



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.

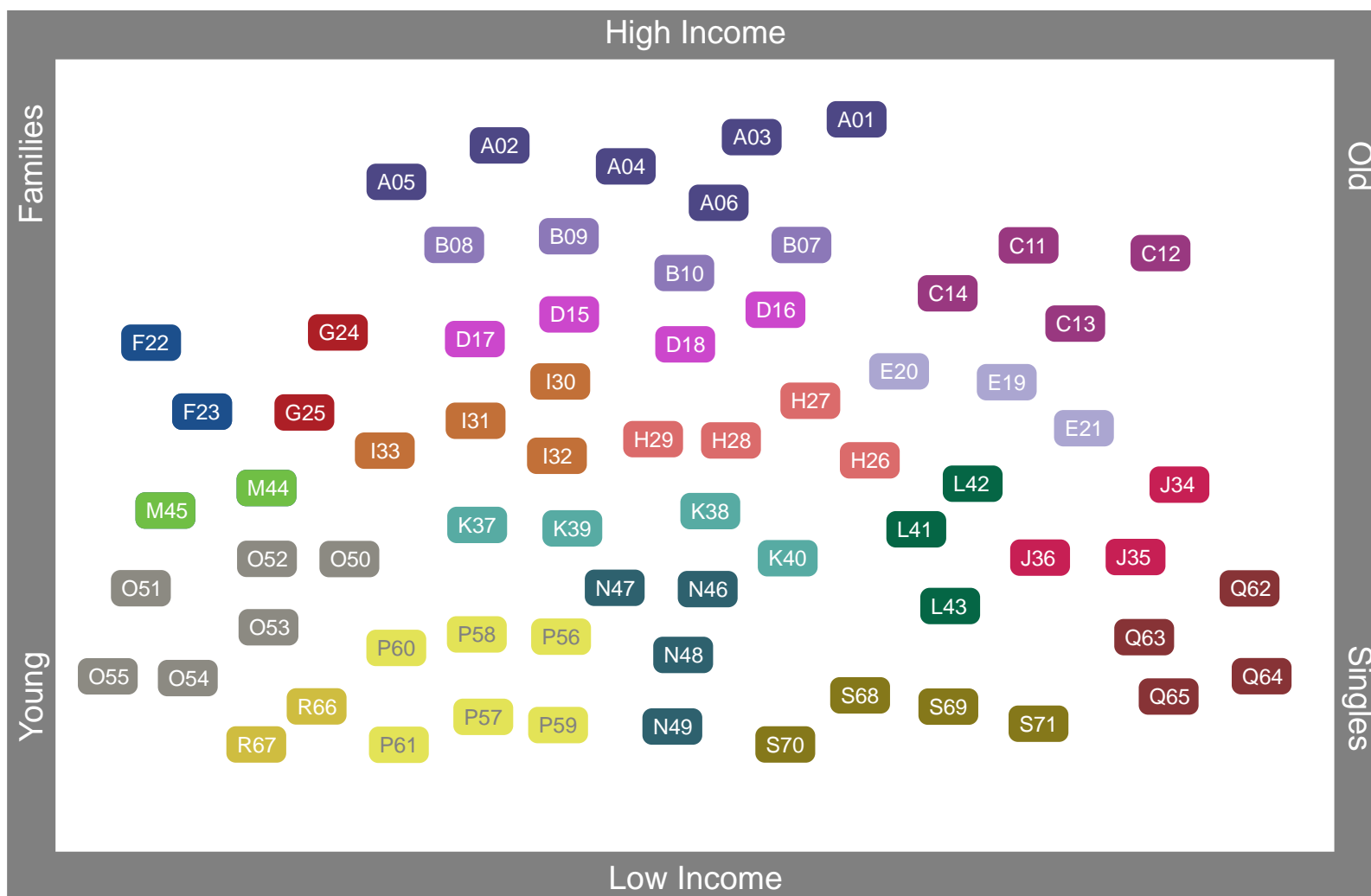
To be included for use, the data variables must enable accurate identification of, and discrimination between, a wide range of consumer characteristics.

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.



A 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 Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
C Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
D Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
E Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

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

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

P Cultural Connections	P56	Mid-scale Medley
	P57	Modest Metro Means
	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
Q Golden Year Guardians	Q62	Enjoying Retirement
	Q63	Footloose and Family Free
	Q64	Established in Society
	Q65	Mature and Wise
R Aspirational Fusion	R66	Ambitious Dreamers
	R67	Passionate Parents
S 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

7.42% | 9.15%



Who We Are

Head of household age



36–45

179 | 32.6%

Type of property



Single family

102 | 90.8%

Est. Household income



\$250,000+

562 | 37.8%

Household size



2 persons

109 | 28.4%

Home ownership



Homeowner

112 | 91.9%

Age of children



13–18

154 | 21.7%

Channel Preference



138



93



15



171



381



171

Technology Adoption



Journeymen

Key Features

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



A

A01

A02

A03

A04

A05

A06

A

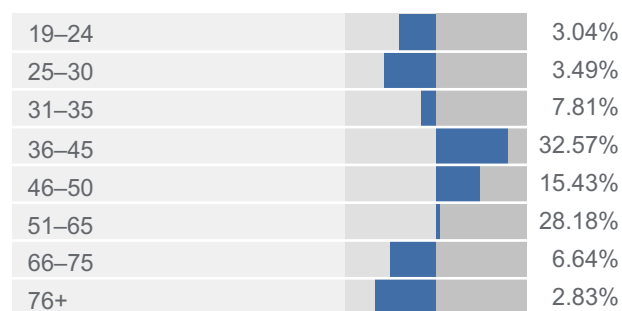
Power Elite

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

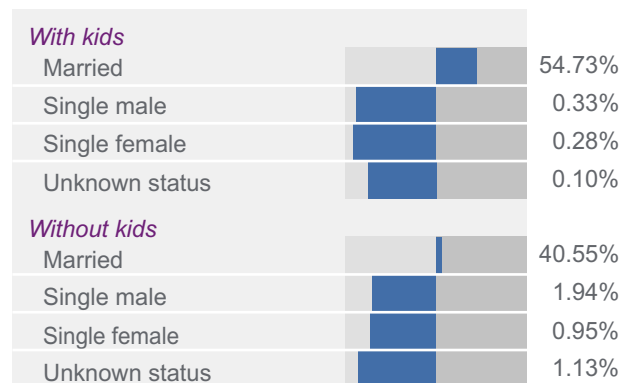
7.42% | 9.15%



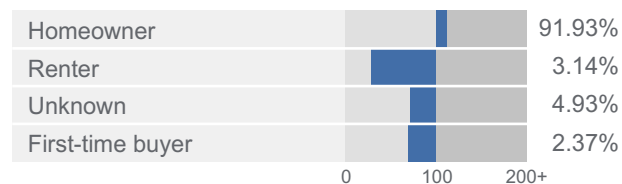
Head of household age



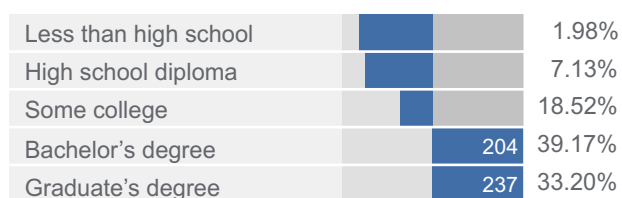
Family structure



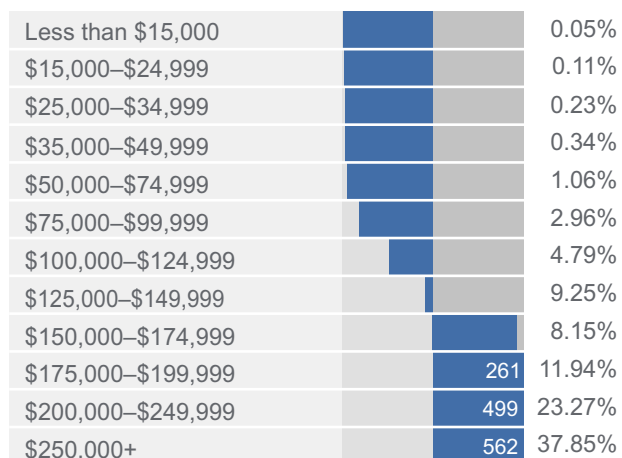
Home ownership



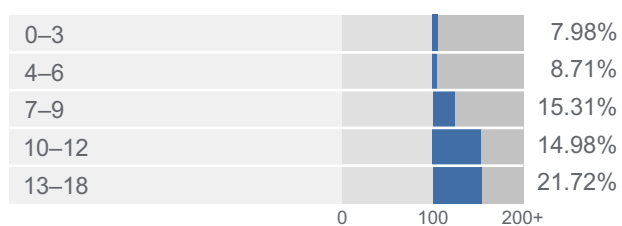
Head of household education



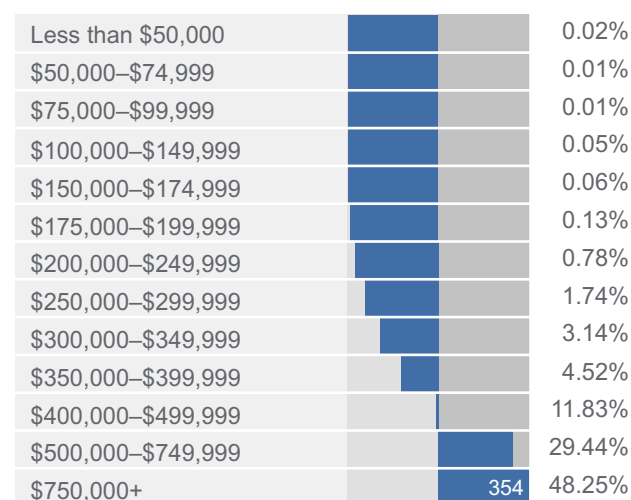
Estimated household income



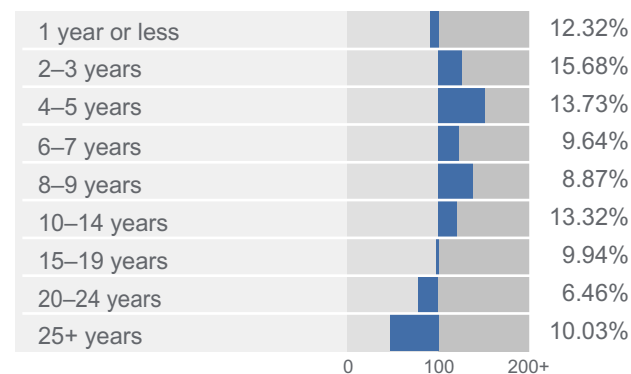
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Homeowner

111 | 91.7%

Age of children 🍼

10–12

244 | 23.9%

Channel Preference



135



93



30



154



174



171

Technology Adoption



Journeymen

Key Features

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



B

B07

B08

B09

B10

B

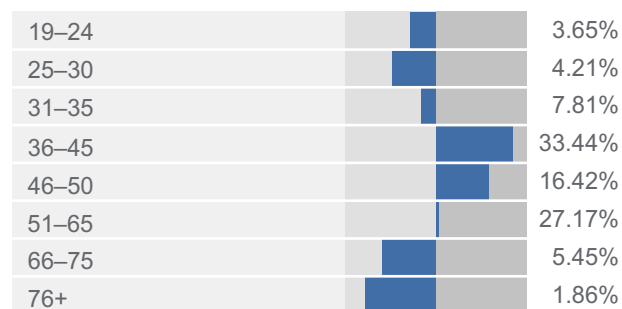
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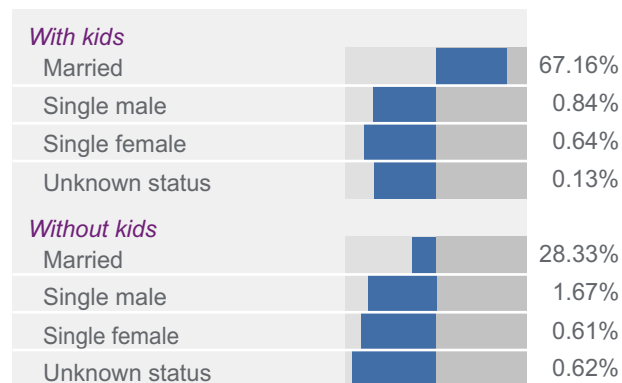
4.86% | 6.6%



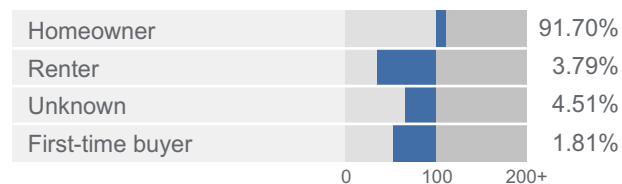
Head of household age



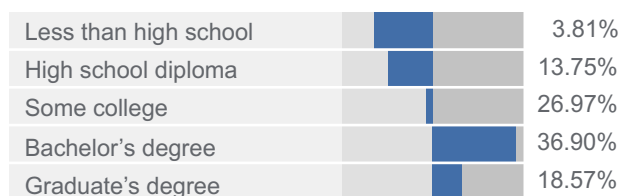
Family structure



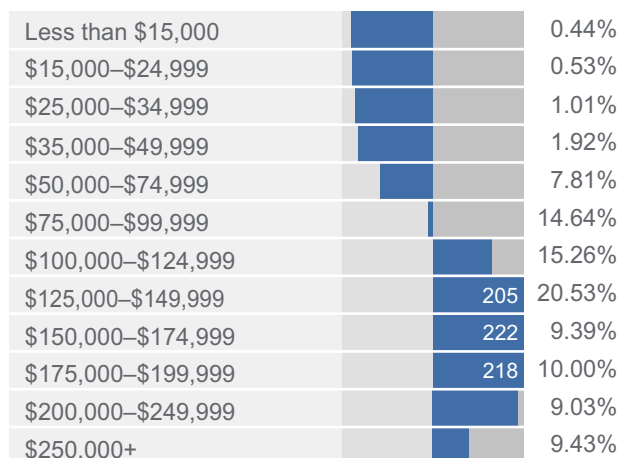
Home ownership



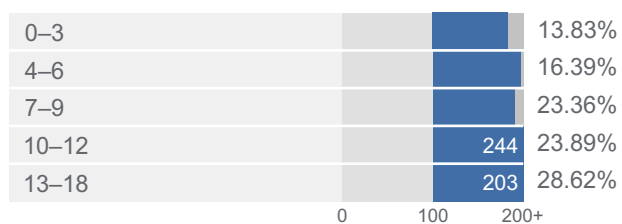
Head of household education



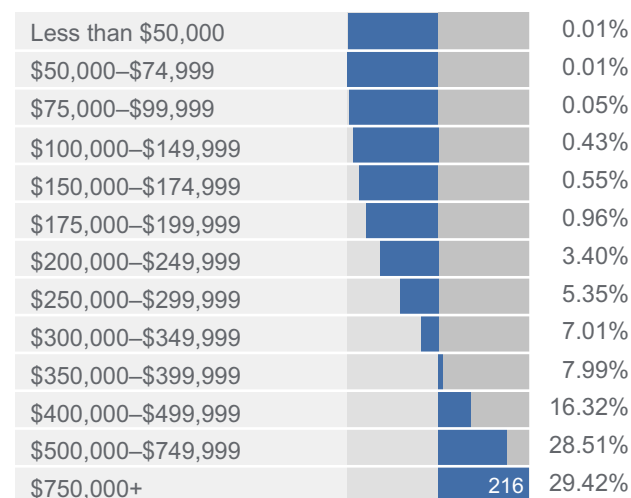
Estimated household income



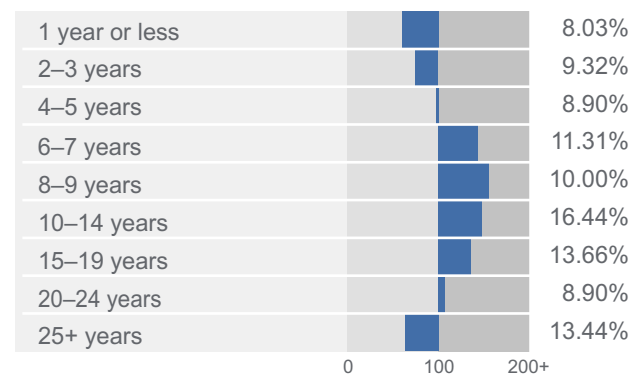
Age of children



Estimated current home value



Length of residency



C

Booming with Confidence

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

🏠 8.09% | 11.07% 👤



Who We Are

Head of household age 🎂

51–65

196 | 53.3%

Type of property 🏠

Single family

108 | 96.0%

Est. Household income 💰

\$125,000–\$149,999

160 | 16.0%

Household size 👤

5+ persons

157 | 22.8%

Home ownership 🤝

Homeowner

114 | 93.5%

Age of children 🍼

13–18

49 | 6.9%

Channel Preference



40



127



3



34



178



149

Technology Adoption



Apprentices

Key Features

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

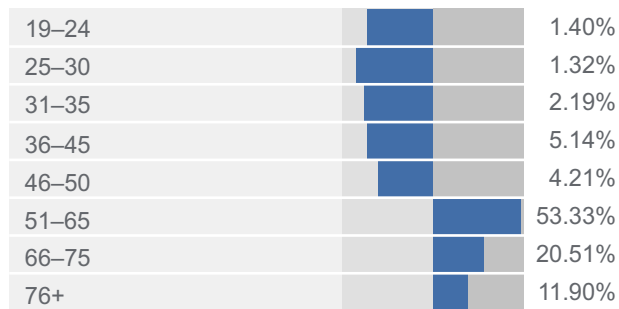


Booming with Confidence

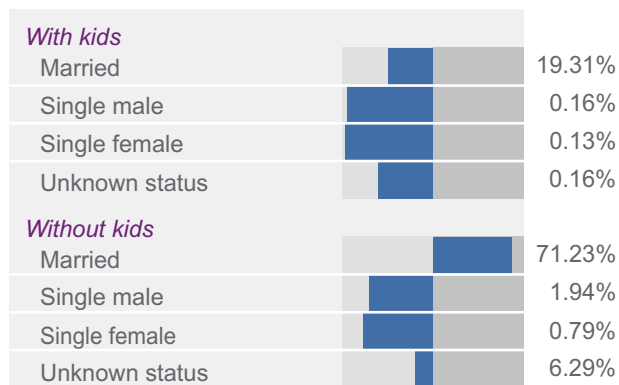
Prosperous, established couples in their peak earning years living in suburban homes

8.09% | 11.07%

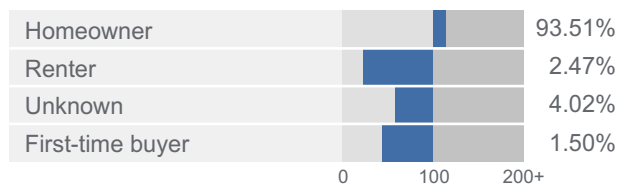
Head of household age



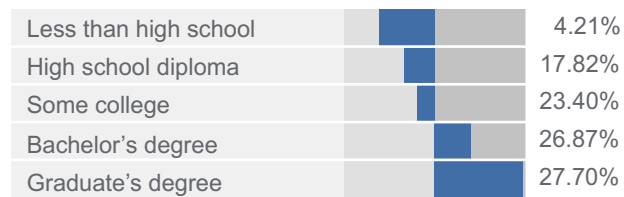
Family structure



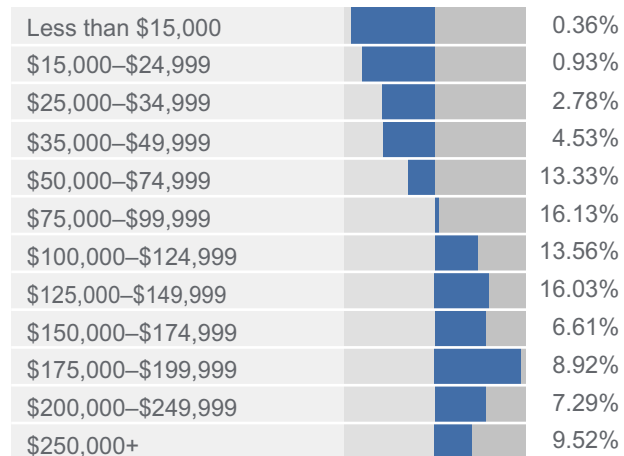
Home ownership



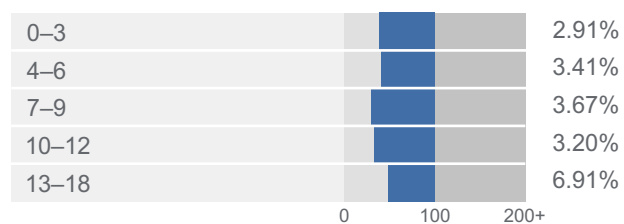
Head of household education



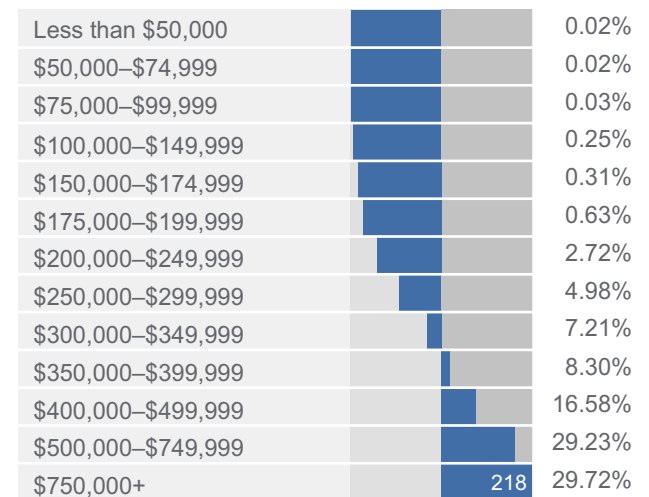
Estimated household income



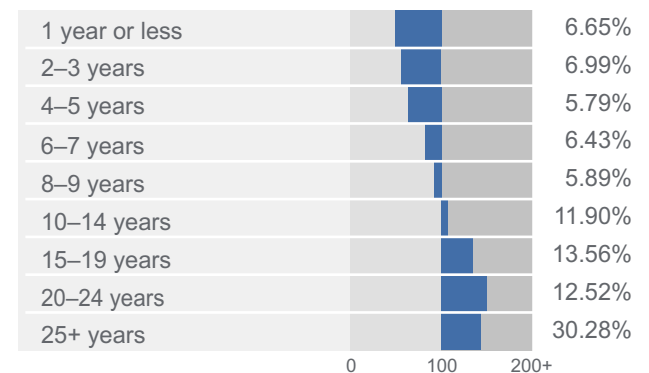
Age of children



Estimated current home value



Length of residency



D

D15

D16

D17

D18

D

Suburban Style

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

🏠 6.02% | 7.75% 👤



Who We Are

Head of household age 🎂

36–45

224 | 40.7%

Type of property 🏠

Single family

110 | 97.5%

Est. Household income 💰

\$75,000–\$99,999

141 | 21.8%

Household size 👤

2 persons

109 | 28.6%

Home ownership 🤝

Homeowner

113 | 93.0%

Age of children 🍼

10–12

240 | 23.6%

Channel Preference



142



119



72



111



90



151

Technology Adoption



Journeymen

Key Features

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



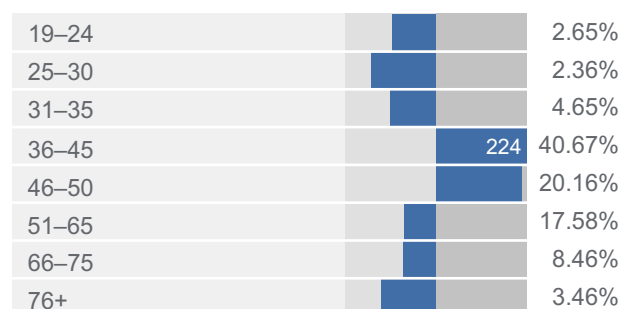
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Suburban Style

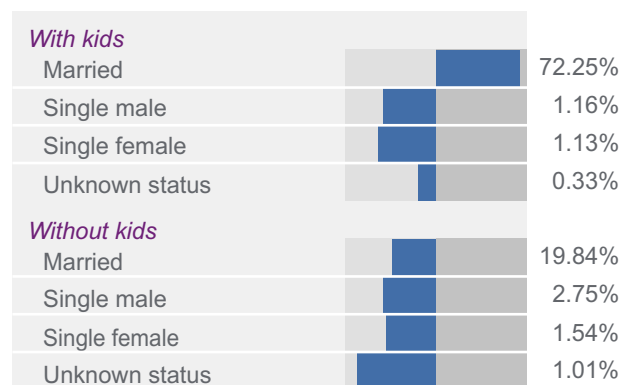
Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

🏠 6.02% | 7.75% 👤

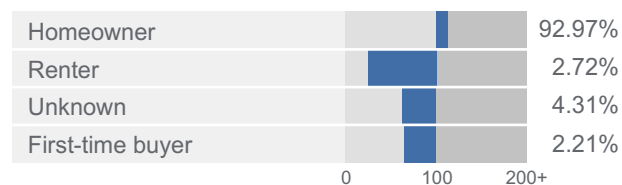
Head of household age



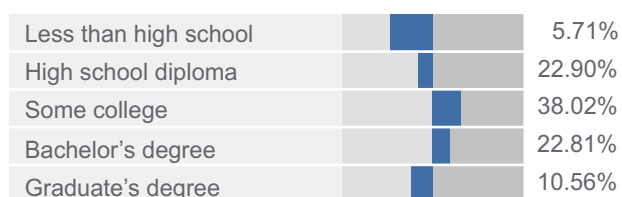
Family structure



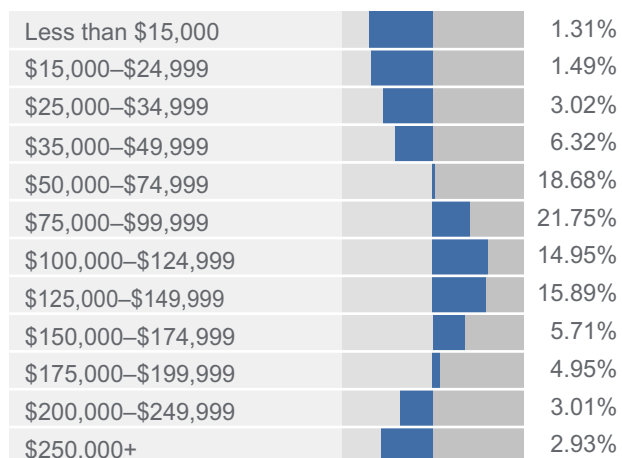
Home ownership



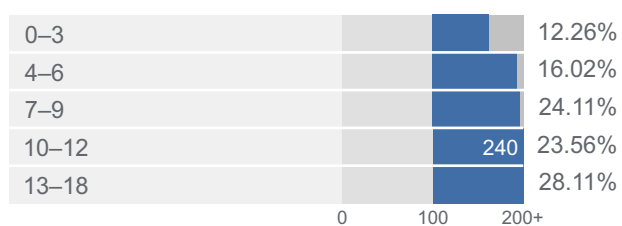
Head of household education



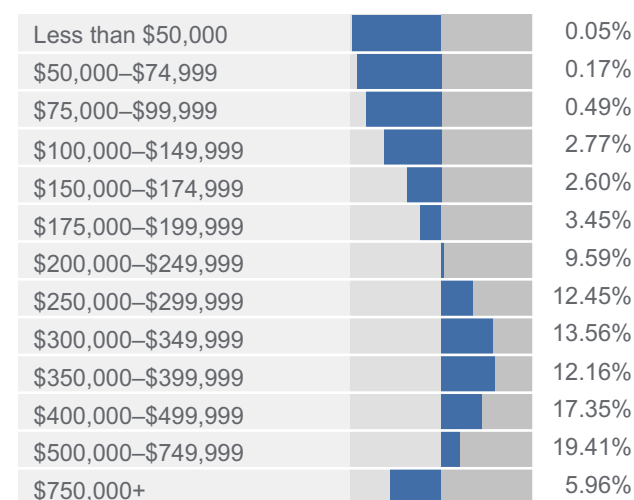
Estimated household income



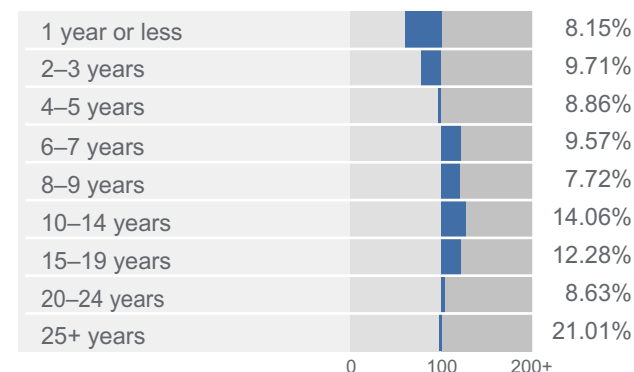
Age of children



Estimated current home value



Length of residency



E

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%

Home ownership

Homeowner

112 | 92.2%

Age of children

13–18

22 | 3.0%

Channel Preference



33



86



6



30



74



136

Technology Adoption



Apprentices

Key Features

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



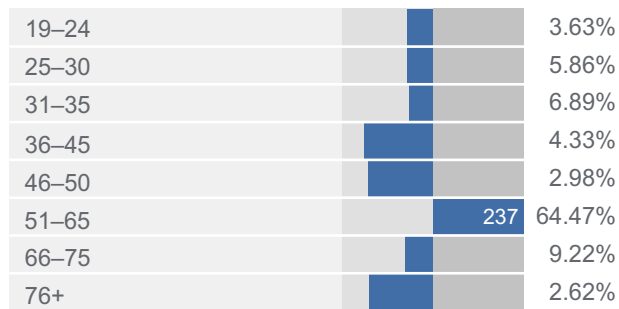
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Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

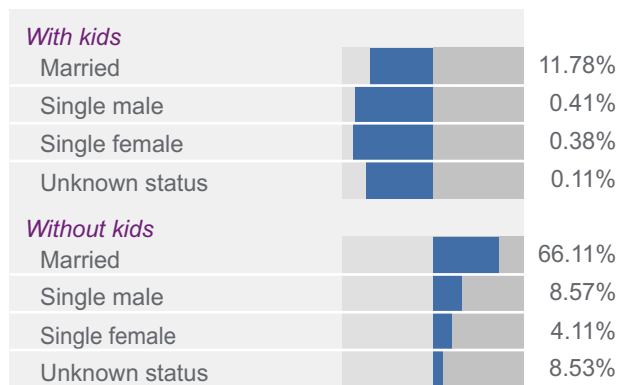
5.22% | 6.9%



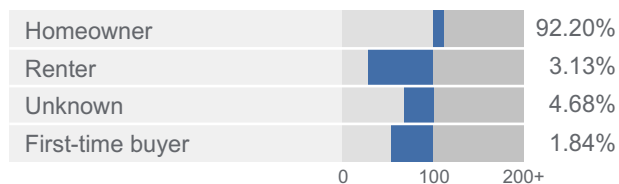
Head of household age



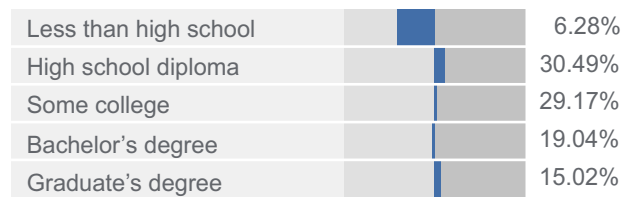
Family structure



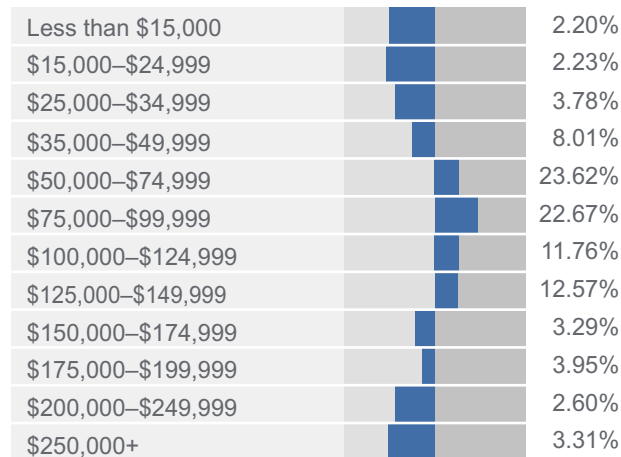
Home ownership



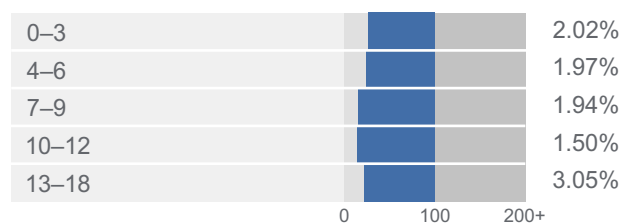
Head of household education



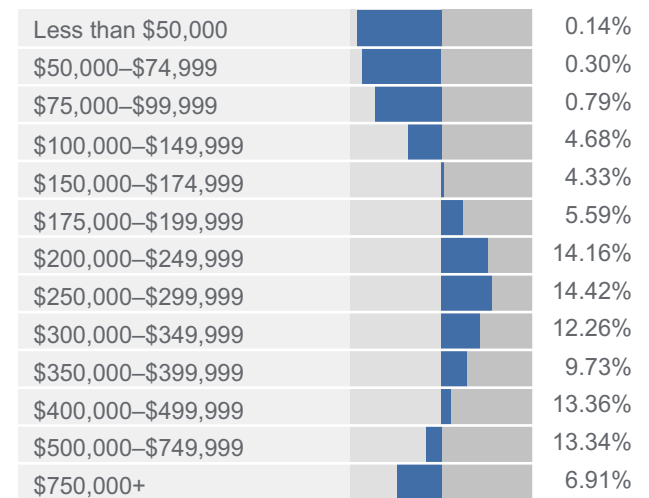
Estimated household income



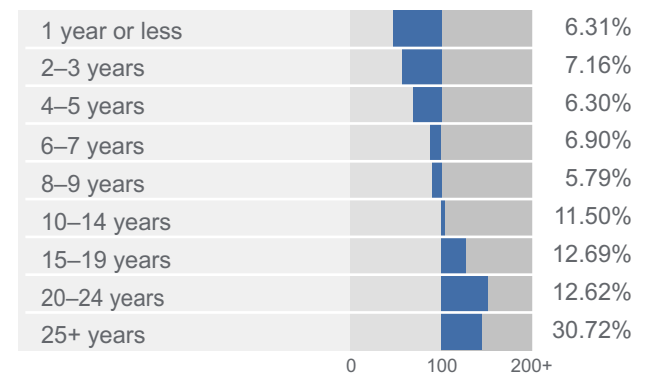
Age of children



Estimated current home value



Length of residency



F Promising Families

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

🏠 4.16% | 3.58% 👤



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%

Home ownership 🤝

Homeowner

107 | 88.3%

Age of children 🍼

7–9

206 | 25.3%

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

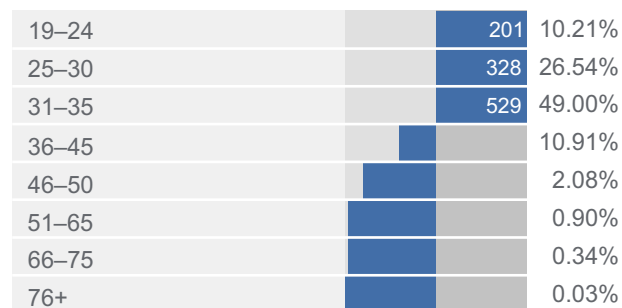


Promising Families

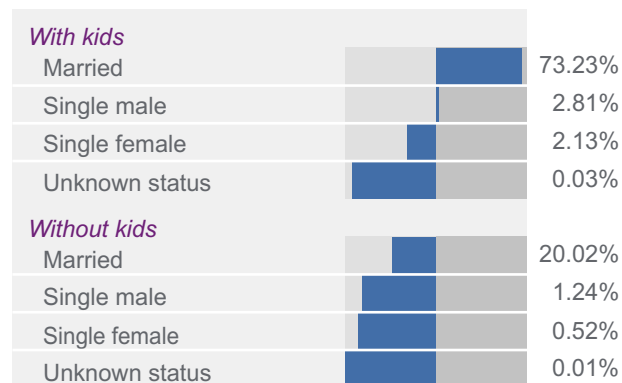
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🏠 4.16% | 3.58% 👤

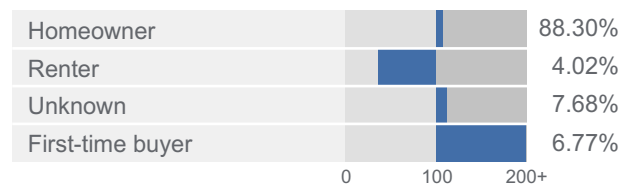
Head of household age



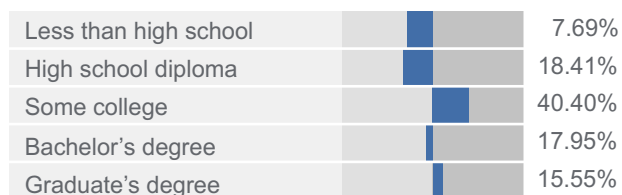
Family structure



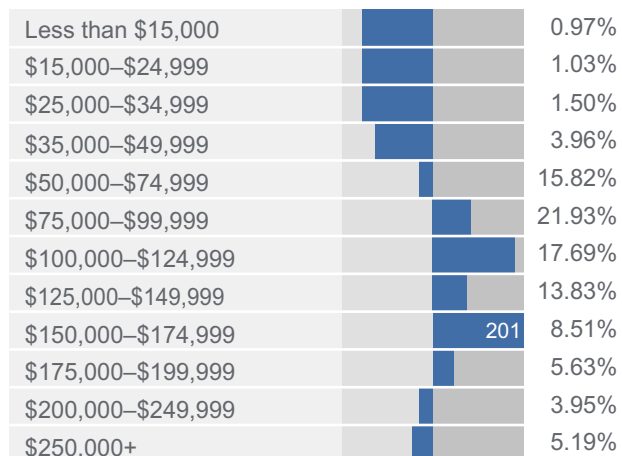
Home ownership



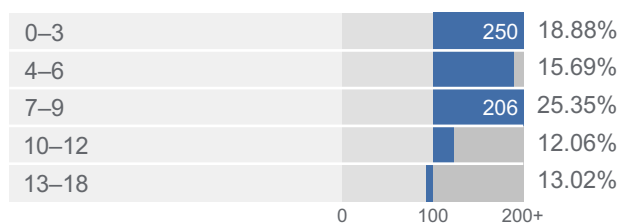
Head of household education



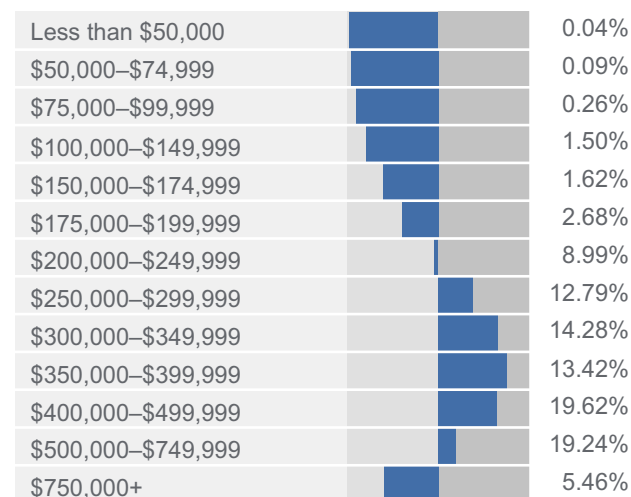
Estimated household income



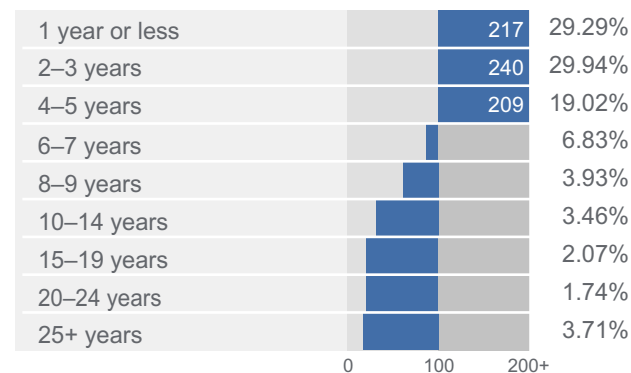
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Unknown

276 | 18.9%

Age of children 🍼

13–18

25 | 3.5%

Channel Preference



163



69



68



278



160



32

Technology Adoption



Journeymen

Key Features

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

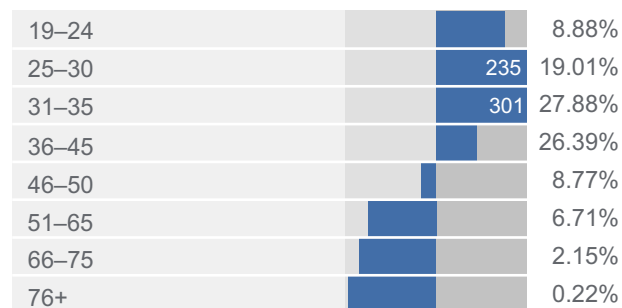


Young City Solos

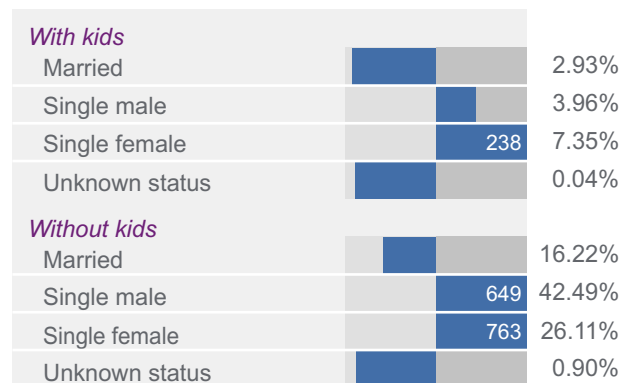
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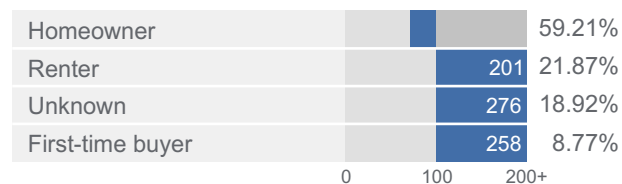
Head of household age



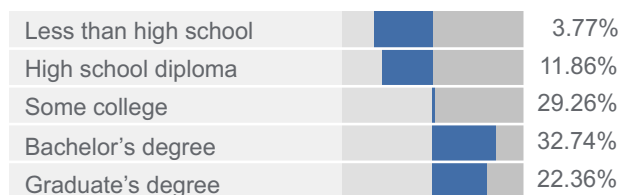
Family structure



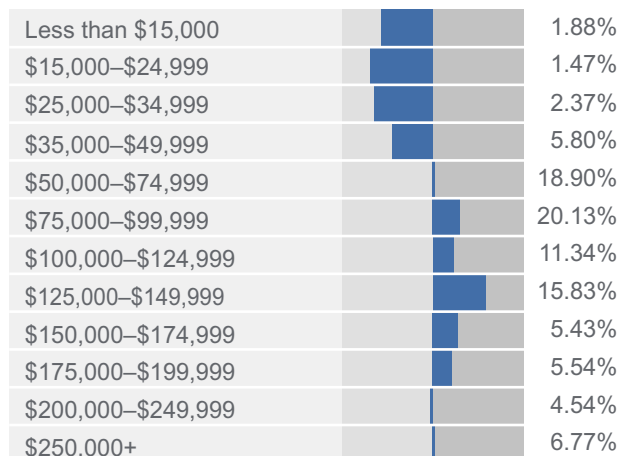
Home ownership



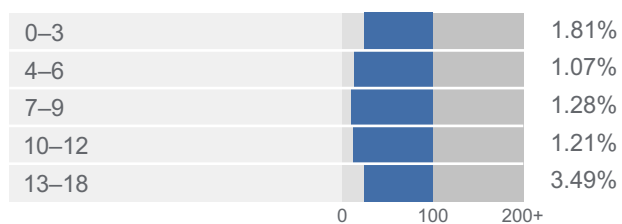
Head of household education



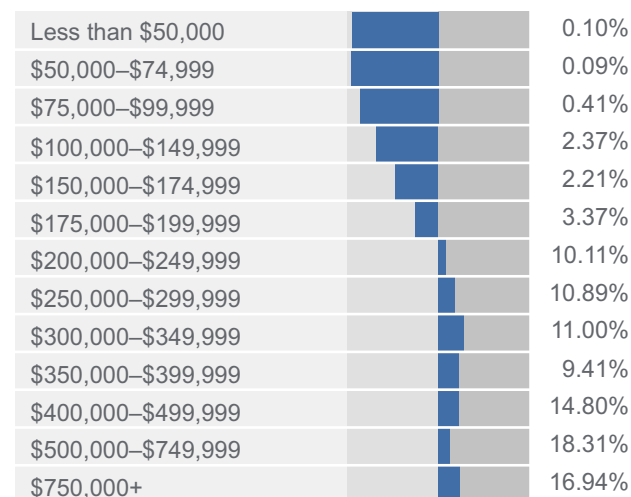
Estimated household income



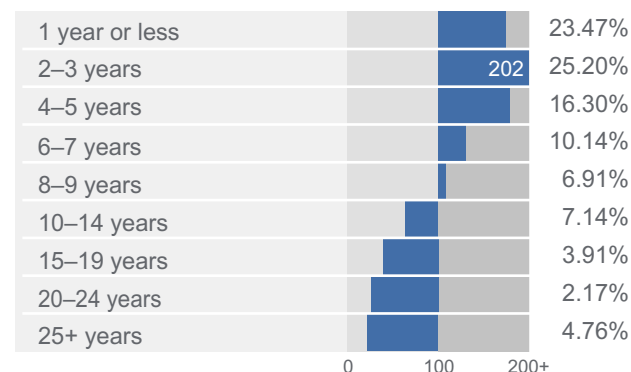
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Homeowner

104 | 85.7%

Age of children 🍼

13–18

63 | 8.9%

Channel Preference



109



115



31



95



46



73

Technology Adoption



Journeymen

Key Features

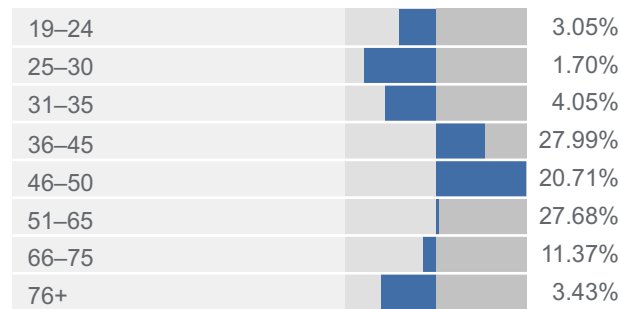
- Sturdy blue-collar
- Multi-cultural
- Comfortable spending
- Financially informed
- Suburb living
- Married



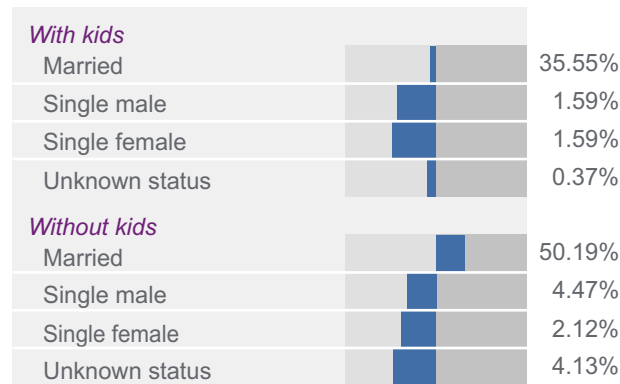
Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

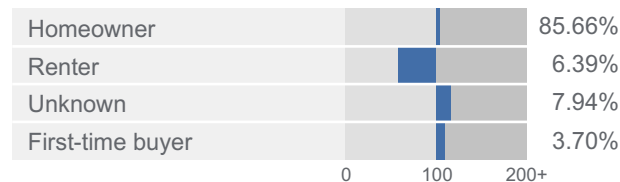
Head of household age



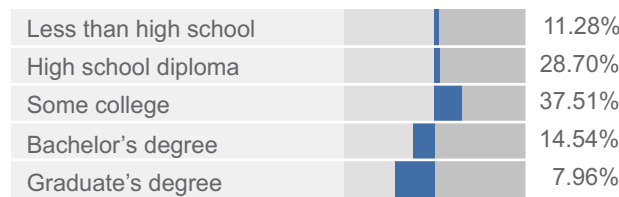
Family structure



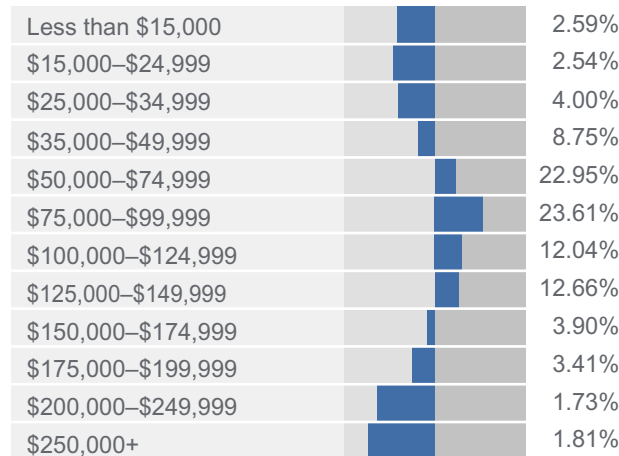
Home ownership



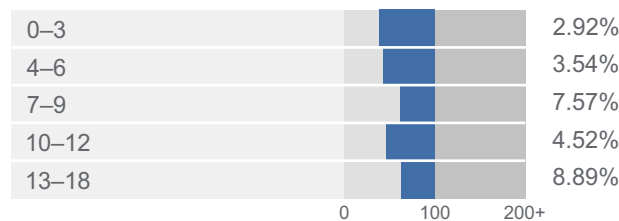
Head of household education



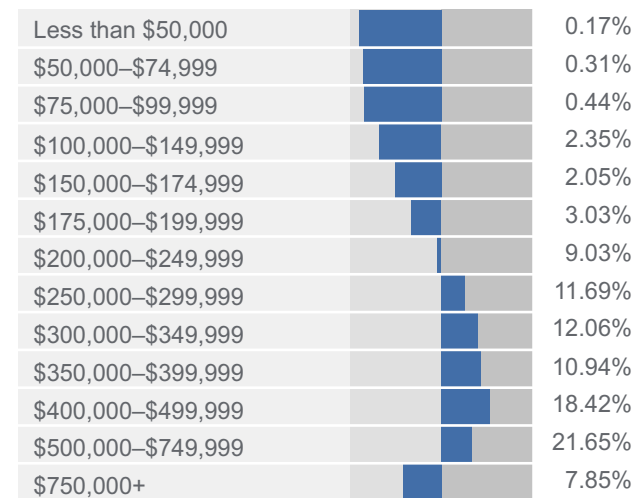
Estimated household income



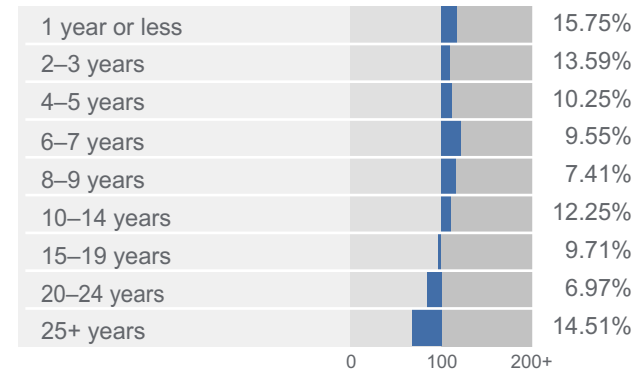
Age of children



Estimated current home value



Length of residency



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%
Home ownership Homeowner 108 89.1%	Age of children 13–18 262 36.9%

Channel Preference



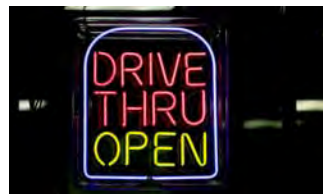
Key Features

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

Technology Adoption



Wizards

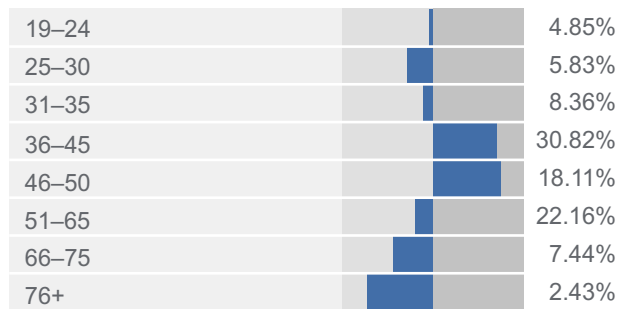


Family Union

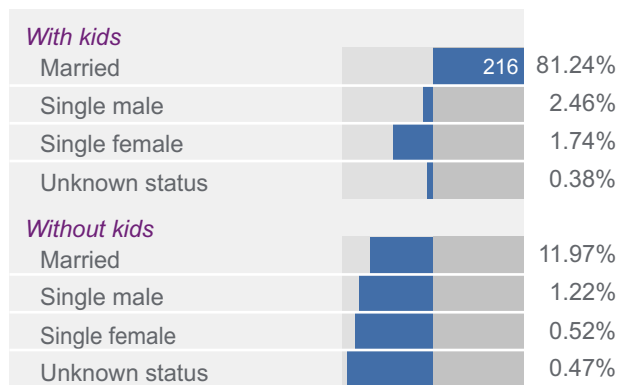
Middle income, middle-aged families living in homes supported by solid blue-collar occupations

