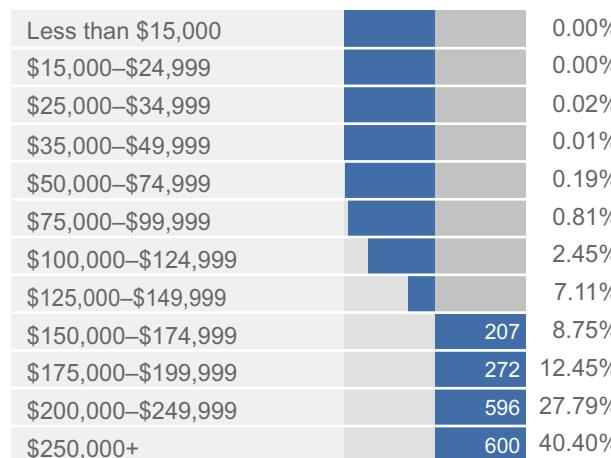
### Estimated current home value



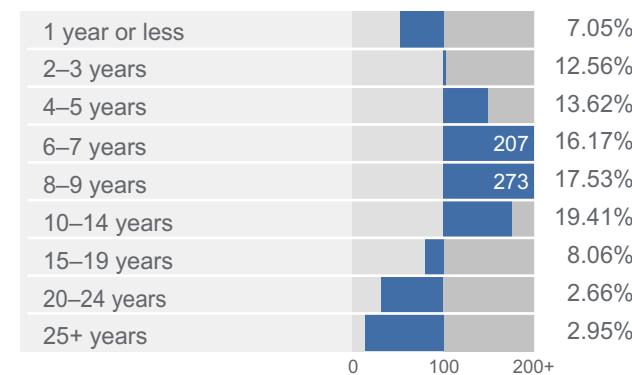
### Family structure



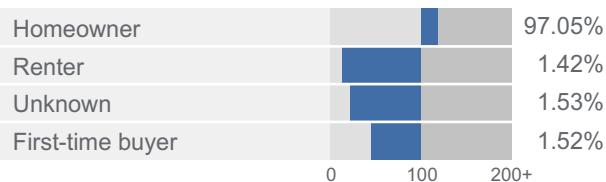
### Estimated household income



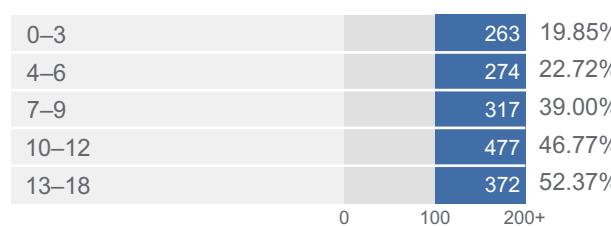
### Length of residency



### Home ownership



### Age of children



## A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

 0.88% |  1.42%


### Who We Are

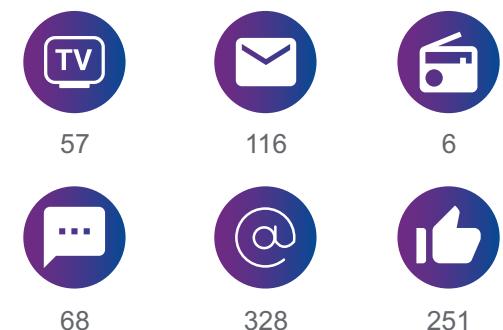
<b>Head of household age</b> 	<b>Type of property</b> 
51–65	Single family
142   38.6%	112   99.0%
<b>Est. Household income</b> 	<b>Household size</b> 
\$250,000+	5+ persons
443   29.8%	217   31.6%
<b>Home ownership</b> 	<b>Age of children</b> 
Homeowner	13–18
117   96.5%	334   46.9%

### Key Features

- Wealthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Large households
- Bookworms



### Channel Preference



### Technology Adoption



Apprentices

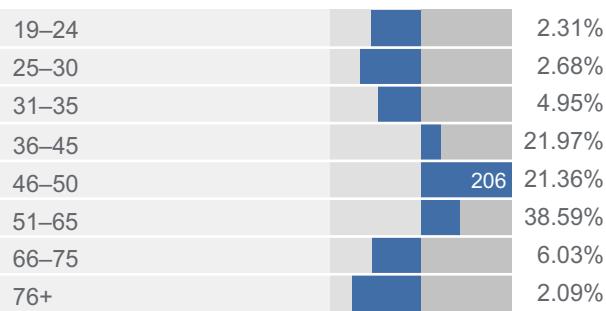
A A01 A02 A03 A04 A05 A06

## A04 Picture Perfect Families

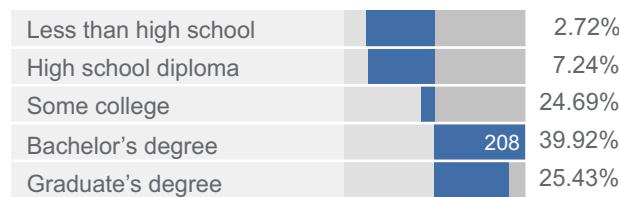
Established families on the go, living in wealthy suburbs

House 0.88% | 1.42% Person

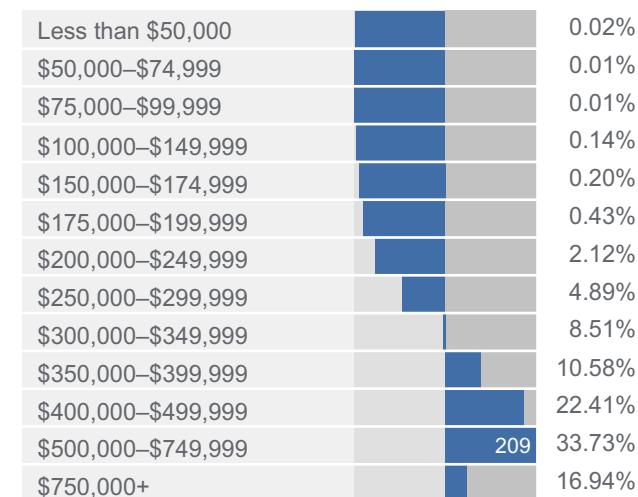
### Head of household age



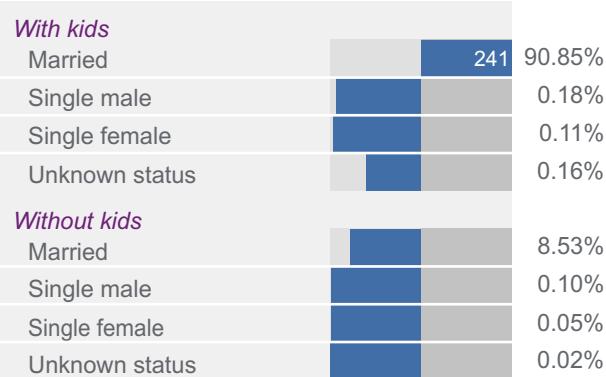
### Head of household education



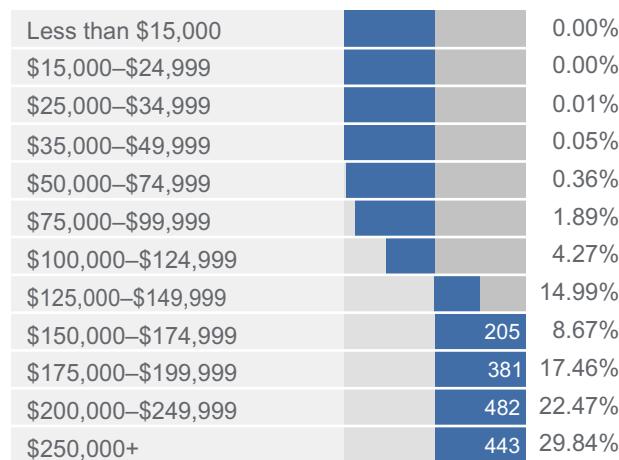
### Estimated current home value



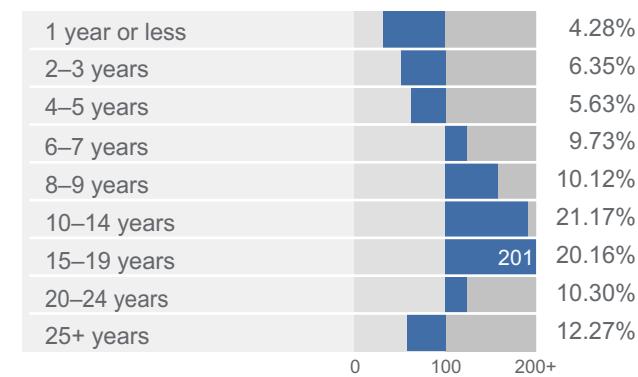
### Family structure



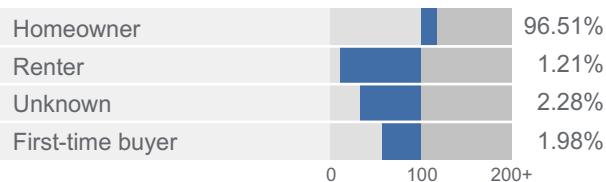
### Estimated household income



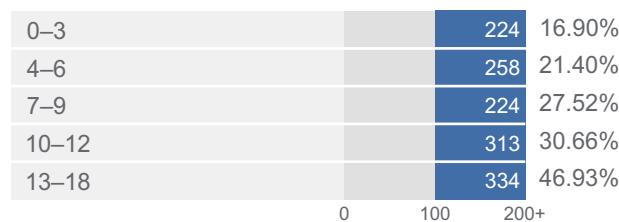
### Length of residency



### Home ownership



### Age of children



A

A01

A02

A03

A04

A05

A06

## A05 Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods

House 1.85% | 1.62% Person



### Who We Are

#### Head of household age

36–45

333 | 60.4%



#### Type of property



Single family

109 | 96.7%

#### Est. Household income



\$250,000+

381 | 25.7%

#### Household size



2 persons

156 | 40.8%

### Channel Preference



220



111



37



292



208



70

### Technology Adoption



Journeymen

### Key Features

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Saving for college
- Fitness enthusiasts

#### Home ownership



Homeowner

113 | 92.6%

#### Age of children



7–9

104 | 12.8%



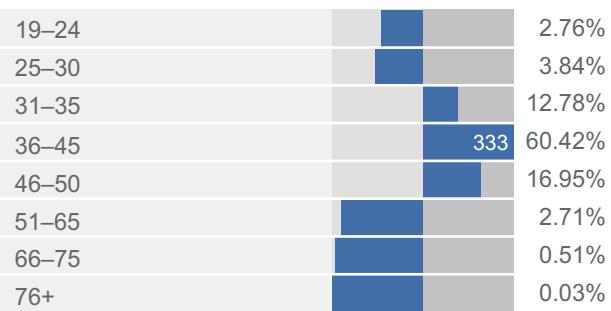
A A01 A02 A03 A04 A05 A06

## A05 Couples with Clout

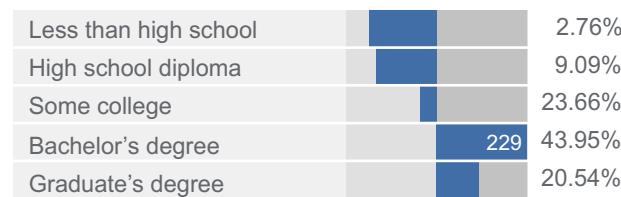
Highly-educated mobile couples living life to the fullest in affluent neighborhoods

House 1.85% | 1.62% Person

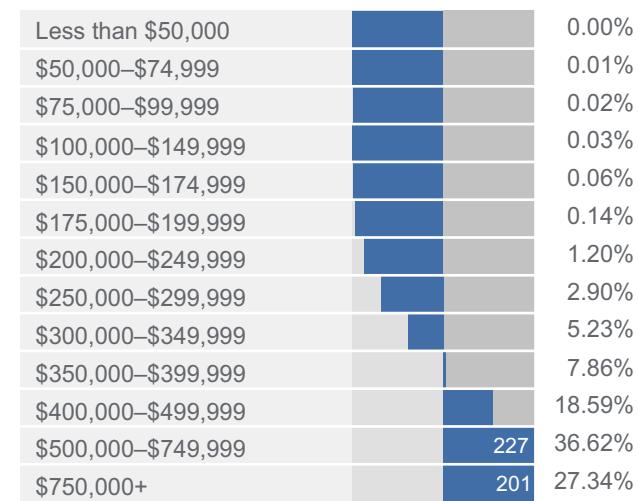
### Head of household age



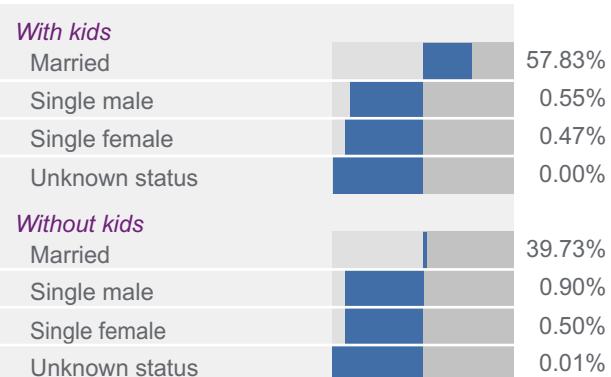
### Head of household education



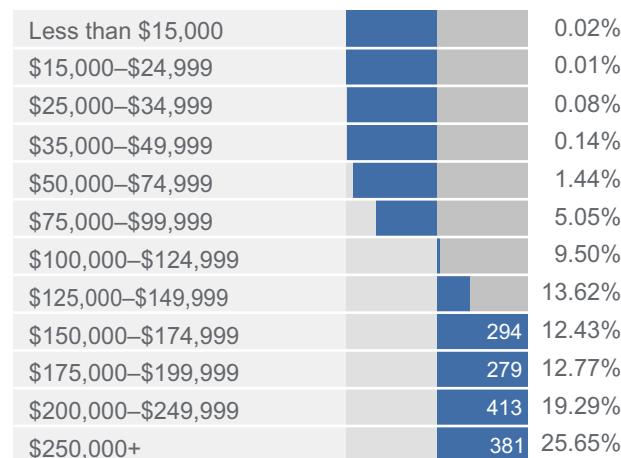
### Estimated current home value



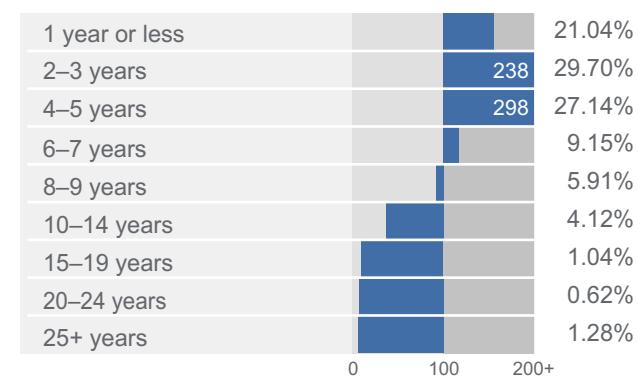
### Family structure



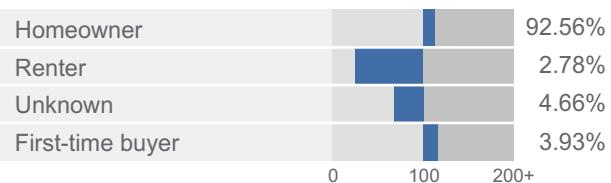
### Estimated household income



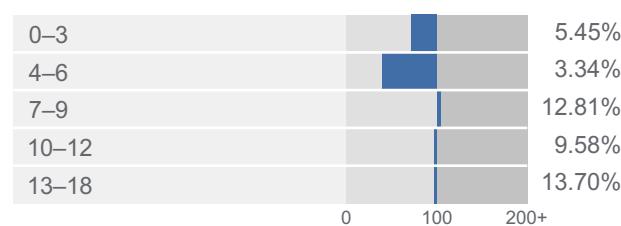
### Length of residency



### Home ownership



### Age of children



A

A01

A02

A03

A04

A05

A06

## A06 Jet Set Urbanites

Upscale singles and couples living high-rise fashionable lives; city-style

House 0.98% | 0.79% Person



### Key Features

- Upscale urban living
- Multi-family properties
- Highly educated
- Supporter of fine arts
- Environmental advocates
- Politically liberal

### Who We Are

Head of household age		Type of property	
36–45		Multi-family: 101+ units	
131   23.8%		2894   40.0%	
Est. Household income		Household size	
\$250,000+		1 person	
510   34.3%		166   54.4%	
Home ownership		Age of children	
Unknown		0–3	
296   20.3%		36   2.7%	

### Channel Preference



### Technology Adoption



Journeymen



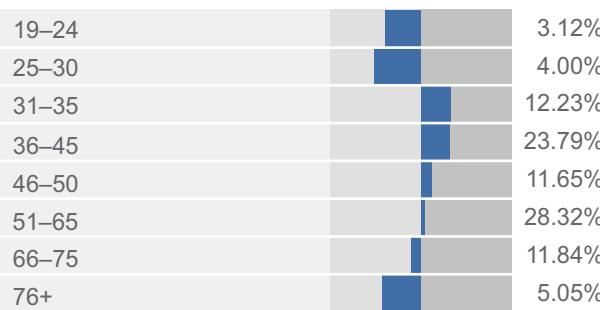
**A**
**A01**
**A02**
**A03**
**A04**
**A05**
**A06**

## Jet Set Urbanites

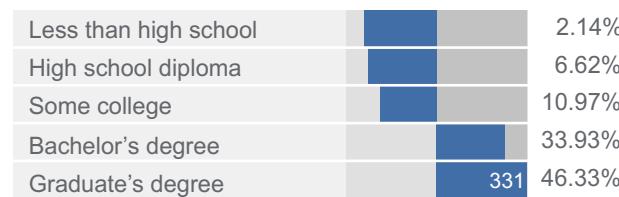
**A06** Upscale singles and couples living high-rise fashionable lives; city-style

House 0.98% | 0.79% Person

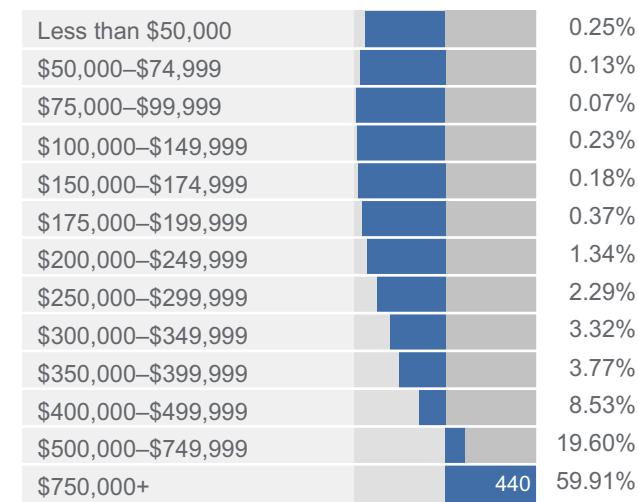
### Head of household age



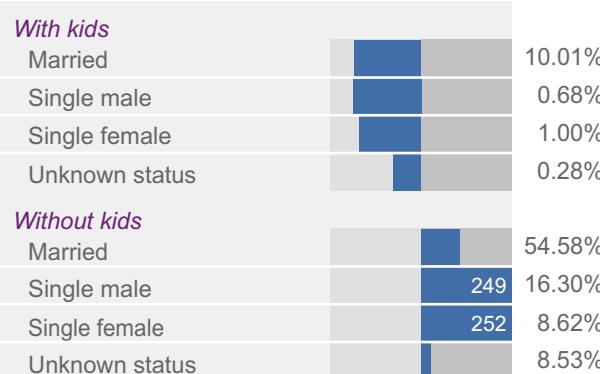
### Head of household education



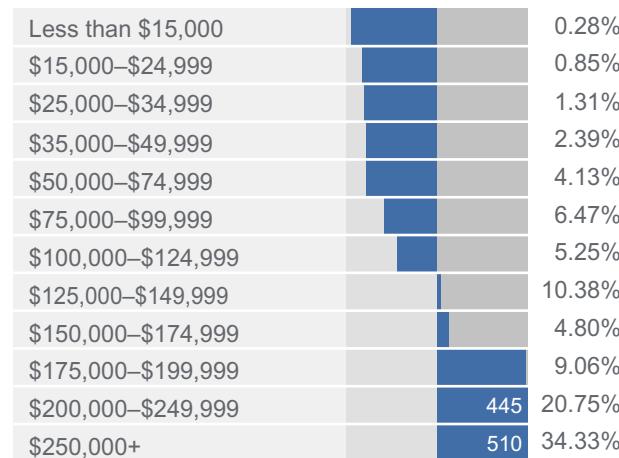
### Estimated current home value



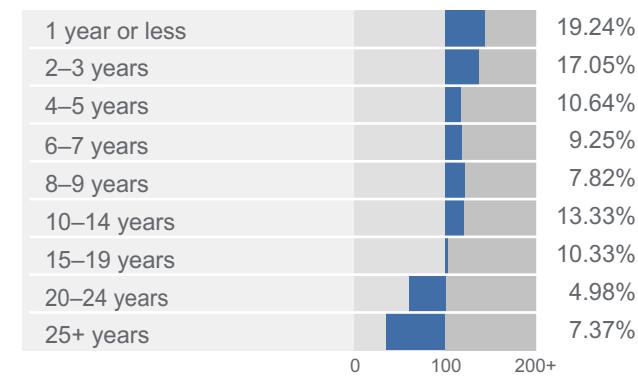
### Family structure



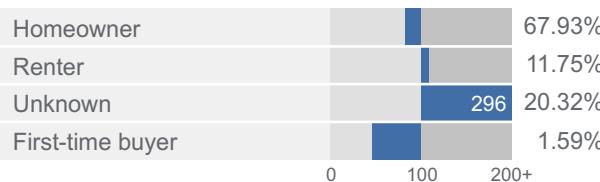
### Estimated household income



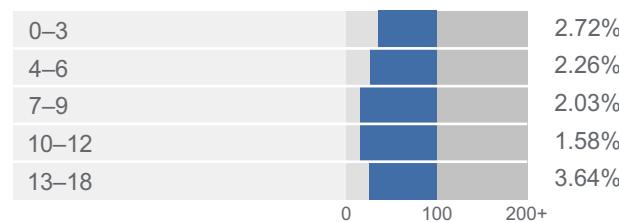
### Length of residency



### Home ownership



### Age of children



## B07 Across the Ages

Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia

House 1.46% | 2.31% Person



### Who We Are

#### Head of household age

51–65

158 | 43.0%



#### Type of property



Single family

112 | 99.2%

#### Est. Household income



\$125,000–\$149,999

214 | 21.4%

#### Home ownership



Homeowner

116 | 95.1%

#### Household size



5+ persons

210 | 30.5%

### Channel Preference



98



107



18



116



215



207

### Key Features

- Affluent
- Rooted in the suburbs
- Multi-generational households
- Fitness club members
- Outdoor hobbies
- Charitable donor

### Technology Adoption



Journeymen



**B**
**B07**
**B08**
**B09**
**B10**

## B07 Across the Ages

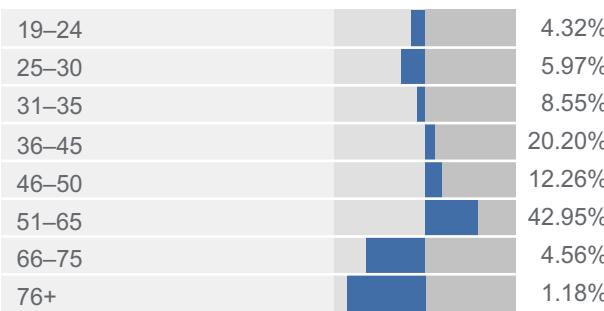
Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia



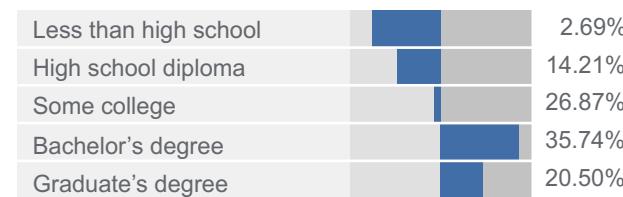
1.46% | 2.31%



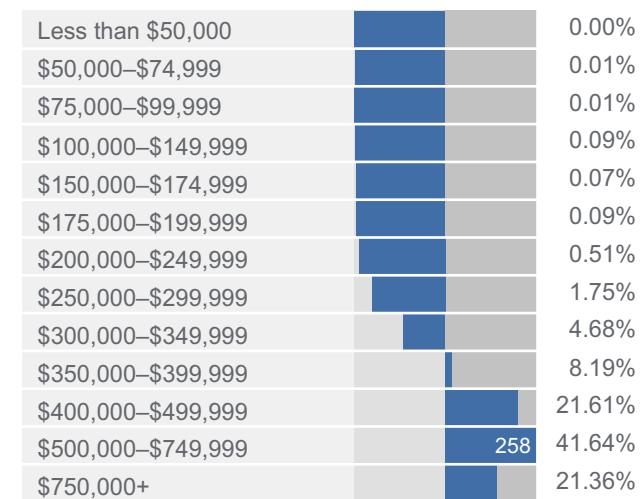
### Head of household age



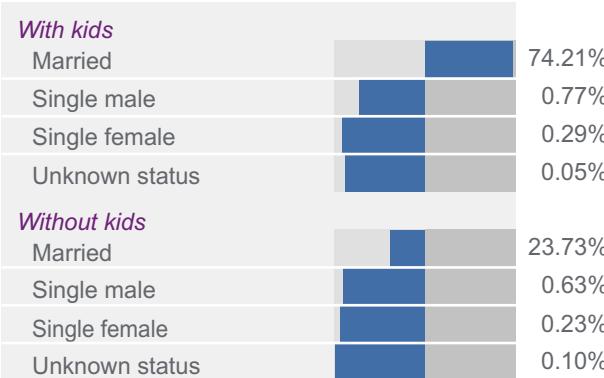
### Head of household education



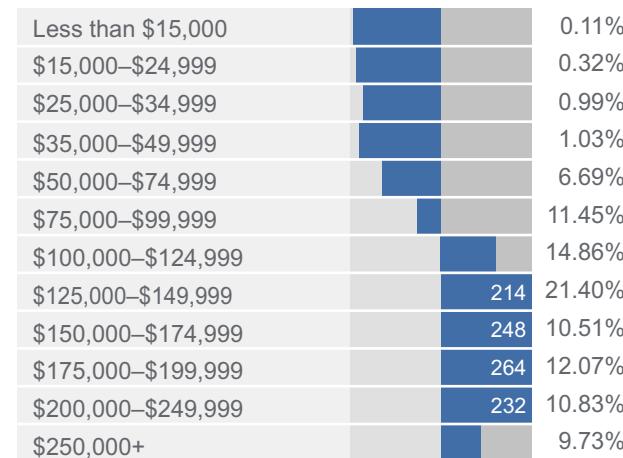
### Estimated current home value



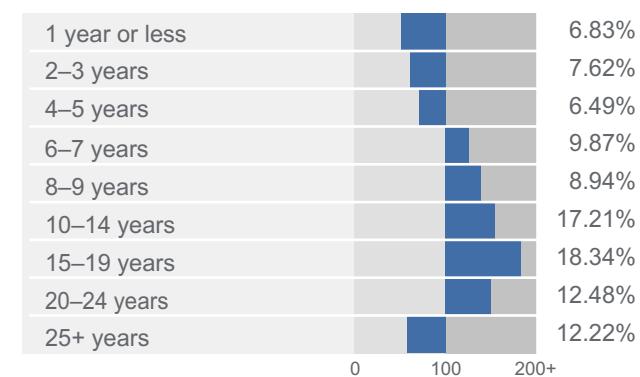
### Family structure



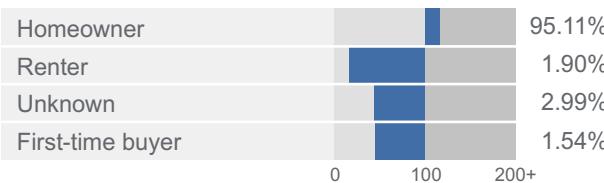
### Estimated household income



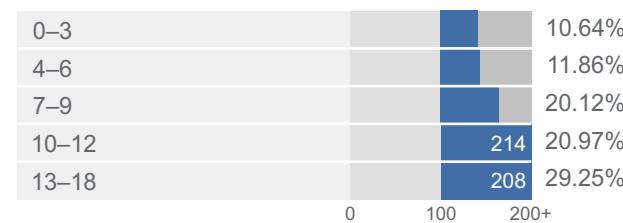
### Length of residency



### Home ownership



### Age of children

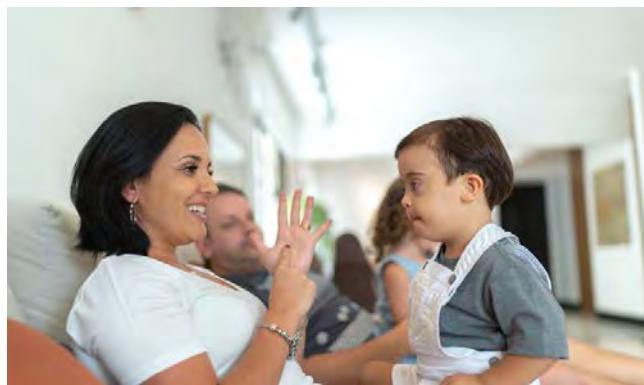


## B08 Babies and Bliss

Middle-aged couples with families and active lives in affluent suburbia



0.8% | 1.01%



### Who We Are

#### Head of household age

36–45

332 | 60.3%



#### Type of property



Single family

111 | 99.0%

#### Est. Household income



\$125,000–\$149,999

248 | 24.9%

#### Household size



2 persons

152 | 39.7%

### Channel Preference



138



136



99



302



218



192

### Technology Adoption



Journeymen

### Key Features

- Nearly half have large families
- Online shoppers
- High-credit awareness
- Homeowners
- Athletic activities
- Modern housing

#### Home ownership



Homeowner

116 | 95.7%

#### Age of children



10–12

647 | 63.5%



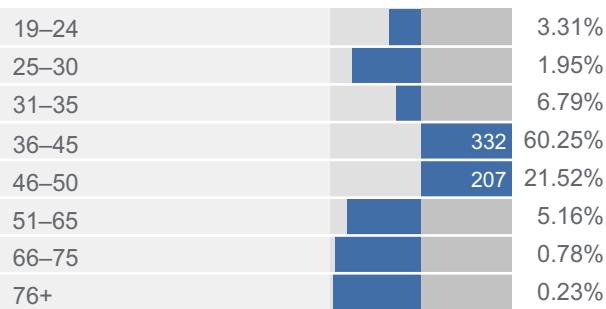
B B07 B08 B09 B10

## B08 Babies and Bliss

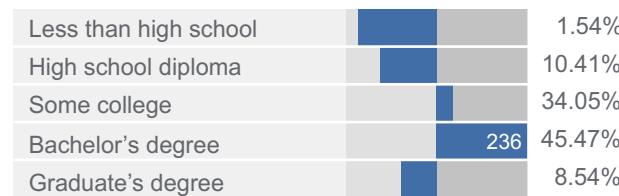
Middle-aged couples with families and active lives in affluent suburbia

 0.8% |  1.01%

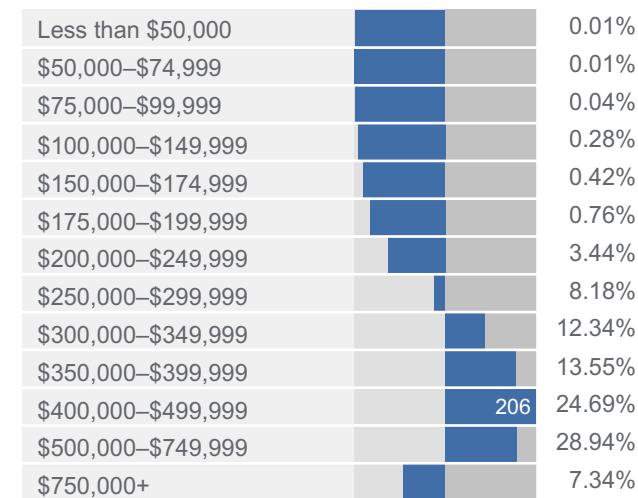
### Head of household age



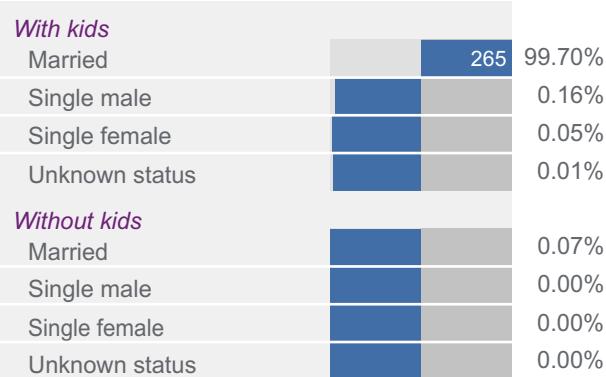
### Head of household education



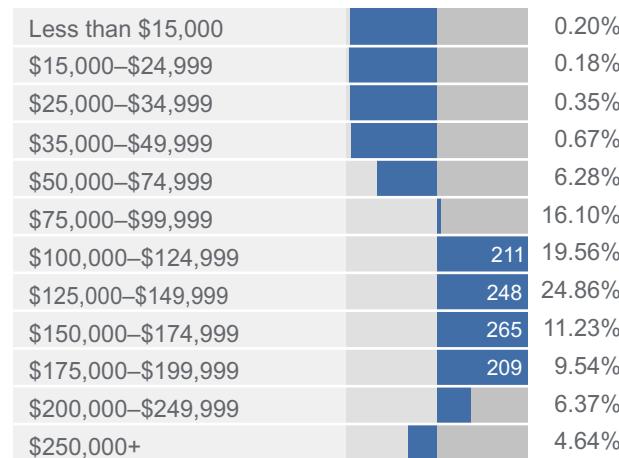
### Estimated current home value



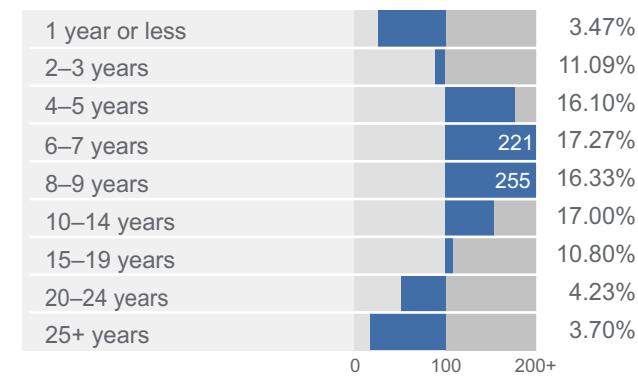
### Family structure



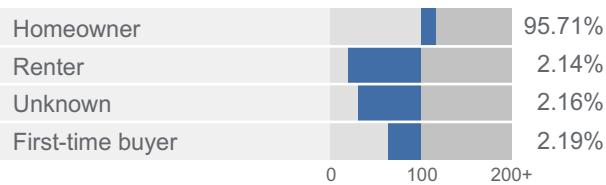
### Estimated household income



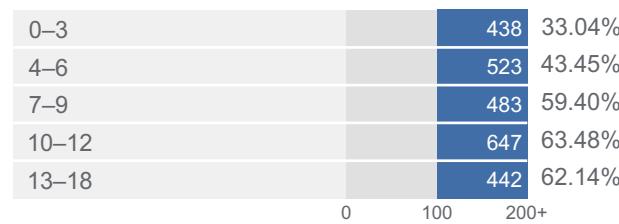
### Length of residency



### Home ownership



### Age of children



B

B07

B08

B09

B10

## B09 Family Fun-tastic

Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities

House 0.86% | 1.18% Person



### Who We Are

#### Head of household age

36–45

215 | 39.0%



#### Type of property



Single family

111 | 98.1%

#### Est. Household income



\$125,000–\$149,999

224 | 22.5%

#### Household size



2 persons

117 | 30.5%

### Channel Preference



82



86



15



76



147



181

### Key Features

- Social media fans
- Comfortable spending
- Saving for college
- Charity donor
- Bachelor degrees
- Active lifestyles

#### Home ownership



Homeowner

115 | 94.4%

#### Age of children



13–18

183 | 25.7%

### Technology Adoption



Apprentices



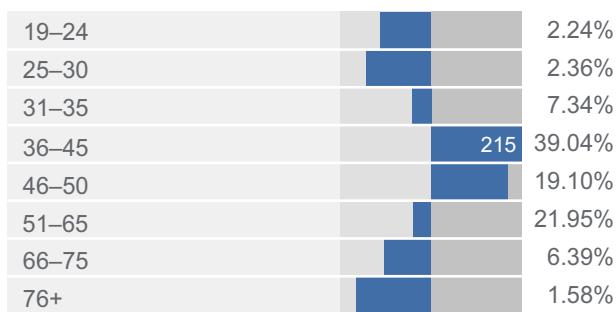
**B**
**B07**
**B08**
**B09**
**B10**

## B09 Family Fun-tastic

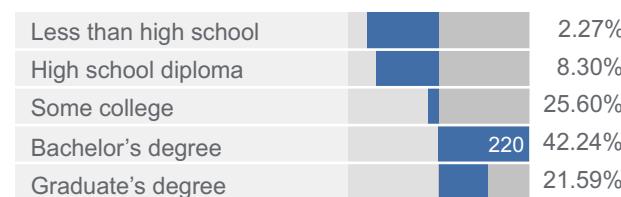
Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities

 0.86% |  1.18%

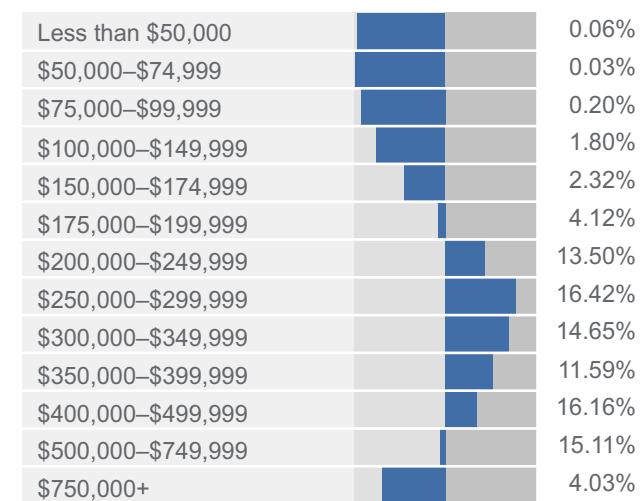
### Head of household age



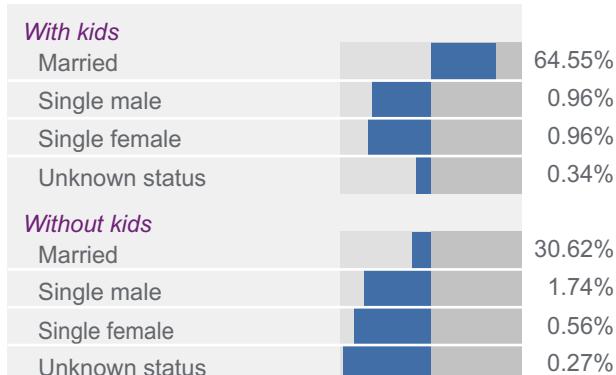
### Head of household education



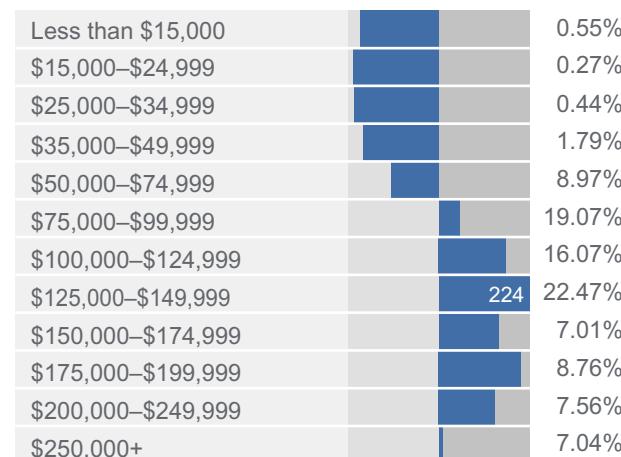
### Estimated current home value



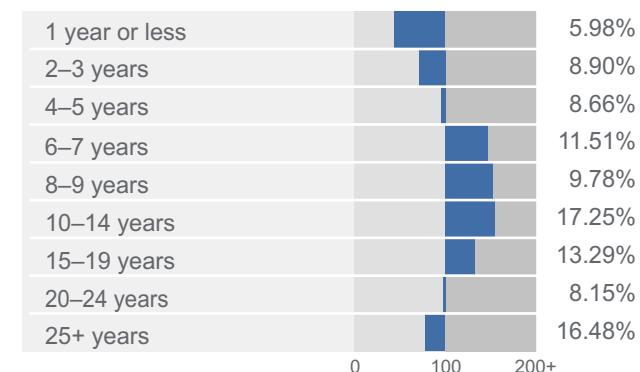
### Family structure



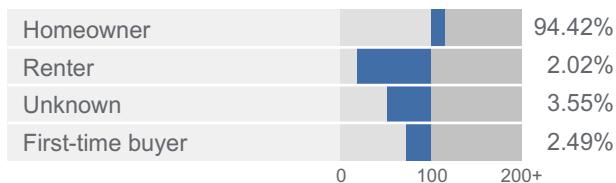
### Estimated household income



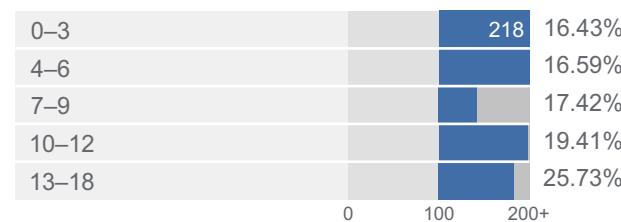
### Length of residency



### Home ownership



### Age of children



B

B07

B08

B09

B10

## B10 Cosmopolitan Achievers

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

House 1.73% | 2.09% Person



### Who We Are

#### Head of household age

36–45

157 | 28.6%



#### Type of property



Multi-family: 5–9 units

212 | 5.8%

#### Est. Household income



\$125,000–\$149,999

163 | 16.3%

#### Household size



5+ persons

143 | 20.8%

### Channel Preference



199



62



14



155



127



121

### Technology Adoption



Journeymen

### Key Features

- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- Economic literature
- Progressive liberals



**B**
**B07**
**B08**
**B09**
**B10**

## B10 Cosmopolitan Achievers

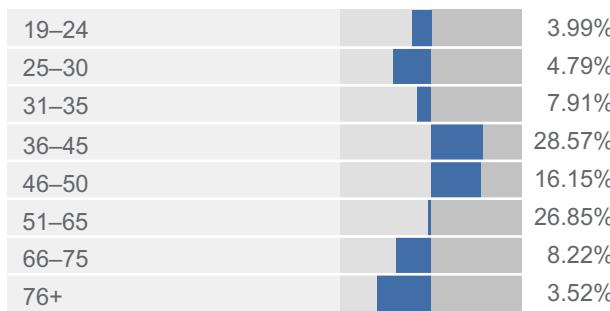
Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas



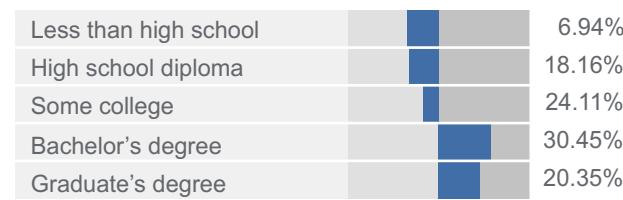
1.73% | 2.09%



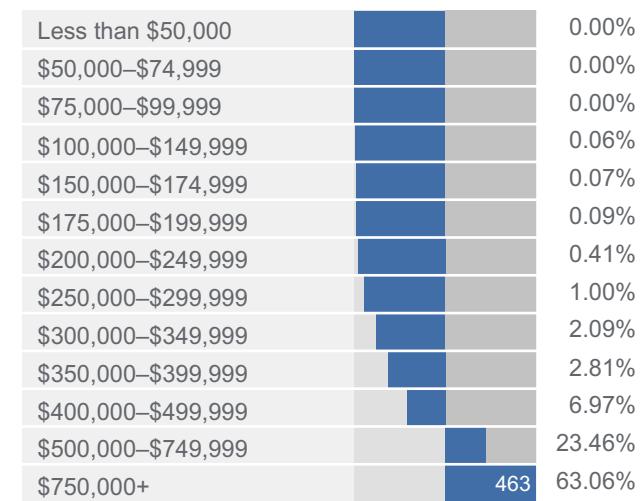
### Head of household age



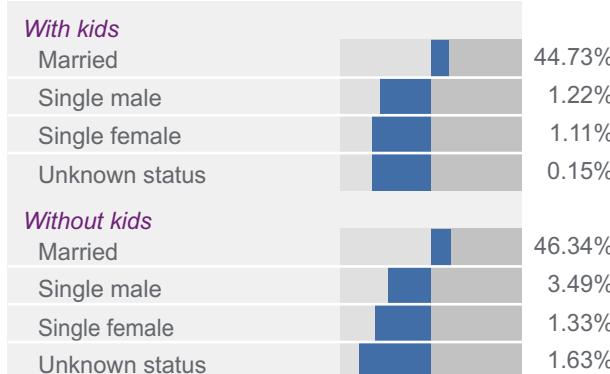
### Head of household education



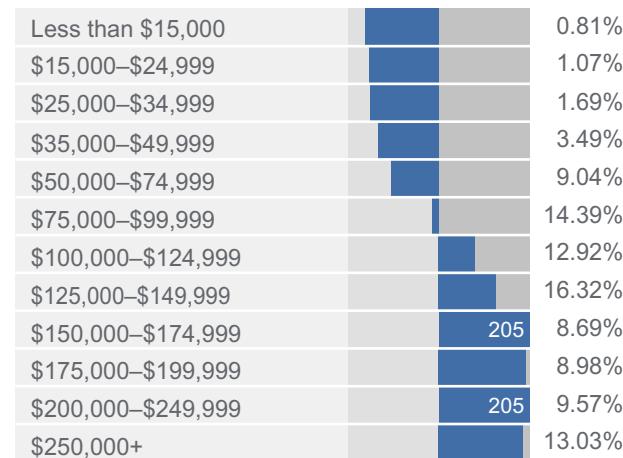
### Estimated current home value



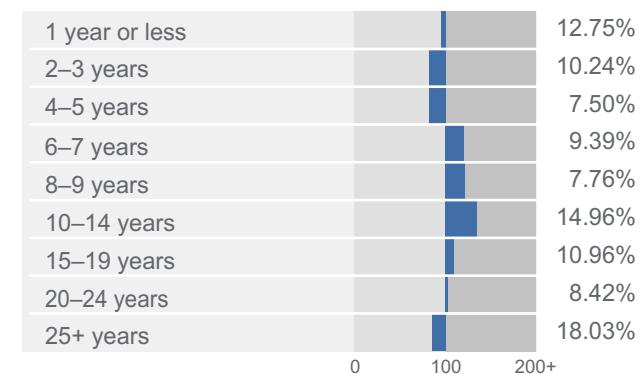
### Family structure



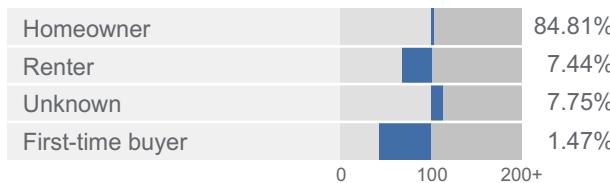
### Estimated household income



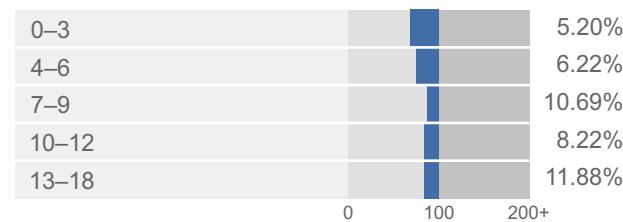
### Length of residency



### Home ownership



### Age of children



## C11 Sophisticated City Dwellers

Wealthy boomer-aged couples living in cities and closed-in suburbs

 2.11% | 3.2%


### Who We Are

#### Head of household age

51–65

325 | 88.4%



#### Type of property



Single family

112 | 99.0%

#### Est. Household income



\$125,000–\$149,999

205 | 20.6%

#### Household size



5+ persons

179 | 26.0%

### Channel Preference



13



124



1



10



147



168

### Technology Adoption



Apprentices

### Key Features

- Affluent
- Highly educated
- Upscale housing
- Nearing retirement
- Philanthropic
- Savvy investor

#### Home ownership



Homeowner

118 | 97.1%

#### Age of children



13–18

4 | 0.5%

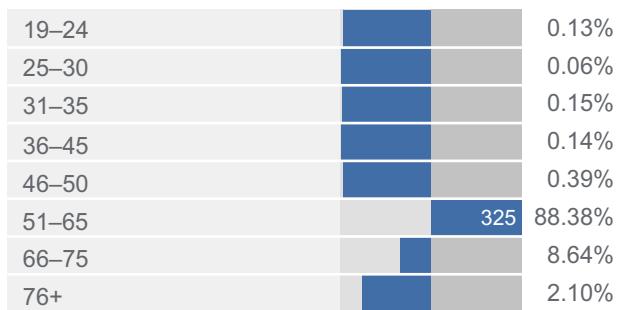


## C11 Sophisticated City Dwellers

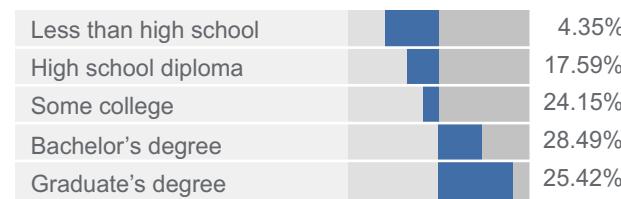
Wealthy boomer-aged couples living in cities and closed-in suburbs

 2.11% |  3.2%

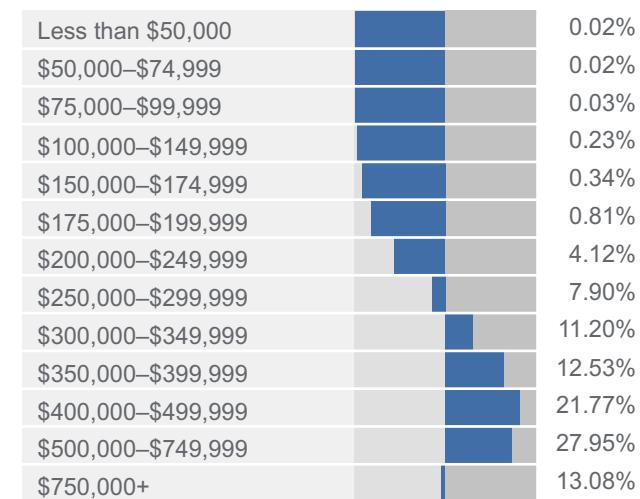
### Head of household age



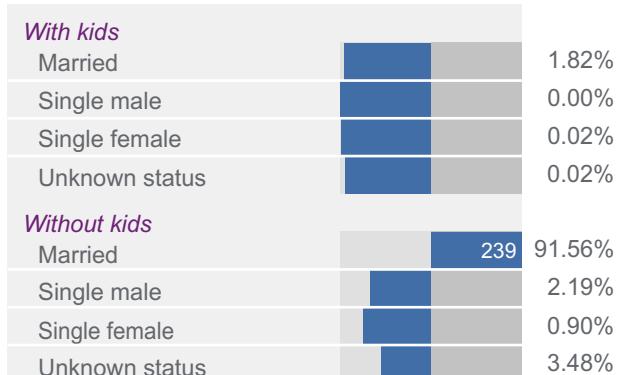
### Head of household education



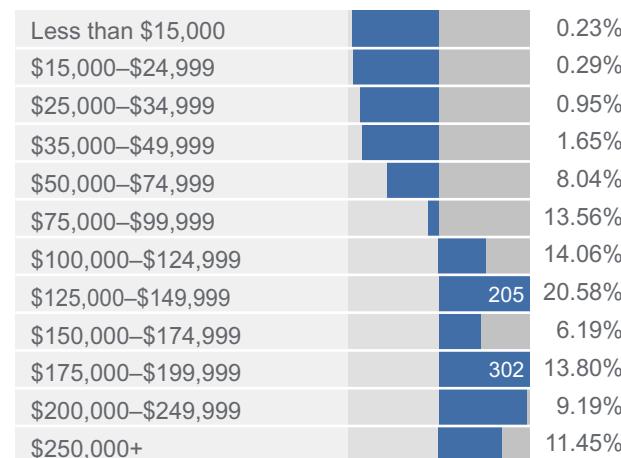
### Estimated current home value



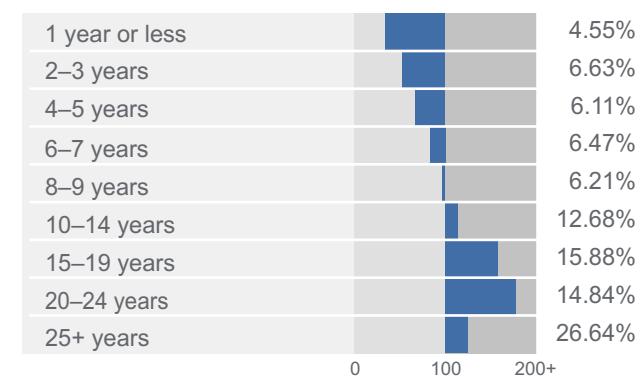
### Family structure



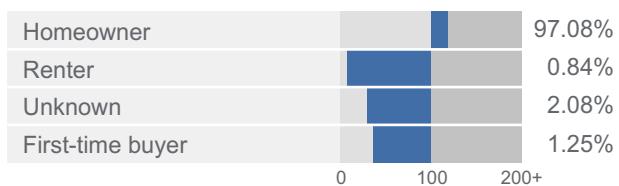
### Estimated household income



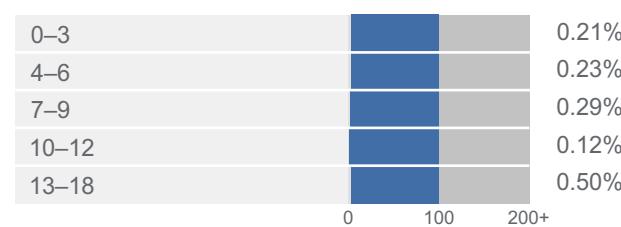
### Length of residency



### Home ownership



### Age of children



## C12 Golf Carts and Gourmets

Thriving retirees and empty-nesters in comfortable communities

 0.7% |  0.72%


### Who We Are

#### Head of household age

66–75

296 | 39.0%

#### Type of property

Multi-family: 101+ units

371 | 5.1%

#### Est. Household income

\$250,000+

281 | 19.0%

#### Household size

2 persons

125 | 32.7%

### Channel Preference



42



228



0



16



225



48

### Technology Adoption



Novices

### Key Features

- Tech novices
- Luxury living
- Highly educated
- Retired
- Financially savvy
- Music lover