🏠 5.97% | 7.65% 👤

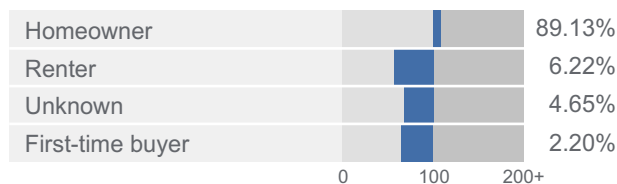
Head of household age



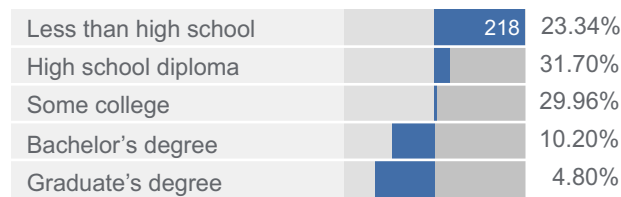
Family structure



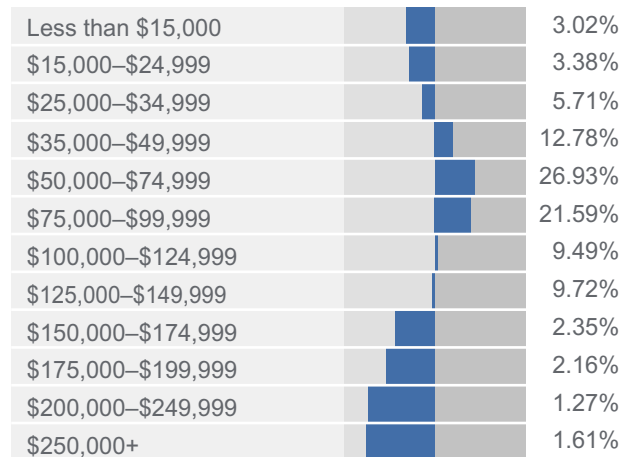
Home ownership



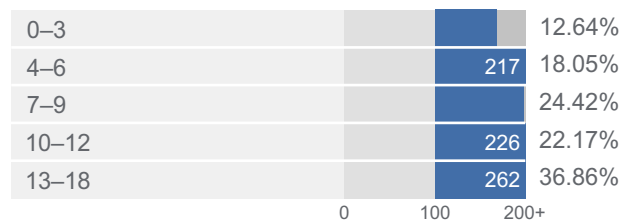
Head of household education



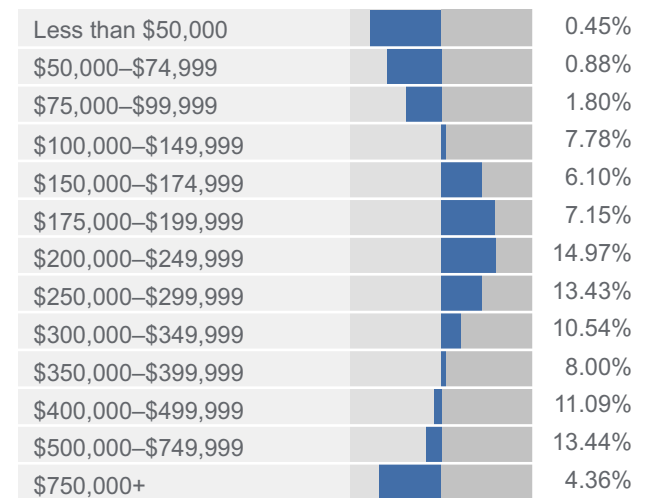
Estimated household income



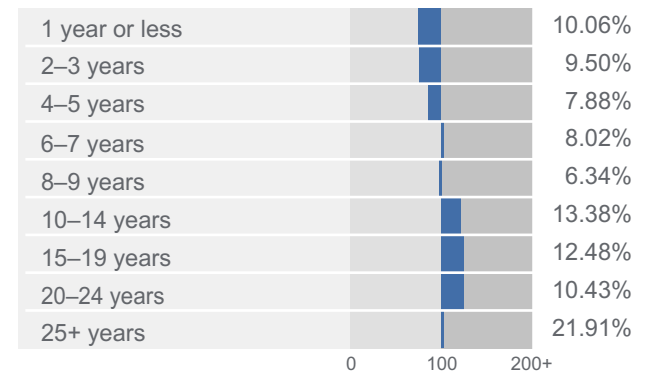
Age of children



Estimated current home value



Length of residency



Autumn Years

Established and mature couples living gratified lifestyles in older homes

🏠 7.09% | 8.28% 👤



Who We Are

Head of household age 🎂

66–75

305 | 40.2%

Type of property 🏠

Single family

111 | 98.6%

Est. Household income 💰

\$50,000–\$74,999

144 | 26.9%

Household size 👤

2 persons

119 | 31.2%

Home ownership 🤝

Homeowner

115 | 94.9%

Age of children 🍼

13–18

19 | 2.7%

Channel Preference



18



117



12



10



33



67

Technology Adoption



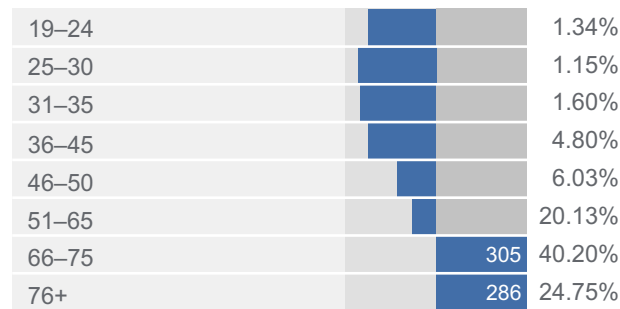
Novices

Key Features

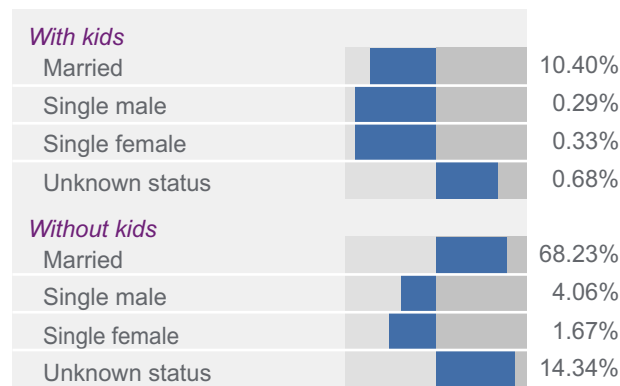
- Rural living
- Community roots
- Financial savings
- AARP members
- Financially secure
- Outdoor hobbies



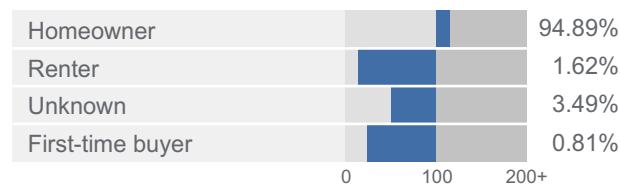
Head of household age



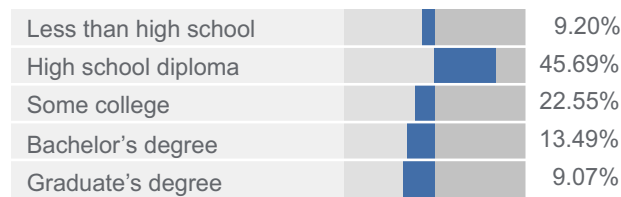
Family structure



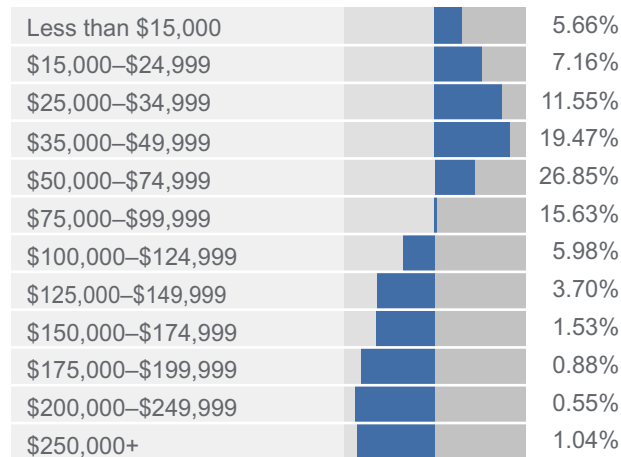
Home ownership



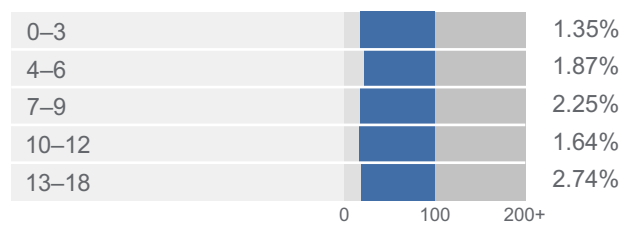
Head of household education



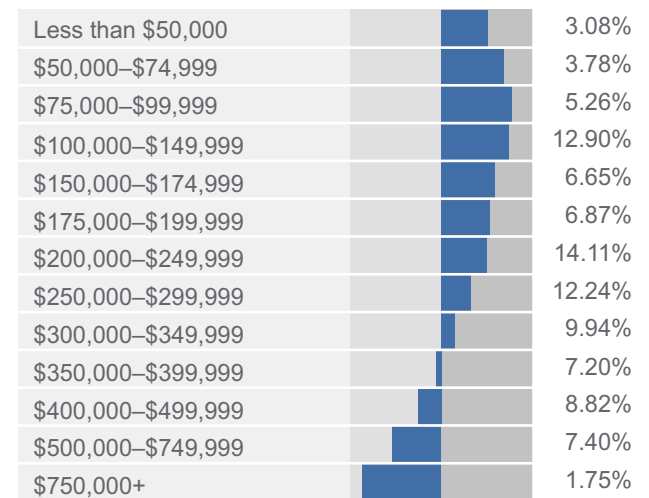
Estimated household income



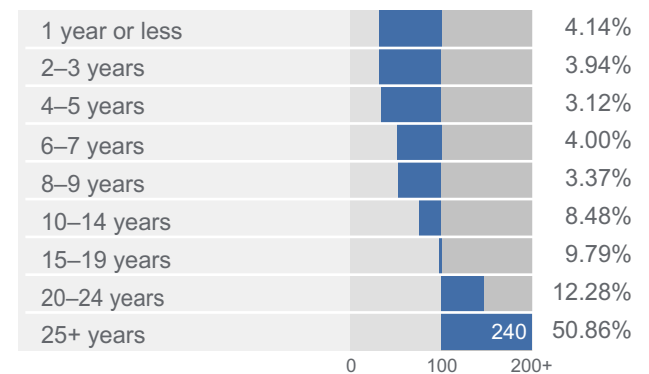
Age of children



Estimated current home value



Length of residency



K

Significant Singles

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

🏠 5.17% | 3.39% 👤



Who We Are

Head of household age 🎂

36–45

126 | 22.8%

Type of property 🏠

Multi-family: 2 units

844 | 21.8%

Est. Household income 💰

\$50,000–\$74,999

103 | 19.1%

Household size 👤

1 person

224 | 73.6%

Home ownership 🤝

Renter

468 | 51.0%

Age of children 🍼

7–9

71 | 8.8%

Channel Preference



185



86



85



222



96



35

Technology Adoption



Journeymen

Key Features

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



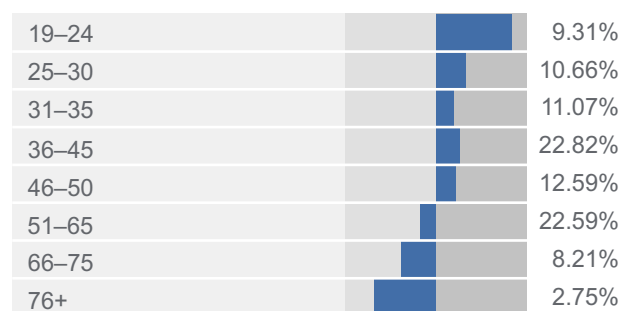
K

Significant Singles

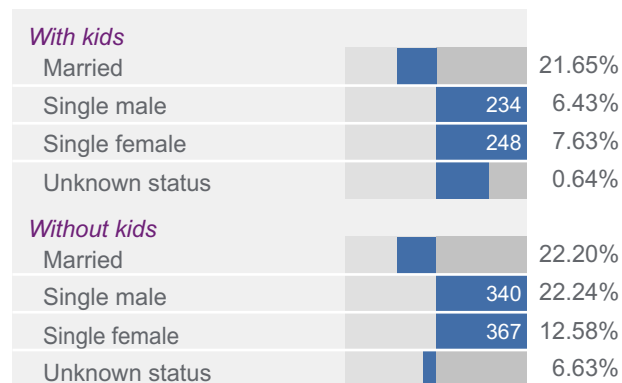
Diversely aged singles earning mid-scale incomes supporting active city styles of living

🏠 5.17% | 3.39% 👤

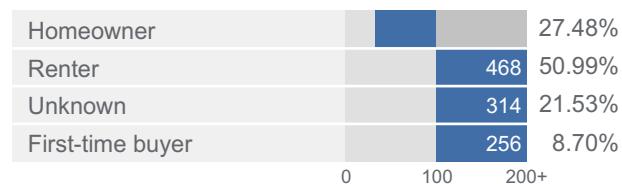
Head of household age



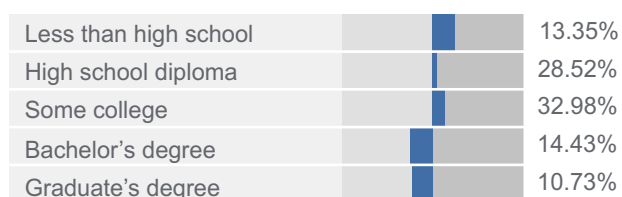
Family structure



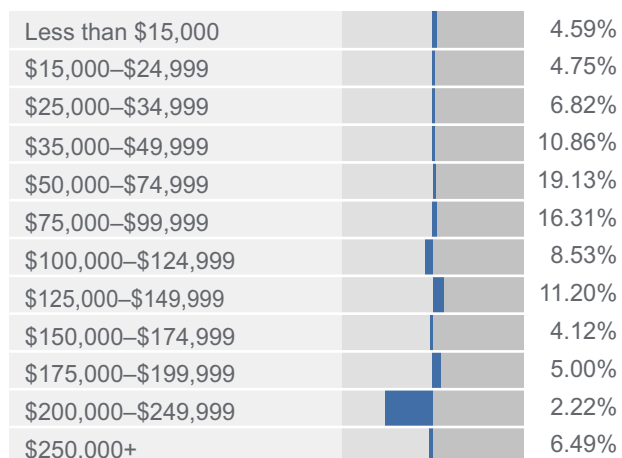
Home ownership



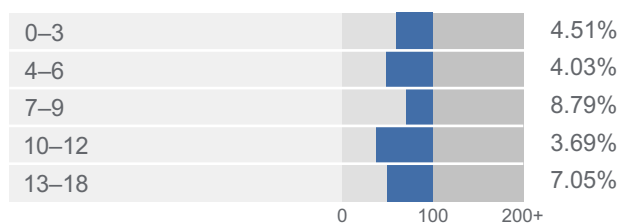
Head of household education



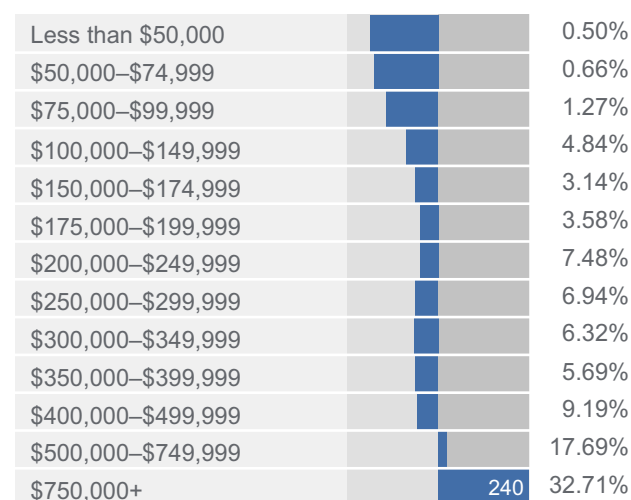
Estimated household income



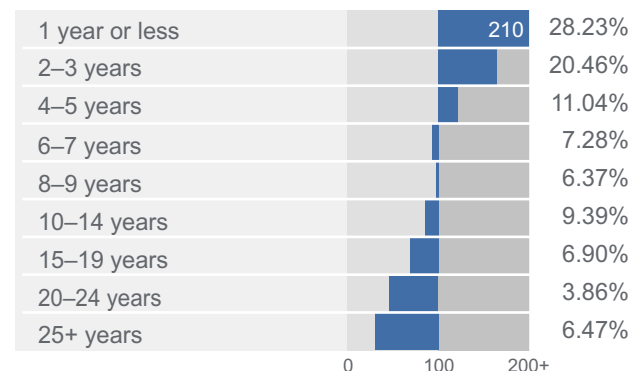
Age of children



Estimated current home value



Length of residency



L

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%

Home ownership 🤝

Homeowner

106 | 87.5%

Age of children 🍼

13–18

18 | 2.5%

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

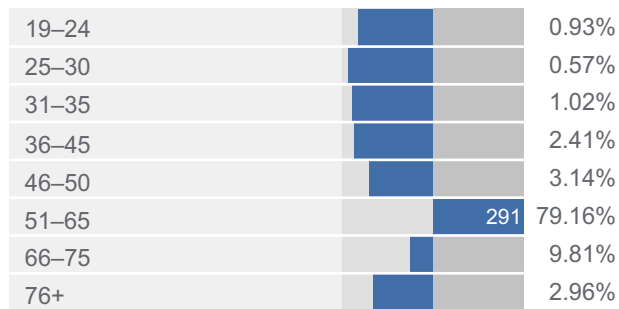


Blue Sky Boomers

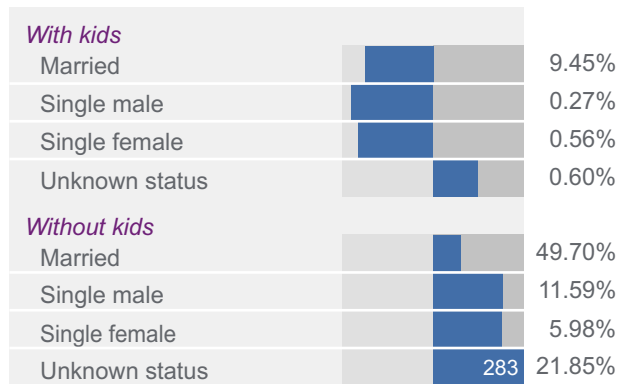
Middle-class baby boomer-aged households living in small towns

🏠 4.24% | 3.99% 👤

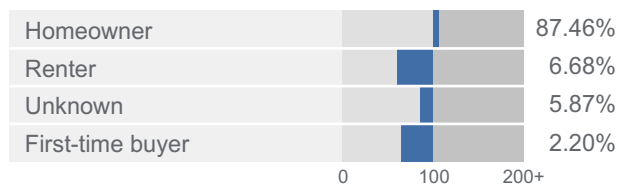
Head of household age



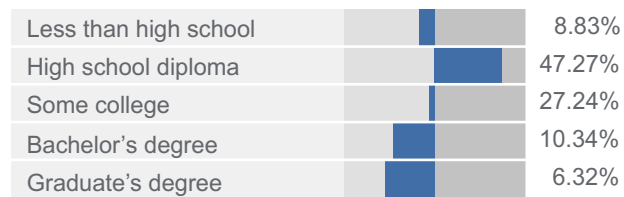
Family structure



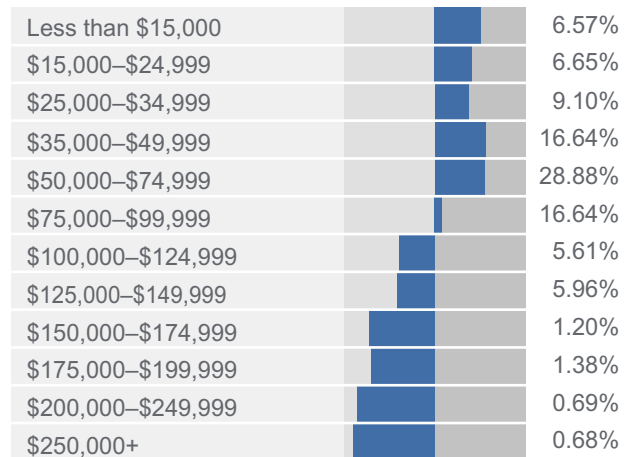
Home ownership



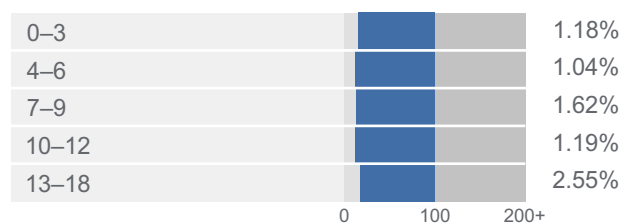
Head of household education



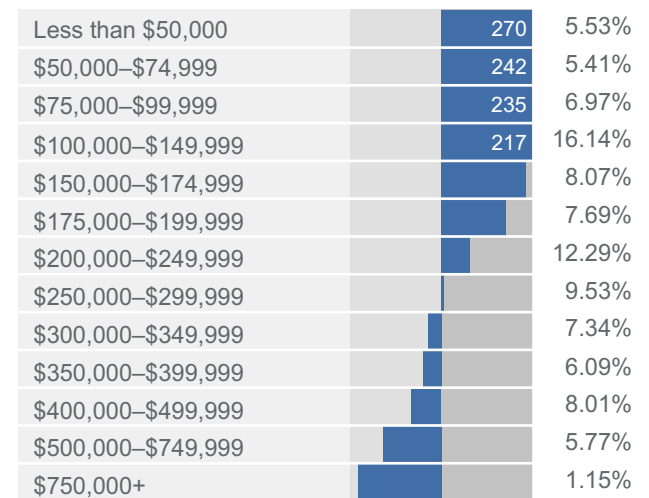
Estimated household income



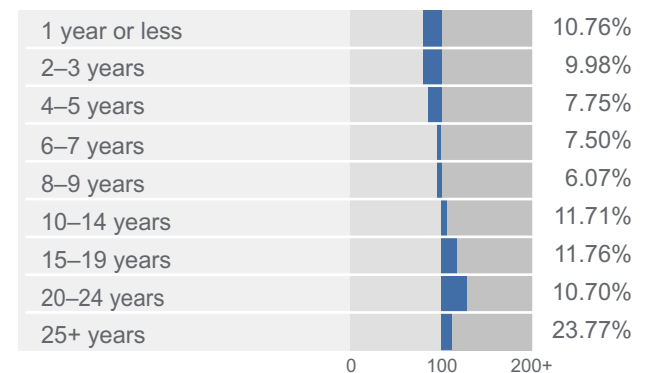
Age of children



Estimated current home value



Length of residency



M

Families in Motion

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

🏠 2.29% | 2.6% 👤



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

Key Features

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



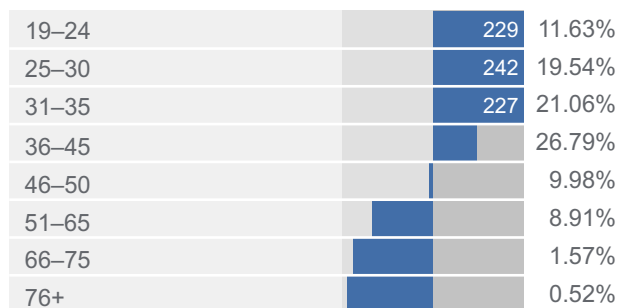
Families in Motion

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

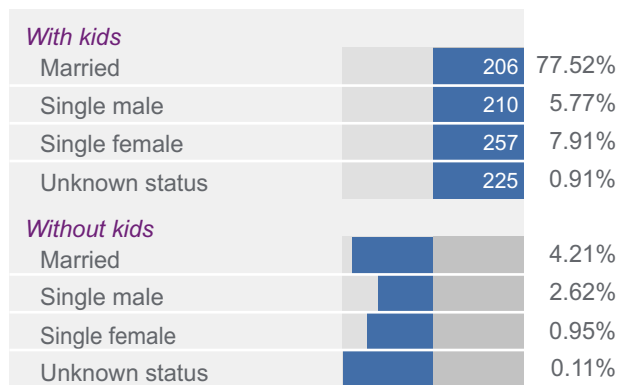
2.29% | 2.6%



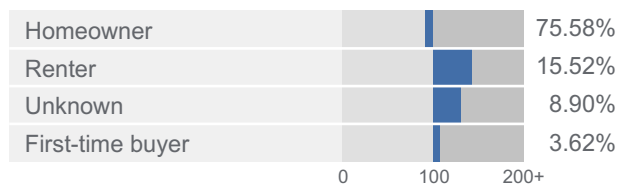
Head of household age



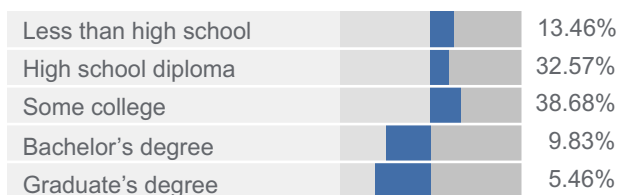
Family structure



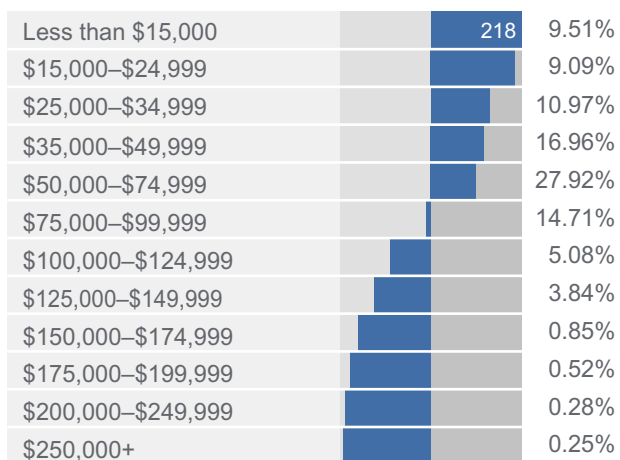
Home ownership



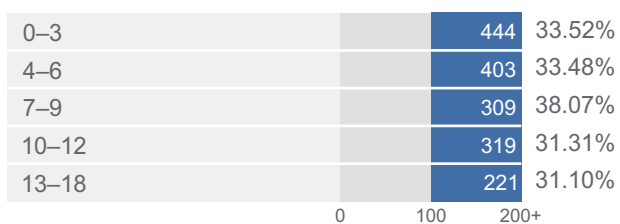
Head of household education



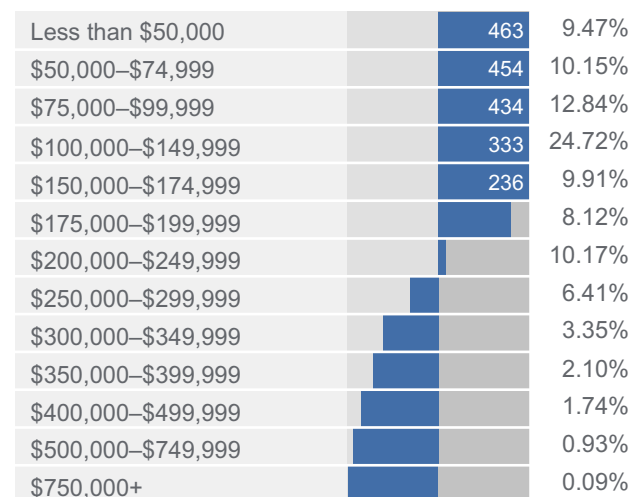
Estimated household income



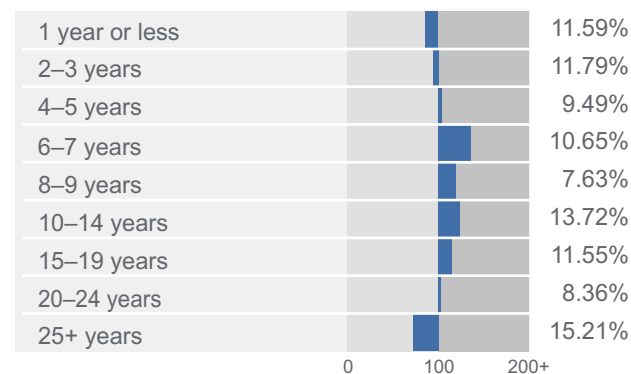
Age of children



Estimated current home value



Length of residency



N

Pastoral Pride

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

🏠 4.32% | 3.71% 👤



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%

Home ownership 🤝

Homeowner

100 | 81.9%

Age of children 🍼

7–9

96 | 11.8%

Channel Preference



126



52



123



33



10



75

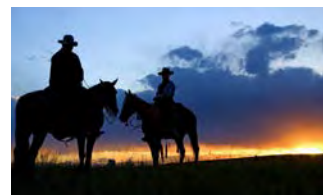
Technology Adoption



Wizards

Key Features

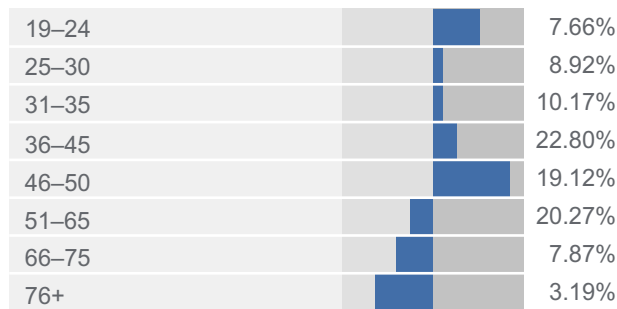
- Rural living
- Working class sensibility
- Limited investments
- Tech wizards
- Satellite TV
- Blue-collar jobs



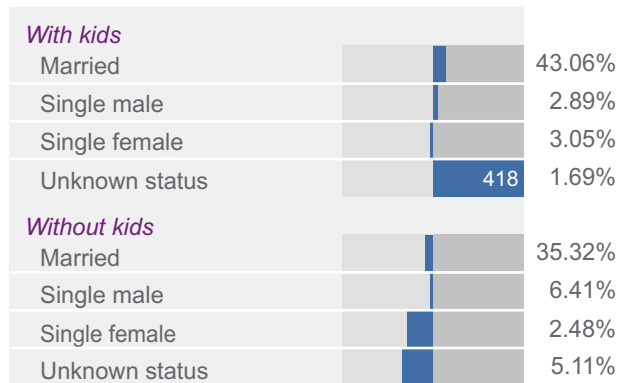
Pastoral Pride

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

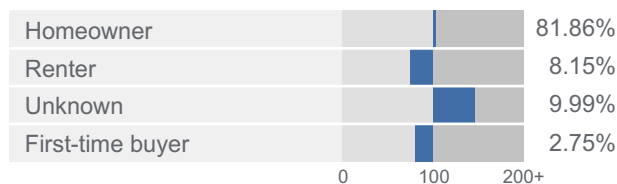
Head of household age



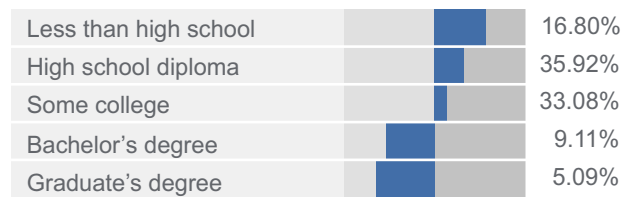
Family structure



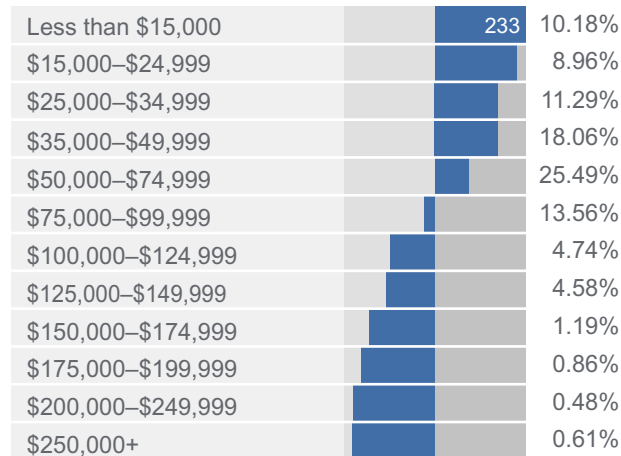
Home ownership



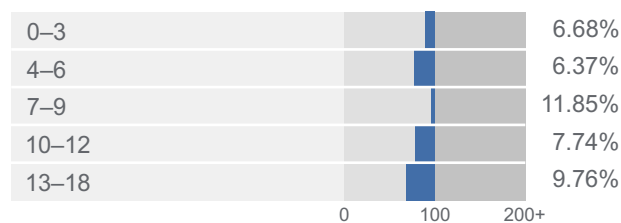
Head of household education



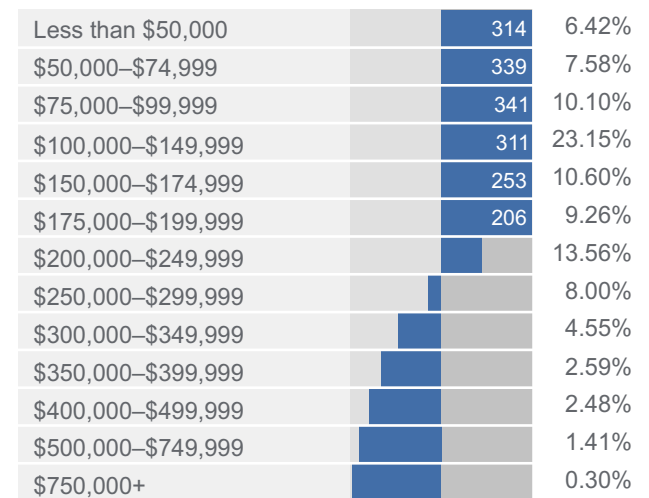
Estimated household income



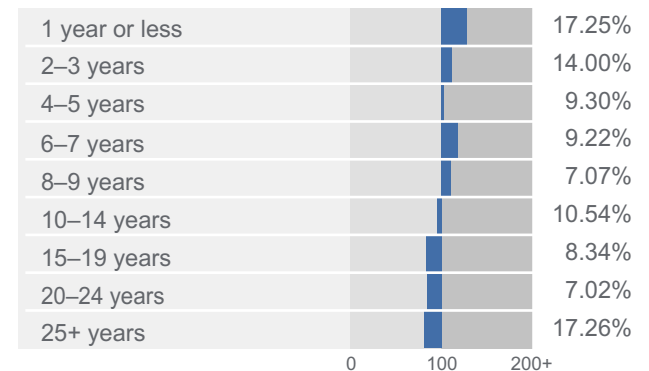
Age of children



Estimated current home value



Length of residency





Singles and Starters

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

🏠 11.03% | 6.39% 👤



Who We Are

Head of household age 🎂

25–30

558 | 45.1%

Type of property 🏠

Multi-family: 5–9 units

258 | 7.0%

Est. Household income 💰

\$50,000–\$74,999

128 | 23.8%

Household size 👤

1 person

221 | 72.6%

Home ownership 🤝

Renter

403 | 43.9%

Age of children 🍼

0–3

140 | 10.6%

Channel Preference



150



75



369



214



19



29

Technology Adoption



Wizards

Key Features

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



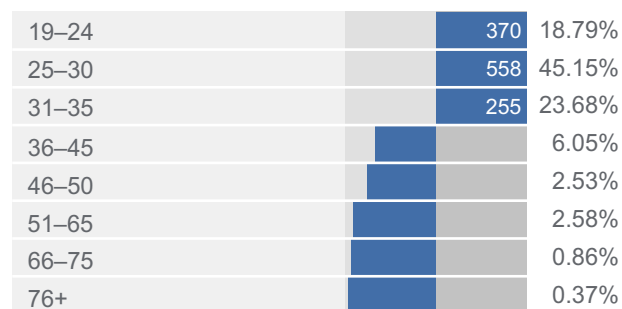


Singles and Starters

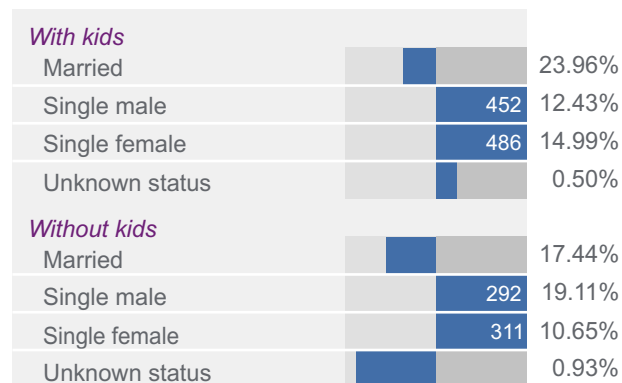
Young singles starting out and some starter families living a city lifestyle

🏠 11.03% | 6.39% 👤

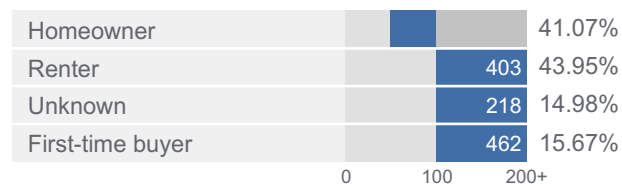
Head of household age



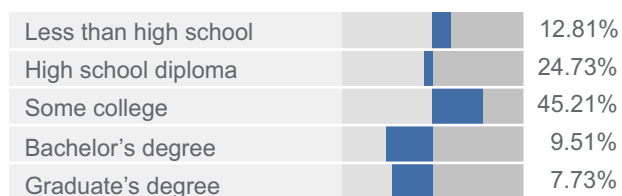
Family structure



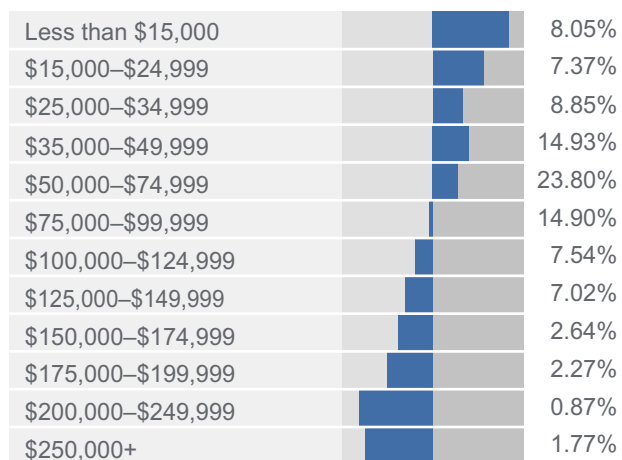
Home ownership



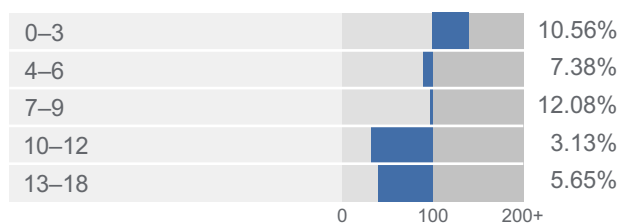
Head of household education



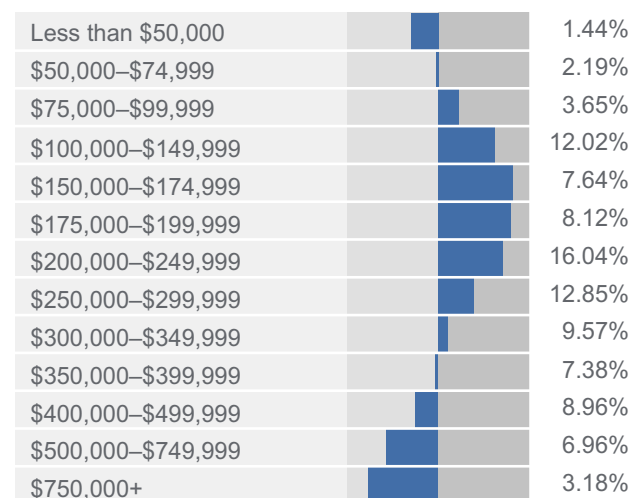
Estimated household income



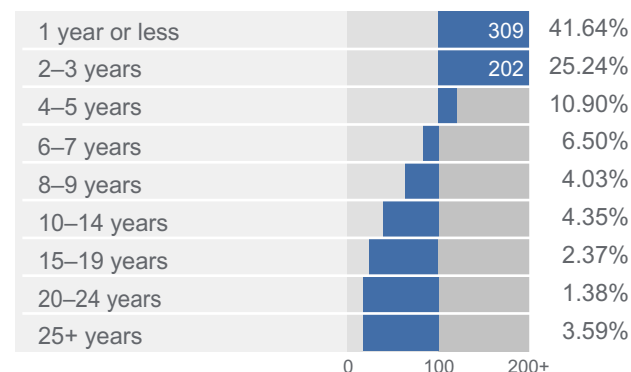
Age of children



Estimated current home value



Length of residency



P Cultural Connections

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

🏠 3.92% | 3.15% 👤



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

Key Features

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

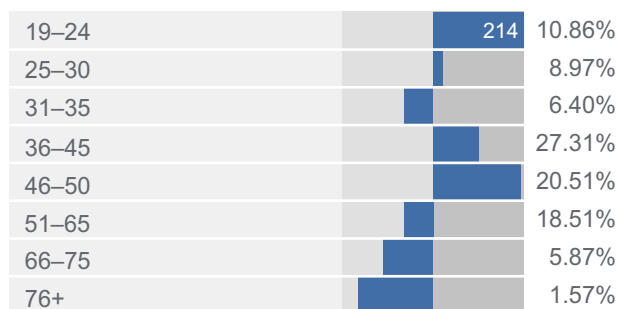


P Cultural Connections

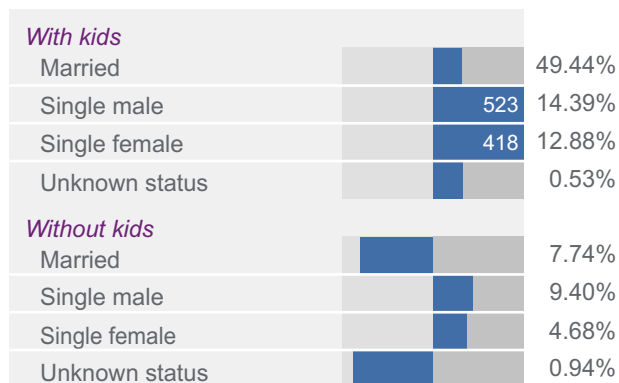
Diverse, mid- and low-income families in urban apartments and residences

🏠 3.92% | 3.15% 👤

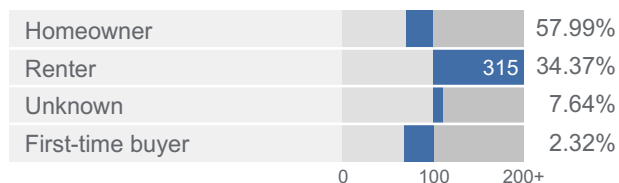
Head of household age



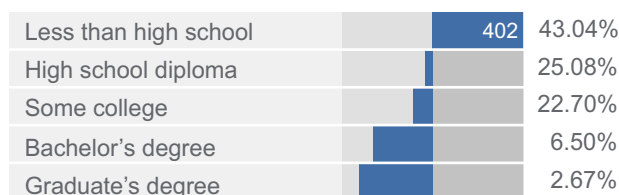
Family structure



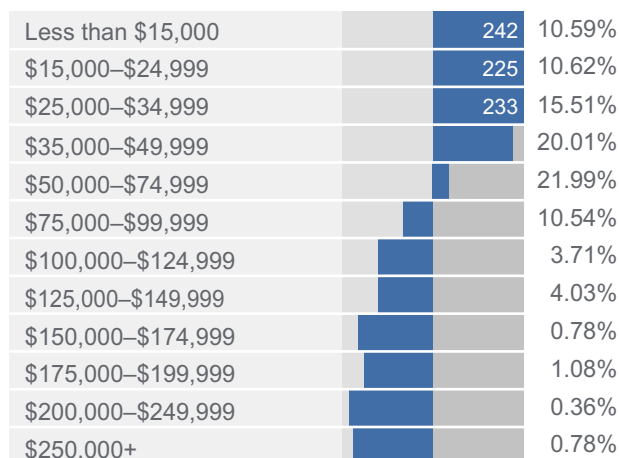
Home ownership



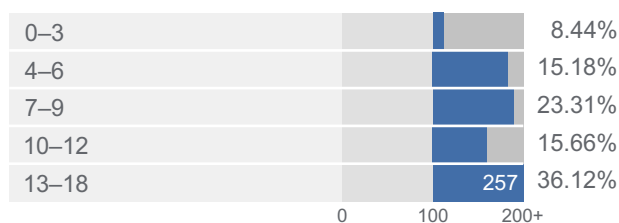
Head of household education



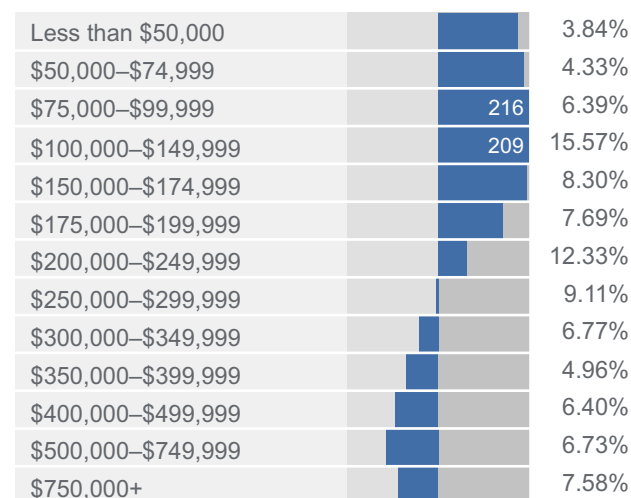
Estimated household income



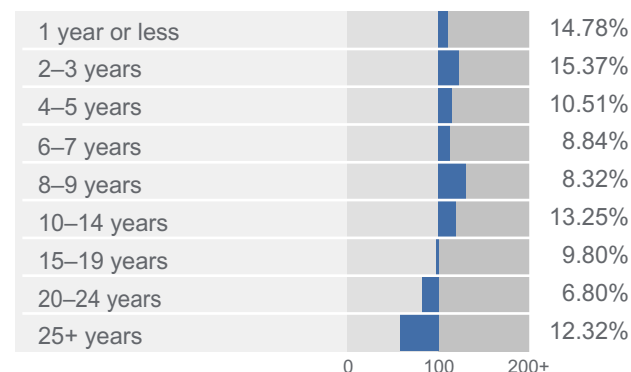
Age of children



Estimated current home value



Length of residency



Q

Golden Year Guardians

Retirees living in old homes, settled residences and communities

7.76% | 6.83%



Who We Are

Head of household age



76+

609 | 52.7%

Type of property



Single family

98 | 86.6%

Est. Household income



\$35,000–\$49,999

229 | 24.4%

Household size



2 persons

125 | 32.6%

Home ownership



Homeowner

109 | 89.3%

Age of children



13–18

2 | 0.2%

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



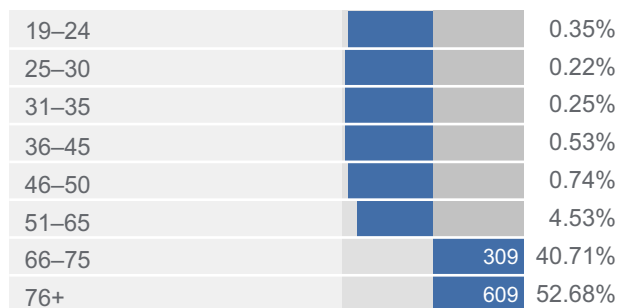


Golden Year Guardians

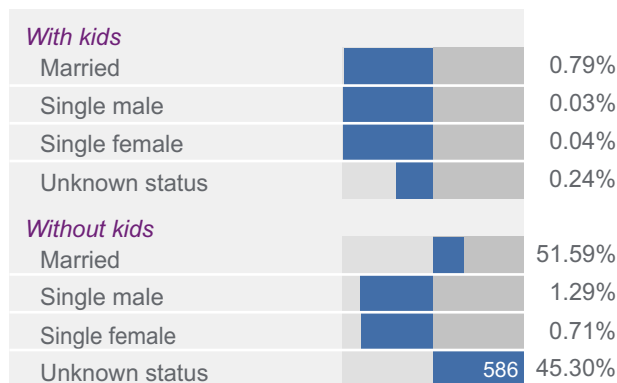
Retirees living in old homes, settled residences and communities

7.76% | 6.83%

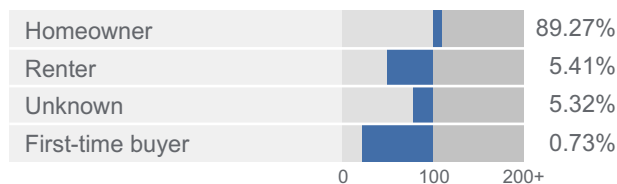
Head of household age



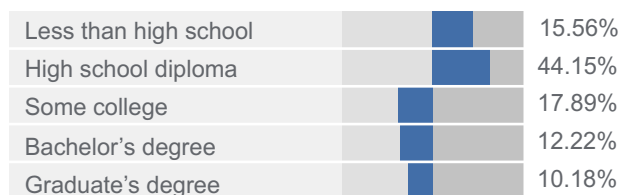
Family structure



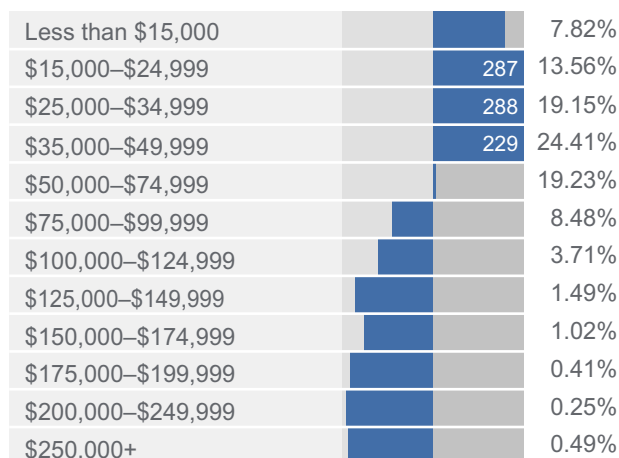
Home ownership



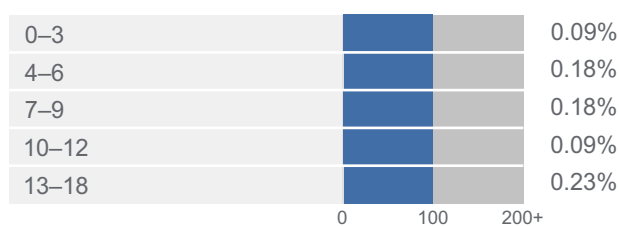
Head of household education



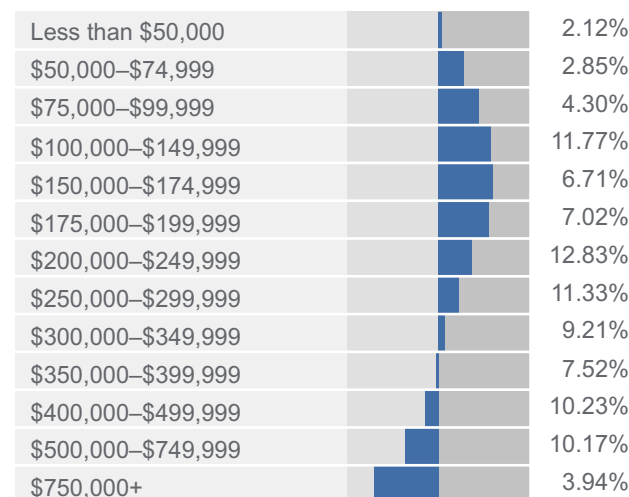
Estimated household income



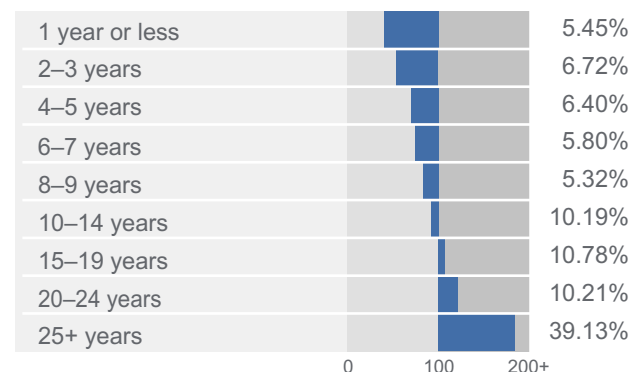
Age of children



Estimated current home value



Length of residency



R

Aspirational Fusion

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

🏠 1.86% | 0.99% 👤



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

Key Features

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



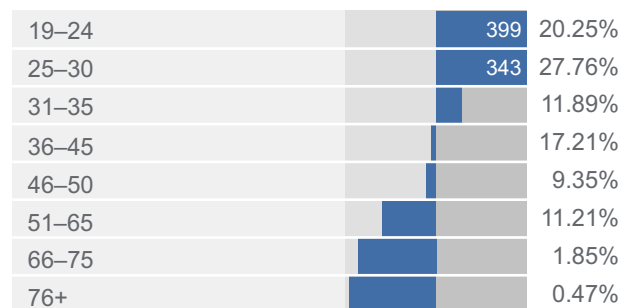
R

Aspirational Fusion

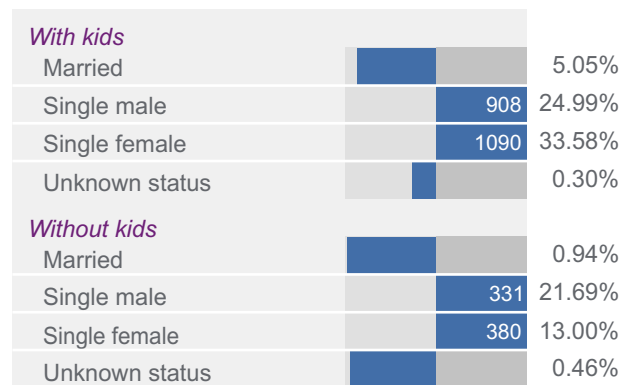
Lower-income singles and single parents living in urban locations and striving to make a better life

1.86% | 0.99%

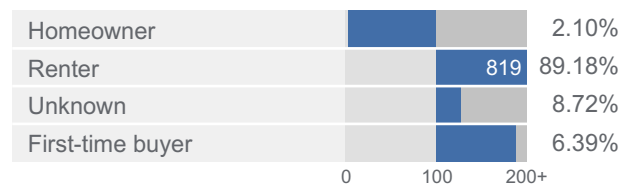
Head of household age



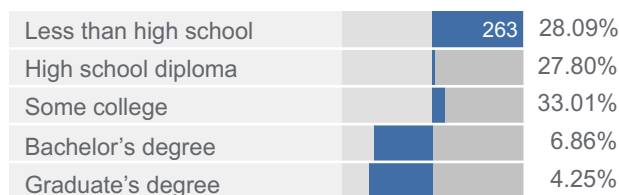
Family structure



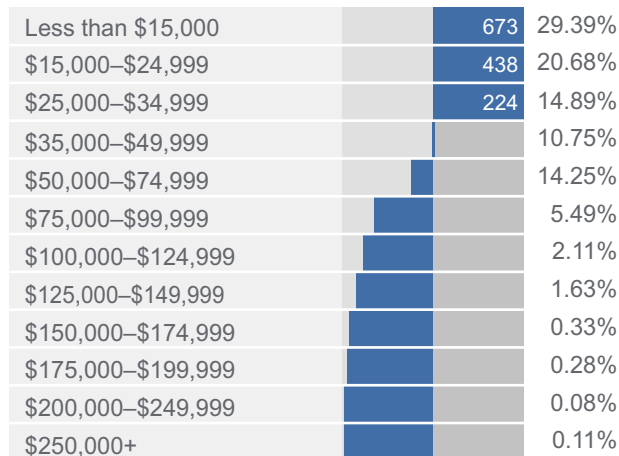
Home ownership



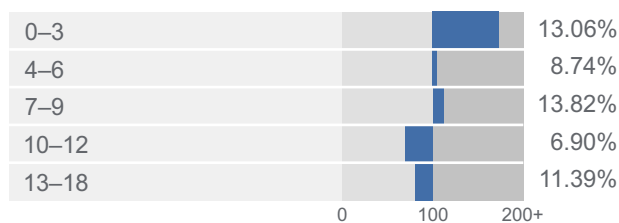
Head of household education



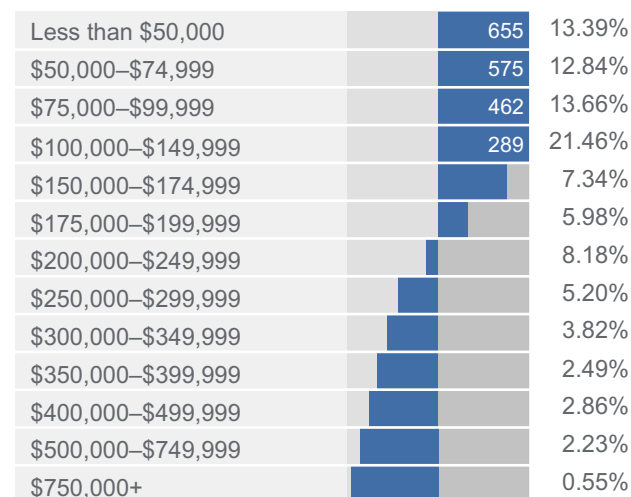
Estimated household income



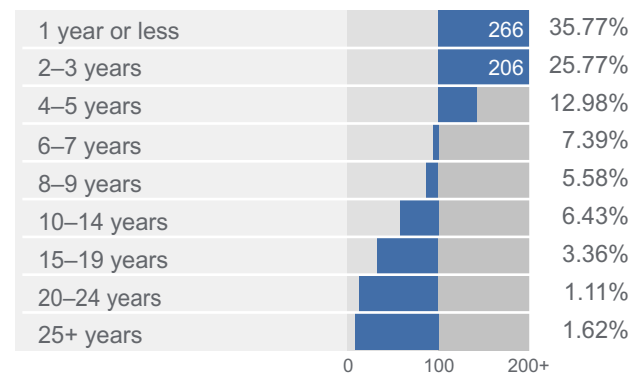
Age of children



Estimated current home value



Length of residency



S

Thrifty Habits

Cost-conscious adults living alone in urban areas

🏠 2.77% | 1.97% 👤



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

Key Features

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



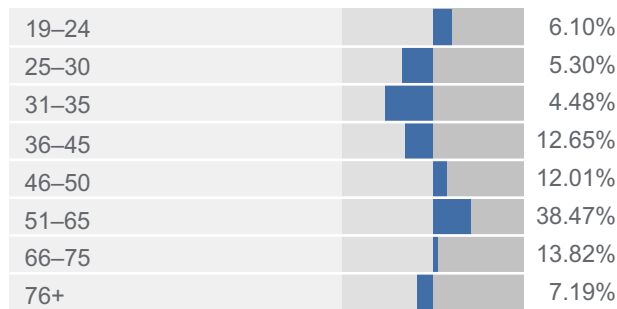
S

Thrifty Habits

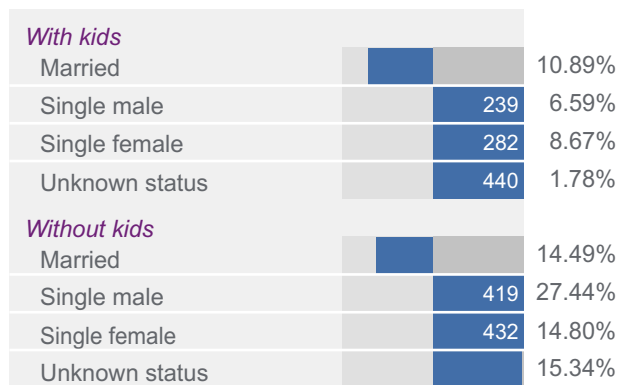
Cost-conscious adults living alone in urban areas

🏠 2.77% | 1.97% 👤

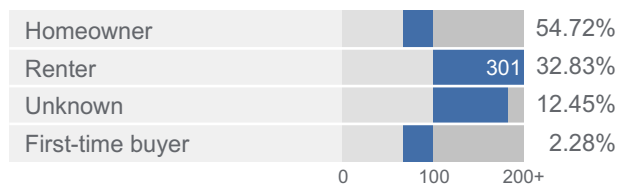
Head of household age



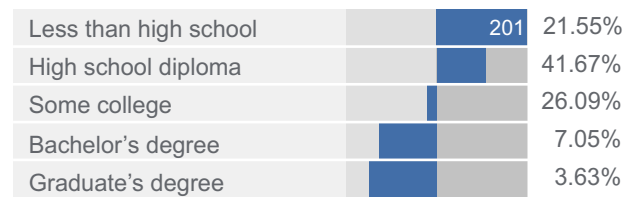
Family structure



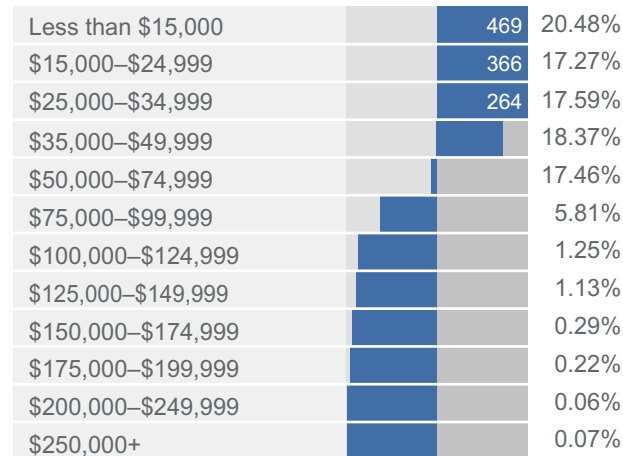
Home ownership



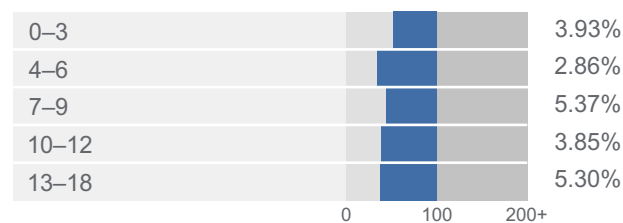
Head of household education



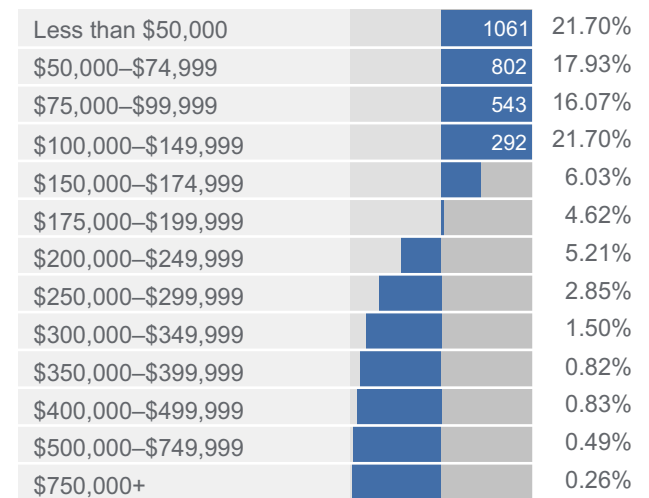
Estimated household income



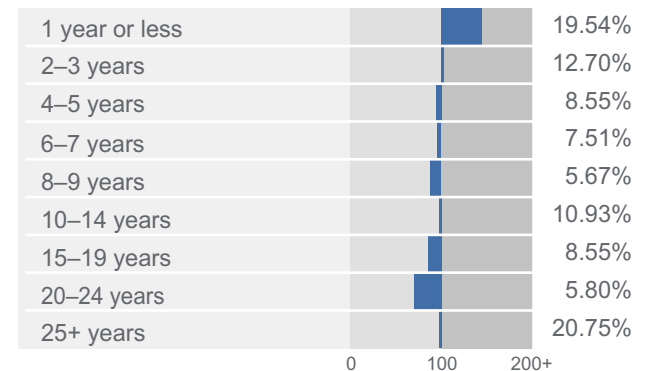
Age of children



Estimated current home value



Length of residency



A01 American Royalty

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

🏠 2.26% | 3.34% 👤



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%

Home ownership 🤝

Homeowner

113 | 92.6%

Age of children 🍼

13–18

129 | 18.2%

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

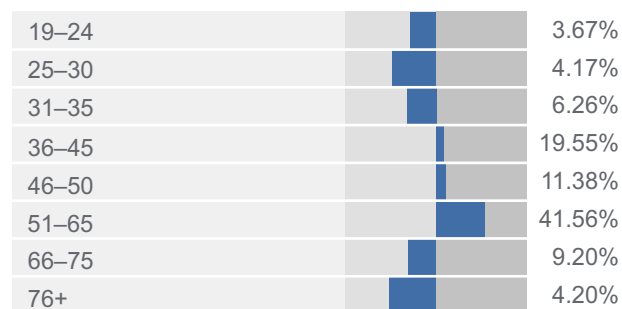
A01

American Royalty

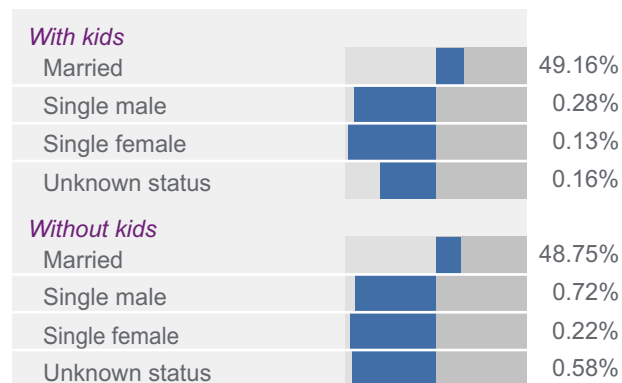
Affluent, influential and successful couples and families living in prestigious suburbs

🏠 2.26% | 3.34% 👤

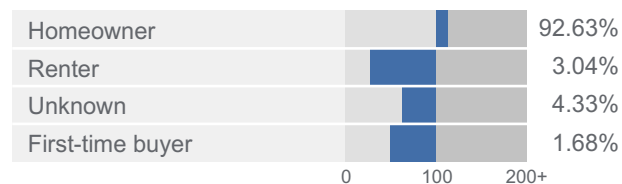
Head of household age



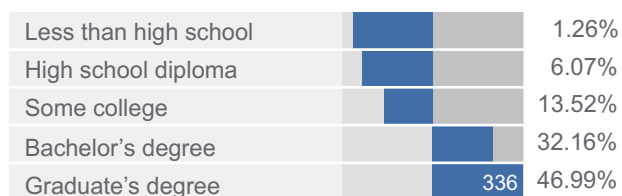
Family structure



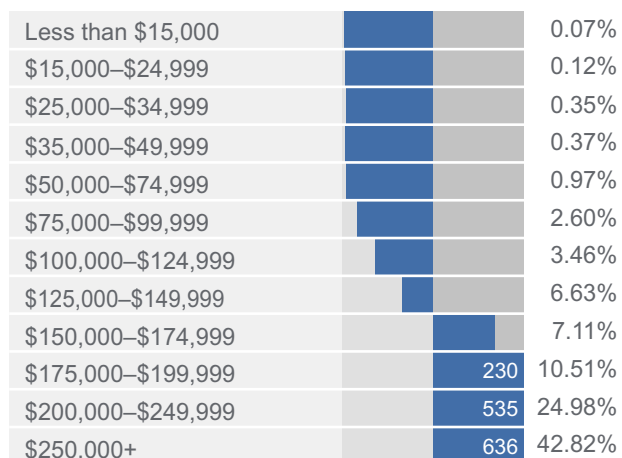
Home ownership



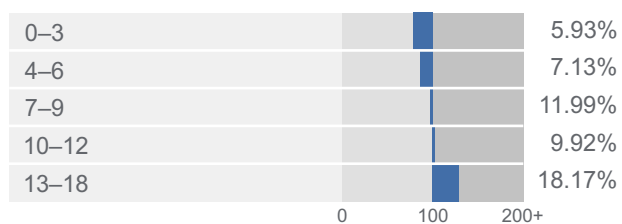
Head of household education



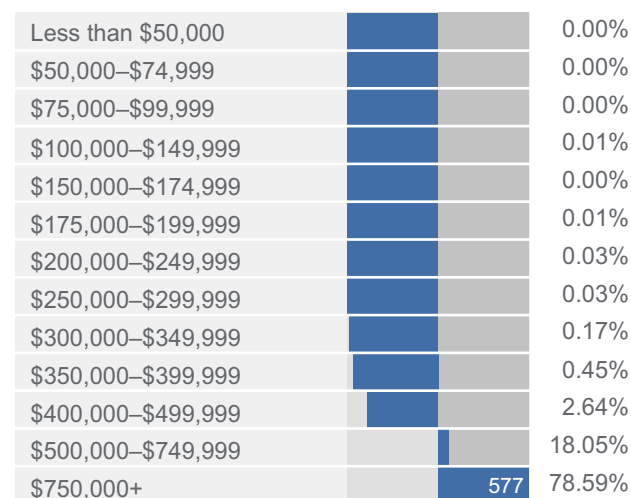
Estimated household income



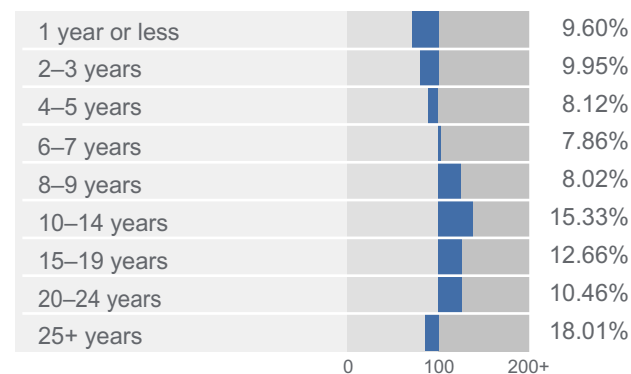
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Homeowner

115 | 94.2%

Age of children 🍼

13–18

14 | 1.9%

Channel Preference



51



127



4



49



358



160

Technology Adoption



Apprentices

Key Features

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

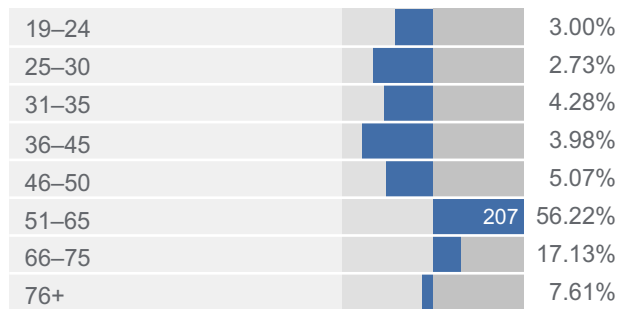


A02 Platinum Prosperity

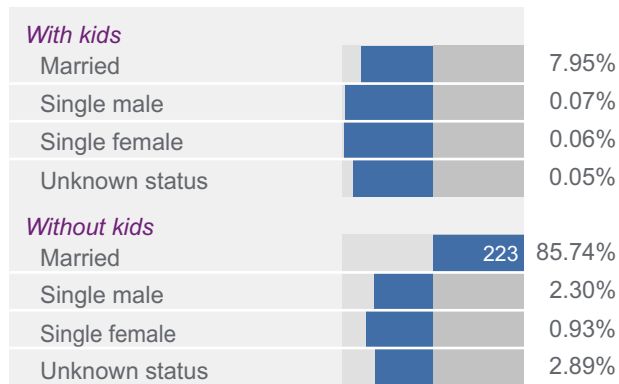
Wealthy and established empty-nesting couples residing in lavish suburban homes

🏠 0.72% | 1.01% 👤

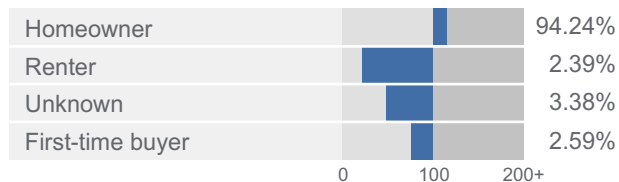
Head of household age



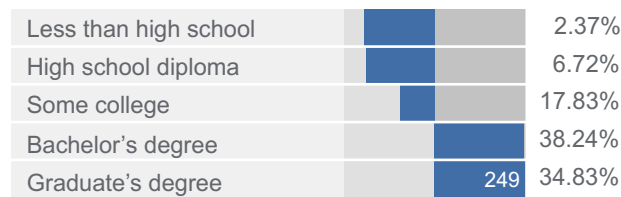
Family structure



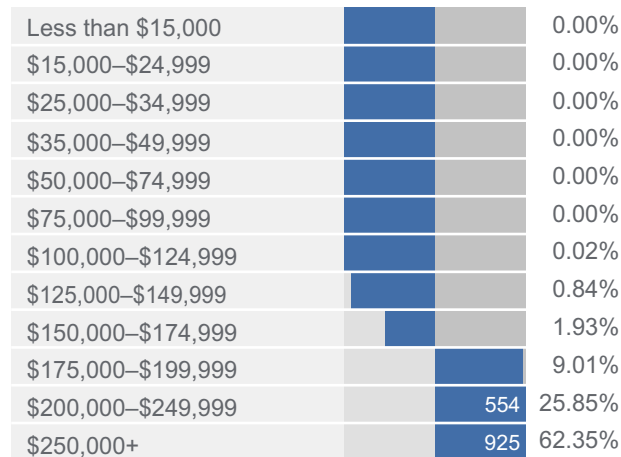
Home ownership



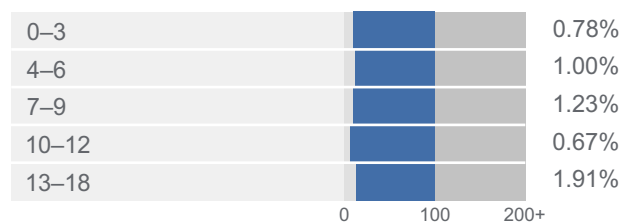
Head of household education



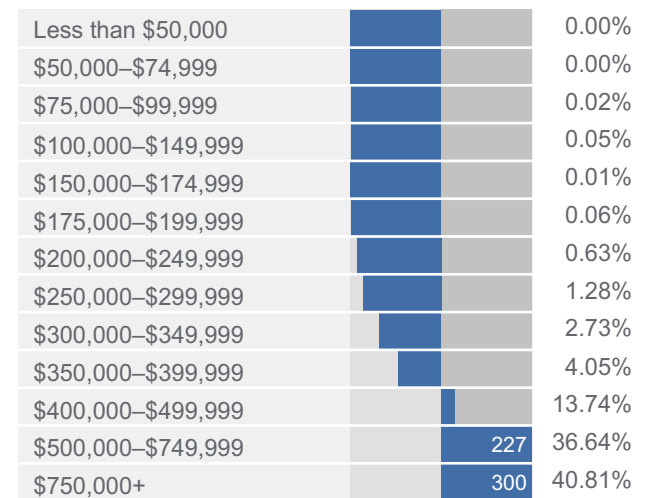
Estimated household income



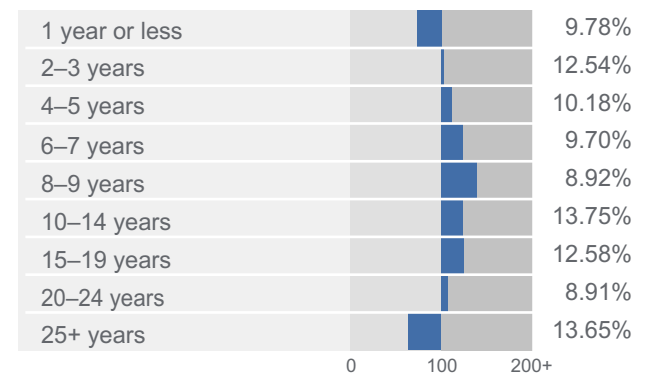
Age of children



Estimated current home value



Length of residency



A03 Kids and Cabernet

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

🏠 0.74% | 0.97% 👤



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

Key Features

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



A

A01

A02

A03

A04

A05

A06

A03

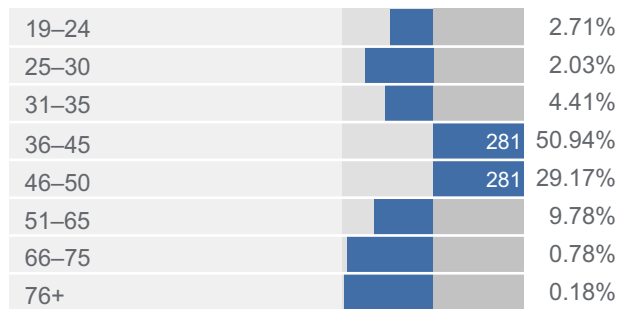
Kids and Cabernet

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

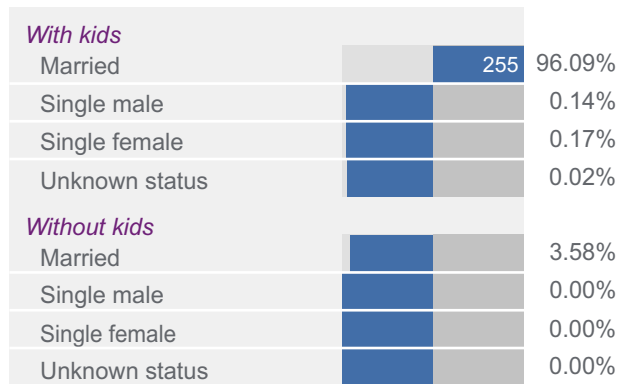
0.74% | 0.97%



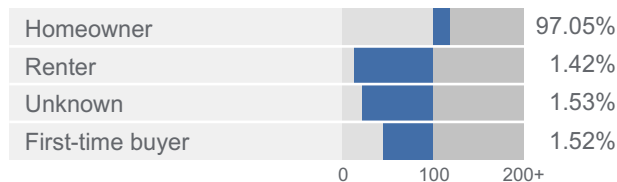
Head of household age



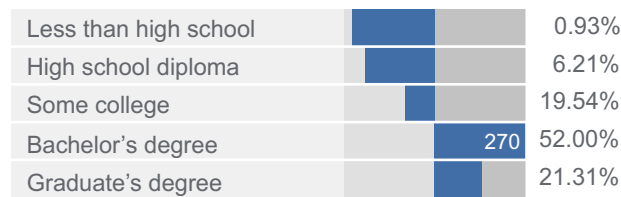
Family structure



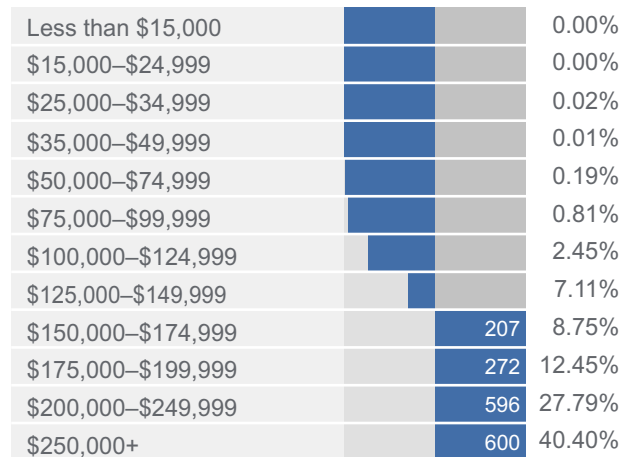
Home ownership



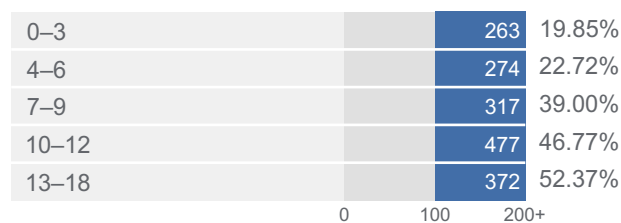
Head of household education



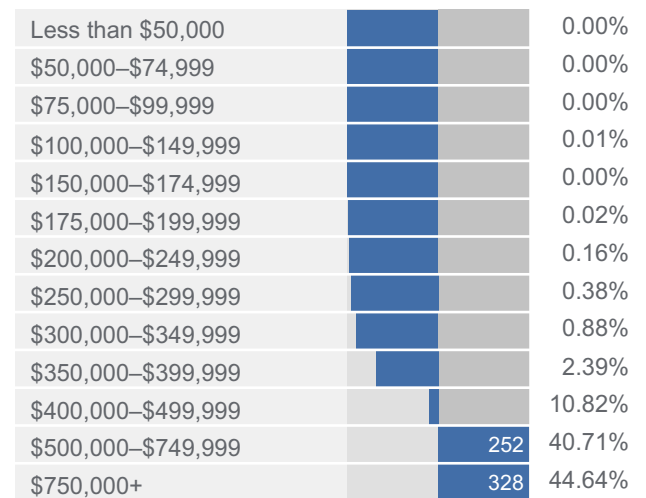
Estimated household income



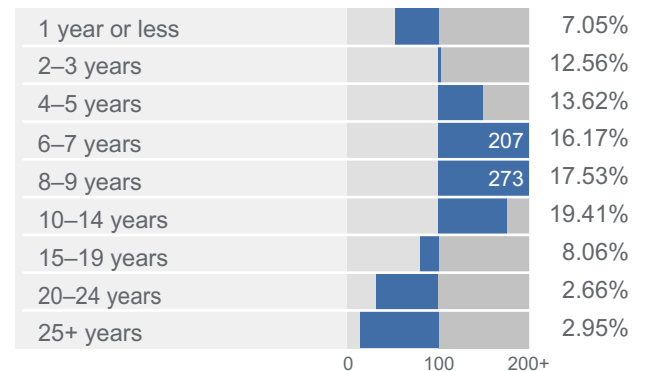
Age of children



Estimated current home value



Length of residency



A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

🏠 0.88% | 1.42% 👤



Who We Are

Head of household age 🎂

51–65

142 | 38.6%

Type of property 🏠

Single family

112 | 99.0%

Est. Household income 💰

\$250,000+

443 | 29.8%

Household size 👤

5+ persons

217 | 31.6%

Home ownership 🤝

Homeowner

117 | 96.5%

Age of children 🍼

13–18

334 | 46.9%

Channel Preference



57



116



6



68



328



251

Technology Adoption



Apprentices

Key Features

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

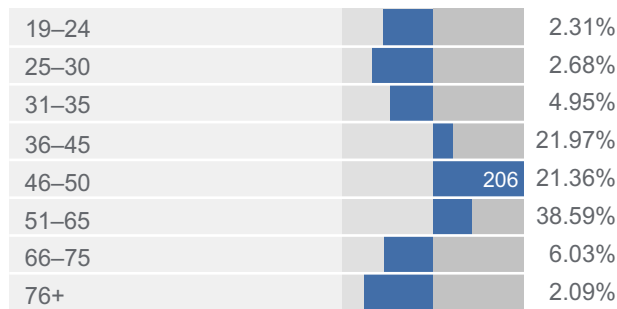


A04 Picture Perfect Families

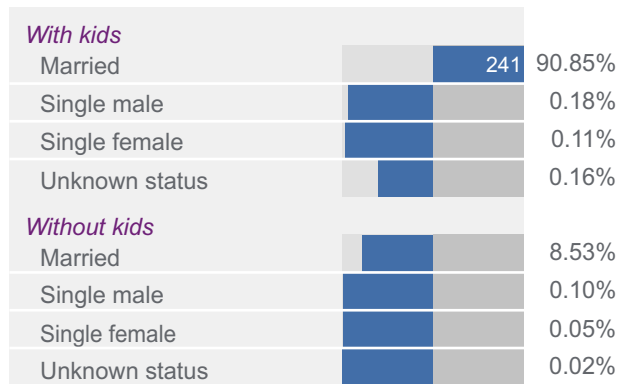
Established families on the go, living in wealthy suburbs

🏠 0.88% | 1.42% 👤

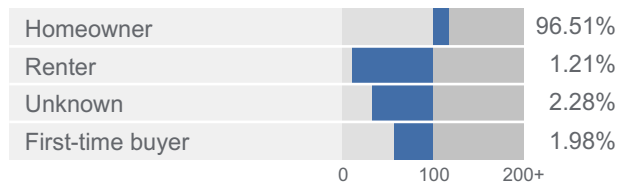
Head of household age



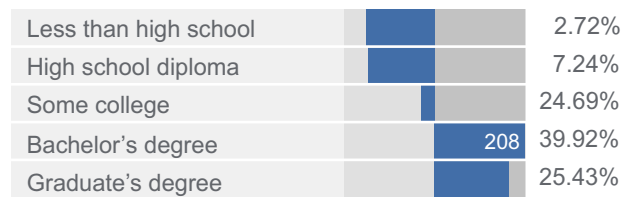
Family structure



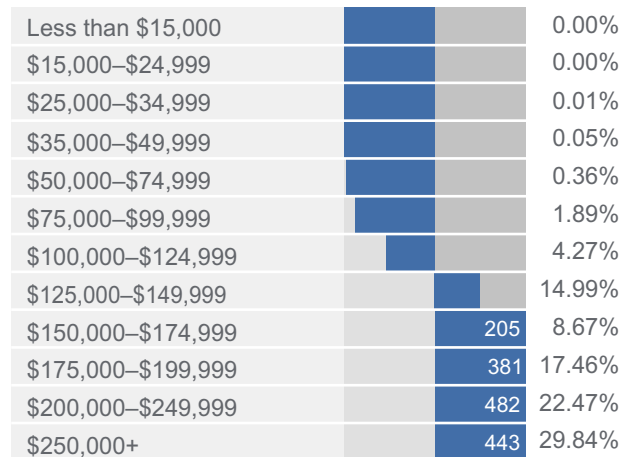
Home ownership



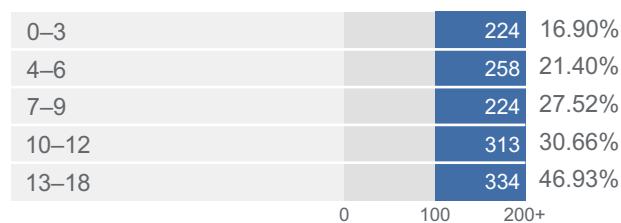
Head of household education



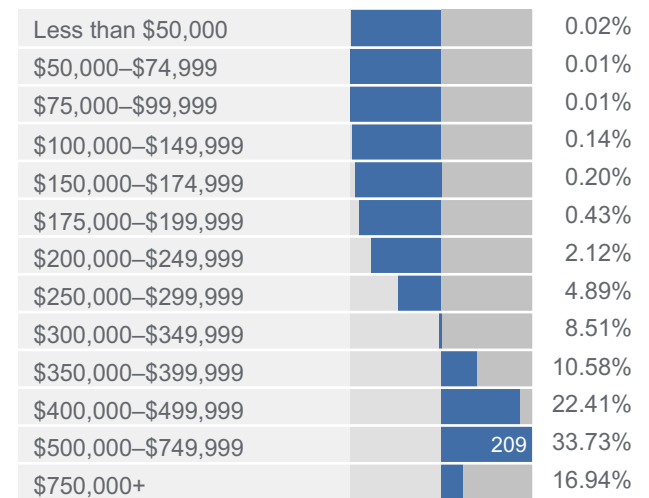
Estimated household income



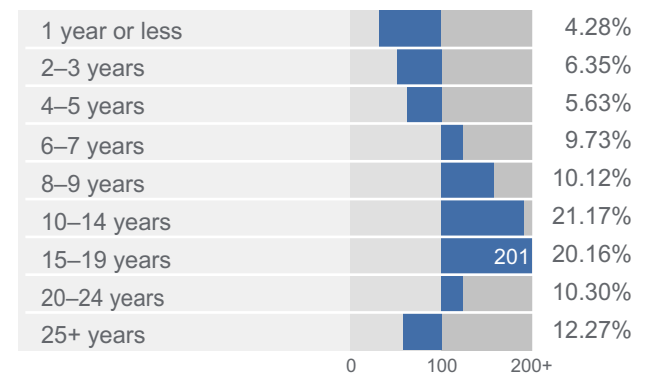
Age of children



Estimated current home value



Length of residency



A05 Couples with Clout

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

🏠 1.85% | 1.62% 👤



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%

Home ownership 🤝

Homeowner

113 | 92.6%

Age of children 🍼

7–9

104 | 12.8%

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



A

A01

A02

A03

A04

A05

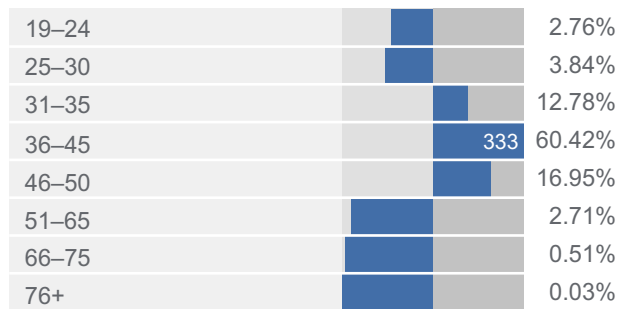
A06

A05 Couples with Clout

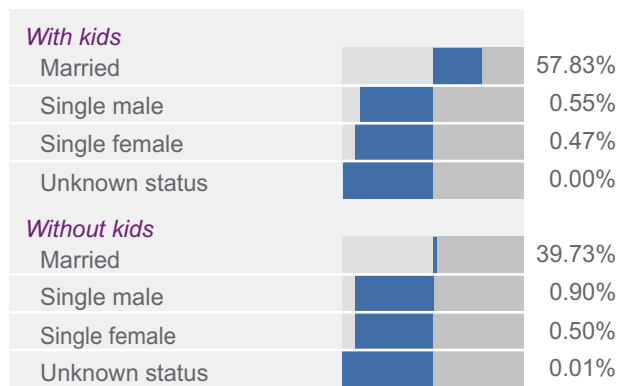
Highly-educated mobile couples living life to the fullest in affluent neighborhoods

1.85% | 1.62%

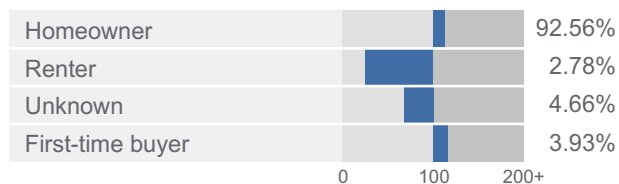
Head of household age



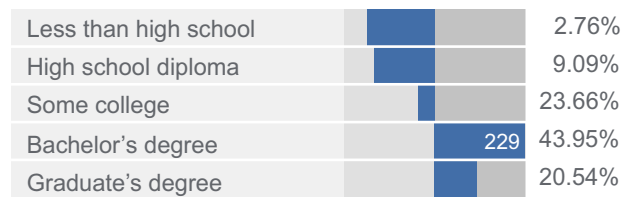
Family structure



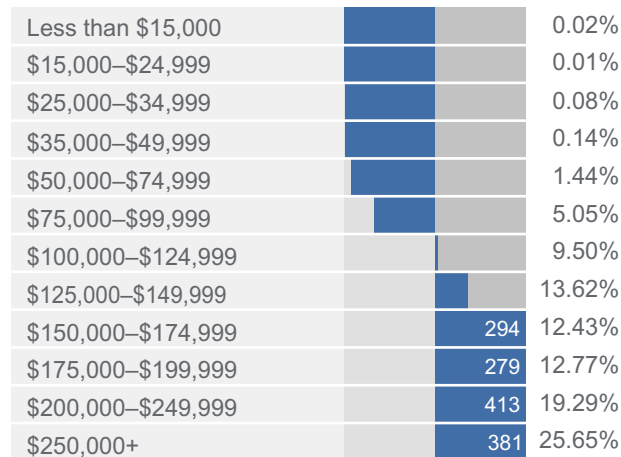
Home ownership



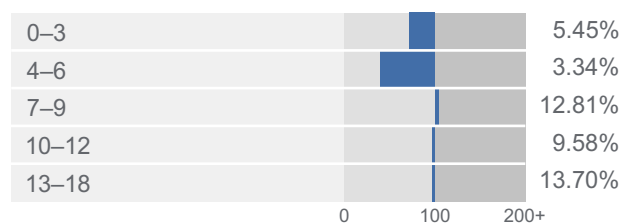
Head of household education



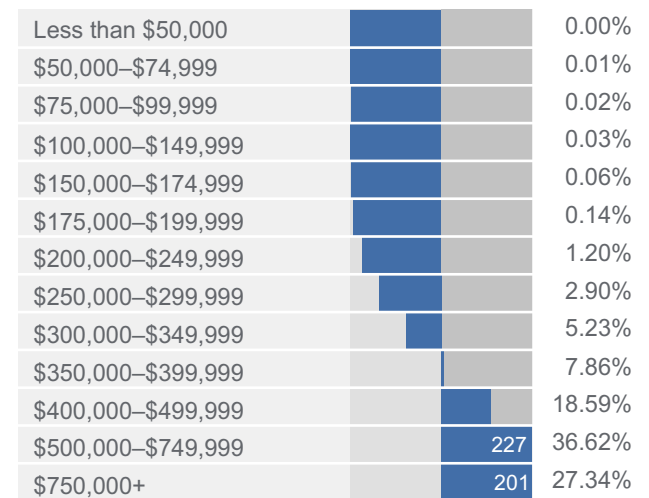
Estimated household income



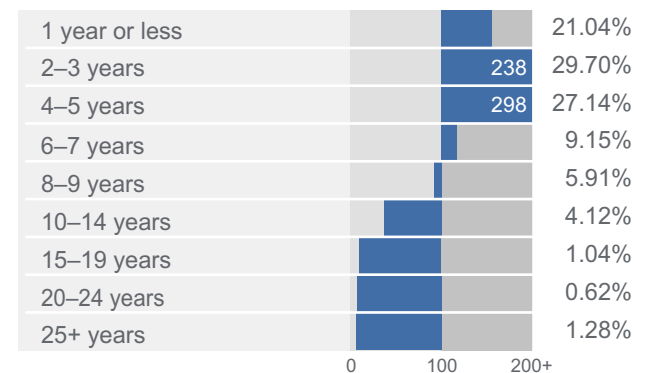
Age of children



Estimated current home value



Length of residency



A06 Jet Set Urbanites

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

🏠 0.98% | 0.79% 👤



Who We Are

Head of household age 🎂

36–45

131 | 23.8%

Type of property 🏠

Multi-family: 101+ units

2894 | 40.0%

Est. Household income 💰

\$250,000+

510 | 34.3%

Household size 👤

1 person

166 | 54.4%

Home ownership 🤝

Unknown

296 | 20.3%

Age of children 🍼

0–3

36 | 2.7%

Channel Preference



148



20



28



226



425



118

Technology Adoption



Journeymen

Key Features

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



A

A01

A02

A03

A04

A05

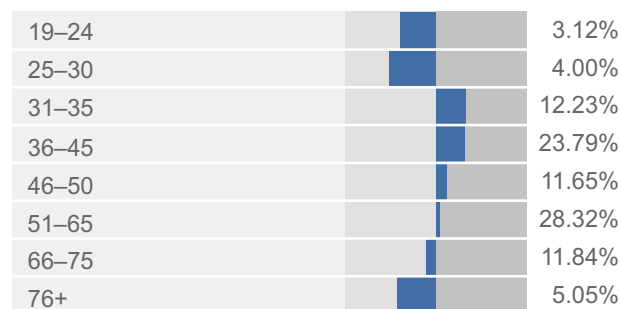
A06

A06 Jet Set Urbanites

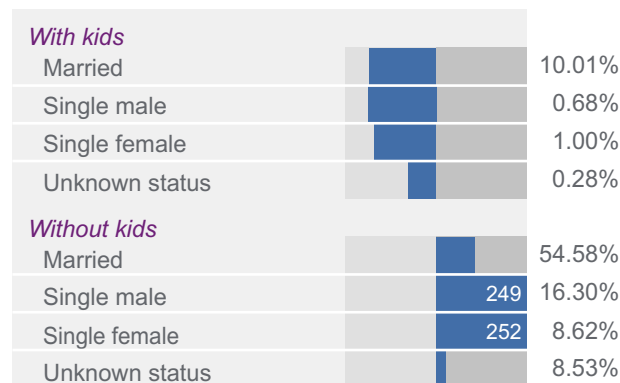
Upscale singles and couples living high-rise fashionable lives; city-style

🏠 0.98% | 0.79% 👤

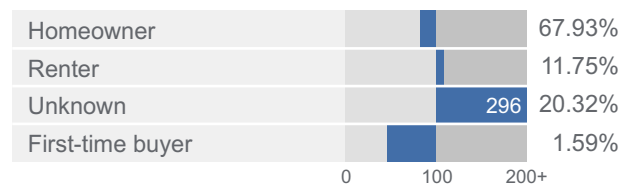
Head of household age



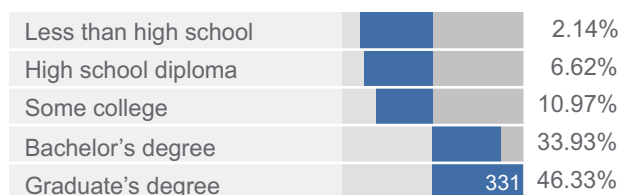
Family structure



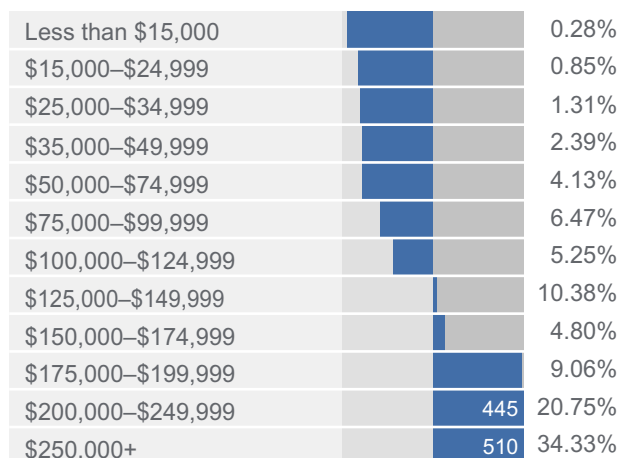
Home ownership



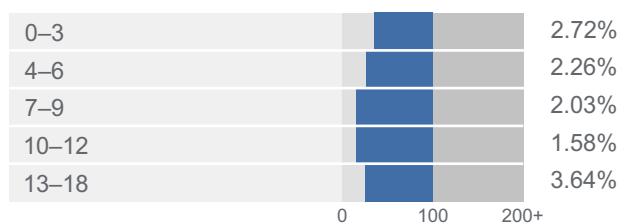
Head of household education



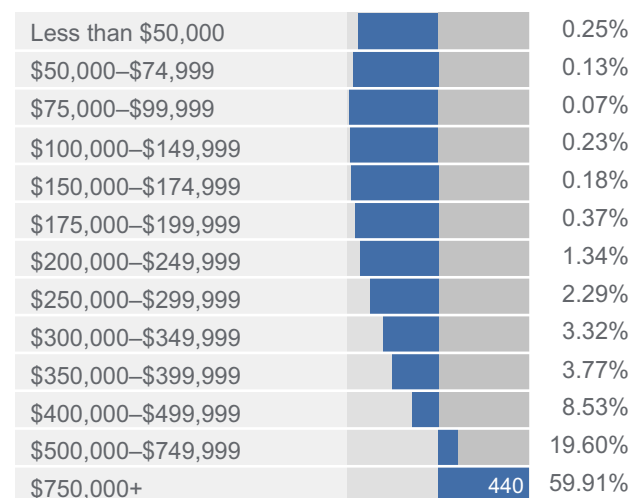
Estimated household income



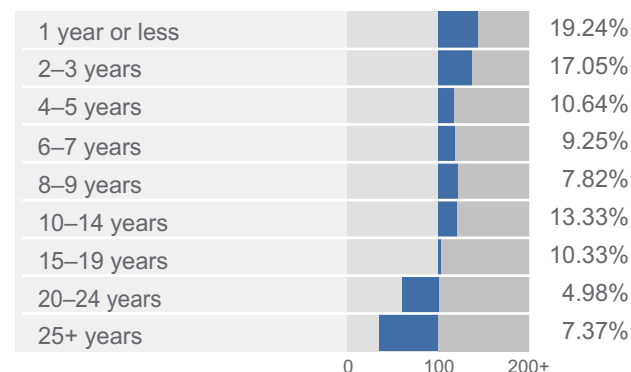
Age of children



Estimated current home value



Length of residency



B07 Across the Ages

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

🏠 1.46% | 2.31% 👤



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%

Household size 👤

5+ persons

210 | 30.5%

Home ownership 🤝

Homeowner

116 | 95.1%

Age of children 🍼

13–18

208 | 29.3%

Channel Preference



98



107



18



116



215



207

Technology Adoption



Journeymen

Key Features

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

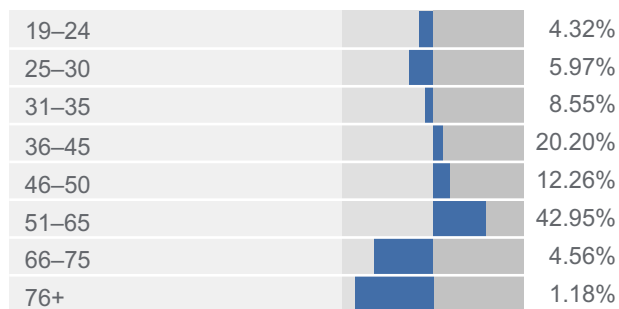


B07 Across the Ages

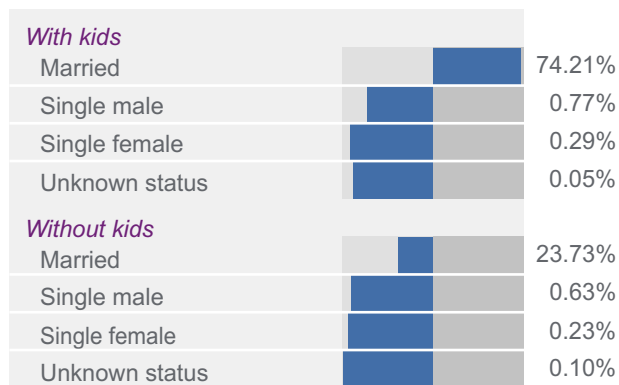
Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia

🏠 1.46% | 2.31% 👤

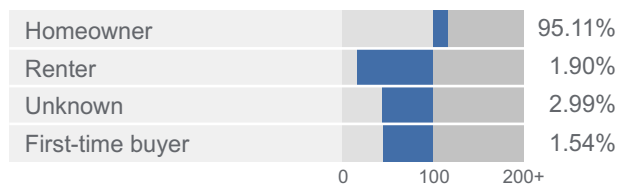
Head of household age



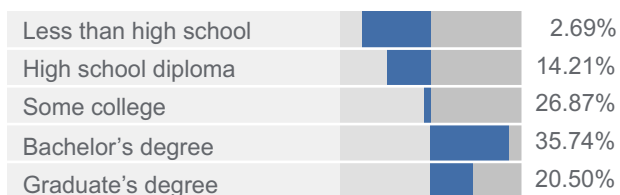
Family structure



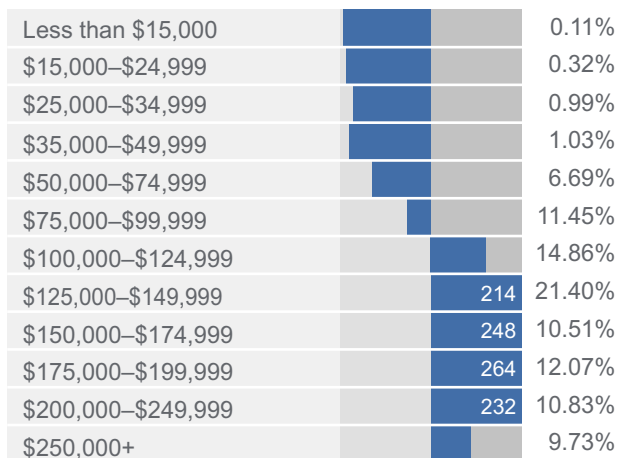
Home ownership



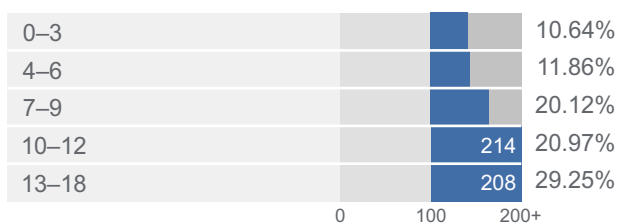
Head of household education



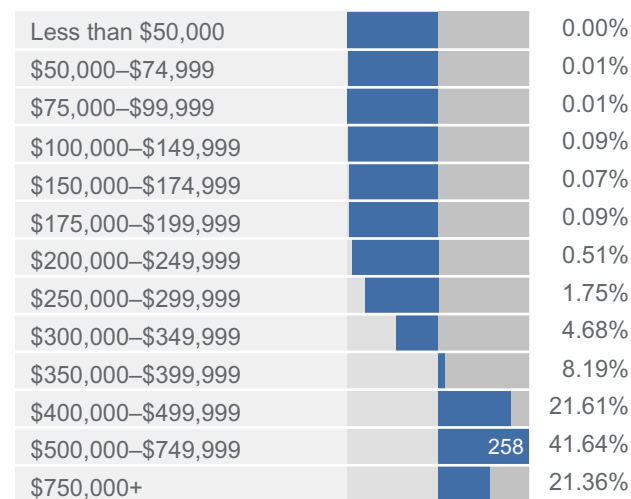
Estimated household income



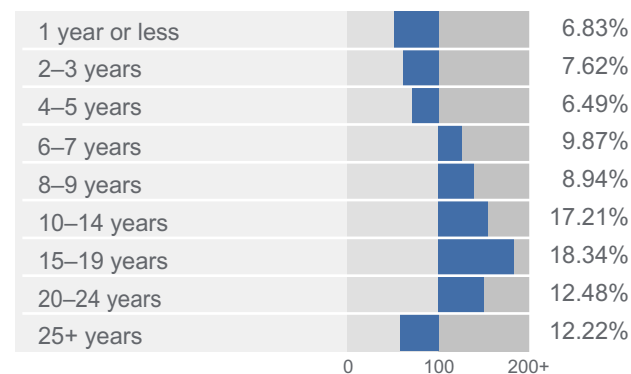
Age of children



Estimated current home value



Length of residency



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%

Home ownership



Homeowner

116 | 95.7%

Age of children



10–12

647 | 63.5%

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



B08

Babies and Bliss

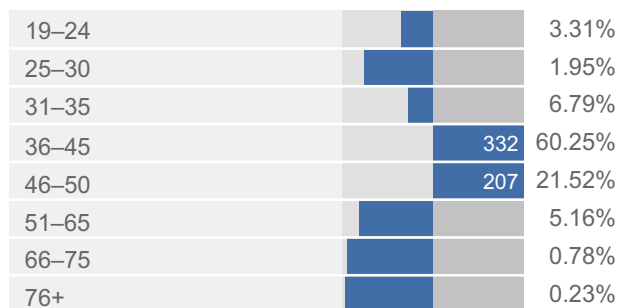
Middle-aged couples with families and active lives in affluent suburbia



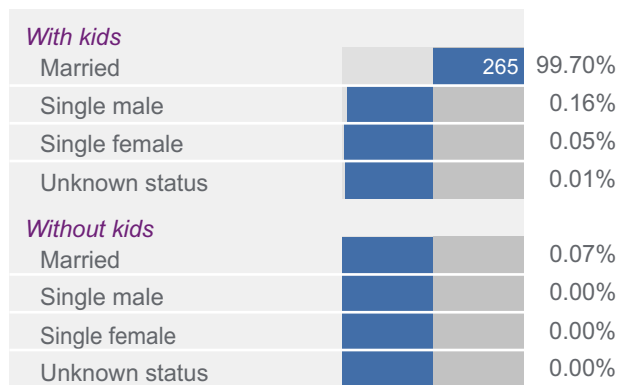
0.8% | 1.01%



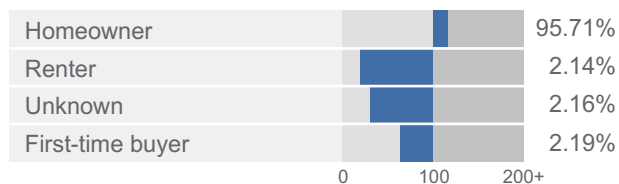
Head of household age



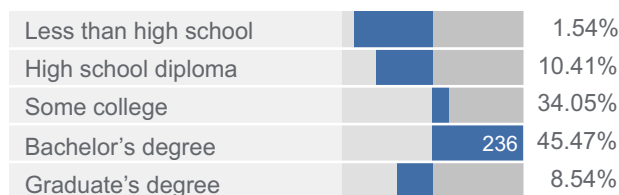
Family structure



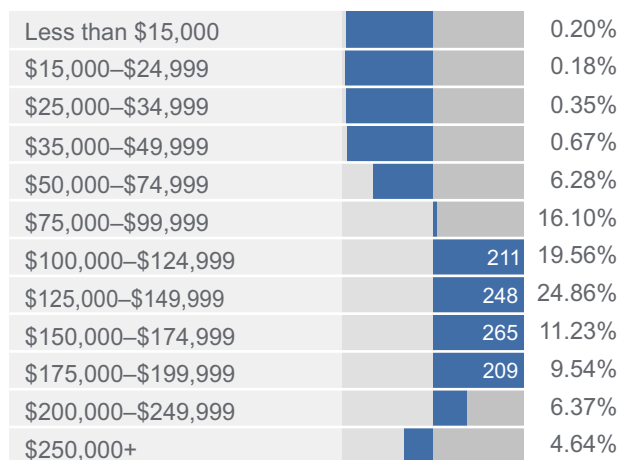
Home ownership



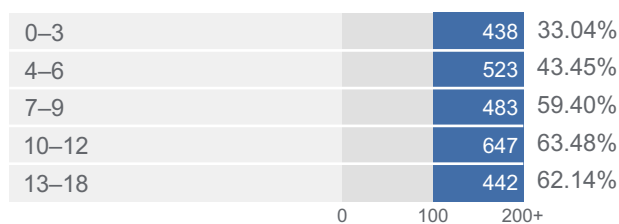
Head of household education



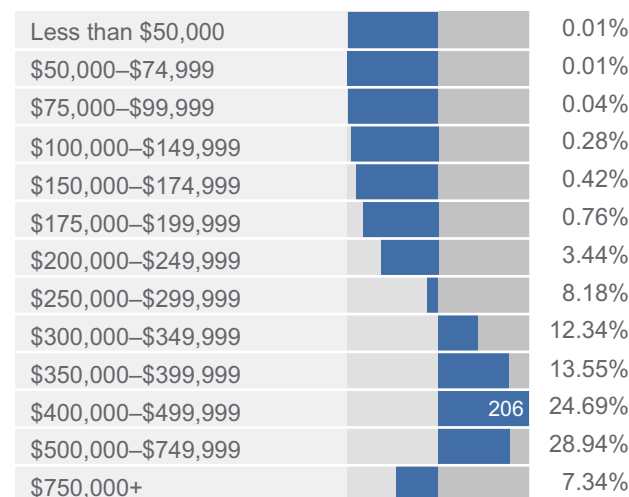
Estimated household income



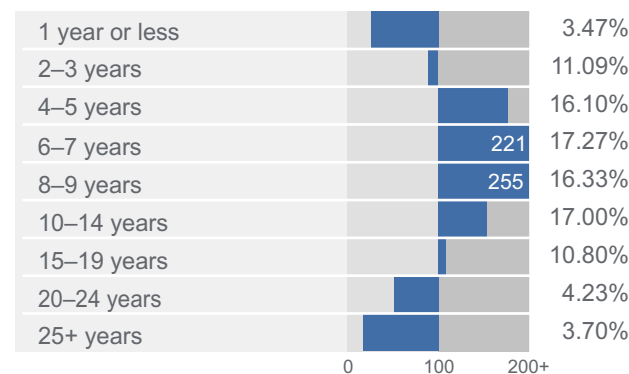
Age of children



Estimated current home value



Length of residency



B09 Family Fun-tastic

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

🏠 0.86% | 1.18% 👤



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%

Home ownership 🤝

Homeowner

115 | 94.4%

Age of children 🍼

13–18

183 | 25.7%

Channel Preference



82



86



15



76



147



181

Technology Adoption



Apprentices

Key Features

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

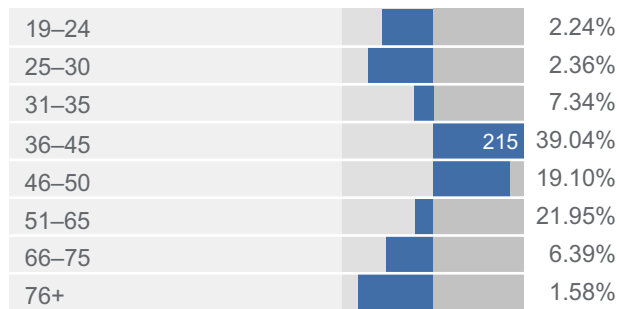


B09 Family Fun-tastic

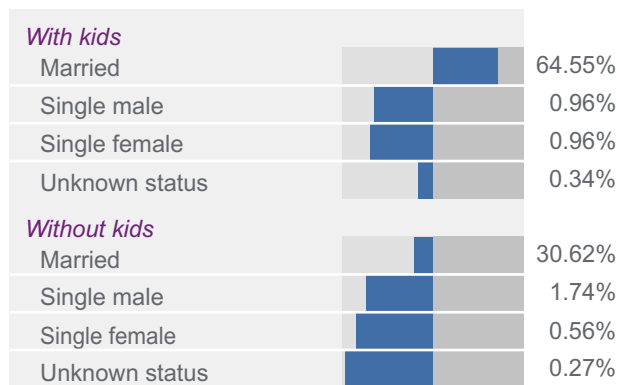
Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities