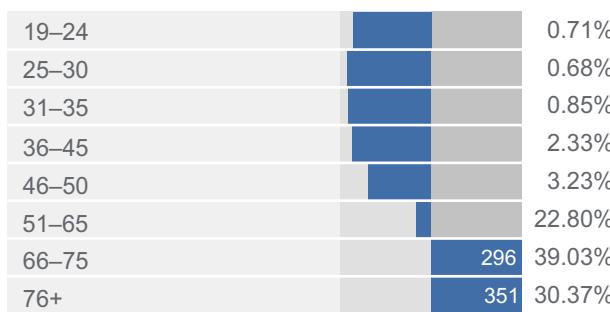


## C12 Golf Carts and Gourmets

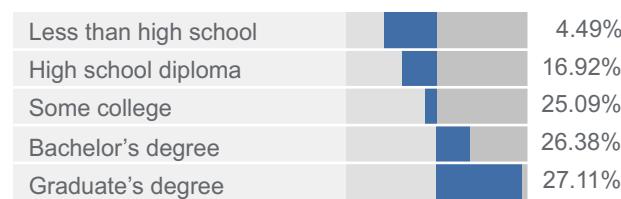
Thriving retirees and empty-nesters in comfortable communities

 0.7% |  0.72%

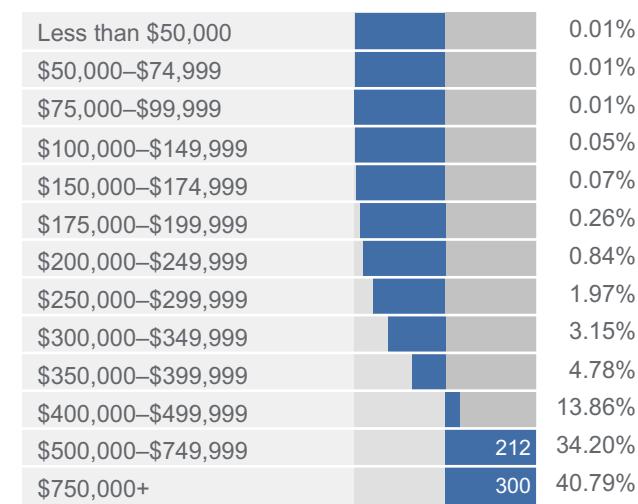
### Head of household age



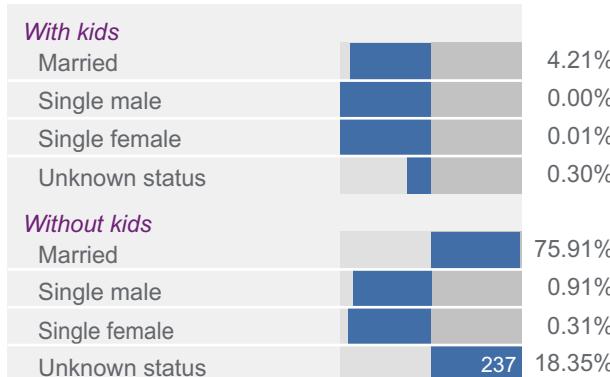
### Head of household education



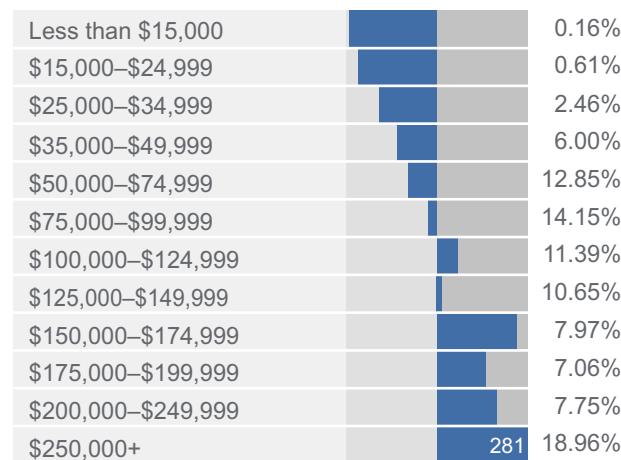
### Estimated current home value



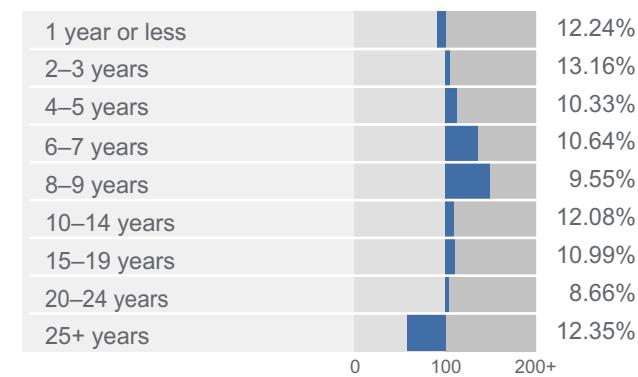
### Family structure



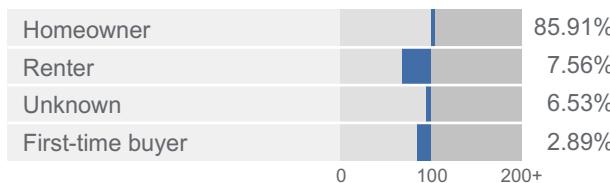
### Estimated household income



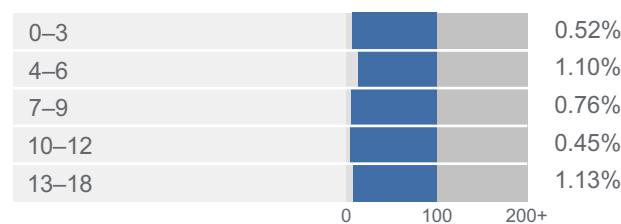
### Length of residency



### Home ownership



### Age of children



## C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

 4.09% |  4.92%


### Key Features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles



### Who We Are

#### Head of household age

66–75

220 | 28.9%

#### Type of property

Single family

109 | 96.6%

#### Est. Household income

\$100,000–\$124,999

143 | 13.2%

#### Household size

2 persons

106 | 27.7%

#### Home ownership

Homeowner

112 | 91.8%

#### Age of children

7–9

22 | 2.7%

### Channel Preference



60



116



1



52



211



121

### Technology Adoption



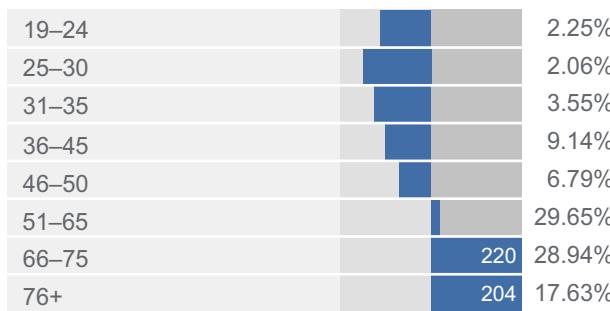
Apprentices

## C13 Philanthropic Sophisticates

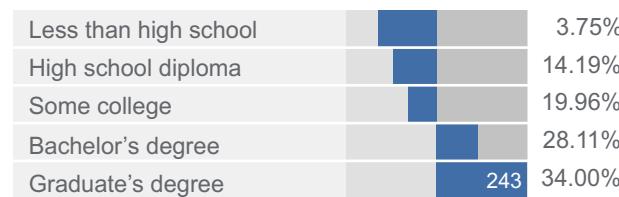
Mature, upscale couples in suburban homes

 4.09% |  4.92%

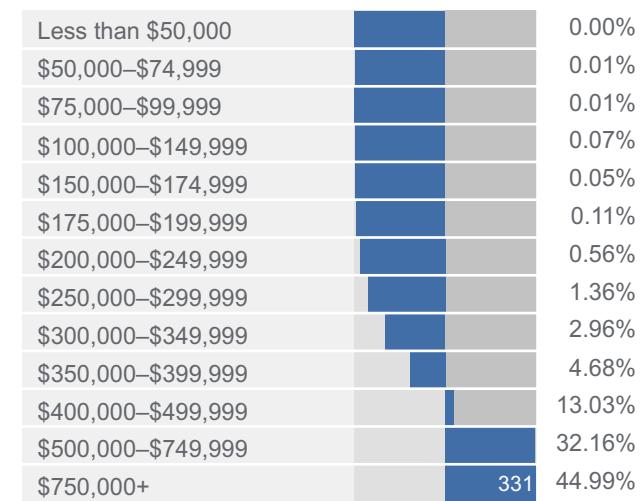
### Head of household age



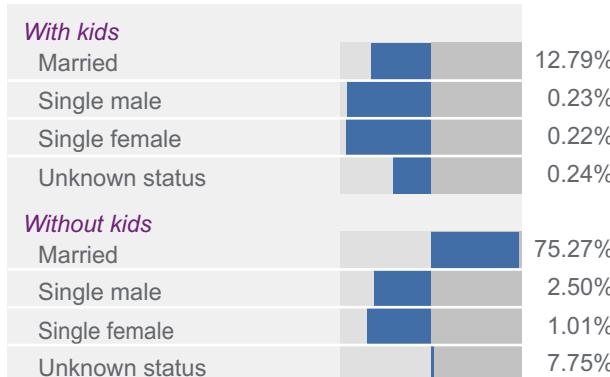
### Head of household education



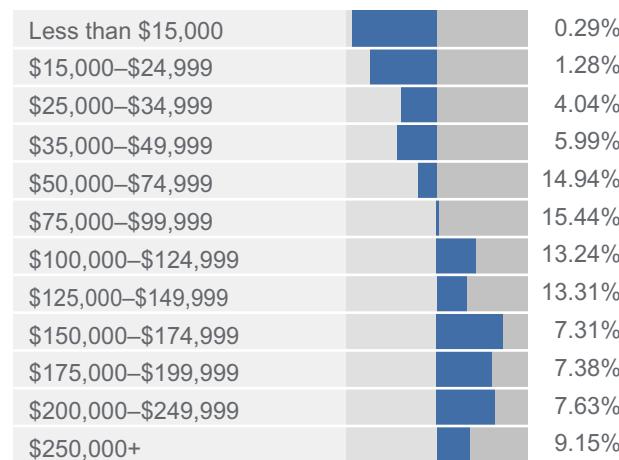
### Estimated current home value



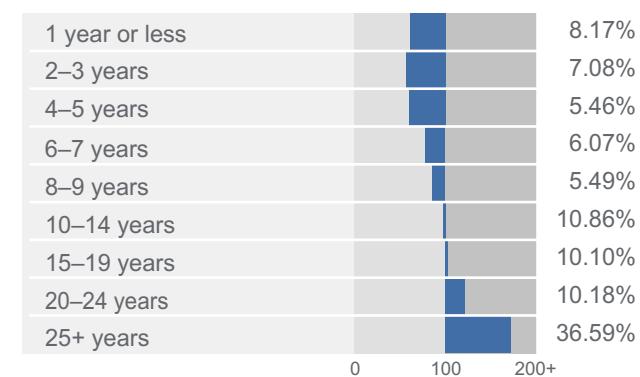
### Family structure



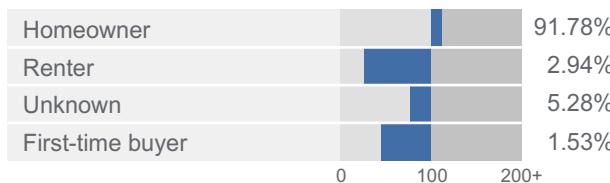
### Estimated household income



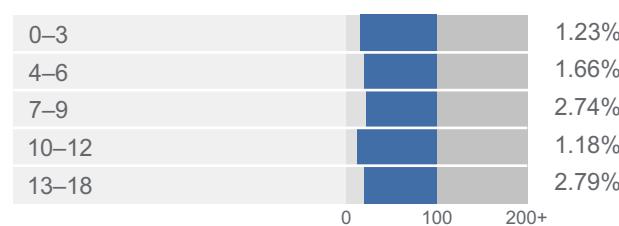
### Length of residency



### Home ownership



### Age of children



## C14 Boomers and Boomerangs

Baby boomer adults and their teenage and young adult children sharing suburban homes

 1.19% |  2.23%


### Who We Are

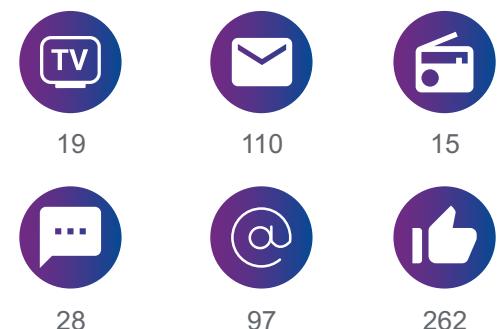
<b>Head of household age</b> 	<b>Type of property</b> 
51–65	Single family
307   83.5%	112   99.0%
<b>Est. Household income</b> 	<b>Household size</b> 
\$125,000–\$149,999	5+ persons
195   19.6%	294   42.8%
<b>Home ownership</b> 	<b>Age of children</b> 
Homeowner	13–18
118   96.8%	251   35.3%

### Key Features

- Suburbanites
- Middle-class families
- Politically conservative
- Charitable
- Social media fans
- Multi-generational households



### Channel Preference



### Technology Adoption



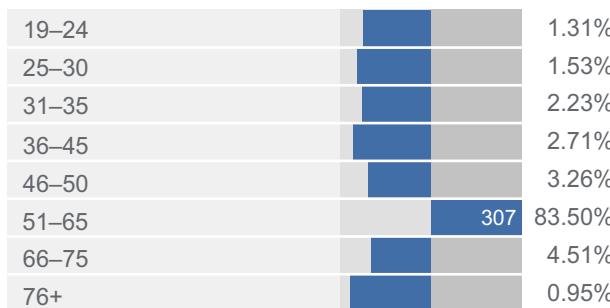
Apprentices

## C14 Boomers and Boomerangs

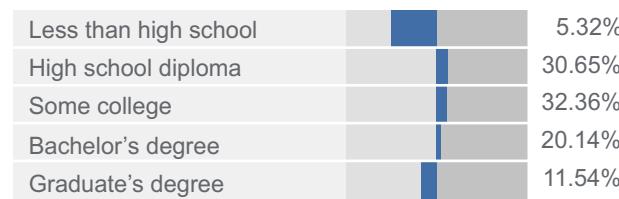
Baby boomer adults and their teenage and young adult children sharing suburban homes

 1.19% |  2.23%

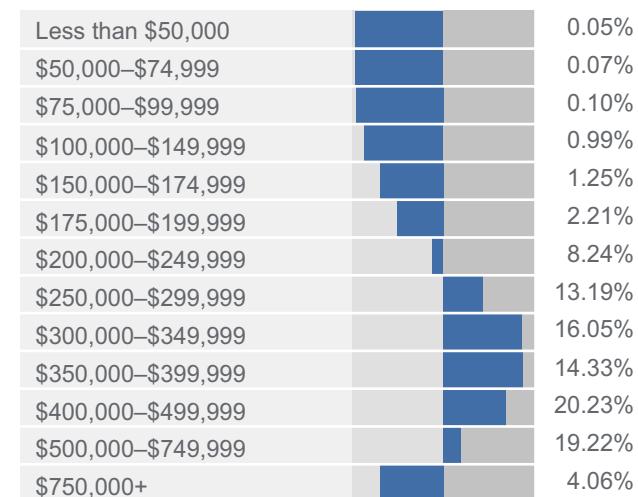
### Head of household age



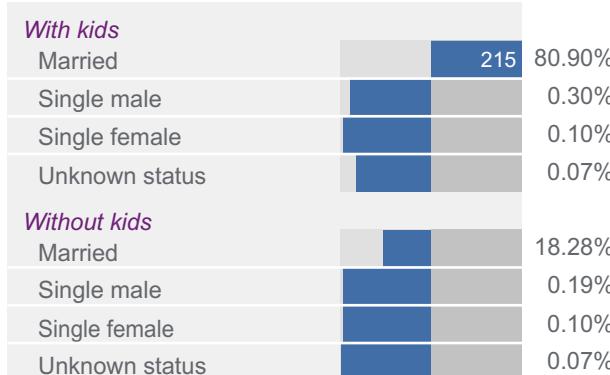
### Head of household education



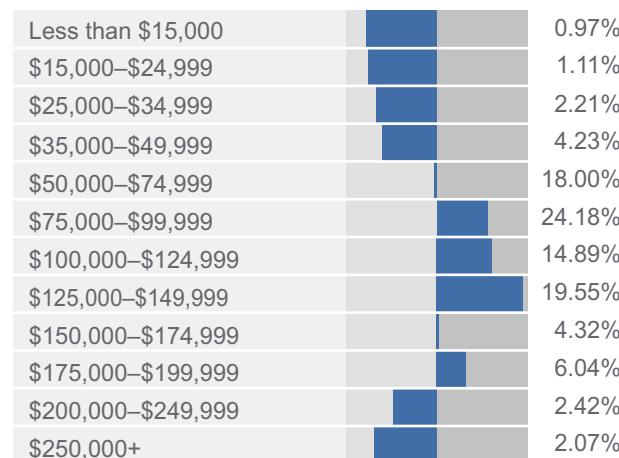
### Estimated current home value



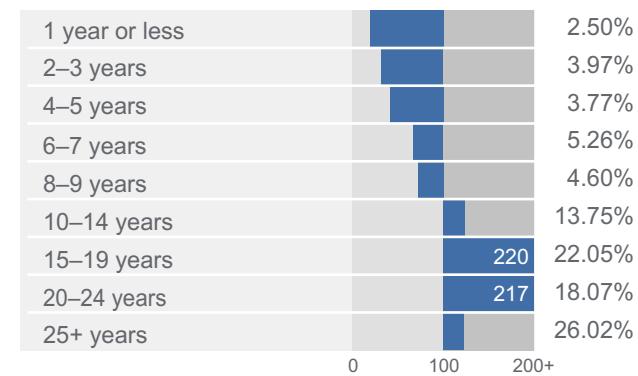
### Family structure



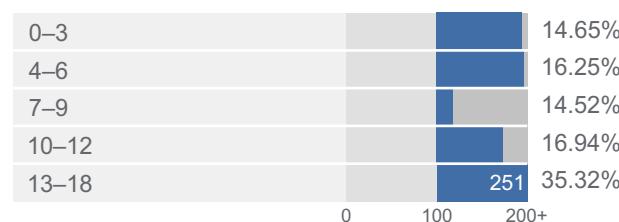
### Estimated household income



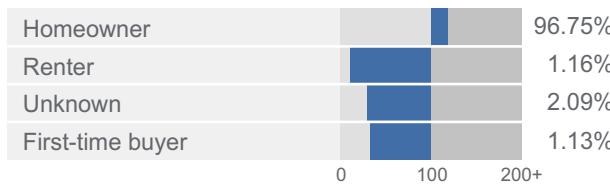
### Length of residency



### Age of children



### Home ownership



D

D15

D16

D17

D18

## D15 Sport Utility Families

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs

 1.42% |  1.8%



### Key Features

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Parents

### Who We Are

#### Head of household age

36–45

315 | 57.2%

#### Type of property

Single family

111 | 98.5%

#### Est. Household income

\$125,000–\$149,999

227 | 22.7%

#### Household size

2 persons

133 | 34.8%

#### Home ownership

Homeowner

116 | 95.3%

#### Age of children

10–12

411 | 40.4%

### Channel Preference



84



96



17



57



90



150

### Technology Adoption



Apprentices



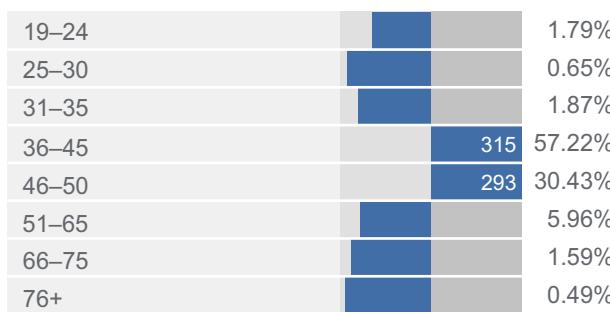
D D15 D16 D17 D18

## D15 Sport Utility Families

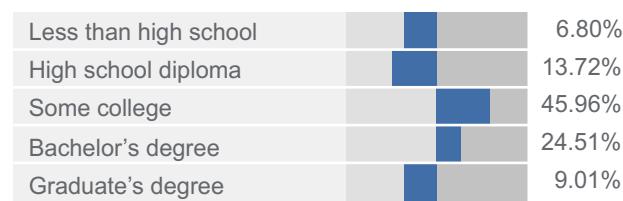
Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs

 1.42% |  1.8%

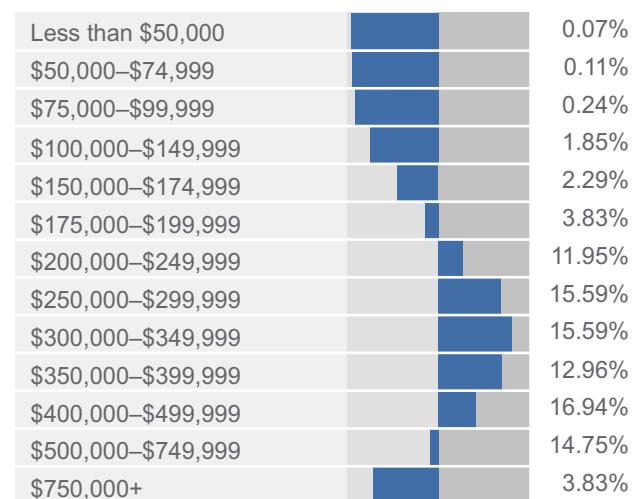
### Head of household age



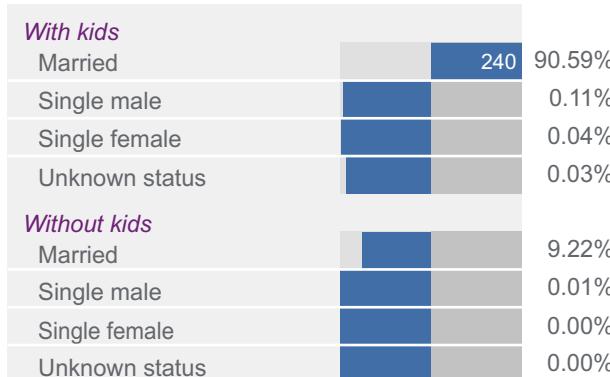
### Head of household education



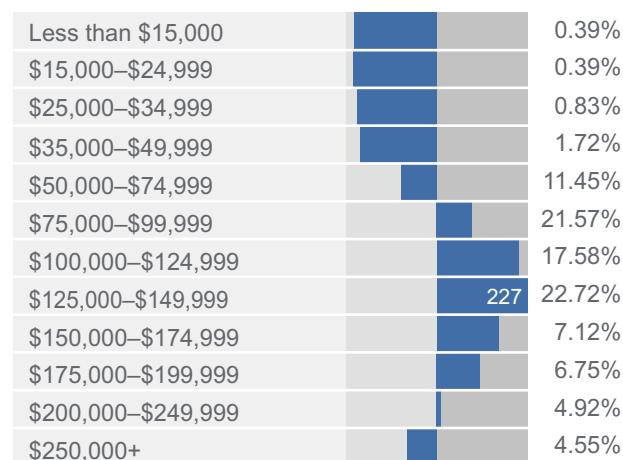
### Estimated current home value



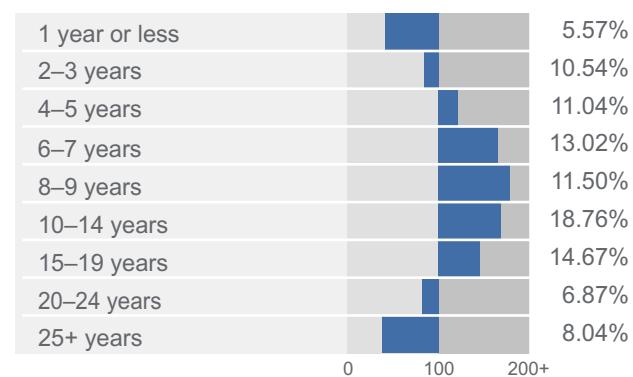
### Family structure



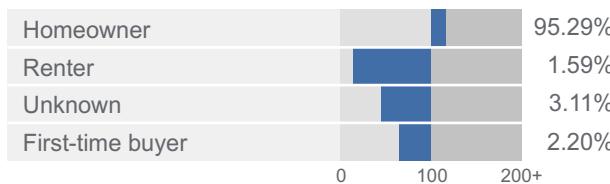
### Estimated household income



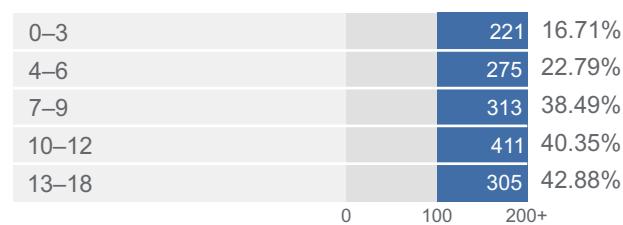
### Length of residency



### Home ownership



### Age of children



D

D15

D16

D17

D18

## D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

House 1.83% | 2.78% Person



### Key Features

- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Tech apprentices
- Theme park vacations

### Who We Are

#### Head of household age

36–45

168 | 30.5%



#### Type of property



Single family

110 | 97.8%

#### Est. Household income



\$75,000–\$99,999

132 | 20.4%

#### Home ownership



Homeowner

116 | 95.5%

#### Household size



5+ persons

189 | 27.5%

### Channel Preference



77



150



5



71



132



191

### Technology Adoption



Apprentices



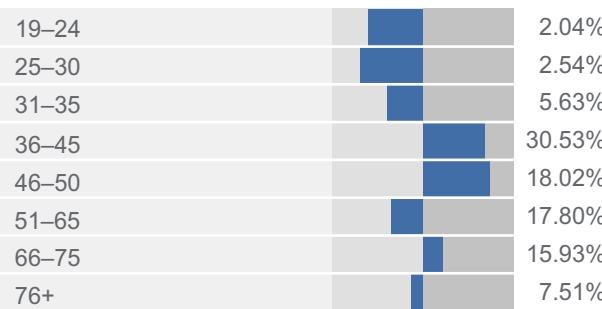
D D15 D16 D17 D18

## D16 Settled in Suburbia

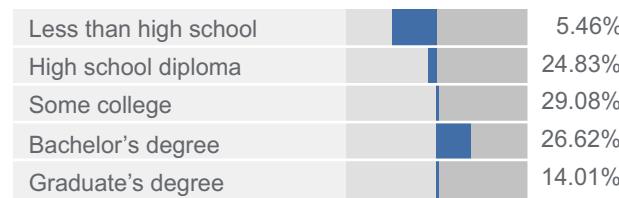
Upper middle-class family units living comfortably in established suburbs

 1.83% |  2.78%

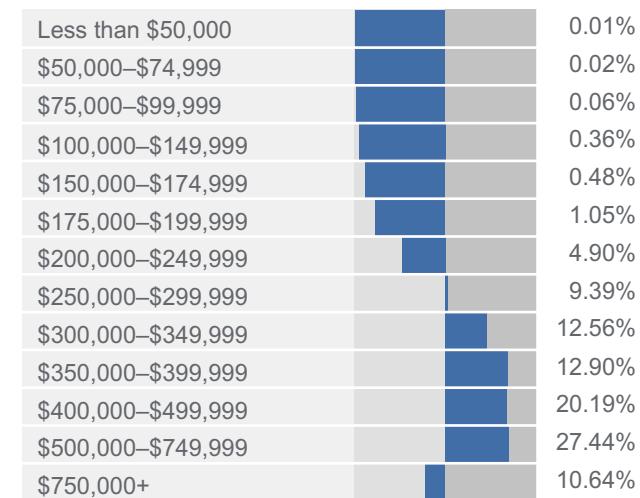
### Head of household age



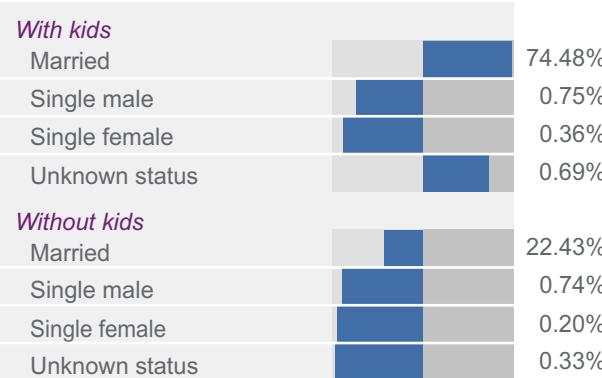
### Head of household education



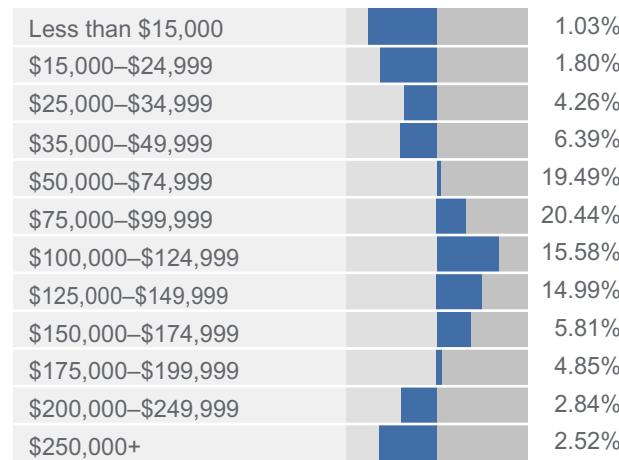
### Estimated current home value



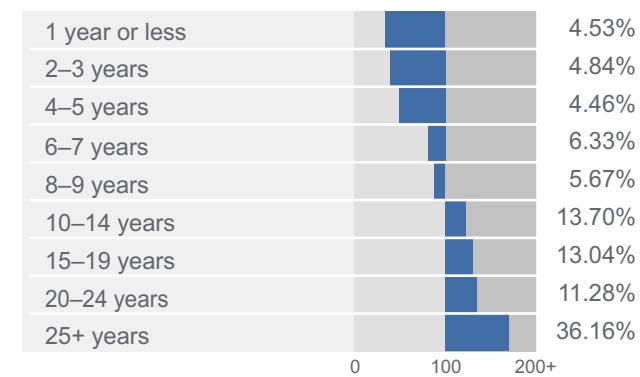
### Family structure



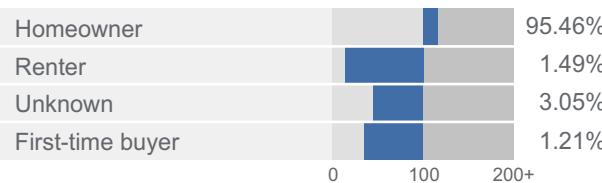
### Estimated household income



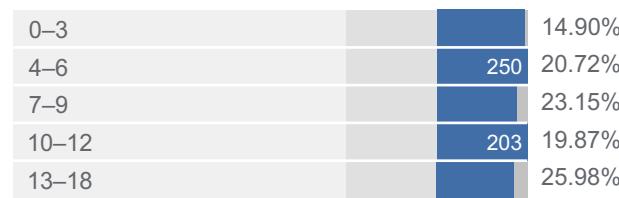
### Length of residency



### Home ownership



### Age of children



## D17 Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods

House 1.06% | 0.94% Person



### Key Features

- Bilingual
- Technological journeymen
- Home owners
- Adrenaline sports
- Financially conservative
- Outdoor fitness enthusiasts



### Channel Preference



### Technology Adoption



Journeymen



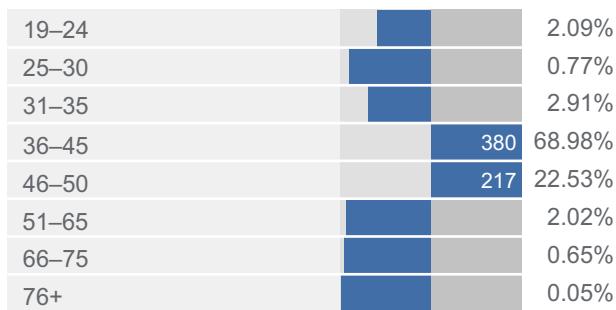
D D15 D16 D17 D18

## D17 Cul de Sac Diversity

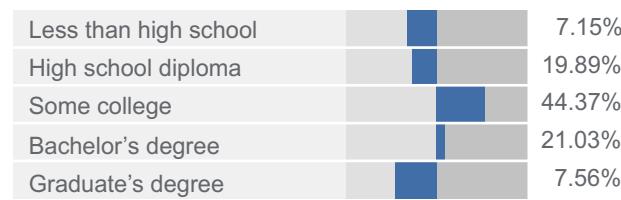
Cultured families settled in new suburban neighborhoods

House 1.06% | 0.94% Person

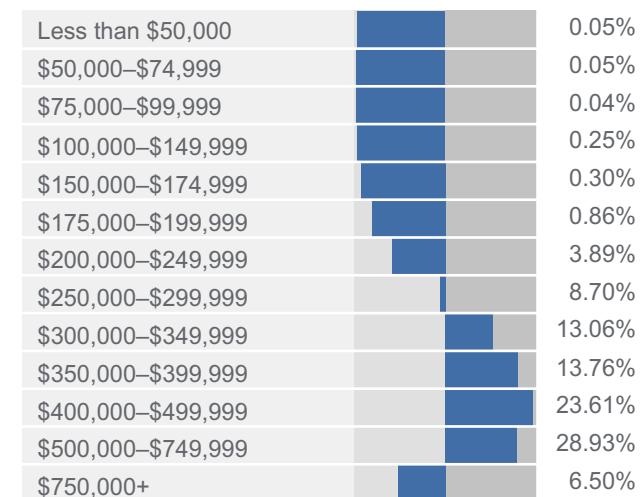
### Head of household age



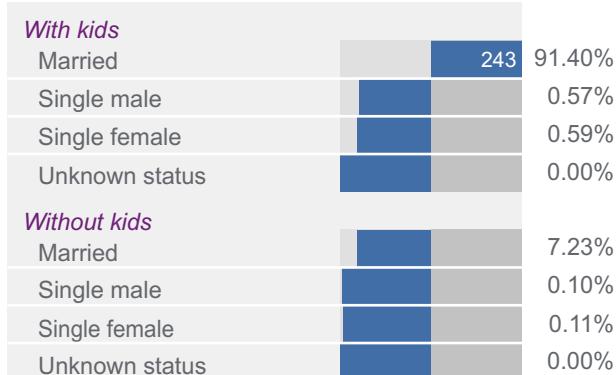
### Head of household education



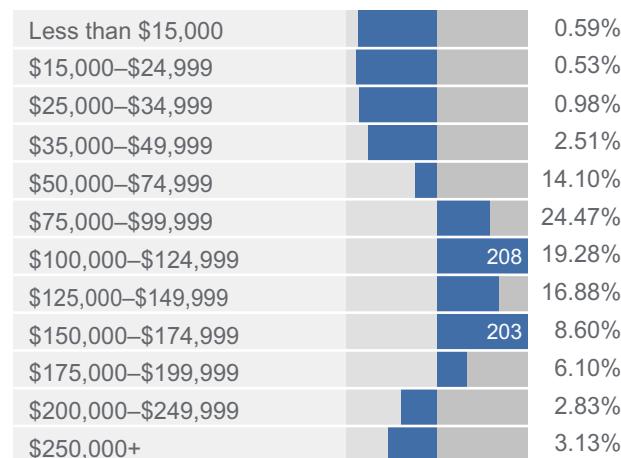
### Estimated current home value



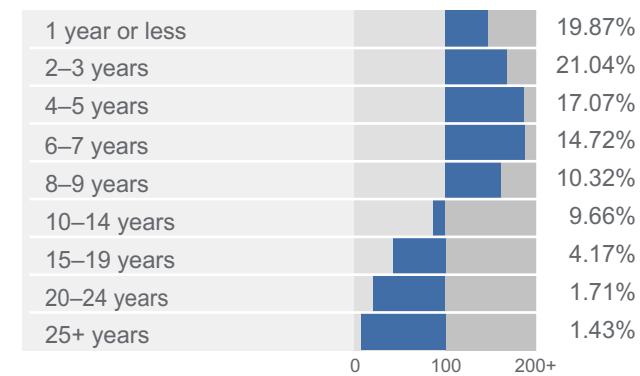
### Family structure



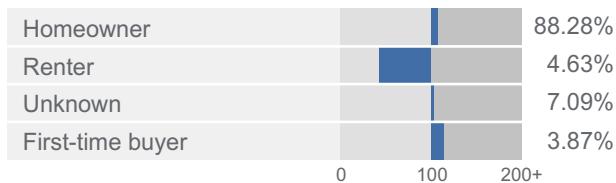
### Estimated household income



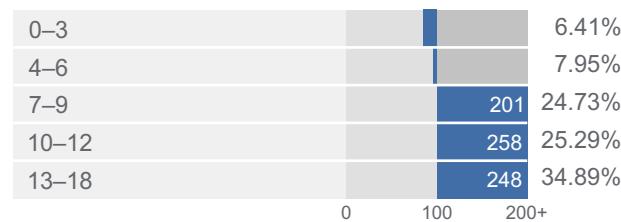
### Length of residency



### Home ownership



### Age of children



D

D15

D16

D17

D18

## D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

1.71% | 2.23% 



### Who We Are

#### Head of household age

51–65

130 | 35.4%

#### Type of property

Single family

108 | 95.9%

#### Est. Household income

\$50,000–\$74,999

140 | 26.1%

#### Household size

5+ persons

145 | 21.1%

### Channel Preference



215



110



117



97



60



167

### Technology Adoption



Wizards

### Key Features

- Tech-journeymen
- Politically liberal
- R&B music
- Status-seekers
- Tech-savvy
- Social media fans



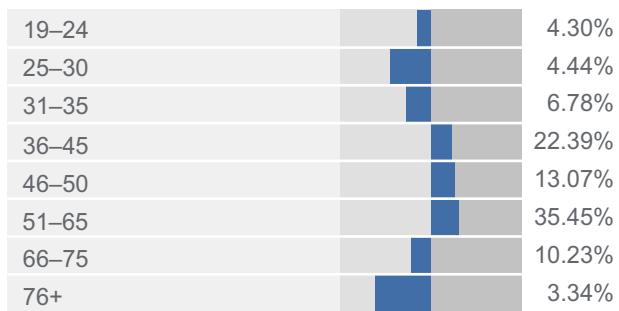
D D15 D16 D17 D18

## D18 Suburban Nightlife

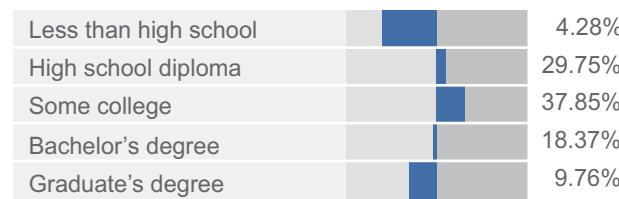
Upper established couples and families living mainly in the metropolitan cities

House 1.71% | Person 2.23%

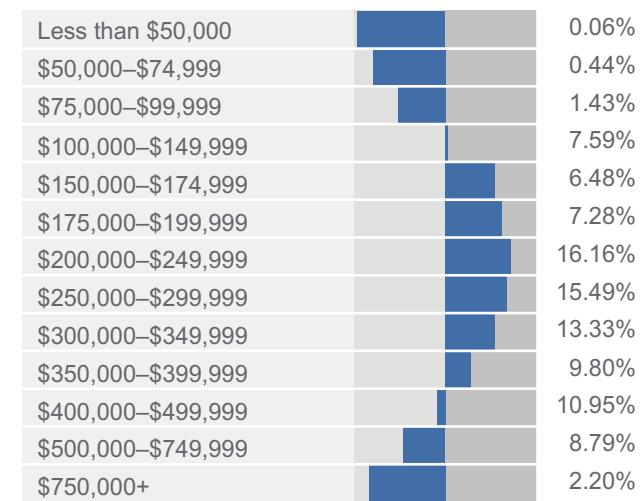
### Head of household age



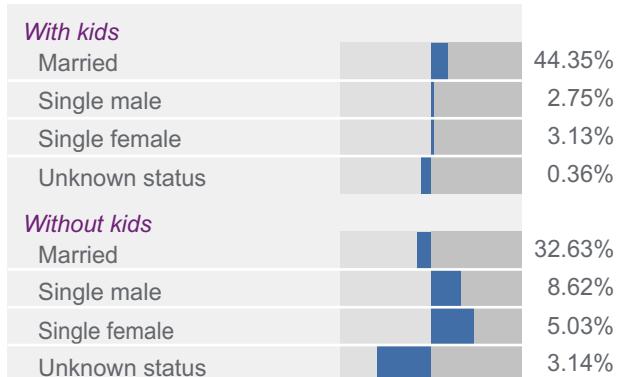
### Head of household education



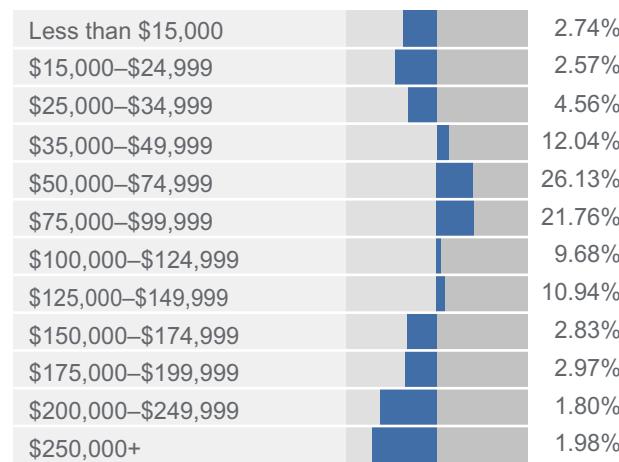
### Estimated current home value



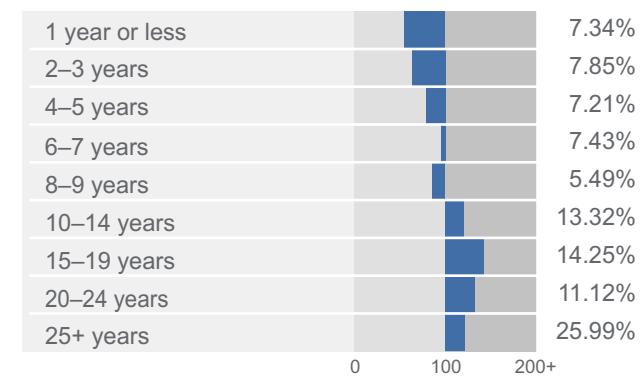
### Family structure



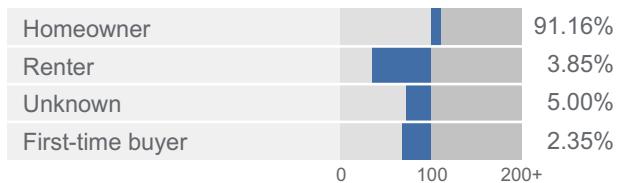
### Estimated household income



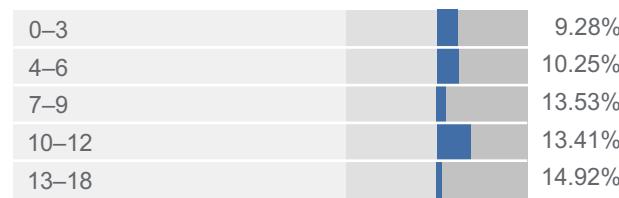
### Length of residency



### Home ownership



### Age of children



## E19 Consummate Consumers

Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles

House 1.39% | 1.19% Person



### Who We Are

#### Head of household age

51–65

193 | 52.5%



#### Type of property



Multi-family: 101+ units

636 | 8.8%

#### Est. Household income



\$125,000–\$149,999

140 | 14.0%

#### Household size



1 person

150 | 49.3%

### Channel Preference



53



110



6



58



210



84

### Technology Adoption



Journeymen

### Key Features

- Empty-nesters
- Highly educated
- City dwellers
- Environmental advocates
- Well-traveled
- Fitness minded



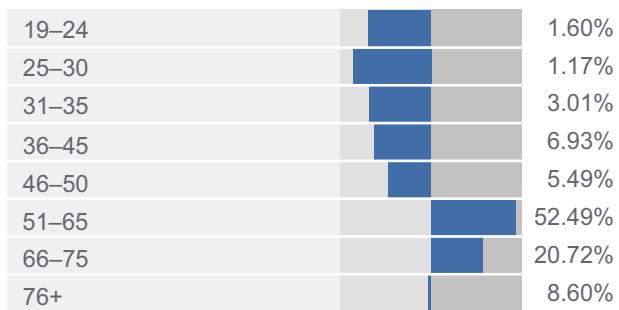
E E19 E20 E21

## E19 Consummate Consumers

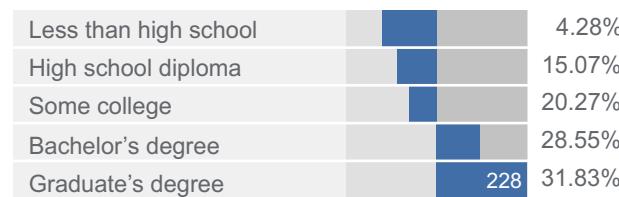
Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles

 1.39% |  1.19%

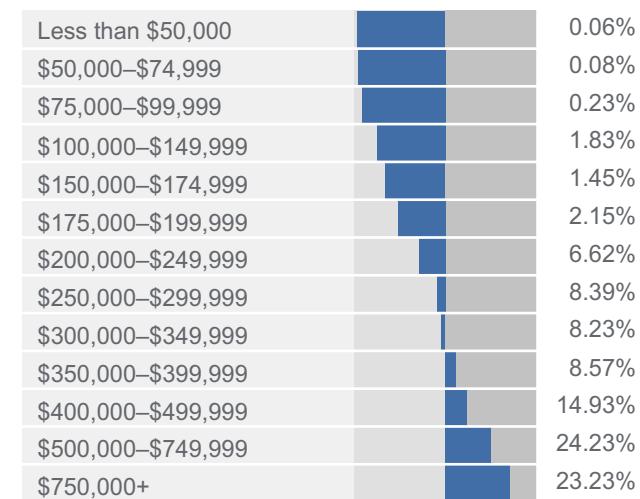
### Head of household age



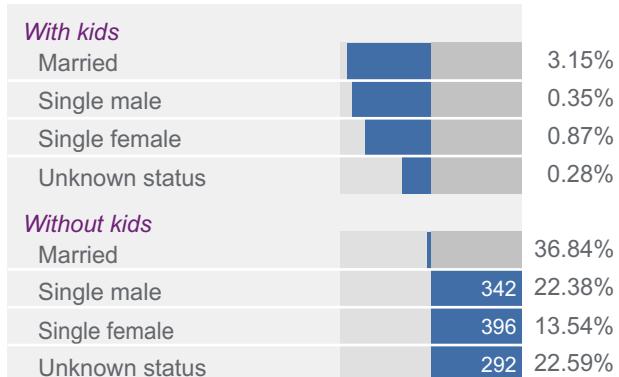
### Head of household education



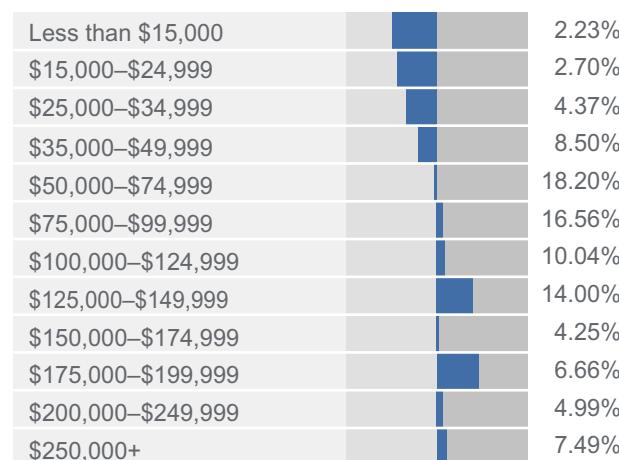
### Estimated current home value



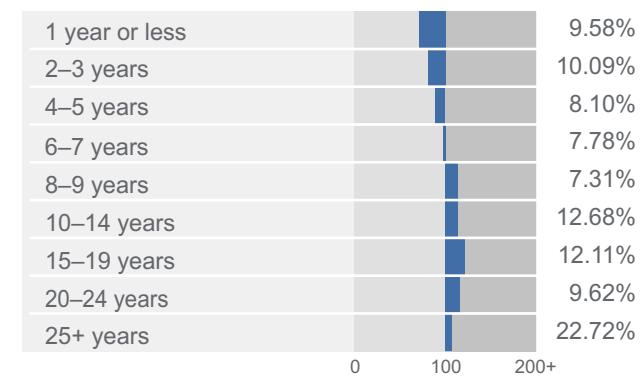
### Family structure



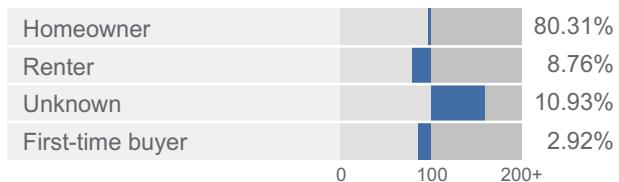
### Estimated household income



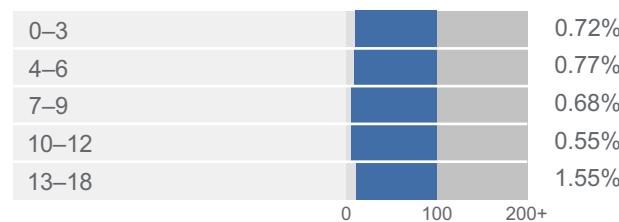
### Length of residency



### Home ownership



### Age of children



## E20 No Place Like Home

Older, established multi-generational households in suburban areas

House 1.88% | 3.08% Person



### Who We Are

#### Head of household age

51–65

169 | 45.9%



#### Type of property



Single family

111 | 98.2%

#### Est. Household income



\$75,000–\$99,999

155 | 24.0%

#### Household size



5+ persons

232 | 33.8%

#### Home ownership



Homeowner

115 | 94.9%

#### Age of children



13–18

42 | 5.9%

### Channel Preference



43



85



11



39



37



207

### Technology Adoption



Apprentices

### Key Features

- Smart shoppers
- Multi-generational homes
- Tech apprentices
- Large households
- Social media fans
- Conservative values



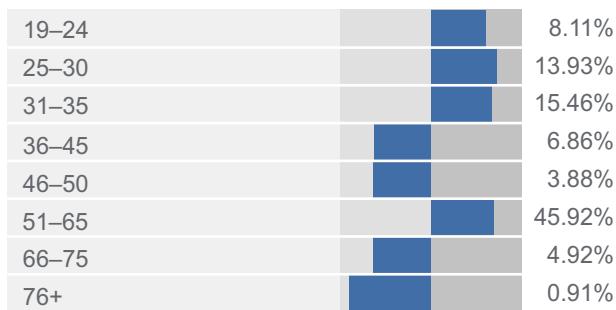
E E19 E20 E21

## E20 No Place Like Home

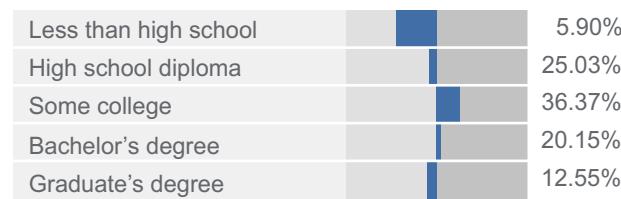
Older, established multi-generational households in suburban areas