0.86% | 1.18%

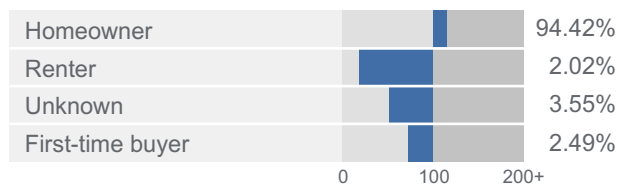
Head of household age



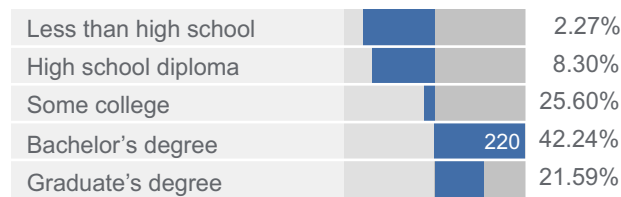
Family structure



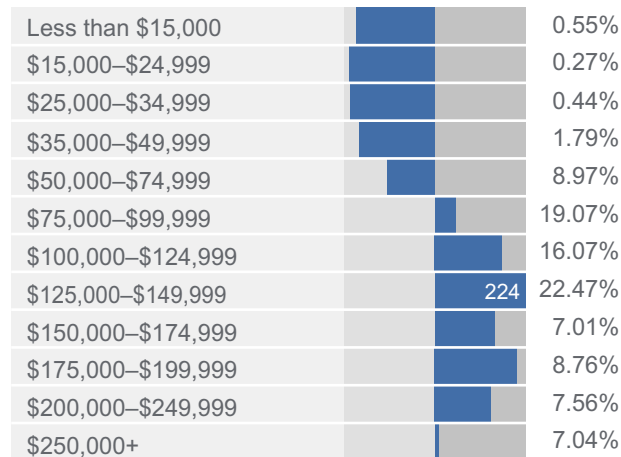
Home ownership



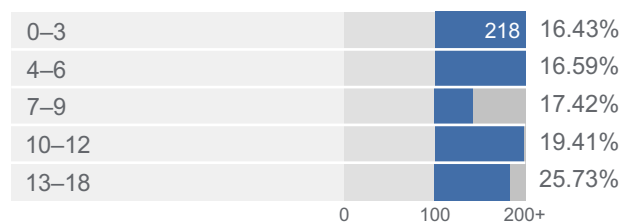
Head of household education



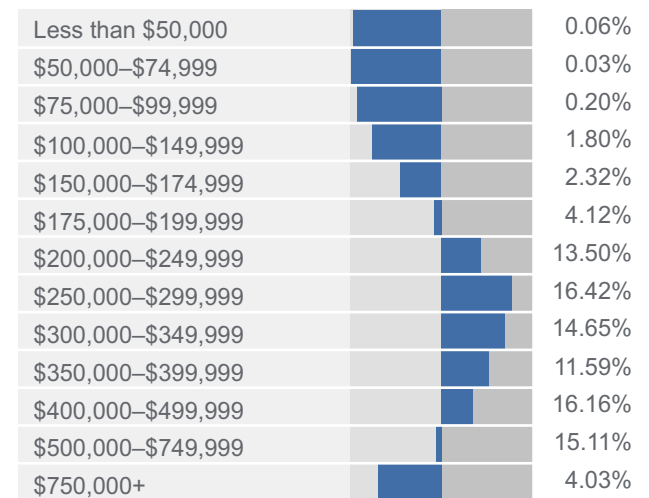
Estimated household income



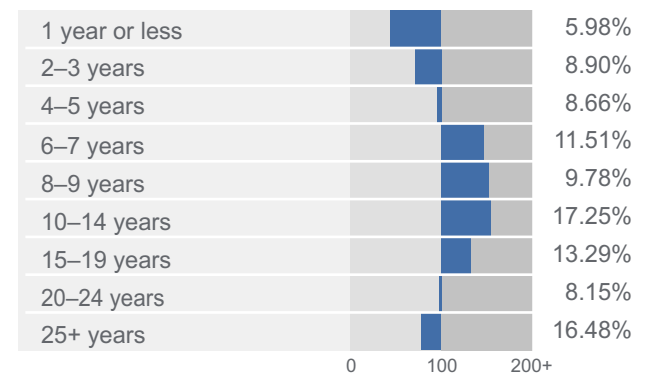
Age of children



Estimated current home value



Length of residency



B10

Cosmopolitan Achievers

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

🏠 1.73% | 2.09% 👤



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%

Home ownership 🤝

Homeowner

103 | 84.8%

Age of children 🍼

13–18

84 | 11.9%

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



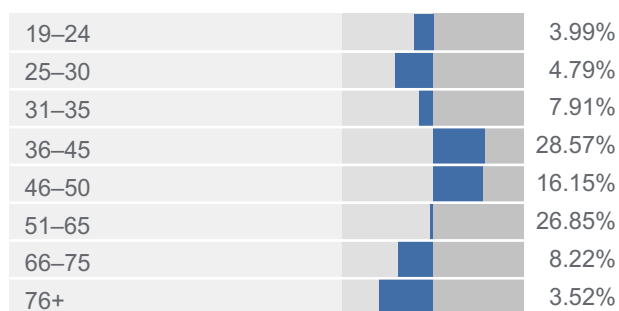
B10

Cosmopolitan Achievers

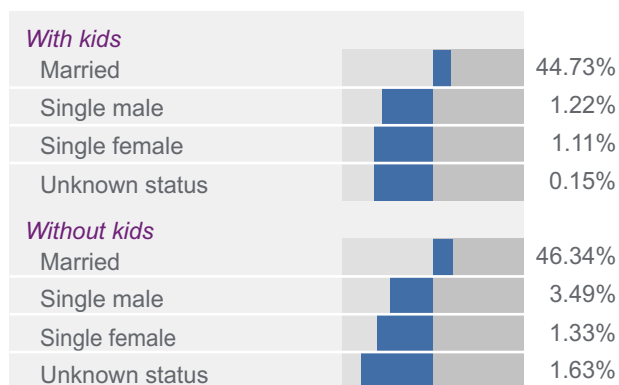
Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

1.73% | 2.09%

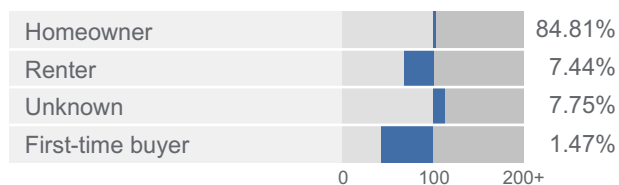
Head of household age



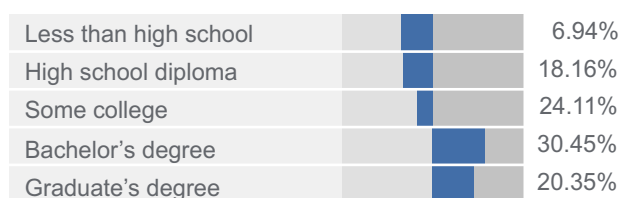
Family structure



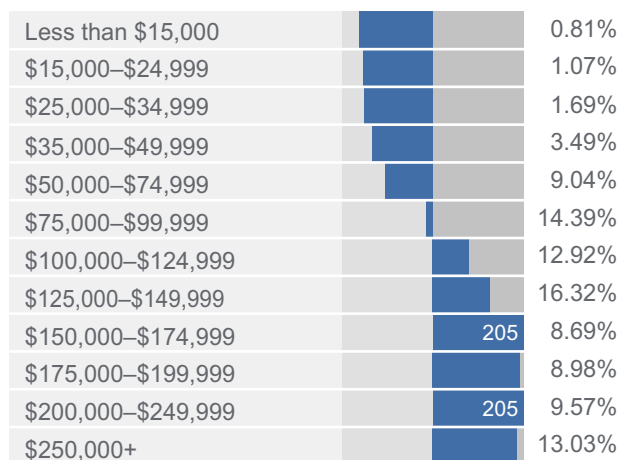
Home ownership



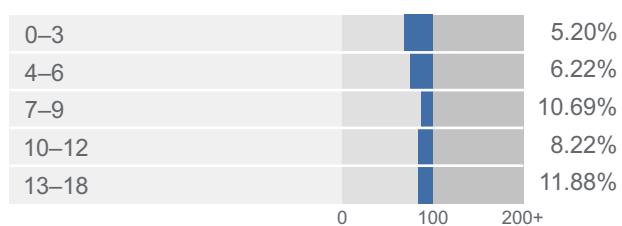
Head of household education



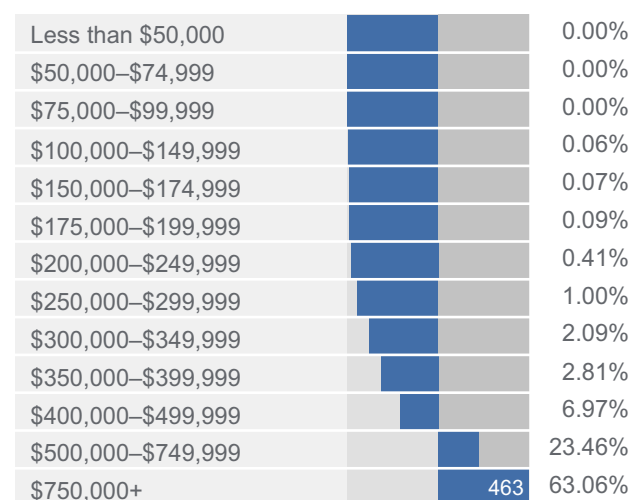
Estimated household income



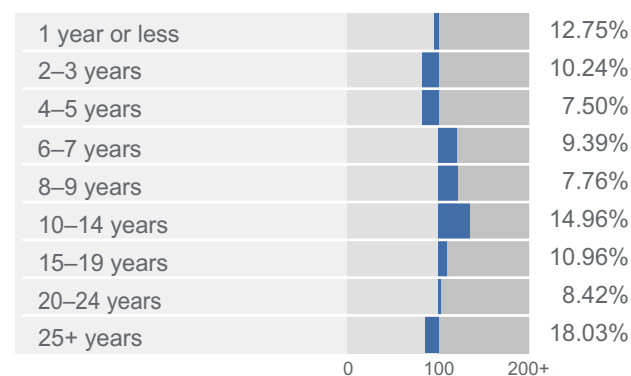
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Homeowner

118 | 97.1%

Age of children 🍼

13–18

4 | 0.5%

Channel Preference



13



124



1



10



147



168

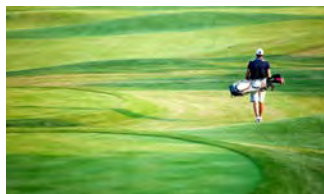
Technology Adoption



Apprentices

Key Features

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

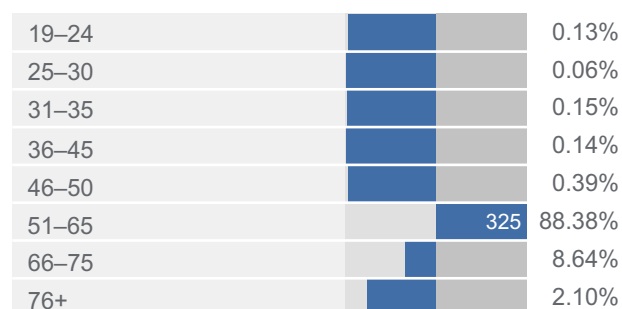


C11 Sophisticated City Dwellers

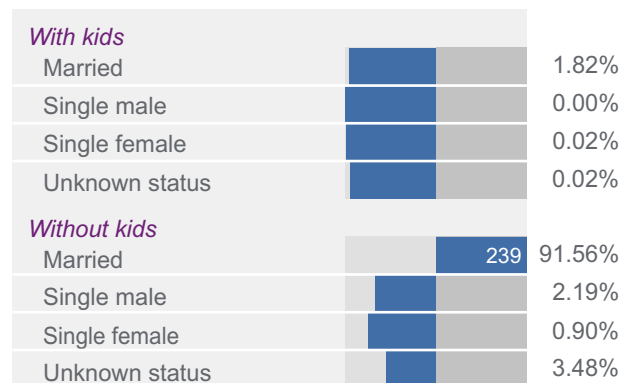
Wealthy boomer-aged couples living in cities and closed-in suburbs

🏠 2.11% | 3.2% 👤

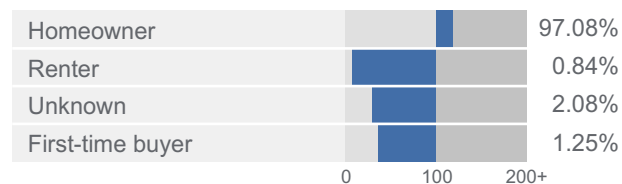
Head of household age



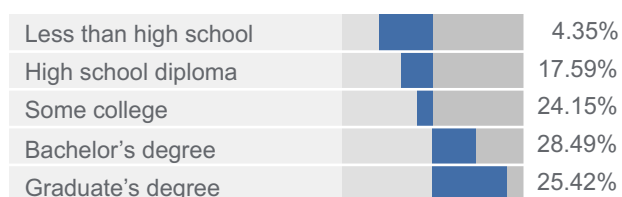
Family structure



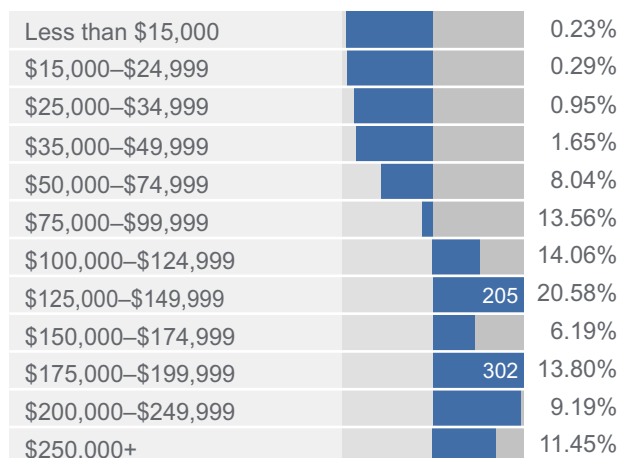
Home ownership



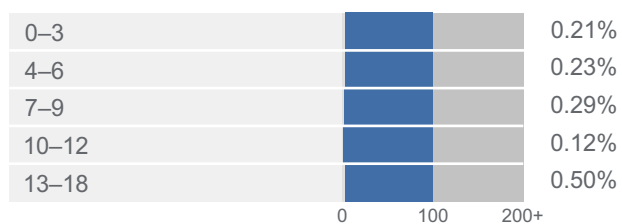
Head of household education



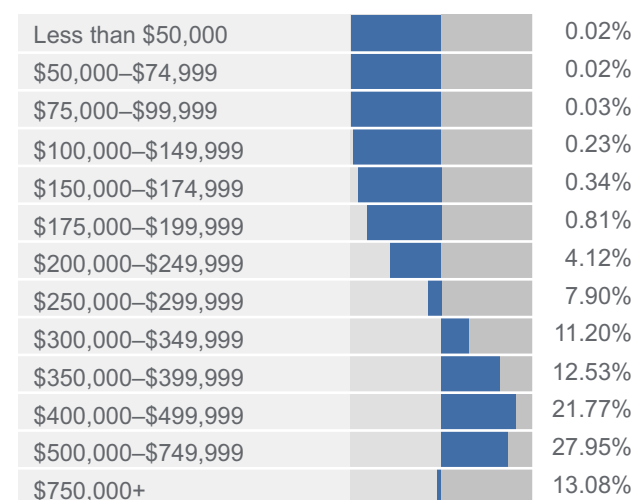
Estimated household income



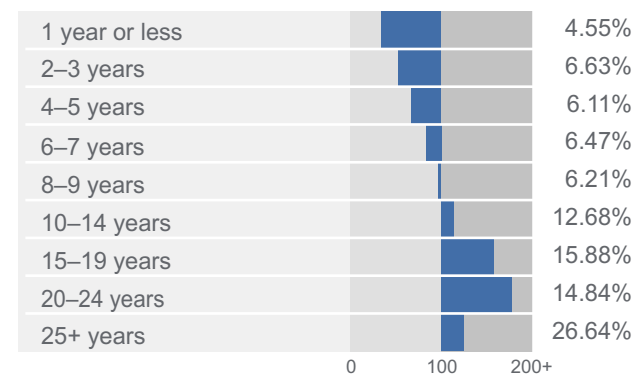
Age of children



Estimated current home value



Length of residency



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%

Home ownership



Homeowner

104 | 85.9%

Age of children



4–6

13 | 1.1%

Channel Preference



42



228



0



16



225



48

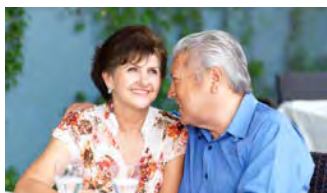
Technology Adoption



Novices

Key Features

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



C12

Golf Carts and Gourmets

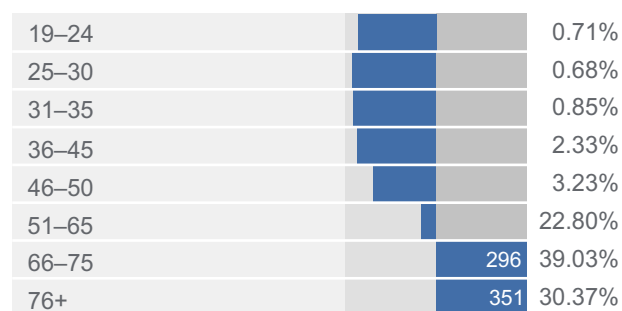
Thriving retirees and empty-nesters in comfortable communities



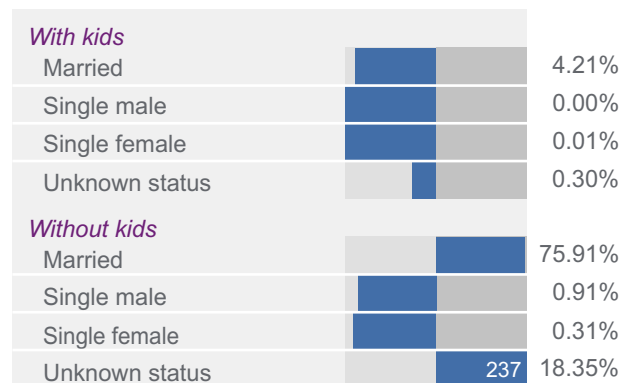
0.7% | 0.72%



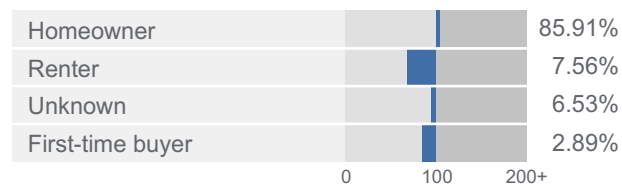
Head of household age



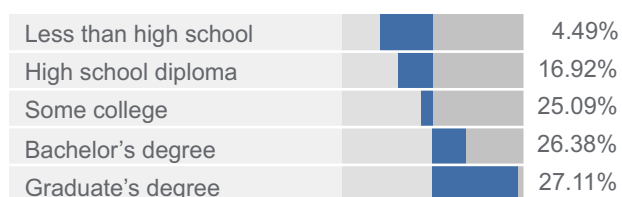
Family structure



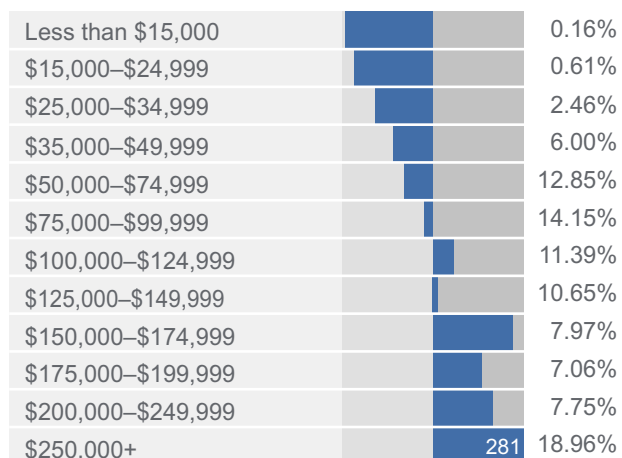
Home ownership



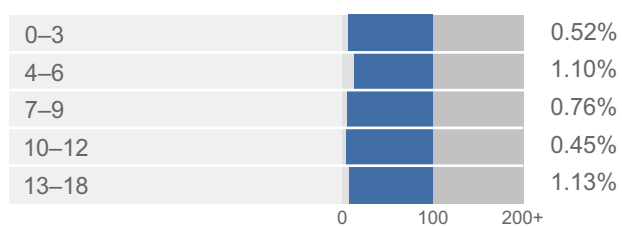
Head of household education



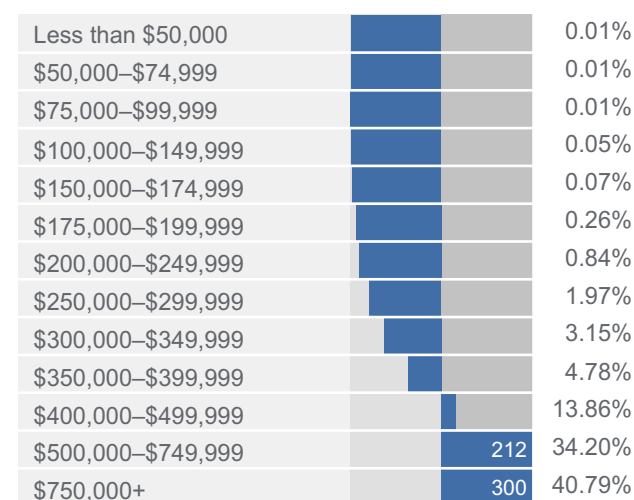
Estimated household income



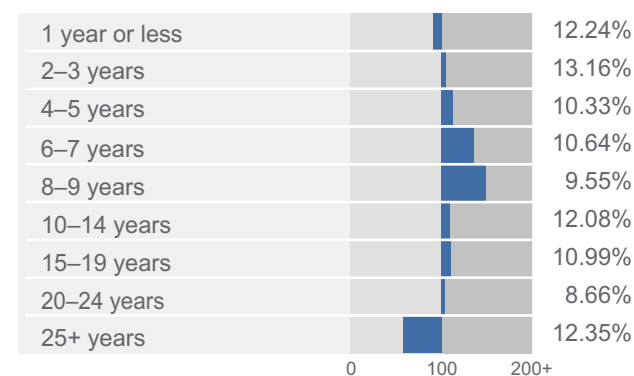
Age of children



Estimated current home value



Length of residency



C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

🏠 4.09% | 4.92% 👤



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

Key Features

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

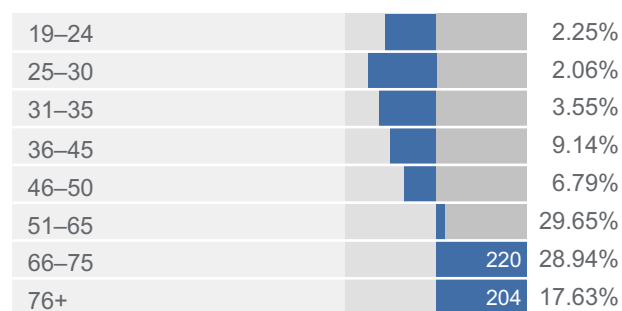


C13 Philanthropic Sophisticates

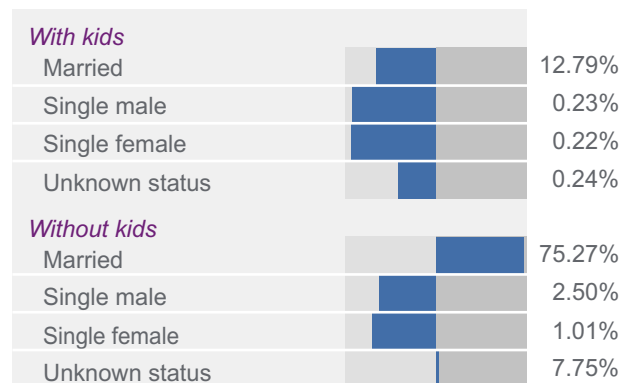
Mature, upscale couples in suburban homes

🏠 4.09% | 4.92% 👤

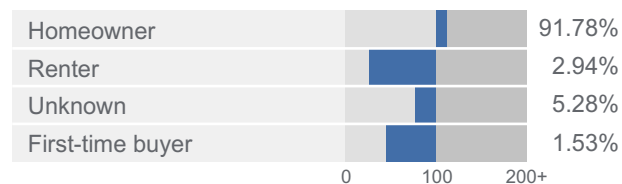
Head of household age



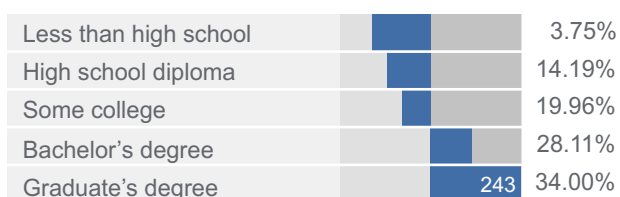
Family structure



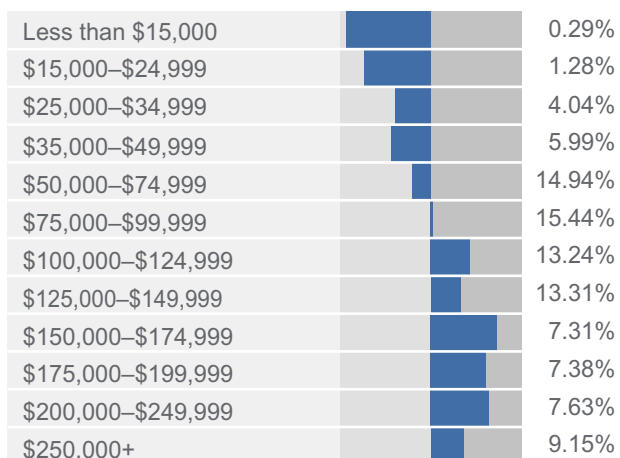
Home ownership



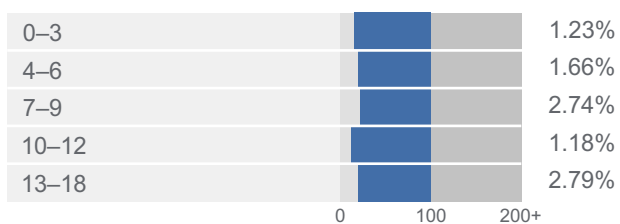
Head of household education



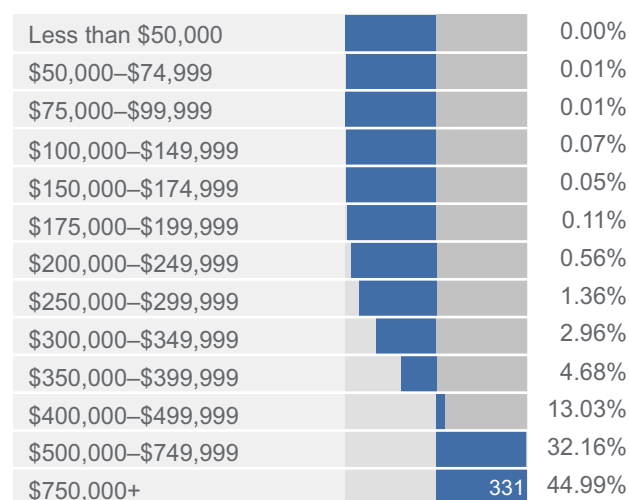
Estimated household income



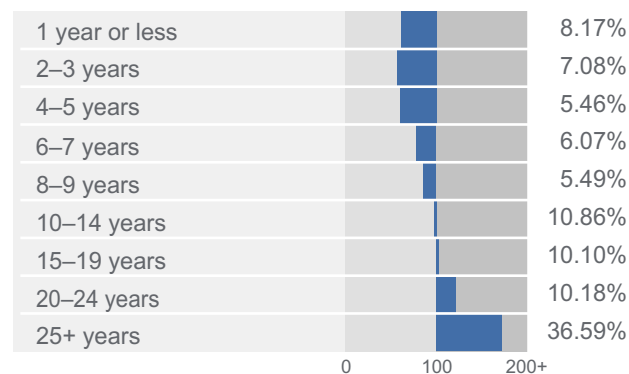
Age of children



Estimated current home value



Length of residency



C14 Boomers and Boomerangs

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

🏠 1.19% | 2.23% 👤



Who We Are

Head of household age 🎂

51–65

307 | 83.5%

Type of property 🏠

Single family

112 | 99.0%

Est. Household income 💰

\$125,000–\$149,999

195 | 19.6%

Household size 👤

5+ persons

294 | 42.8%

Home ownership 🤝

Homeowner

118 | 96.8%

Age of children 🍼

13–18

251 | 35.3%

Channel Preference



19



110



15



28



97



262

Technology Adoption



Apprentices

Key Features

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

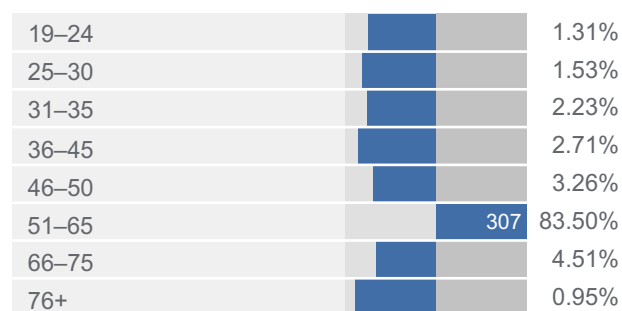


C14 Boomers and Boomerangs

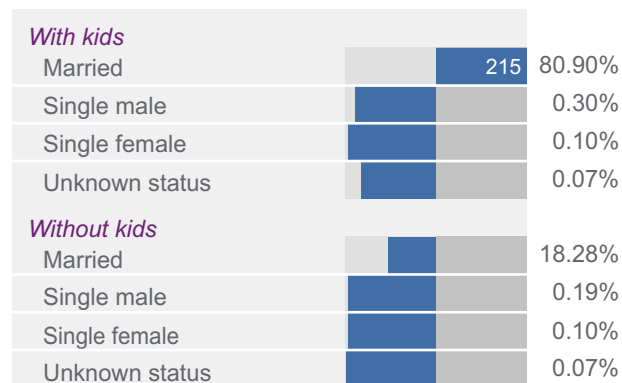
Baby boomer adults and their teenage and young adult children sharing suburban homes

🏠 1.19% | 2.23% 👤

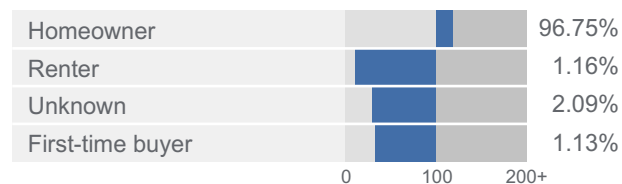
Head of household age



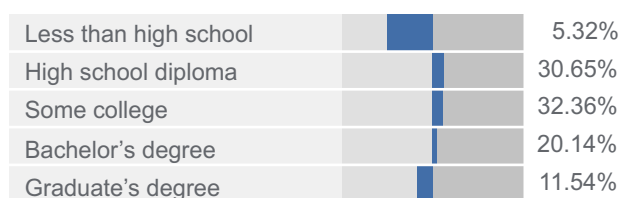
Family structure



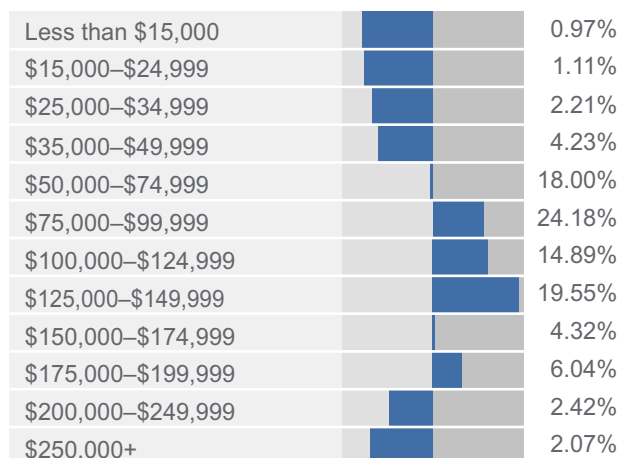
Home ownership



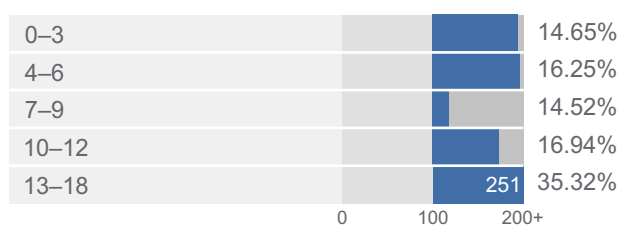
Head of household education



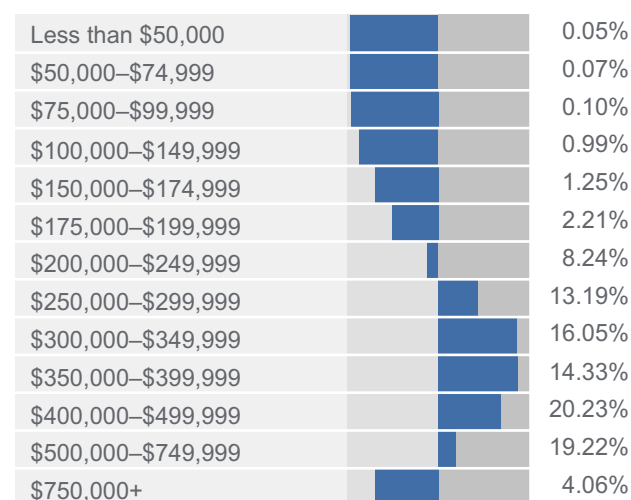
Estimated household income



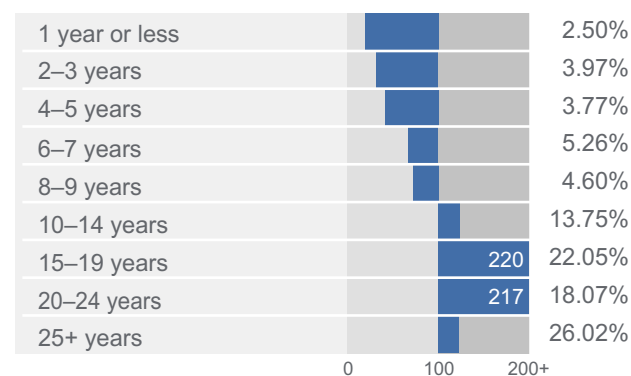
Age of children



Estimated current home value



Length of residency



D15 Sport Utility Families

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

🏠 1.42% | 1.8% 👤



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

Key Features

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

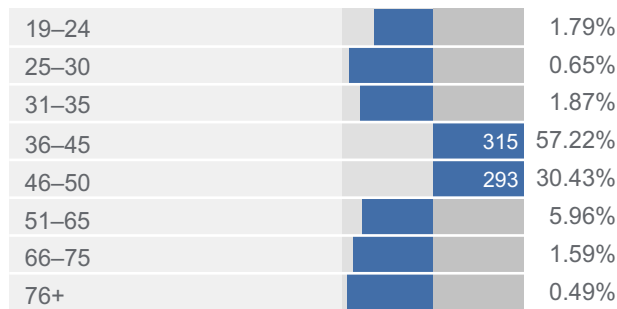


D15 Sport Utility Families

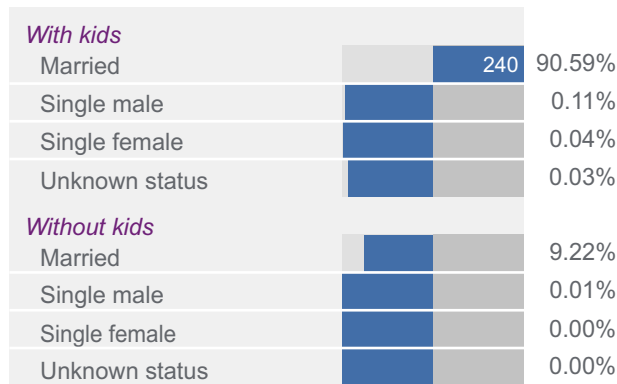
Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs

🏠 1.42% | 1.8% 👤

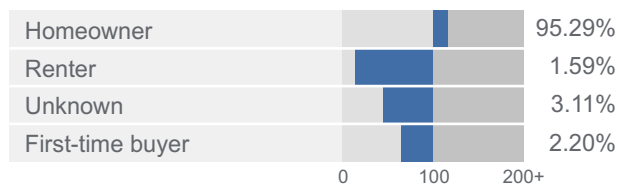
Head of household age



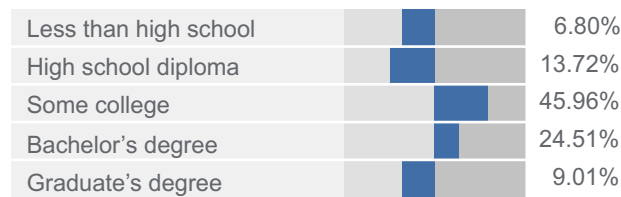
Family structure



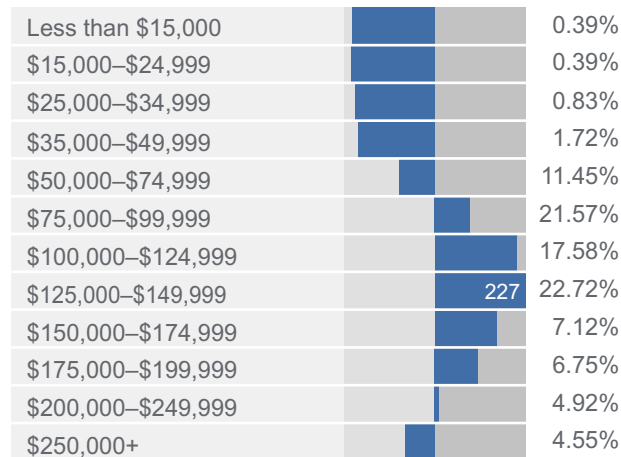
Home ownership



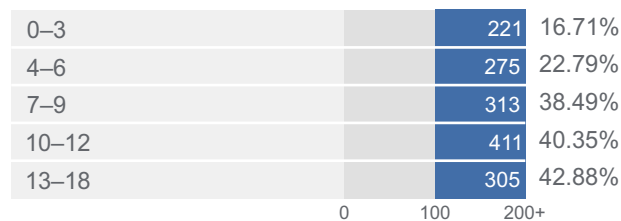
Head of household education



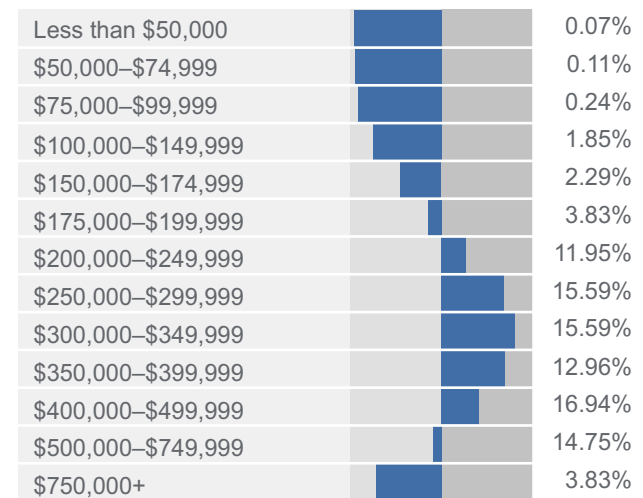
Estimated household income



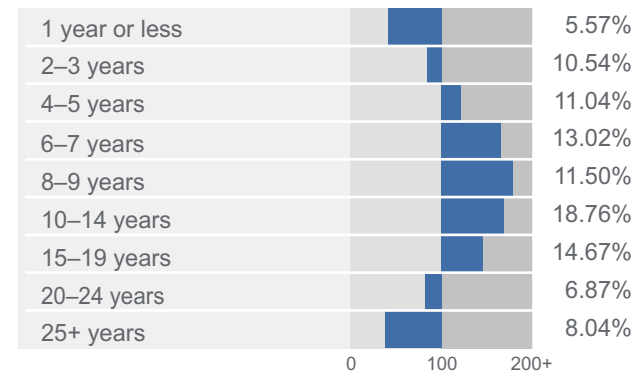
Age of children



Estimated current home value



Length of residency



D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

🏠 1.83% | 2.78% 👤



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%

Household size 👤

5+ persons

189 | 27.5%

Home ownership 🤝

Homeowner

116 | 95.5%

Age of children 🍼

4–6

250 | 20.7%

Channel Preference



77



150



5



71



132



191

Technology Adoption



Apprentices

Key Features

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



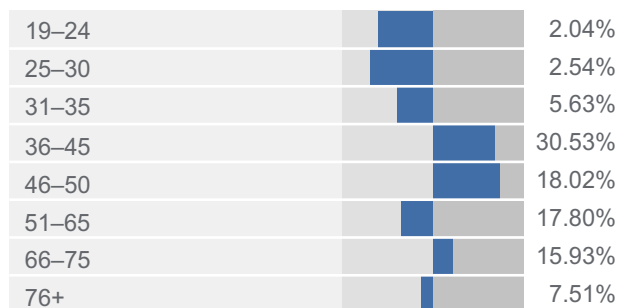
D16

Settled in Suburbia

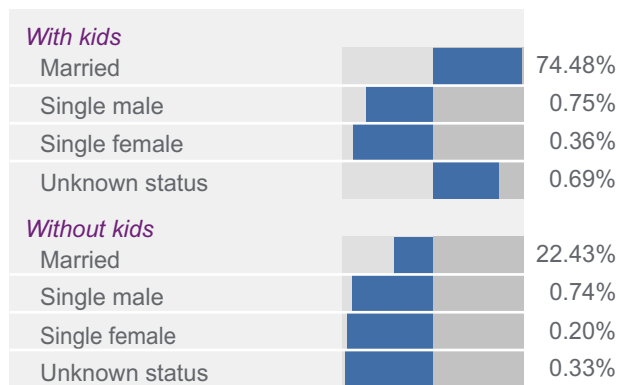
Upper middle-class family units living comfortably in established suburbs

🏠 1.83% | 2.78% 👤

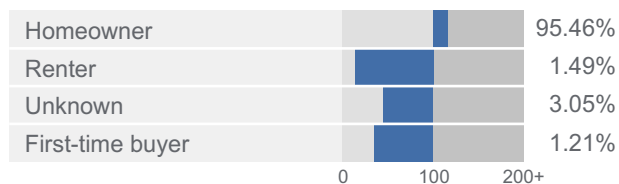
Head of household age



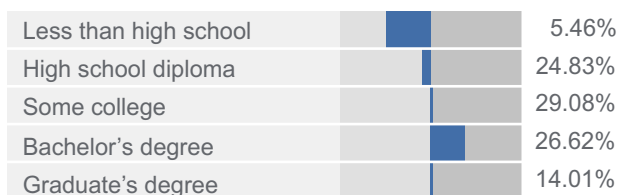
Family structure



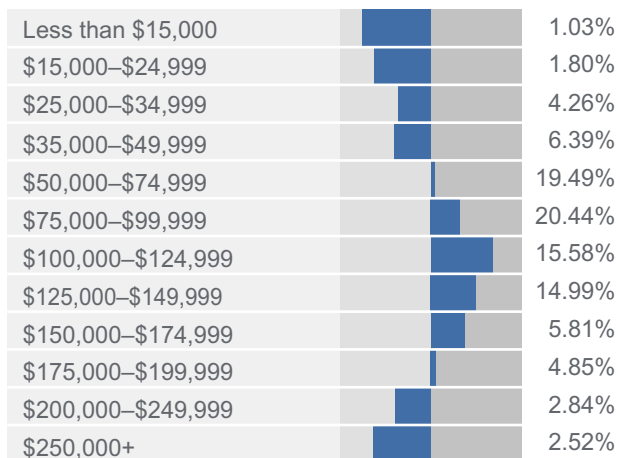
Home ownership



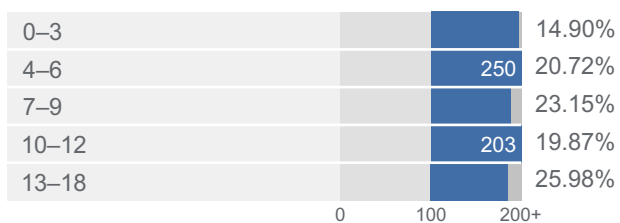
Head of household education



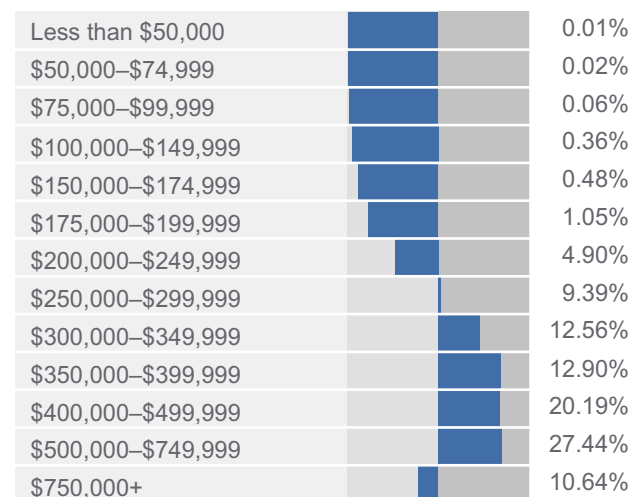
Estimated household income



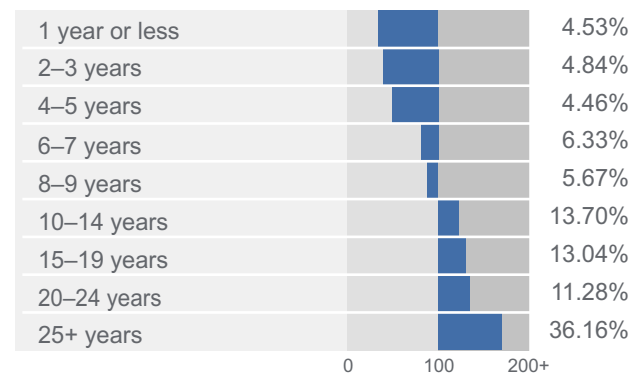
Age of children



Estimated current home value



Length of residency



D17 Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods

🏠 1.06% | 0.94% 👤



Who We Are

Head of household age 🎂

36–45

380 | 69.0%

Type of property 🏠

Single family

111 | 98.3%

Est. Household income 💰

\$100,000–\$124,999

208 | 19.3%

Household size 👤

2 persons

139 | 36.4%

Home ownership 🤝

Homeowner

107 | 88.3%

Age of children 🍼

13–18

248 | 34.9%

Channel Preference



216



110



195



283



66



52

Technology Adoption



Journeymen

Key Features

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

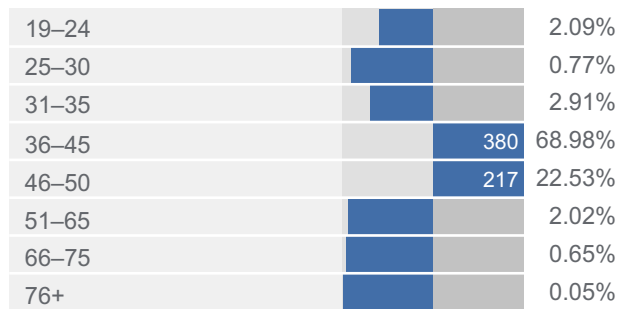


D17 Cul de Sac Diversity

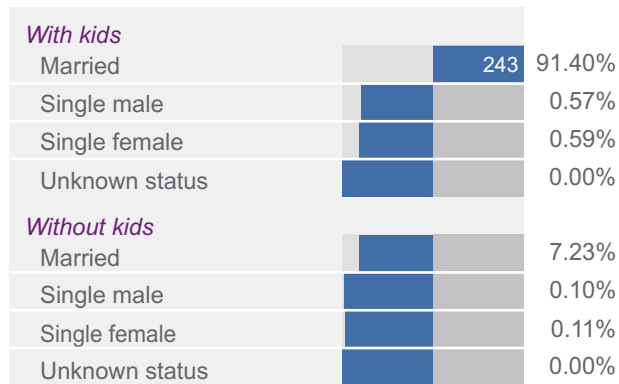
Cultured families settled in new suburban neighborhoods

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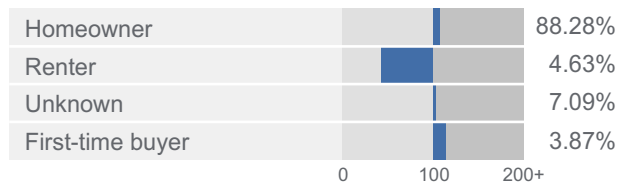
Head of household age



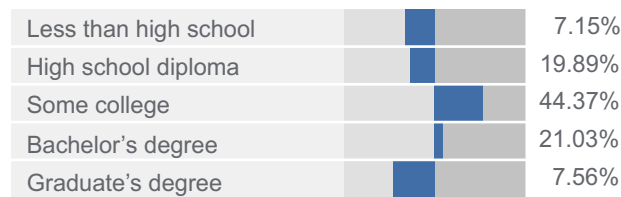
Family structure



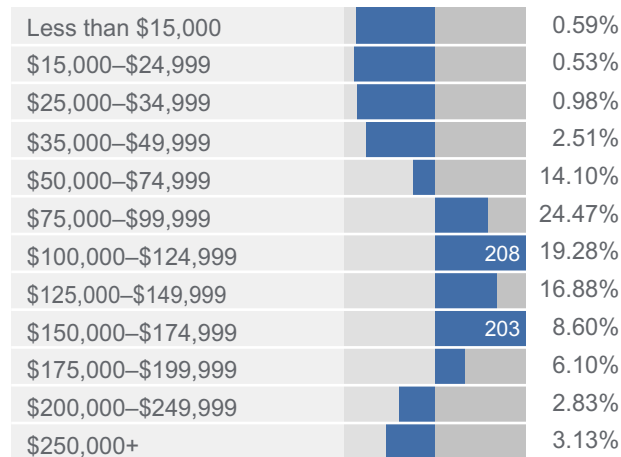
Home ownership



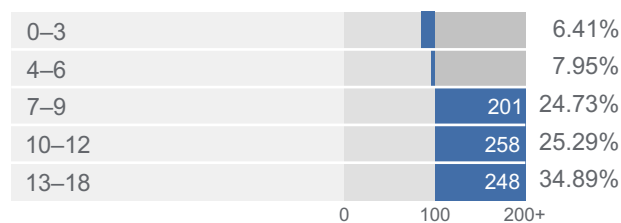
Head of household education



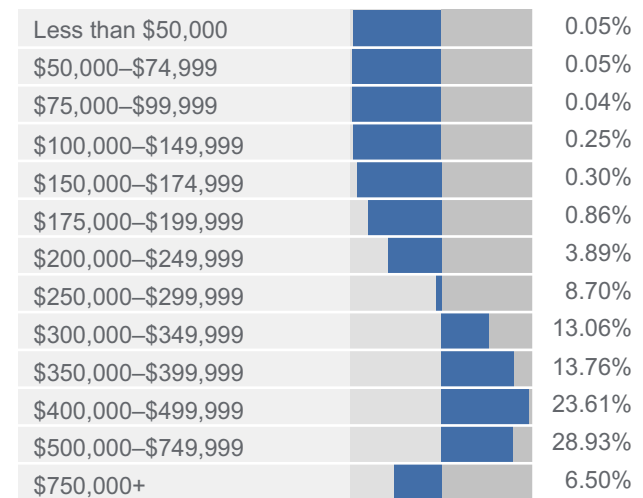
Estimated household income



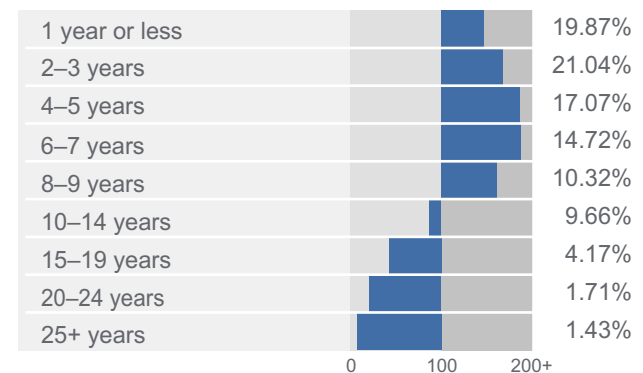
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Homeowner

111 | 91.2%

Age of children 🍼

10–12

137 | 13.4%

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

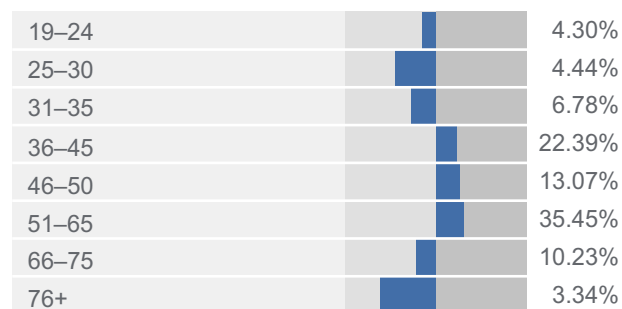


D18 Suburban Nightlife

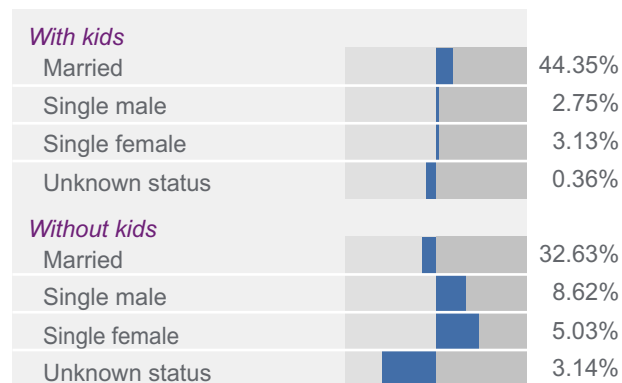
Upper established couples and families living mainly in the metropolitan cities