House 1.88% | 3.08% Person

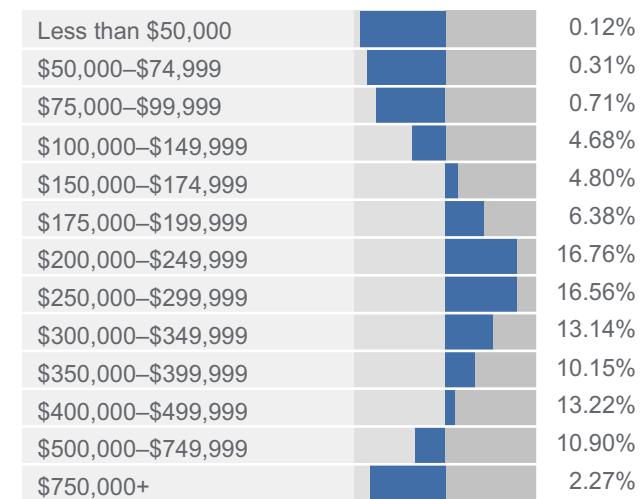
### Head of household age



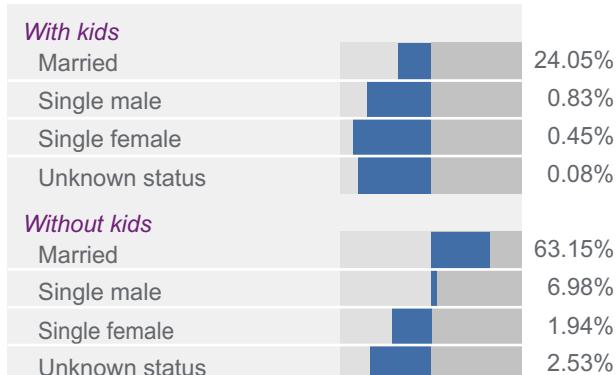
### Head of household education



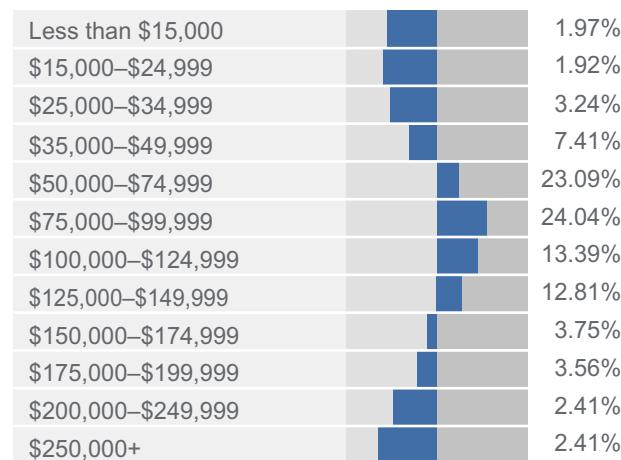
### Estimated current home value



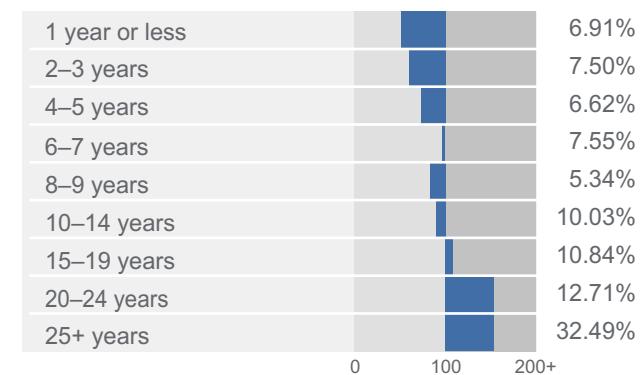
### Family structure



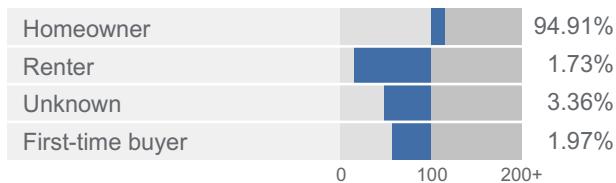
### Estimated household income



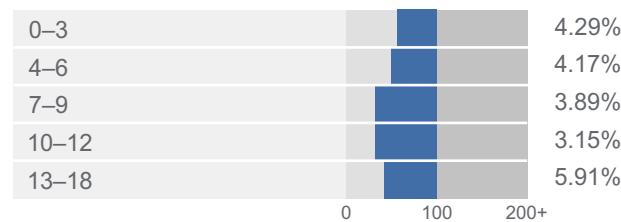
### Length of residency



### Home ownership



### Age of children



## E21 Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

House 1.95% | 2.63% Person



### Key Features

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics
- Outdoor enthusiasts
- Domestic travelers

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
51–65	Single family
336   91.3%	111   98.2%
<b>Est. Household income</b> 	<b>Household size</b> 
\$50,000–\$74,999	3 persons
147   27.4%	150   23.5%
<b>Home ownership</b> 	<b>Age of children</b> 
Homeowner	13–18
117   96.3%	6   0.9%

### Channel Preference

		
10	73	2
		
5	34	92

### Technology Adoption



Apprentices



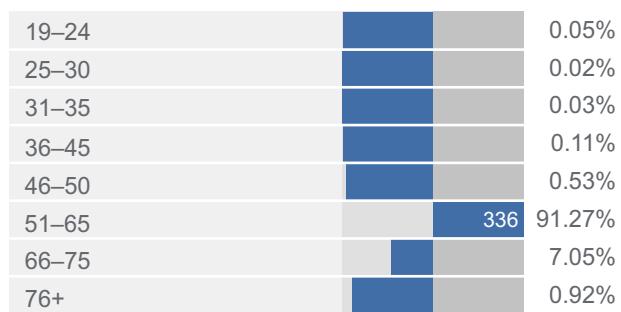
E E19 E20 E21

## E21 Unspoiled Splendor

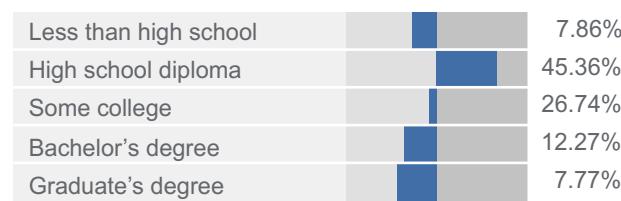
Comfortably established baby boomer couples in town and country communities

House 1.95% | 2.63% Person

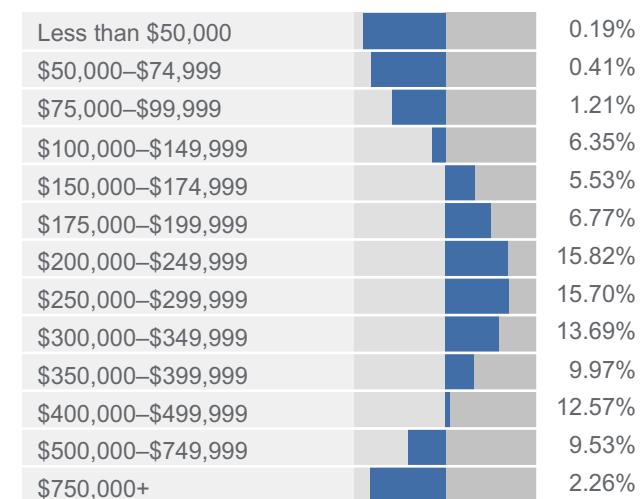
### Head of household age



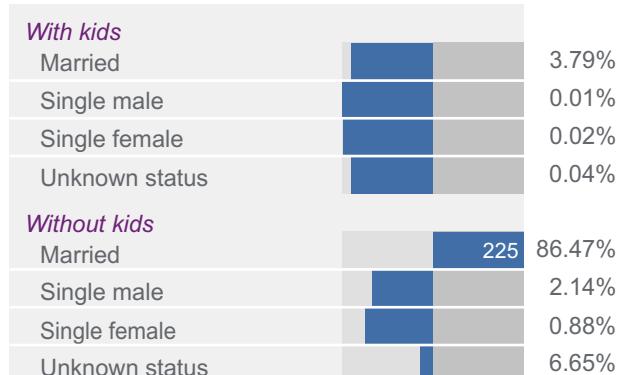
### Head of household education



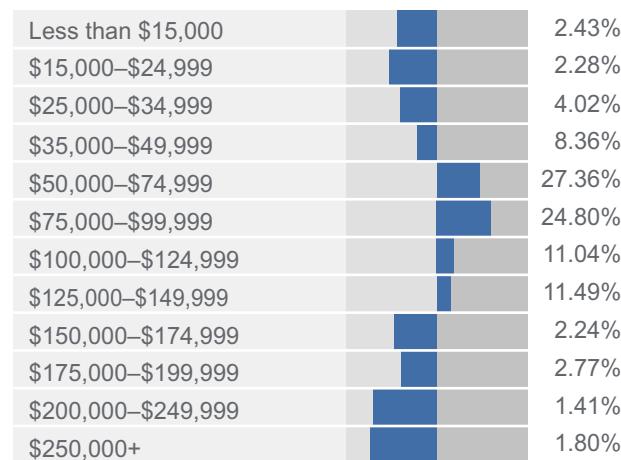
### Estimated current home value



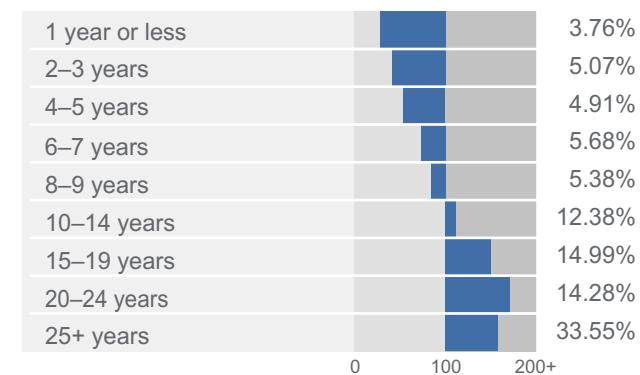
### Family structure



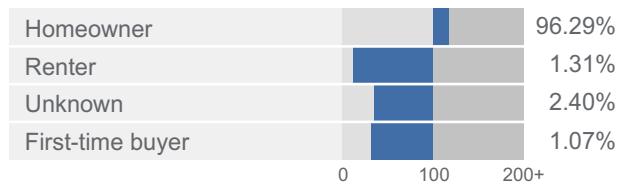
### Estimated household income



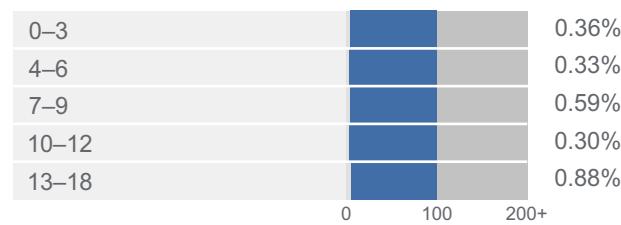
### Length of residency



### Home ownership



### Age of children



## F22 Fast Track Couples

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles



3.3% | 2.57%



### Who We Are

#### Head of household age

31–35

559 | 51.8%



#### Type of property



Single family

109 | 97.1%

#### Est. Household income



\$100,000–\$124,999

199 | 18.4%

#### Household size



2 persons

150 | 39.2%

### Channel Preference



203



105



164



333



62



35

### Technology Adoption



Journeymen

### Key Features

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy
- Music lovers
- Football fans



## F22 Fast Track Couples

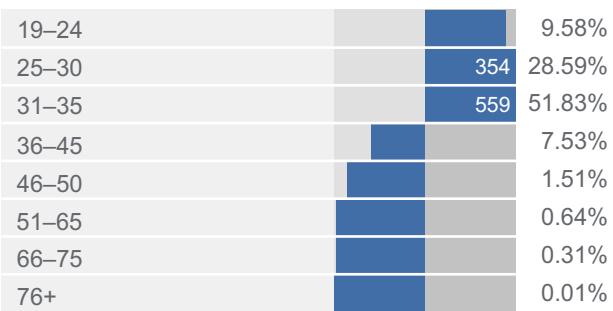
Active, young, upper established suburban couples and families living upwardly-mobile lifestyles



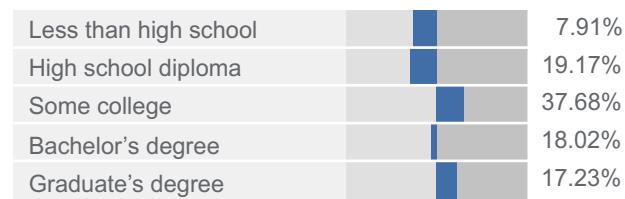
3.3% | 2.57%



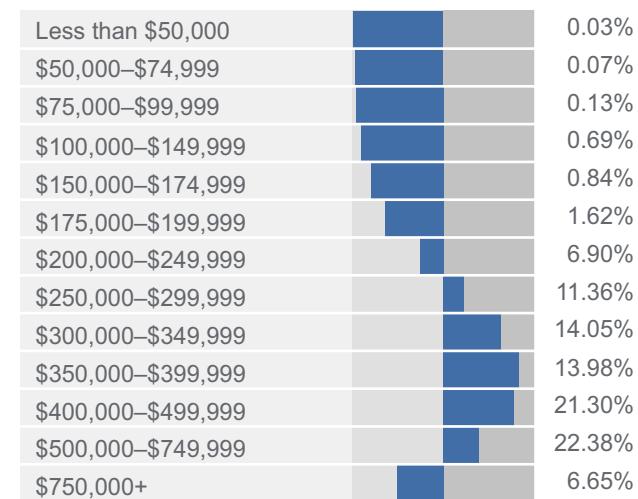
### Head of household age



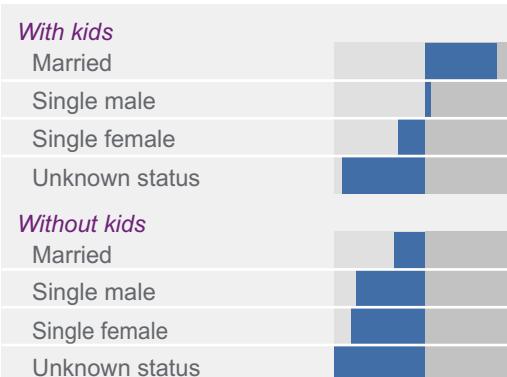
### Head of household education



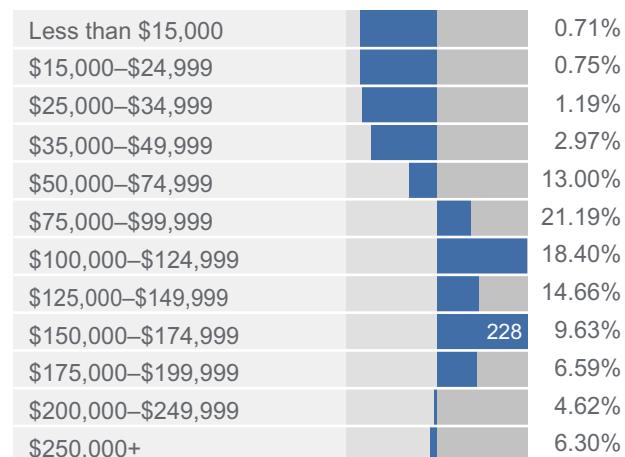
### Estimated current home value



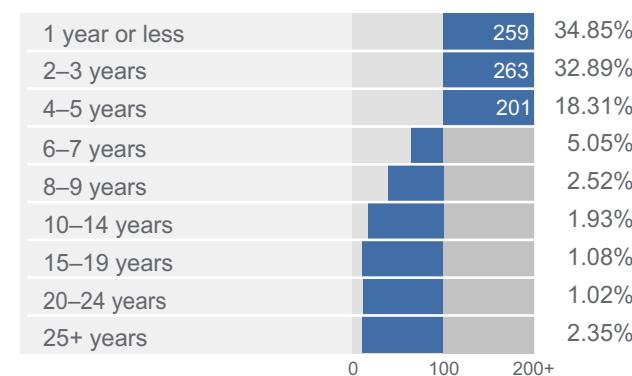
### Family structure



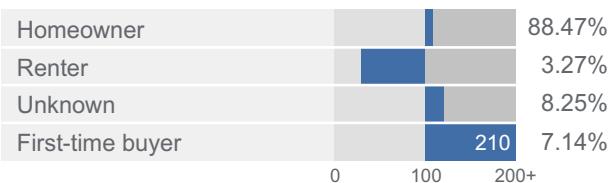
### Estimated household income



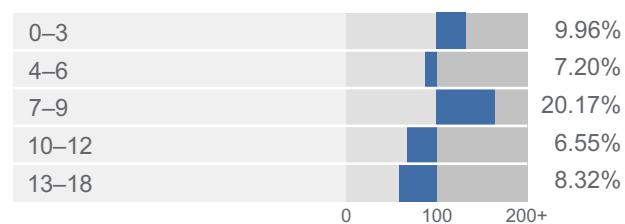
### Length of residency



### Home ownership



### Age of children



## F23 Families Matter Most

Young, established families in scenic suburbs leading active, family-focused lives

House 0.86% | 1.01% Person



### Who We Are

Head of household age		Type of property	
31–35		Single family	
418   38.8%		111   98.3%	
Est. Household income		Household size	
\$75,000–\$99,999		2 persons	
159   24.6%		142   37.2%	
Home ownership		Age of children	
Homeowner		0–3	
107   87.7%		677   51.1%	

### Key Features

- Sprawling families
- Married with kids
- Family vacations
- Social connectors
- Financially comfortable
- Settled homes



### Channel Preference



### Technology Adoption



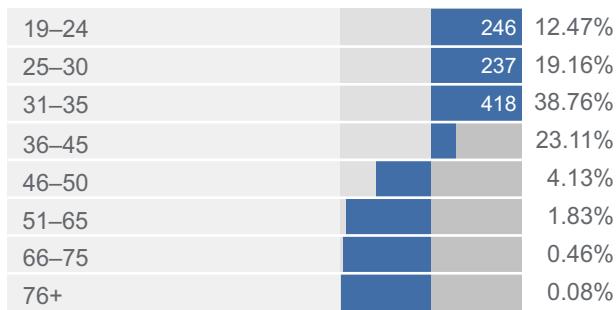
Wizards

# F23 Families Matter Most

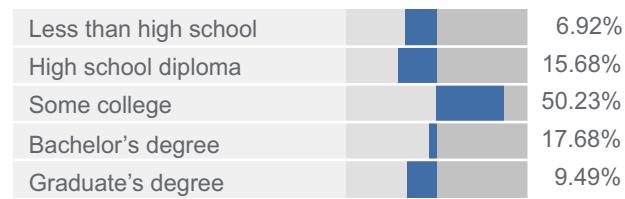
Young, established families in scenic suburbs leading active, family-focused lives

 0.86% |  1.01%

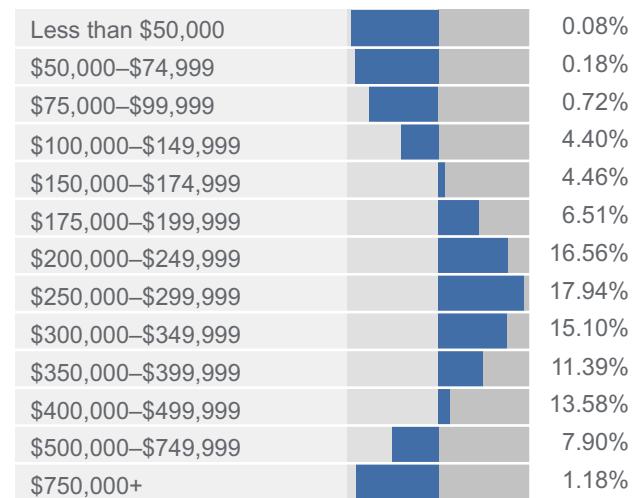
## Head of household age



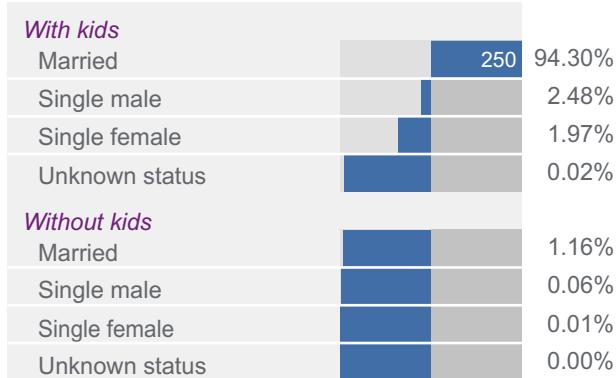
## Head of household education



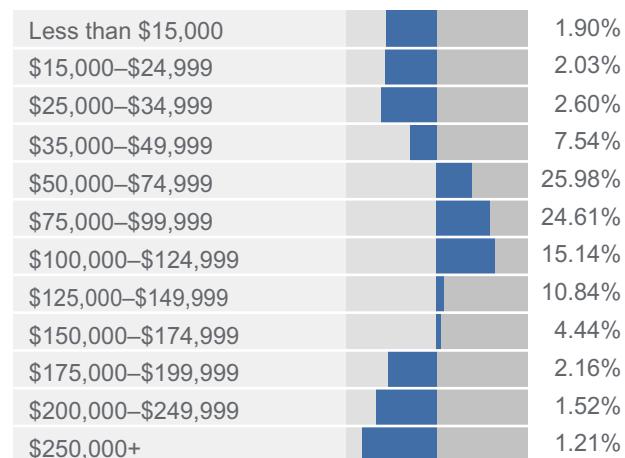
## Estimated current home value



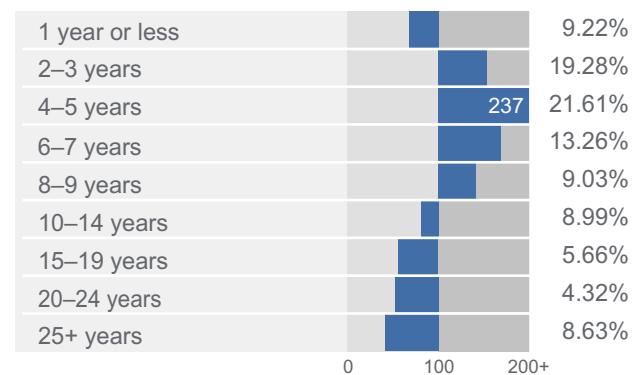
## Family structure



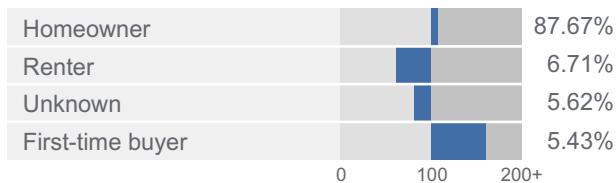
## Estimated household income



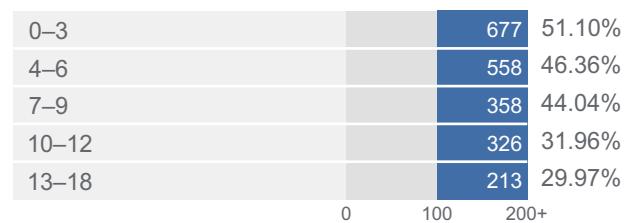
## Length of residency



## Home ownership



## Age of children



# **G24** Ambitious Singles

Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles

 1.47% |  0.87%



## Who We Are

Head of household age	Type of property
31–35	Multi-family: 5–9 units
271   25.2%	273   7.4%
Est. Household income	Household size
\$75,000–\$99,999	1 person
138   21.4%	229   75.2%
Home ownership	Age of children
First-time buyer	13–18
290   9.8%	32   4.5%

## Channel Preference



## Technology Adoption



Journeymen

## Key Features

- Single city-dweller
- Well-educated
- Career-driven
- Professionals
- Physically fit
- Foodies



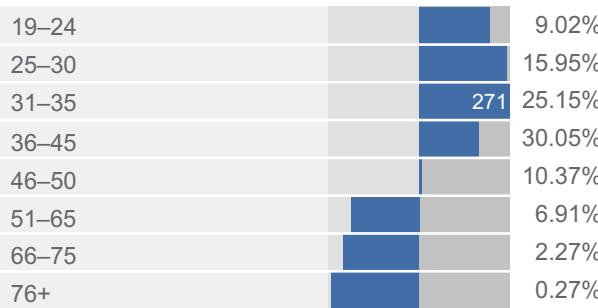
**G**
**G24**
**G25**

## G24 Ambitious Singles

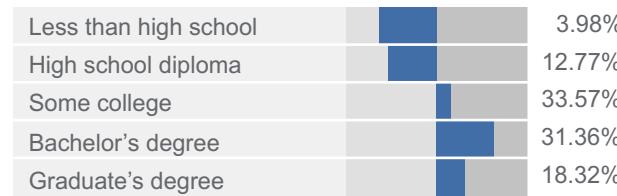
Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles

 1.47% |  0.87%

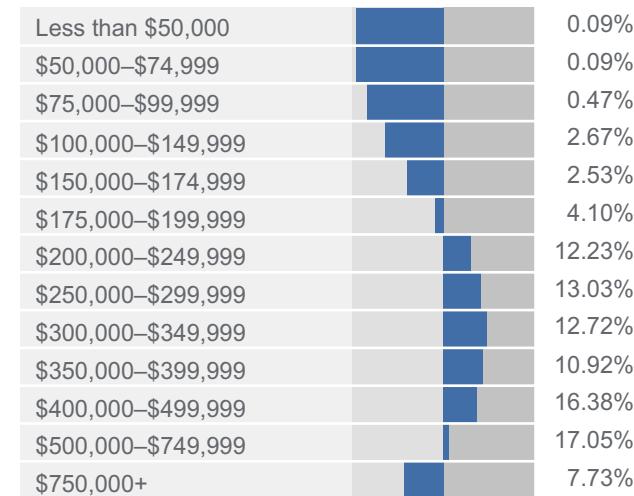
### Head of household age



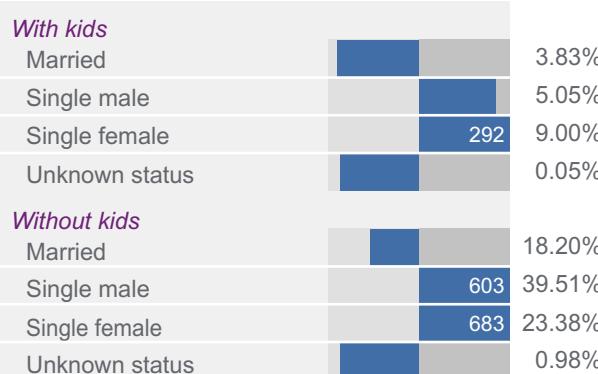
### Head of household education



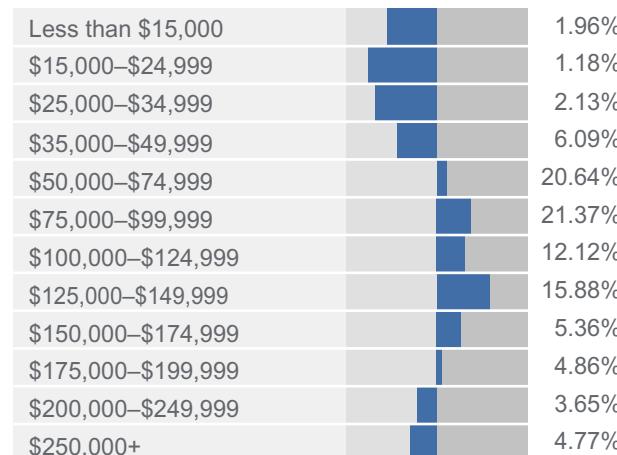
### Estimated current home value



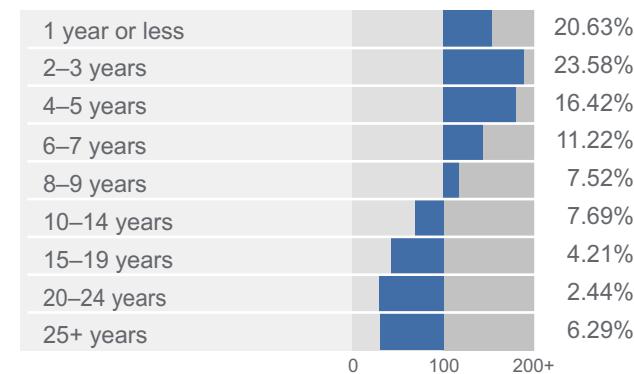
### Family structure



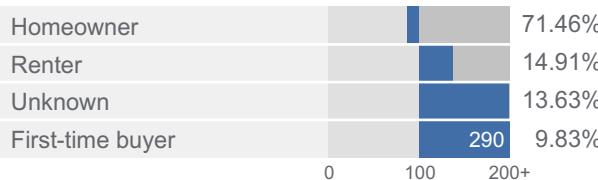
### Estimated household income



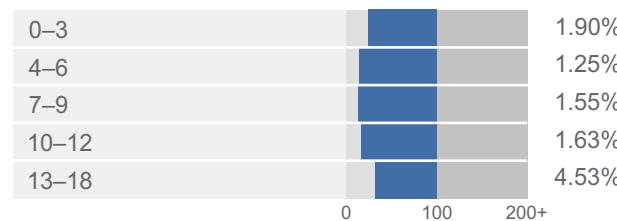
### Length of residency



### Home ownership



### Age of children



# **G25** Urban Edge

Lively, up-and-coming singles living big city lifestyles located within top MSA markets

House 1.65% | 0.84% Person



## Who We Are

Head of household age	Type of property
31–35	Multi-family: 101+ units
366   33.9%	1481   20.5%
Est. Household income	Household size
\$125,000–\$149,999	1 person
157   15.7%	267   87.9%
Home ownership	Age of children
Unknown	0–3
446   30.6%	21   1.6%

## Key Features

- Progressive views
- Urban dwellers
- Highly educated
- Ambitious
- Omni-channel engagers
- Health enthusiasts



## Channel Preference



## Technology Adoption



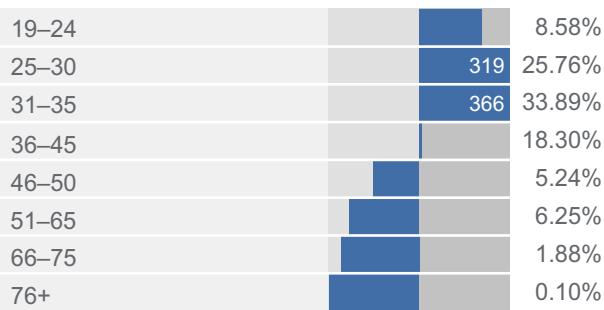
Journeymen

# G25 Urban Edge

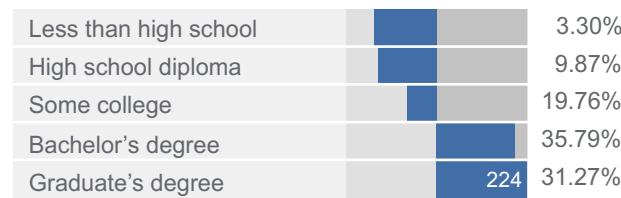
Lively, up-and-coming singles living big city lifestyles located within top MSA markets

 1.65% |  0.84%

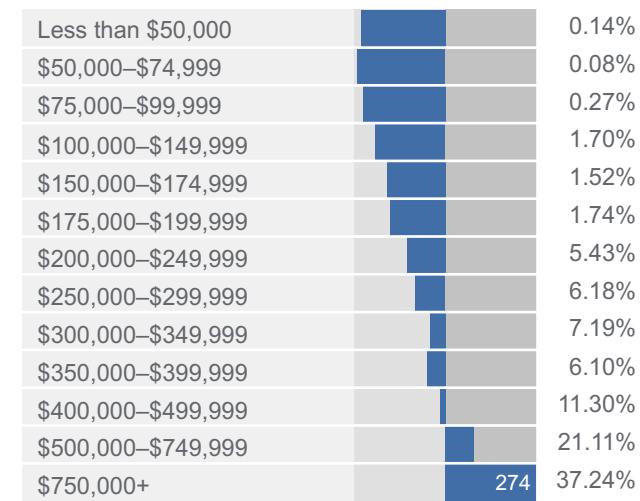
## Head of household age



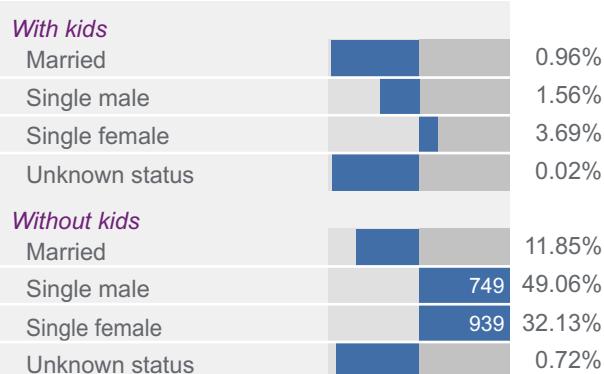
## Head of household education



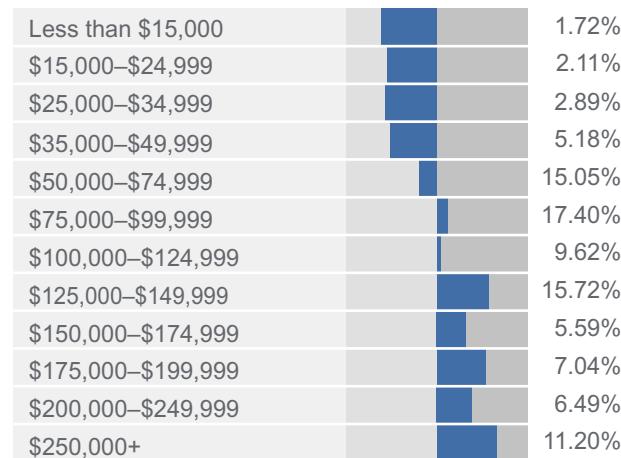
## Estimated current home value



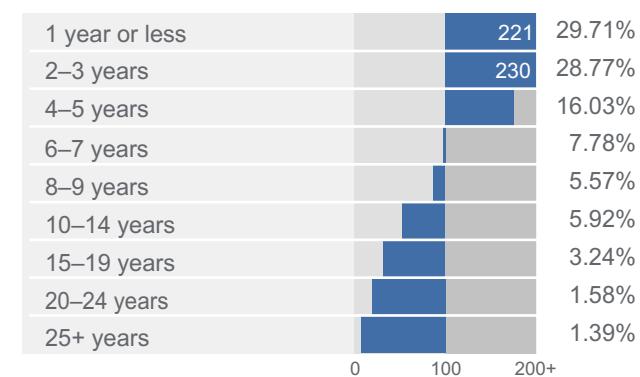
## Family structure



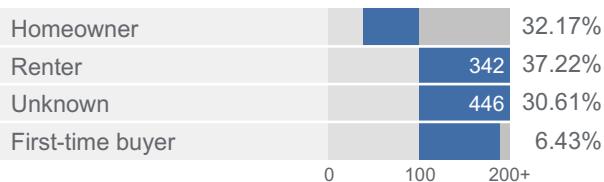
## Estimated household income



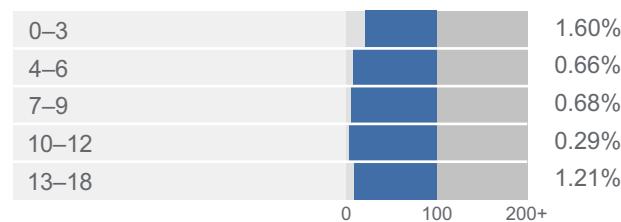
## Length of residency



## Home ownership



## Age of children



## H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

House 1.91% | 2.23% Person



### Who We Are

#### Head of household age

51–65

144 | 39.3%



#### Type of property



Single family

101 | 90.0%

#### Est. Household income



\$75,000–\$99,999

145 | 22.4%

#### Household size



5+ persons

131 | 19.0%

### Channel Preference



91



107



23



77



41



115

### Technology Adoption



Journeymen

### Key Features

- Bilingual
- Ethnically diverse
- Urban-centric
- Comfortable spending
- Sports fans
- Comfortable lifestyles

#### Home ownership



Homeowner

106 | 86.9%

#### Age of children



13–18

92 | 13.0%



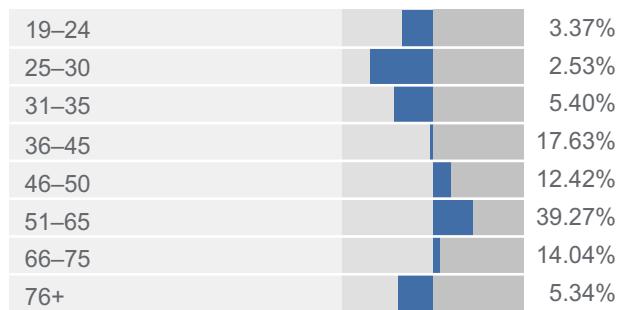
H H26 H27 H28 H29

## H26 Progressive Assortment

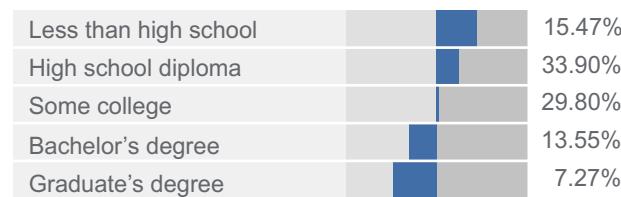
Mature couples with comfortable and active lives in established suburbs

 1.91% |  2.23%

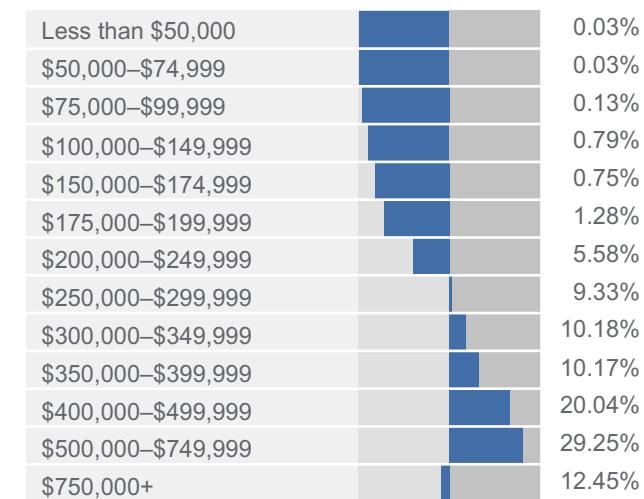
### Head of household age



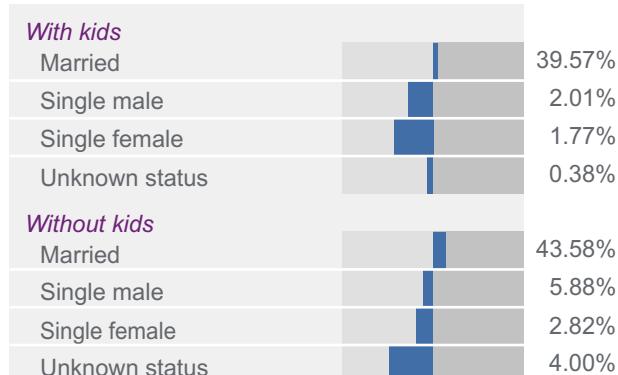
### Head of household education



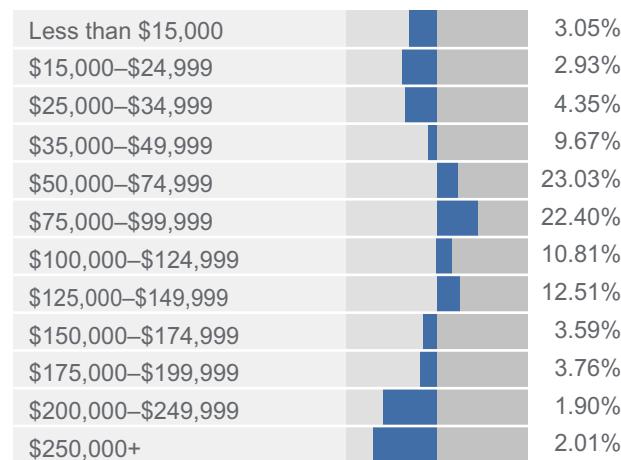
### Estimated current home value



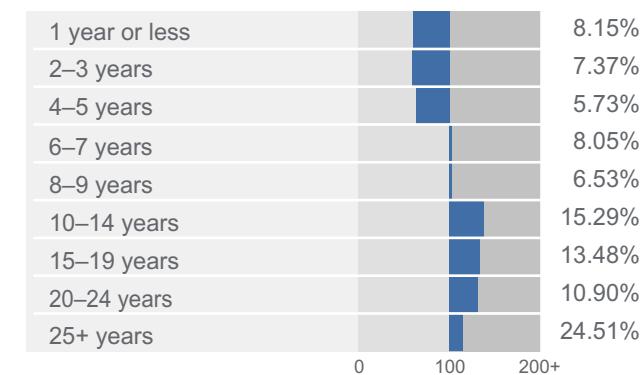
### Family structure



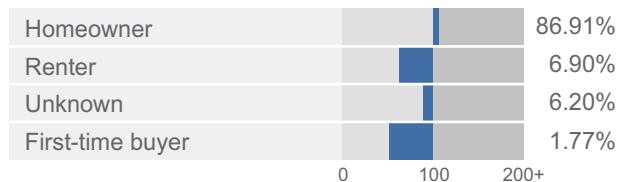
### Estimated household income



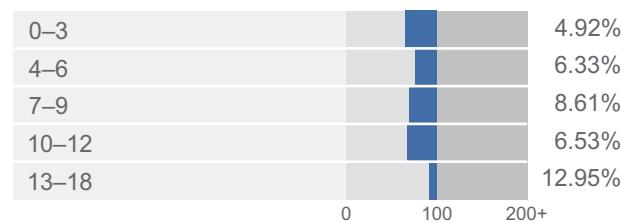
### Length of residency



### Home ownership



### Age of children



## H27 Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities

 1.57% |  1.11%



### Who We Are

#### Head of household age

46–50

233 | 24.3%

#### Type of property

Single family

108 | 95.8%

#### Est. Household income

\$75,000–\$99,999

161 | 24.9%

#### Household size

1 person

162 | 53.3%

### Channel Preference



110



145



7



101



75



34

### Technology Adoption



Journeymen

### Key Features

- Suburb living
- Married no kids
- Comfortable spending
- Charitable donations
- Outdoor activities
- Yogis



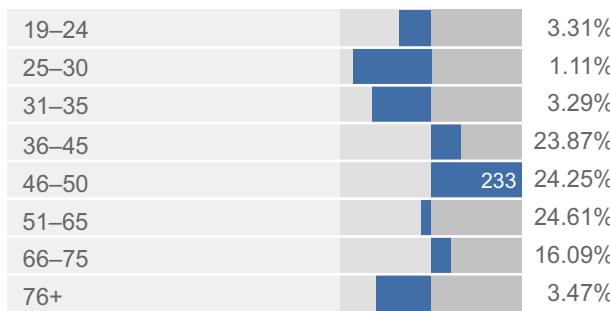
**H**
**H26**
**H27**
**H28**
**H29**

## H27 Life of Leisure

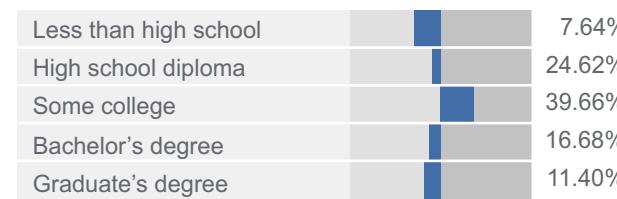
Upper established couples living leisure lifestyles in small towns and cities

 1.57% |  1.11%

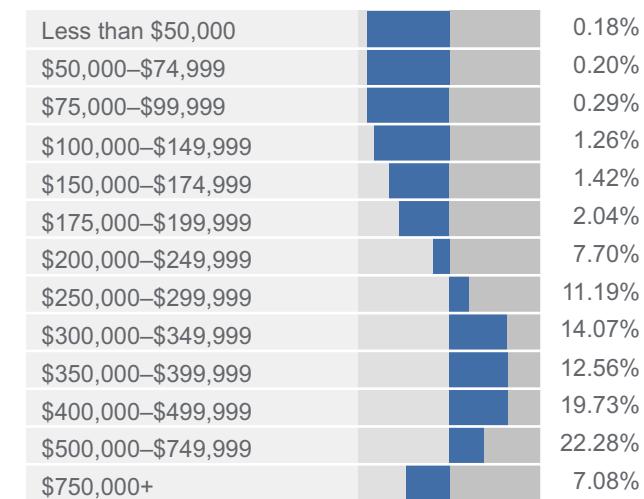
### Head of household age



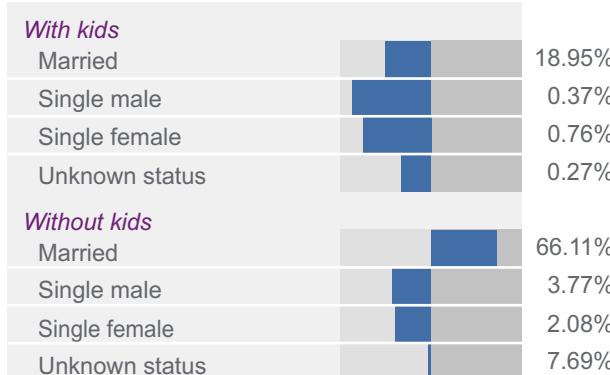
### Head of household education



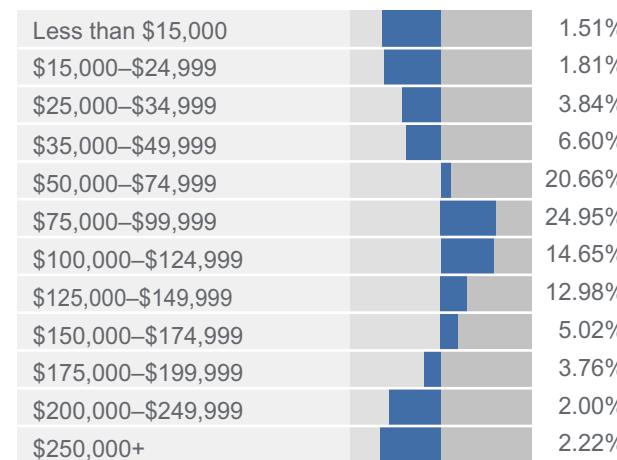
### Estimated current home value



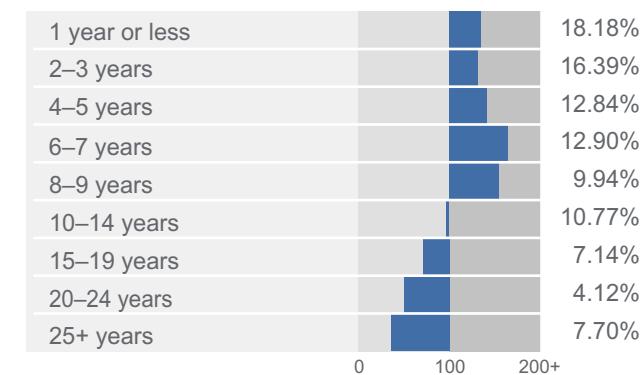
### Family structure



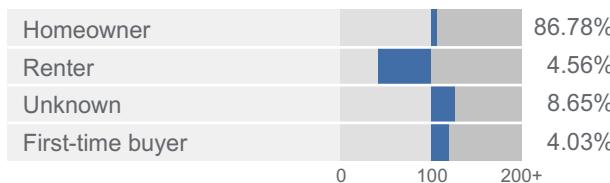
### Estimated household income



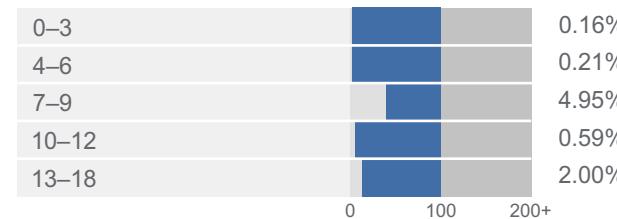
### Length of residency



### Home ownership



### Age of children



H

H26

H27

H28

H29

## H28 Everyday Moderates

Families of all shapes and sizes living in metro-suburban settings

House 0.31% | 0.35% Person



### Key Features

- Credit-aware
- Comfortable living
- Music fans
- Married with kids
- Financially alert
- Average health-consciousness

### Who We Are

#### Head of household age

51–65

146 | 39.8%



#### Type of property



Single family

112 | 99.0%

#### Est. Household income



\$75,000–\$99,999

174 | 26.9%

#### Household size



2 persons

115 | 30.1%

#### Home ownership



Homeowner

108 | 89.1%

#### Age of children



13–18

127 | 17.8%

### Channel Preference



97



90



142



106



21



101

### Technology Adoption



Journeymen



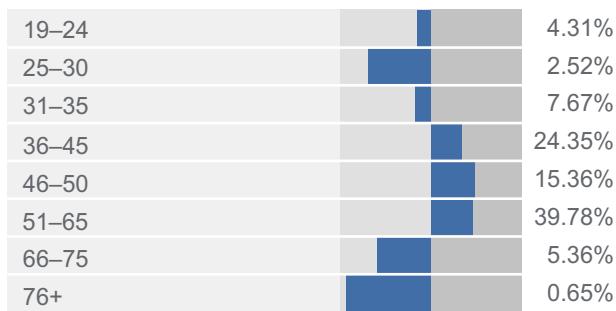
**H**
**H26**
**H27**
**H28**
**H29**

## H28 Everyday Moderates

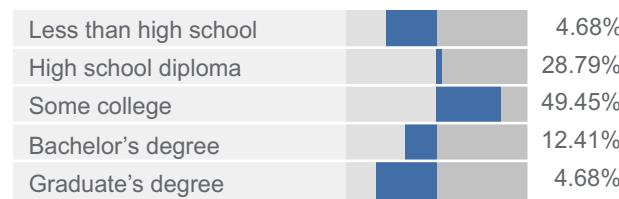
Families of all shapes and sizes living in metro-suburban settings

 0.31% |  0.35%

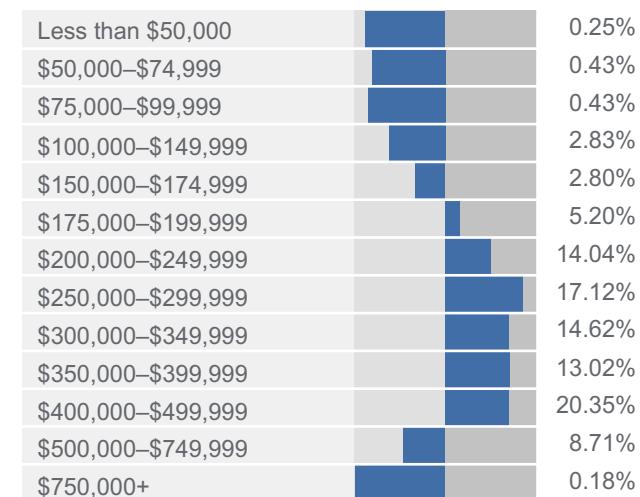
### Head of household age



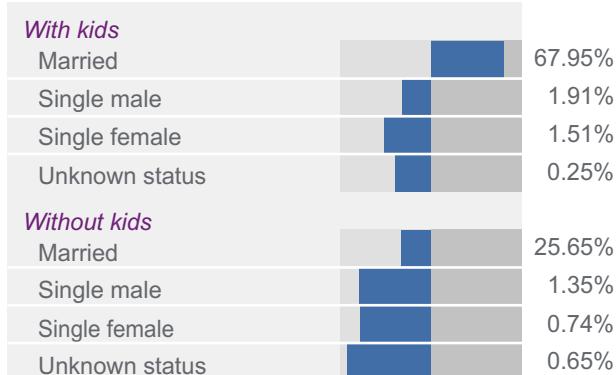
### Head of household education



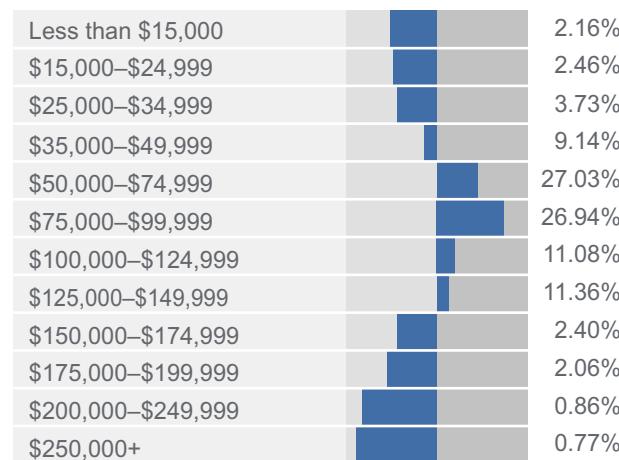
### Estimated current home value



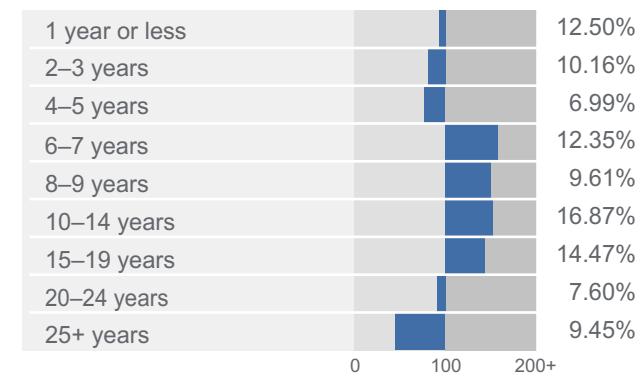
### Family structure



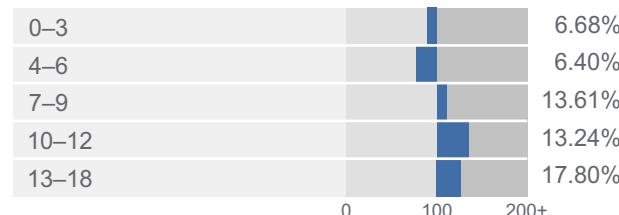
### Estimated household income



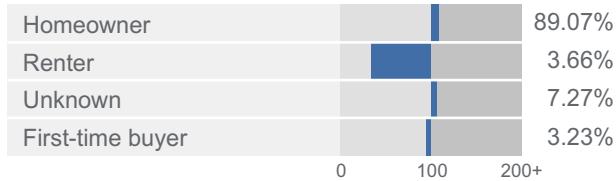
### Length of residency



### Age of children



### Home ownership



H

H26

H27

H28

H29

## H29 Destination Recreation

Middle-aged, midscale couples enjoying active lifestyles in the suburbs

House 0.89% | 0.61% Person



### Key Features

- Eclectic leisure interests
- Visit theme parks
- Middle-aged
- Sports focused
- Outdoor recreation
- Price-conscious

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
36–45	Single family
330   59.9%	105   93.0%
<b>Est. Household income</b> 	<b>Household size</b> 
\$75,000–\$99,999	1 person
149   23.1%	184   60.4%
<b>Home ownership</b> 	<b>Age of children</b> 
First-time buyer	7–9
232   7.9%	54   6.7%

### Channel Preference



### Technology Adoption



Wizards



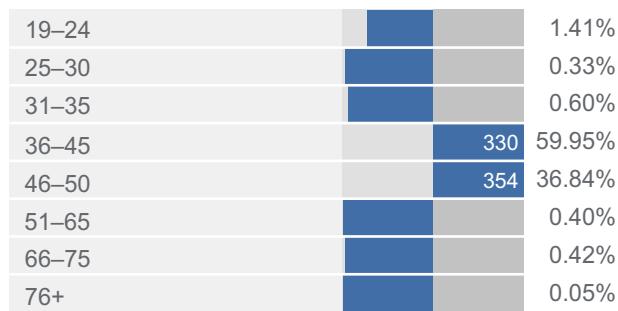
H H26 H27 H28 H29

## H29 Destination Recreation

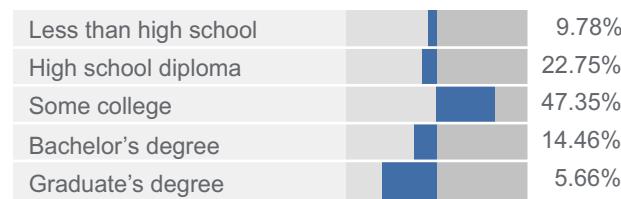
Middle-aged, midscale couples enjoying active lifestyles in the suburbs