🏠 1.71% | 2.23% 👤

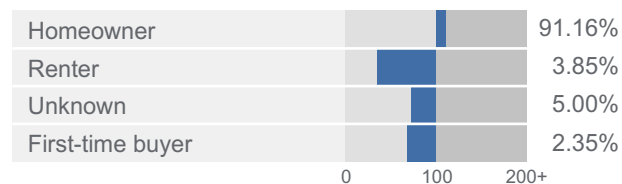
Head of household age



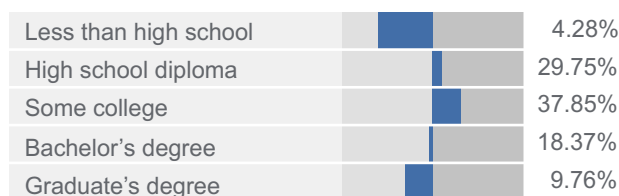
Family structure



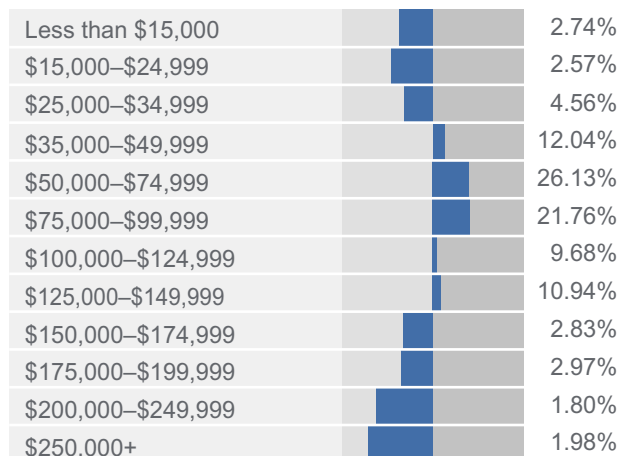
Home ownership



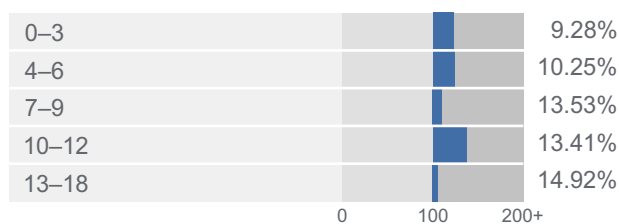
Head of household education



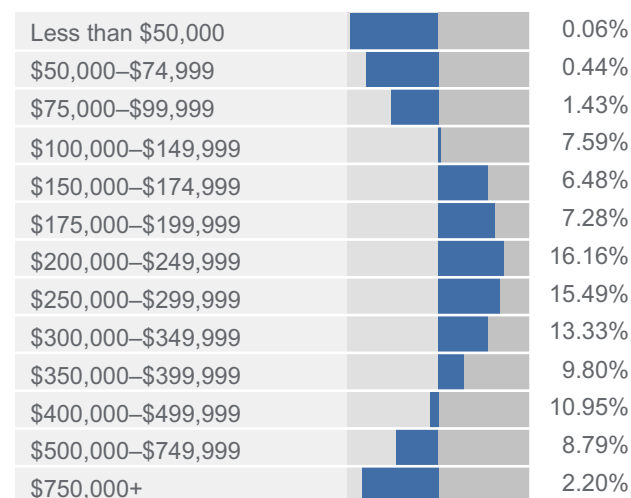
Estimated household income



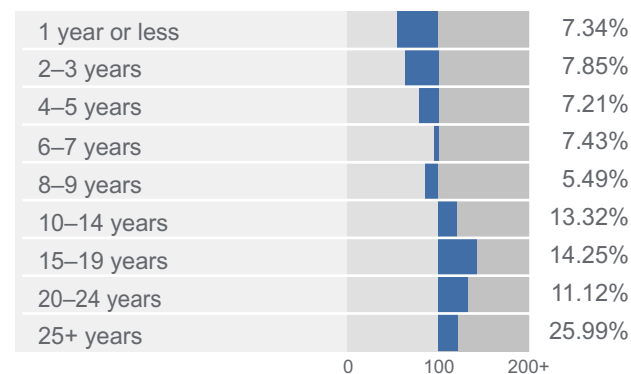
Age of children



Estimated current home value



Length of residency



E19 Consummate Consumers

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

🏠 1.39% | 1.19% 👤



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%

Home ownership 🤝

Unknown

159 | 10.9%

Age of children 🍼

13–18

11 | 1.6%

Channel Preference



53



110



6



58



210



84

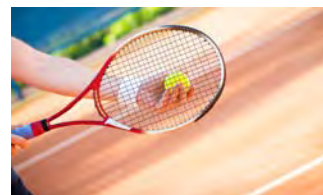
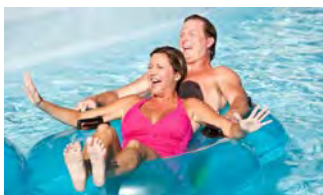
Technology Adoption



Journeymen

Key Features

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



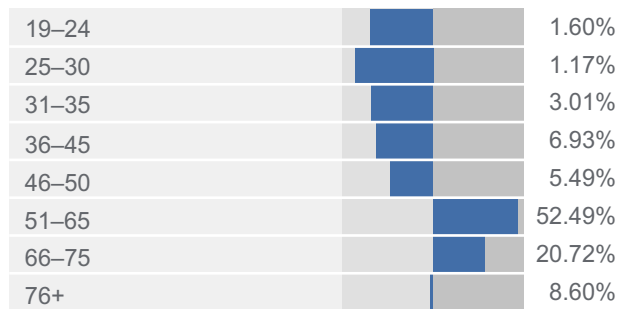
E19

Consummate Consumers

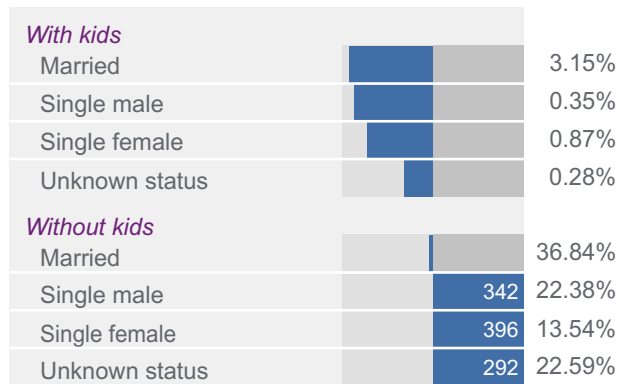
Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles

🏠 1.39% | 1.19% 👤

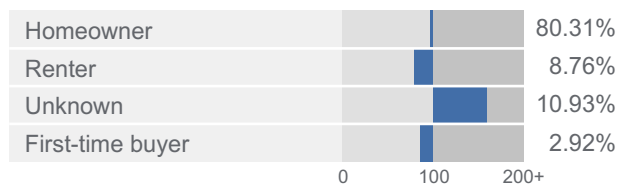
Head of household age



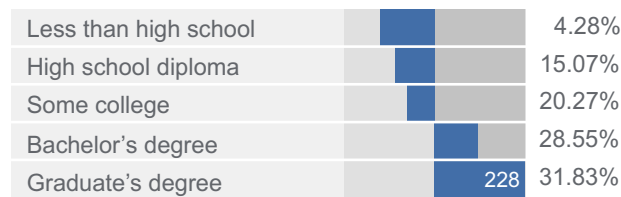
Family structure



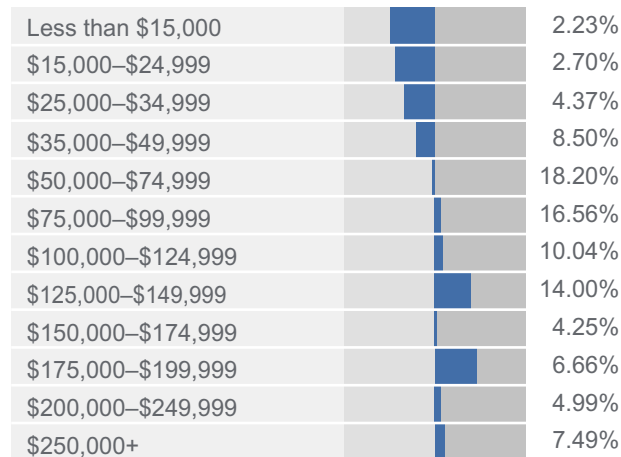
Home ownership



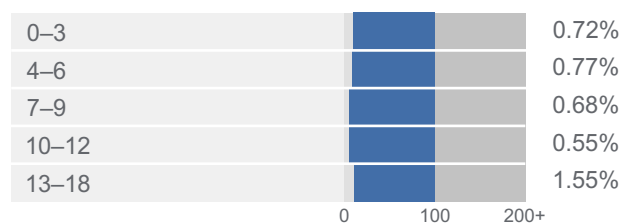
Head of household education



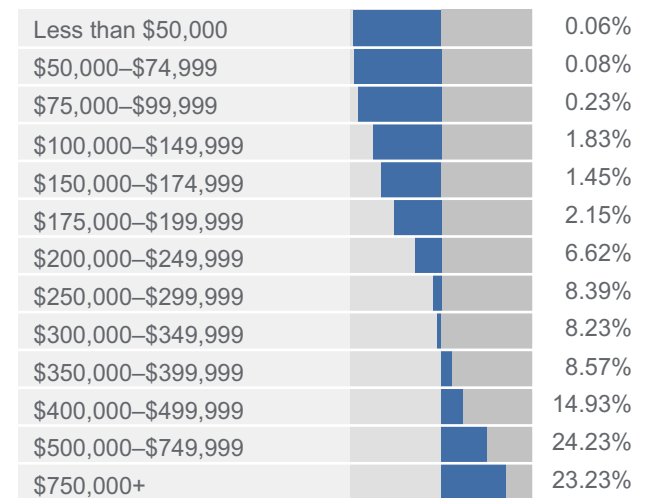
Estimated household income



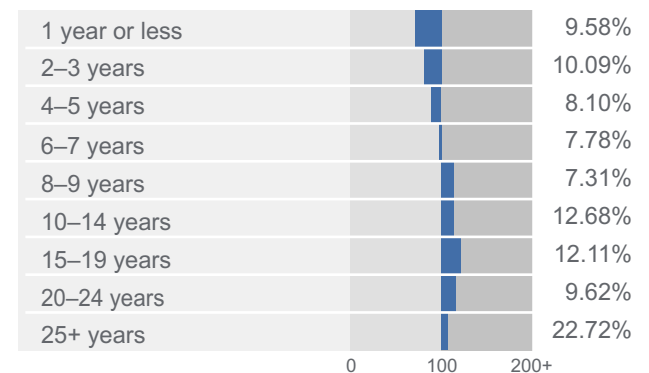
Age of children



Estimated current home value



Length of residency



E20 No Place Like Home

Older, established multi-generational households in suburban areas

🏠 1.88% | 3.08% 👤



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

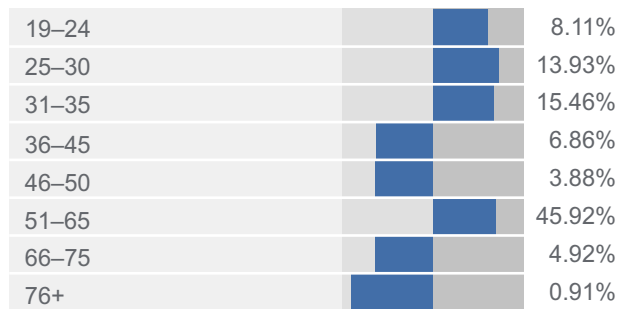


E20 No Place Like Home

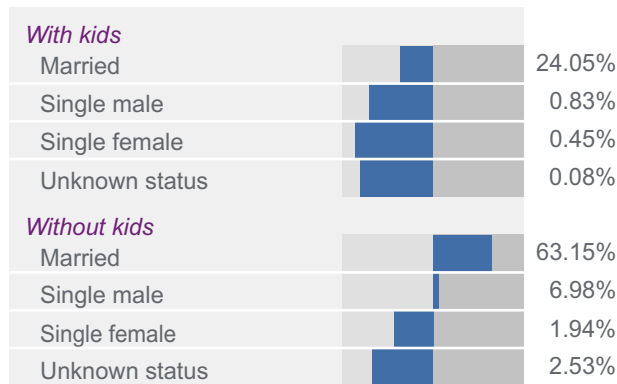
Older, established multi-generational households in suburban areas

🏠 1.88% | 3.08% 👤

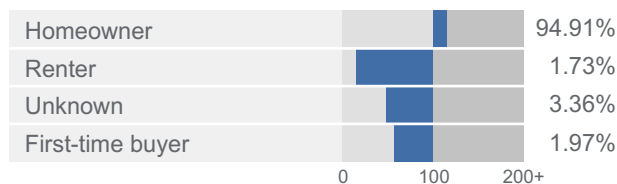
Head of household age



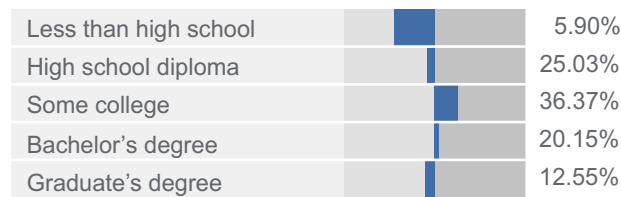
Family structure



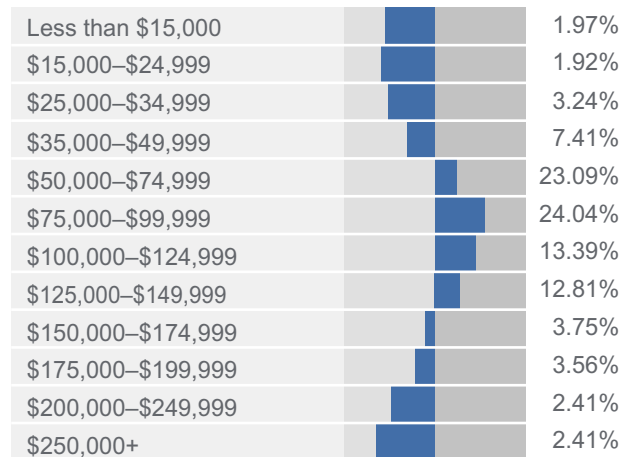
Home ownership



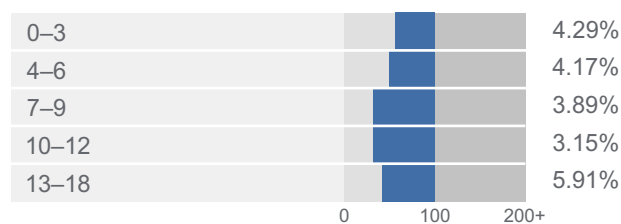
Head of household education



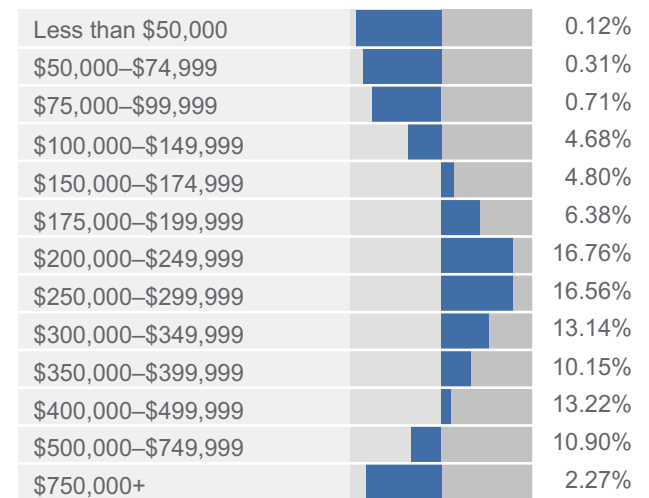
Estimated household income



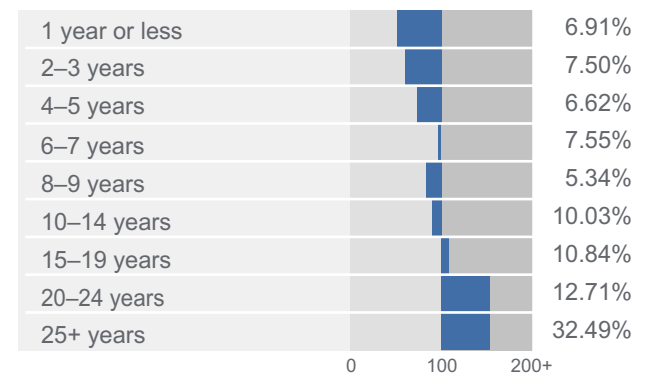
Age of children



Estimated current home value



Length of residency



E21

Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

🏠 1.95% | 2.63% 👤



Who We Are

Head of household age 🎂

51–65

336 | 91.3%

Type of property 🏠

Single family

111 | 98.2%

Est. Household income 💰

\$50,000–\$74,999

147 | 27.4%

Household size 👤

3 persons

150 | 23.5%

Home ownership 🤝

Homeowner

117 | 96.3%

Age of children 🍼

13–18

6 | 0.9%

Channel Preference



10



73



2



5



34



92

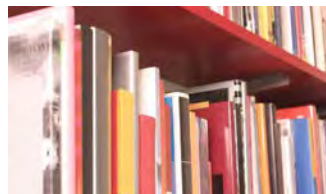
Technology Adoption



Apprentices

Key Features

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



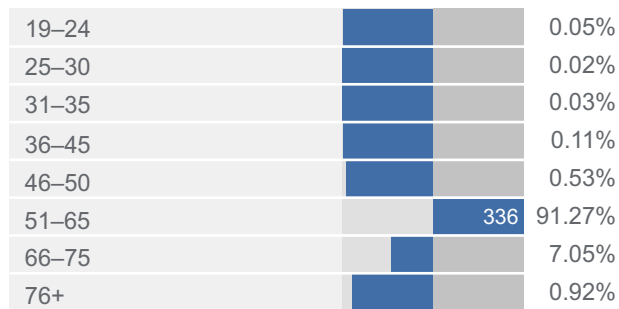
E21

Unspoiled Splendor

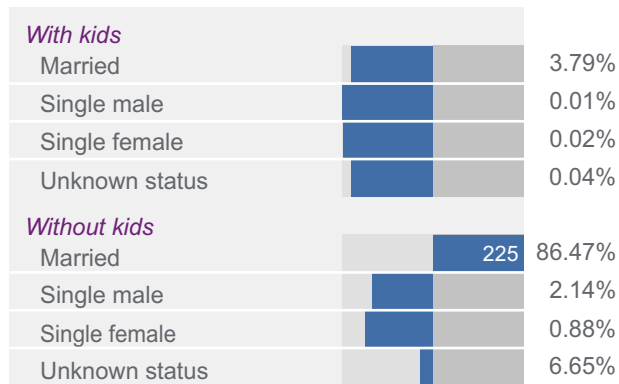
Comfortably established baby boomer couples in town and country communities

🏠 1.95% | 2.63% 👤

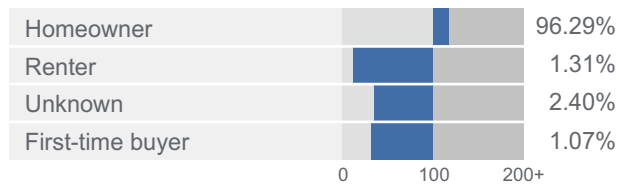
Head of household age



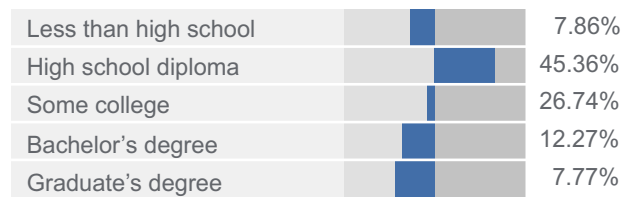
Family structure



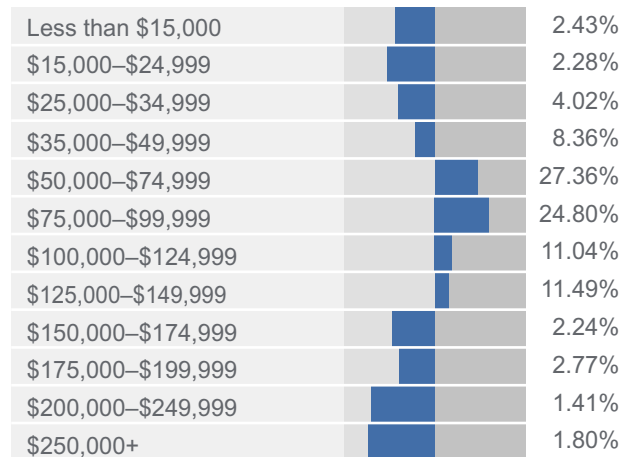
Home ownership



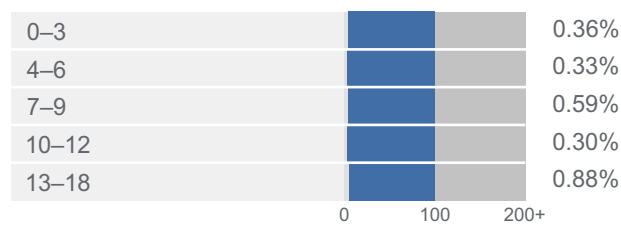
Head of household education



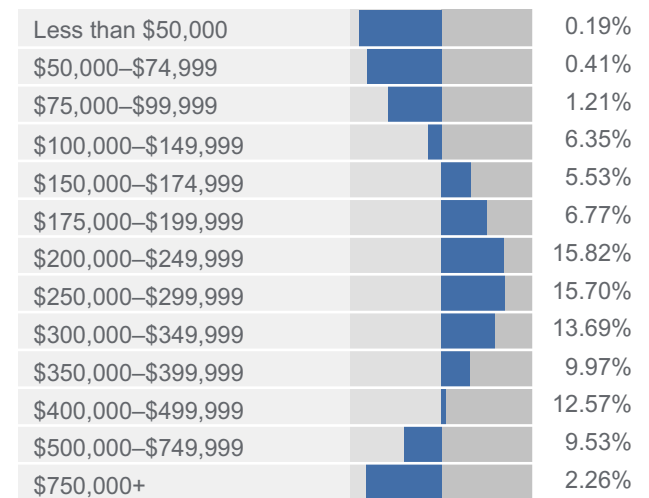
Estimated household income



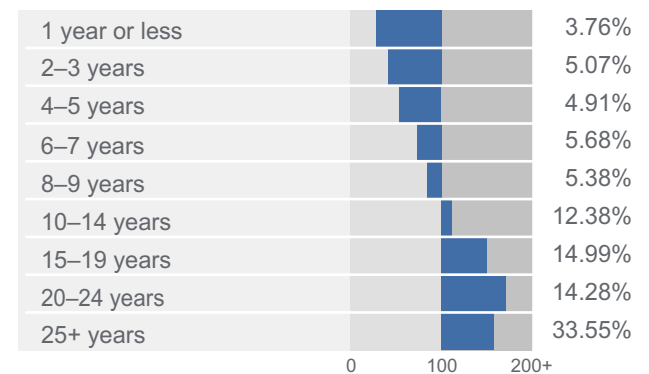
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Homeowner

108 | 88.5%

Age of children 🍼

7–9

164 | 20.2%

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

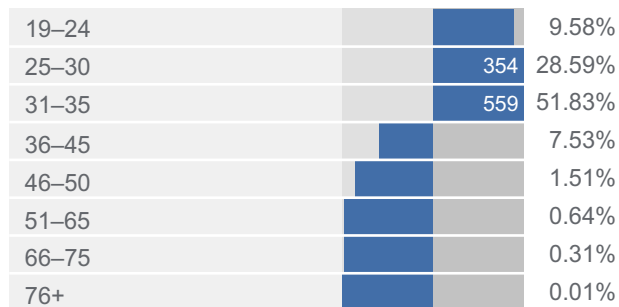
Active, young, upper established suburban couples and families living upwardly-mobile lifestyles



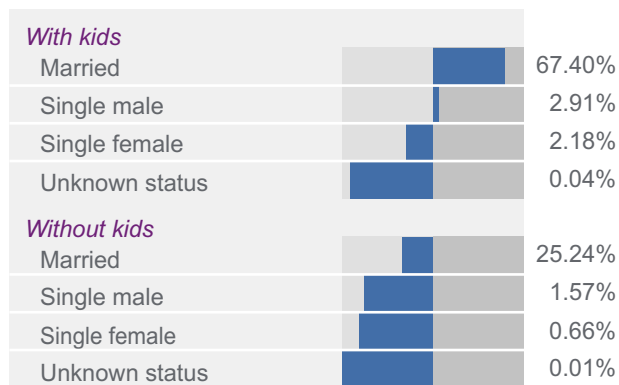
3.3% | 2.57%



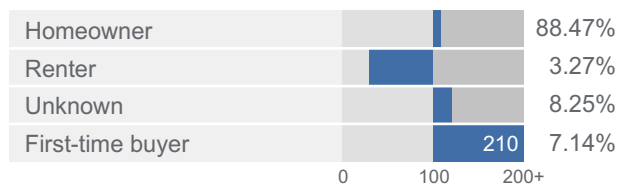
Head of household age



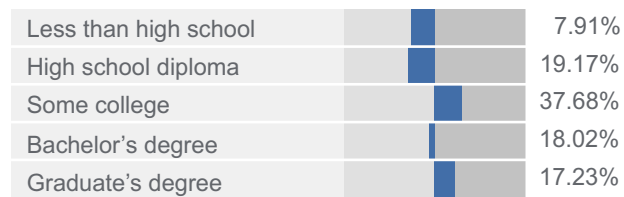
Family structure



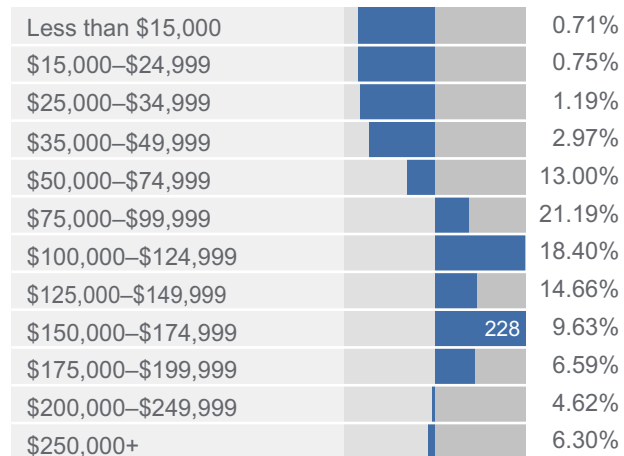
Home ownership



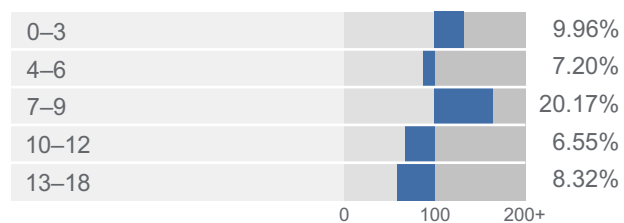
Head of household education



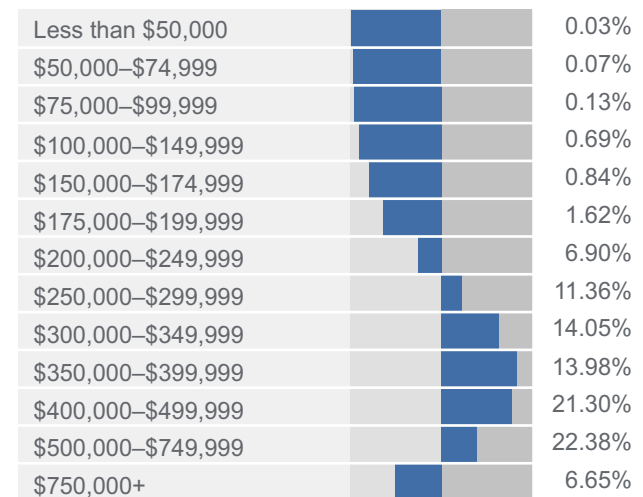
Estimated household income



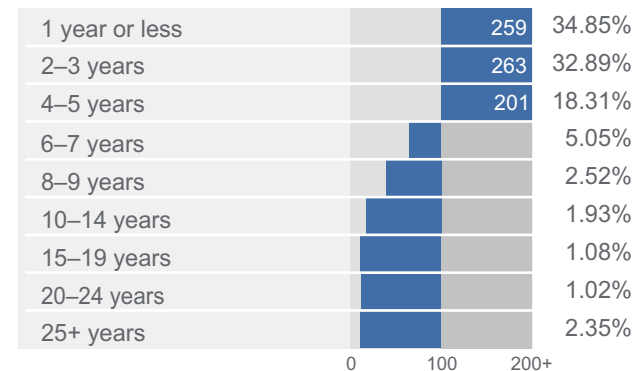
Age of children



Estimated current home value



Length of residency



F23 Families Matter Most

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

🏠 0.86% | 1.01% 👤



Who We Are

Head of household age 🎂

31–35

418 | 38.8%

Type of property 🏠

Single family

111 | 98.3%

Est. Household income 💰

\$75,000–\$99,999

159 | 24.6%

Household size 👤

2 persons

142 | 37.2%

Home ownership 🤝

Homeowner

107 | 87.7%

Age of children 🍼

0–3

677 | 51.1%

Channel Preference



87



108



248



227



38



140

Technology Adoption



Wizards

Key Features

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

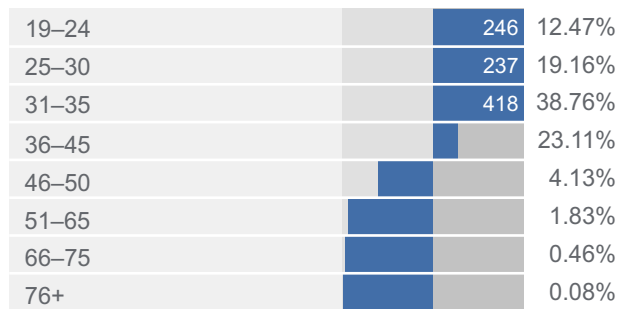


F23 Families Matter Most

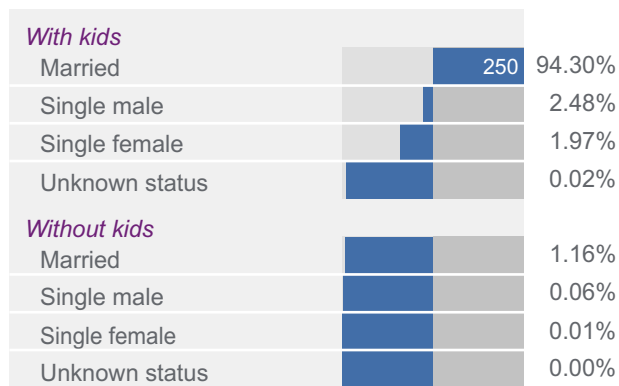
Young, established families in scenic suburbs leading active, family-focused lives

🏠 0.86% | 1.01% 👤

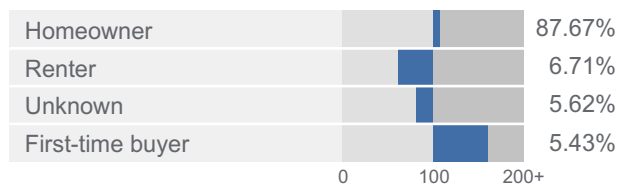
Head of household age



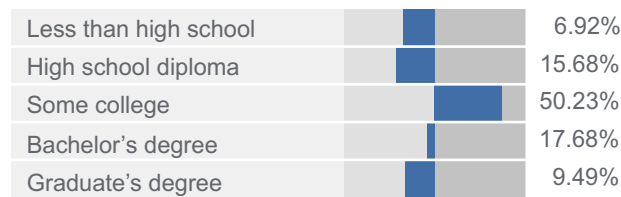
Family structure



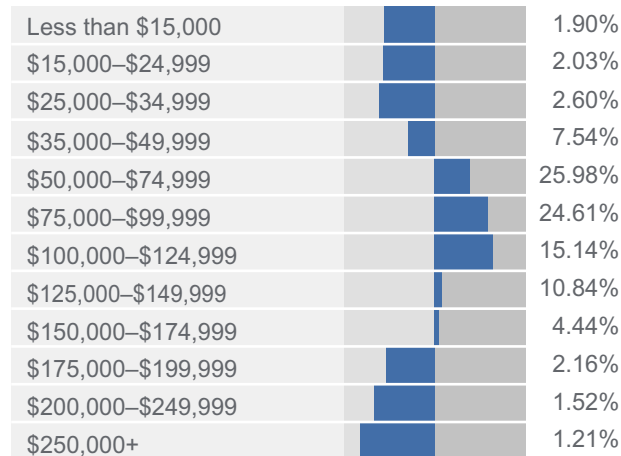
Home ownership



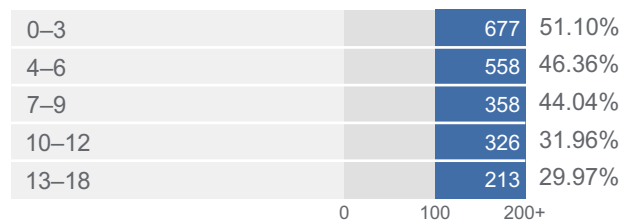
Head of household education



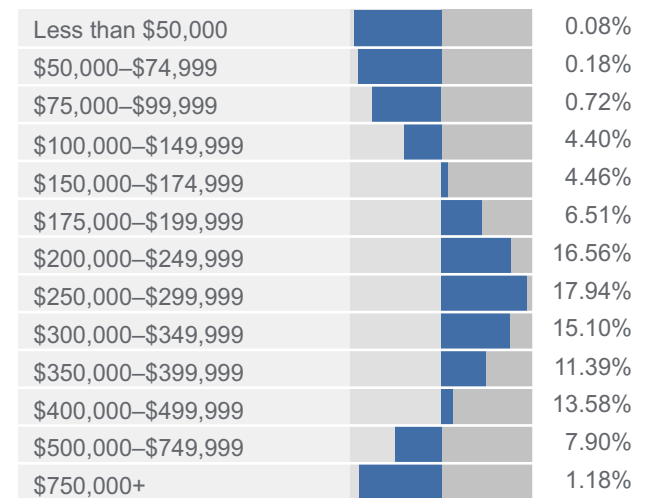
Estimated household income



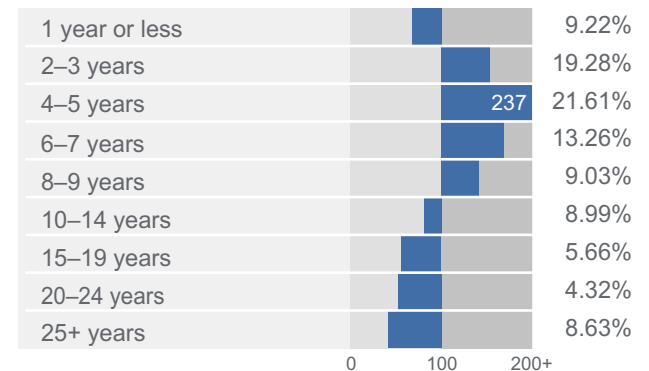
Age of children



Estimated current home value



Length of residency



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 🎂

31–35

271 | 25.2%

Type of property 🏠

Multi-family: 5–9 units

273 | 7.4%

Est. Household income 💰

\$75,000–\$99,999

138 | 21.4%

Household size 👤

1 person

229 | 75.2%

Home ownership 🤝

First-time buyer

290 | 9.8%

Age of children 🍼

13–18

32 | 4.5%

Channel Preference



145



92



64



236



121



36

Technology Adoption



Journeymen

Key Features

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

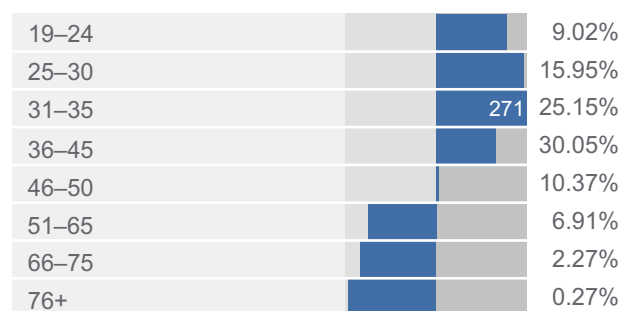


G24 Ambitious Singles

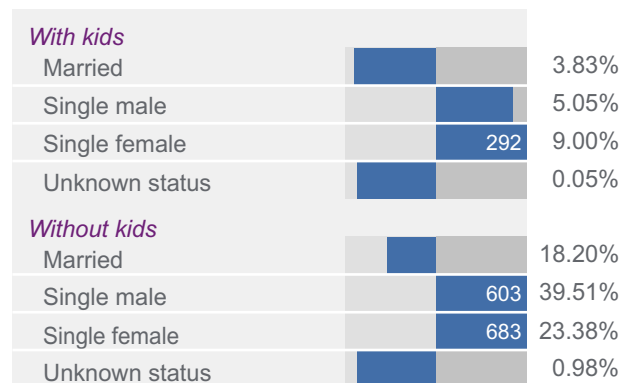
Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles

🏠 1.47% | 0.87% 👤

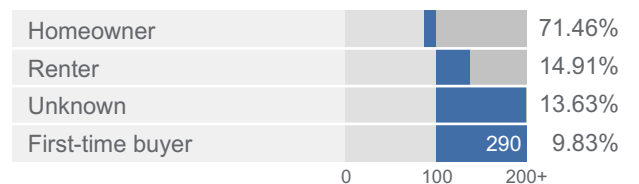
Head of household age



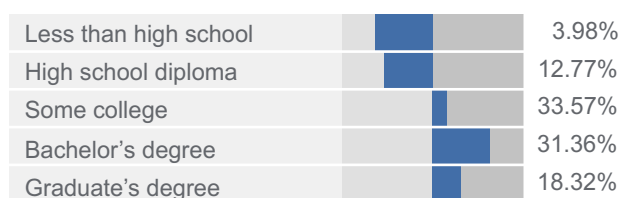
Family structure



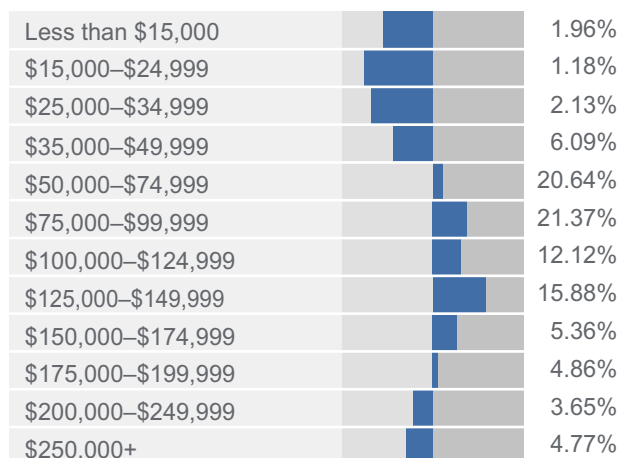
Home ownership



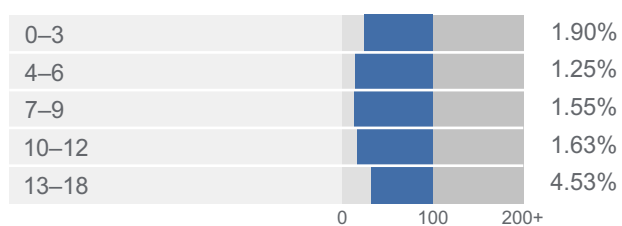
Head of household education



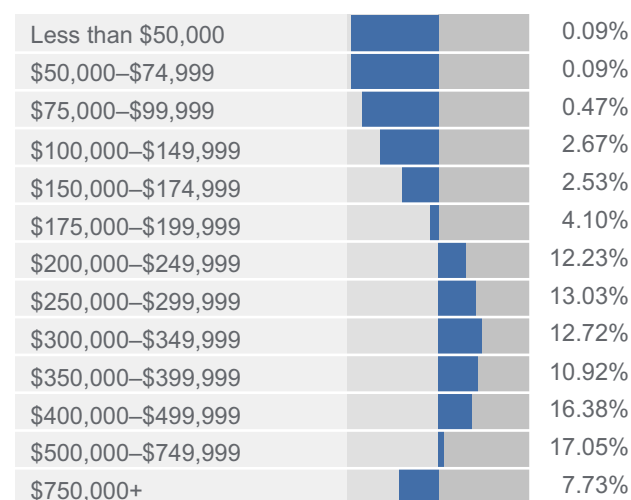
Estimated household income



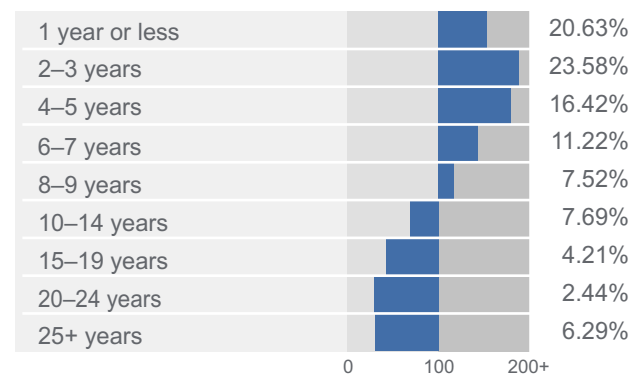
Age of children



Estimated current home value



Length of residency



G25 Urban Edge

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

🏠 1.65% | 0.84% 👤



Who We Are

Head of household age 🎂

31–35

366 | 33.9%

Type of property 🏠

Multi-family: 101+ units

1481 | 20.5%

Est. Household income 💰

\$125,000–\$149,999

157 | 15.7%

Household size 👤

1 person

267 | 87.9%

Home ownership 🤝

Unknown

446 | 30.6%

Age of children 🍼

0–3

21 | 1.6%

Channel Preference



202



18



78



370



247



22

Technology Adoption



Journeymen

Key Features

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

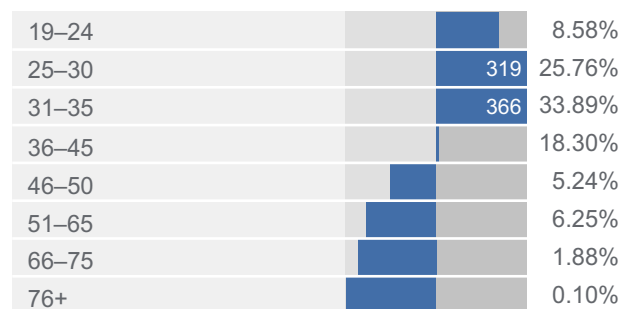


G25 Urban Edge

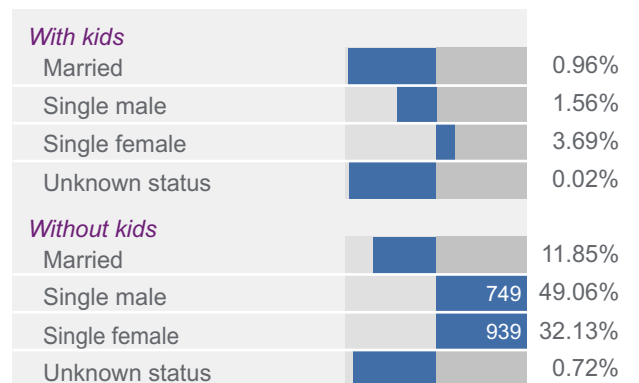
Lively, up-and-coming singles living big city lifestyles located within top MSA markets

🏠 1.65% | 0.84% 👤

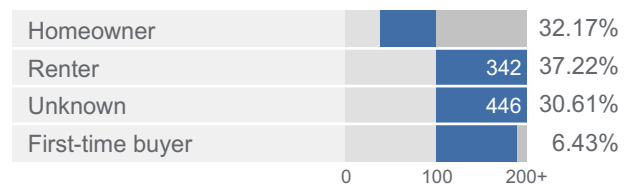
Head of household age



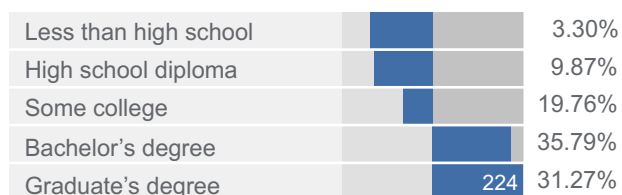
Family structure



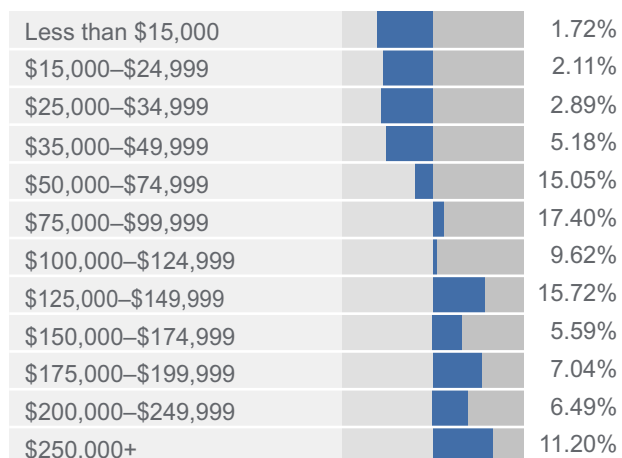
Home ownership



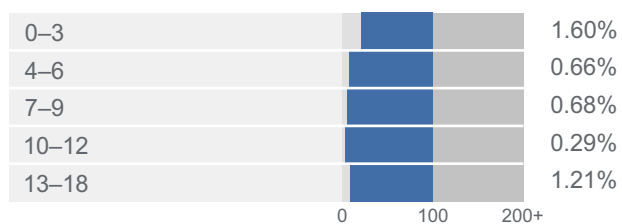
Head of household education



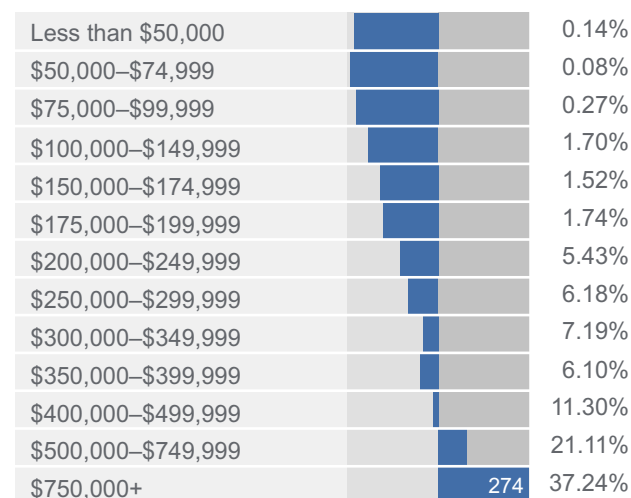
Estimated household income



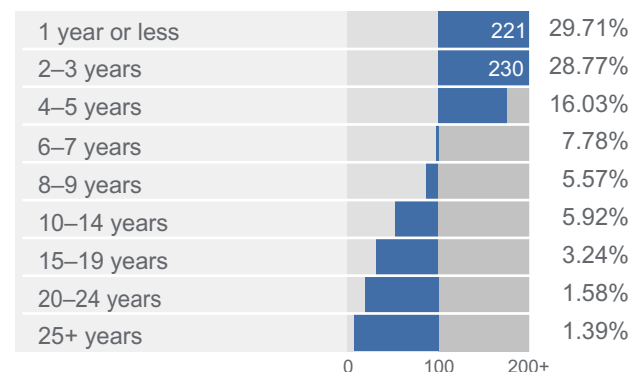
Age of children



Estimated current home value



Length of residency



H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

🏠 1.91% | 2.23% 👤



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%

Home ownership 🤝

Homeowner

106 | 86.9%

Age of children 🍼

13–18

92 | 13.0%

Channel Preference



91



107



23



77



41



115

Technology Adoption



Journeymen

Key Features

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



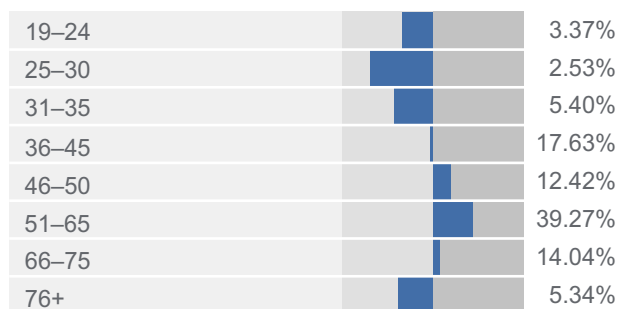
H26

Progressive Assortment

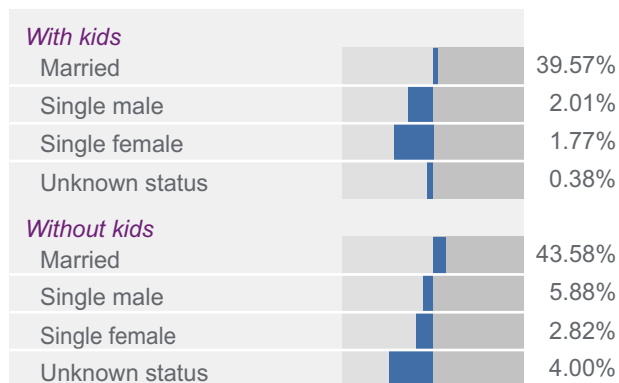
Mature couples with comfortable and active lives in established suburbs

1.91% | 2.23%

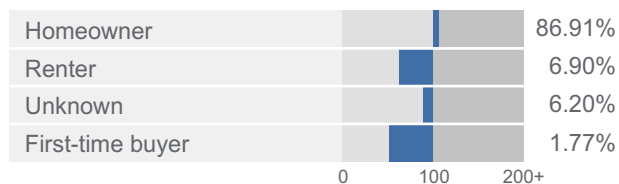
Head of household age



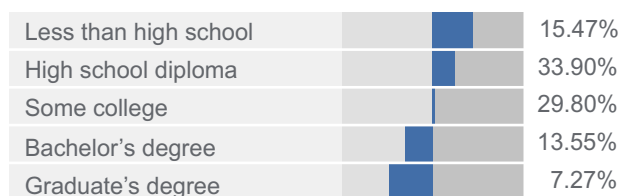
Family structure



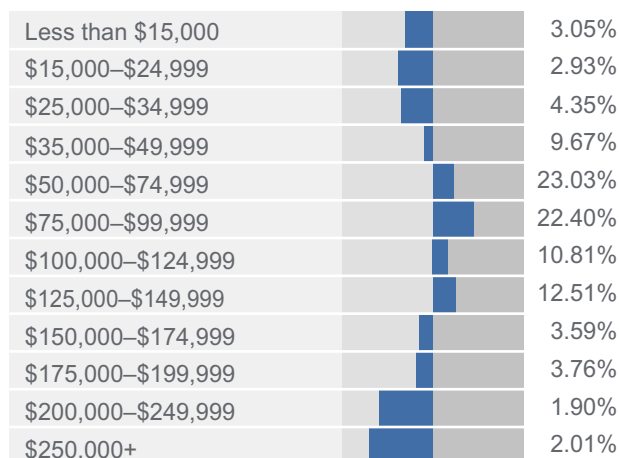
Home ownership



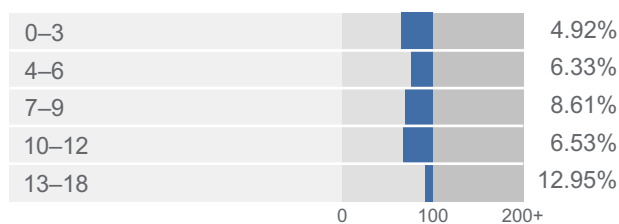
Head of household education



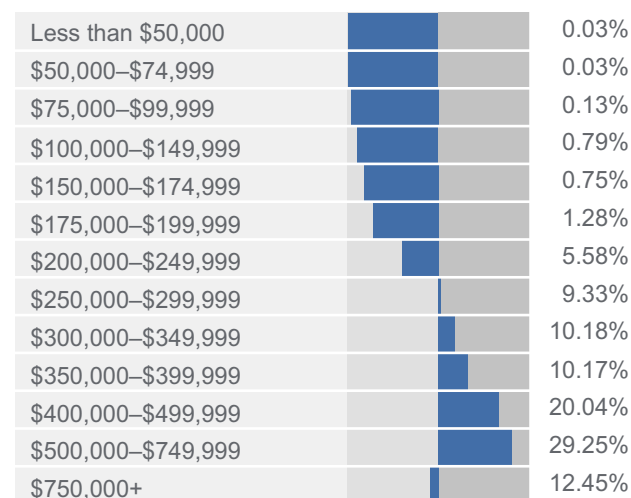
Estimated household income



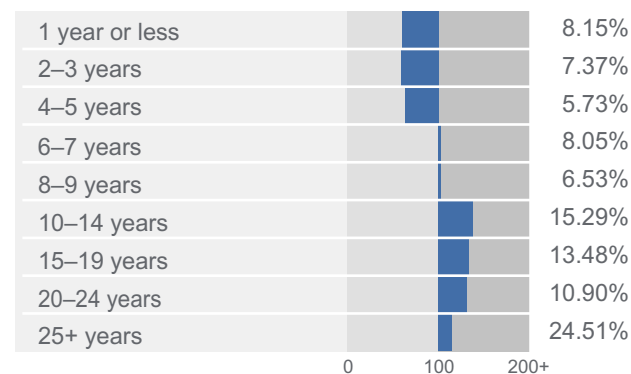
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Homeowner

106 | 86.8%

Age of children 🍼

7–9

40 | 4.9%

Channel Preference



110



145



7



101



75



34

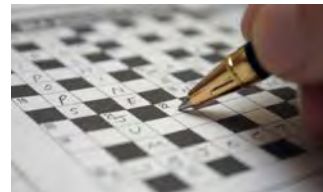
Technology Adoption



Journeymen

Key Features

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



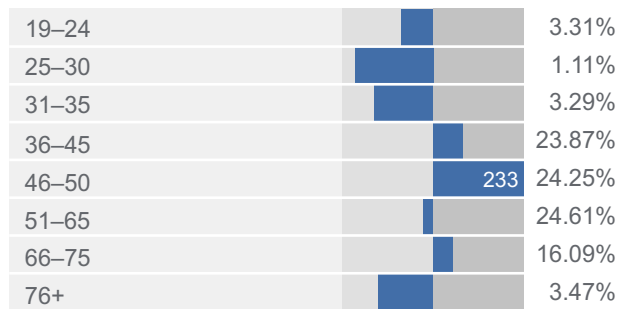
H27

Life of Leisure

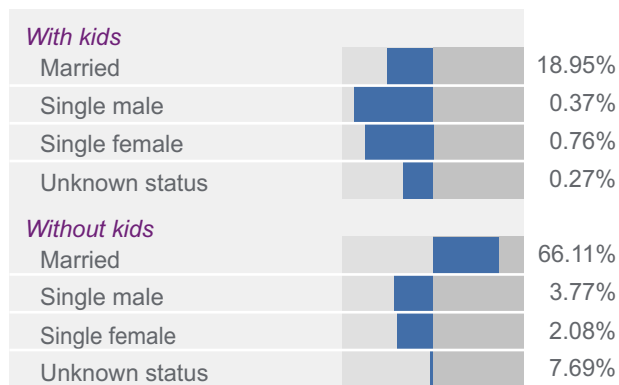
Upper established couples living leisure lifestyles in small towns and cities