House 0.89% | Person 0.61%

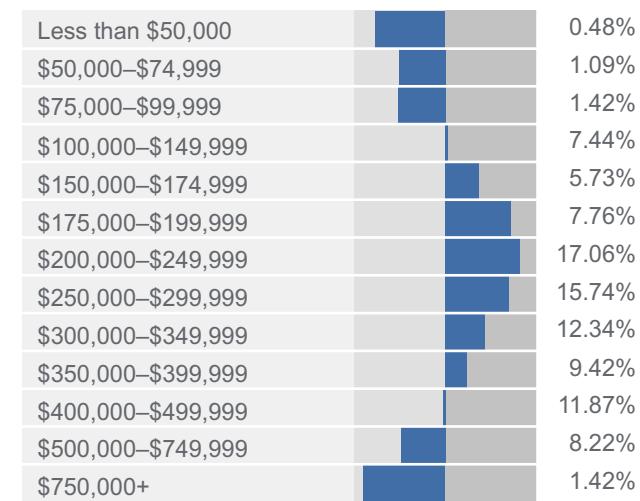
### Head of household age



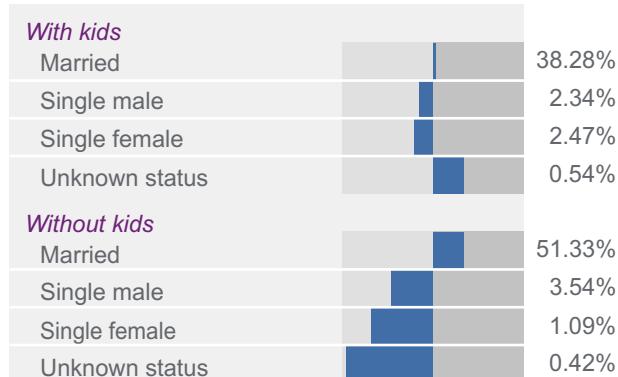
### Head of household education



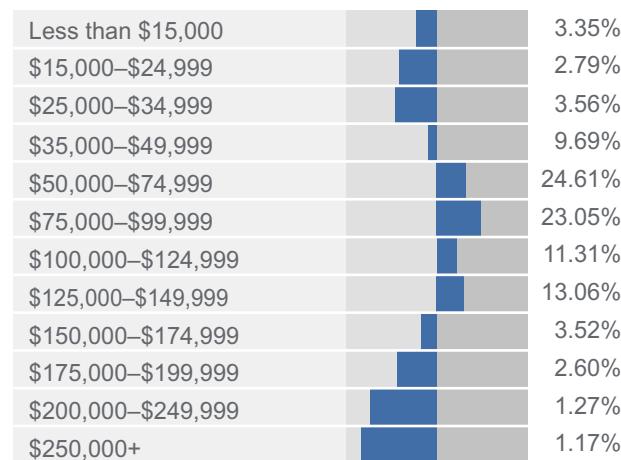
### Estimated current home value



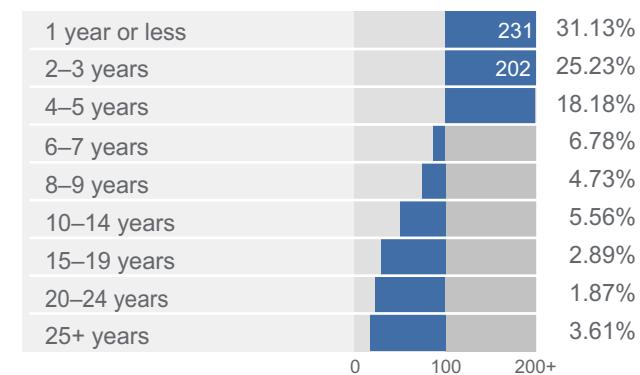
### Family structure



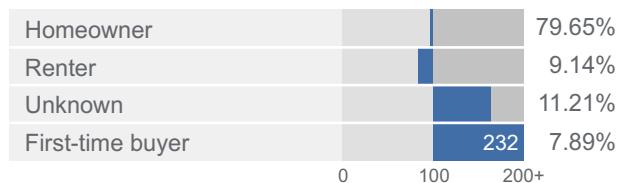
### Estimated household income



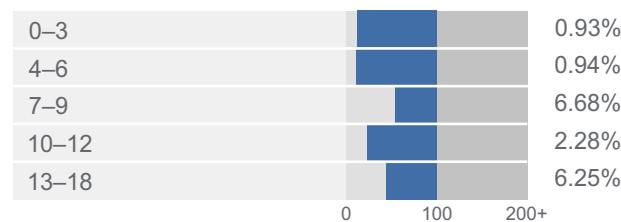
### Length of residency



### Home ownership



### Age of children



## I30

## Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia

Home 1.95% | 2.72% Person



### Who We Are

#### Head of household age

51–65

106 | 28.9%



#### Type of property



Single family

110 | 97.9%

#### Est. Household income



\$50,000–\$74,999

142 | 26.5%

#### Household size



5+ persons

175 | 25.4%

### Channel Preference



26



48



8



13



26



143

### Technology Adoption



Apprentices

### Key Features

- Country living
- Outdoor activities
- Blue-collar jobs
- Non-environmental
- Conservative views
- Motor sports fans

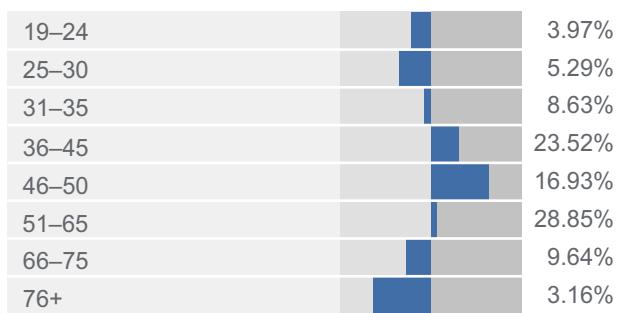


## I30 Potlucks and the Great Outdoors

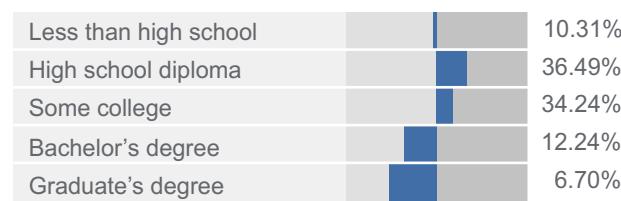
Comfortably established, middle-income couples with children living in suburbia

 1.95% |  2.72%

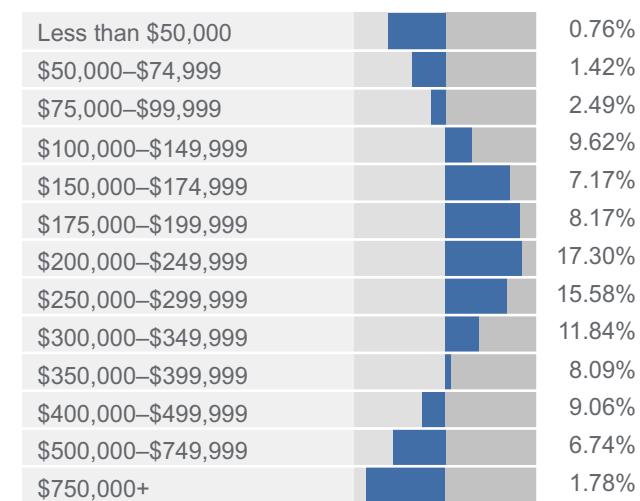
### Head of household age



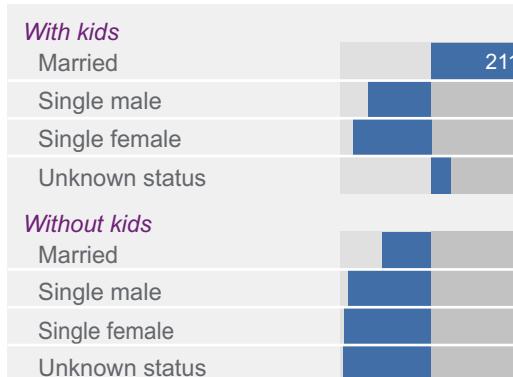
### Head of household education



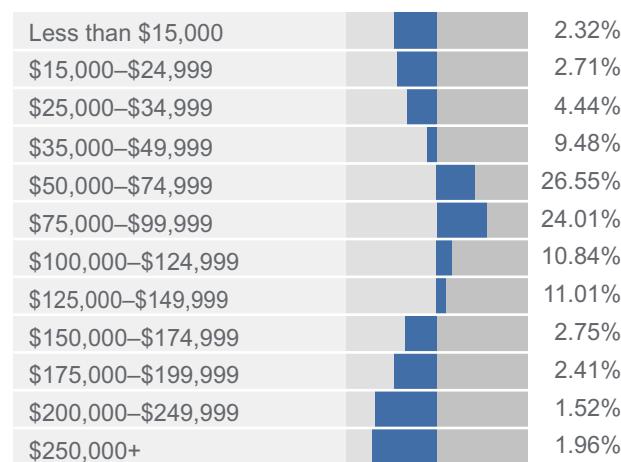
### Estimated current home value



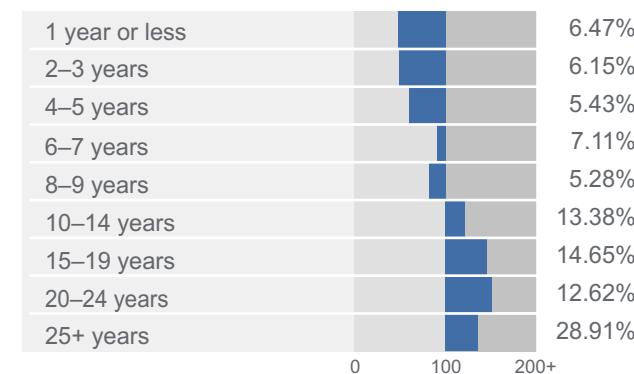
### Family structure



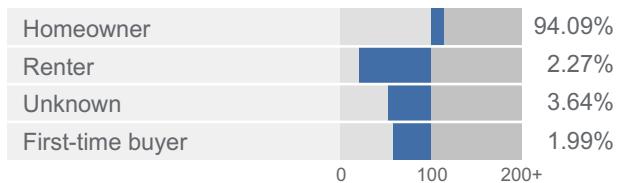
### Estimated household income



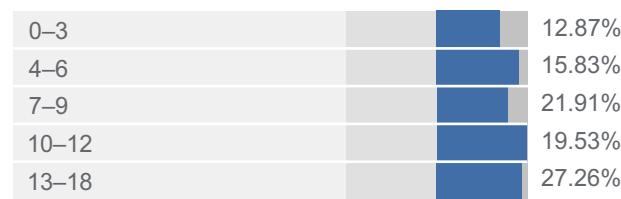
### Length of residency



### Home ownership



### Age of children



## Hard Working Values

Established families in smaller cities and towns with solid blue-collar jobs

 1.03% |  1.51%



### Key Features

- Multi-generational households
- Middle class comfort
- Union workers
- Older homes
- Bargain hunters
- Social media fans

### Who We Are

#### Head of household age

36–45

191 | 34.6%

#### Type of property

Single family

111 | 98.6%

#### Est. Household income

\$50,000–\$74,999

170 | 31.7%

#### Household size

5+ persons

172 | 25.0%

#### Home ownership

Homeowner

114 | 94.2%

#### Age of children

10–12

301 | 29.6%

### Channel Preference



44



105



41



49



35



198

### Technology Adoption



Apprentices

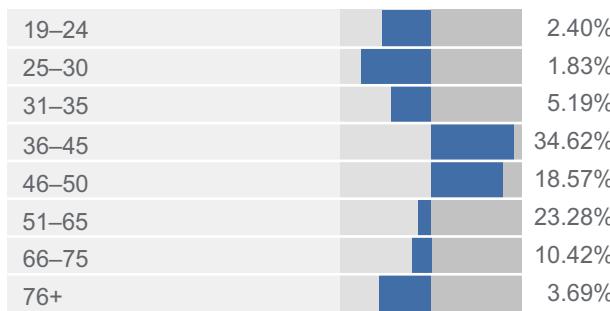


## I31 Hard Working Values

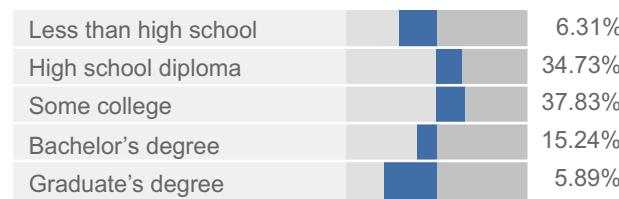
Established families in smaller cities and towns with solid blue-collar jobs

 1.03% |  1.51%

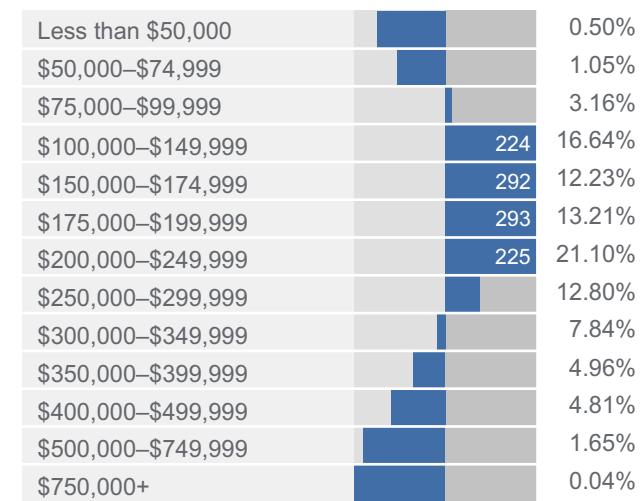
### Head of household age



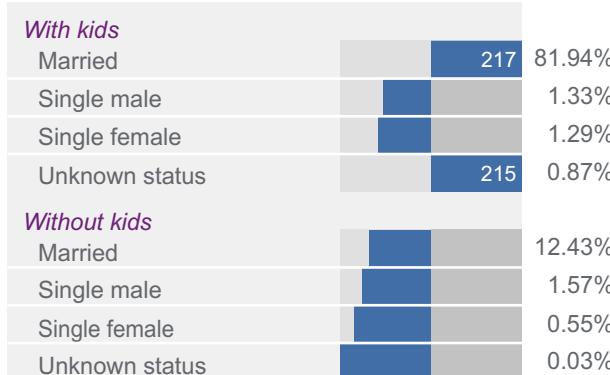
### Head of household education



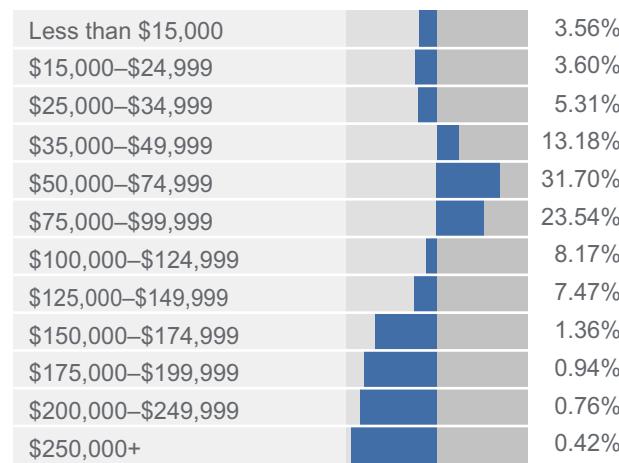
### Estimated current home value



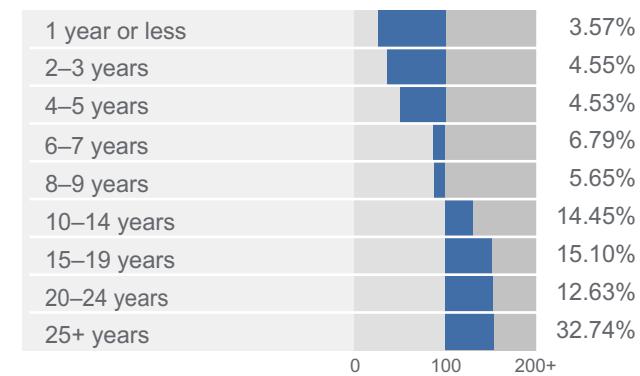
### Family structure



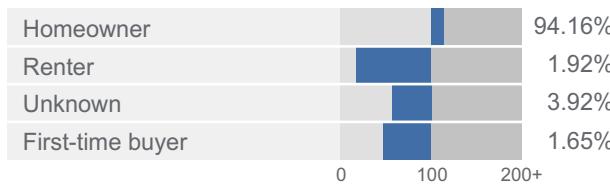
### Estimated household income



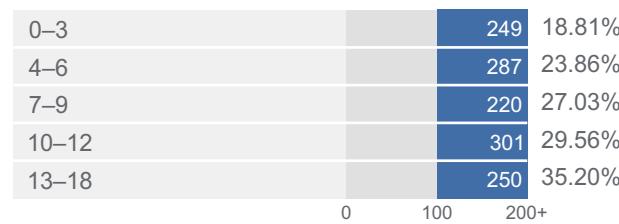
### Length of residency



### Home ownership



### Age of children



# I32

## Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles

 1.54% |  1.9%



### Who We Are

#### Head of household age

51–65

117 | 31.9%

#### Type of property

Multi-family: 5–9 units

358 | 9.8%

#### Est. Household income

\$50,000–\$74,999

129 | 24.1%

#### Household size

5+ persons

158 | 22.9%

#### Home ownership

Renter

150 | 16.3%

#### Age of children

13–18

257 | 36.1%

### Channel Preference



110



69



100



86



11



114

### Technology Adoption



Wizards

### Key Features

- Luxury homes
- Blue-collar jobs
- School-age children
- Limited investments
- High school educated
- In-store shoppers

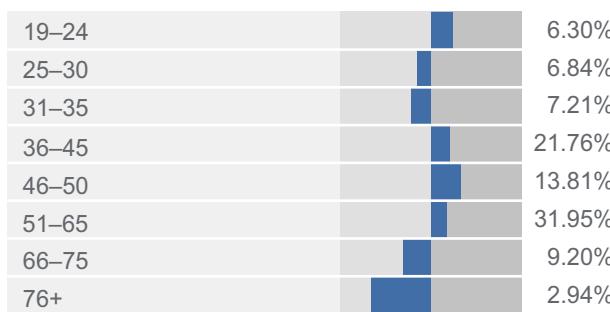


## I32 Steadfast Conventionalists

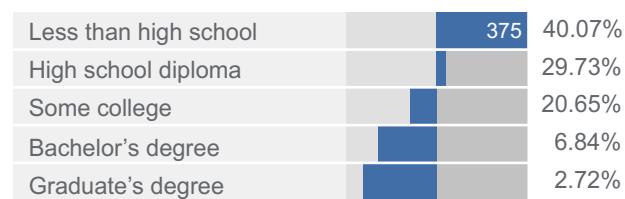
Conventional Gen X families living suburban and city lifestyles

 1.54% |  1.9%

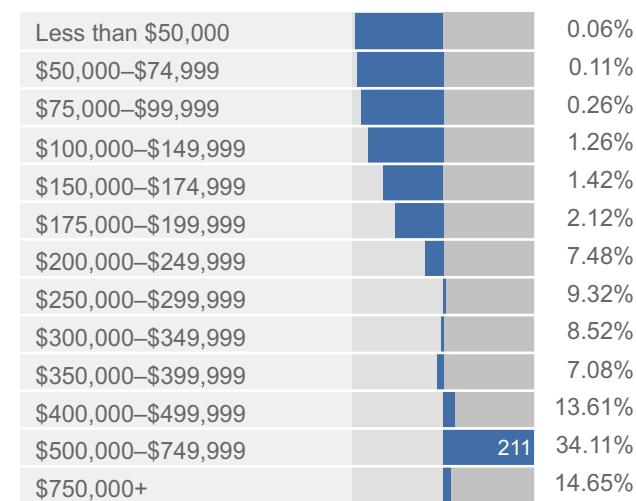
### Head of household age



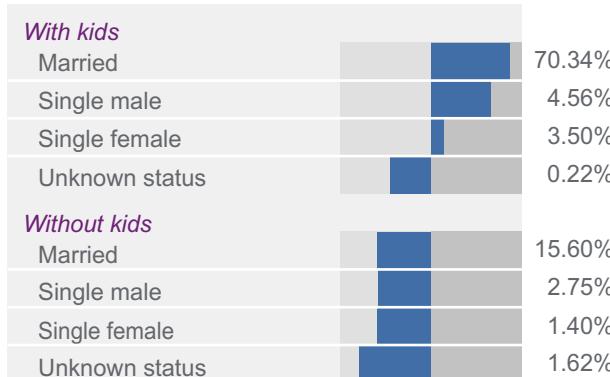
### Head of household education



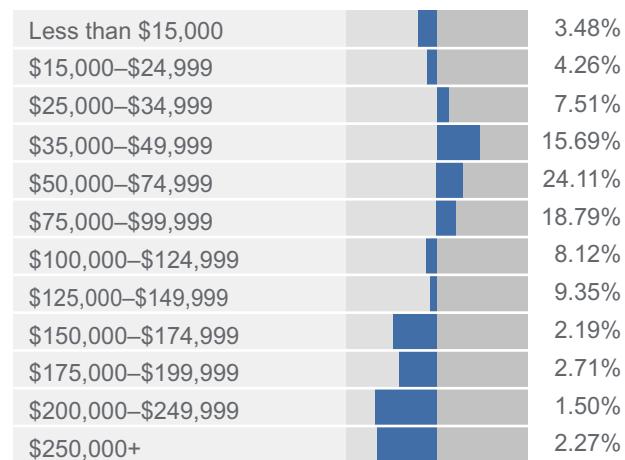
### Estimated current home value



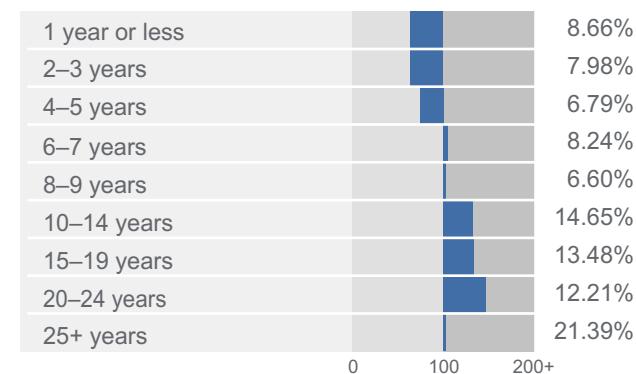
### Family structure



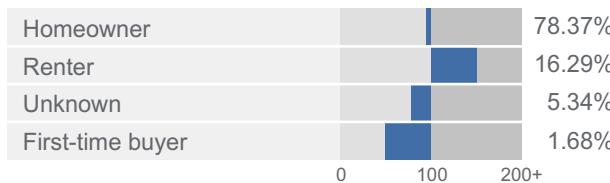
### Estimated household income



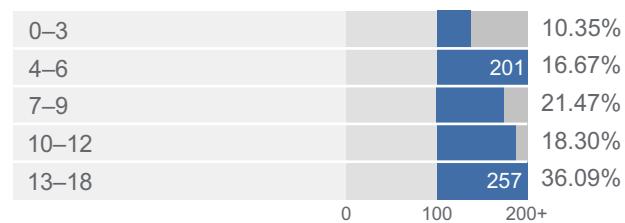
### Length of residency



### Home ownership



### Age of children



## I33 Balance and Harmony

Established families living lively lifestyles in city neighborhoods

House 1.45% | 1.51% Person



### Who We Are

#### Head of household age

36–45

247 | 44.8%

#### Type of property

Single family

111 | 98.3%

#### Est. Household income

\$50,000–\$74,999

142 | 26.4%

#### Household size

2 persons

132 | 34.5%

### Channel Preference



157



50



358



155



7



69

### Technology Adoption



Wizards

### Key Features

- Bilingual households
- Roots abroad
- Blue-collar income
- Married with kids
- Soccer fans
- Financially curious

#### Home ownership

Homeowner

109 | 89.5%

#### Age of children

13–18

355 | 50.0%

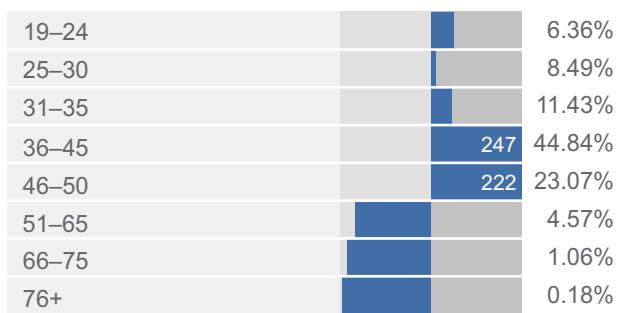


## I33 Balance and Harmony

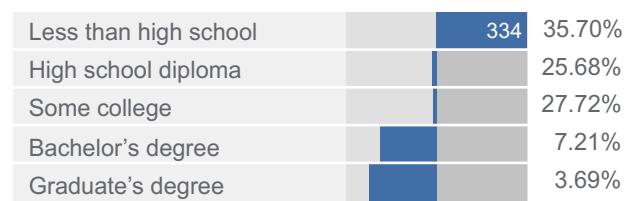
Established families living lively lifestyles in city neighborhoods

 1.45% |  1.51%

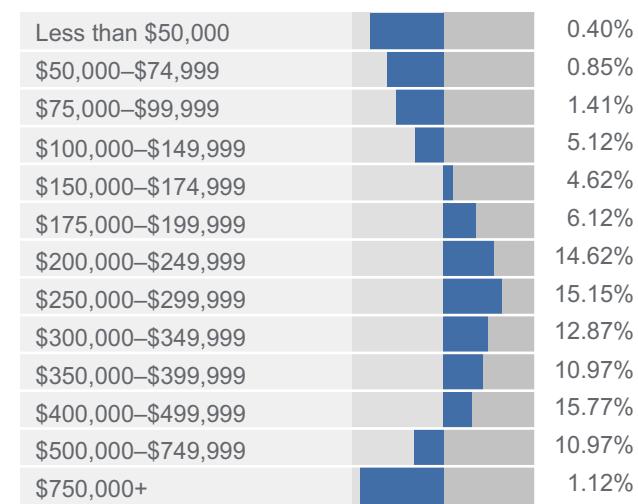
### Head of household age



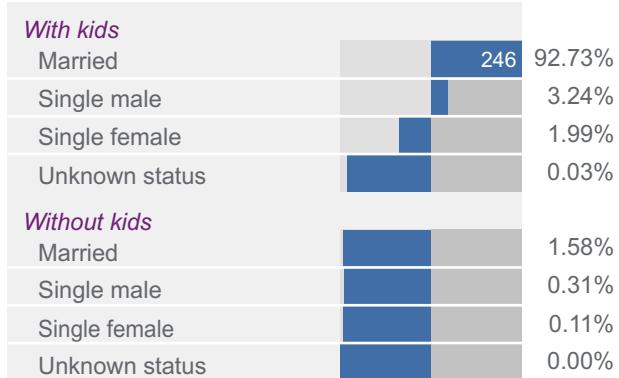
### Head of household education



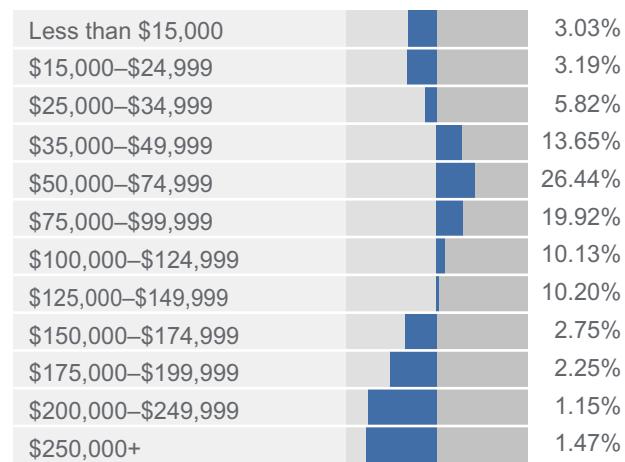
### Estimated current home value



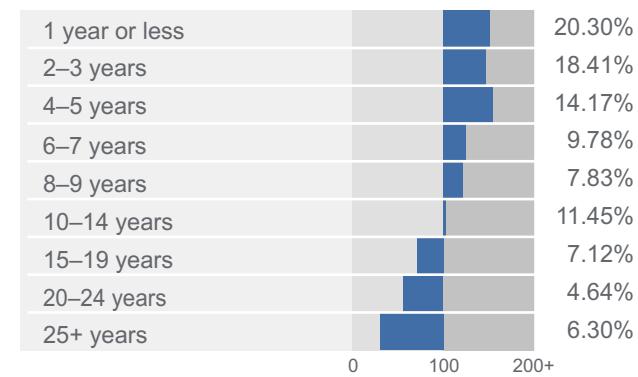
### Family structure



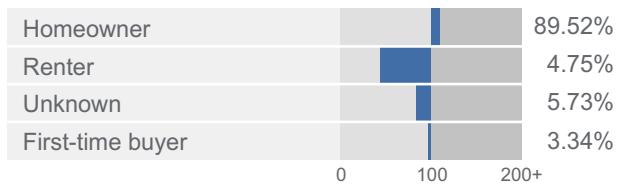
### Estimated household income



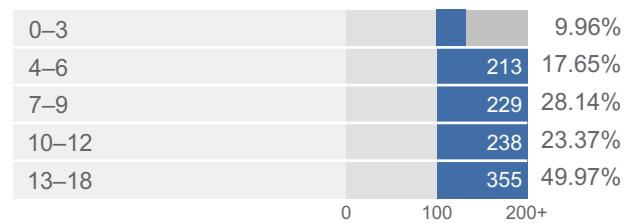
### Length of residency



### Home ownership



### Age of children



J

J34

J35

J36

## J34 Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

House 3.23% | 4.14% Person



### Key Features

- Retired
- Financially secure
- AARP members
- Established homes
- Avid newspaper readers
- Republican households

### Who We Are

#### Head of household age

66–75

373 | 49.1%



#### Type of property



Single family

112 | 99.4%

#### Est. Household income



\$50,000–\$74,999

154 | 28.7%

#### Home ownership



Homeowner

118 | 97.2%

#### Age of children



4–6

13 | 1.1%

### Channel Preference



12



164



1



8



50

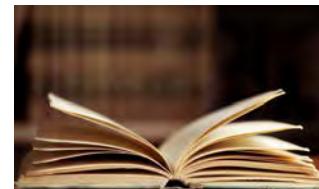


72

### Technology Adoption



Novices



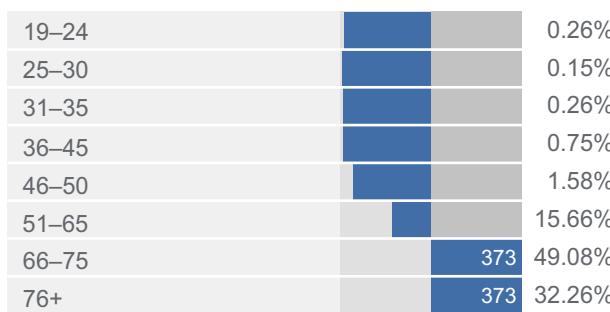
J J34 J35 J36

## J34 Suburban Sophisticates

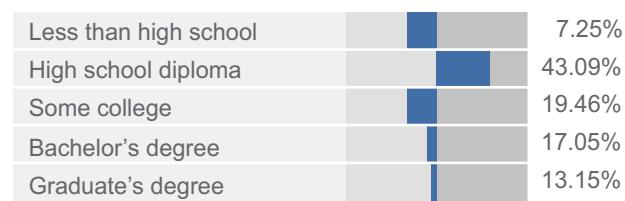
Established sophisticates living comfortable suburban lifestyles

House 3.23% | 4.14% Person

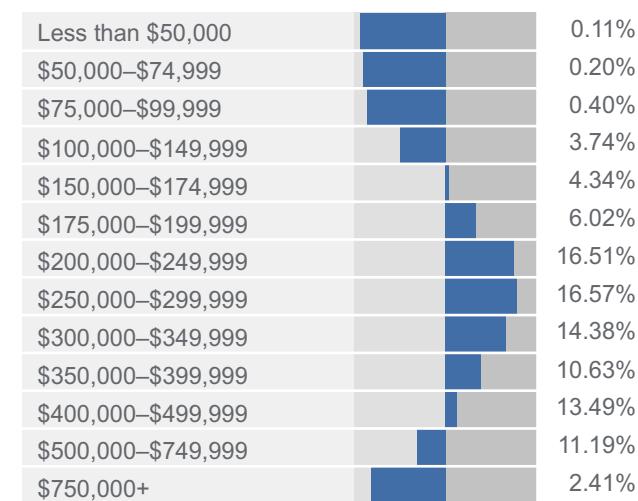
### Head of household age



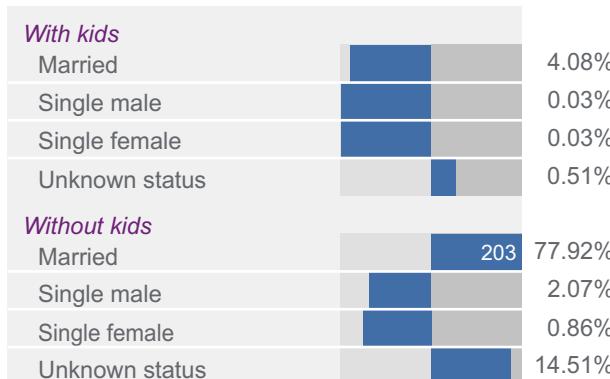
### Head of household education



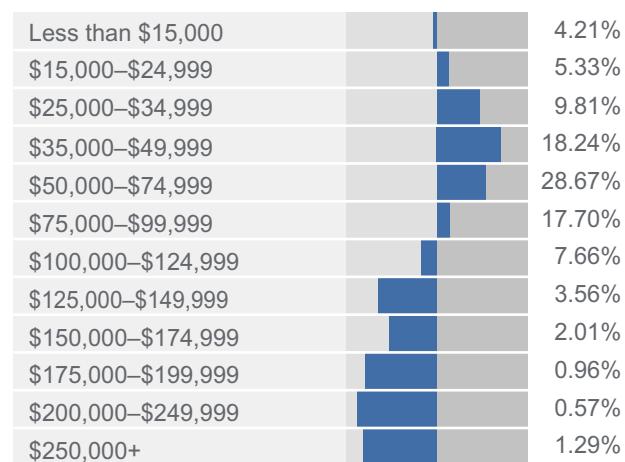
### Estimated current home value



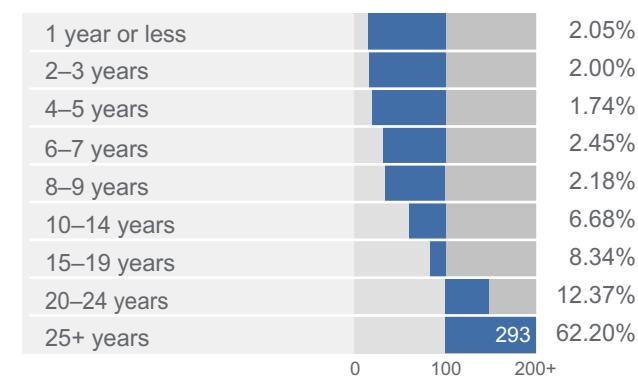
### Family structure



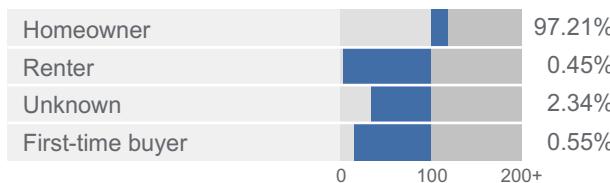
### Estimated household income



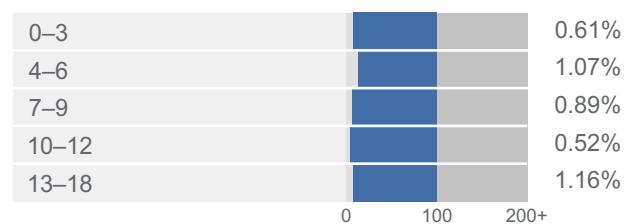
### Length of residency



### Home ownership



### Age of children



## J35 Rural Escape

Sophisticated, established couples and singles living comfortable lives in rural towns

House 2.21% | 2.25% Person



### Key Features

- Country living
- Modest educations
- Risk averse
- Outdoor activities
- Traditional media
- Satellite TV



### Who We Are

#### Head of household age

66–75

289 | 38.1%



#### Type of property



Single family

110 | 97.3%

#### Est. Household income



\$35,000–\$49,999

179 | 19.0%

#### Household size



2 persons

127 | 33.1%

#### Home ownership



Homeowner

113 | 92.7%

#### Age of children



7–9

26 | 3.2%

### Channel Preference



18



45



3



3



17



34

### Technology Adoption



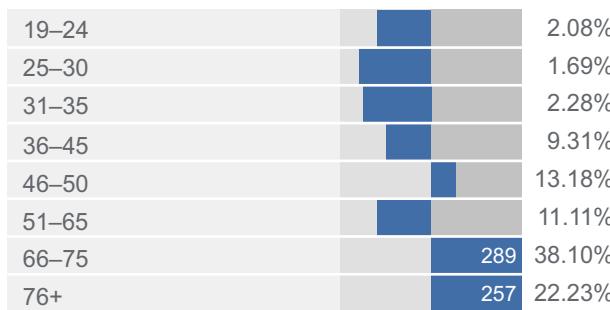
Novices

## J35 Rural Escape

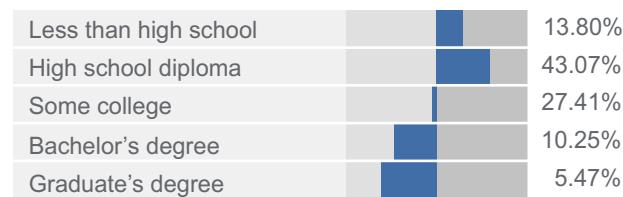
Sophisticated, established couples and singles living comfortable lives in rural towns

 2.21% |  2.25%

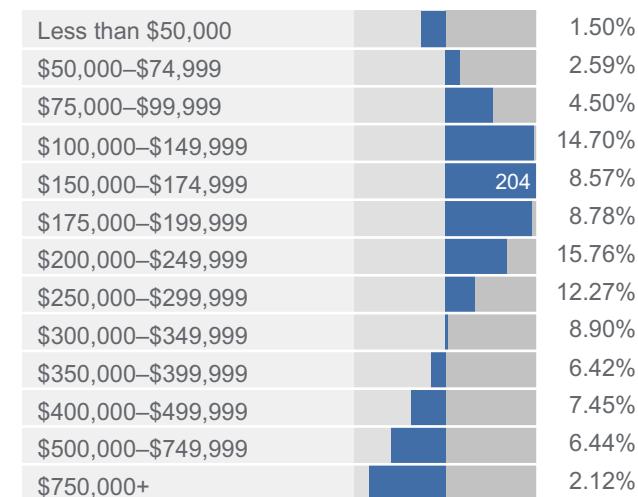
### Head of household age



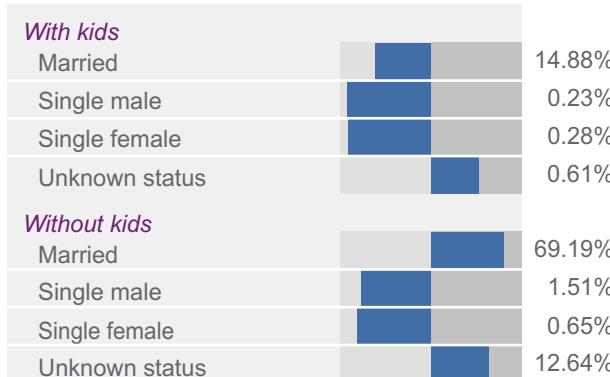
### Head of household education



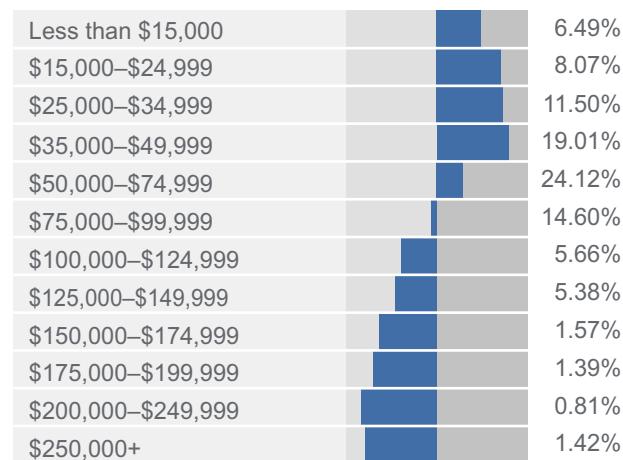
### Estimated current home value



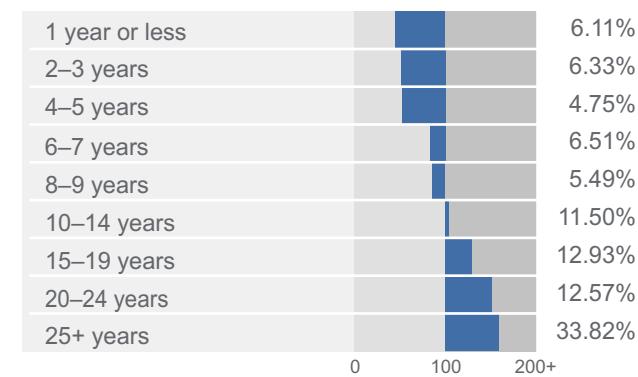
### Family structure



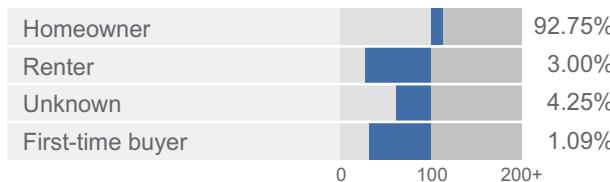
### Estimated household income



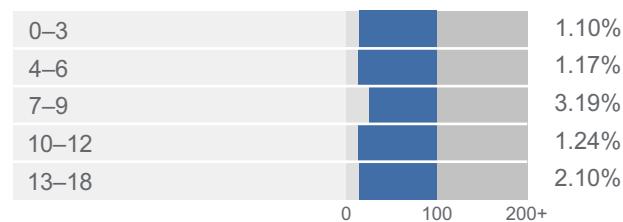
### Length of residency



### Home ownership



### Age of children



J

J34

J35

J36

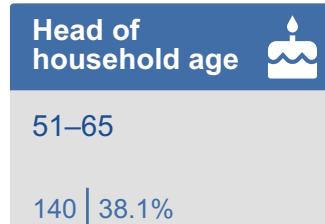
## J36 Settled and Sensible

Mature, established couples with adult children and singles in suburban and rural neighborhoods

House 1.65% | 1.89% Person



### Who We Are



### Channel Preference



33



90



43



20



14



90

### Technology Adoption



Novices

### Key Features

- Humble living
- Stable lifestyle
- Limited financial savings
- Modest spending
- Retired
- Limited internet activity



J

J34

J35

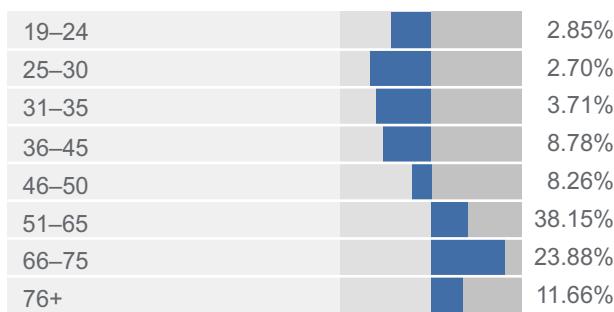
J36

## J36 Settled and Sensible

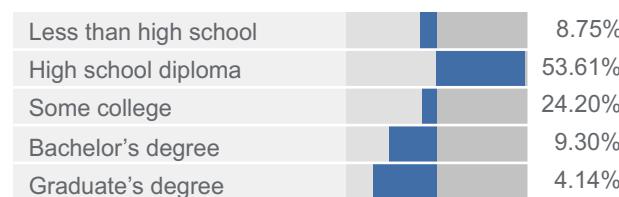
Mature, established couples with adult children and singles in suburban and rural neighborhoods

 1.65% |  1.89%

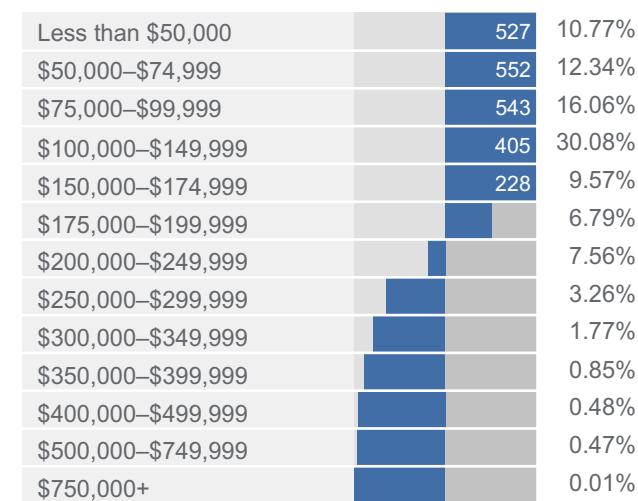
### Head of household age



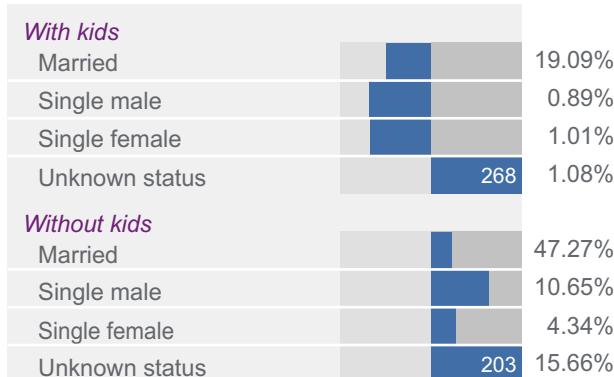
### Head of household education



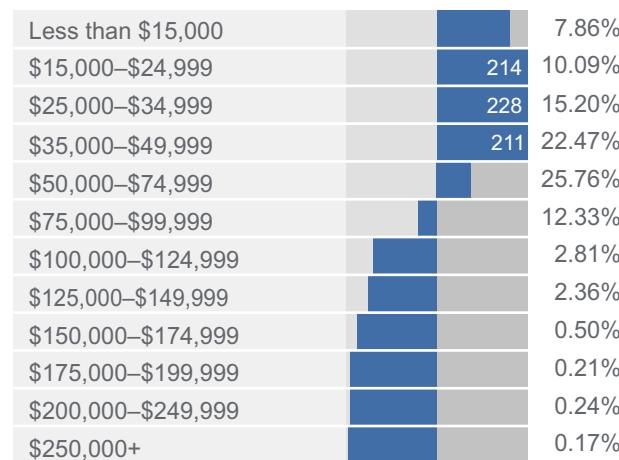
### Estimated current home value



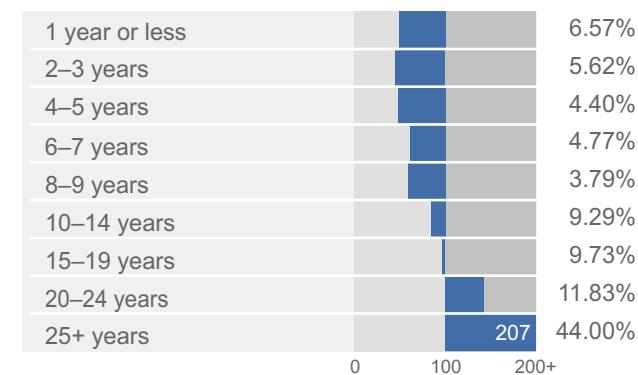
### Family structure



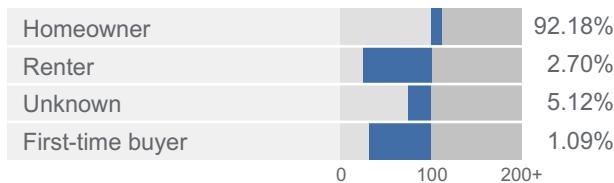
### Estimated household income



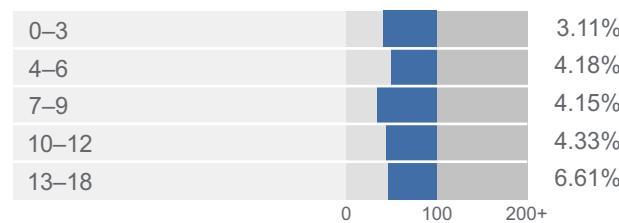
### Length of residency



### Home ownership



### Age of children



## K37 Wired for Success

Young, mid-income singles and couples living socially-active city lives

1.68% | 0.97% 



### Who We Are

#### Head of household age

25–30

255 | 20.6%

#### Type of property

Multi-family: 10–19 units

1509 | 9.9%

#### Est. Household income

\$75,000–\$99,999

133 | 20.5%

#### Household size

1 person

254 | 83.5%

### Channel Preference



201



111



65



298



102



21

### Technology Adoption



Journeymen

### Key Features

- Conspicuous consumption
- Digital media gurus
- First homes
- Status-seekers
- Liberal household
- Active lifestyles



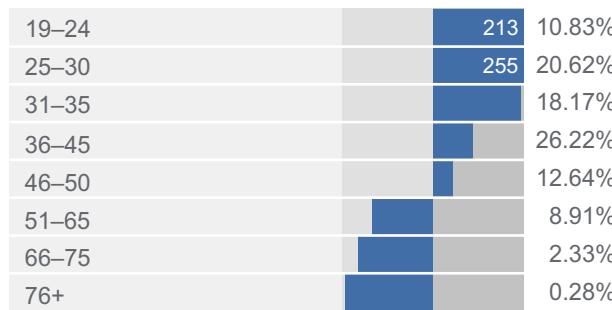
**K**
**K37**
**K38**
**K39**
**K40**

## K37 Wired for Success

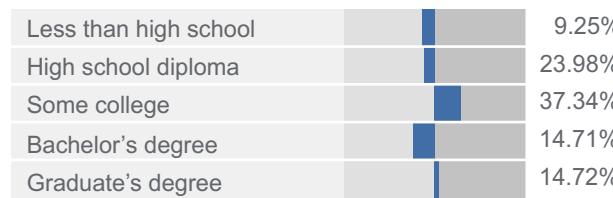
Young, mid-income singles and couples living socially-active city lives

 1.68% |  0.97%

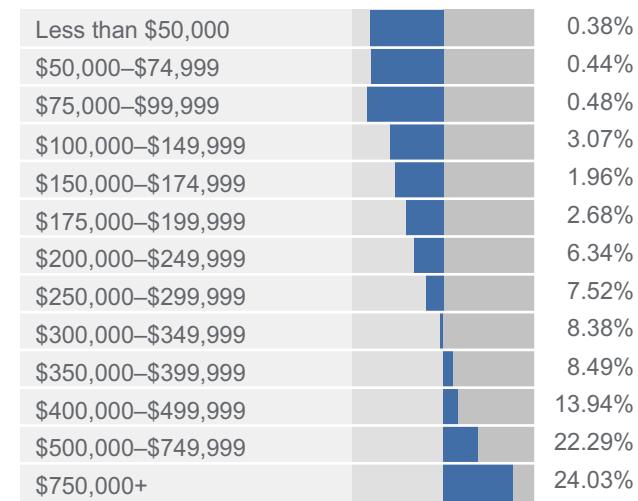
### Head of household age



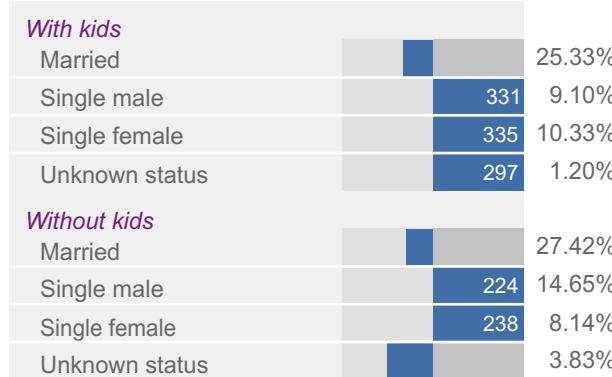
### Head of household education



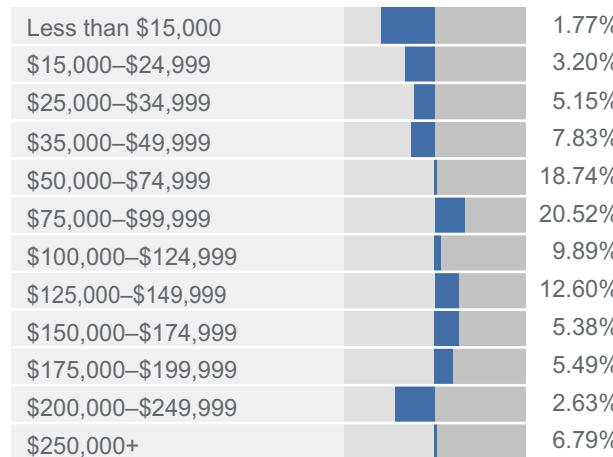
### Estimated current home value



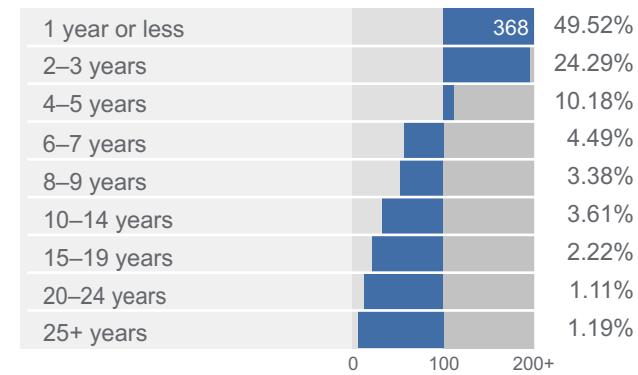
### Family structure



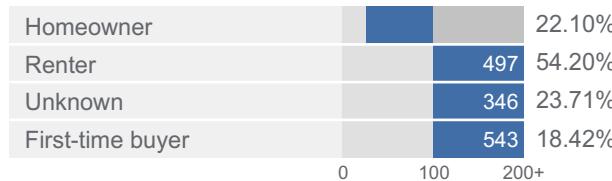
### Estimated household income



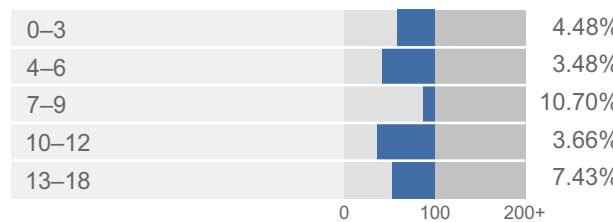
### Length of residency



### Home ownership



### Age of children



K

K37

K38

K39

K40

## K38 Modern Blend

Comfortably established singles and couples living suburban lifestyles

House 1.49% | 1.26% Person



### Who We Are

#### Head of household age

36–45

120 | 21.8%



#### Type of property



Multi-family: 2 units

1721 | 44.5%

#### Est. Household income



\$125,000–\$149,999

138 | 13.8%

#### Household size



1 person

182 | 59.9%

#### Home ownership



Renter

401 | 43.7%

#### Age of children



7–9

102 | 12.5%

### Channel Preference



228



59



44



217



135



57

### Technology Adoption



Wizards

### Key Features

- City lifestyle
- Suburban
- High value housing
- Renters
- Culturally diverse
- Luxury lifestyle



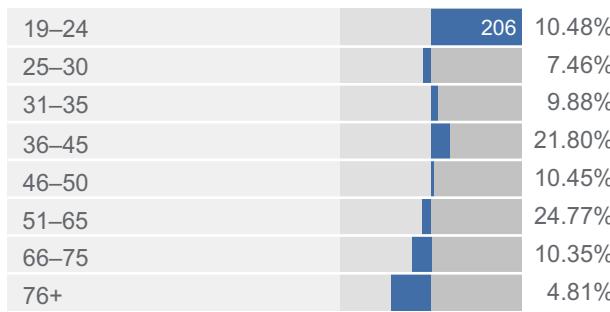
**K**
**K37**
**K38**
**K39**
**K40**

## K38 Modern Blend

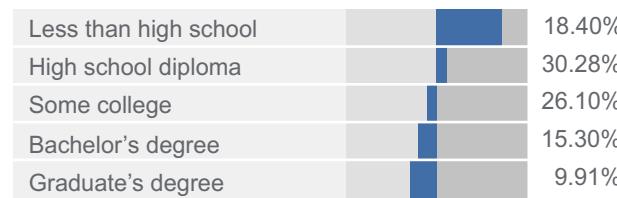
Comfortably established singles and couples living suburban lifestyles

 1.49% |  1.26%

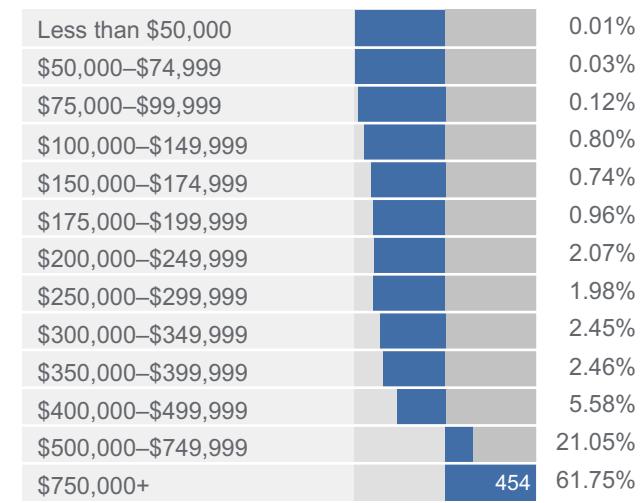
### Head of household age



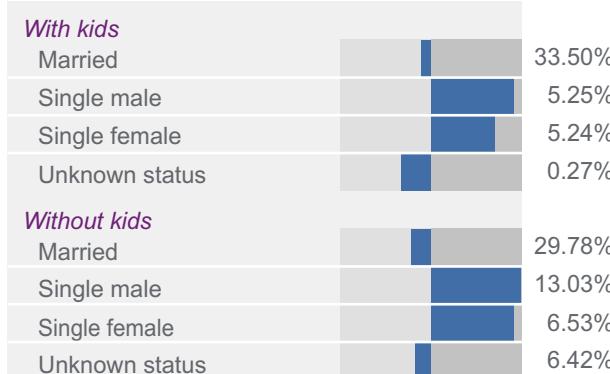
### Head of household education



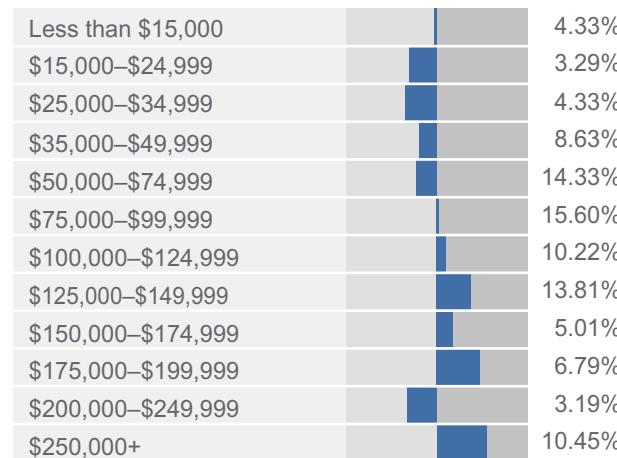
### Estimated current home value



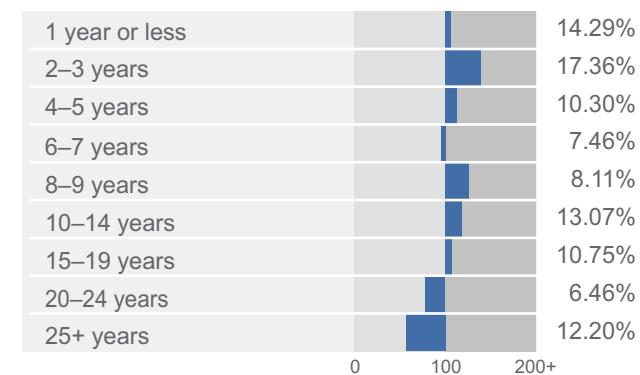
### Family structure



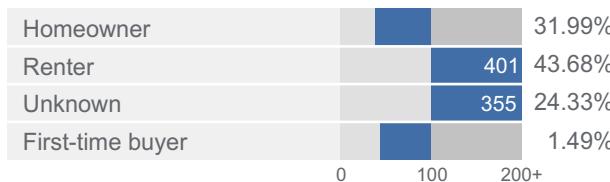
### Estimated household income



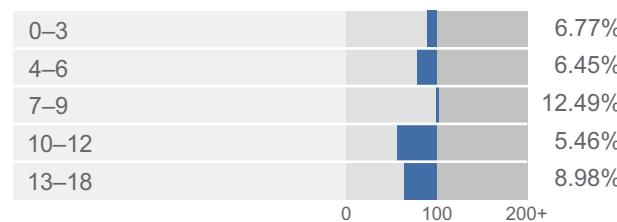
### Length of residency



### Home ownership



### Age of children



K

K37

K38

K39

K40

## K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

House 0.46% | 0.29% Person



### Key Features

- City apartment living
- Modest investments
- Middle-aged
- Politically disengaged
- Digitally dependent
- Singles



### Who We Are

#### Head of household age

36–45

240 | 43.5%



#### Type of property



Multi-family: 50–100 units

2876 | 21.4%

#### Est. Household income



\$50,000–\$74,999

142 | 26.6%

#### Household size



1 person

228 | 74.8%

#### Home ownership



Renter

285 | 31.0%

#### Age of children



13–18

68 | 9.5%

### Channel Preference



182



81



139



213



79



29

### Technology Adoption



Journeymen



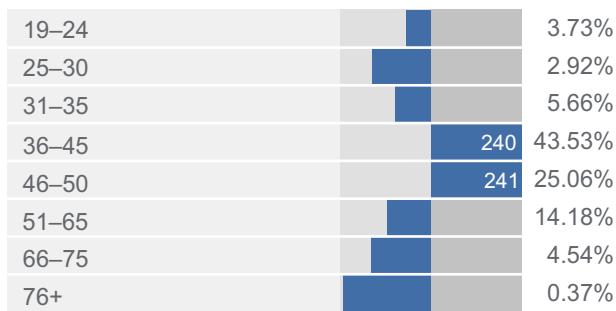
**K**
**K37**
**K38**
**K39**
**K40**

## K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

 0.46% |  0.29%

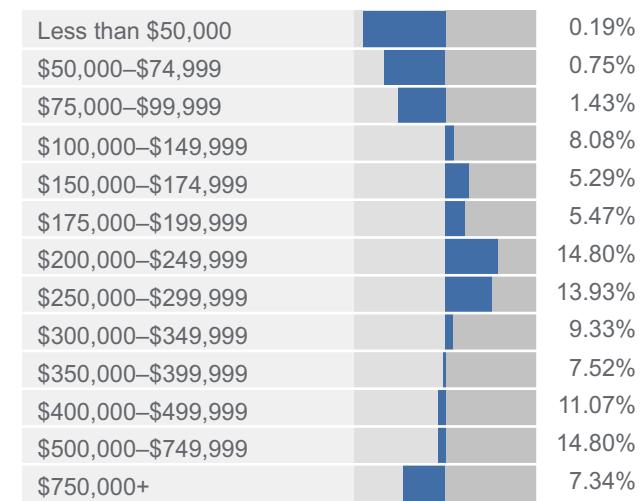
### Head of household age



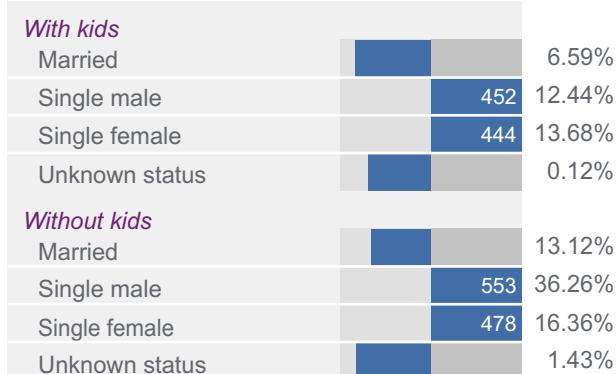
### Head of household education



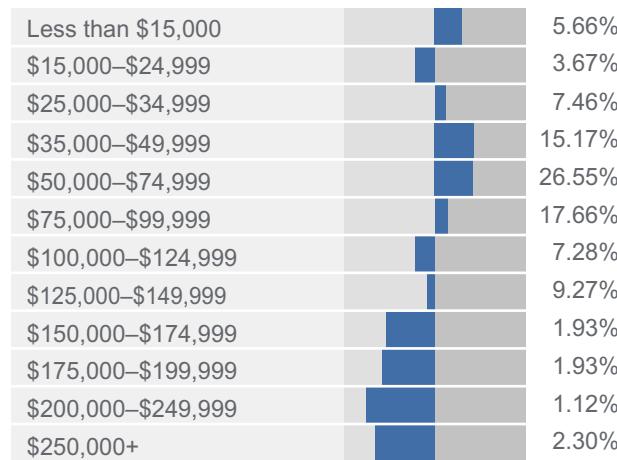
### Estimated current home value



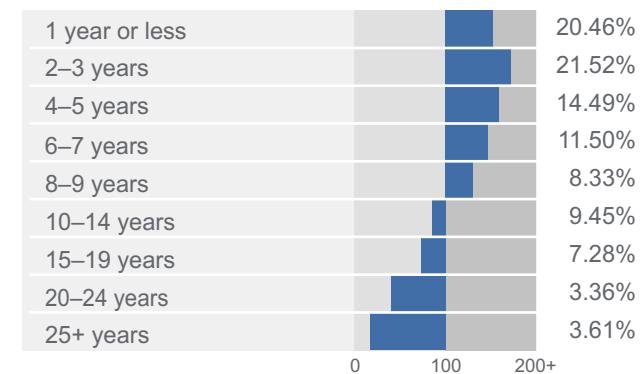
### Family structure



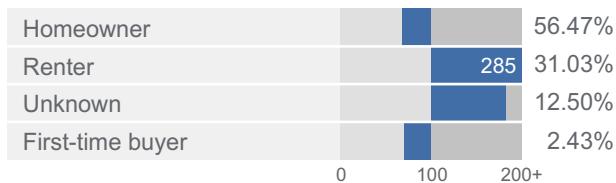
### Estimated household income



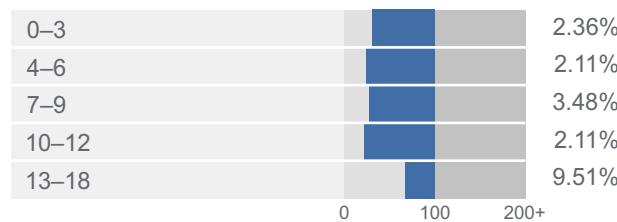
### Length of residency



### Home ownership



### Age of children



K

K37

K38

K39

K40

## K40 Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

House 1.54% | 0.87% Person



### Who We Are

#### Head of household age

51–65

139 | 37.7%



#### Type of property



Multi-family: 5–9 units

725 | 19.8%

#### Est. Household income



\$50,000–\$74,999

136 | 25.3%

#### Household size



1 person

255 | 83.8%

### Channel Preference



97



102



161



143



32



17

### Technology Adoption



Wizards

### Key Features

- Apartment dwellers
- Single adults
- Gourmet cooking
- Modest living
- Value-conscious shoppers
- Eclectic interests



K

K37

K38

K39

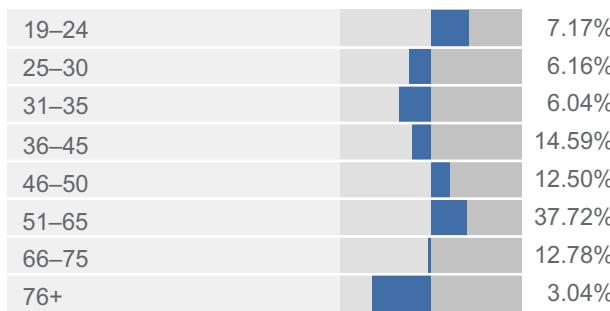
K40

## K40 Bohemian Groove

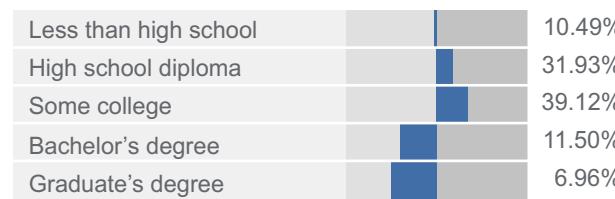
Mature, unattached individuals enjoying settled urban lives

 1.54% |  0.87%

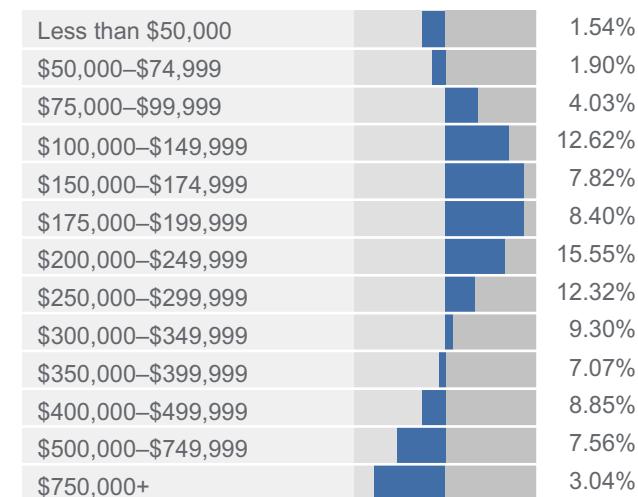
### Head of household age



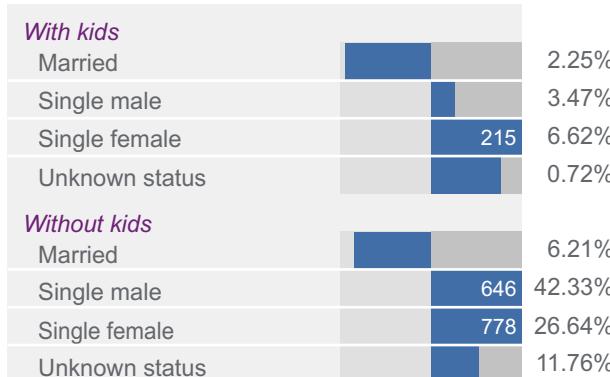
### Head of household education



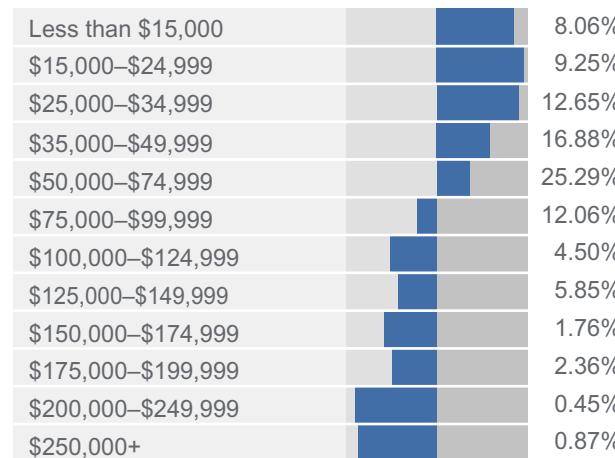
### Estimated current home value



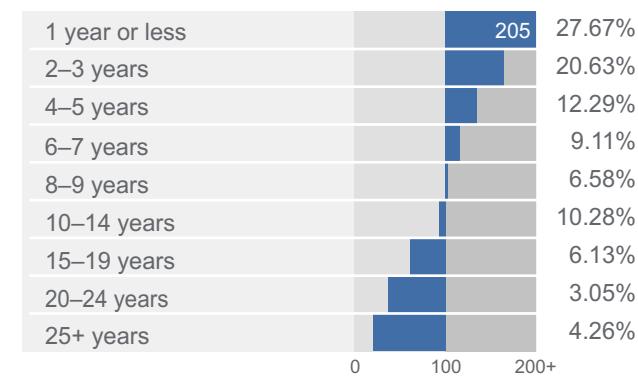
### Family structure



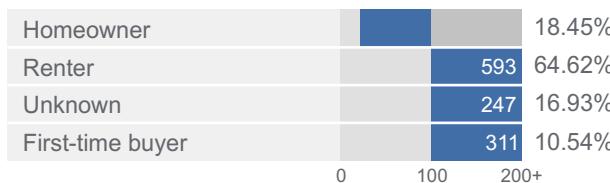
### Estimated household income



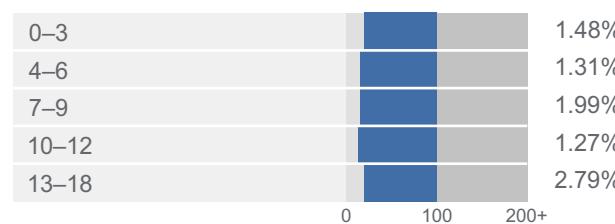
### Length of residency



### Home ownership



### Age of children



# L41

## Booming and Consuming

Older empty-nesting couples and singles enjoying relaxed lives in outskirt towns

House 1.06% | 0.81% Person



### Key Features

- Rural lifestyles
- Married without kids
- Read newspapers
- Home and garden enthusiasts
- Disposable income
- Trendsetters



### Who We Are

#### Head of household age

51–65

190 | 51.6%



#### Type of property



Single family

102 | 90.2%

#### Est. Household income



\$50,000–\$74,999

133 | 24.8%

#### Household size



1 person

156 | 51.2%

#### Home ownership



Renter

116 | 12.7%

#### Age of children



13–18

14 | 1.9%

### Channel Preference



54



179



2



25



59



35

### Technology Adoption



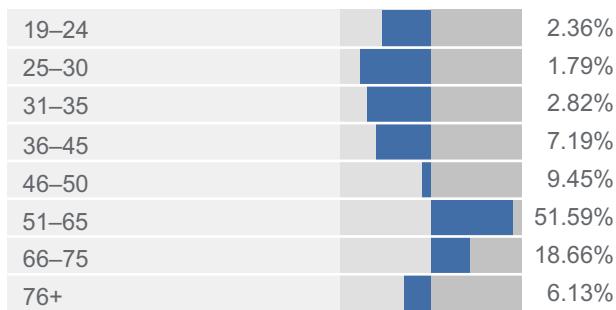
Novices

## L41 Booming and Consuming

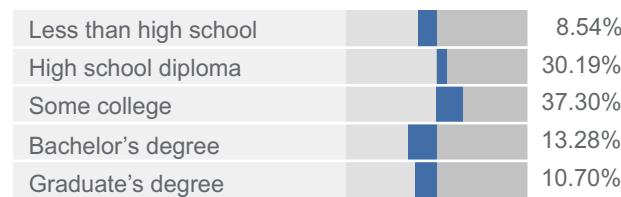
Older empty-nesting couples and singles enjoying relaxed lives in outskirt towns

 1.06% |  0.81%

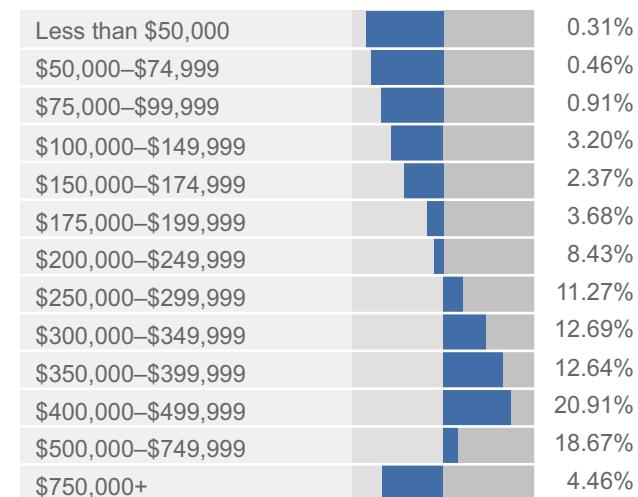
### Head of household age



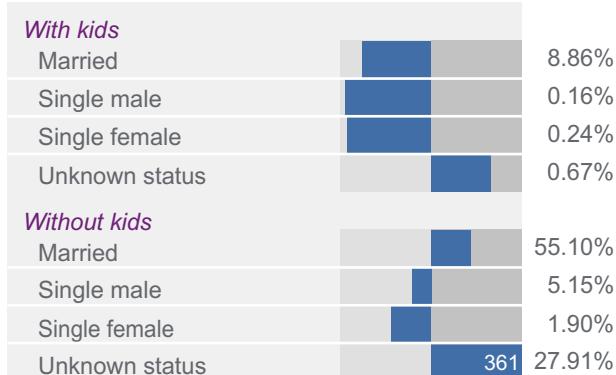
### Head of household education



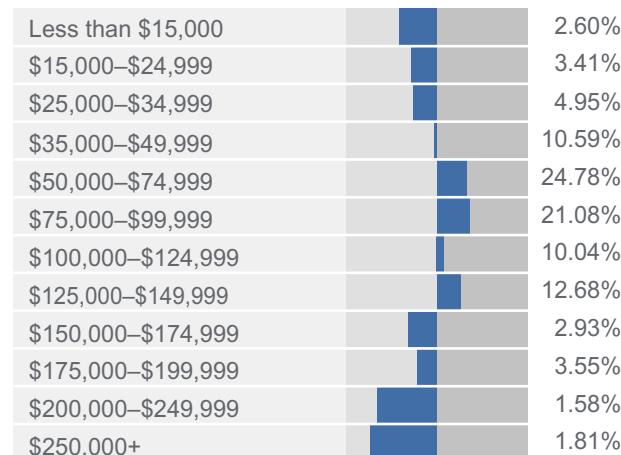
### Estimated current home value



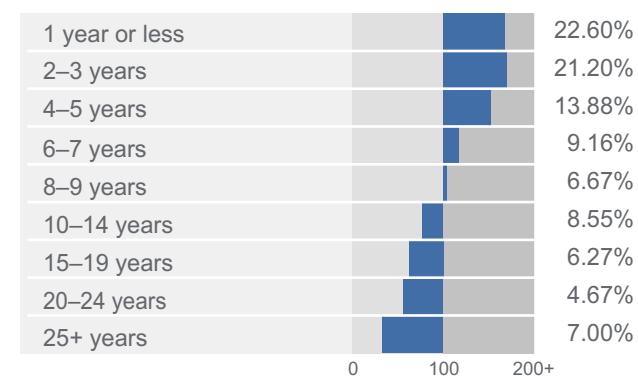
### Family structure



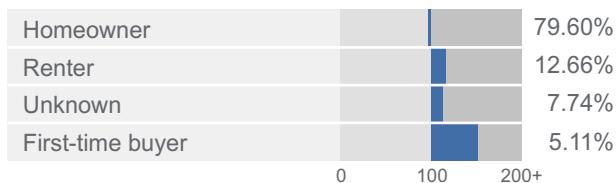
### Estimated household income



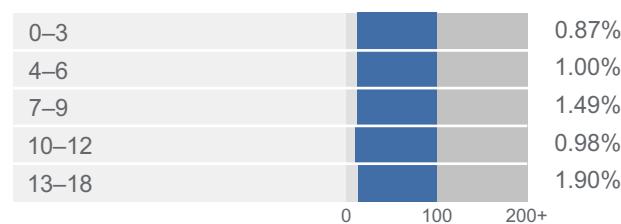
### Length of residency



### Home ownership



### Age of children



## L42 Rooted Flower Power

Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

House 1.55% | 1.51% Person



### Who We Are

Head of household age		Type of property	
51–65		Single family	
321   87.3%		105   93.4%	
Est. Household income		Household size	
\$50,000–\$74,999		1 person	
166   31.0%		123   40.4%	
Home ownership		Age of children	
Homeowner		13–18	
108   88.6%		11   1.5%	

### Key Features

- Nearing retirement
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Cultural arts



### Channel Preference

		
33	121	46
		
27	47	74

### Technology Adoption



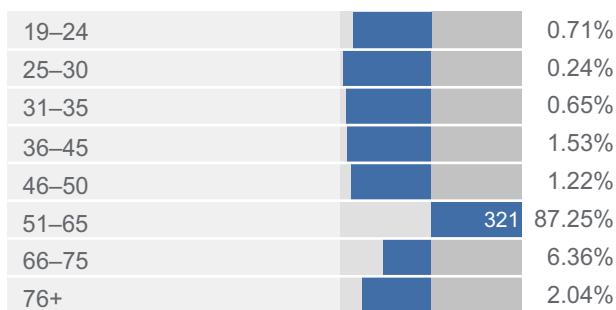
Apprentices

## L42 Rooted Flower Power

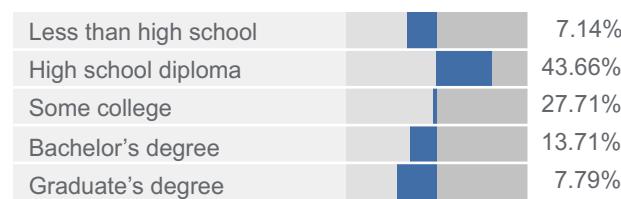
Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

 1.55% |  1.51%

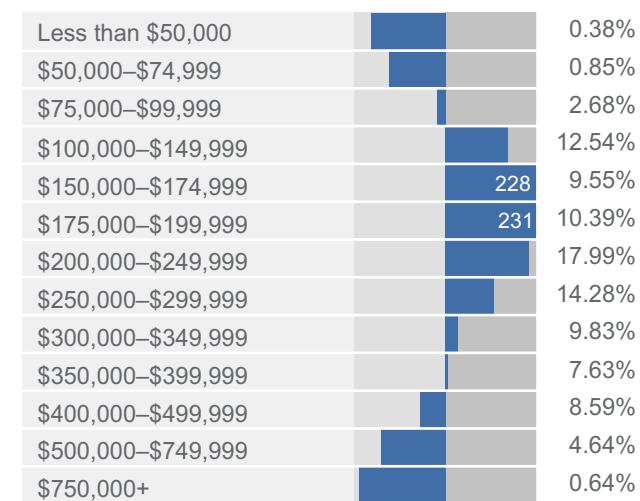
### Head of household age



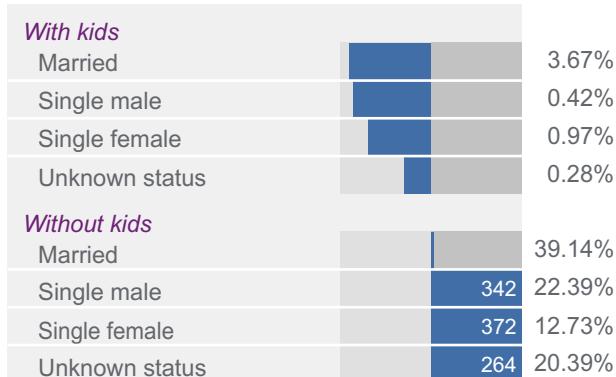
### Head of household education



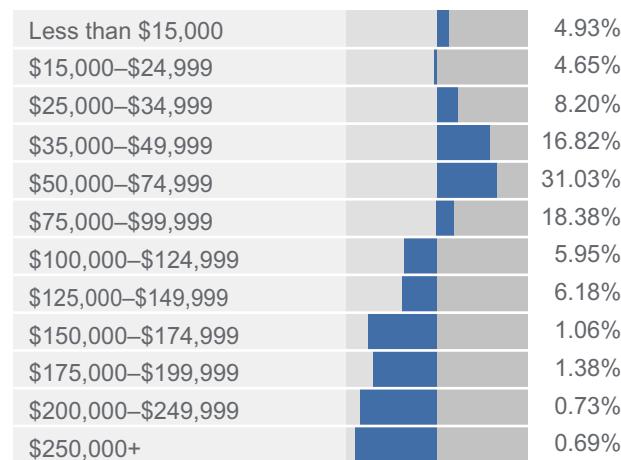
### Estimated current home value



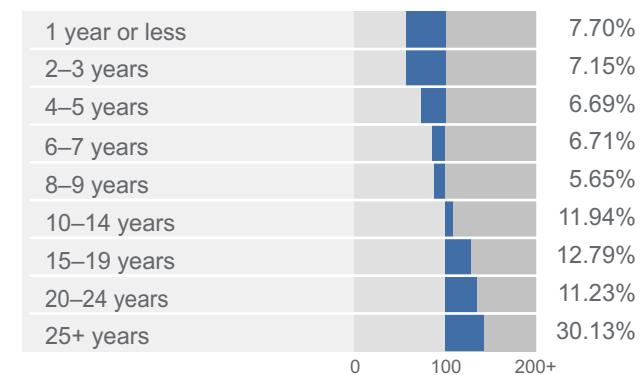
### Family structure



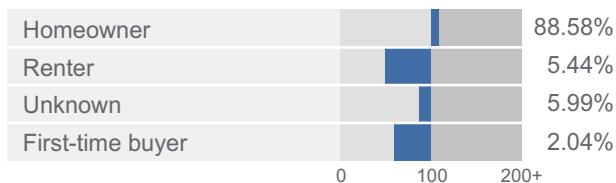
### Estimated household income



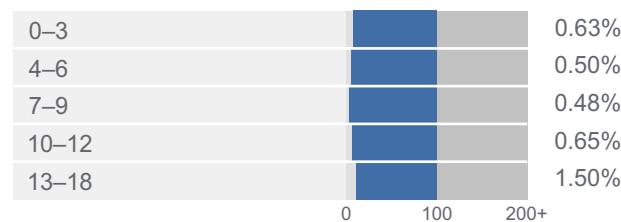
### Length of residency



### Home ownership



### Age of children



# L43 Homemade Happiness

Lower middle-class baby boomer households living in remote town and country homes

House 1.62% | 1.67% Person



## Who We Are

Head of household age		Type of property	
51–65		Single family	
311   84.6%		109   96.7%	
Est. Household income		Household size	
\$50,000–\$74,999		2 persons	
154   28.8%		107   28.1%	
Home ownership		Age of children	
Homeowner		13–18	
110   90.2%		28   3.9%	

## Key Features

- Humble rural living
- Blue-collar and agricultural jobs
- Cash not credit
- Hunting and fishing
- Pragmatic shoppers
- Traditional family values



## Channel Preference



## Technology Adoption



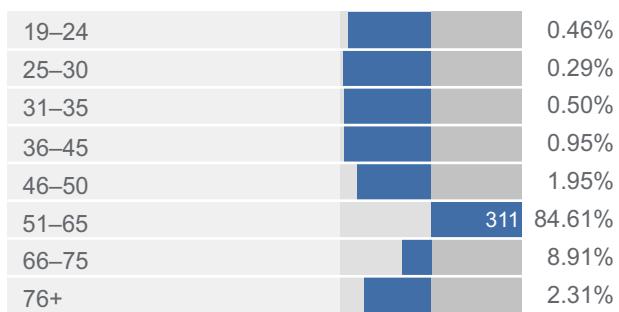
Novices

## L43 Homemade Happiness

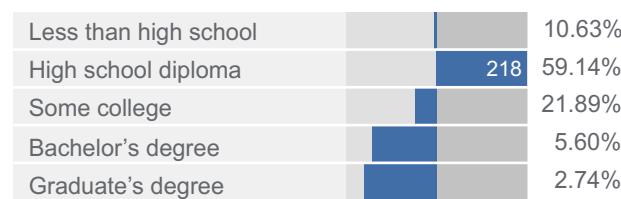
Lower middle-class baby boomer households living in remote town and country homes

 1.62% |  1.67%

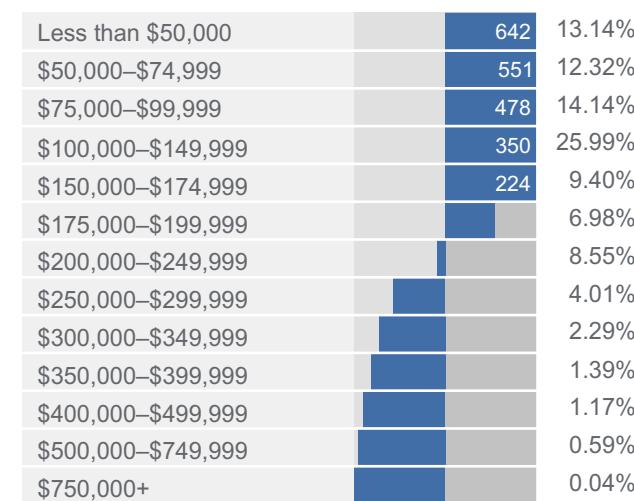
### Head of household age



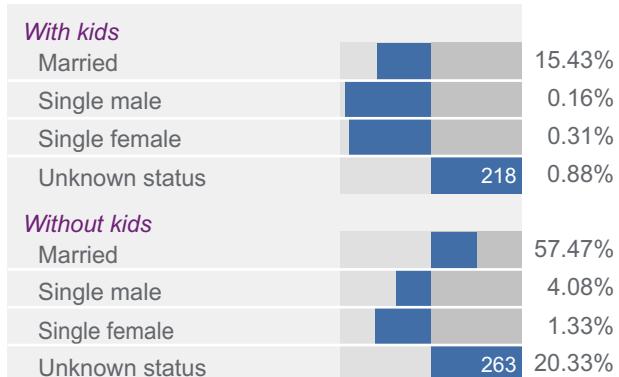
### Head of household education



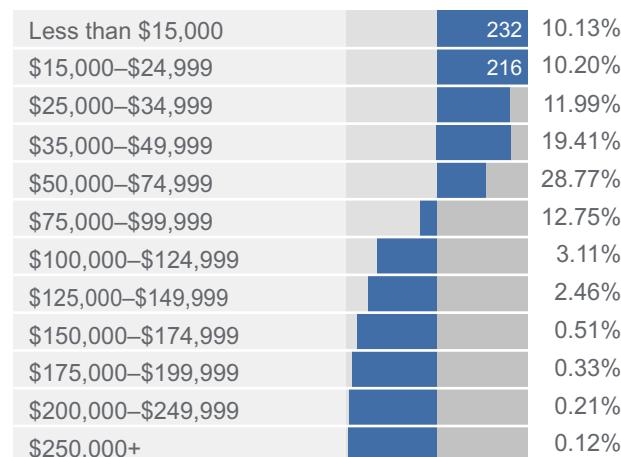
### Estimated current home value



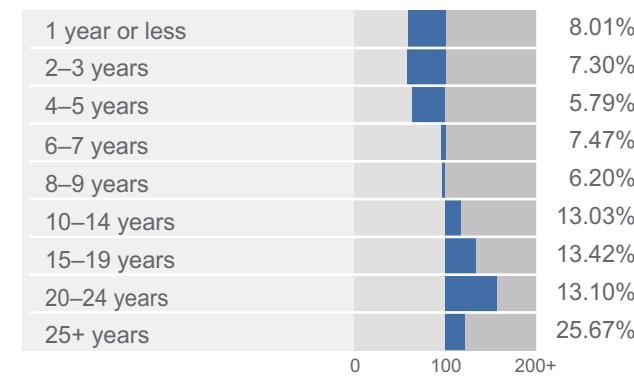
### Family structure



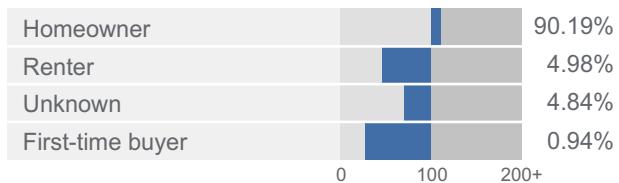
### Estimated household income



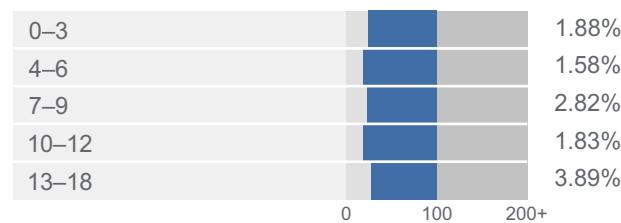
### Length of residency



### Home ownership



### Age of children



## M44 Creative Comfort

Rural families with modest incomes and diverse household dynamics

House 1.32% | 1.65% Person



### Who We Are

#### Head of household age

36–45

175 | 31.7%



#### Type of property



Single family

109 | 96.9%

#### Est. Household income



\$50,000–\$74,999

164 | 30.7%

#### Home ownership



Homeowner

104 | 85.4%

#### Household size



2 persons

109 | 28.6%

### Channel Preference



33



52



86



32



8



141

### Technology Adoption



Wizards

### Key Features

- Nearly half have large families
- Rural communities
- Working-class lifestyles
- Racing fan
- True browns
- Country life



**M**
**M44**
**M45**

## M44 Creative Comfort

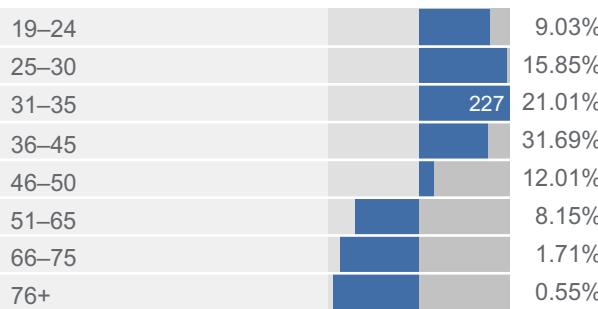
Rural families with modest incomes and diverse household dynamics



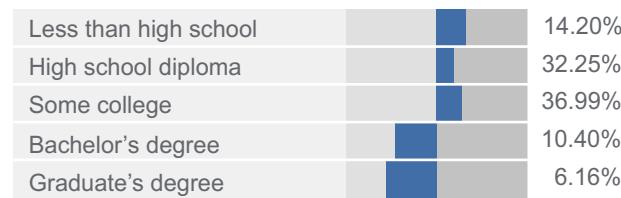
1.32% | 1.65%



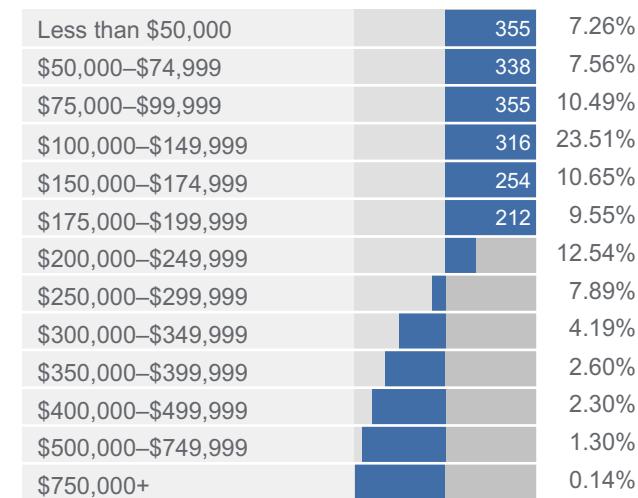
### Head of household age



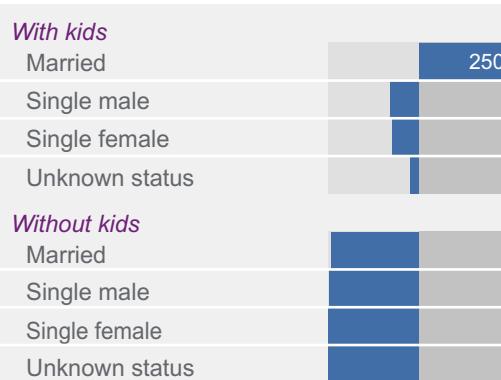
### Head of household education



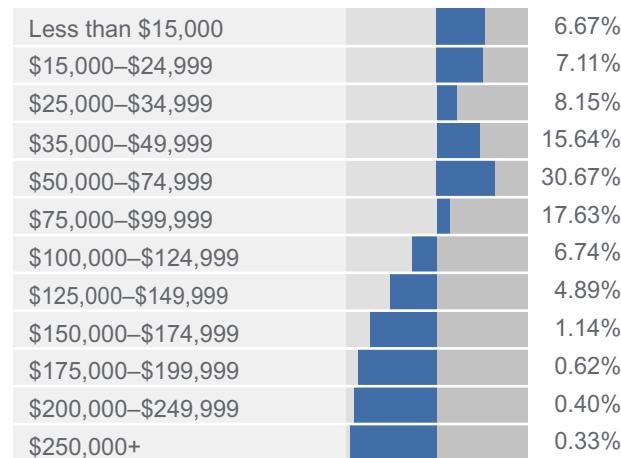
### Estimated current home value



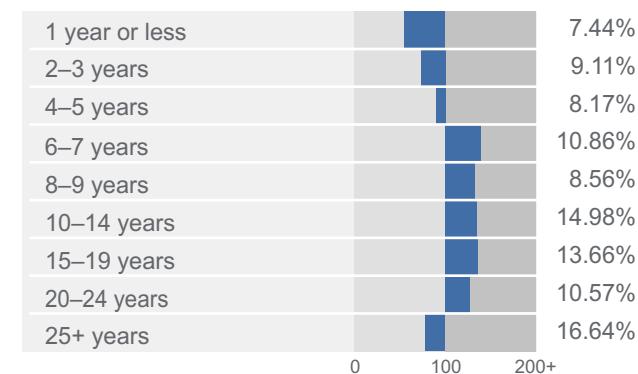
### Family structure



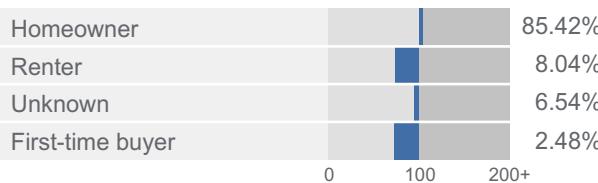
### Estimated household income



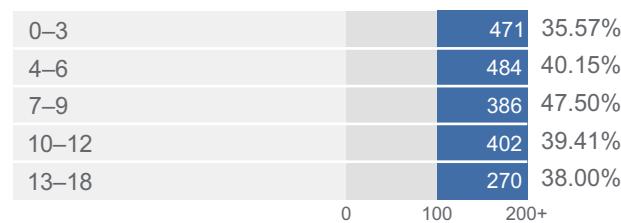
### Length of residency



### Home ownership



### Age of children



# M45 Growing and Expanding

Young, working-class families and single parent households living in small established city residences

House 0.97% | 0.95% Person



## Key Features

- Rural living
- Enjoy bargain hunting
- Engage via radio
- Early childrearing years
- Bowling leagues
- Home-based family activities

## Who We Are

### Head of household age

25–30

302 | 24.5%



### Type of property



Single family

108 | 95.7%

### Est. Household income



Less than \$15,000

304 | 13.3%

### Household size



1 person

122 | 39.9%

### Home ownership



Renter

234 | 25.5%

### Age of children



0–3

408 | 30.8%

## Channel Preference



71



59



474



63



11



101

## Technology Adoption



Wizards

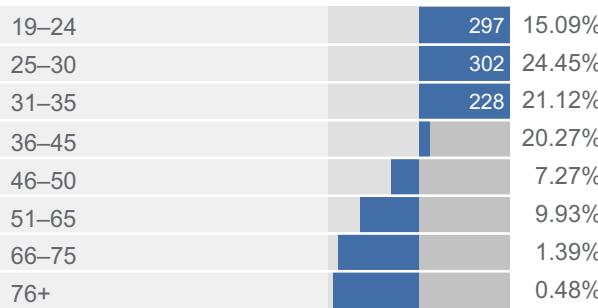


# M45 Growing and Expanding

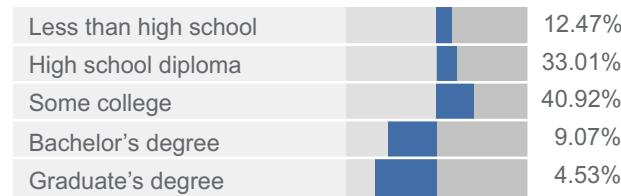
Young, working-class families and single parent households living in small established city residences

House 0.97% | Person 0.95%

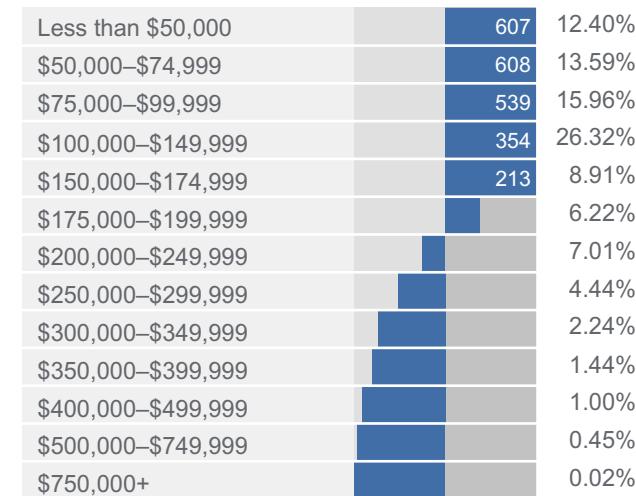
## Head of household age



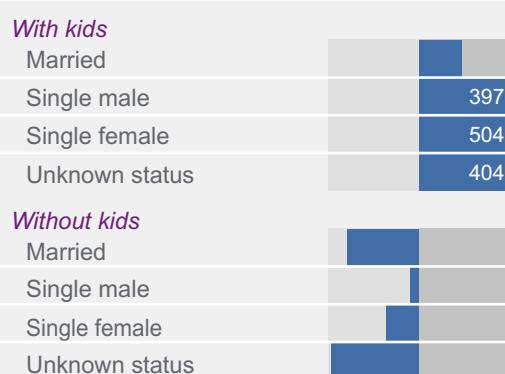
## Head of household education



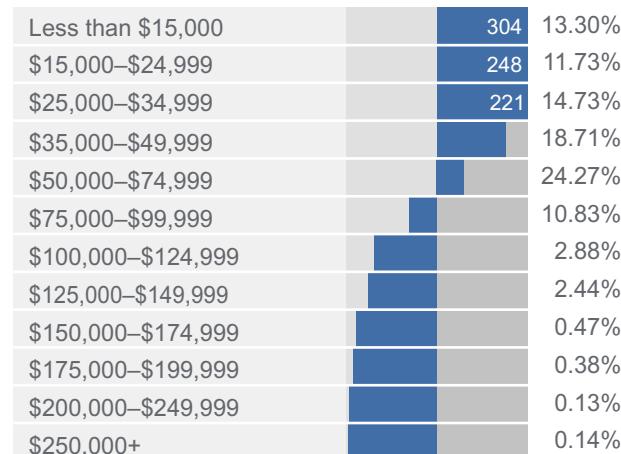
## Estimated current home value



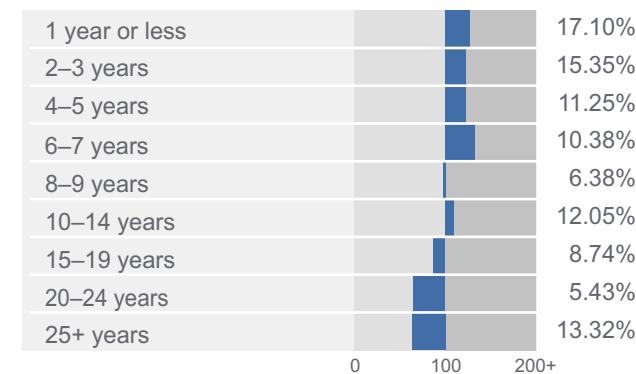
## Family structure



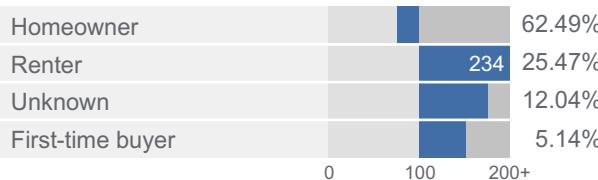
## Estimated household income



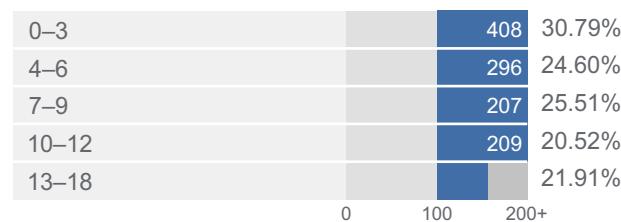
## Length of residency



## Home ownership



## Age of children



N

N46

N47

N48

N49

## N46 True Grit Americans

Middle-aged, lower middle-class households in town and country communities located in the nation's midsection



1.2% | 1.02%



### Who We Are

#### Head of household age

36–45

126 | 23.0%



#### Type of property



Single family

109 | 96.4%

#### Est. Household income



\$50,000–\$74,999

135 | 25.2%

#### Household size



1 person

123 | 40.5%

### Channel Preference



57



54



29



24



19



65

### Technology Adoption



Wizards

### Key Features

- Rural residences
- Live within means
- Basic cell phones
- Lower value housing
- Rodeos
- Blue-collar jobs



N

N46

N47

N48

N49

## N46 True Grit Americans

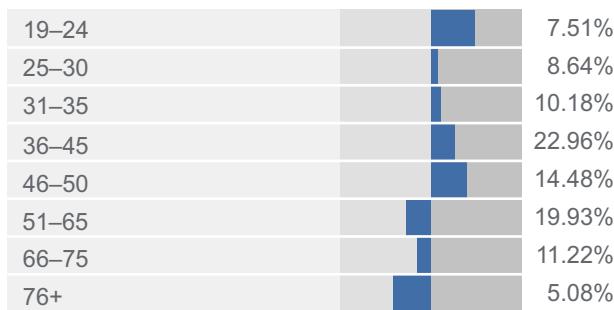
Middle-aged, lower middle-class households in town and country communities located in the nation's midsection