🏠 1.57% | 1.11% 👤

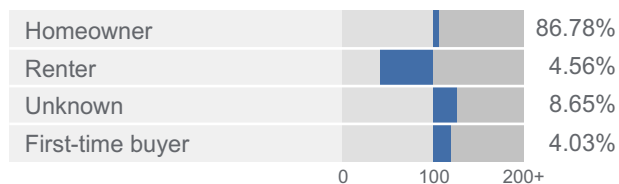
Head of household age



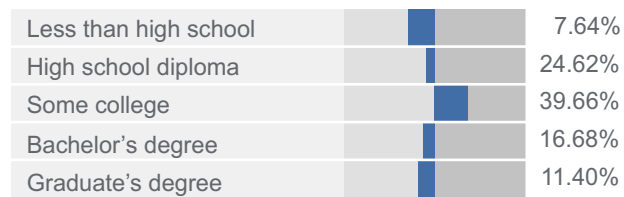
Family structure



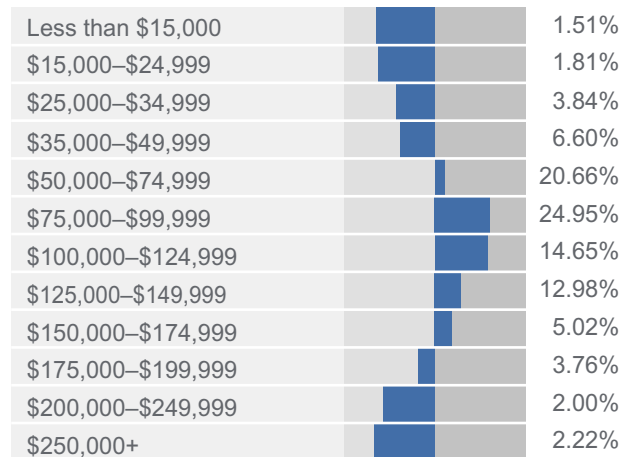
Home ownership



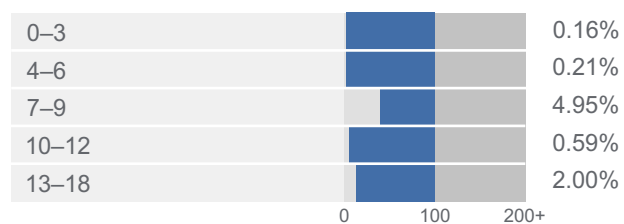
Head of household education



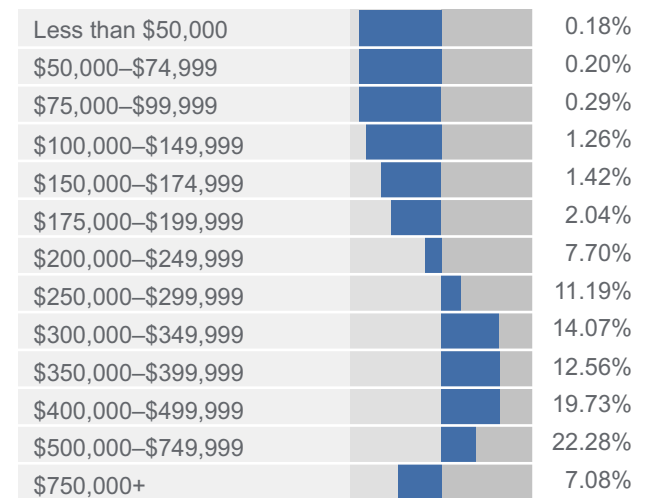
Estimated household income



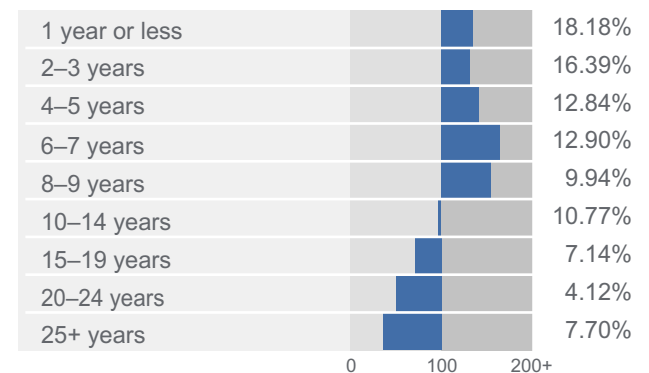
Age of children



Estimated current home value



Length of residency



H28

Everyday Moderates

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

🏠 0.31% | 0.35% 👤



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

Key Features

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



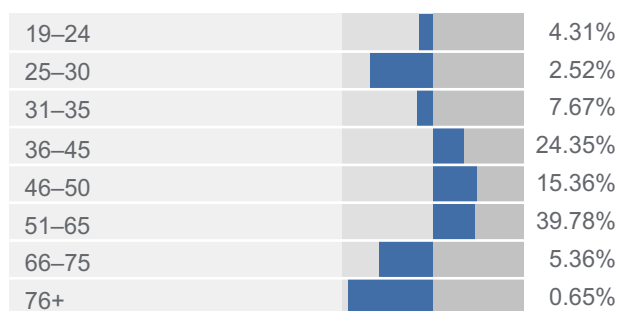
H28

Everyday Moderates

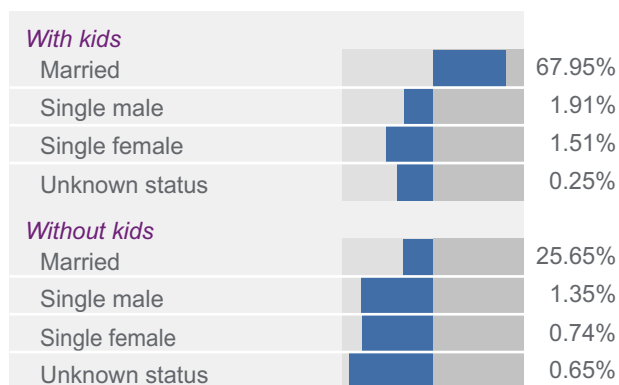
Families of all shapes and sizes living in metro-suburban settings

0.31% | 0.35%

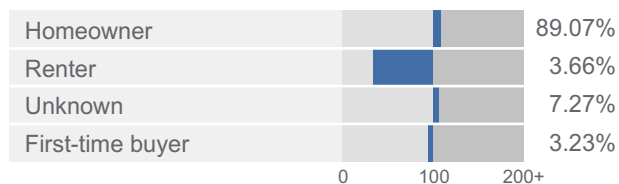
Head of household age



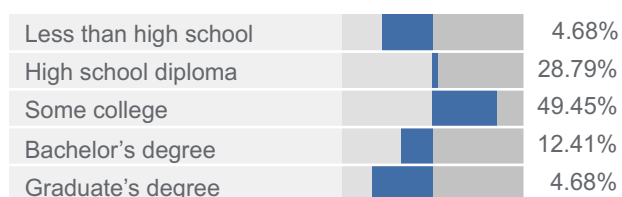
Family structure



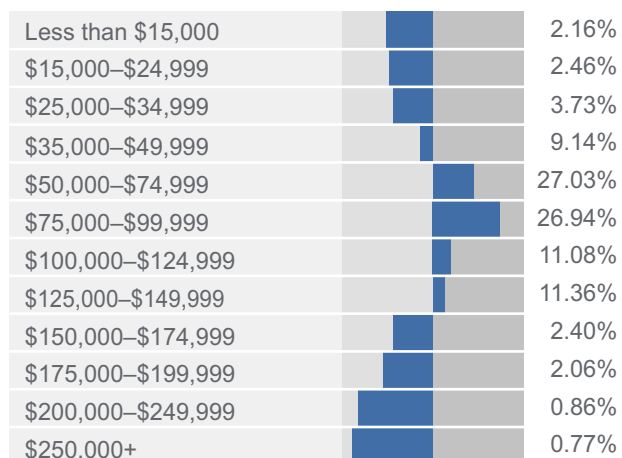
Home ownership



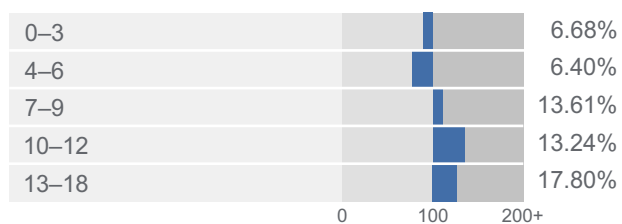
Head of household education



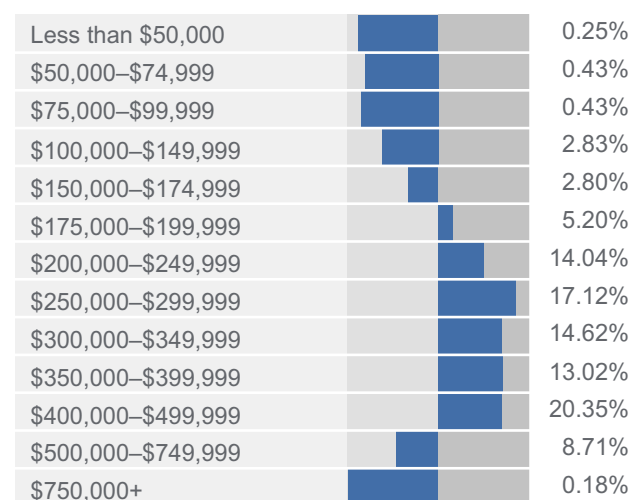
Estimated household income



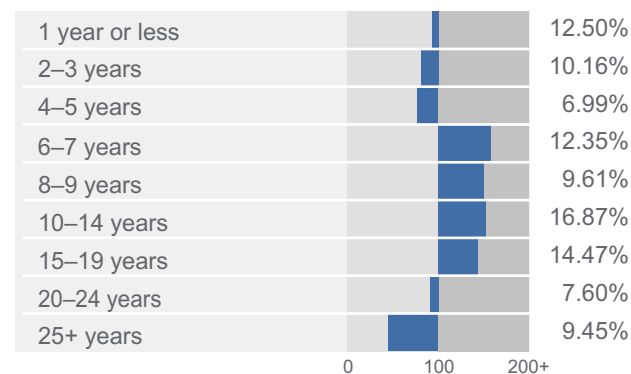
Age of children



Estimated current home value



Length of residency



H29 Destination Recreation

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

🏠 0.89% | 0.61% 👤



Who We Are

Head of household age 🎂

36–45

330 | 59.9%

Type of property 🏠

Single family

105 | 93.0%

Est. Household income 💰

\$75,000–\$99,999

149 | 23.1%

Household size 👤

1 person

184 | 60.4%

Home ownership 🤝

First-time buyer

232 | 7.9%

Age of children 🍼

7–9

54 | 6.7%

Channel Preference



154



96



41



121



22



22

Technology Adoption



Wizards

Key Features

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



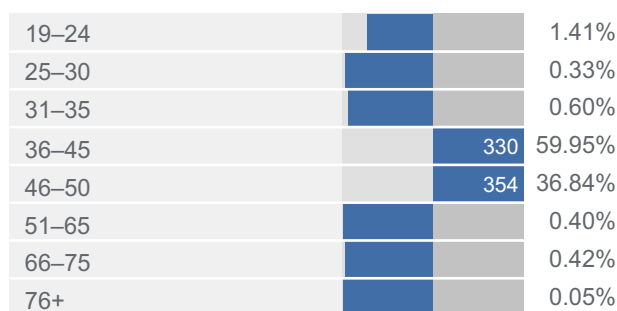
H29

Destination Recreation

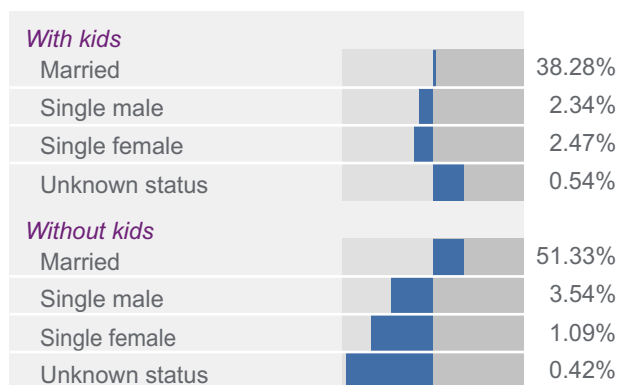
Middle-aged, midscale couples enjoying active lifestyles in the suburbs

0.89% | 0.61%

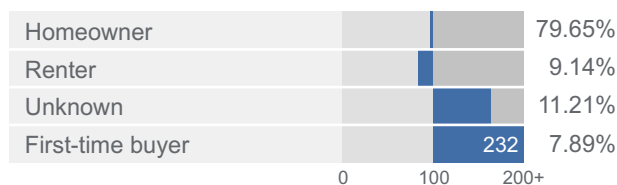
Head of household age



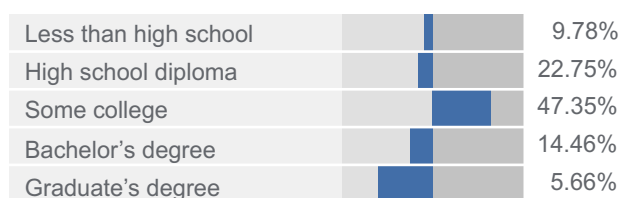
Family structure



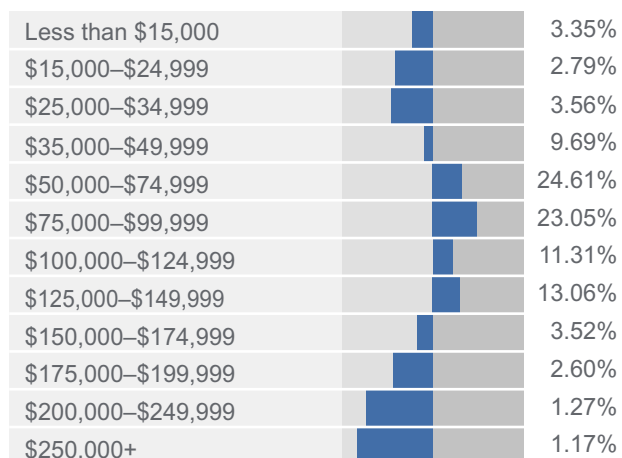
Home ownership



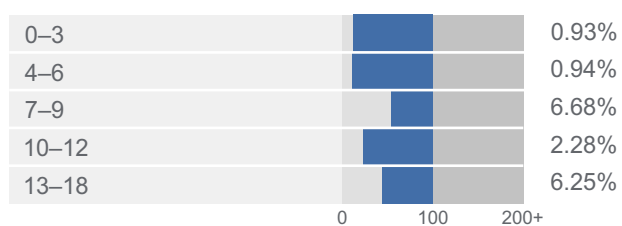
Head of household education



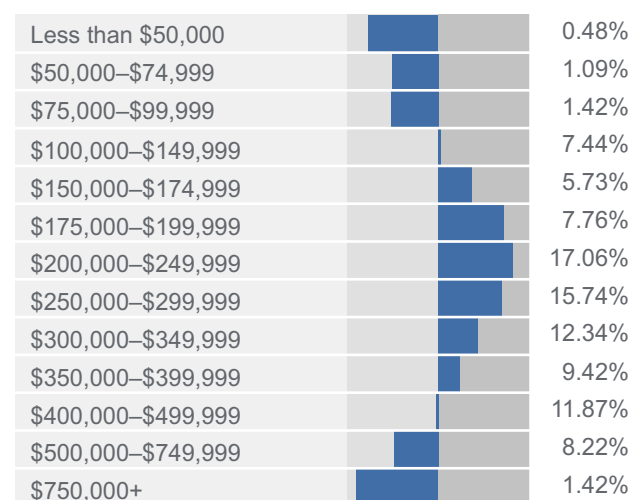
Estimated household income



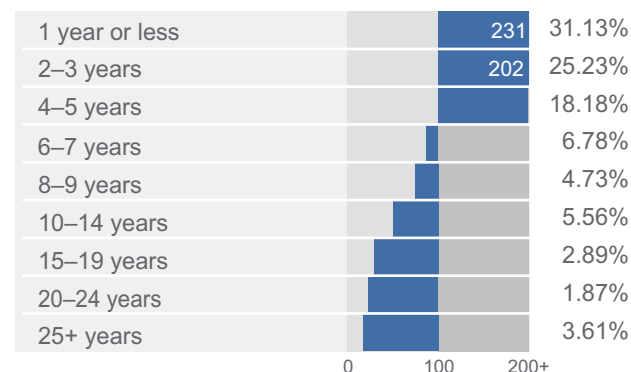
Age of children



Estimated current home value



Length of residency



I30

Potlucks and the Great Outdoors

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

🏠 1.95% | 2.72% 👤



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%

Home ownership 🤝

Homeowner

114 | 94.1%

Age of children 🍼

13–18

194 | 27.3%

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



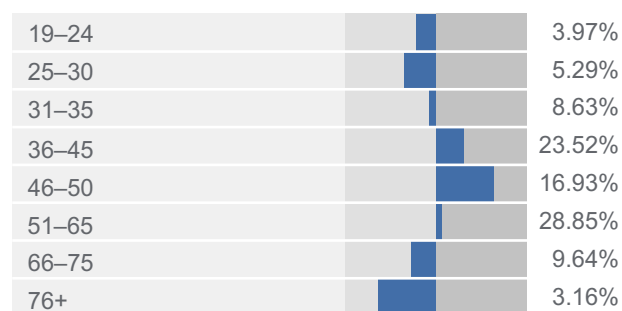
I30

Potlucks and the Great Outdoors

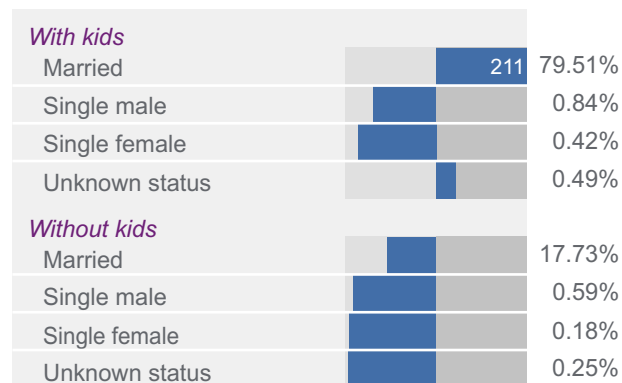
Comfortably established, middle-income couples with children living in suburbia

🏠 1.95% | 2.72% 👤

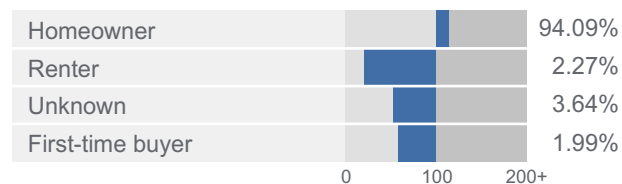
Head of household age



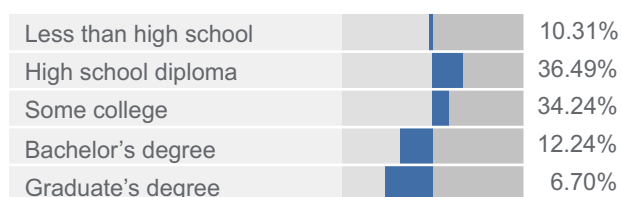
Family structure



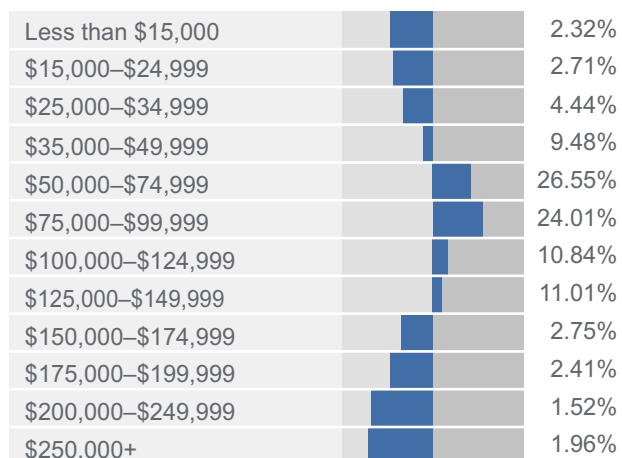
Home ownership



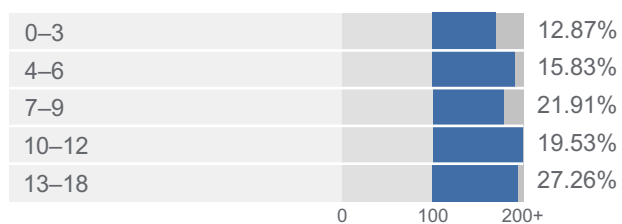
Head of household education



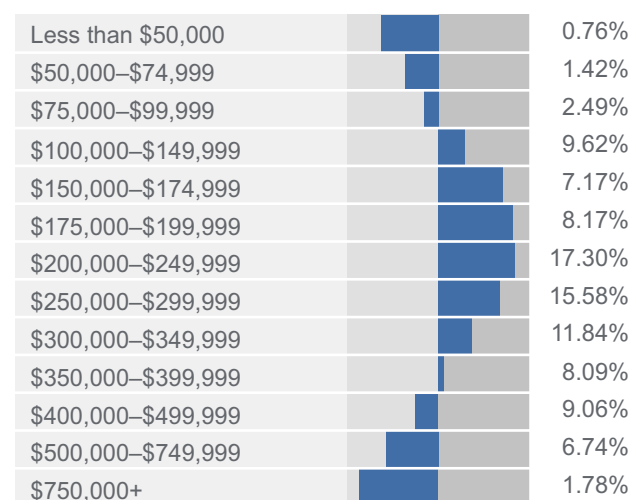
Estimated household income



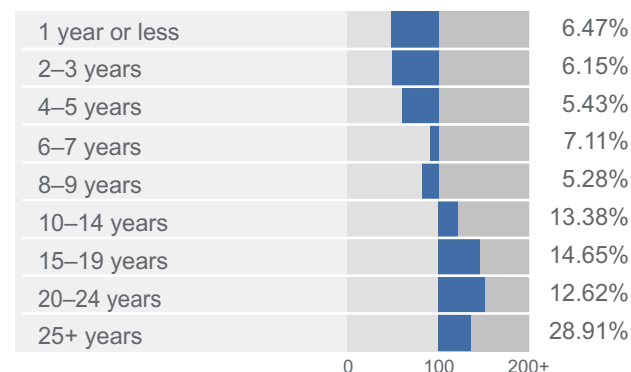
Age of children



Estimated current home value



Length of residency



I31

Hard Working Values

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

🏠 1.03% | 1.51% 👤



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

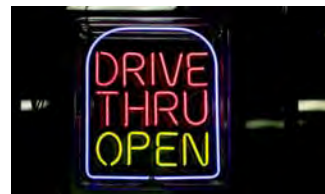
Technology Adoption



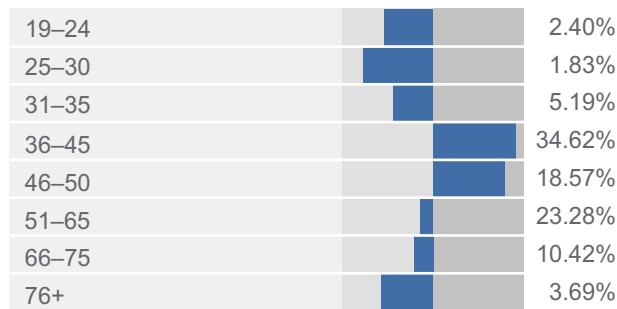
Apprentices

Key Features

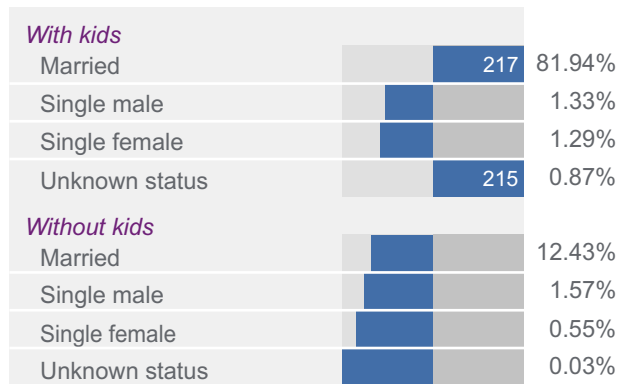
- Multi-generational households
- Middle class comfort
- Union workers
- Older homes
- Bargain hunters
- Social media fans



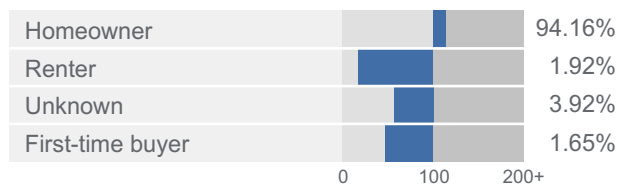
Head of household age



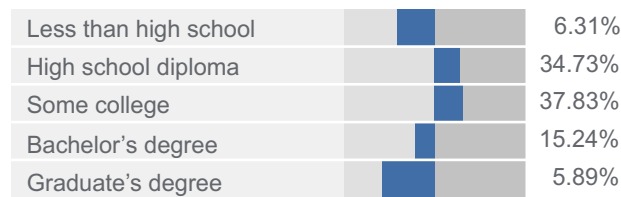
Family structure



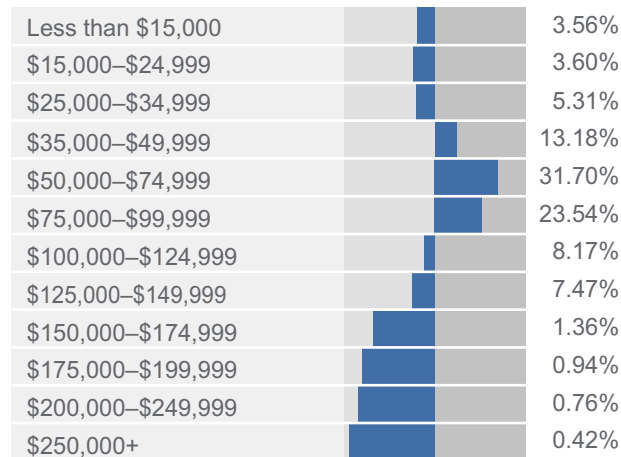
Home ownership



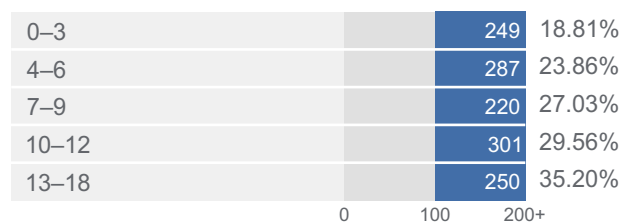
Head of household education



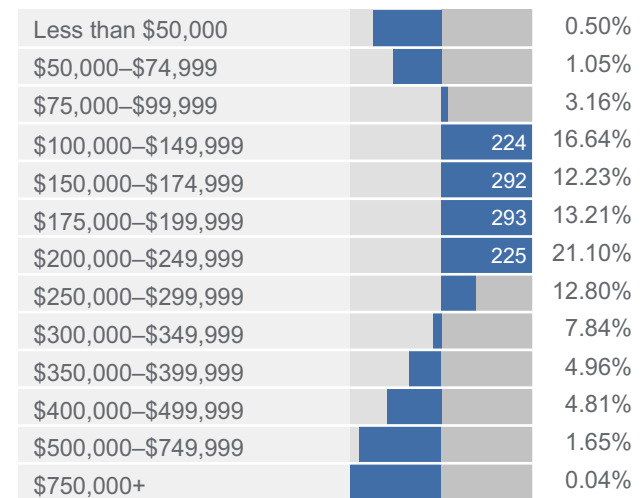
Estimated household income



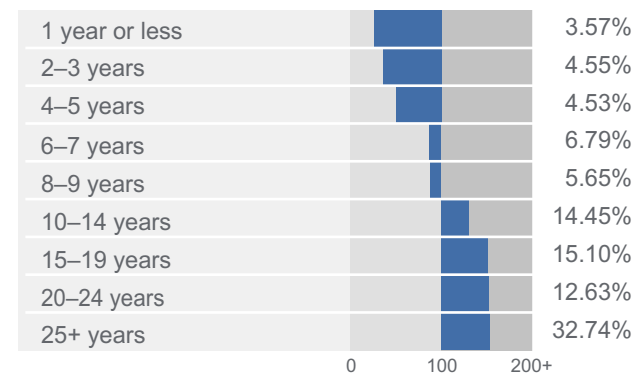
Age of children



Estimated current home value



Length of residency



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

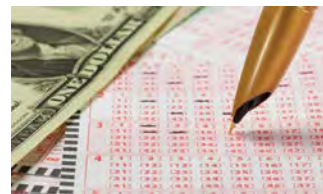
Technology Adoption



Wizards

Key Features

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



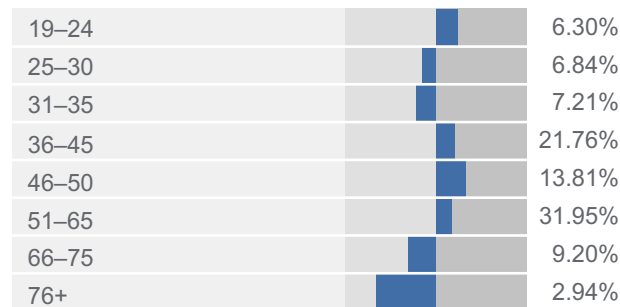
I32

Steadfast Conventionalists

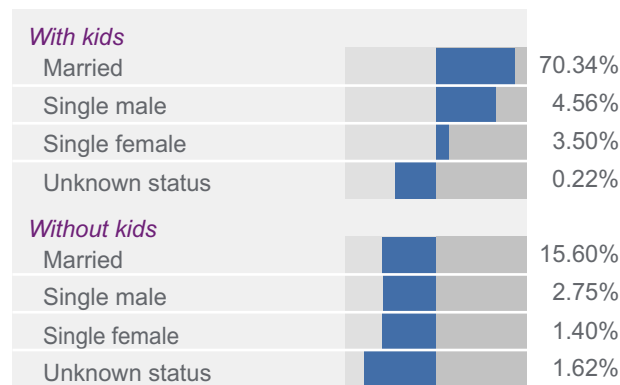
Conventional Gen X families living suburban and city lifestyles

🏠 1.54% | 1.9% 👤

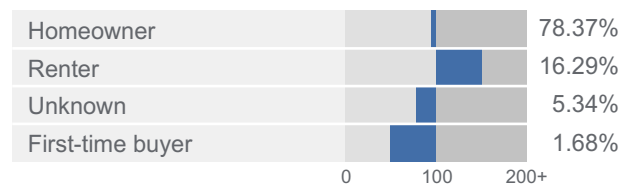
Head of household age



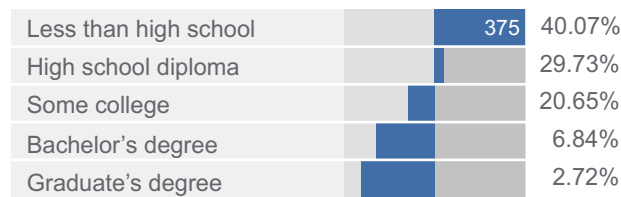
Family structure



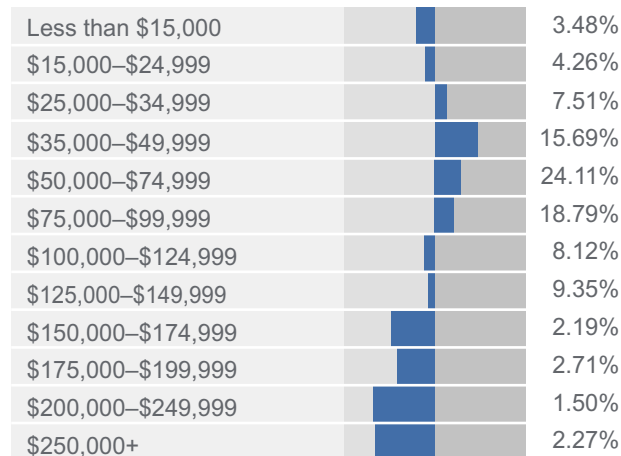
Home ownership



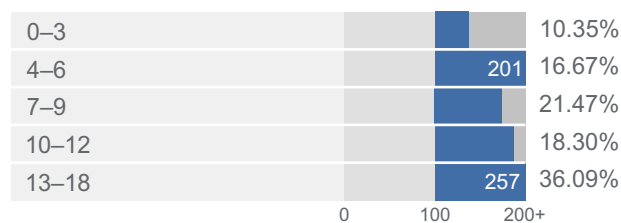
Head of household education



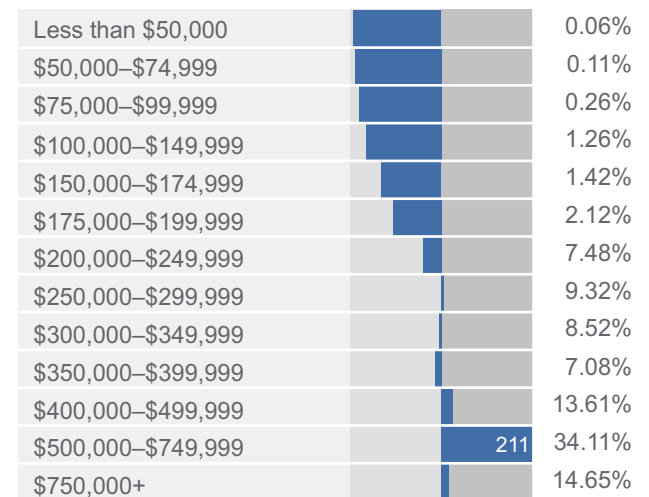
Estimated household income



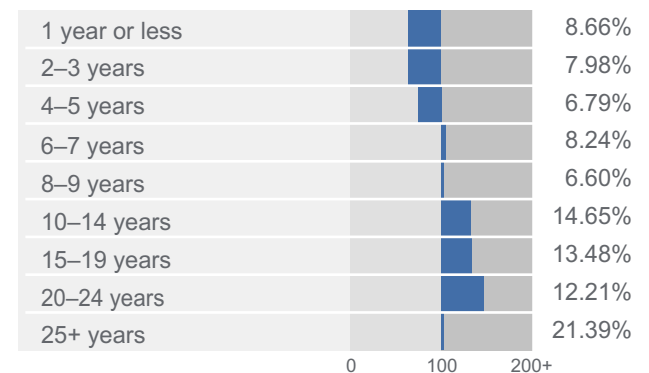
Age of children



Estimated current home value



Length of residency



I33

Balance and Harmony

Established families living lively lifestyles in city neighborhoods

🏠 1.45% | 1.51% 👤



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%

Home ownership 🤝

Homeowner

109 | 89.5%

Age of children 🍼

13–18

355 | 50.0%

Channel Preference



157



50



358



155



7



69

Technology Adoption



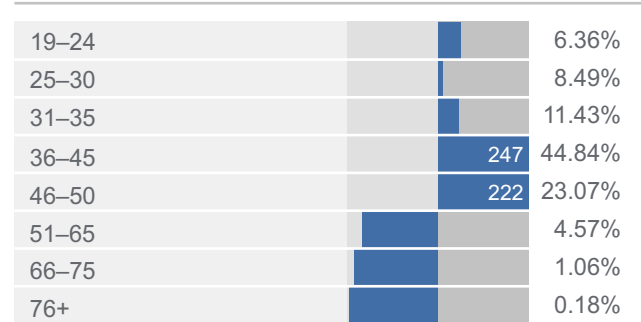
Wizards

Key Features

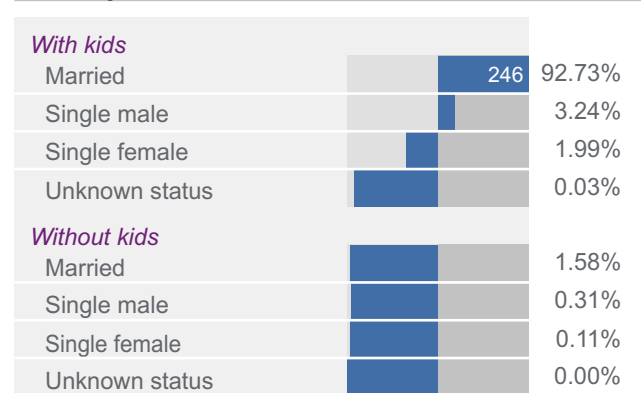
- Bilingual households
- Roots abroad
- Blue-collar income
- Married with kids
- Soccer fans
- Financially curious



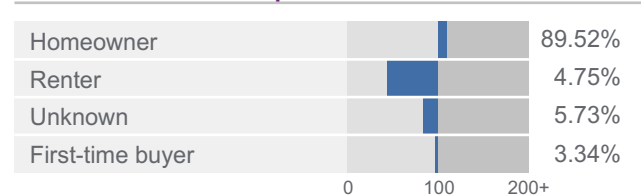
Head of household age



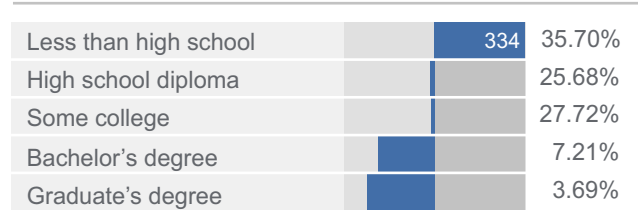
Family structure



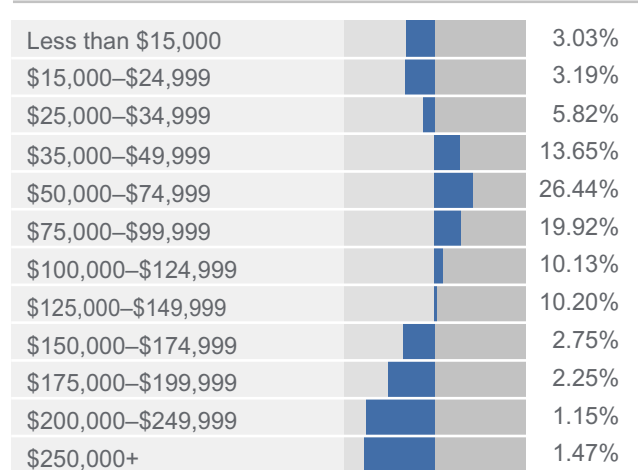
Home ownership



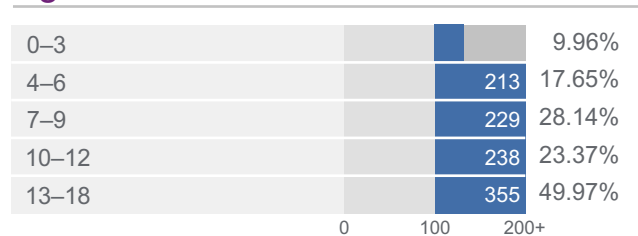
Head of household education



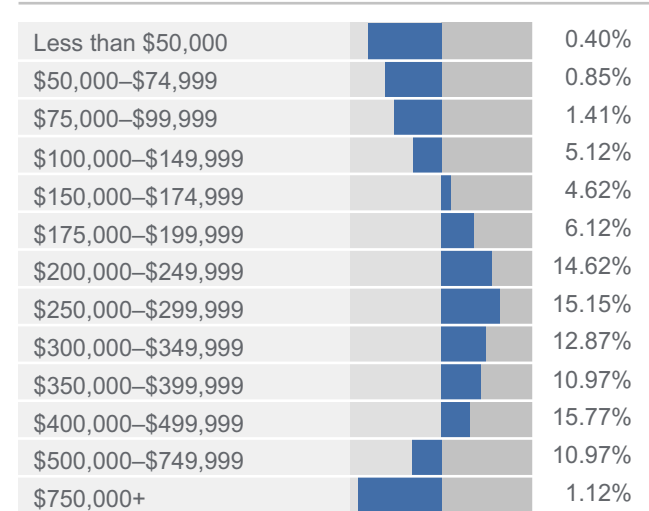
Estimated household income



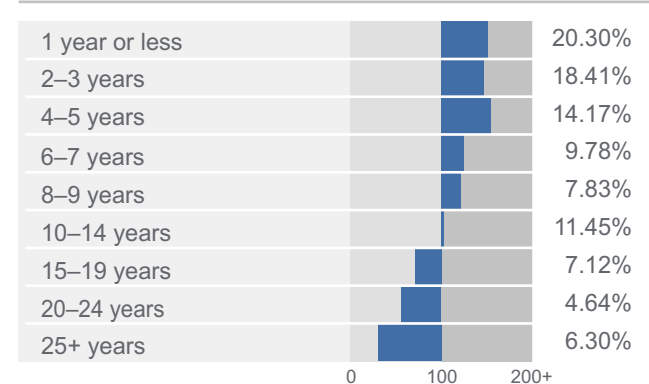
Age of children



Estimated current home value



Length of residency



J34 Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

🏠 3.23% | 4.14% 👤



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%

Household size 👤

3 persons

161 | 25.2%

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

Key Features

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



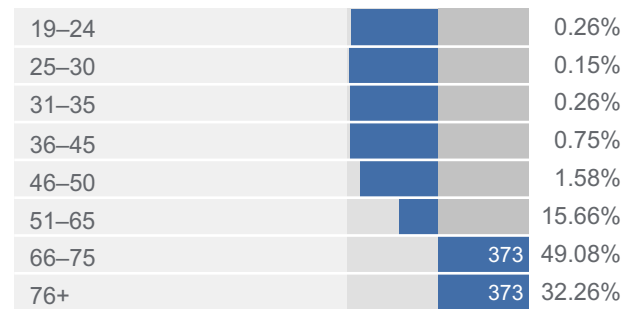
J34

Suburban Sophisticates

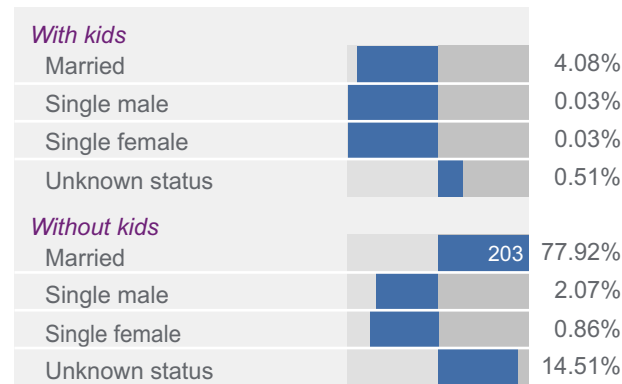
Established sophisticates living comfortable suburban lifestyles

🏠 3.23% | 4.14% 👤

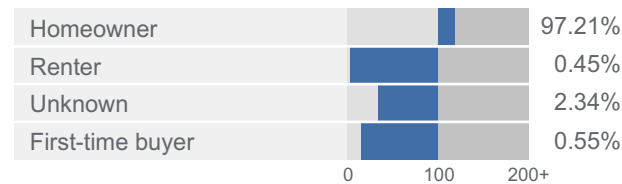
Head of household age



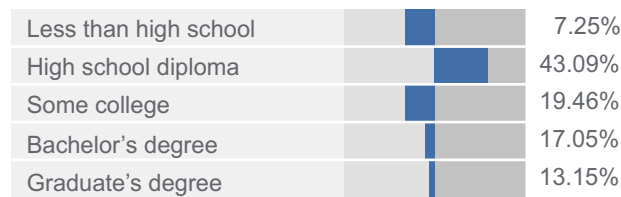
Family structure



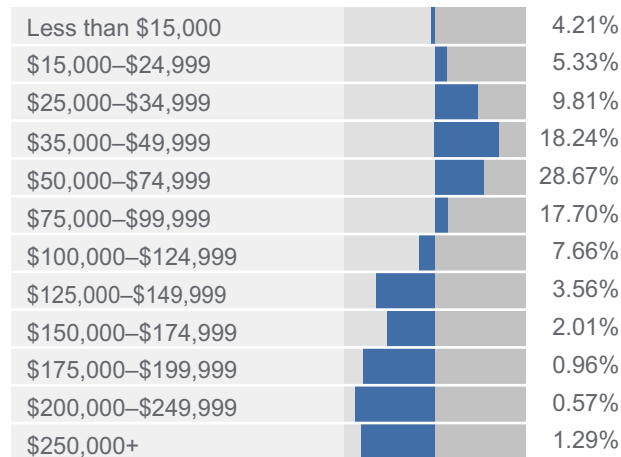
Home ownership



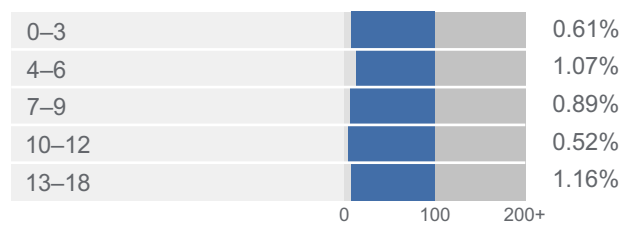
Head of household education



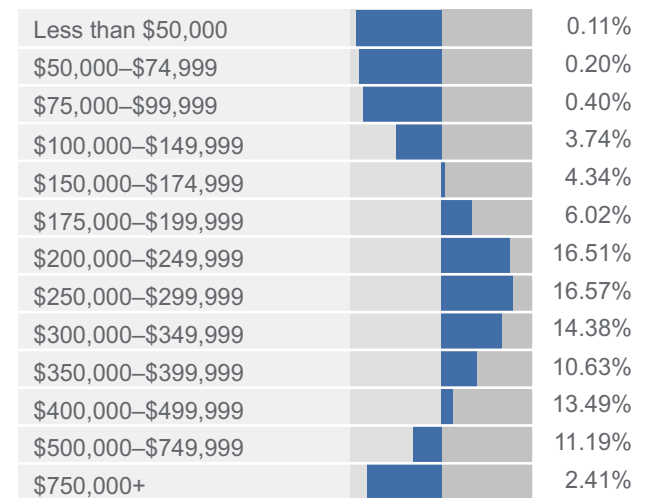
Estimated household income



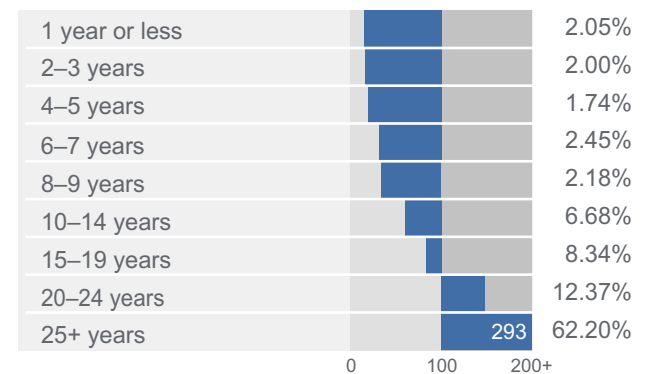
Age of children



Estimated current home value



Length of residency



J35 Rural Escape

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

🏠 2.21% | 2.25% 👤



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

Key Features

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

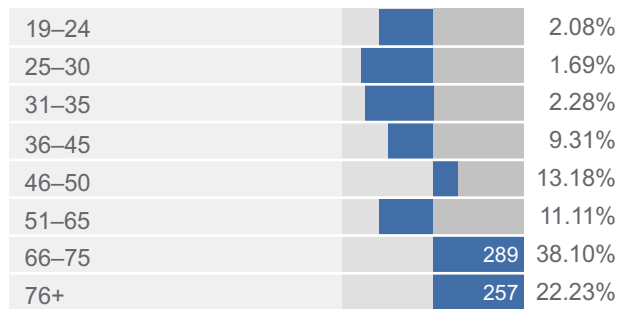


J35 Rural Escape

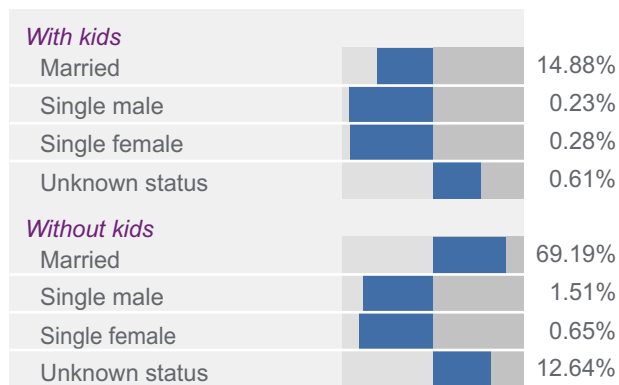
Sophisticated, established couples and singles living comfortable lives in rural towns

🏠 2.21% | 2.25% 👤

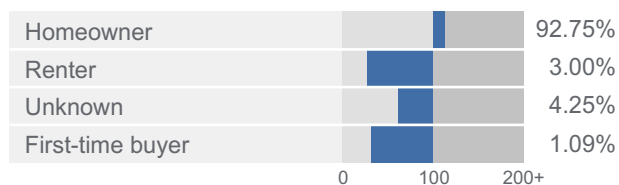
Head of household age



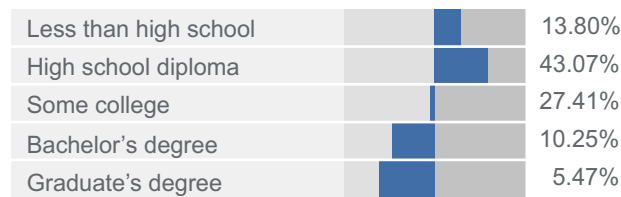
Family structure



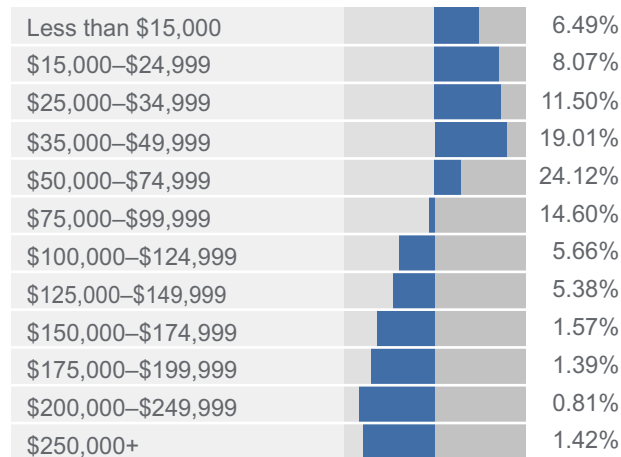
Home ownership



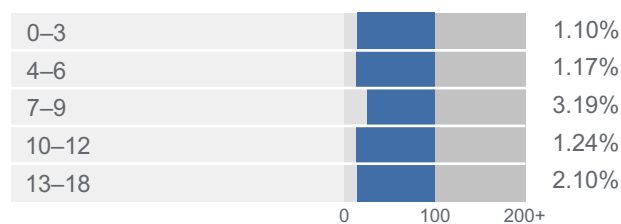
Head of household education



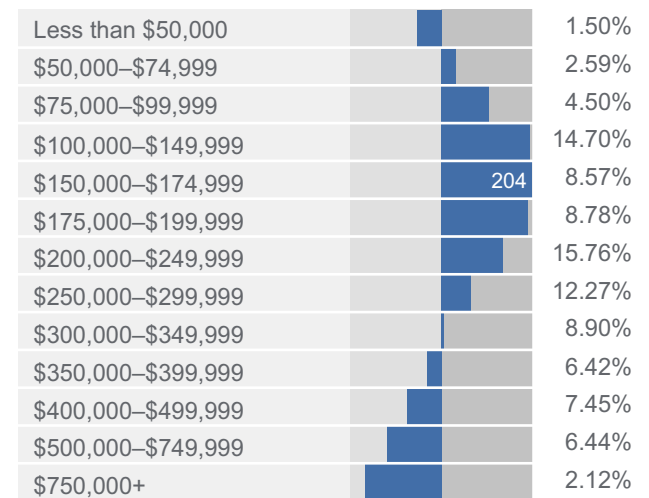
Estimated household income



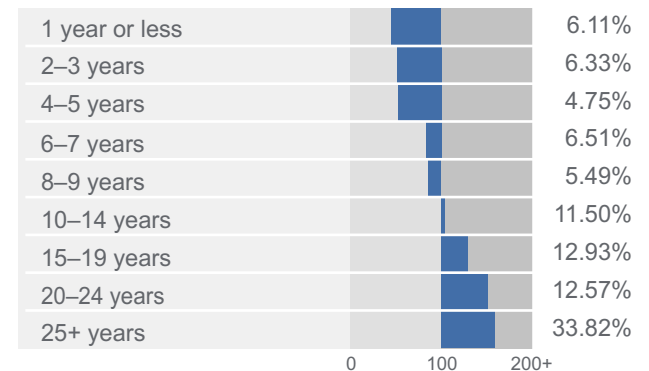
Age of children



Estimated current home value



Length of residency



J36

Settled and Sensible

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

🏠 1.65% | 1.89% 👤



Who We Are

Head of household age 🎂

51–65

140 | 38.1%

Type of property 🏠

Single family

110 | 98.0%

Est. Household income 💰

\$35,000–\$49,999

211 | 22.5%

Household size 👤

2 persons

106 | 27.8%

Home ownership 🤝

Homeowner

112 | 92.2%

Age of children 🍼

13–18

47 | 6.6%

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



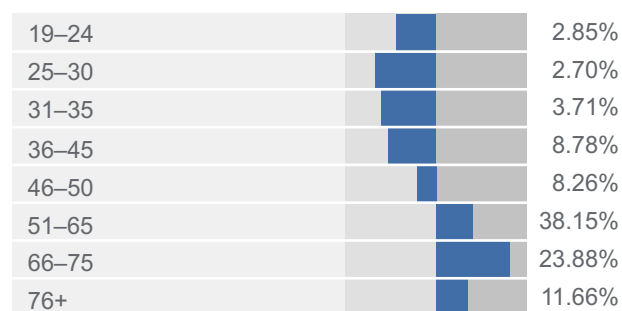
J36

Settled and Sensible

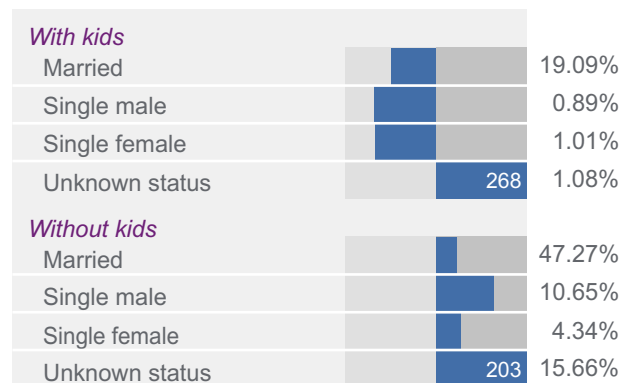
Mature, established couples with adult children and singles in suburban and rural neighborhoods

🏠 1.65% | 1.89% 👤

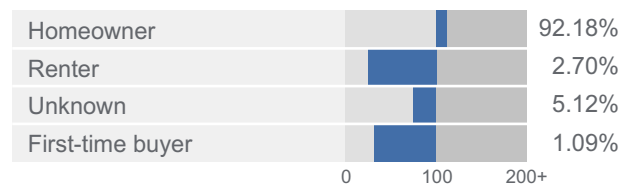
Head of household age



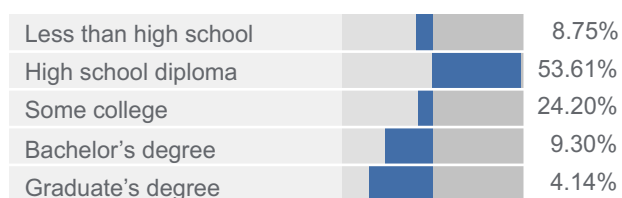
Family structure



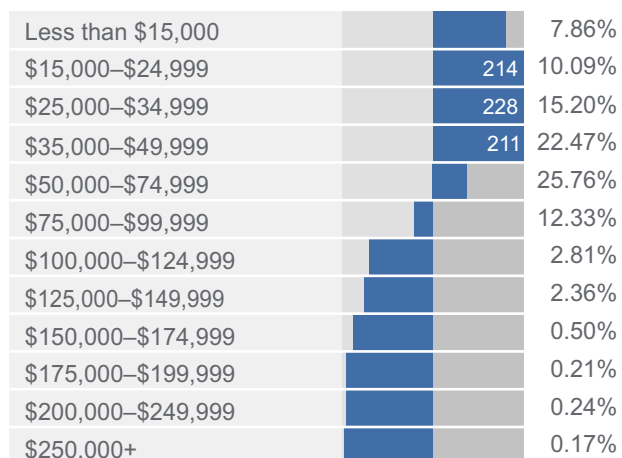
Home ownership



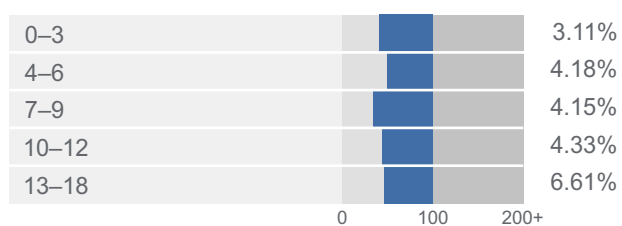
Head of household education



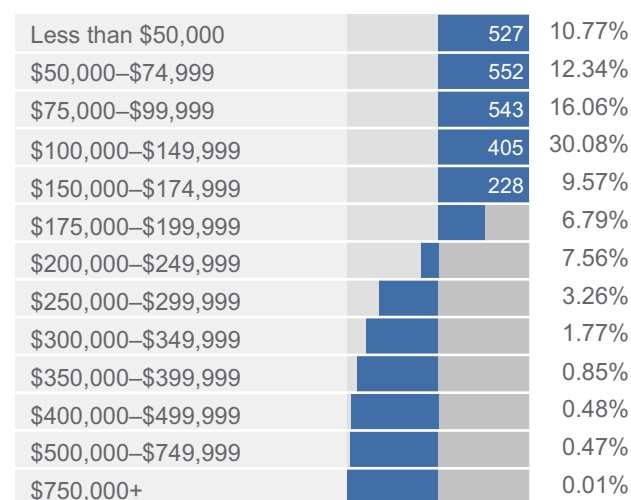
Estimated household income



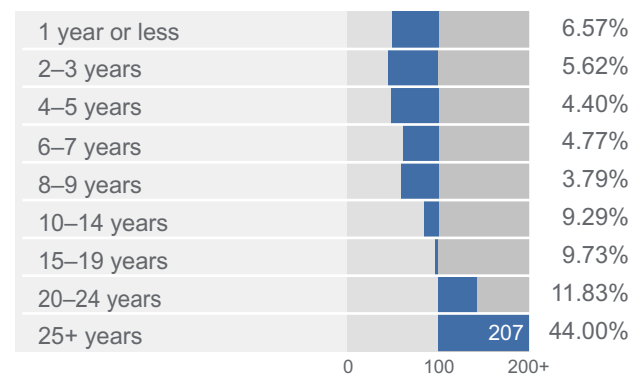
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Renter

497 | 54.2%

Age of children 🍼

7–9

87 | 10.7%

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



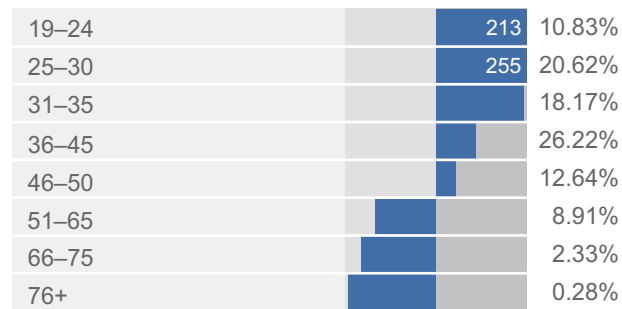
K37

Wired for Success

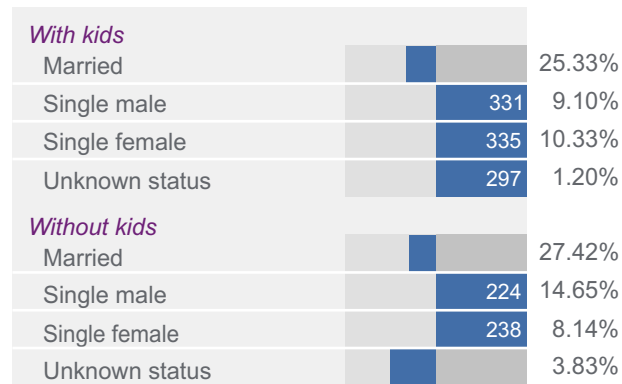
Young, mid-income singles and couples living socially-active city lives

1.68% | 0.97%

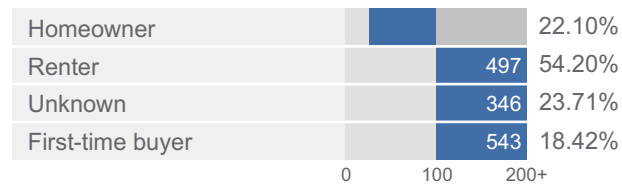
Head of household age



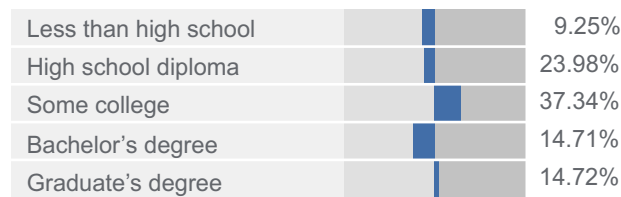
Family structure



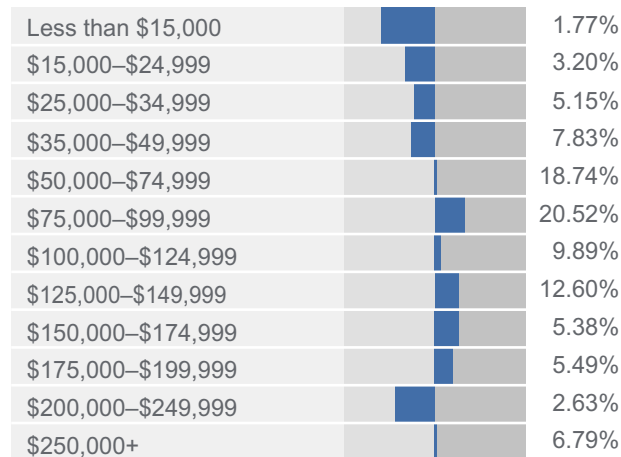
Home ownership



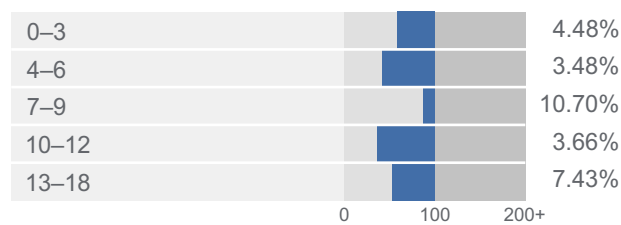
Head of household education



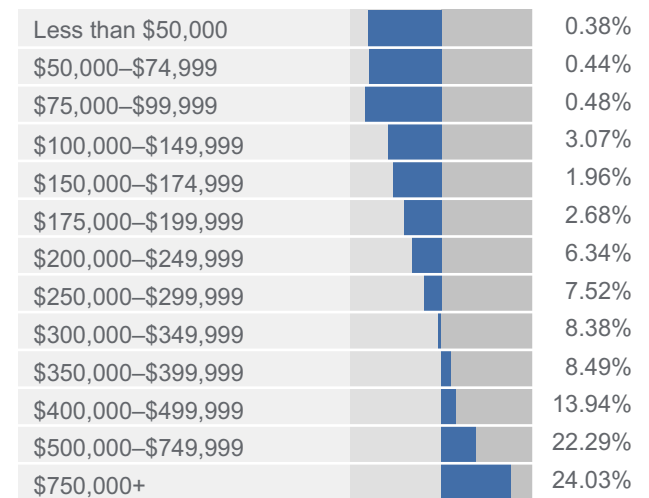
Estimated household income



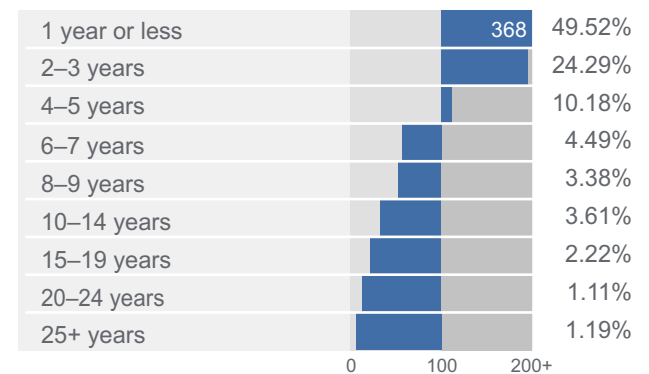
Age of children



Estimated current home value



Length of residency



K38 Modern Blend

Comfortably established singles and couples living suburban lifestyles

🏠 1.49% | 1.26% 👤



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

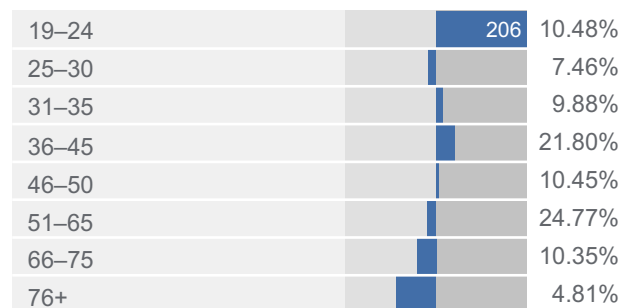


K38 Modern Blend

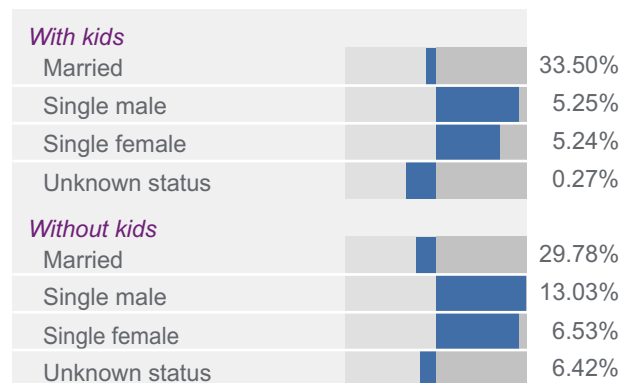
Comfortably established singles and couples living suburban lifestyles

🏠 1.49% | 1.26% 👤

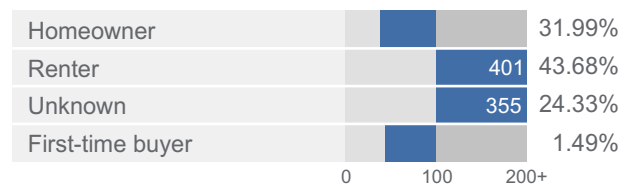
Head of household age



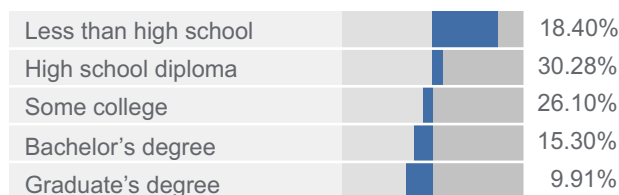
Family structure



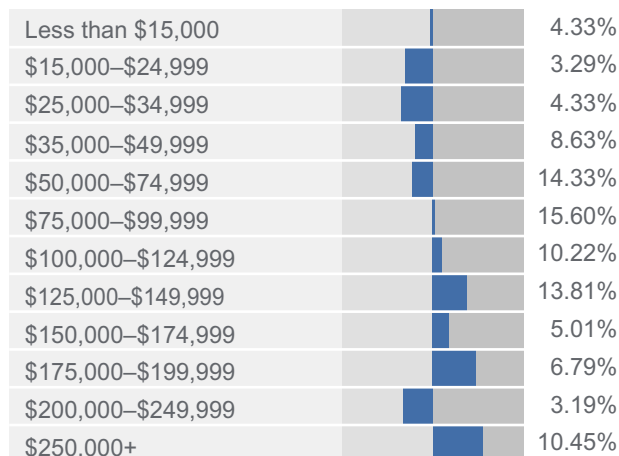
Home ownership



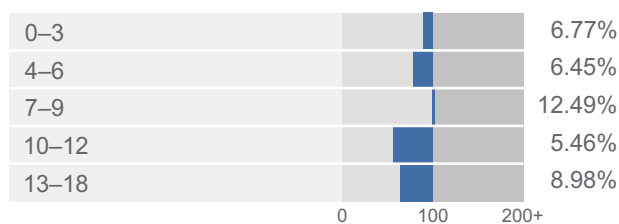
Head of household education



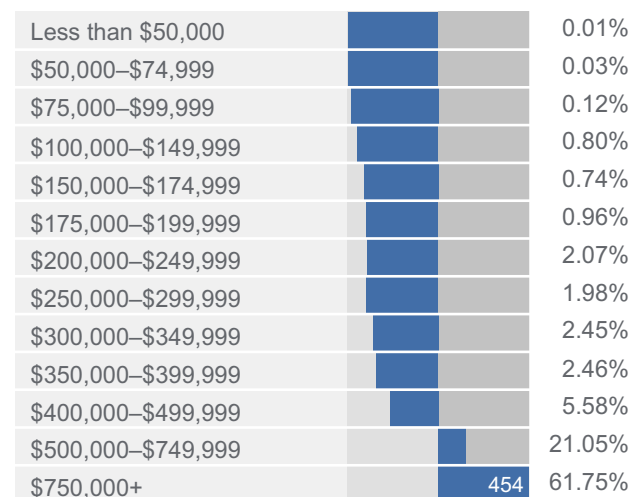
Estimated household income



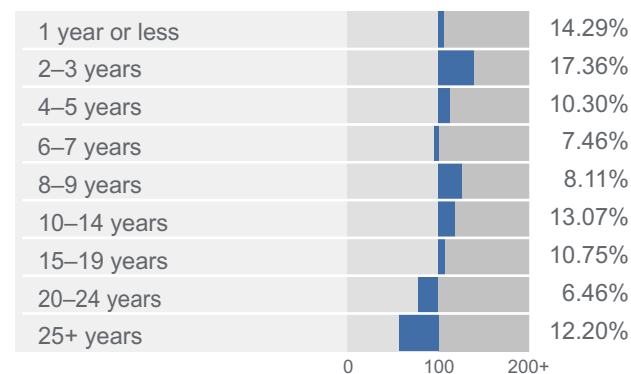
Age of children



Estimated current home value



Length of residency



K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

🏠 0.46% | 0.29% 👤



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

Key Features

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

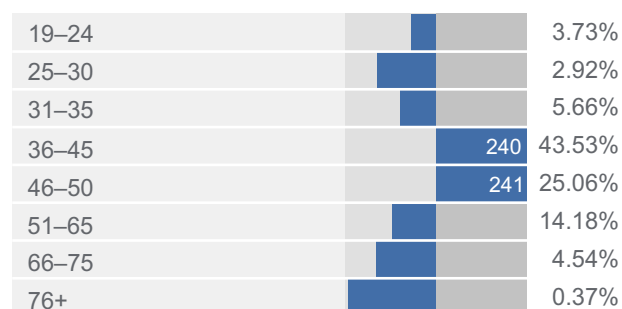


K39 Metro Fusion

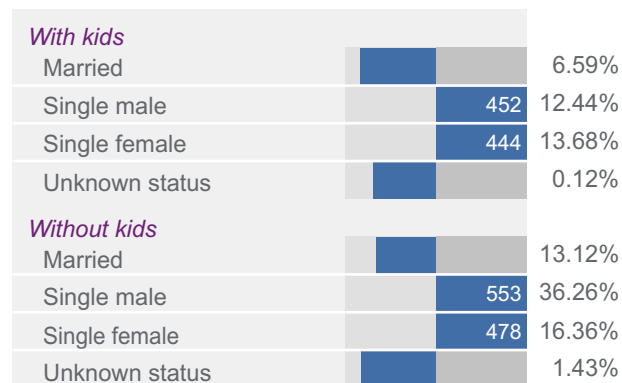
Middle-aged singles living urban and suburban active lifestyles

🏠 0.46% | 0.29% 👤

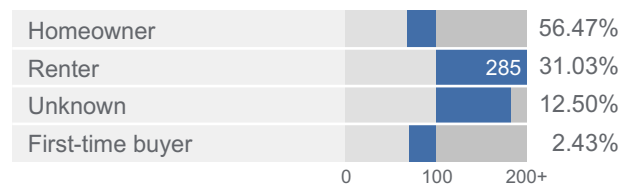
Head of household age



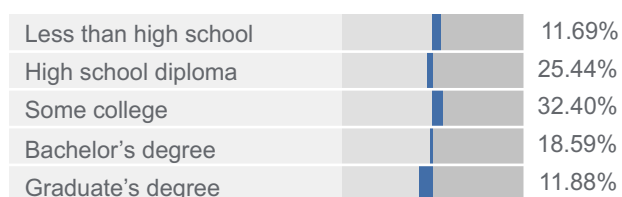
Family structure



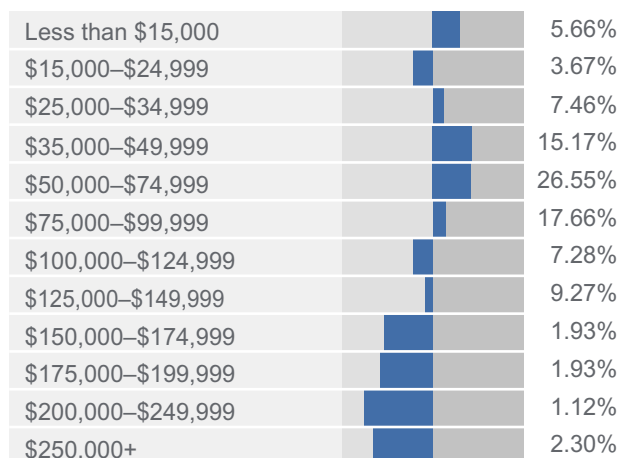
Home ownership



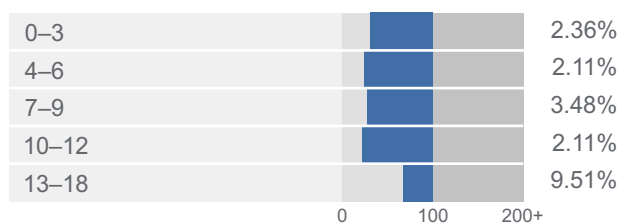
Head of household education



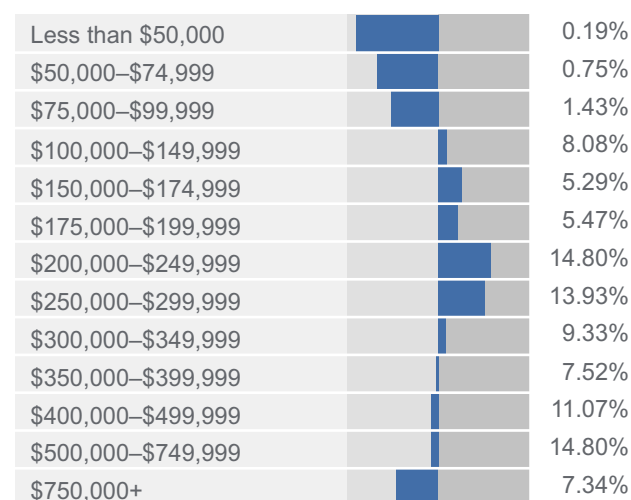
Estimated household income



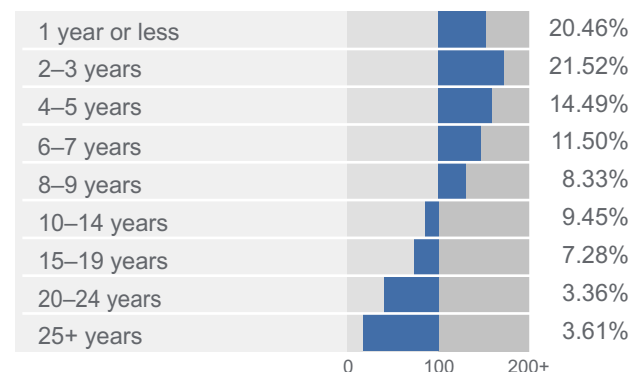
Age of children



Estimated current home value



Length of residency



K40

Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

🏠 1.54% | 0.87% 👤



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%

Home ownership

Renter

593 | 64.6%

Age of children

13–18

20 | 2.8%

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



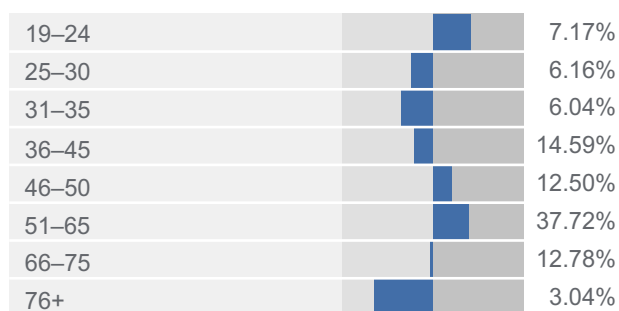
K40

Bohemian Groove

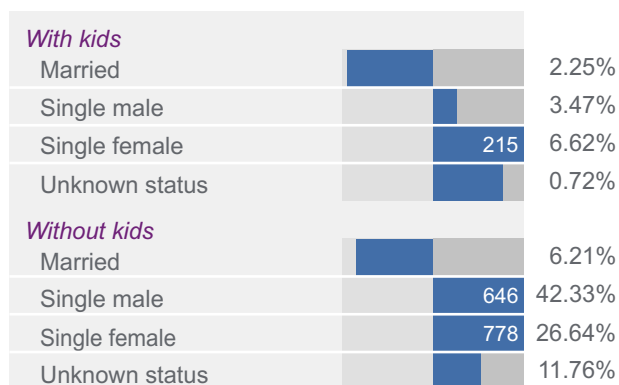
Mature, unattached individuals enjoying settled urban lives

1.54% | 0.87%

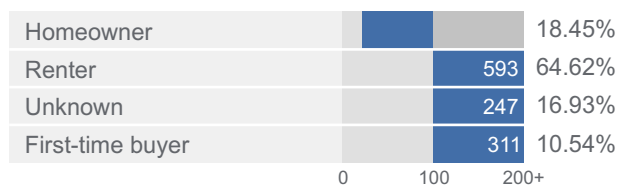
Head of household age



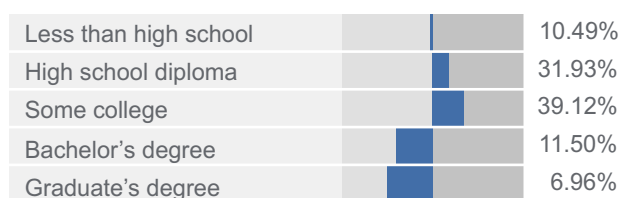
Family structure



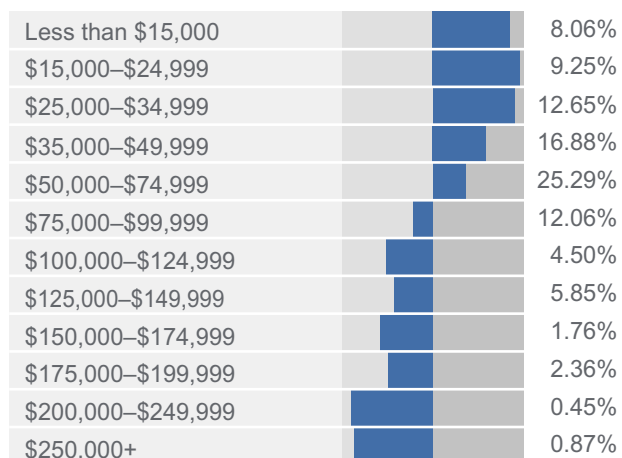
Home ownership



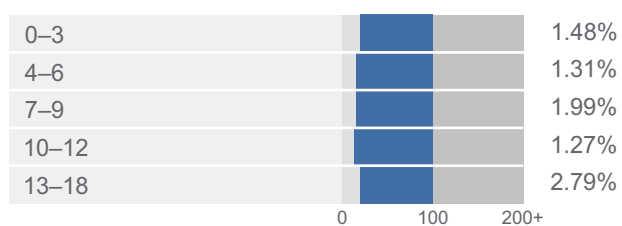
Head of household education



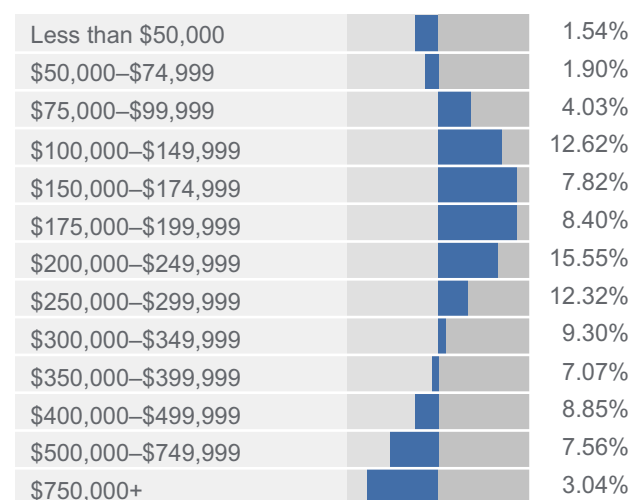
Estimated household income



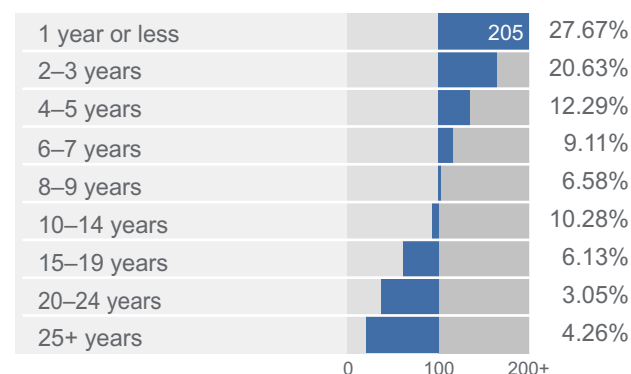
Age of children



Estimated current home value



Length of residency



L41

Booming and Consuming

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

🏠 1.06% | 0.81% 👤



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

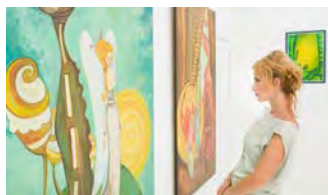
Technology Adoption



Novices

Key Features

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



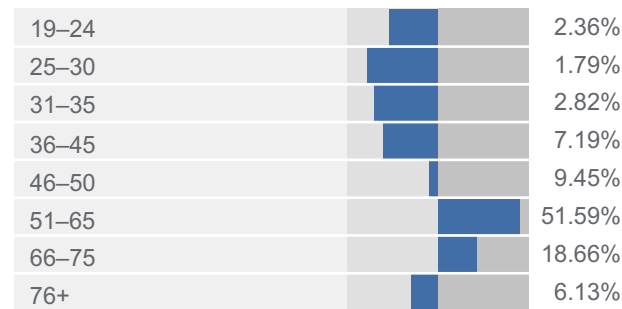
L41

Booming and Consuming

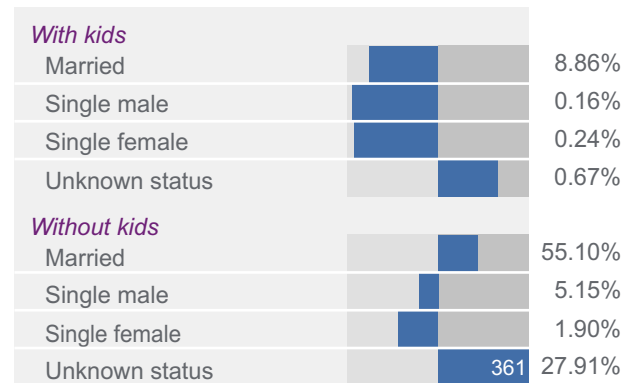
Older empty-nesting couples and singles enjoying relaxed lives in outskirt towns

🏠 1.06% | 0.81% 👤

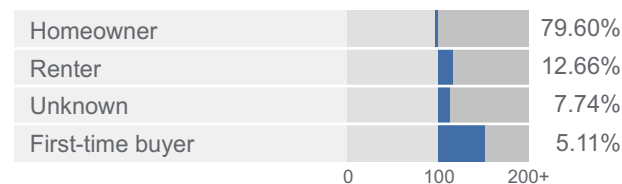
Head of household age



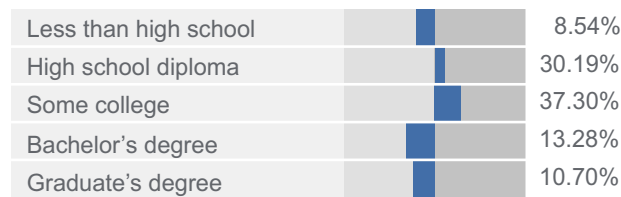
Family structure



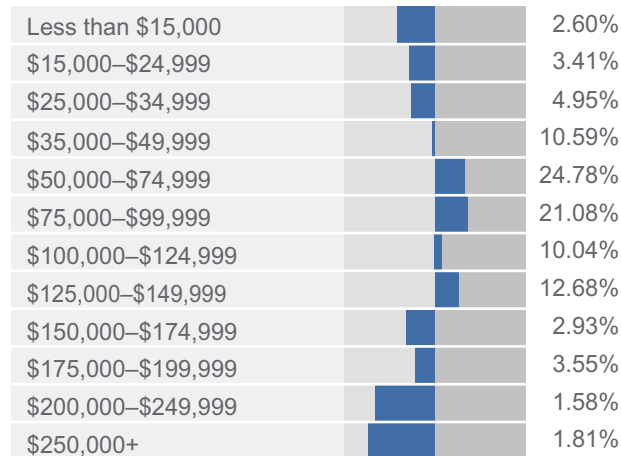
Home ownership



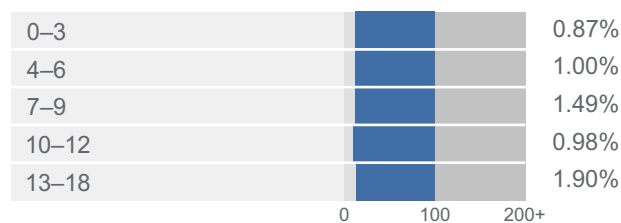
Head of household education



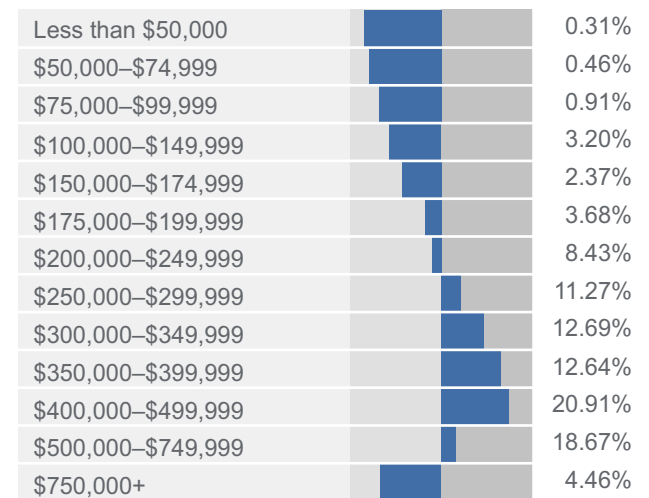
Estimated household income



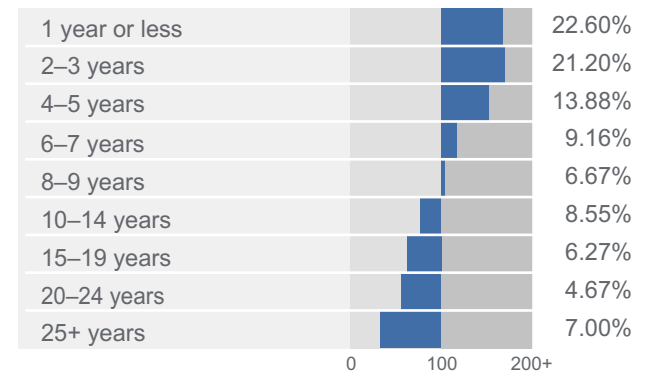
Age of children



Estimated current home value



Length of residency



L42 Rooted Flower Power

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

🏠 1.55% | 1.51% 👤



Who We Are

Head of household age 🎂

51–65

321 | 87.3%

Type of property 🏠

Single family

105 | 93.4%

Est. Household income 💰

\$50,000–\$74,999

166 | 31.0%

Household size 👤

1 person

123 | 40.4%

Home ownership 🤝

Homeowner

108 | 88.6%

Age of children 🍼

13–18

11 | 1.5%

Channel Preference



33



121



46



27



47



74

Technology Adoption



Apprentices

Key Features

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



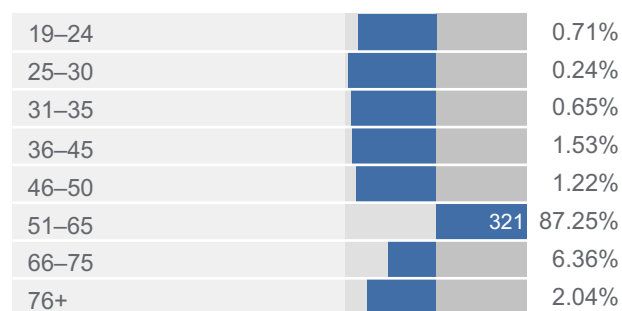
L42

Rooted Flower Power

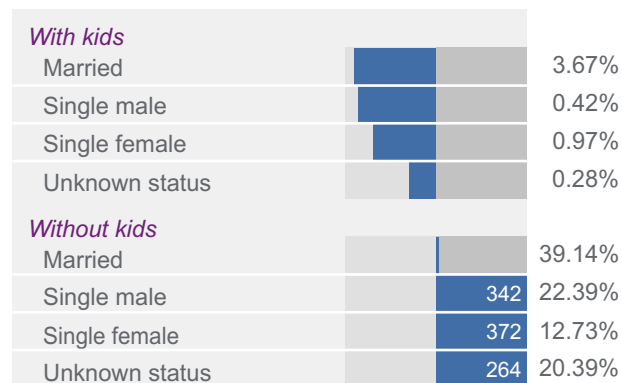
Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

🏠 1.55% | 1.51% 👤

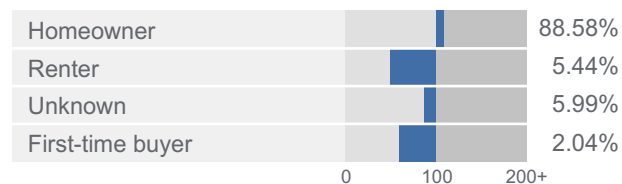
Head of household age



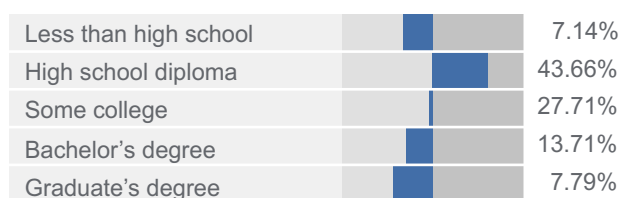
Family structure



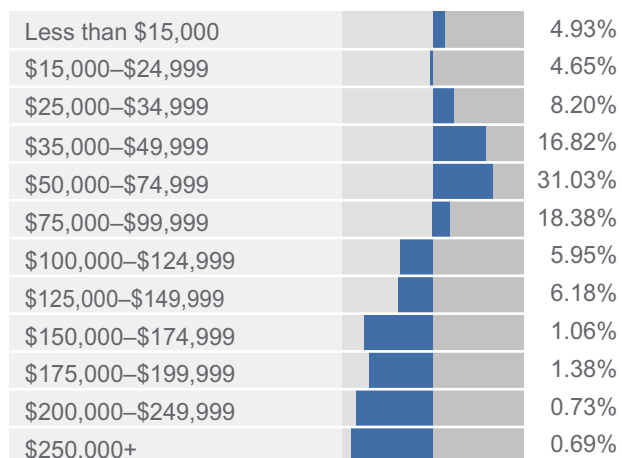
Home ownership



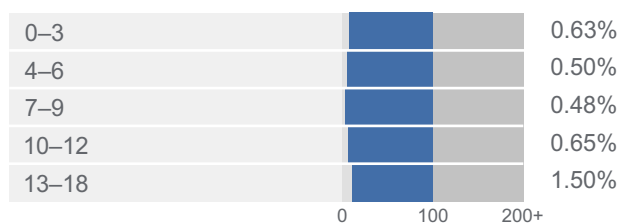
Head of household education



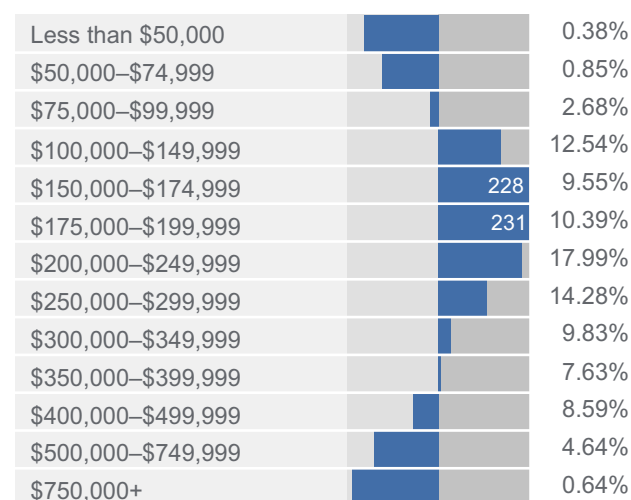
Estimated household income



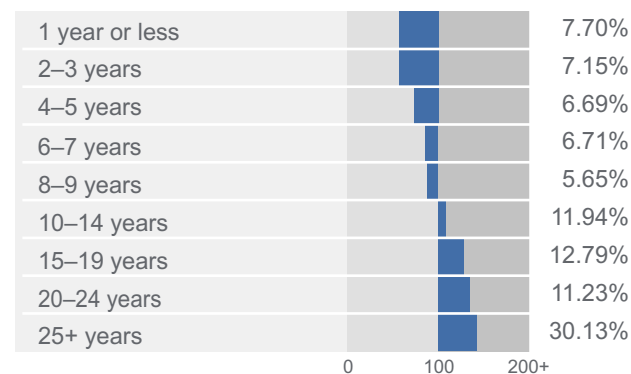
Age of children



Estimated current home value



Length of residency



L43

Homemade Happiness

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

🏠 1.62% | 1.67% 👤



Who We Are

Head of household age 🎂

51–65

311 | 84.6%

Type of property 🏠

Single family

109 | 96.7%

Est. Household income 💰

\$50,000–\$74,999

154 | 28.8%

Household size 👤

2 persons

107 | 28.1%

Home ownership 🤝

Homeowner

110 | 90.2%

Age of children 🍼

13–18

28 | 3.9%

Channel Preference



28



50



23



6



7



57

Technology Adoption



Novices

Key Features

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



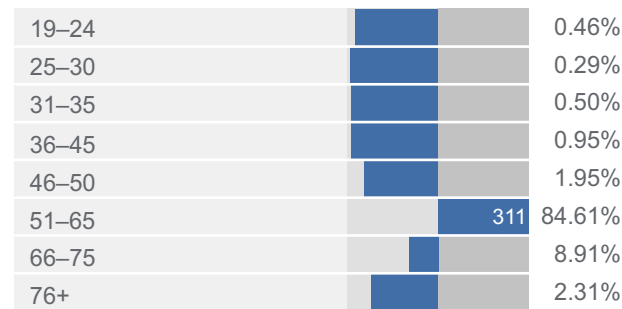
L43

Homemade Happiness

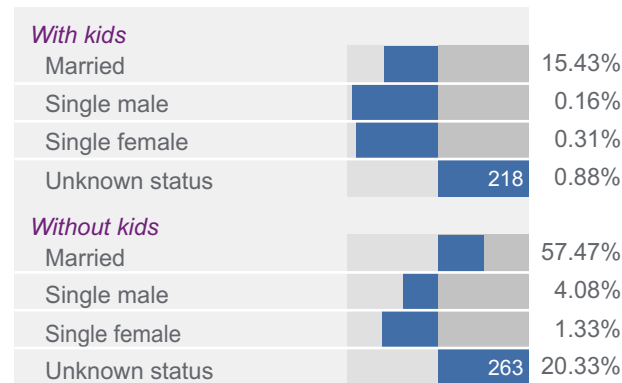
Lower middle-class baby boomer households living in remote town and country homes

🏠 1.62% | 1.67% 👤

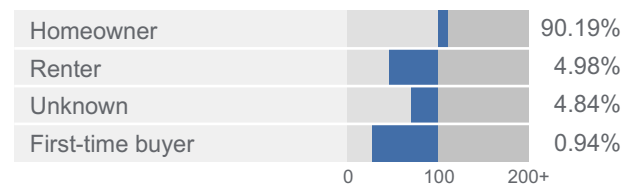
Head of household age



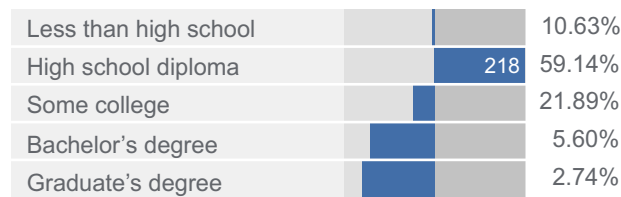
Family structure



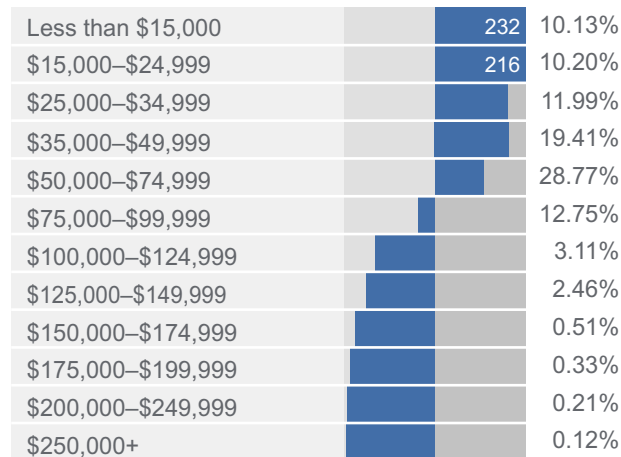
Home ownership



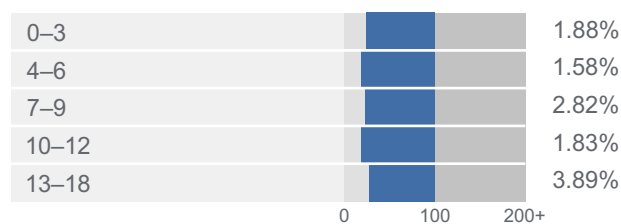
Head of household education



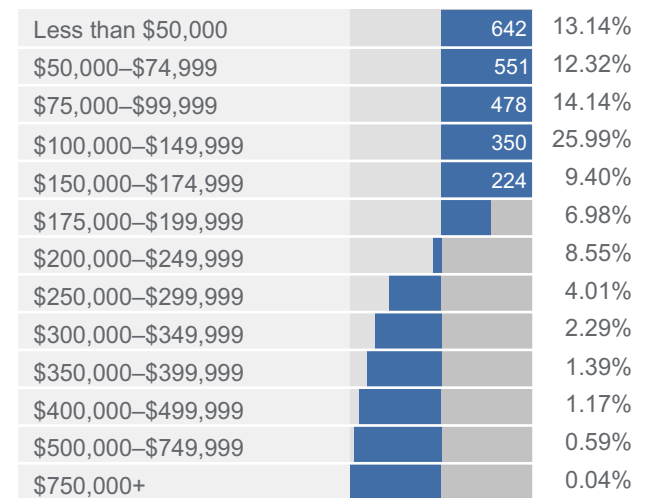
Estimated household income



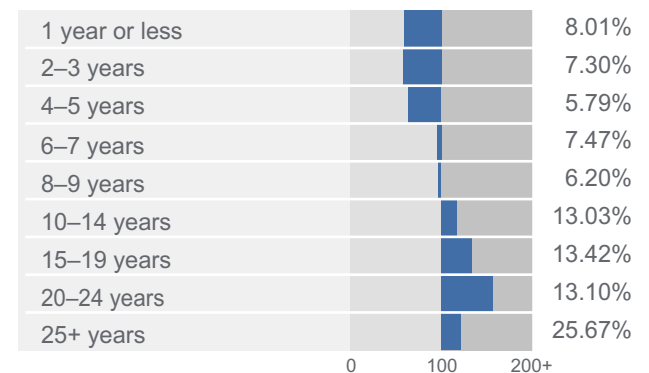
Age of children



Estimated current home value



Length of residency



M44 Creative Comfort

Rural families with modest incomes and diverse household dynamics

🏠 1.32% | 1.65% 👤



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%

Household size 👤

2 persons

109 | 28.6%

Home ownership 🤝

Homeowner

104 | 85.4%

Age of children 🍼

4–6

484 | 40.2%

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

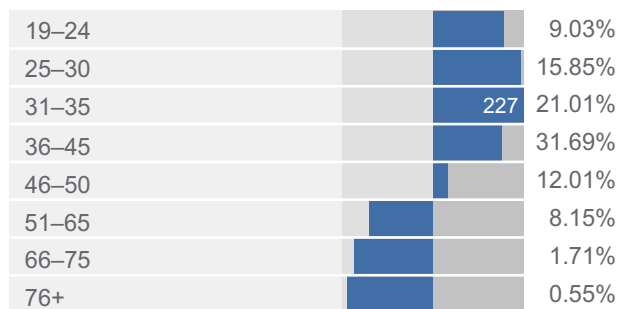


M44 Creative Comfort

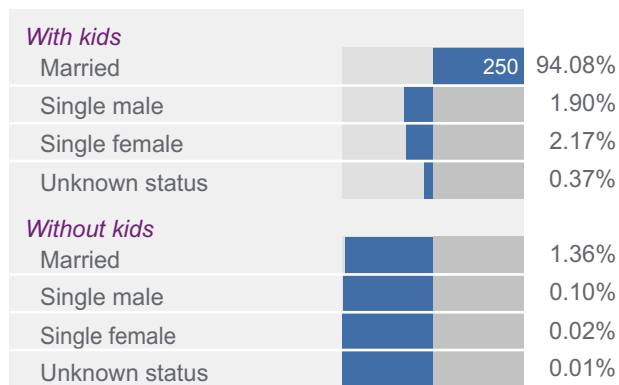
Rural families with modest incomes and diverse household dynamics

🏠 1.32% | 1.65% 👤

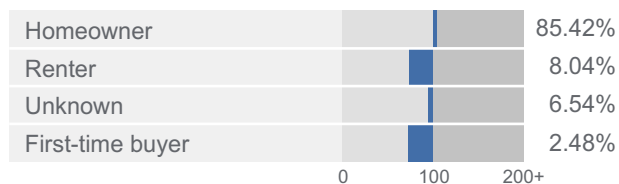
Head of household age



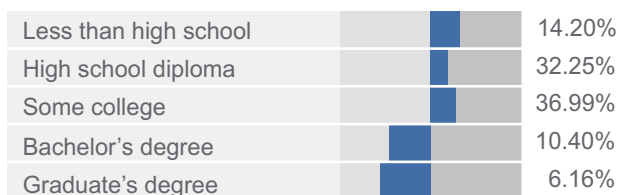
Family structure



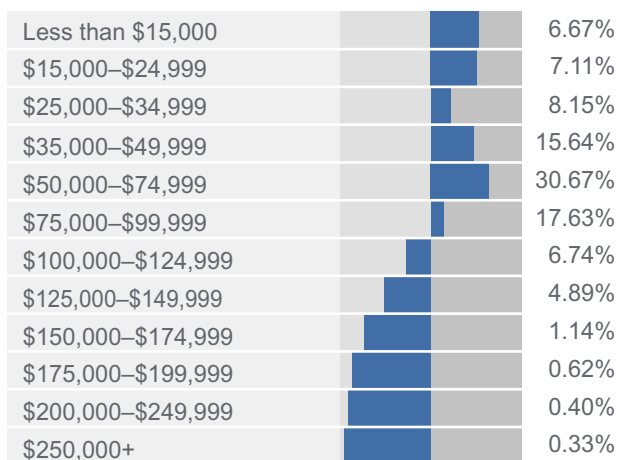
Home ownership



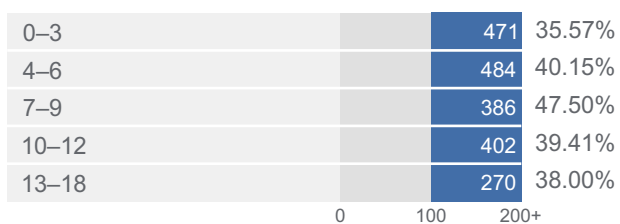
Head of household education



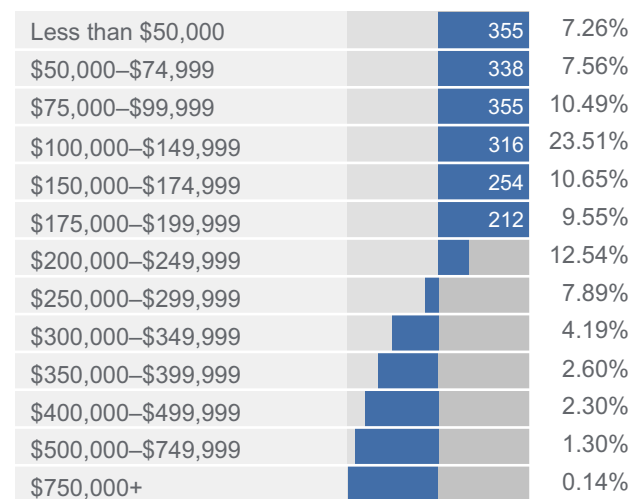
Estimated household income



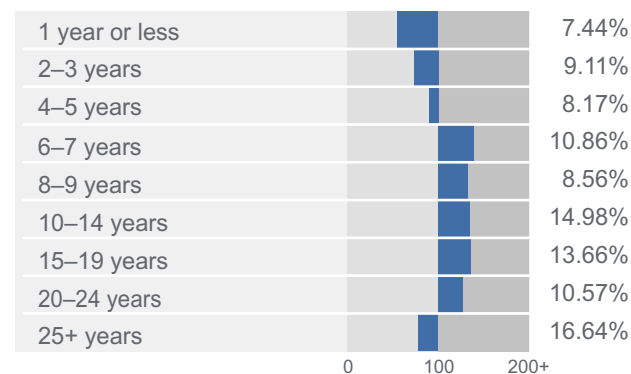
Age of children



Estimated current home value



Length of residency



M45 Growing and Expanding

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

🏠 0.97% | 0.95% 👤



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

Key Features

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

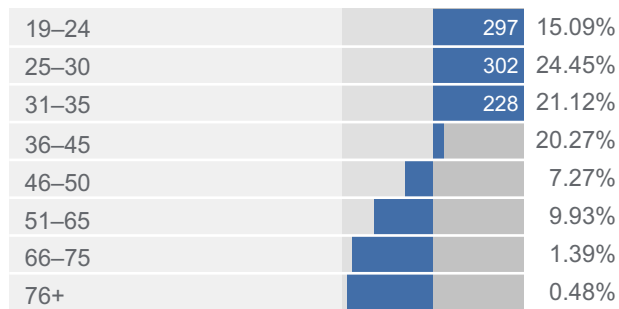


M45 Growing and Expanding

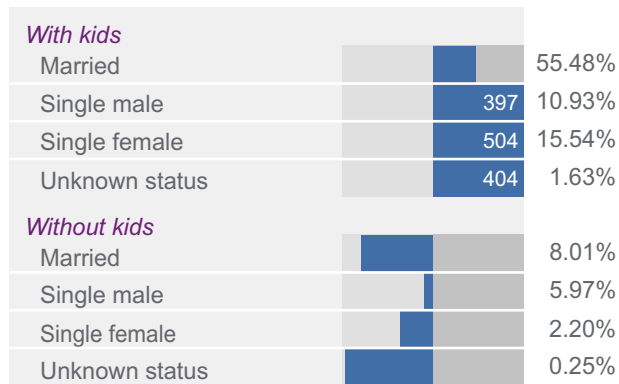
Young, working-class families and single parent households living in small established city residences

0.97% | 0.95%

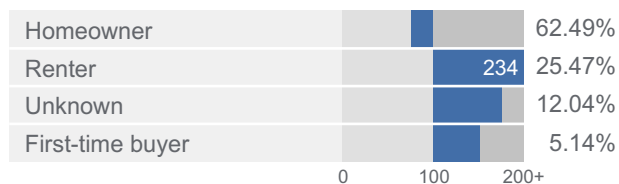
Head of household age



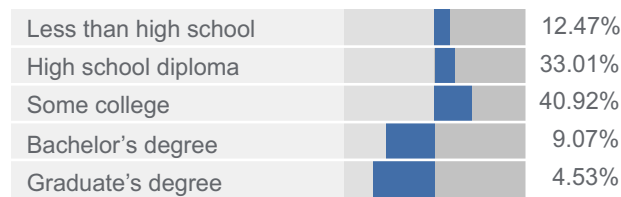
Family structure



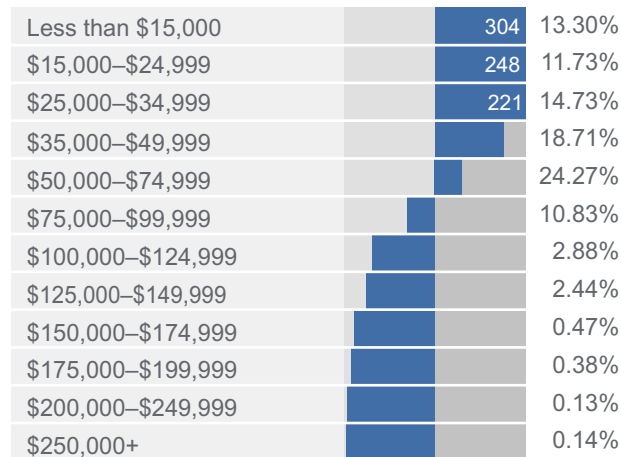
Home ownership



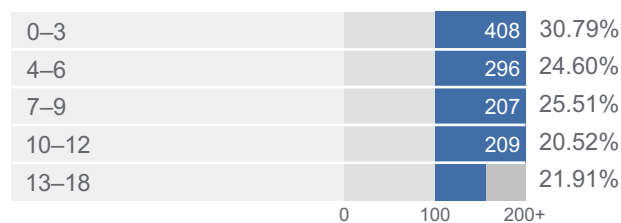
Head of household education



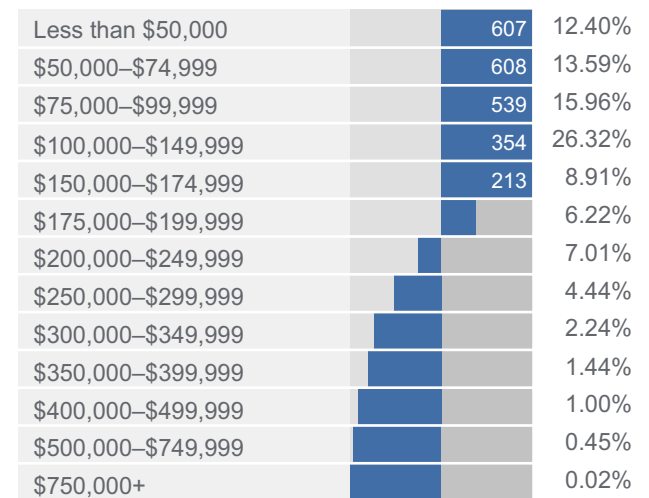
Estimated household income



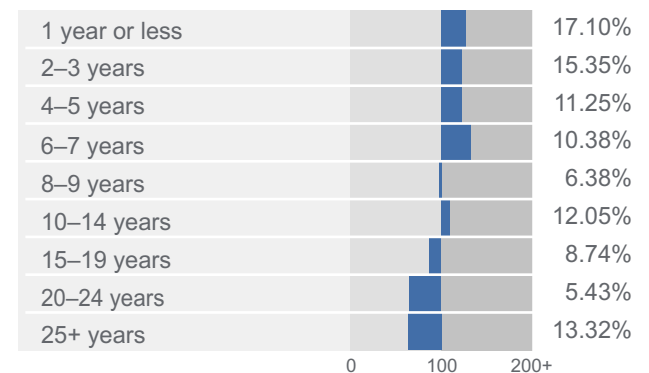
Age of children



Estimated current home value



Length of residency



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%

Home ownership



Homeowner

101 | 82.8%

Age of children



13–18

78 | 10.9%

Channel Preference



57



54



29



24



19



65

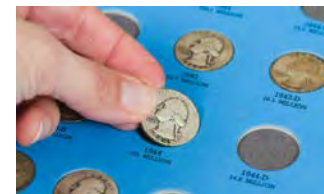
Technology Adoption



Wizards

Key Features

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



N46

True Grit Americans

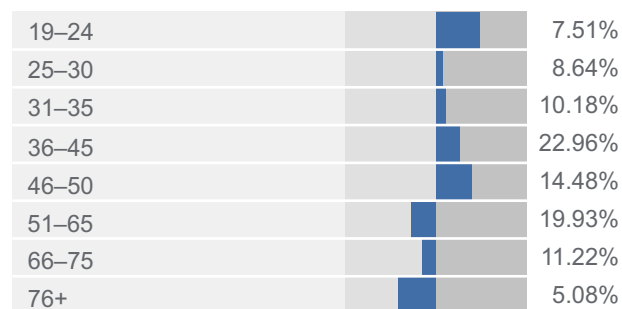
Middle-aged, lower middle-class households in town and country communities located in the nation's midsection