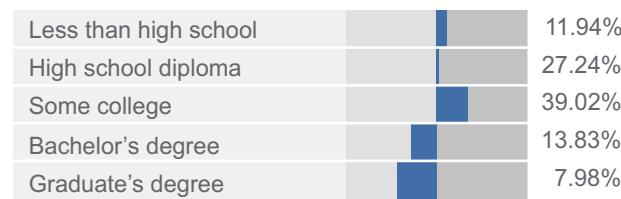
1.2% | 1.02%



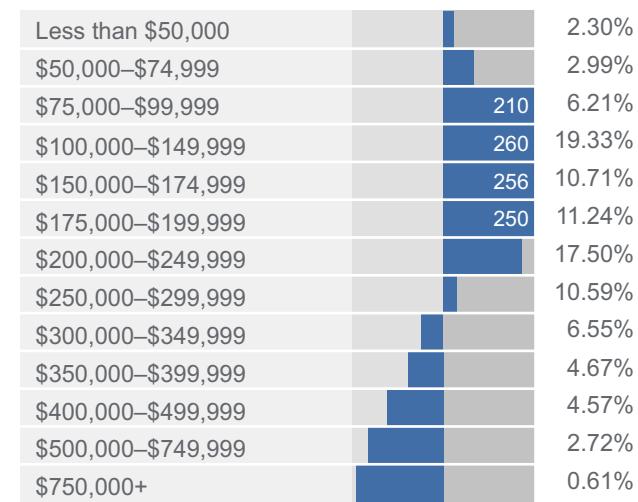
### Head of household age



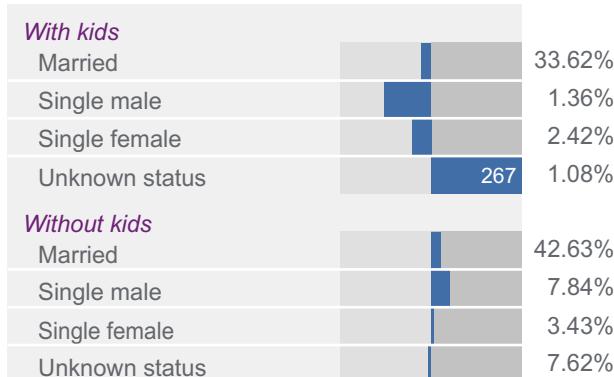
### Head of household education



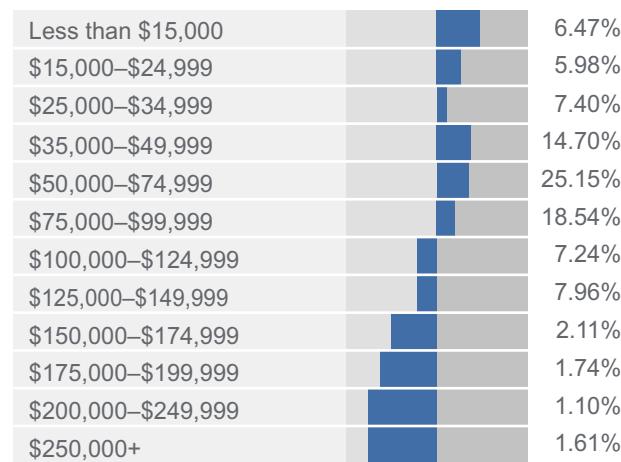
### Estimated current home value



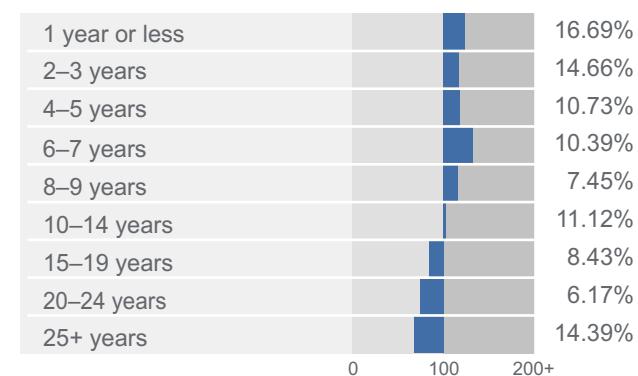
### Family structure



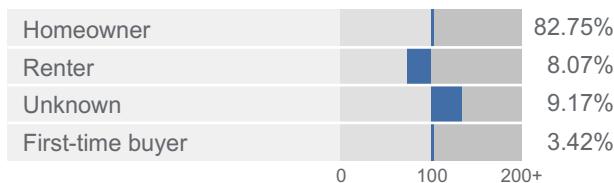
### Estimated household income



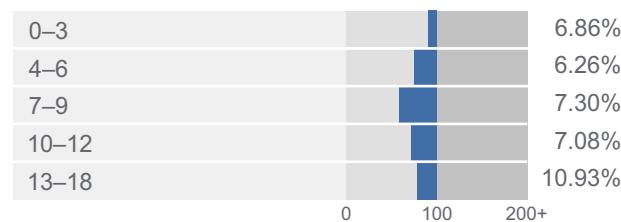
### Length of residency



### Home ownership



### Age of children



## N47 Countrified Pragmatics

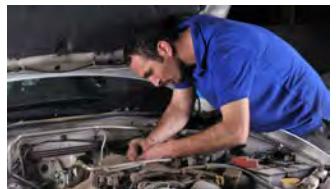
Modest income couples and singles living rural, casual lives

House 1.08% | 0.68% Person



### Key Features

- Blue-collar and honest livings
- Politically disengaged
- Farming jobs
- Pickup owners
- Active outdoor lifestyles
- Modest housing



### Who We Are

#### Head of household age

31–35

186 | 17.2%



#### Type of property



Single family

107 | 94.6%

#### Est. Household income



\$50,000–\$74,999

144 | 26.9%

#### Household size



1 person

194 | 63.8%

#### Home ownership



Unknown

171 | 11.7%

#### Age of children



7–9

104 | 12.8%

### Channel Preference



59



54



50



47



7



16

### Technology Adoption



Wizards

N

N46

N47

N48

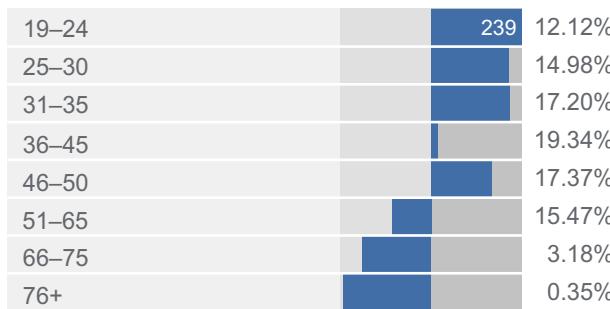
N49

## N47 Countrified Pragmatics

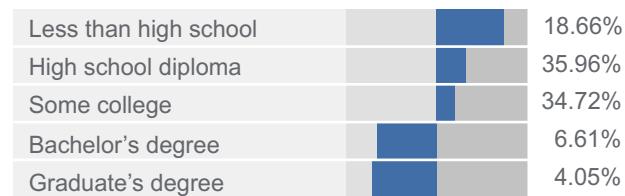
Modest income couples and singles living rural, casual lives

 1.08% |  0.68%

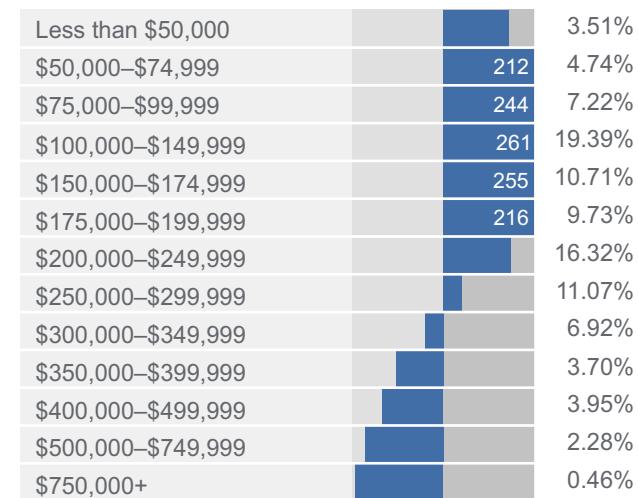
### Head of household age



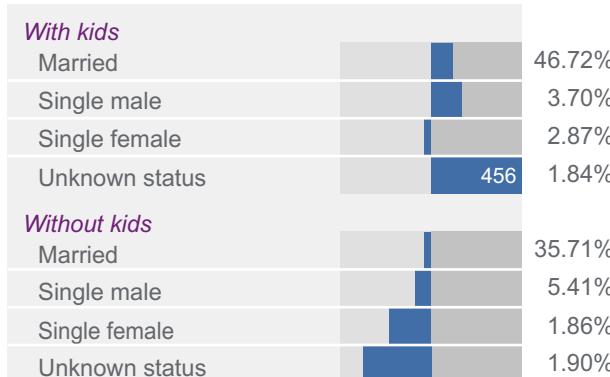
### Head of household education



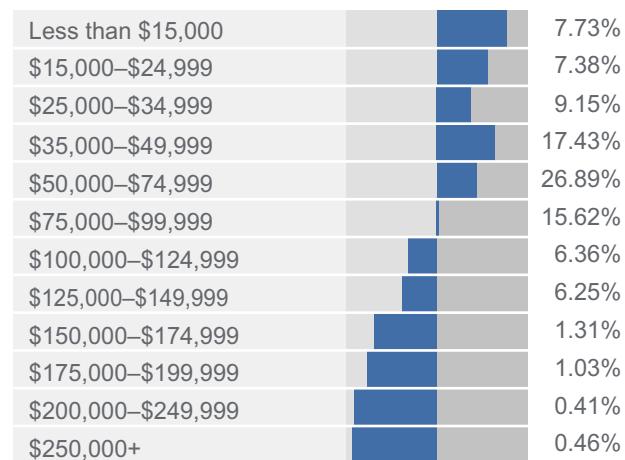
### Estimated current home value



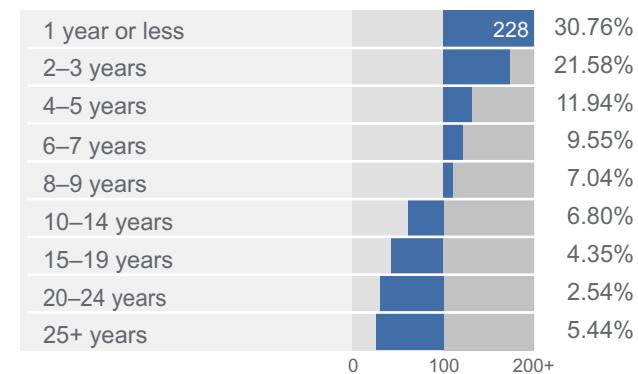
### Family structure



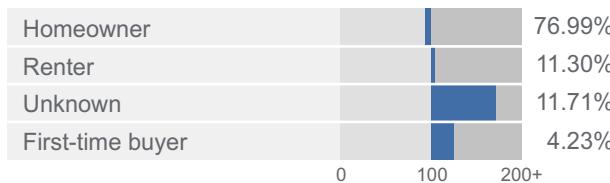
### Estimated household income



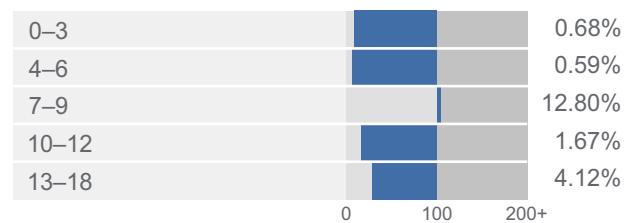
### Length of residency



### Home ownership



### Age of children



N

N46

N47

N48

N49

## N48 Rural Southern Bliss

Lower to middle-income multi-generational families living in small towns



1.3% | 1.5%



### Who We Are

#### Head of household age



51–65

116 | 31.6%

#### Type of property



Single family

110 | 97.5%

#### Est. Household income



\$35,000–\$49,999

195 | 20.7%

#### Household size



5+ persons

135 | 19.7%

#### Home ownership



Homeowner

102 | 83.6%

#### Age of children



0–3

163 | 12.3%

### Channel Preference



239



59



256



42



9



135

### Technology Adoption



Wizards

### Key Features

- Cable TV
- Limited discretionary spend
- Modest housing
- Multi-generational households
- Modest educations
- American cars



N

N46

N47

N48

N49

## N48 Rural Southern Bliss

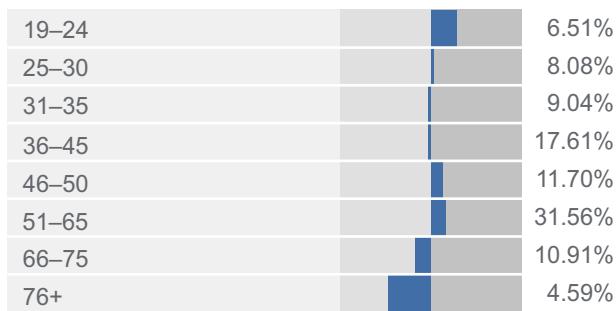
Lower to middle-income multi-generational families living in small towns



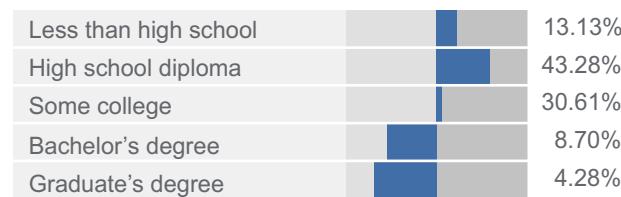
1.3% | 1.5%



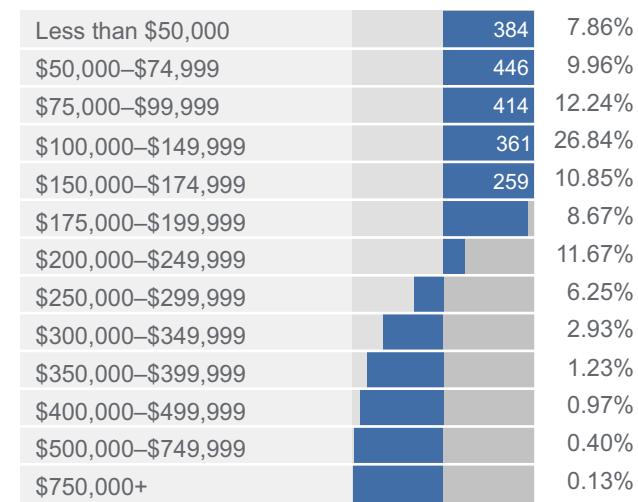
### Head of household age



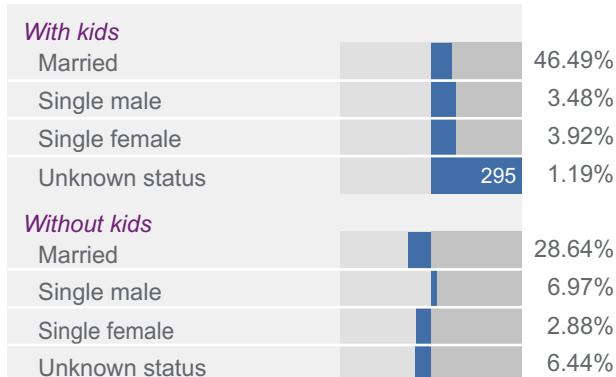
### Head of household education



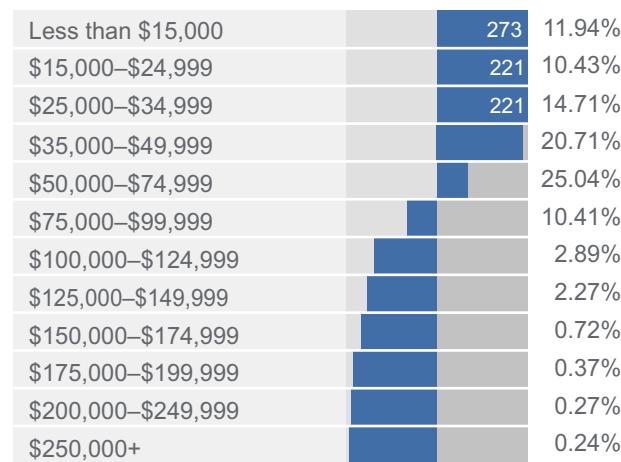
### Estimated current home value



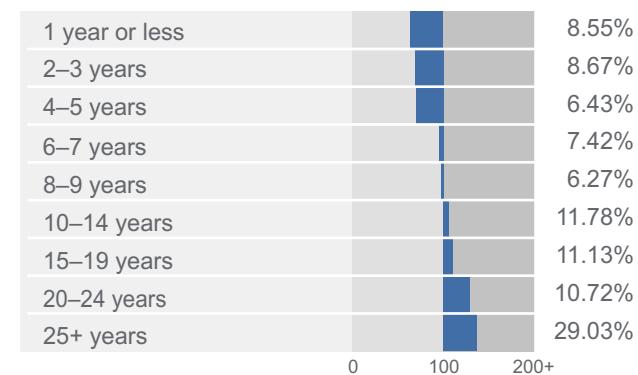
### Family structure



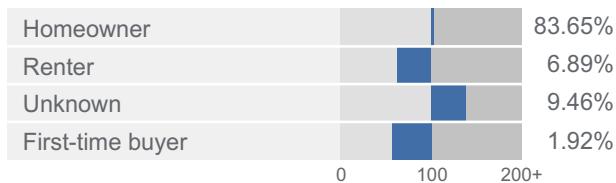
### Estimated household income



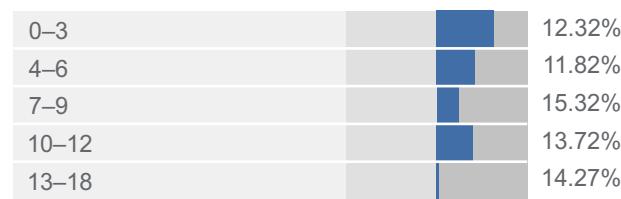
### Length of residency



### Home ownership



### Age of children



## N49 Touch of Tradition

Working-class, middle-aged couples and singles living in rural homes

House 0.73% | 0.52% Person



### Who We Are

#### Head of household age

46–50

432 | 44.9%



#### Type of property



Single family

108 | 96.2%

#### Est. Household income



Less than \$15,000

336 | 14.7%

#### Household size



1 person

165 | 54.3%

### Channel Preference



54



33



52



8



4



26

### Technology Adoption



Wizards

### Key Features

- Frugal-minded
- Farmers and blue-collar jobs
- Politically unaffiliated
- Outdoor leisure
- There's more to life than sports
- Budget trendsetters



N

N46

N47

N48

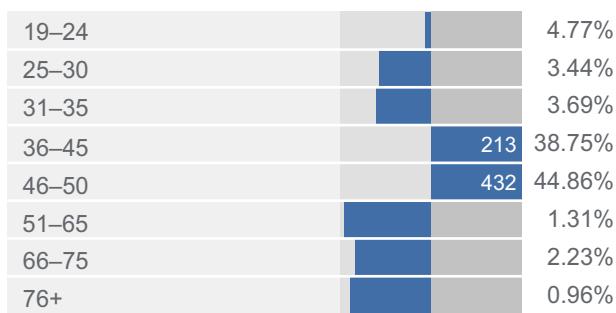
N49

## N49 Touch of Tradition

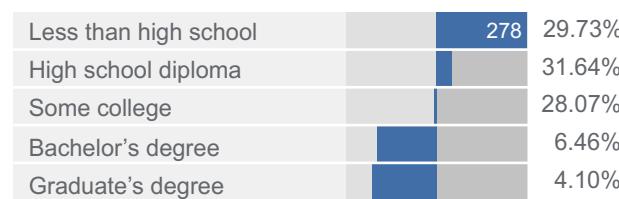
Working-class, middle-aged couples and singles living in rural homes

 0.73% |  0.52%

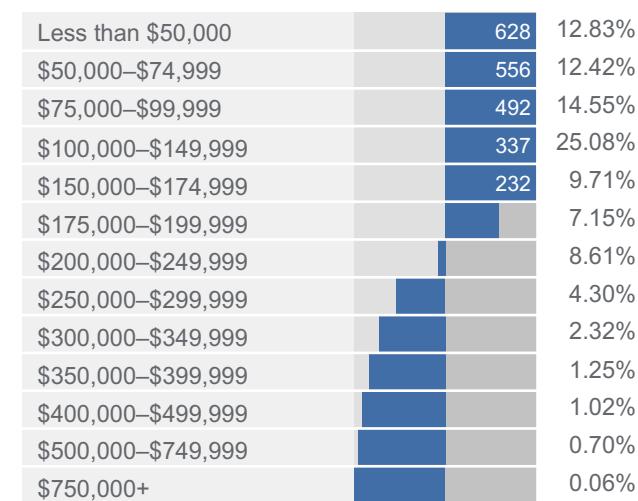
### Head of household age



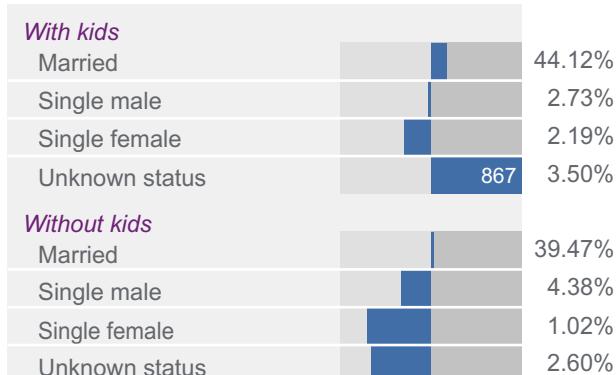
### Head of household education



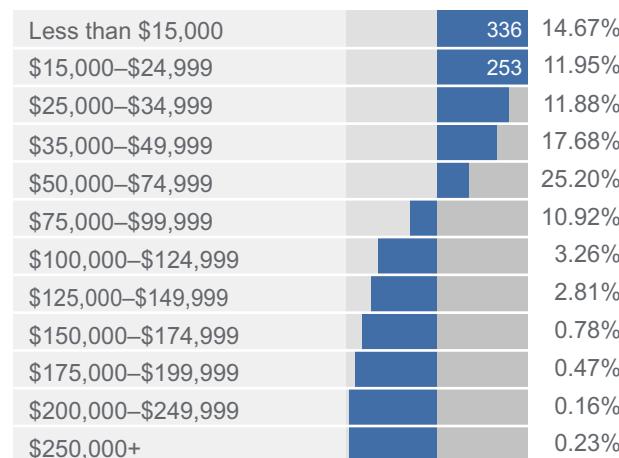
### Estimated current home value



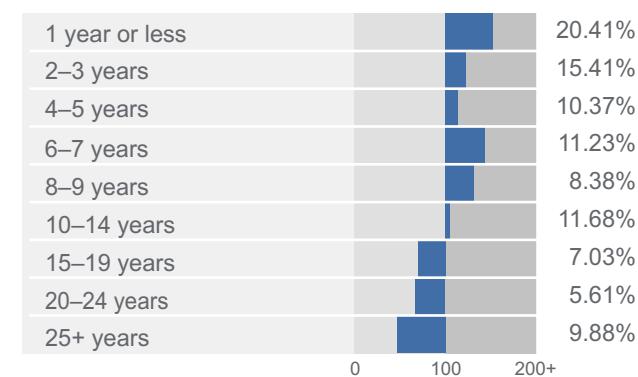
### Family structure



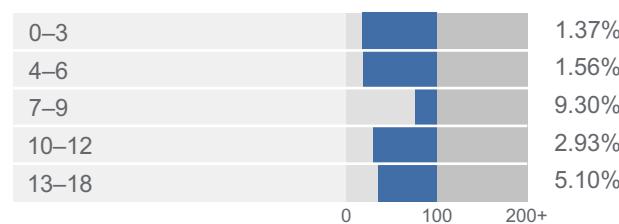
### Estimated household income



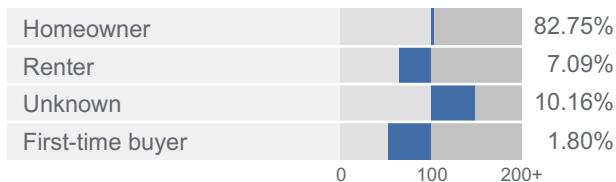
### Length of residency



### Age of children



### Home ownership



O

O50

O51

O52

O53

O54

O55

## O50 Full Steam Ahead

Younger and middle-aged singles gravitating to second-tier cities

House 0.64% | 0.32% Person



### Who We Are

Head of household age	Type of property
25–30	Multi-family: 101+ units
285   23.0%	2297   31.7%
Est. Household income	Household size
\$35,000–\$49,999	1 person
165   17.6%	279   91.8%
Home ownership	Age of children
Renter	7–9
609   66.3%	66   8.1%

### Key Features

- Spontaneous buyers
- Music enthusiasts
- Single adults
- Savvy researchers
- Compact cars
- Skyscraper apartments



### Channel Preference



### Technology Adoption



Wizards

O

O50

O51

O52

O53

O54

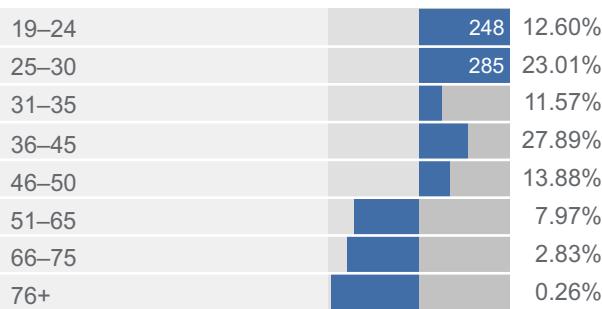
O55

## O50 Full Steam Ahead

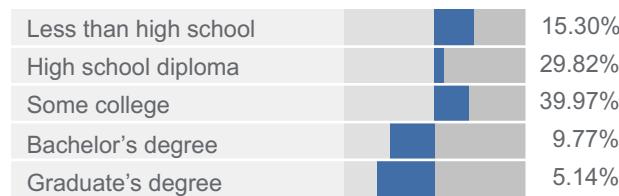
Younger and middle-aged singles gravitating to second-tier cities

 0.64% |  0.32%

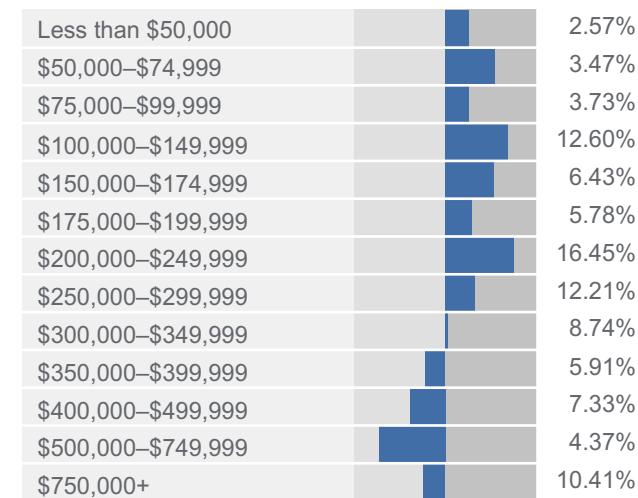
### Head of household age



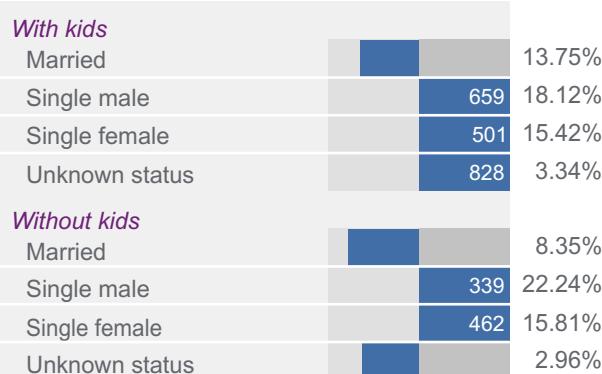
### Head of household education



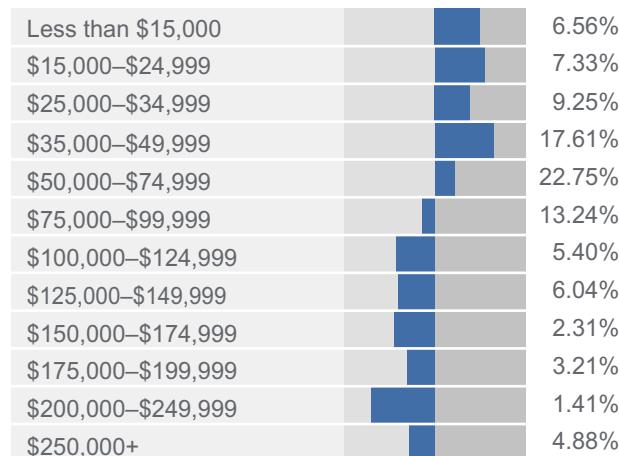
### Estimated current home value



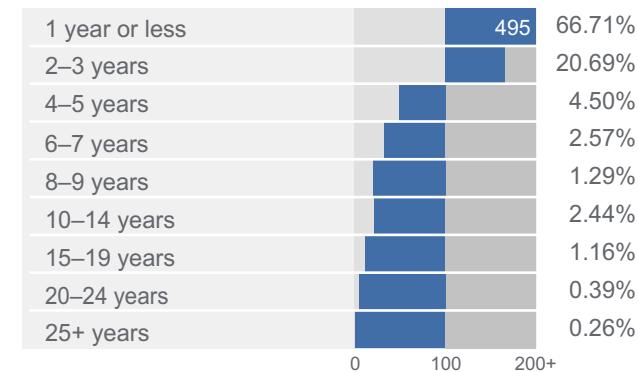
### Family structure



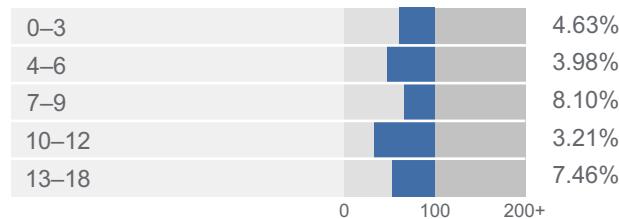
### Estimated household income



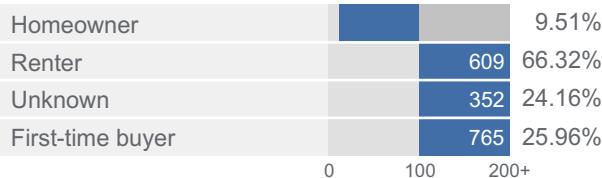
### Length of residency



### Age of children



### Home ownership



# O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

House 4.05% | 2.57% Person



## Key Features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Music lovers
- Digitally savvy

## Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
25–30	Single family
613   49.6%	100   88.5%
<b>Est. Household income</b> 	<b>Household size</b> 
\$50,000–\$74,999	1 person
136   25.4%	204   66.9%
<b>Home ownership</b> 	<b>Age of children</b> 
First-time buyer	7–9
444   15.1%	83   10.2%

## Channel Preference



## Technology Adoption



Wizards



O

O50

O51

O52

O53

O54

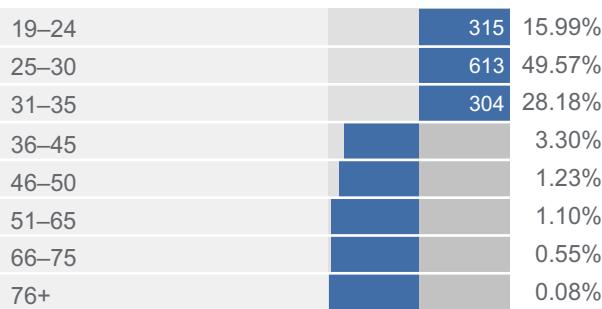
O55

## O51 Digitally Savvy

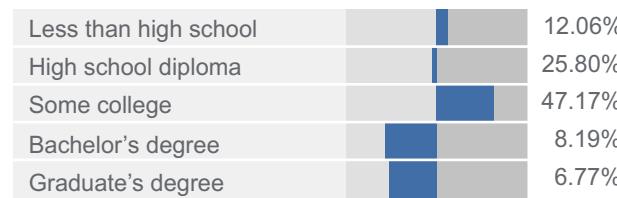
Young singles who live digital-driven smaller city lifestyles

 4.05% |  2.57%

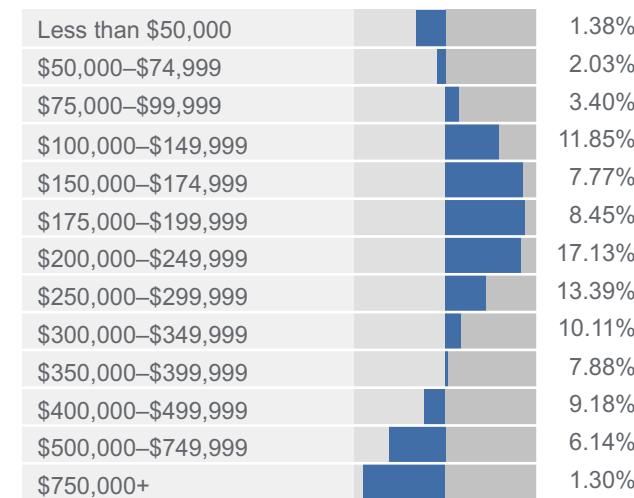
### Head of household age



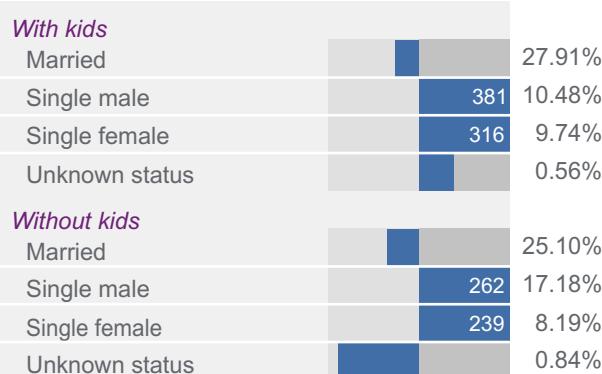
### Head of household education



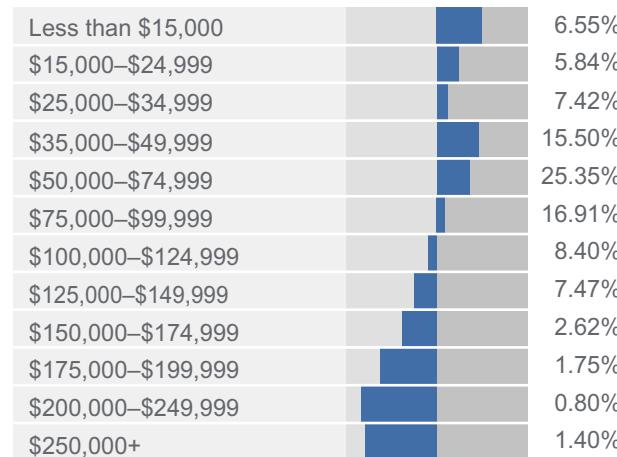
### Estimated current home value



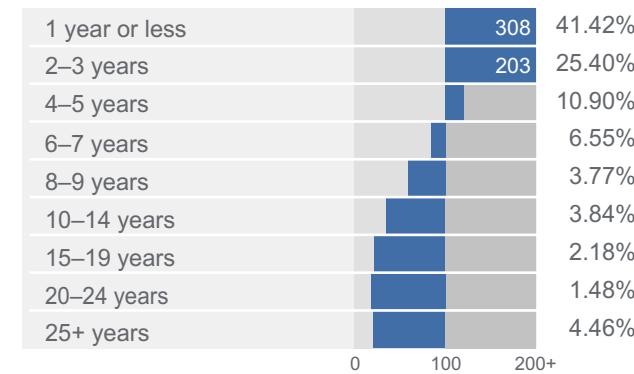
### Family structure



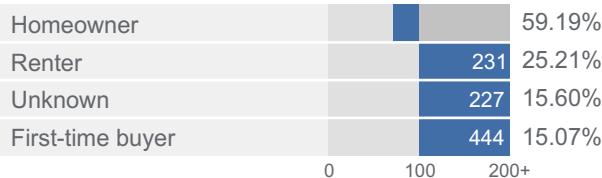
### Estimated household income



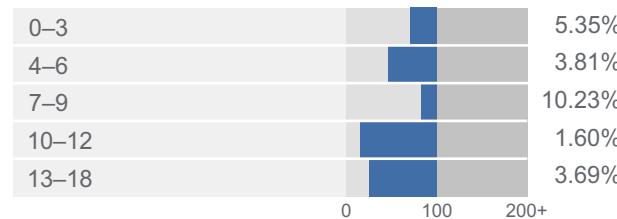
### Length of residency



### Home ownership



### Age of children



# O52 Urban Ambition

Generation Y singles and single-families established in mid-market cities

House 1.12% | 0.63% Person



## Key Features

- Impulsive recreational shoppers
- Singles and single parents
- City apartment renters
- Office workers
- Technology adapting
- Video game entertainment

## Who We Are

Head of household age		Type of property	
25–30		Multi-family: 3 units	
340   27.5%		585   10.9%	
Est. Household income		Household size	
Less than \$15,000		1 person	
258   11.3%		254   83.5%	
Home ownership		Age of children	
Renter		0–3	
740   80.6%		144   10.9%	

## Channel Preference



## Technology Adoption



Wizards



O

O50

O51

O52

O53

O54

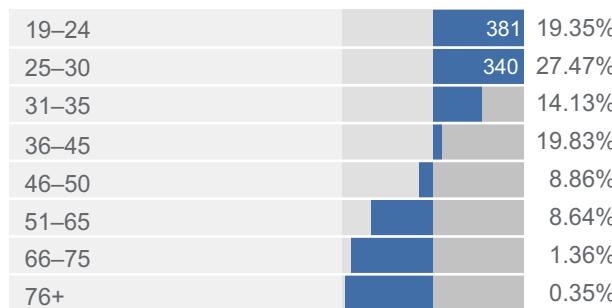
O55

## O52 Urban Ambition

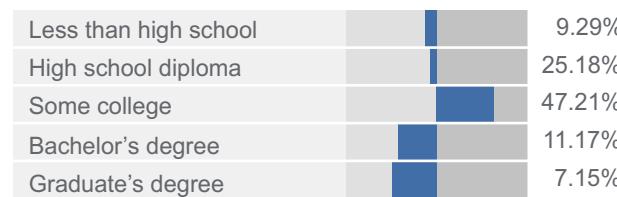
Generation Y singles and single-families established in mid-market cities

 1.12% |  0.63%

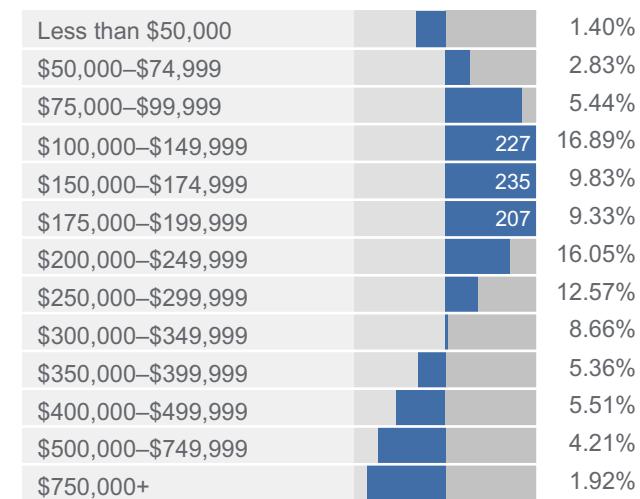
### Head of household age



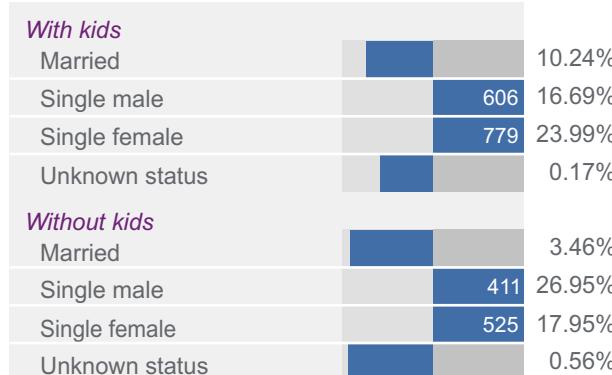
### Head of household education



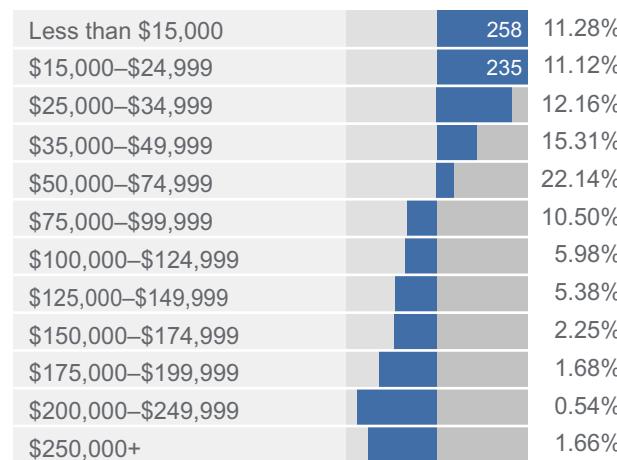
### Estimated current home value



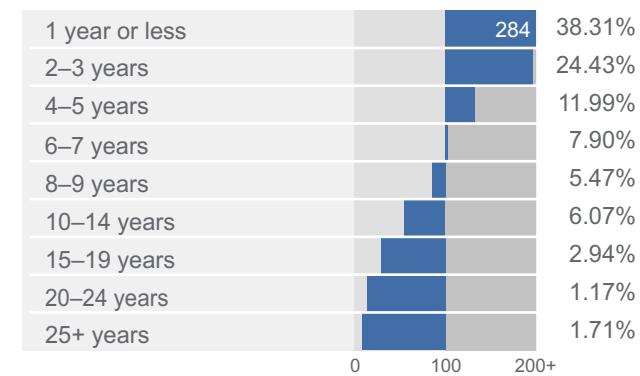
### Family structure



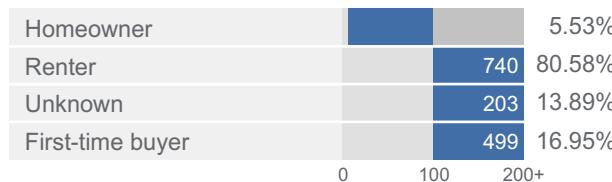
### Estimated household income



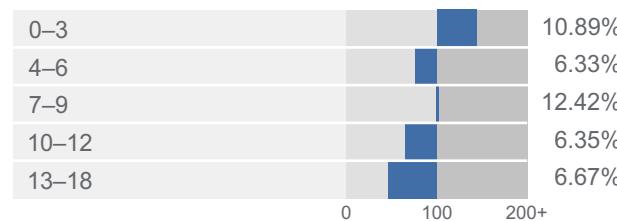
### Length of residency



### Home ownership



### Age of children



## O53 Colleges and Cafes

Youthful singles and recent college graduates living in college communities

Home 0.83% | 0.49% Person



### Who We Are

#### Head of household age

19–24

724 | 36.8%

#### Type of property



Multi-family: 3 units

582 | 10.8%

#### Est. Household income



Less than \$15,000

257 | 11.2%

#### Household size



1 person

212 | 69.8%

#### Home ownership



Renter

471 | 51.3%

#### Age of children



0–3

75 | 5.7%

### Channel Preference



163



17



692



193



66



49

### Technology Adoption



Wizards

### Key Features

- University towns
- Single adults
- Bike or walk to work
- Active lifestyles
- Politically disengaged
- Well-educated



O

O50

O51

O52

O53

O54

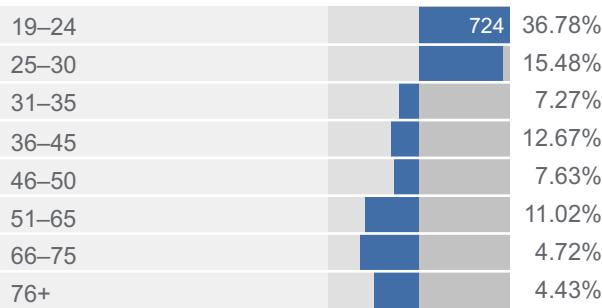
O55

## O53 Colleges and Cafes

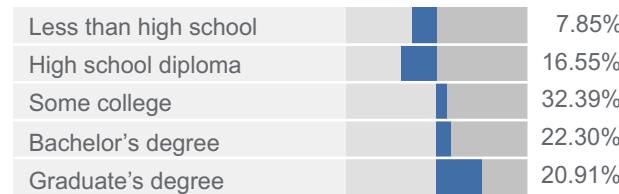
Youthful singles and recent college graduates living in college communities

 0.83% |  0.49%

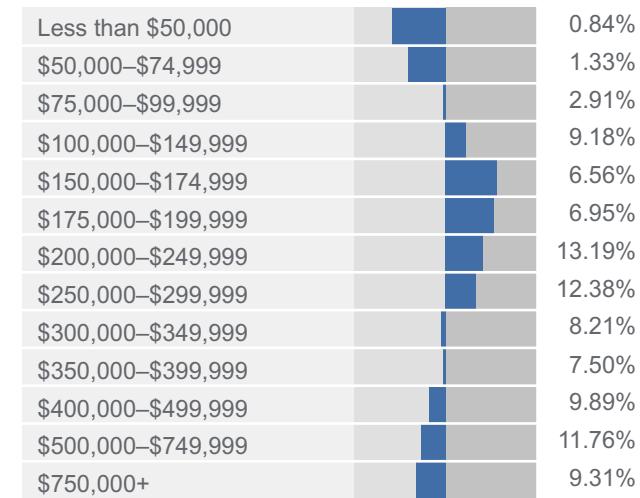
### Head of household age



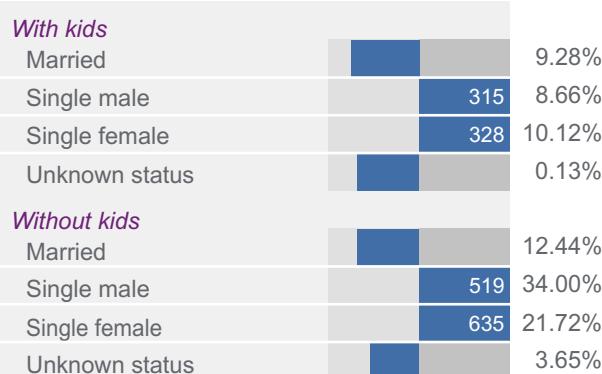
### Head of household education



### Estimated current home value



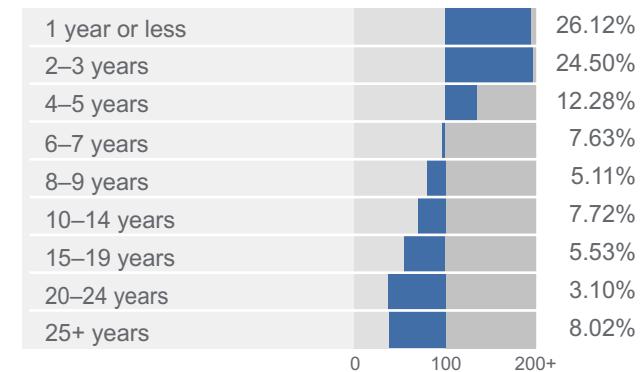
### Family structure



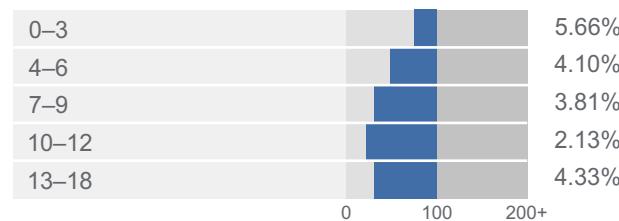
### Estimated household income



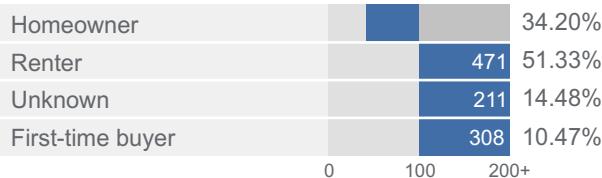
### Length of residency



### Age of children



### Home ownership



O

O50

O51

O52

O53

O54

O55

## O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

Home 2.64% | 1.29% Person



### Key Features

- Career-driven
- Metropolitan lifestyles
- Digitally dependent
- Active social lives
- Foodies
- First-time buyers

### Who We Are

#### Head of household age

25–30

686 | 55.5%



#### Type of property



Multi-family: 101+ units

1714 | 23.7%

#### Est. Household income



\$50,000–\$74,999

126 | 23.4%

#### Household size



1 person

278 | 91.2%

### Channel Preference



181



41



570



338



43

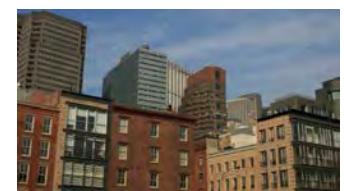


11

### Technology Adoption



Journeymen



O

O50

O51

O52

O53

O54

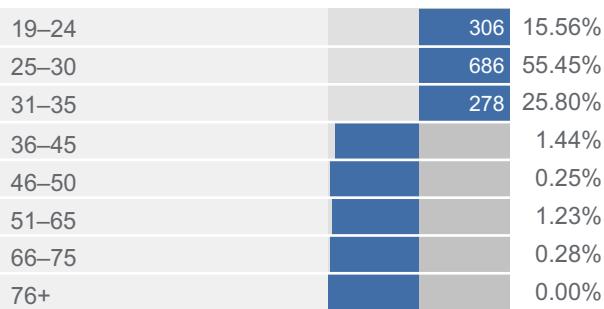
O55

## O54 Influenced by Influencers

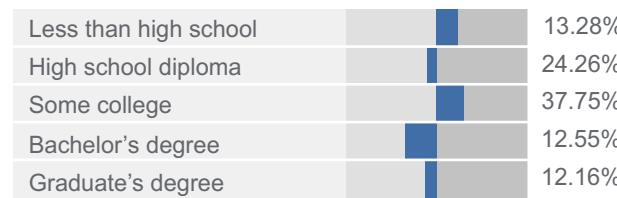
Young singles living in Midwest and Southern city centers

 2.64% |  1.29%

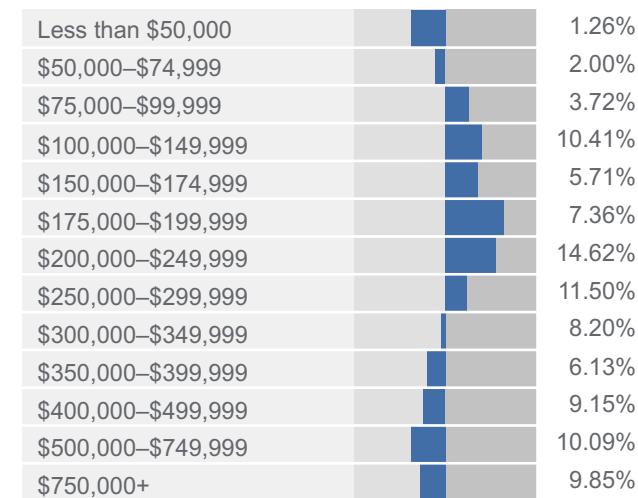
### Head of household age



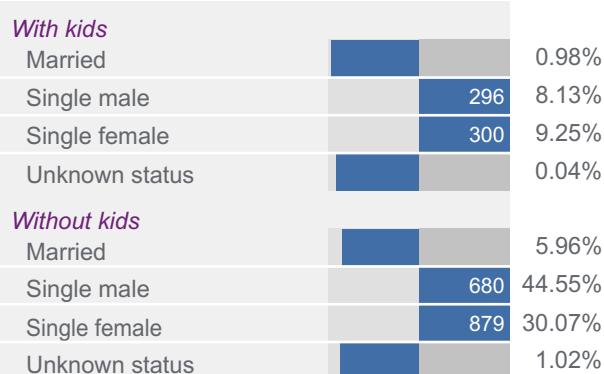
### Head of household education



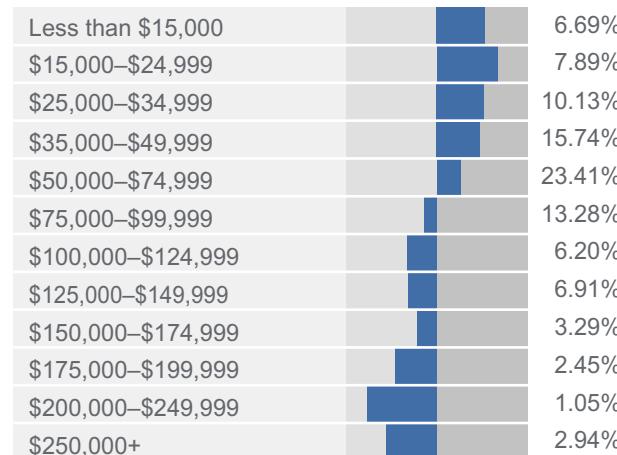
### Estimated current home value



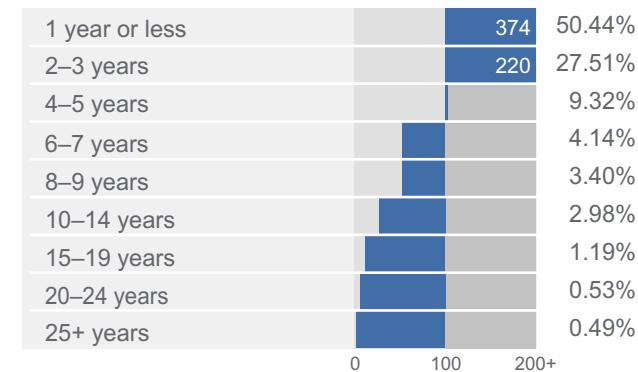
### Family structure



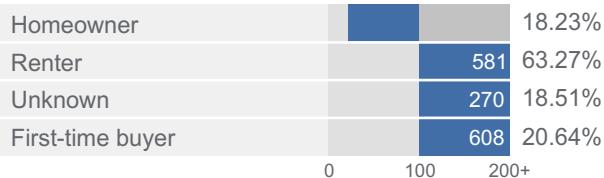
### Estimated household income



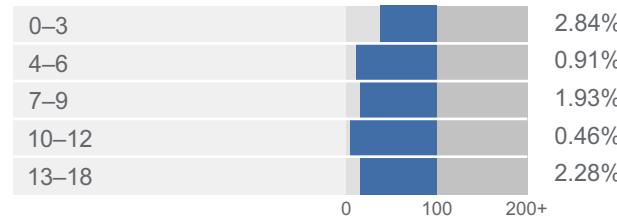
### Length of residency



### Home ownership



### Age of children



O

O50

O51

O52

O53

O54

O55

## O55 Family Troopers

Families and single parent households living near military bases

House 1.75% | 1.09% Person



### Key Features

- Renters
- Military base communities
- Ethnically diverse
- Parents
- Modest educations
- Tech-savvy

### Who We Are

#### Head of household age

25–30

632 | 51.1%



#### Type of property



Multi-family: 5–9 units

603 | 16.4%

#### Est. Household income



Less than \$15,000

267 | 11.7%



#### Household size



1 person

248 | 81.6%

#### Home ownership



Renter

798 | 87.0%

#### Age of children



0–3

544 | 41.0%

### Channel Preference



136



88



696



259



13



27

### Technology Adoption



Wizards



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O50

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O52

O53

O54

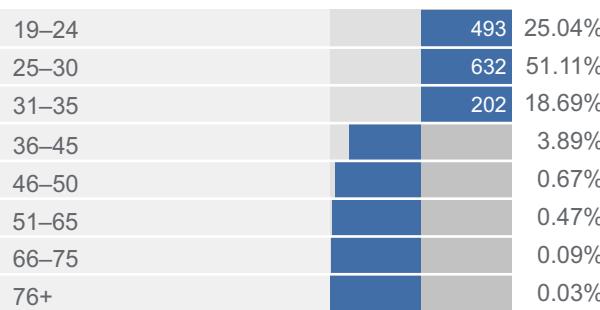
O55

## O55 Family Troopers

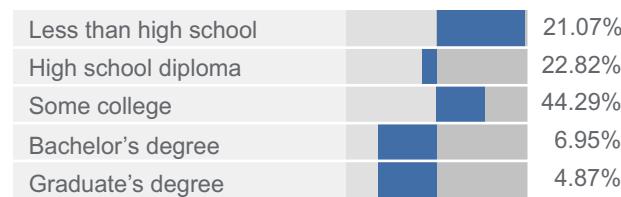
Families and single parent households living near military bases

 1.75% |  1.09%

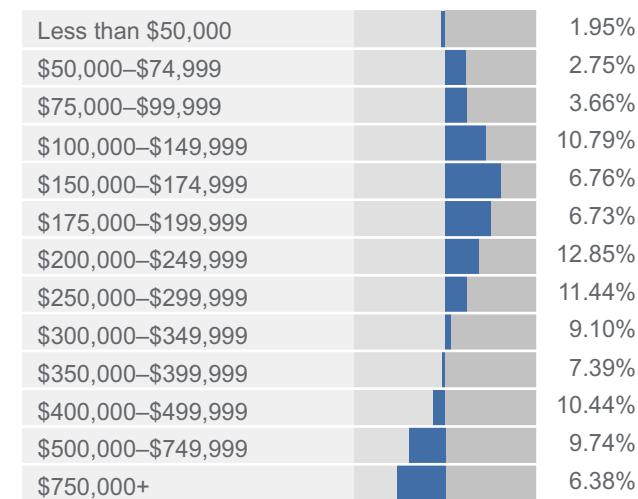
### Head of household age



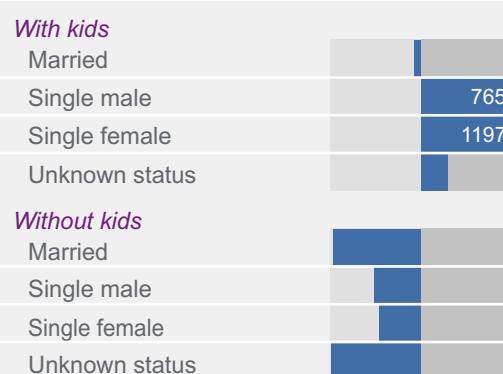
### Head of household education



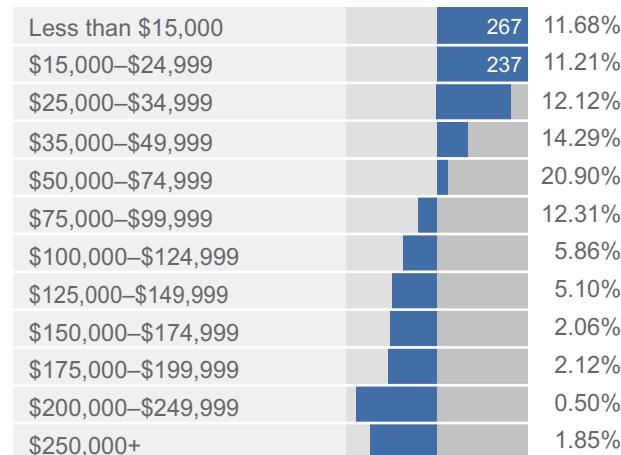
### Estimated current home value



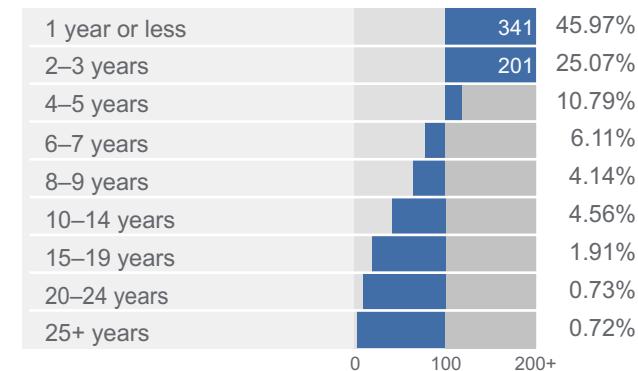
### Family structure



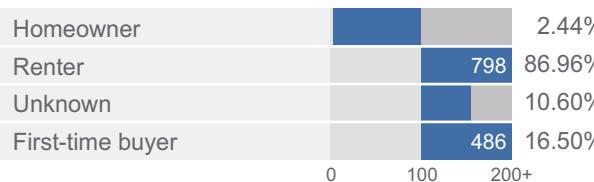
### Estimated household income



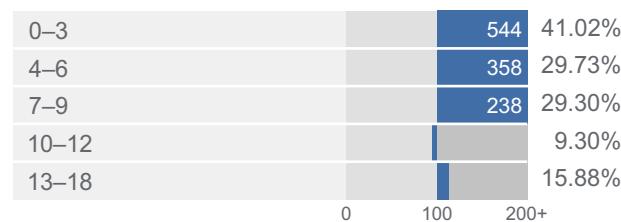
### Length of residency



### Home ownership



### Age of children



P

P56

P57

P58

P59

P60

P61

## P56 Mid-Scale Medley

Mature, middle income, single adults and families living in urban areas

House 0.69% | Person 0.47%



### Who We Are

#### Head of household age

36–45

257 | 46.7%



#### Type of property



Single family

105 | 92.8%

#### Est. Household income



\$50,000–\$74,999

149 | 27.9%

#### Household size



1 person

204 | 67.1%

### Channel Preference



106



71



235



99



20



36

### Technology Adoption



Wizards

### Key Features

- Modest living
- Single adults
- Older housing
- Cash over credit
- Hip-hop music
- Basic cell phones



P

P56

P57

P58

P59

P60

P61

## P56 Mid-Scale Medley

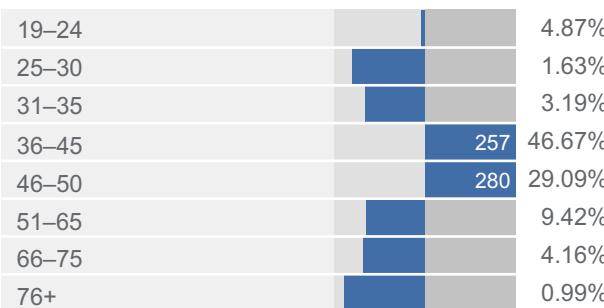
Mature, middle income, single adults and families living in urban areas



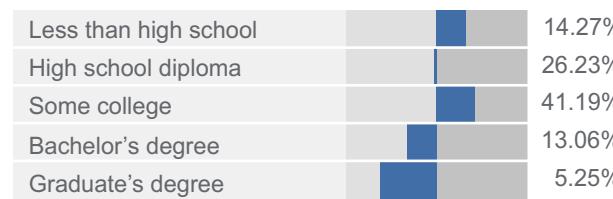
0.69% | 0.47%



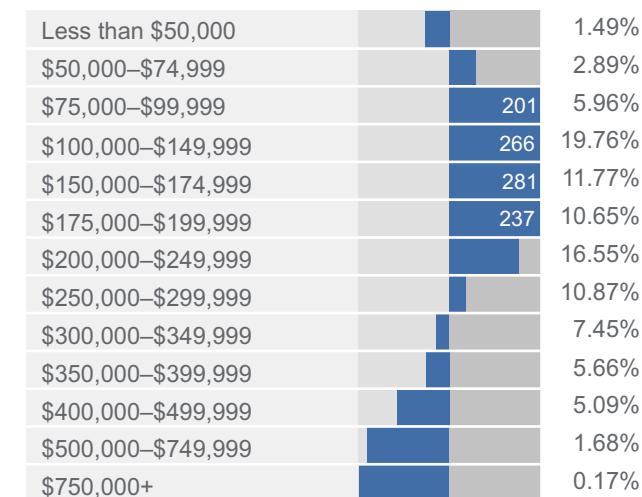
### Head of household age



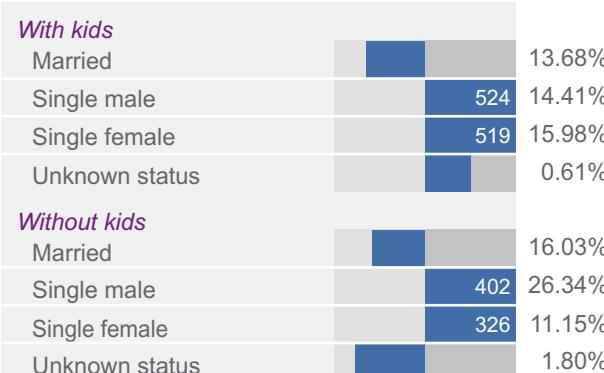
### Head of household education



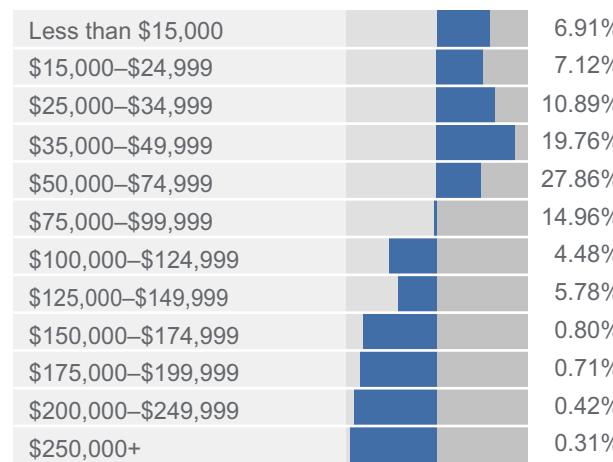
### Estimated current home value



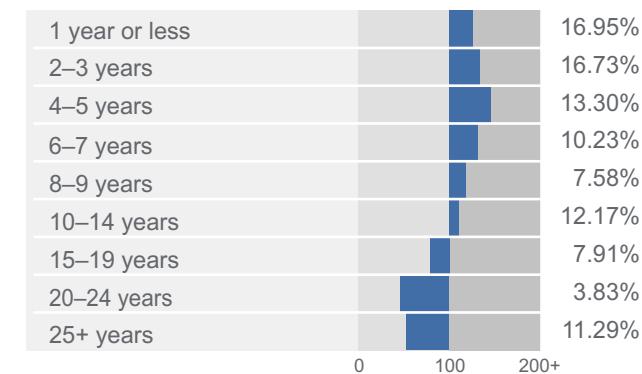
### Family structure



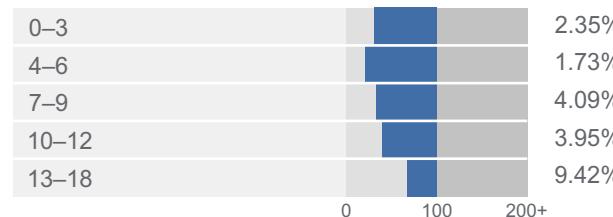
### Estimated household income



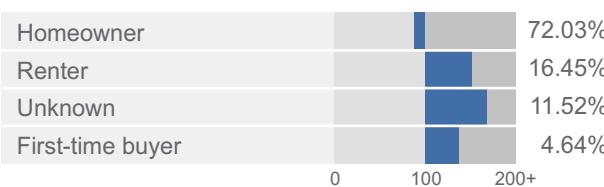
### Length of residency



### Age of children



### Home ownership



## P57 Modest Metro Means

Middle-aged singles established in inner-city rental communities

House 0.66% | 0.51% Person



### Key Features

- Public transportation
- Wrestling fans
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers

### Who We Are

Head of household age 	Type of property 
19–24	Multi-family: 2 units
351   17.8%	1460   37.7%
Est. Household income 	Household size 
Less than \$15,000	1 person
245   10.7%	214   70.2%
Home ownership 	Age of children 
Renter	7–9
707   77.0%	152   18.7%

### Channel Preference



### Technology Adoption



Wizards



P

P56

P57

P58

P59

P60

P61

## P57 Modest Metro Means

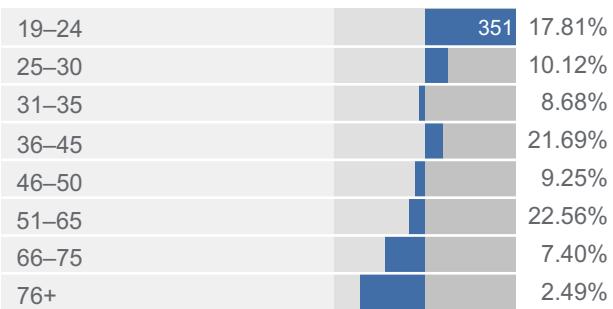
Middle-aged singles established in inner-city rental communities



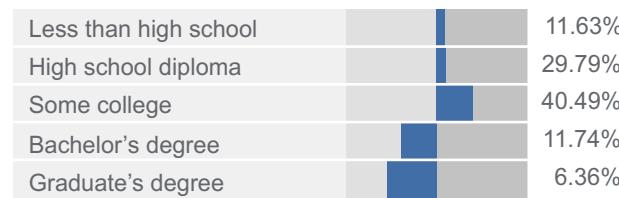
0.66% | 0.51%



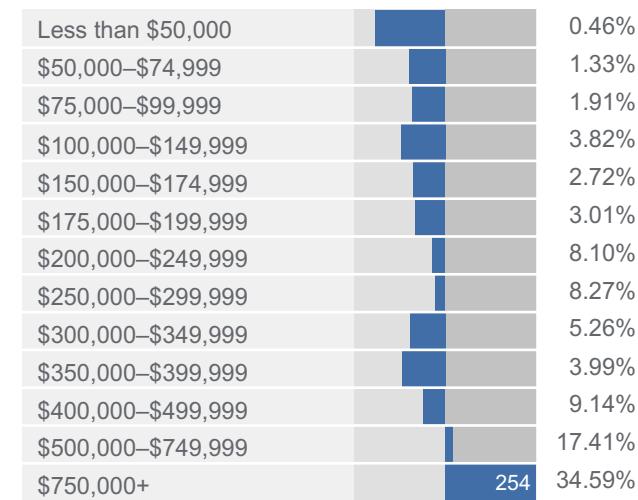
### Head of household age



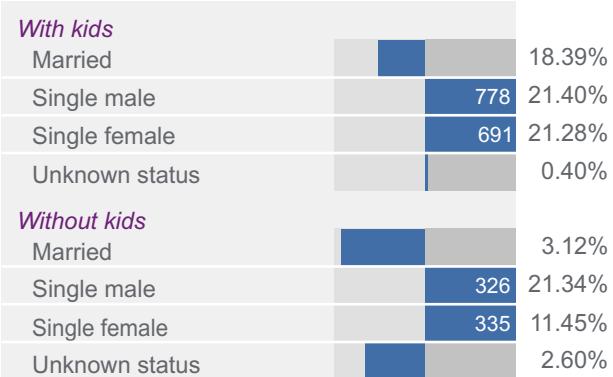
### Head of household education



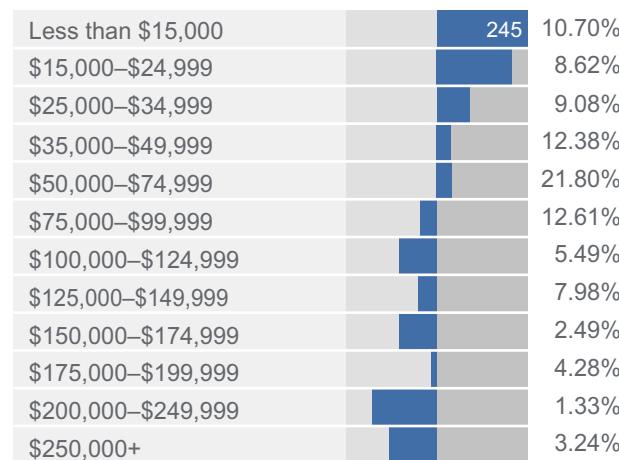
### Estimated current home value



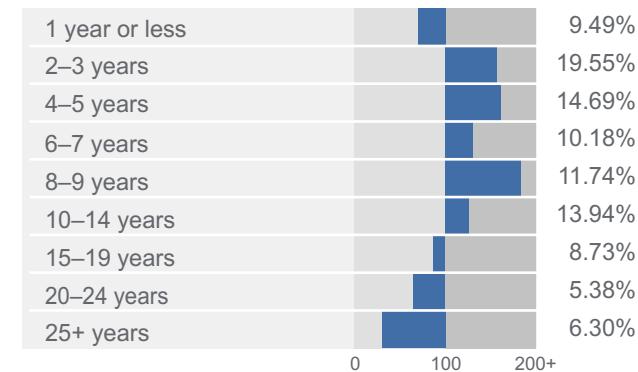
### Family structure



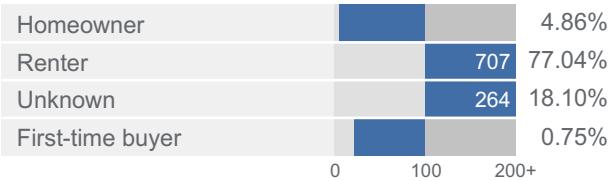
### Estimated household income



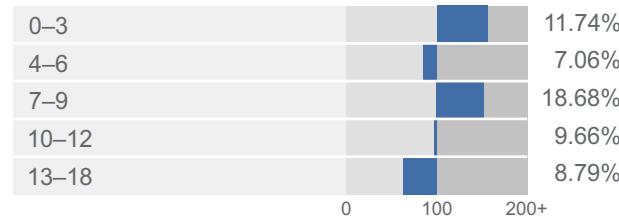
### Length of residency



### Home ownership



### Age of children



## P58 Heritage Heights

Singles and families with modest incomes living settled lives in urban apartments

 0.45% | 0.3%



### Key Features

- Adrenaline sports
- Fashion forward
- Bilingual
- Single parents
- Novelty seekers
- Multi-family properties

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
19–24	Multi-family: 2 units
381   19.3%	1313   33.9%
<b>Est. Household income</b> 	<b>Household size</b> 
\$50,000–\$74,999	1 person
118   22.0%	244   80.1%
<b>Home ownership</b> 	<b>Age of children</b> 
Renter	13–18
830   90.4%	182   25.5%

### Channel Preference



### Technology Adoption



Wizards



P

P56

P57

P58

P59

P60

P61

## P58 Heritage Heights

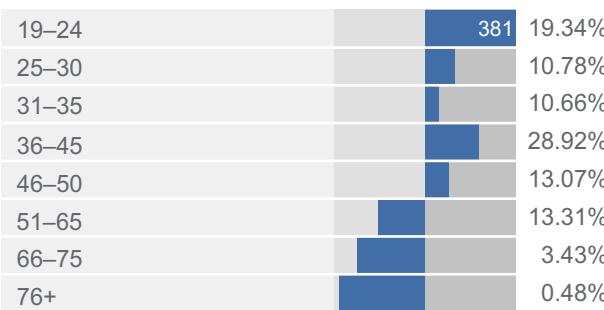
Singles and families with modest incomes living settled lives in urban apartments



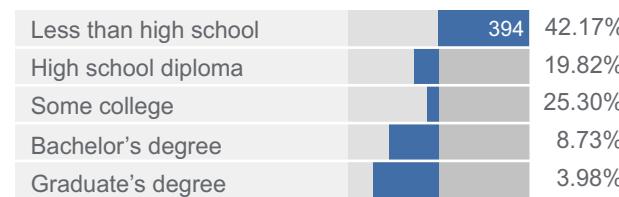
0.45% | 0.3%



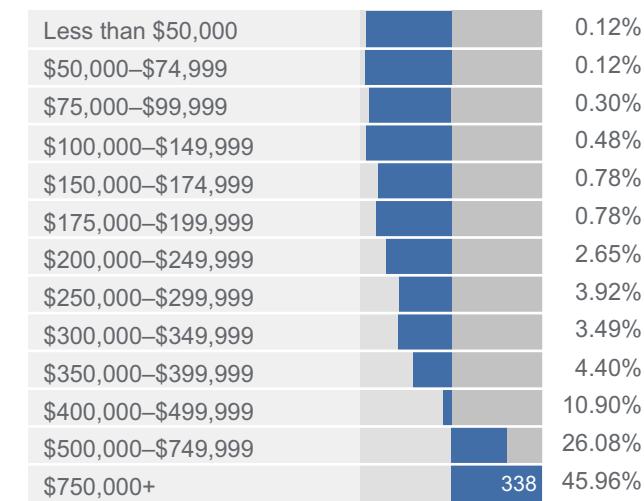
### Head of household age



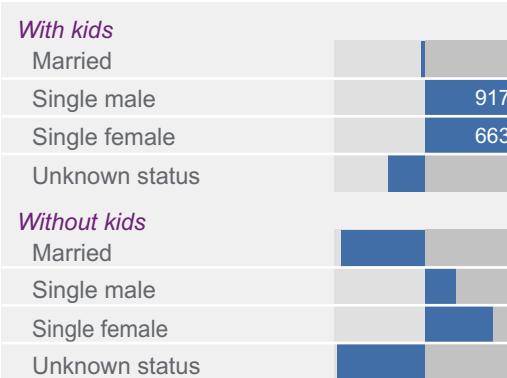
### Head of household education



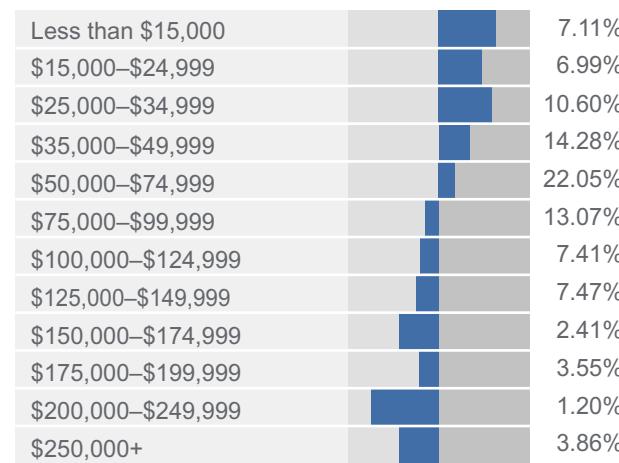
### Estimated current home value



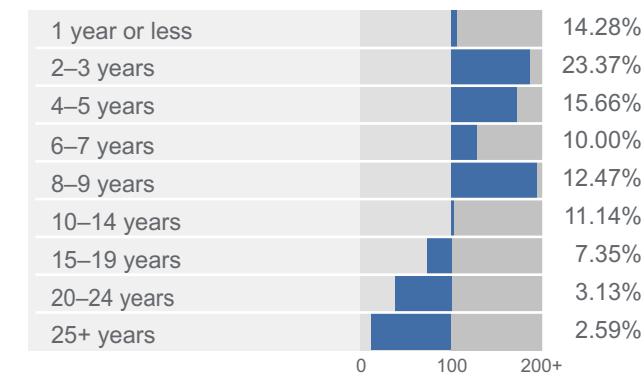
### Family structure



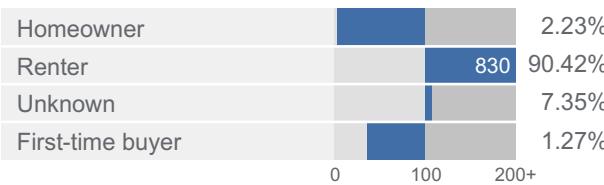
### Estimated household income



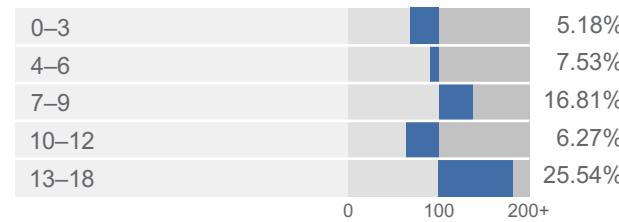
### Length of residency



### Home ownership



### Age of children



## P59 Expanding Horizons

Middle-aged families earning modest to average incomes from blue-collar jobs

House 1.08% | 1.28% Person



### Key Features

- Blue-collar jobs
- Bilingual
- Style-conscious
- Budget constraints
- Preteens and teens
- Modest educations



### Who We Are

Head of household age		Type of property	
46–50		Single family	
185   19.3%		108   95.6%	
Est. Household income		Household size	
\$35,000–\$49,999		5+ persons	
229   24.3%		138   20.1%	
Home ownership		Age of children	
Homeowner		13–18	
102   84.2%		344   48.5%	

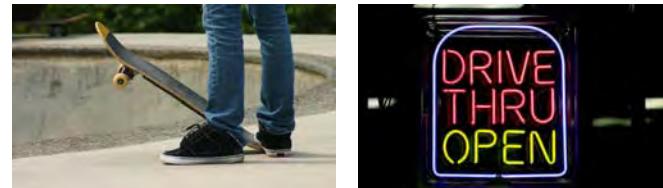
### Channel Preference



### Technology Adoption



Wizards



P

P56

P57

P58

P59

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## P59 Expanding Horizons

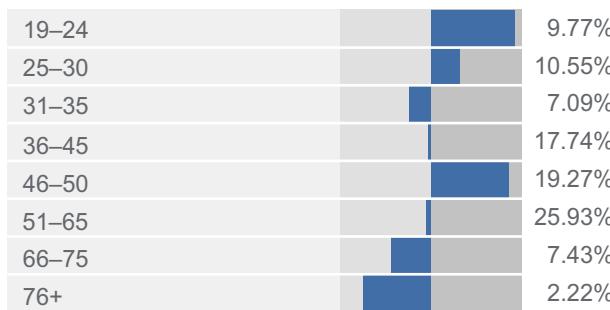
Middle-aged families earning modest to average incomes from blue-collar jobs



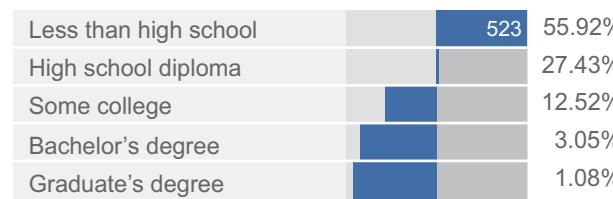
1.08% | 1.28%



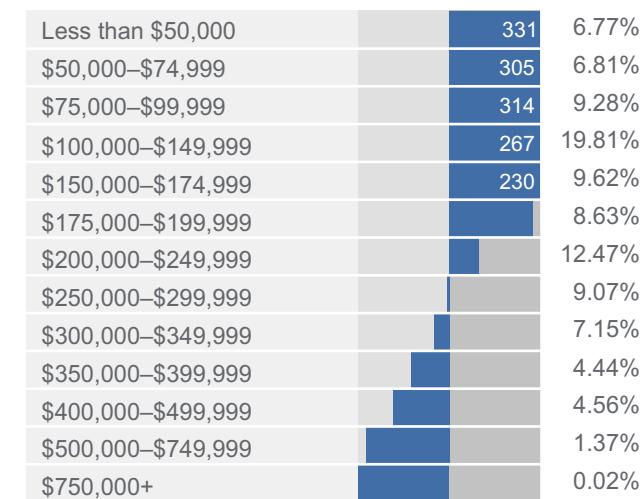
### Head of household age



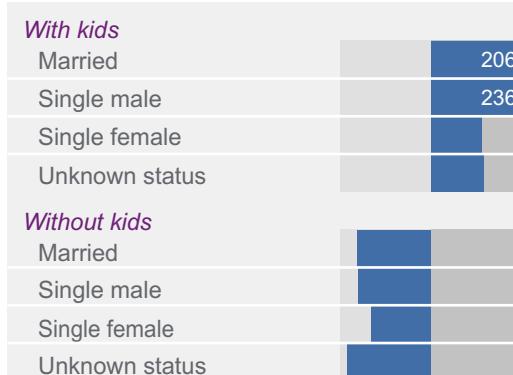
### Head of household education



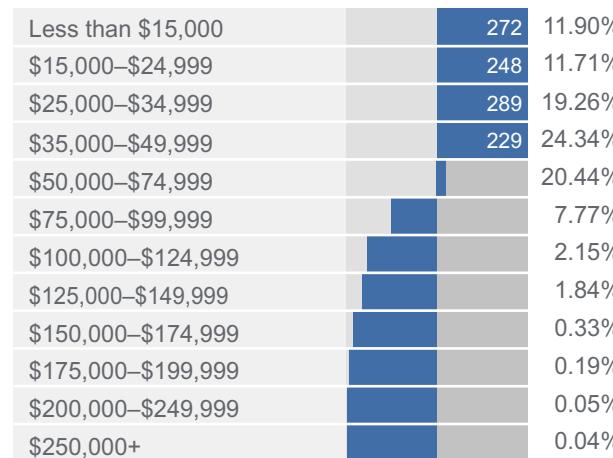
### Estimated current home value



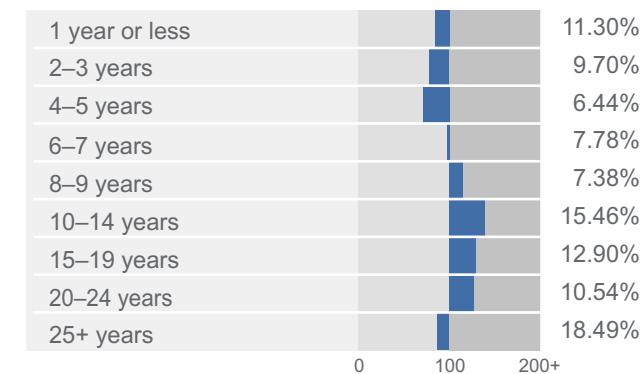
### Family structure



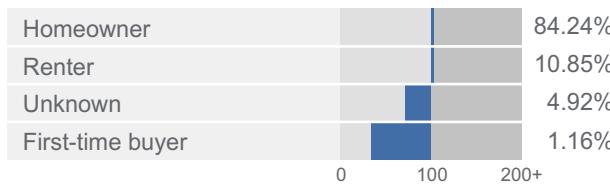
### Estimated household income



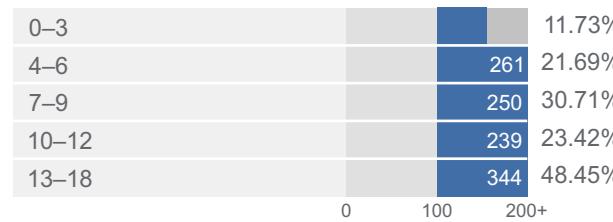
### Length of residency



### Home ownership



### Age of children



## P60 Striving Forward

Cultured families and single parents earning modest incomes in gateway communities



0.7% | 0.42%



### Who We Are

#### Head of household age

19–24

353 | 17.9%



#### Type of property



Multi-family: 5–9 units

1047 | 28.5%

#### Est. Household income



\$15,000–\$24,999

326 | 15.4%

#### Household size



1 person

249 | 81.8%

### Channel Preference



149



32



545



164



3



10

### Key Features

- Risk taker
- Ambitious
- Single parents
- English not first language
- Active athletes
- Fashionable

#### Home ownership



Renter

852 | 92.9%

#### Age of children



13–18

430 | 60.4%

### Technology Adoption



Wizards



P

P56

P57

P58

P59

P60

P61

## P60 Striving Forward

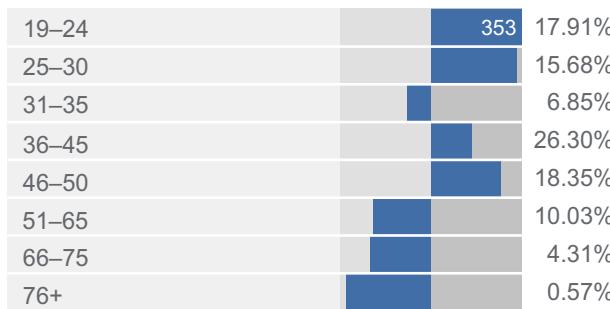
Cultured families and single parents earning modest incomes in gateway communities



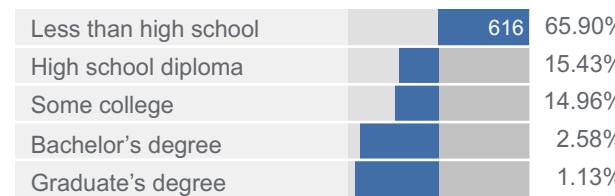
0.7% | 0.42%



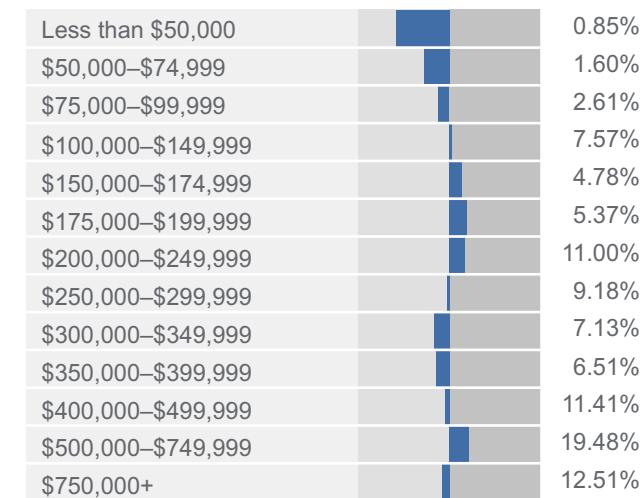
### Head of household age



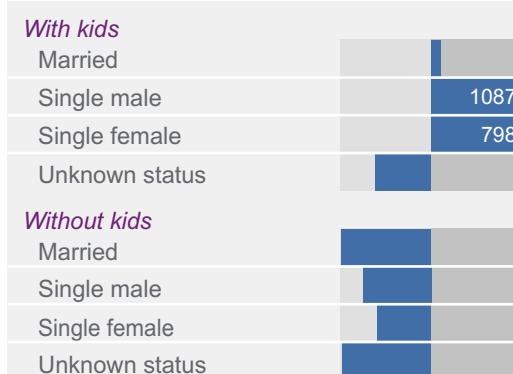
### Head of household education



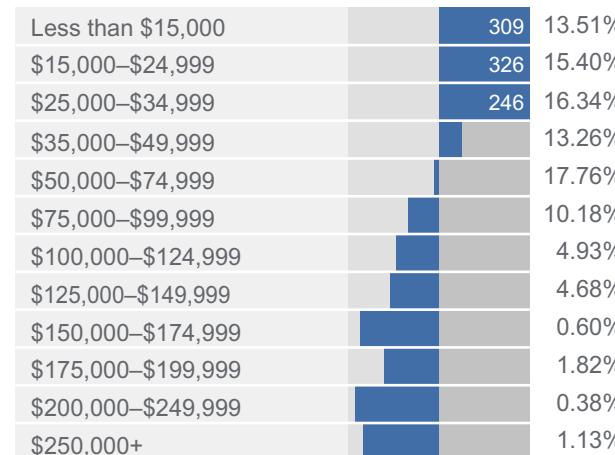
### Estimated current home value



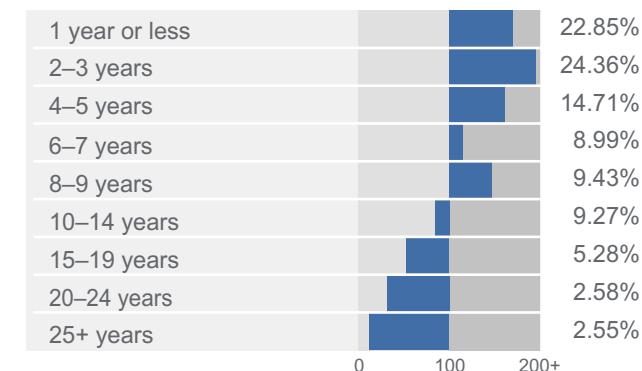
### Family structure



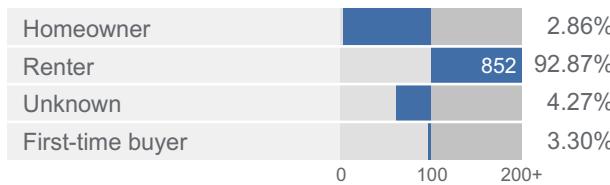
### Estimated household income



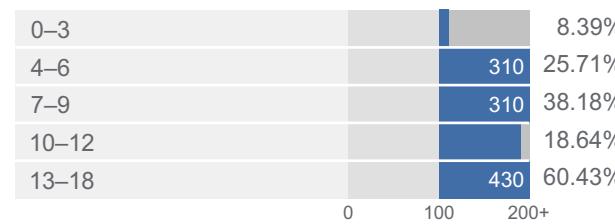
### Length of residency



### Home ownership



### Age of children



P

P56

P57

P58

P59

P60

P61

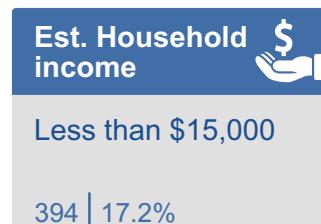
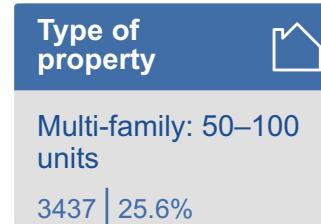
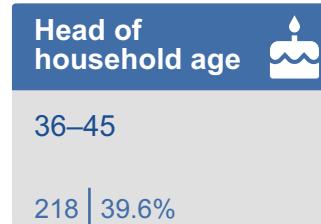
## P61 Simple Beginnings

Singles and single parent households with modest incomes in city apartments

House 0.35% | 0.18% Person



### Who We Are



### Channel Preference



144



109



668



184



15



10

### Technology Adoption



Wizards

### Key Features

- Rental housing
- Single parents
- Bilingual
- Recreational shoppers
- Novelty seekers
- Style on a budget



P

P56

P57

P58

P59

P60

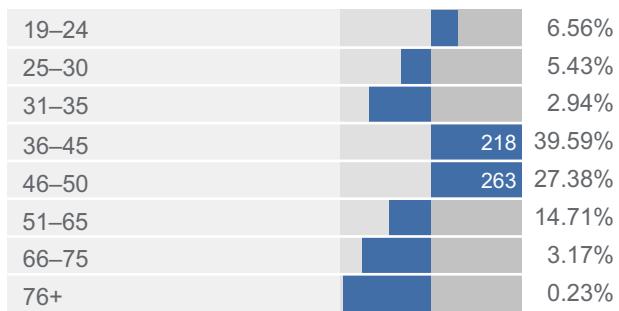
P61

## P61 Simple Beginnings

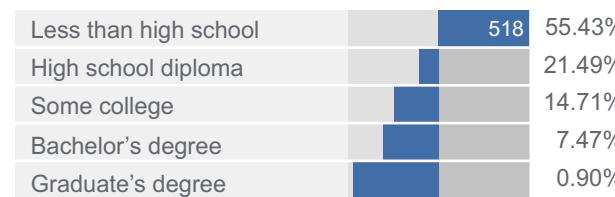
Singles and single parent households with modest incomes in city apartments

House 0.35% | Person 0.18%

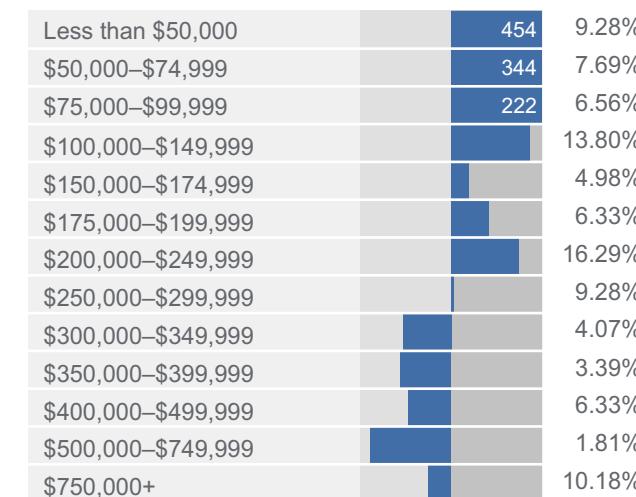
### Head of household age



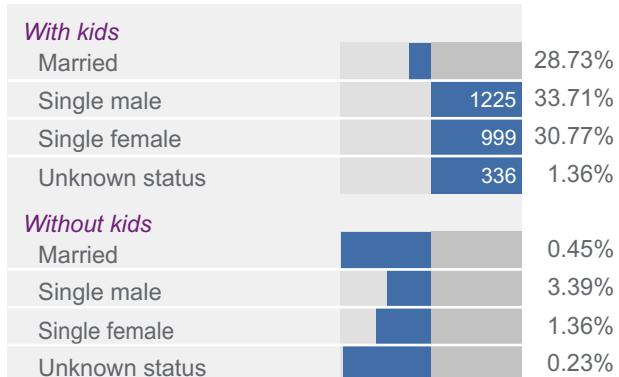
### Head of household education



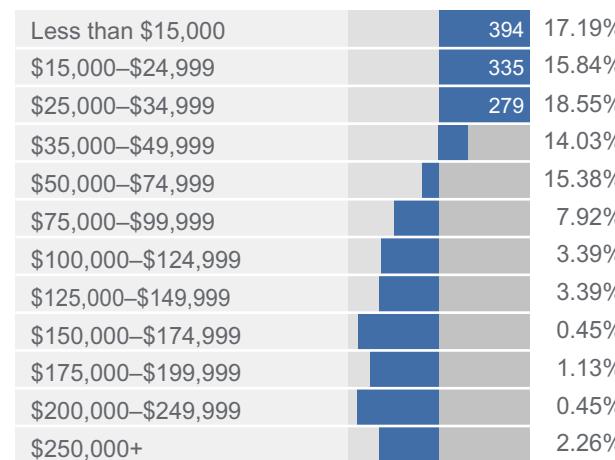
### Estimated current home value



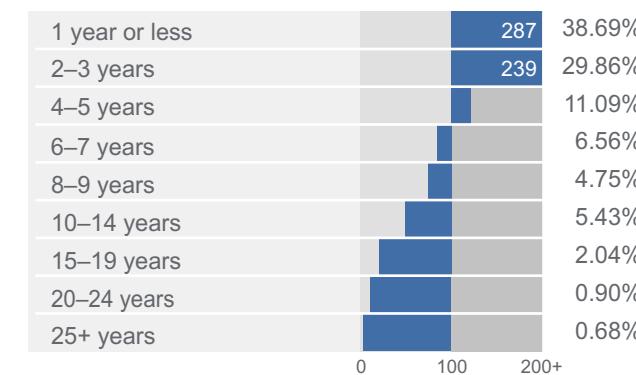
### Family structure



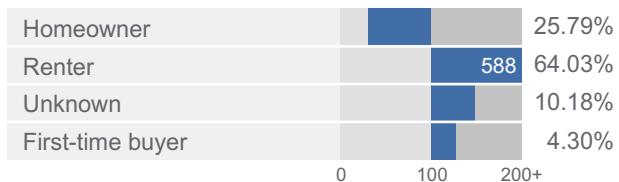
### Estimated household income



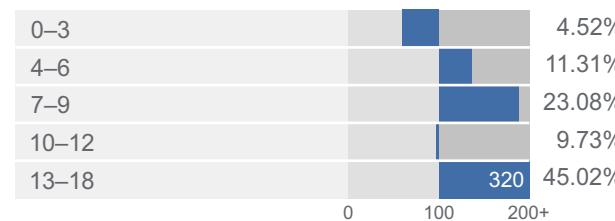
### Length of residency



### Home ownership



### Age of children



## Q62 Enjoying Retirement

Relaxed, retired couples and individuals in suburban homes living quiet lives

House 1.91% | 1.74% Person



### Who We Are

Head of household age		Type of property	
76+		Single family	
680   58.8%		96   85.5%	
Est. Household income		Household size	
\$35,000–\$49,999		2 persons	
200   21.3%		129   33.6%	
Home ownership		Age of children	
Homeowner		13–18	
107   88.2%		1   0.1%	

### Key Features

- Retirees
- Established credit
- Cruise vacations
- Brand-loyal
- Traditional engagement
- Republican supporter



### Channel Preference



### Technology Adoption



Novices

Q

Q62

Q63

Q64

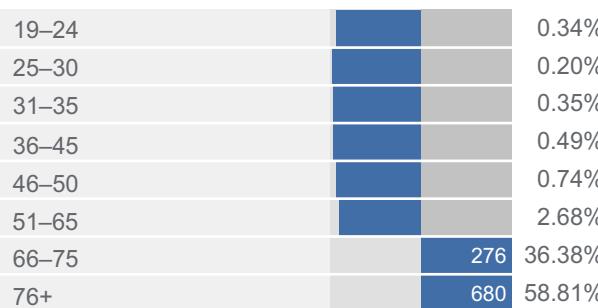
Q65

## Q62 Enjoying Retirement

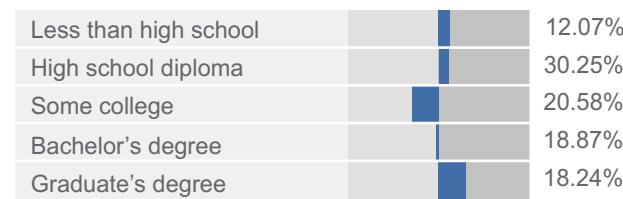
Relaxed, retired couples and individuals in suburban homes living quiet lives

House 1.91% | 1.74% Person

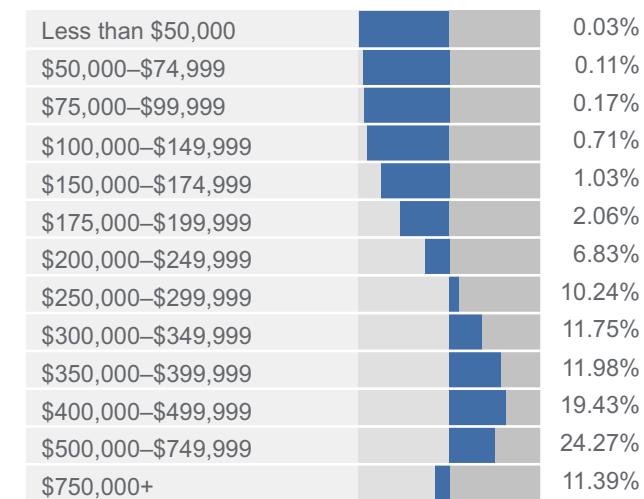
### Head of household age



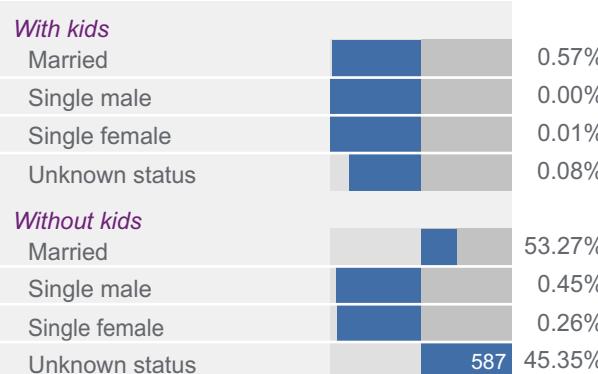
### Head of household education



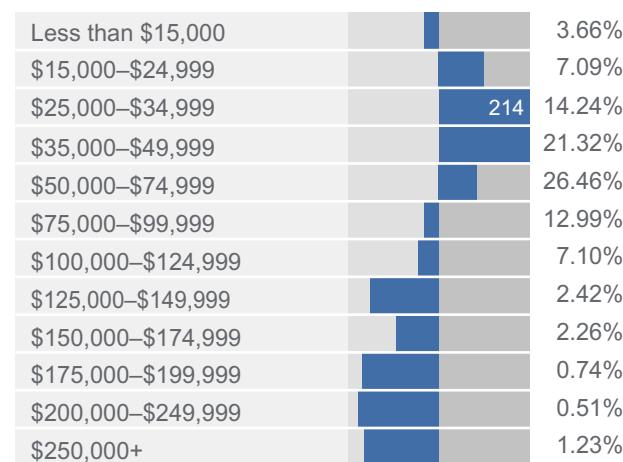
### Estimated current home value



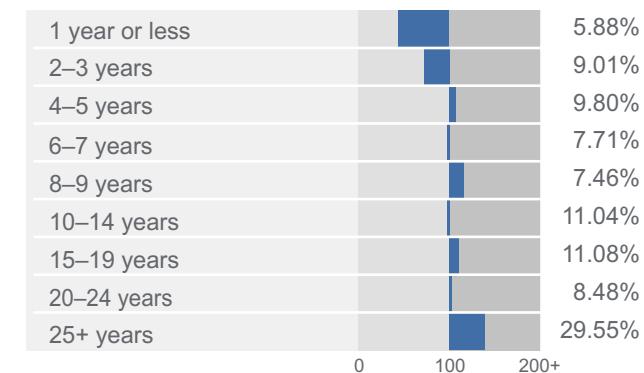
### Family structure



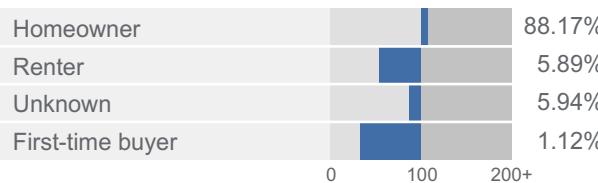
### Estimated household income



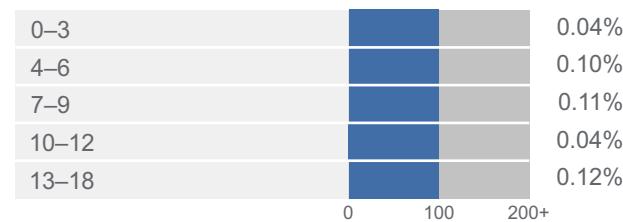
### Length of residency



### Home ownership



### Age of children



## Q63 Footloose and Family Free

Settled couples and widowed individuals living active and comfortable lifestyles

House 0.38% | 0.33% Person



### Who We Are

Head of household age	Type of property
76+	Multi-family: 101+ units 448   6.2%
Est. Household income	Household size
\$35,000–\$49,999 192   20.4%	1 person 130   42.6%
Home ownership	Age of children
Homeowner 108   88.9%	4–6 13   1.1%

### Key Features

- Retirement communities
- Tech novices
- Avid newspaper readers
- Retired
- Independent politically
- Financially secure



### Channel Preference



### Technology Adoption



Novices

Q

Q62

Q63

Q64

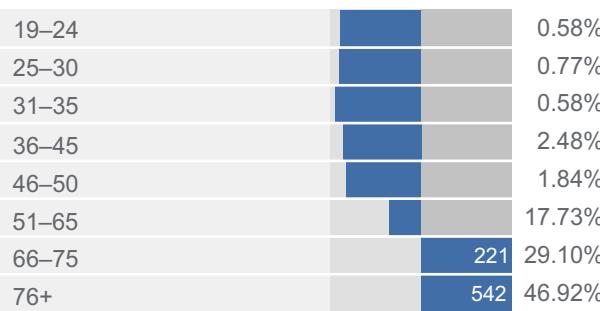
Q65

## Q63 Footloose and Family Free

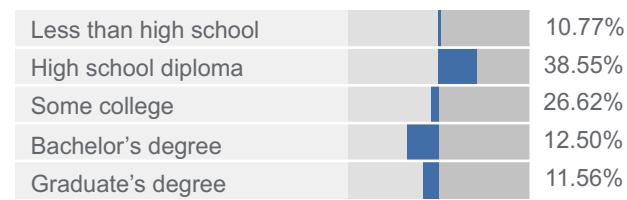
Settled couples and widowed individuals living active and comfortable lifestyles

 0.38% |  0.33%

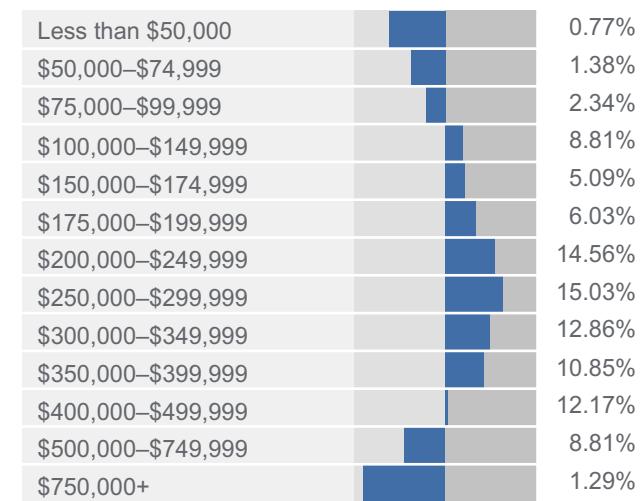
### Head of household age



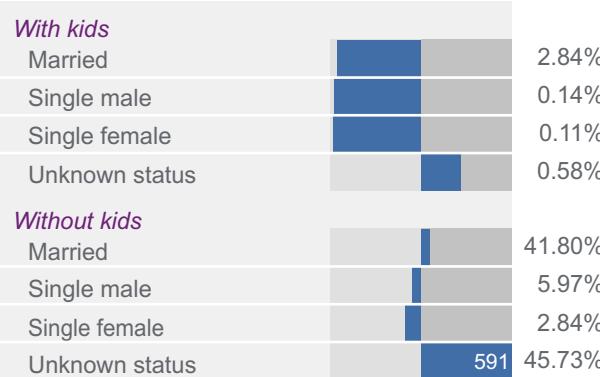
### Head of household education



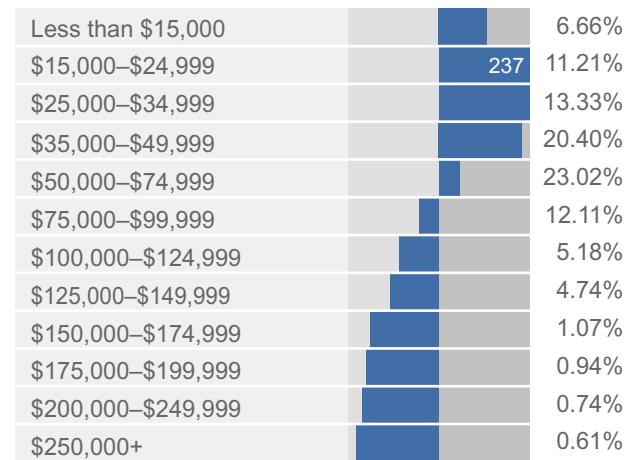
### Estimated current home value



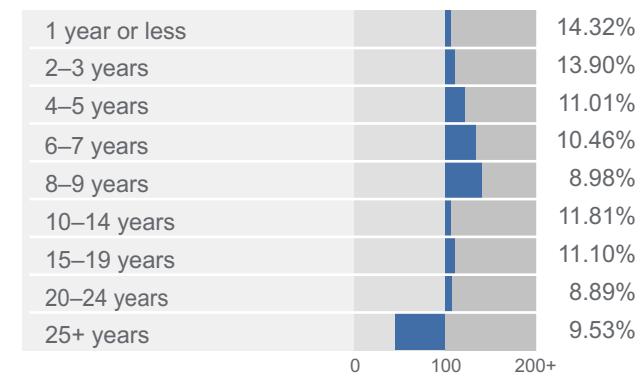
### Family structure



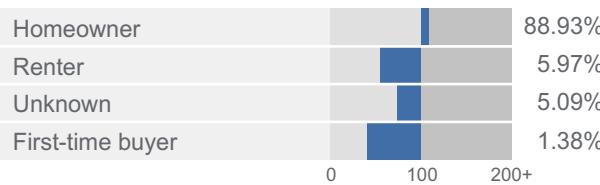
### Estimated household income



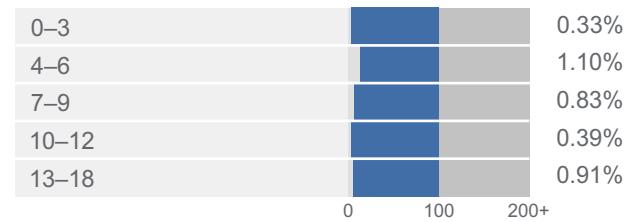
### Length of residency



### Home ownership



### Age of children



## Q64 Established in Society

Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

House 3.74% | 3.63% Person



### Who We Are

#### Head of household age

76+

592 | 51.2%



#### Type of property



Single family

109 | 96.9%

#### Est. Household income



\$25,000–\$34,999

336 | 22.3%

#### Household size



2 persons

127 | 33.3%

### Channel Preference



45



134



5



3



17



17

### Technology Adoption



Novices

### Key Features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Conservative values
- Cautious money managers

#### Home ownership



Homeowner

112 | 92.5%

#### Age of children



13–18

1 | 0.2%



Q

Q62

Q63

Q64

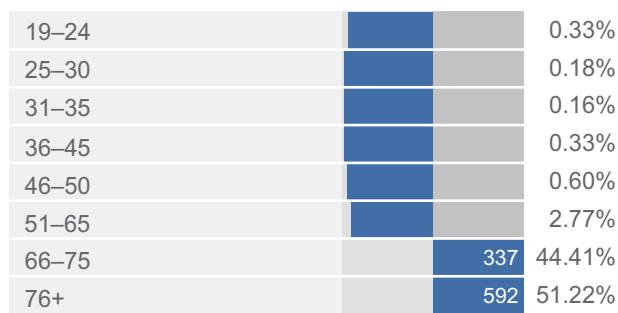
Q65

## Q64 Established in Society

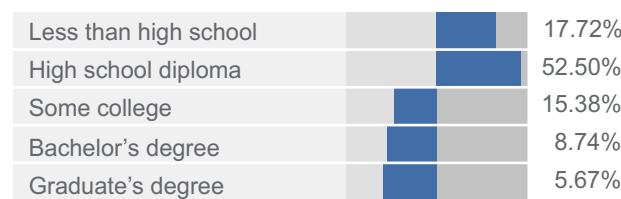
Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

 3.74% |  3.63%

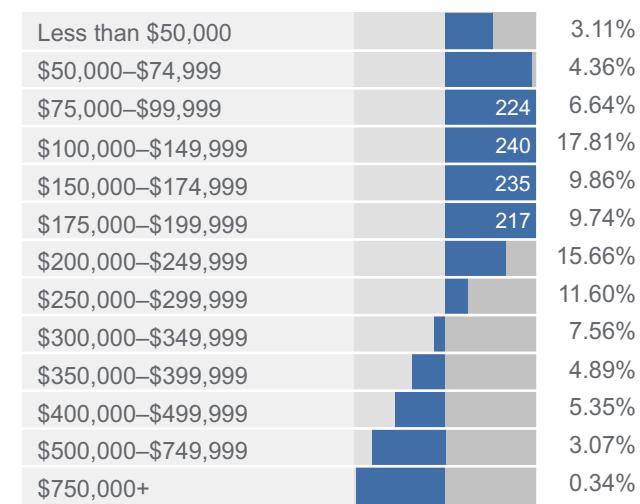
### Head of household age



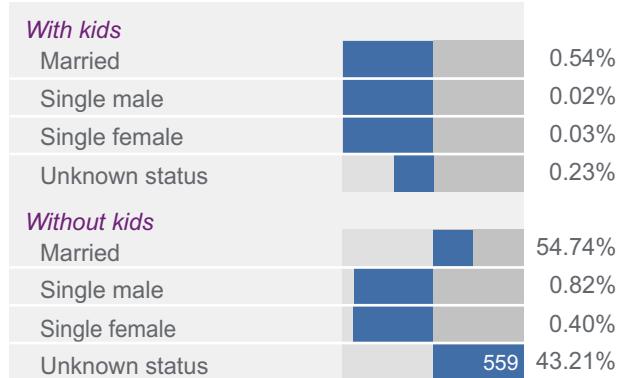
### Head of household education



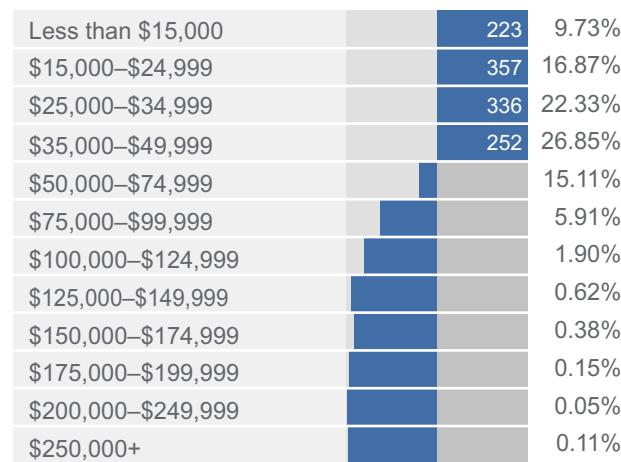
### Estimated current home value



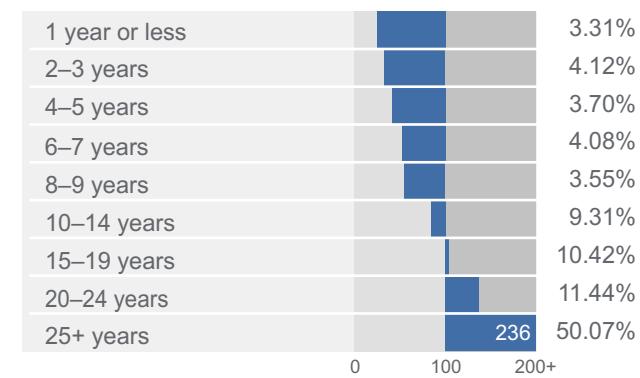
### Family structure



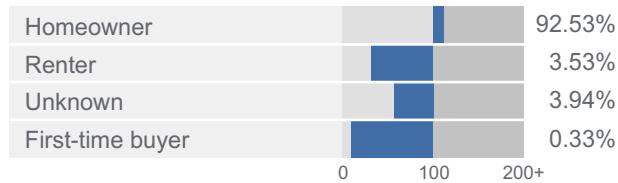
### Estimated household income



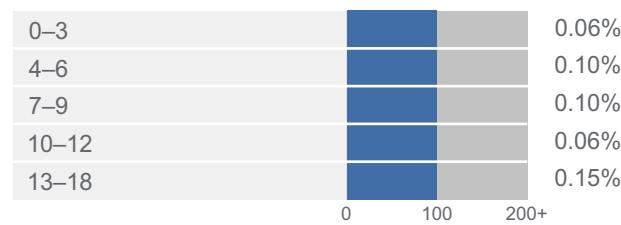
### Length of residency



### Home ownership



### Age of children



## Q65 Mature and Wise

Retirees settled in metro apartment communities living cost-effective, sensible lives

1.73% | 1.13%



### Who We Are

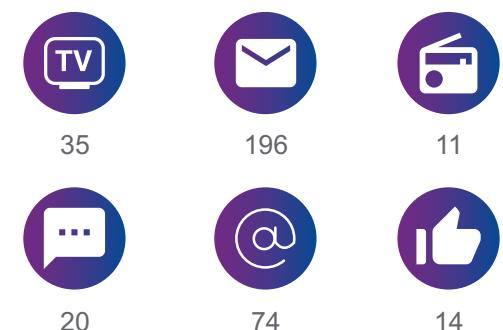
Head of household age		Type of property	
76+		Multi-family: 101+ units	
467   40.4%		2812   38.9%	
Est. Household income		Household size	
\$15,000–\$24,999		1 person	
374   17.7%		192   63.2%	
Home ownership		Age of children	
Renter		13–18	
197   21.5%		6   0.9%	

### Key Features

- Discount shoppers
- Retirement communities
- TV entertainment
- Tech novices
- Active health maintenance
- Avid newspaper readers



### Channel Preference



### Technology Adoption



Novices

Q

Q62

Q63

Q64

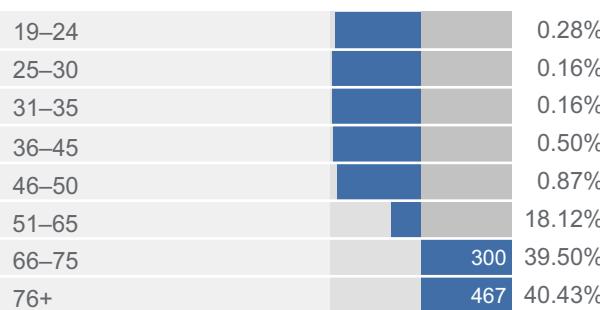
Q65

## Q65 Mature and Wise

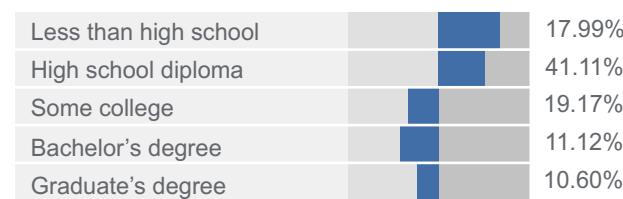
Retirees settled in metro apartment communities living cost-effective, sensible lives

House 1.73% | 1.13% Person

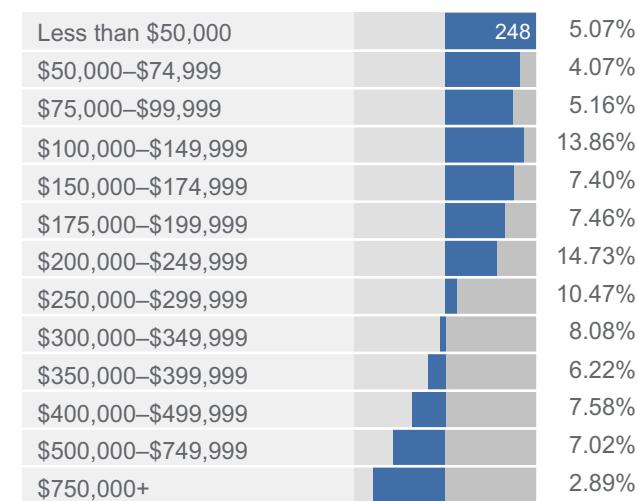
### Head of household age



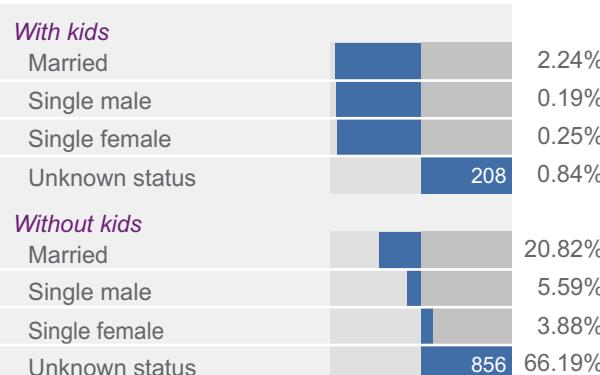
### Head of household education



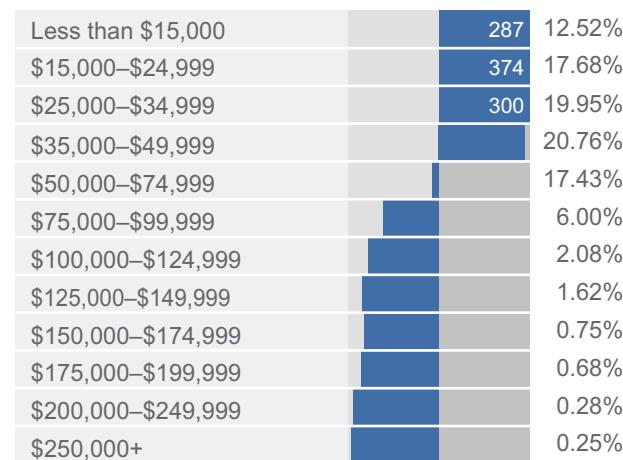
### Estimated current home value



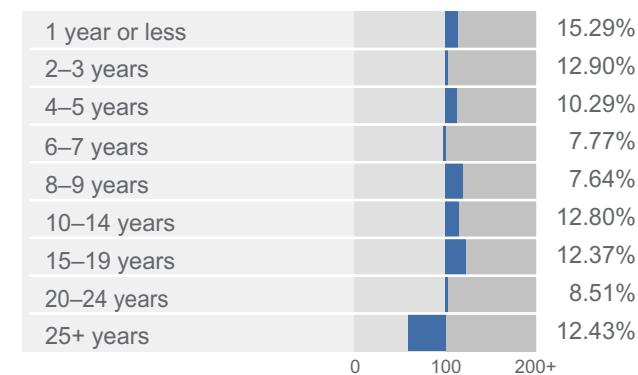
### Family structure



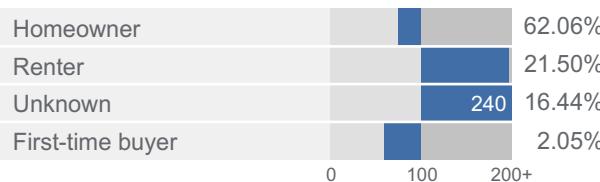
### Estimated household income



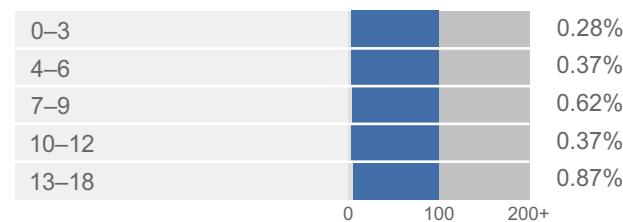
### Length of residency



### Home ownership



### Age of children



R

R66

R67

## R66 Ambitious Dreamers

Lively singles and single parents with cost-conscious mindsets starting out in city apartments

1.18% | 0.6%



### Who We Are

#### Head of household age

25–30

356 | 28.7%



#### Type of property



Multi-family: 3 units

752 | 14.0%

#### Est. Household income



Less than \$15,000

538 | 23.5%

#### Household size



1 person

274 | 90.1%

### Channel Preference



162



34



905



138



4



10

### Technology Adoption



Wizards

### Key Features

- Single parents
- Apartment dweller
- Bilingual
- Low value properties
- Team sports
- Sub-prime credit



R

R66

R67

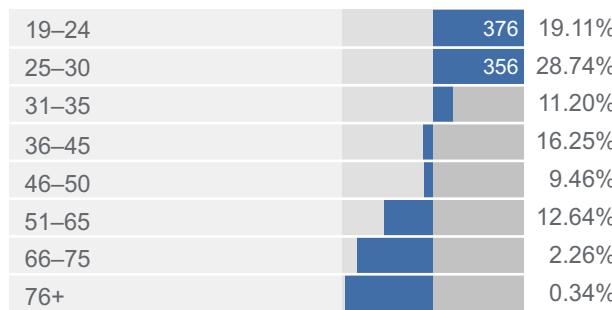
## R66 Ambitious Dreamers

Lively singles and single parents with cost-conscious mindsets starting out in city apartments

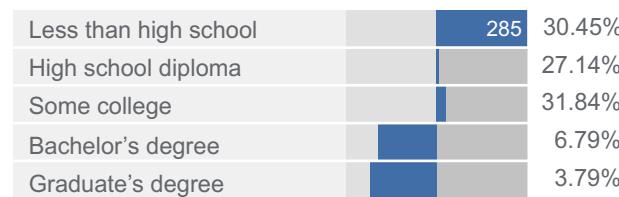
House 1.18% | Person 0.6%



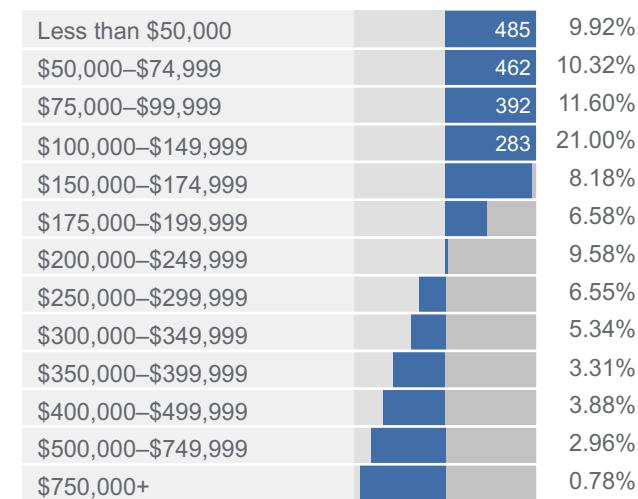
### Head of household age



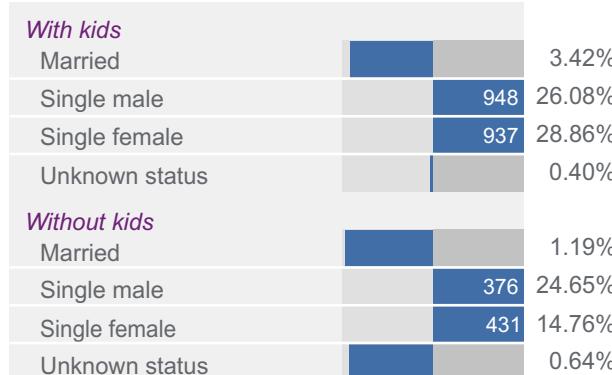
### Head of household education



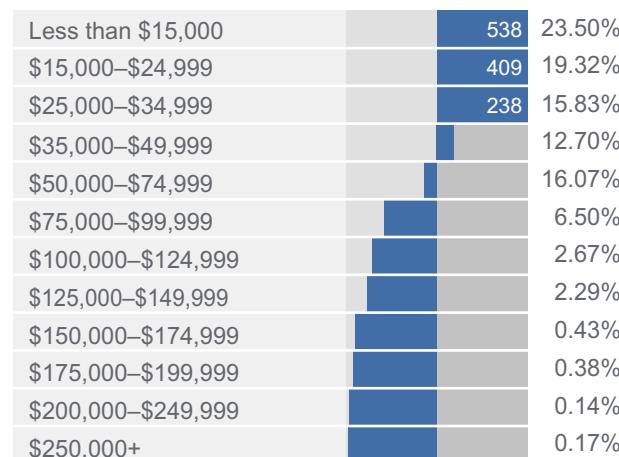
### Estimated current home value



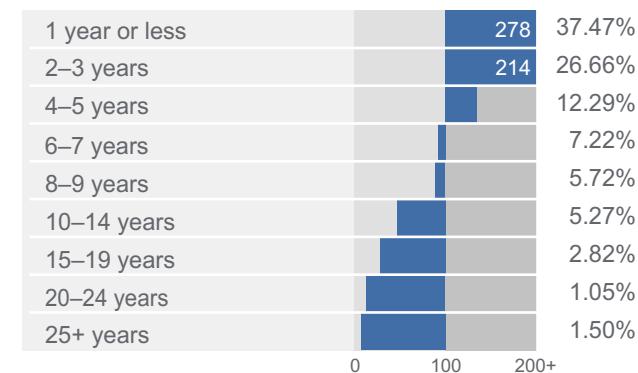
### Family structure



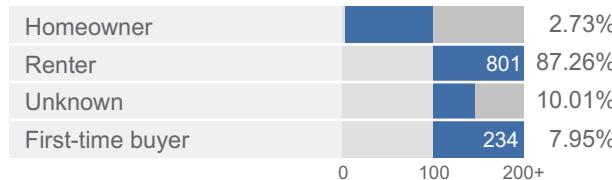
### Estimated household income



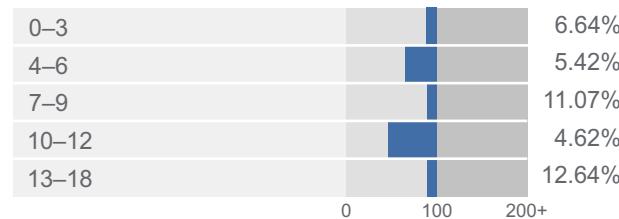
### Length of residency



### Home ownership



### Age of children



R

R66

R67

## R67 Passionate Parents

Young, single parents with cost-conscious mindsets in second-city apartments

House 0.68% | 0.39% Person



### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
19–24	Multi-family: 3 units
434   22.0%	569   10.6%
<b>Est. Household income</b> 	<b>Household size</b> 
Less than \$15,000	1 person
883   38.6%	247   81.3%
<b>Home ownership</b> 	<b>Age of children</b> 
Renter	0–3
846   92.2%	306   23.1%

### Key Features

- Single parents
- City living
- Cable TV
- Ambitious
- Cash not credit
- Shopping as entertainment



### Channel Preference



### Technology Adoption



Wizards

R

R66

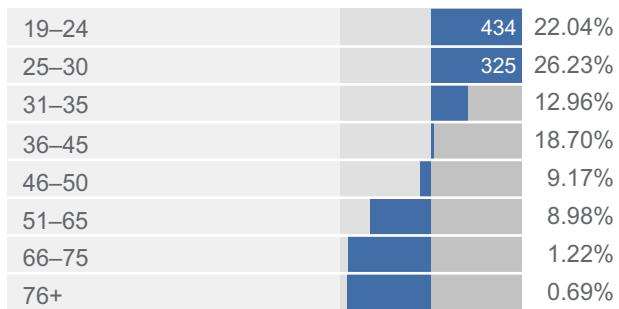
R67

## R67 Passionate Parents

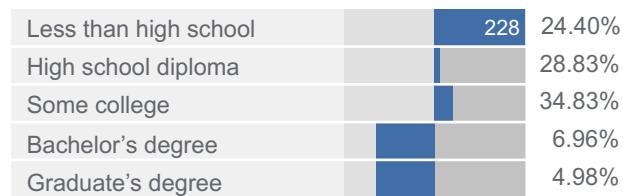
Young, single parents with cost-conscious mindsets in second-city apartments

House 0.68% | Person 0.39%

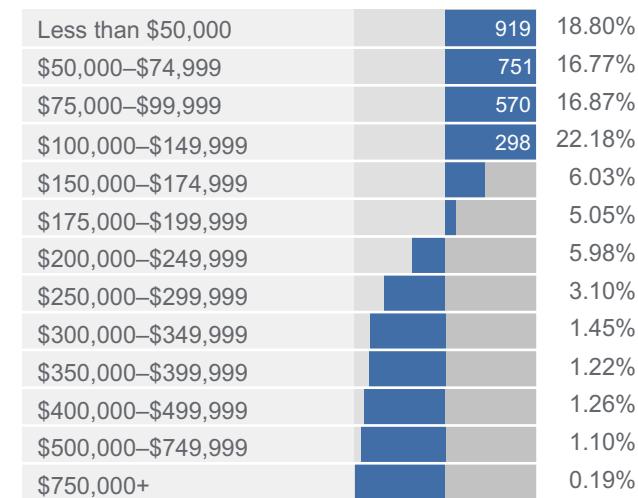
### Head of household age



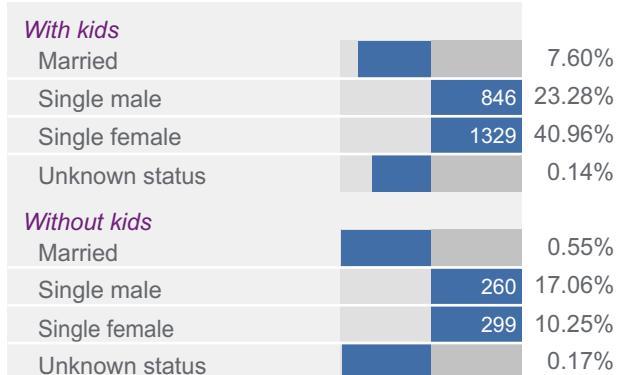
### Head of household education



### Estimated current home value



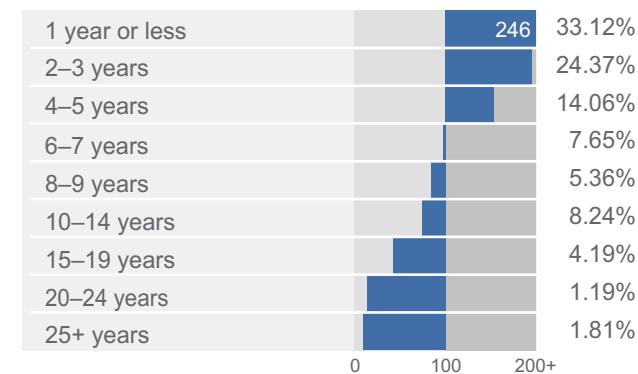
### Family structure



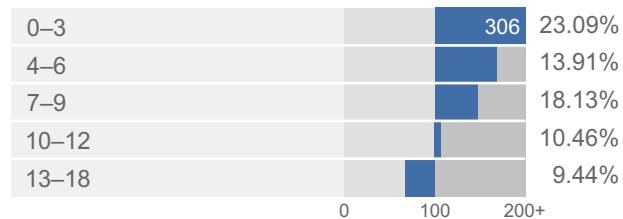
### Estimated household income



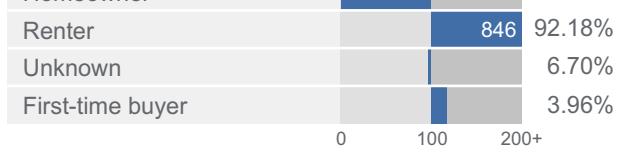
### Length of residency



### Age of children



### Home ownership



## S68 Small Town Sophisticates

Sophisticated, down-scale singles and couples living in modest, exurban small towns

House 0.93% | 0.59% Person



### Key Features

- Modest spenders
- Rural towns
- Single, empty-nesters
- Modest educations
- Frozen food fans
- Basic cell phones

### Who We Are

<b>Head of household age</b> 	<b>Type of property</b> 
51–65	Single family
129   35.1%	105   93.1%
<b>Est. Household income</b> 	<b>Household size</b> 
Less than \$15,000	1 person
467   20.4%	214   70.1%
<b>Home ownership</b> 	<b>Age of children</b> 
Renter	13–18
340   37.0%	28   4.0%

### Channel Preference



### Technology Adoption



Wizards



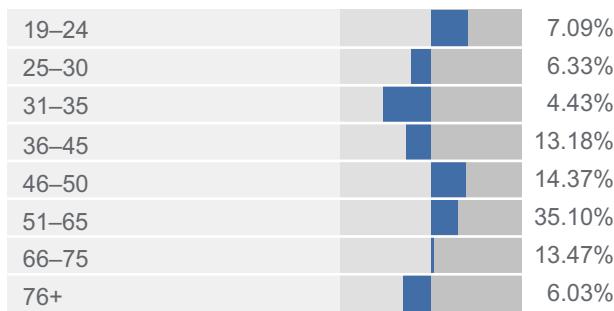
S S68 S69 S70 S71

## S68 Small Town Sophisticates

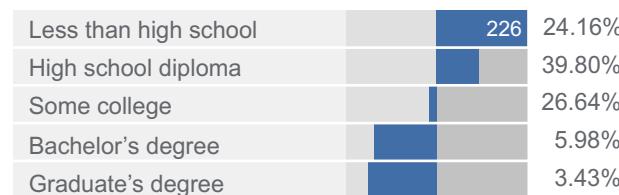
Sophisticated, down-scale singles and couples living in modest, exurban small towns

House 0.93% | Person 0.59%

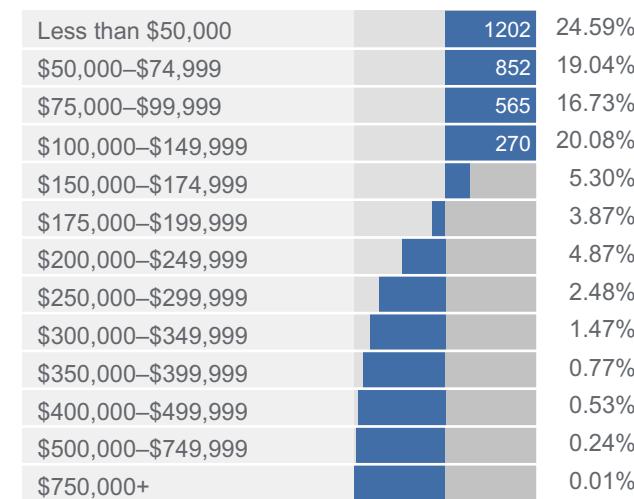
### Head of household age



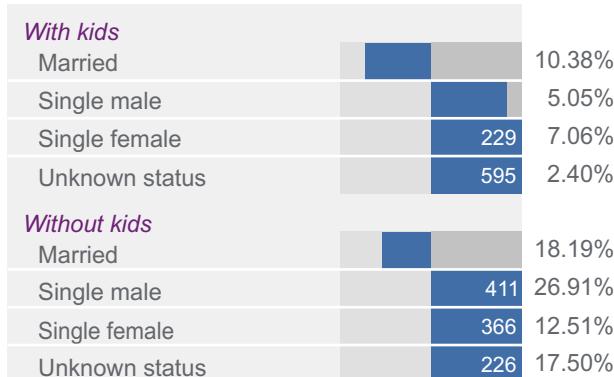
### Head of household education



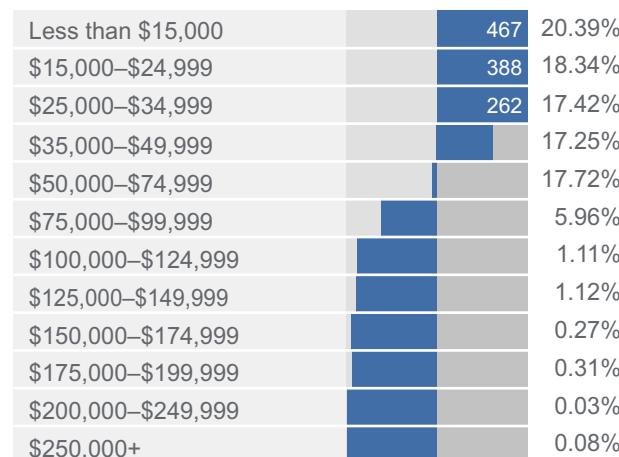
### Estimated current home value



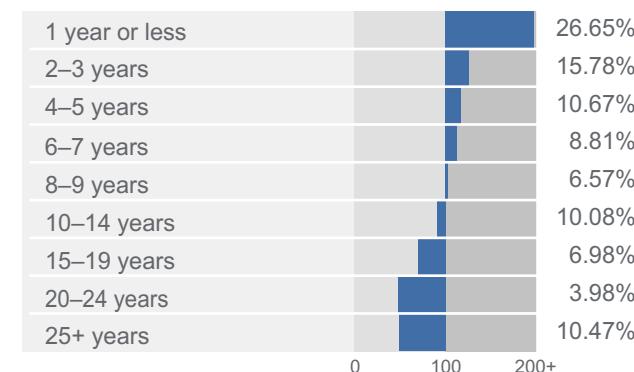
### Family structure



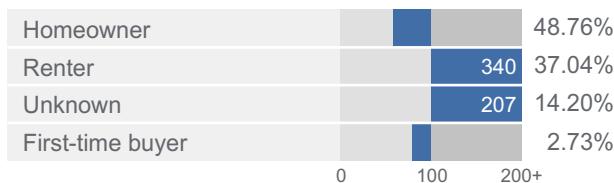
### Estimated household income



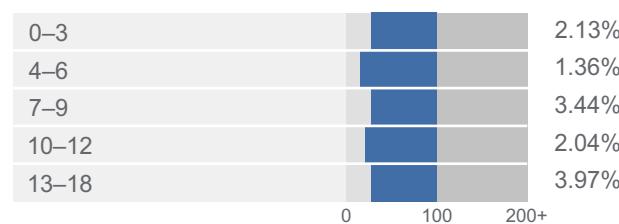
### Length of residency



### Home ownership



### Age of children



S

S68

S69

S70

S71

## S69 Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings



1.1% | 0.93%



### Key Features

- Modest budgets
- Influenced by celebrities
- Impulse shoppers
- Lower value housing
- Modest educations
- Style on a budget



### Who We Are

#### Head of household age

51–65

150 | 40.7%



#### Type of property



Single family

107 | 94.9%

#### Est. Household income



Less than \$15,000

465 | 20.3%

#### Household size



1 person

161 | 53.0%

#### Home ownership



Renter

240 | 26.1%

#### Age of children



0–3

73 | 5.5%

### Channel Preference



360



78



395



62



13



74

### Technology Adoption



Wizards

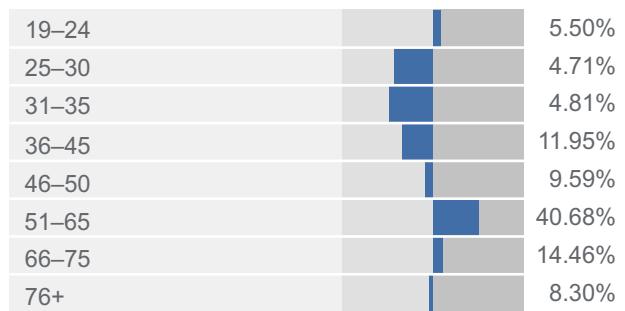
S S68 S69 S70 S71

## S69 Urban Legacies

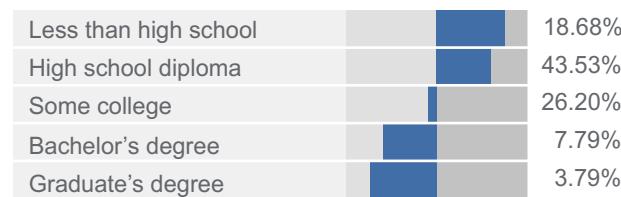
Middle-aged, sophisticated singles established in modest urban settings

House 1.1% | 0.93% Person

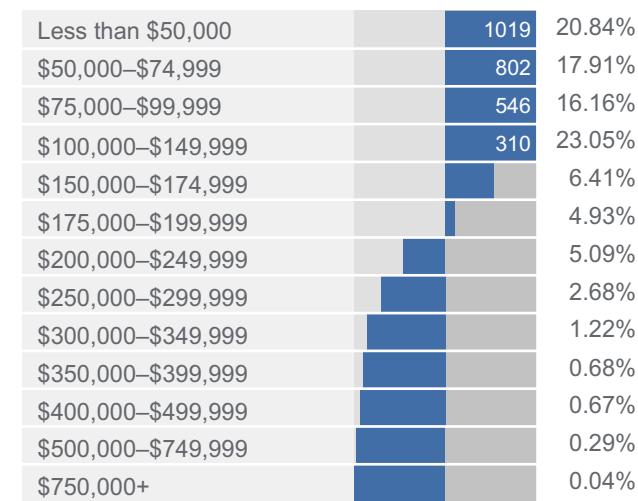
### Head of household age



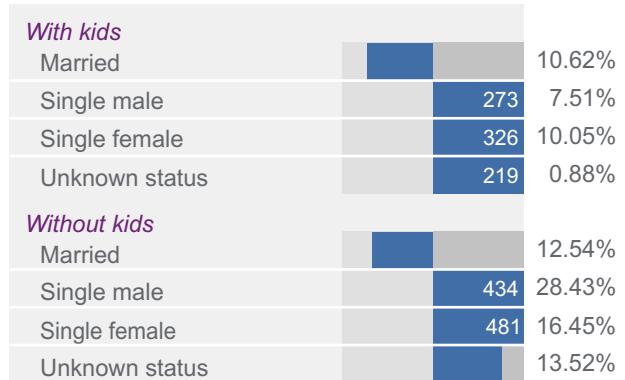
### Head of household education



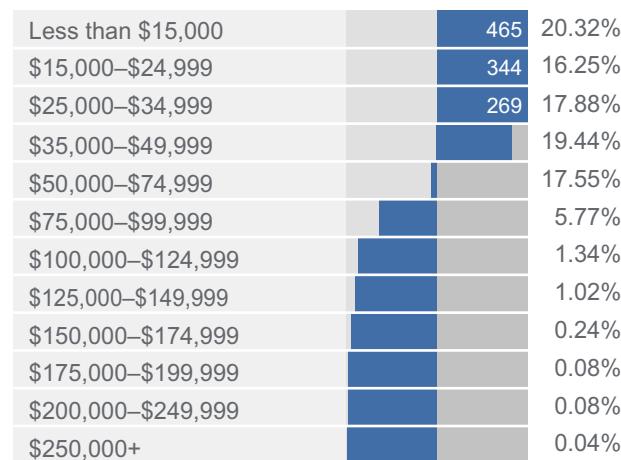
### Estimated current home value



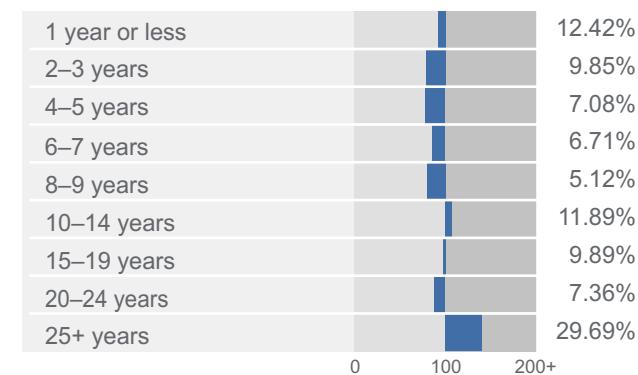
### Family structure



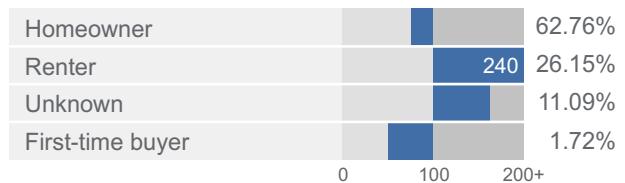
### Estimated household income



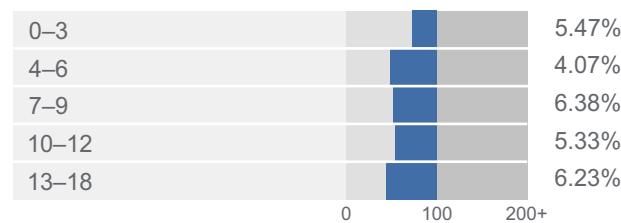
### Length of residency



### Home ownership



### Age of children



S

S68

S69

S70

S71

## S70 Thrifty Singles

Middle-aged singles with limited income in transitional small town and exurban apartments



0.2% | 0.11%



### Who We Are

#### Head of household age

46–50

309 | 32.1%



#### Type of property



Multi-family: 20–49 units

1700 | 14.5%

#### Est. Household income



Less than \$15,000

496 | 21.7%

#### Household size



1 person

284 | 93.4%

### Channel Preference



99



68



297



66



0



3

### Technology Adoption



Wizards

### Key Features

- Rental housing
- Rural towns
- Blue-collar jobs
- Trusts medication
- Bargain hunters
- Multi-family properties



S

S68

S69

S70

S71

## S70 Thrifty Singles

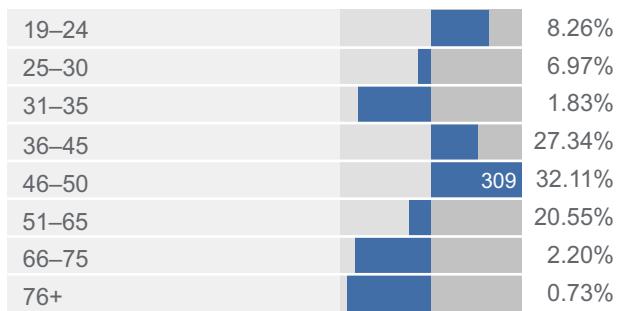
Middle-aged singles with limited income in transitional small town and exurban apartments



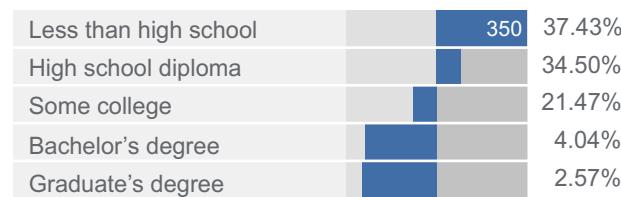
0.2% | 0.11%



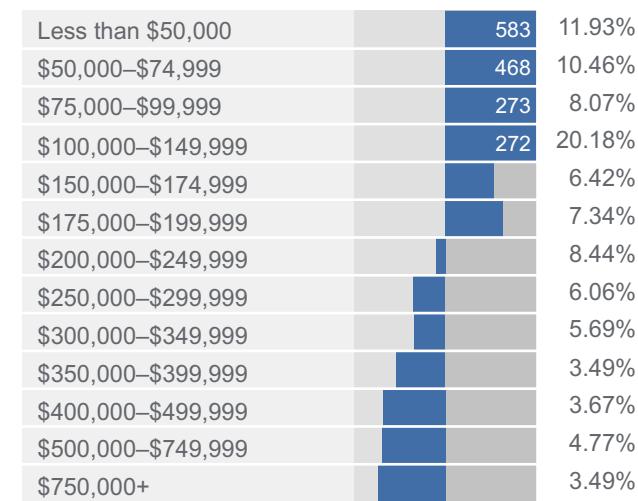
### Head of household age



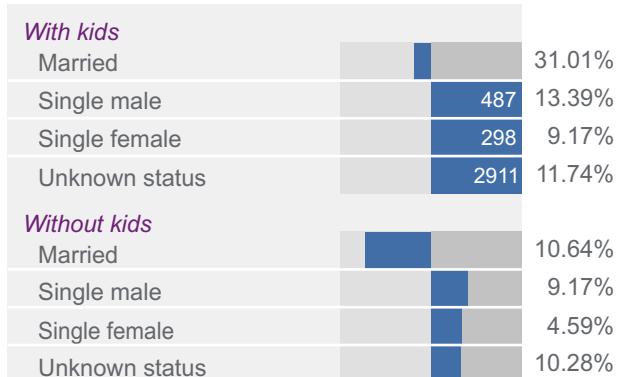
### Head of household education



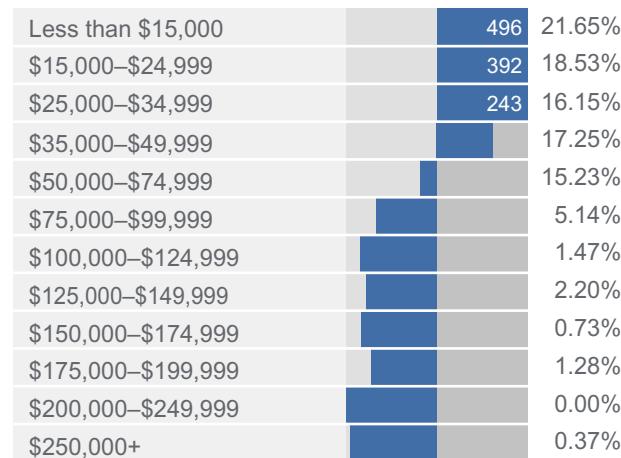
### Estimated current home value



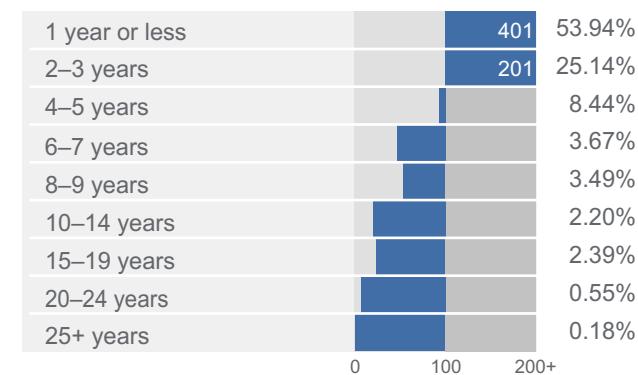
### Family structure



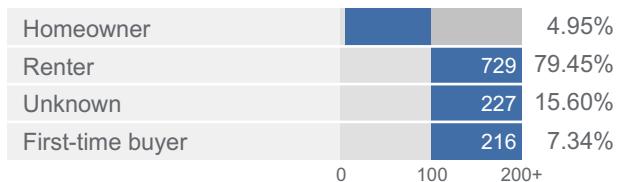
### Estimated household income



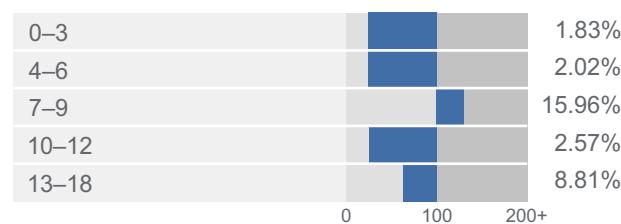
### Length of residency



### Home ownership



### Age of children



S

S68

S69

S70

S71

## S71 Modest Retirees

Mature singles with limited income typically concentrated in inner-city apartments

House 0.54% | 0.33% Person



### Who We Are

#### Head of household age

51–65

230 | 62.6%



#### Type of property



Multi-family: 101+ units

1812 | 25.1%

#### Est. Household income



Less than \$15,000

549 | 24.0%

#### Household size



1 person

237 | 77.7%

#### Home ownership



Renter

571 | 62.2%

#### Age of children



13–18

9 | 1.3%

### Channel Preference



160



64



301



65



48



30

### Technology Adoption



Wizards

### Key Features

- City renters
- Frozen dinners
- Multi-family properties
- Modest education
- Limited budgets
- Shop to relax

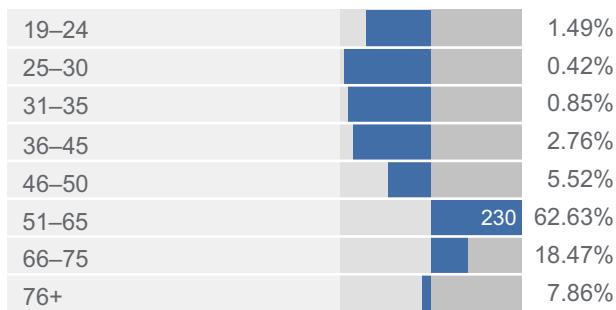


## S71 Modest Retirees

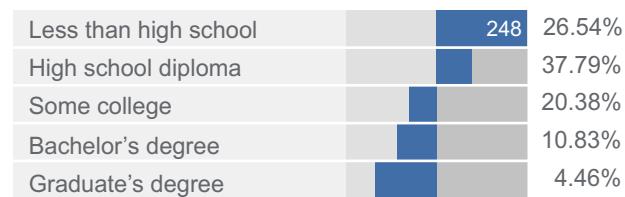
Mature singles with limited income typically concentrated in inner-city apartments

 0.54% |  0.33%

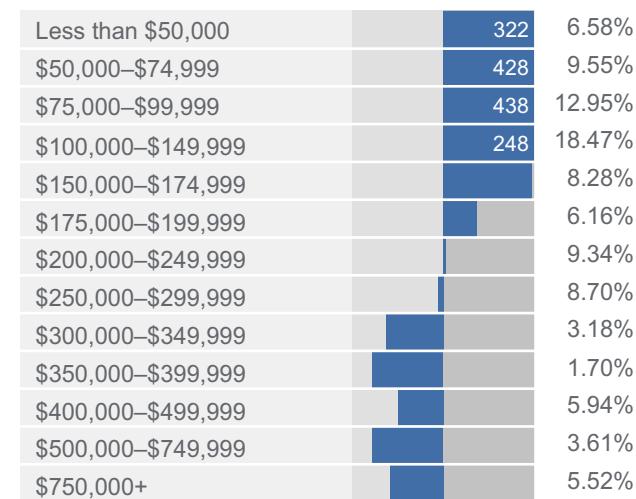
### Head of household age



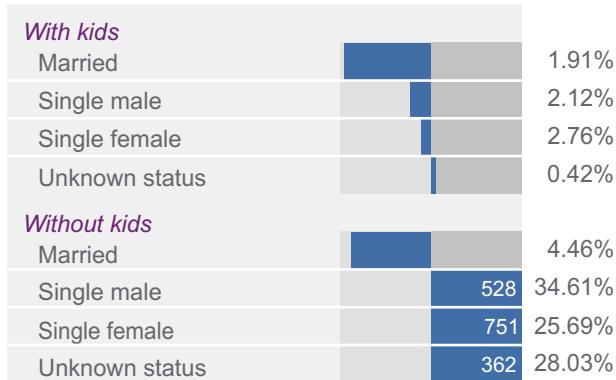
### Head of household education



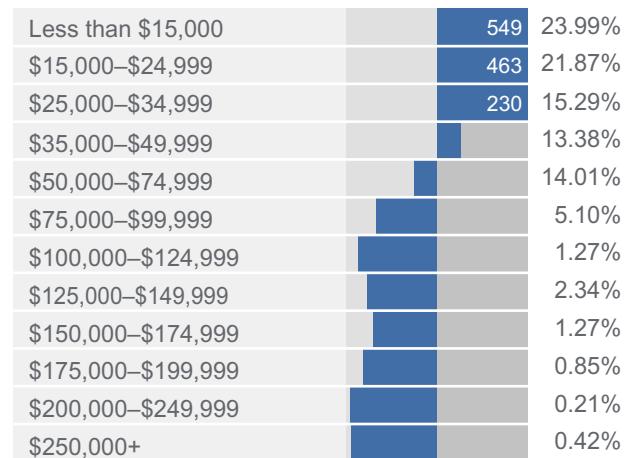
### Estimated current home value



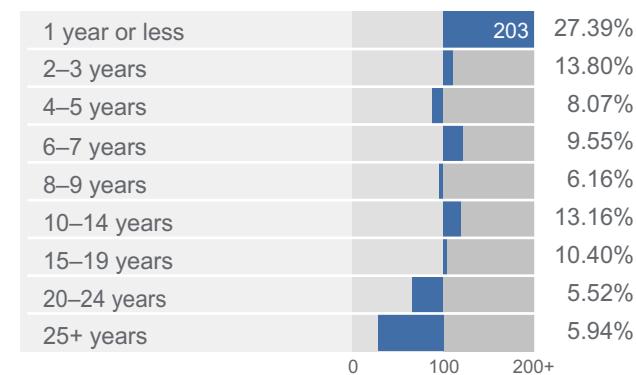
### Family structure



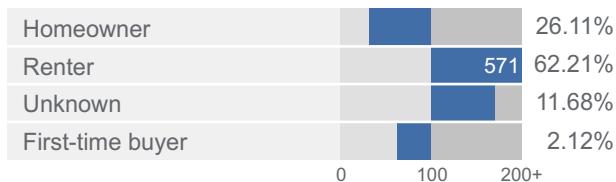
### Estimated household income



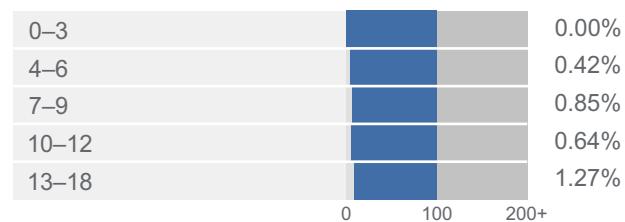
### Length of residency



### Home ownership



### Age of children



Charts provide details of the key variables used to build and describe the Mosaic groups and types.

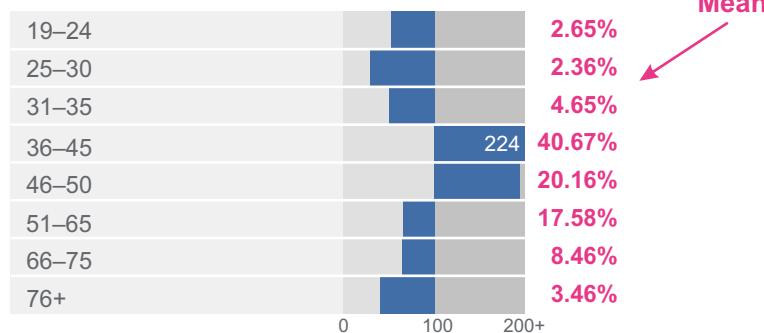
For each group and type, the charts show the **Means** and **Index** for each variable.

### Understanding Means and Index

**Means** show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group D:

#### Head of household age



This shows that:

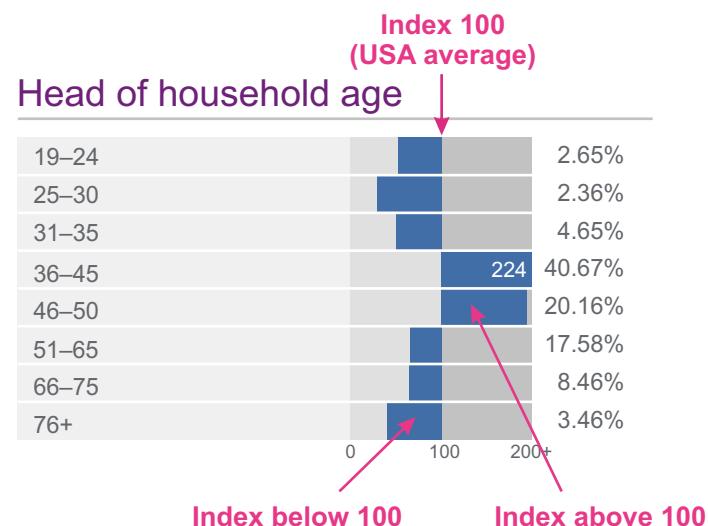
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

An **Index of 100** is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.



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**Experian Marketing Services**

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