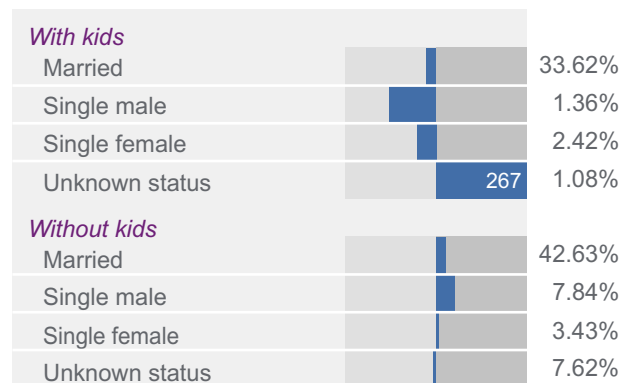
1.2% | 1.02%



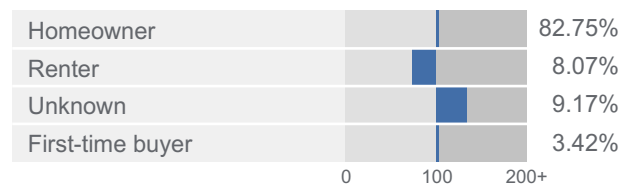
Head of household age



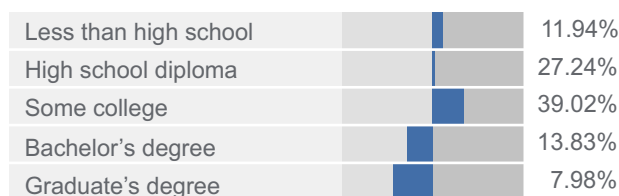
Family structure



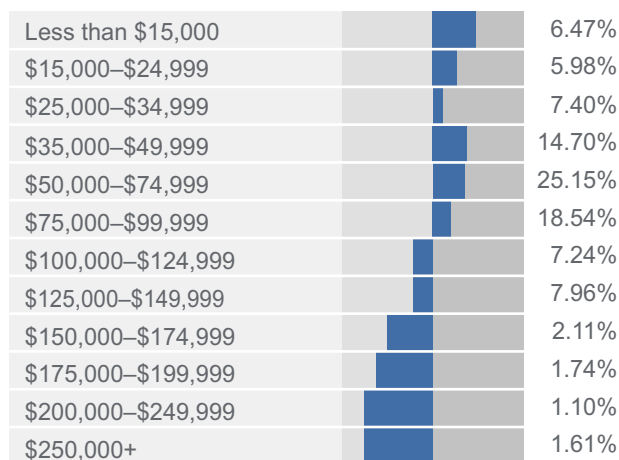
Home ownership



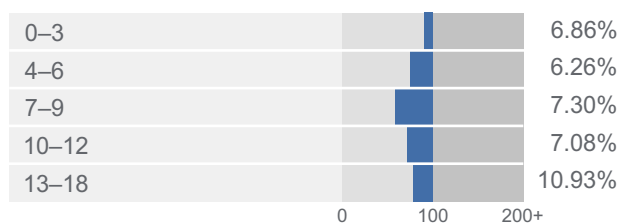
Head of household education



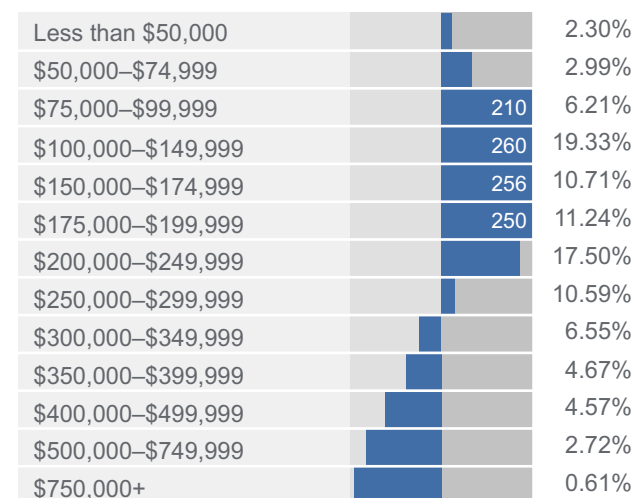
Estimated household income



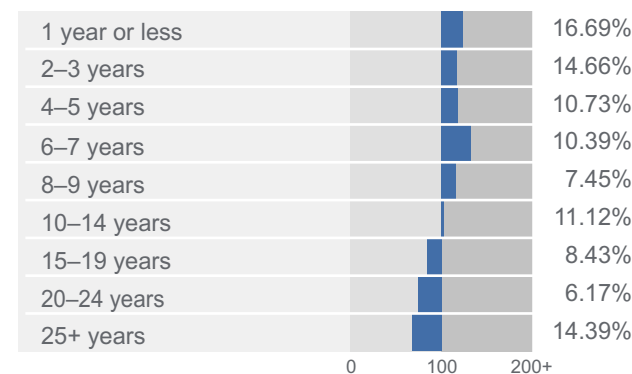
Age of children



Estimated current home value



Length of residency



N47 Countrified Pragmatics

Modest income couples and singles living rural, casual lives

🏠 1.08% | 0.68% 👤



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

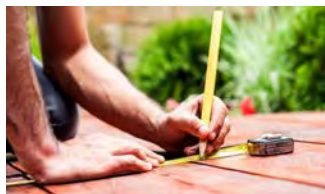
Technology Adoption



Wizards

Key Features

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

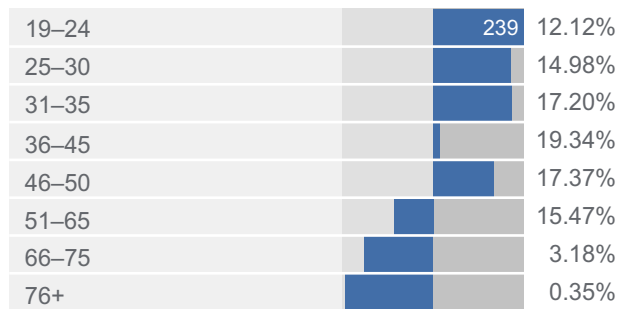


N47 Countrified Pragmatics

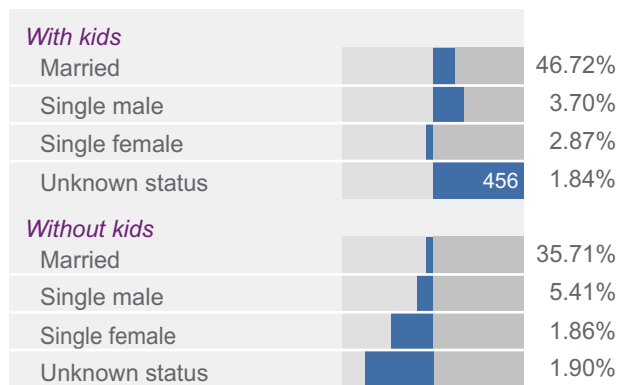
Modest income couples and singles living rural, casual lives

🏠 1.08% | 0.68% 👤

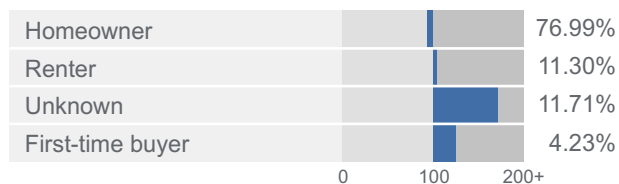
Head of household age



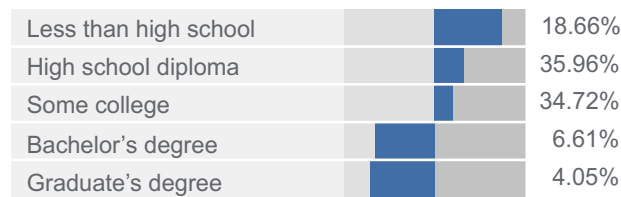
Family structure



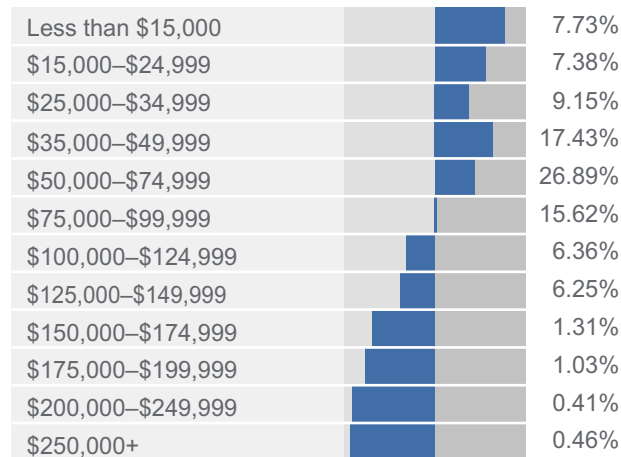
Home ownership



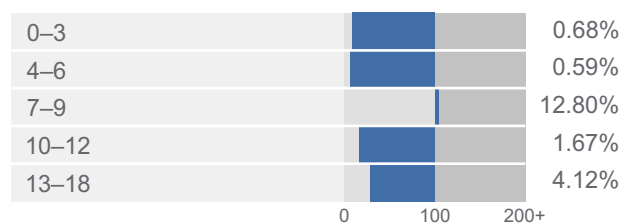
Head of household education



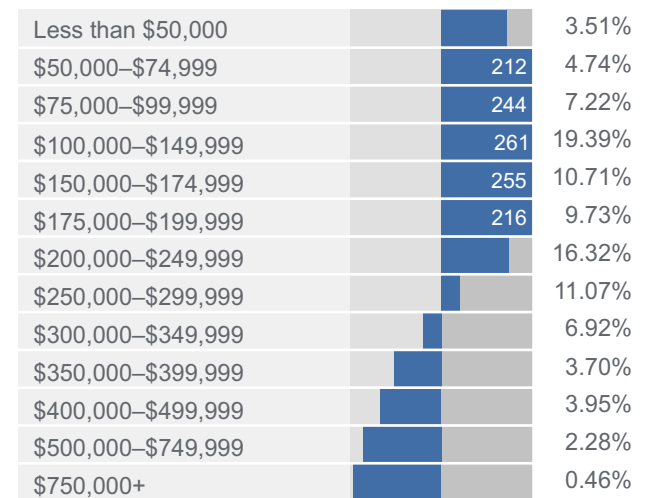
Estimated household income



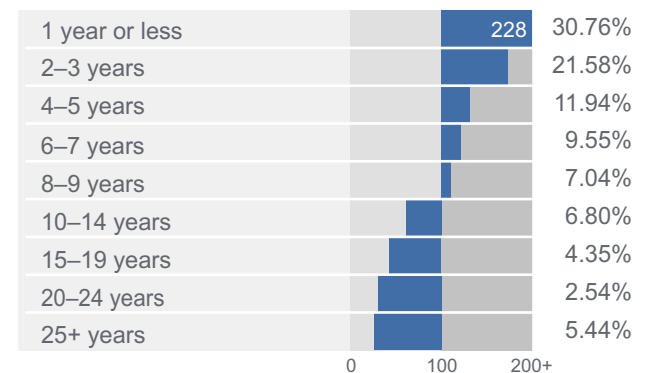
Age of children



Estimated current home value



Length of residency



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



N48 Rural Southern Bliss

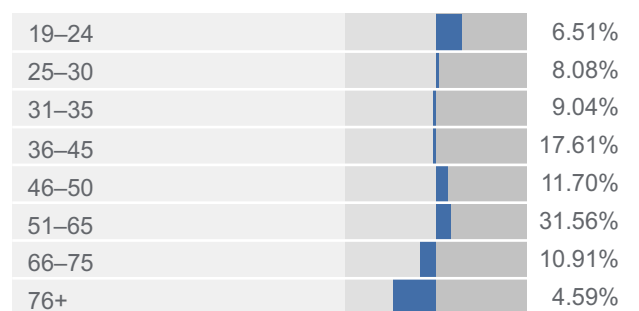
Lower to middle-income multi-generational families living in small towns



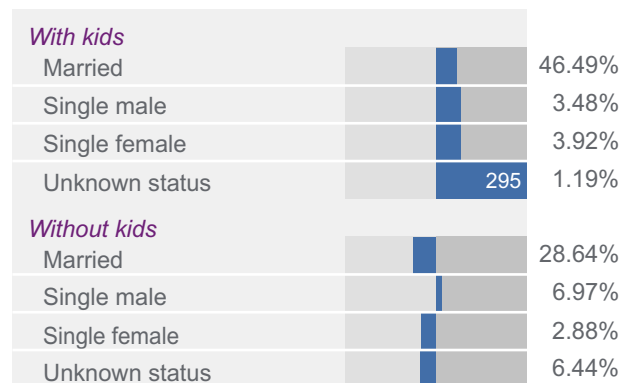
1.3% | 1.5%



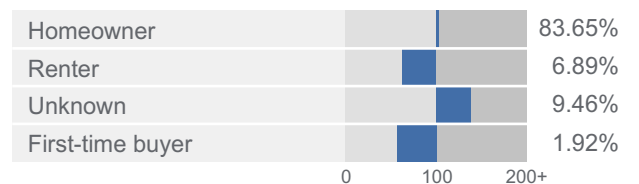
Head of household age



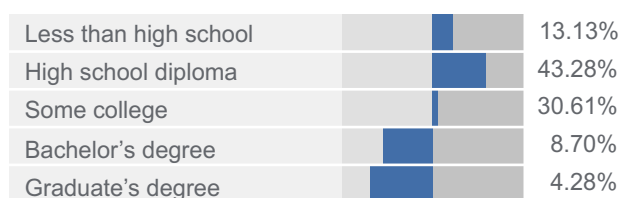
Family structure



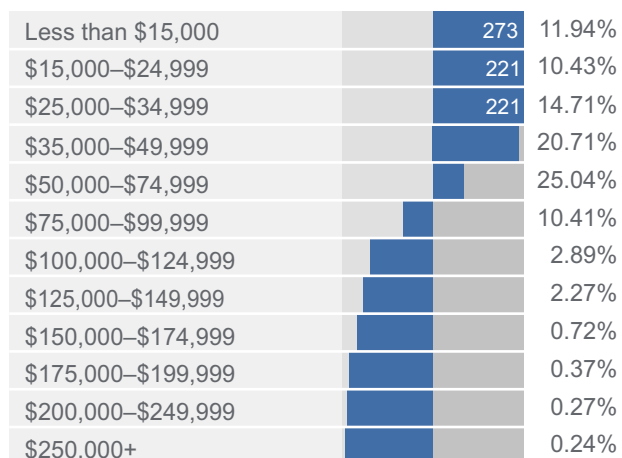
Home ownership



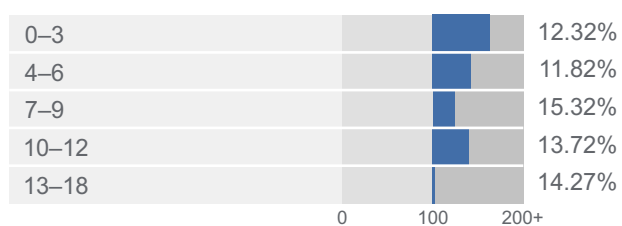
Head of household education



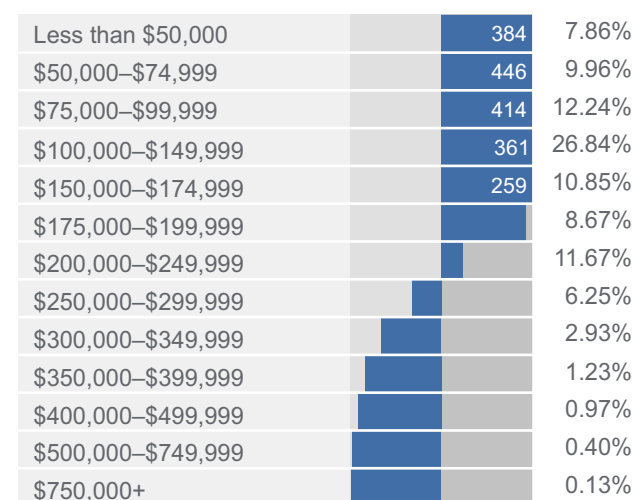
Estimated household income



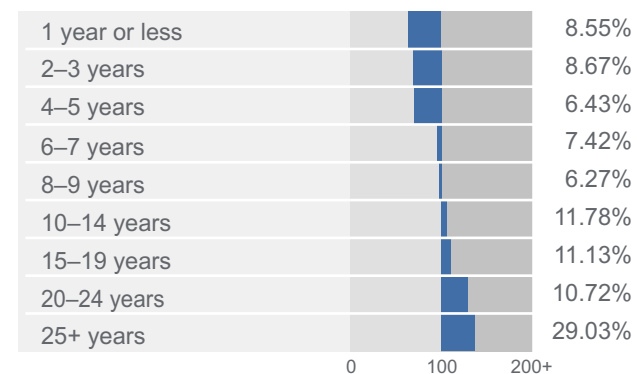
Age of children



Estimated current home value



Length of residency



N49

Touch of Tradition

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

🏠 0.73% | 0.52% 👤



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%

Home ownership 🤝

Homeowner

101 | 82.8%

Age of children 🍼

7–9

76 | 9.3%

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



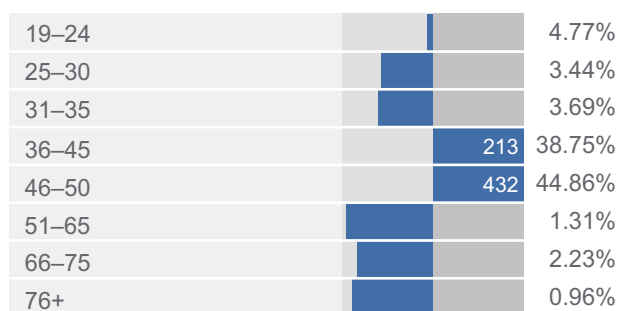
N49

Touch of Tradition

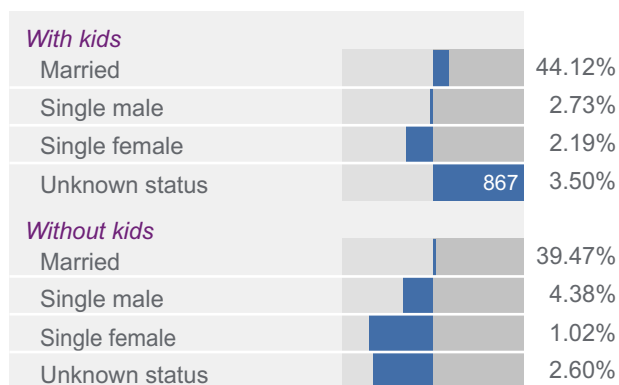
Working-class, middle-aged couples and singles living in rural homes

0.73% | 0.52%

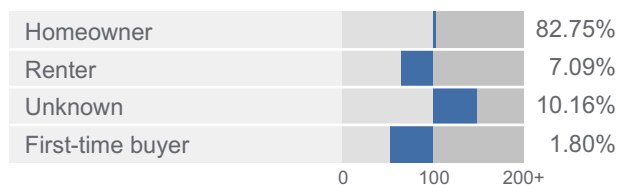
Head of household age



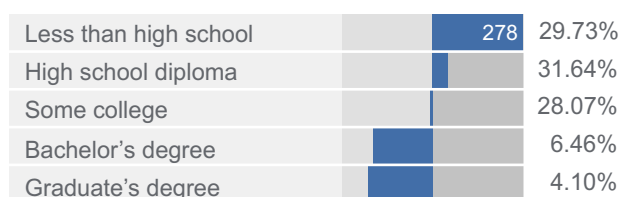
Family structure



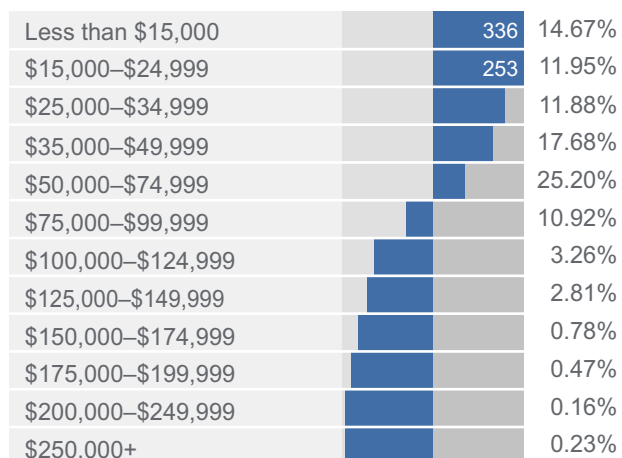
Home ownership



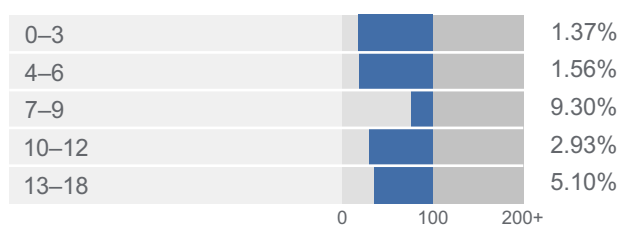
Head of household education



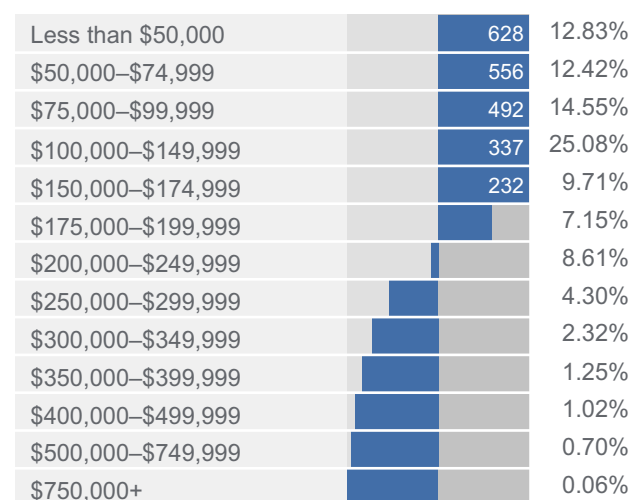
Estimated household income



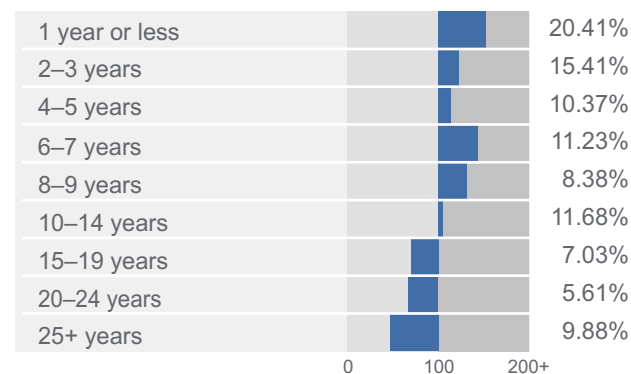
Age of children



Estimated current home value



Length of residency



O50 Full Steam Ahead

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

🏠 0.64% | 0.32% 👤



Who We Are

Head of household age 🎂

25–30

285 | 23.0%

Type of property 🏠

Multi-family: 101+ units

2297 | 31.7%

Est. Household income 💰

\$35,000–\$49,999

165 | 17.6%

Household size 👤

1 person

279 | 91.8%

Home ownership 🤝

Renter

609 | 66.3%

Age of children 🍼

7–9

66 | 8.1%

Channel Preference



147



106



284



229



22



15

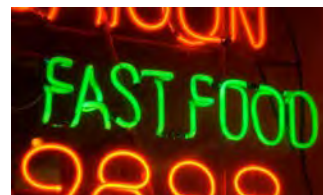
Technology Adoption



Wizards

Key Features

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

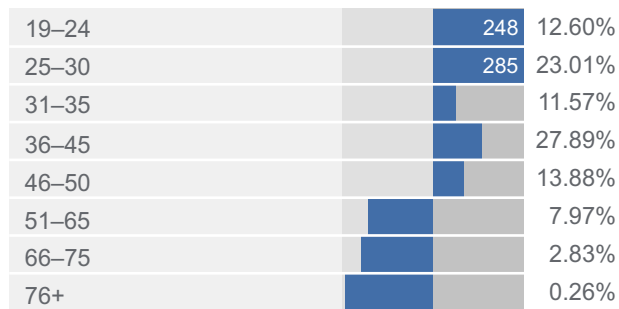


O50 Full Steam Ahead

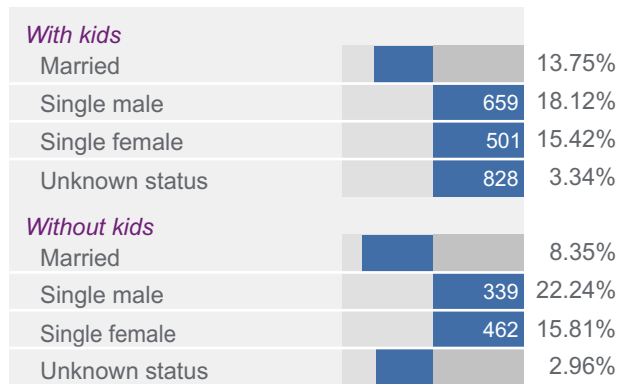
Younger and middle-aged singles gravitating to second-tier cities

🏠 0.64% | 0.32% 👤

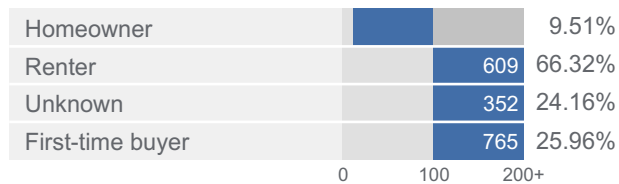
Head of household age



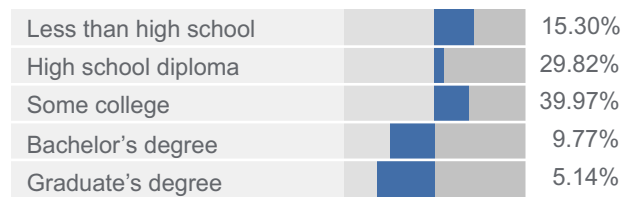
Family structure



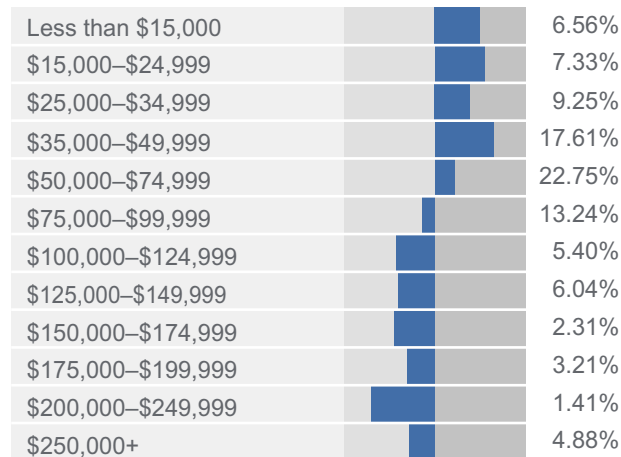
Home ownership



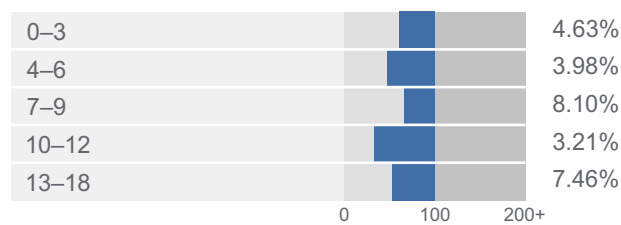
Head of household education



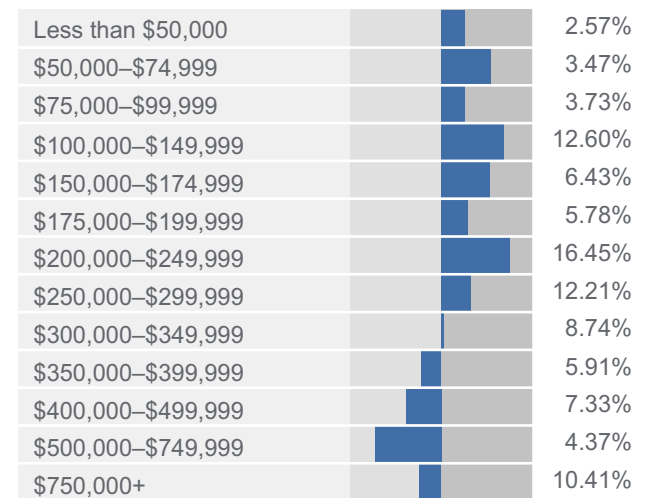
Estimated household income



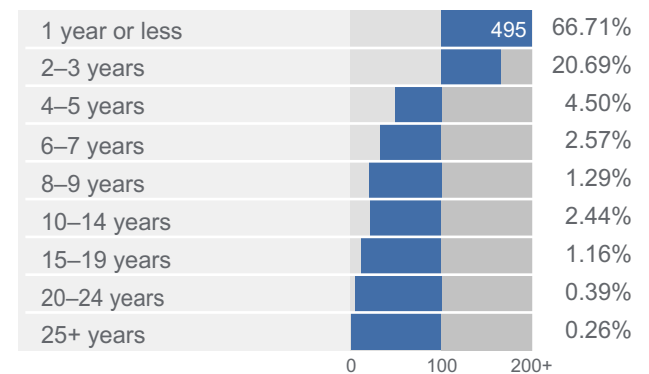
Age of children



Estimated current home value



Length of residency



O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

🏠 4.05% | 2.57% 👤



Who We Are

Head of household age 🎂

25–30

613 | 49.6%

Type of property 🏠

Single family

100 | 88.5%

Est. Household income 💰

\$50,000–\$74,999

136 | 25.4%

Household size 👤

1 person

204 | 66.9%

Home ownership 🤝

First-time buyer

444 | 15.1%

Age of children 🍼

7–9

83 | 10.2%

Channel Preference



127



79



198



189



14



30

Technology Adoption



Wizards

Key Features

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

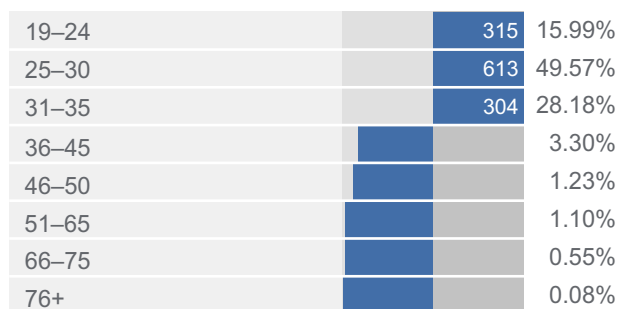


O51 Digitally Savvy

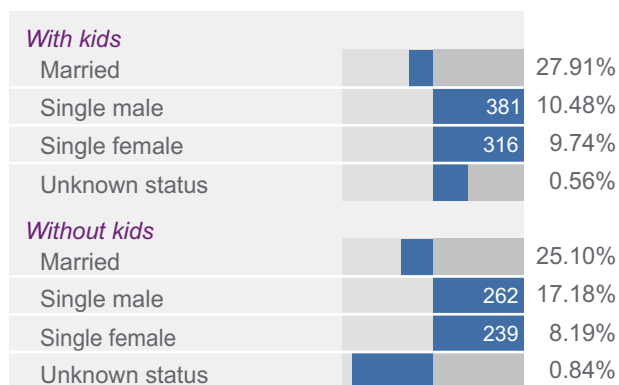
Young singles who live digital-driven smaller city lifestyles

🏠 4.05% | 2.57% 👤

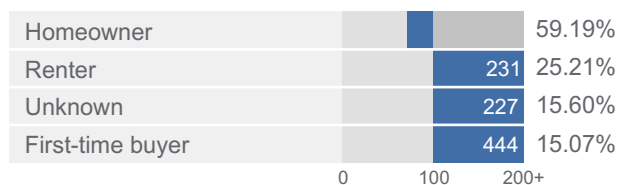
Head of household age



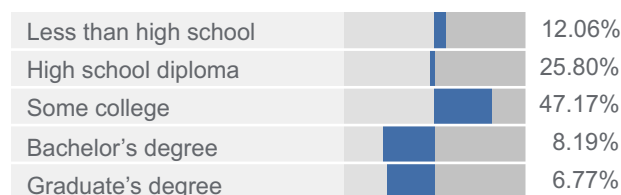
Family structure



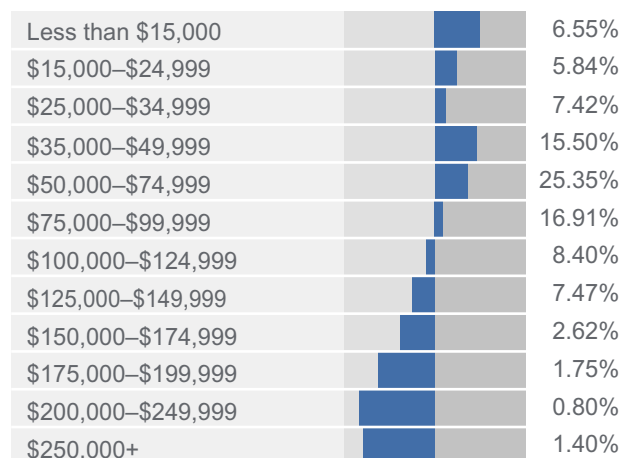
Home ownership



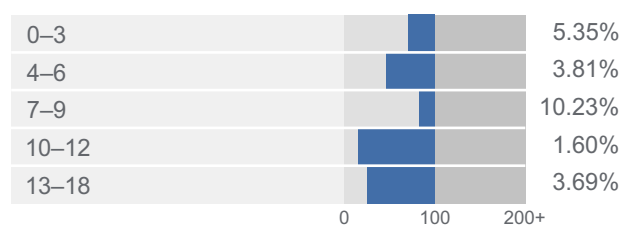
Head of household education



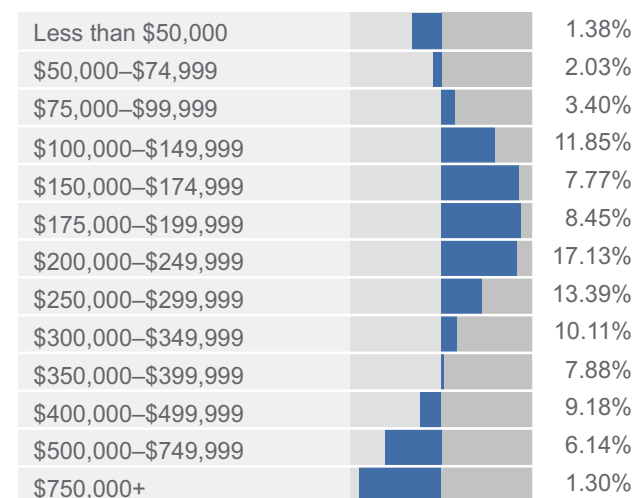
Estimated household income



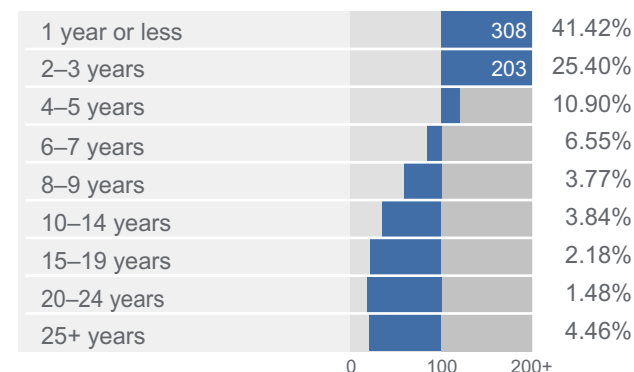
Age of children



Estimated current home value



Length of residency



O52 Urban Ambition

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

🏠 1.12% | 0.63% 👤



Who We Are

Head of household age 🎂

25–30

340 | 27.5%

Type of property 🏠

Multi-family: 3 units

585 | 10.9%

Est. Household income 💰

Less than \$15,000

258 | 11.3%

Household size 👤

1 person

254 | 83.5%

Home ownership 🤝

Renter

740 | 80.6%

Age of children 🍼

0–3

144 | 10.9%

Channel Preference



273



82



661



242



13



27

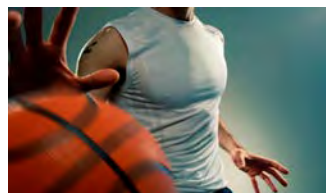
Technology Adoption



Wizards

Key Features

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

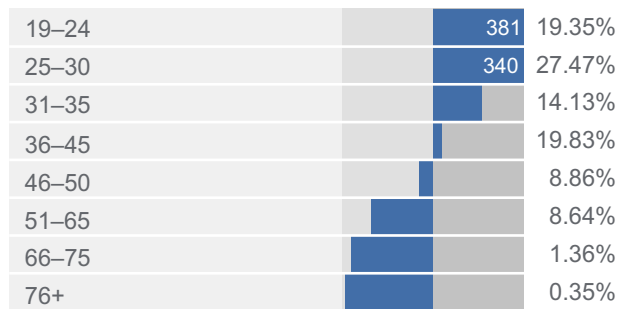


O52 Urban Ambition

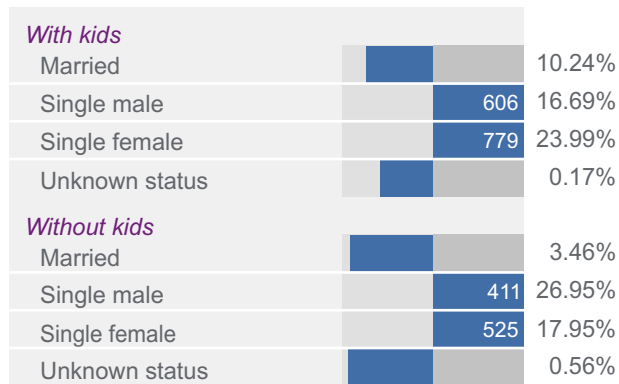
Generation Y singles and single-families established in mid-market cities

🏠 1.12% | 0.63% 👤

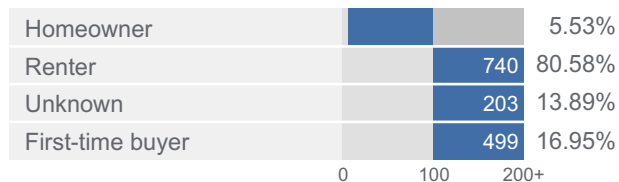
Head of household age



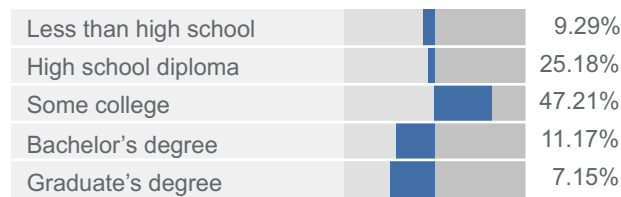
Family structure



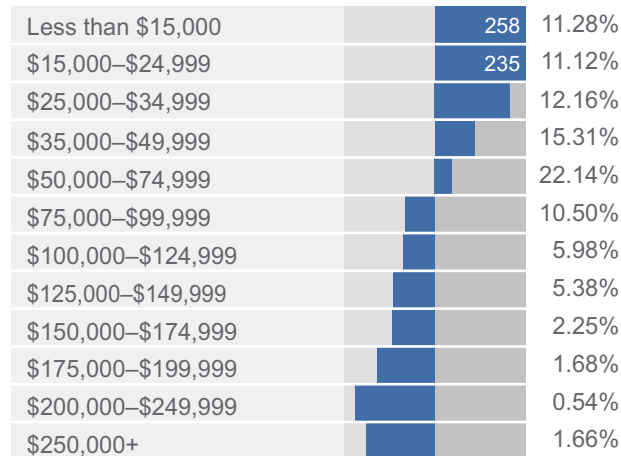
Home ownership



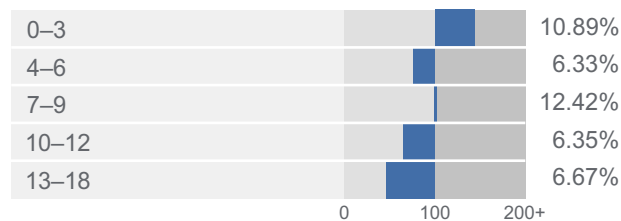
Head of household education



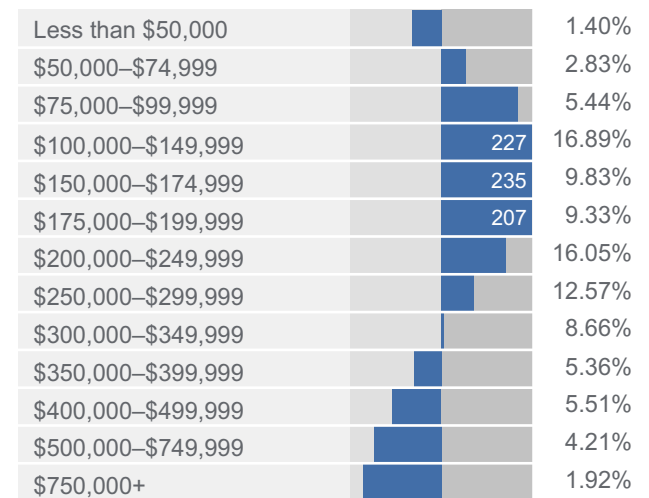
Estimated household income



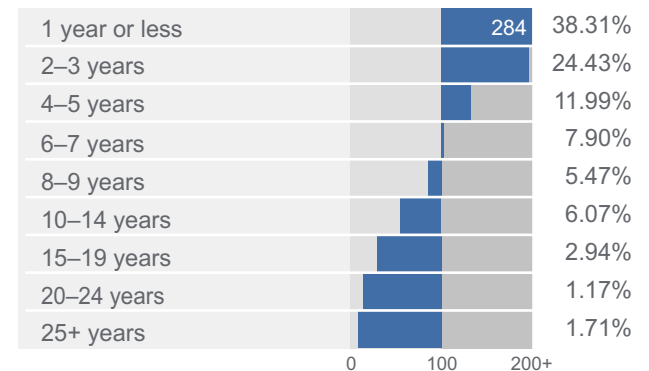
Age of children



Estimated current home value



Length of residency



O53 Colleges and Cafes

Youthful singles and recent college graduates living in college communities

🏠 0.83% | 0.49% 👤



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

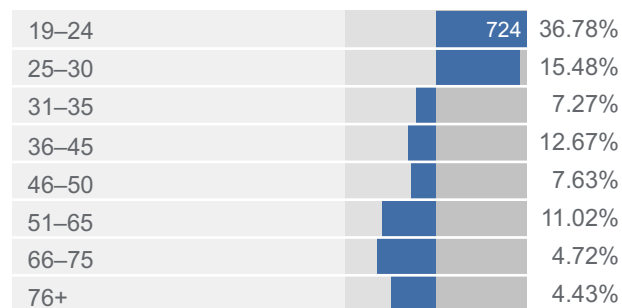


O53 Colleges and Cafes

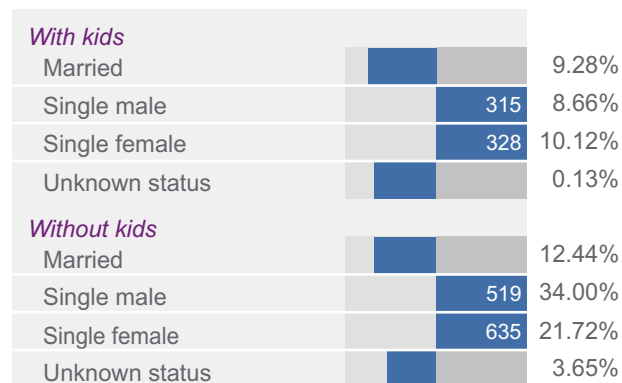
Youthful singles and recent college graduates living in college communities

🏠 0.83% | 0.49% 👤

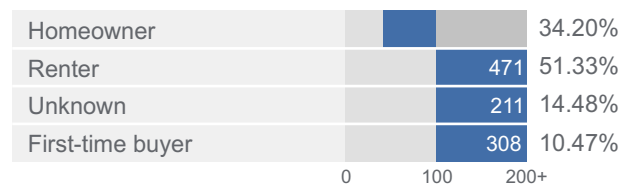
Head of household age



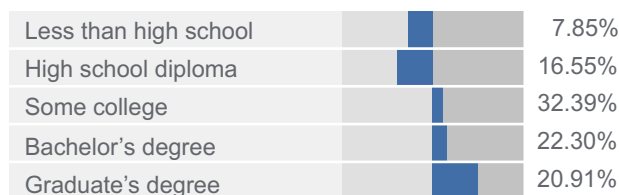
Family structure



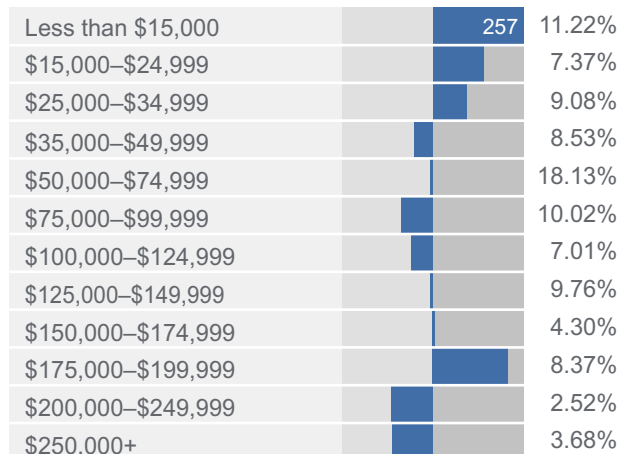
Home ownership



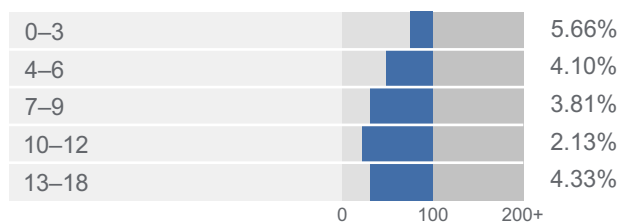
Head of household education



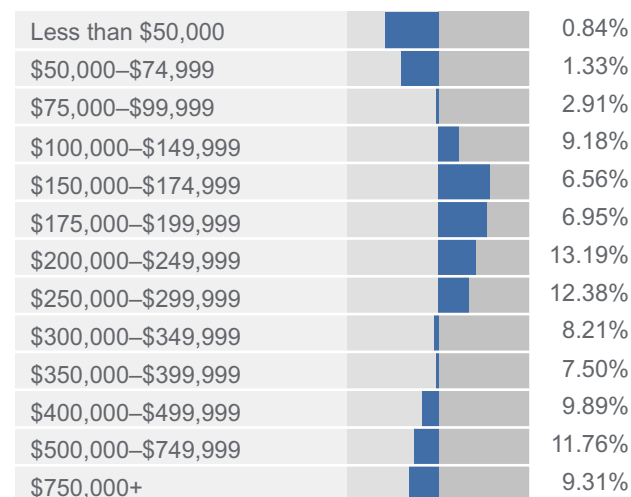
Estimated household income



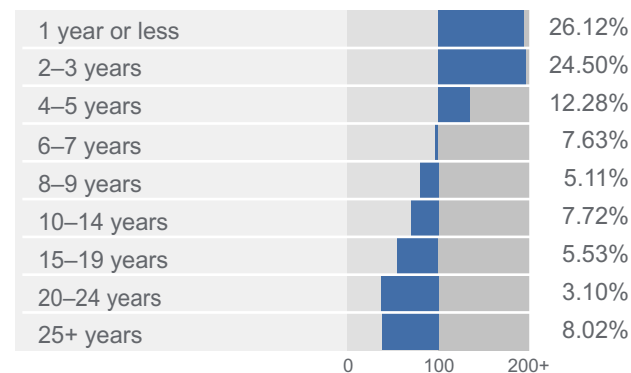
Age of children



Estimated current home value



Length of residency



O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

🏠 2.64% | 1.29% 👤



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%

Home ownership 🤝

Renter

581 | 63.3%

Age of children 🍼

0–3

38 | 2.8%

Channel Preference



181



41



570



338



43



11

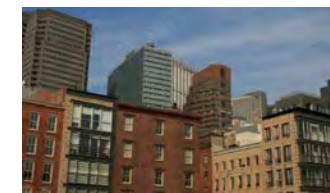
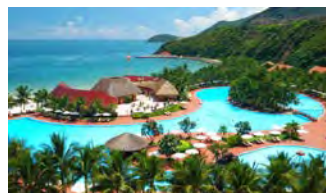
Technology Adoption



Journeymen

Key Features

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

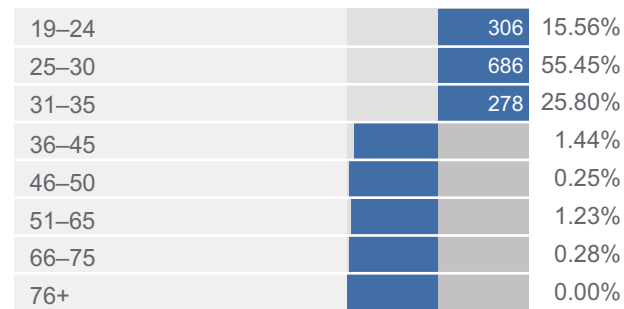


O54 Influenced by Influencers

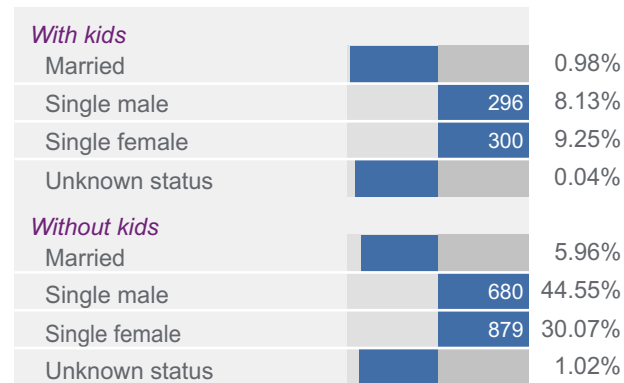
Young singles living in Midwest and Southern city centers

🏠 2.64% | 1.29% 👤

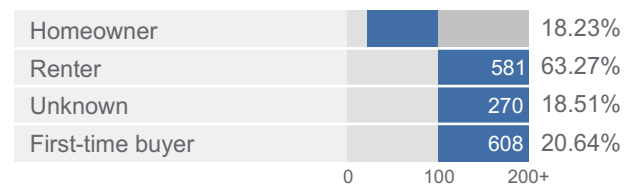
Head of household age



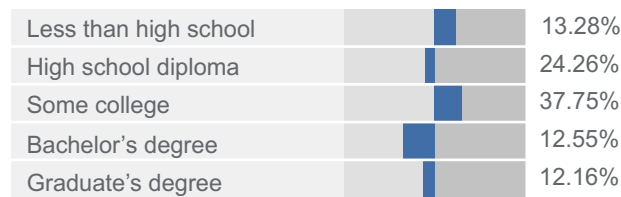
Family structure



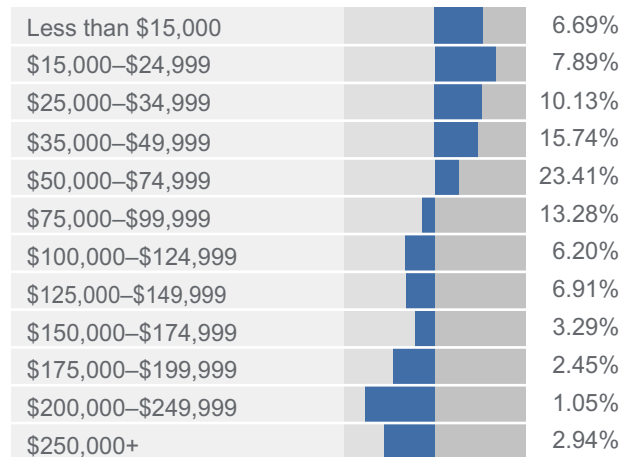
Home ownership



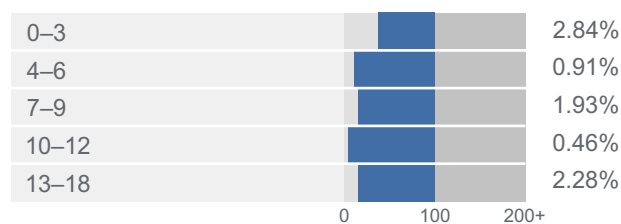
Head of household education



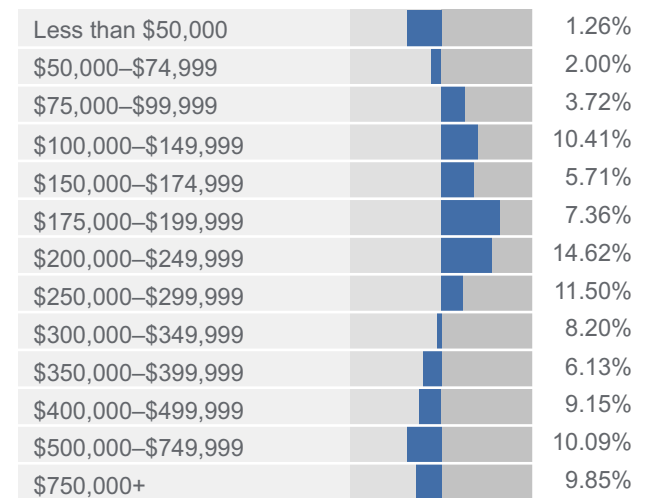
Estimated household income



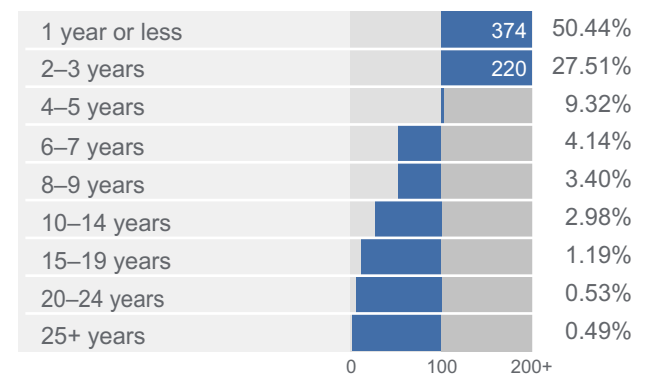
Age of children



Estimated current home value



Length of residency



O55 Family Troopers

Families and single parent households living near military bases

🏠 1.75% | 1.09% 👤



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

Key Features

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

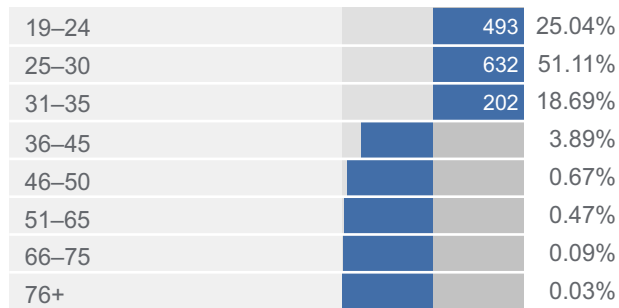


O55 Family Troopers

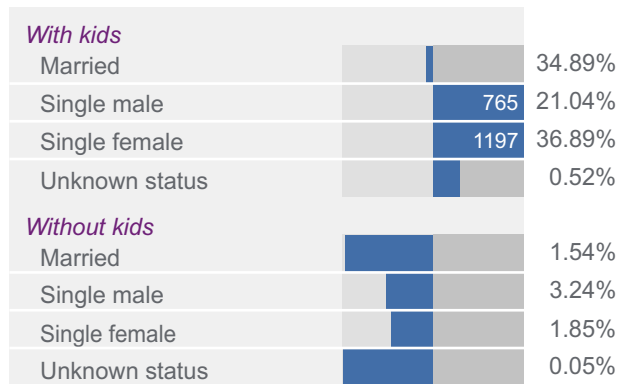
Families and single parent households living near military bases

1.75% | 1.09%

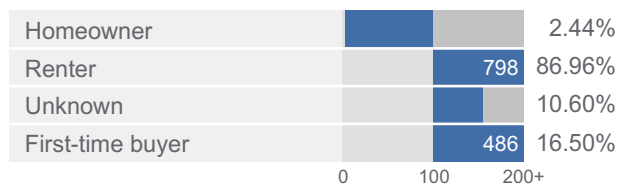
Head of household age



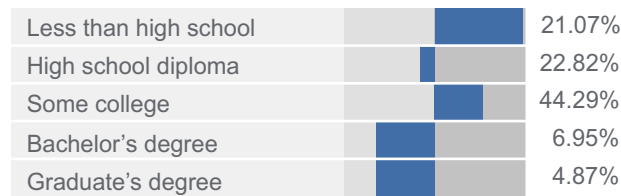
Family structure



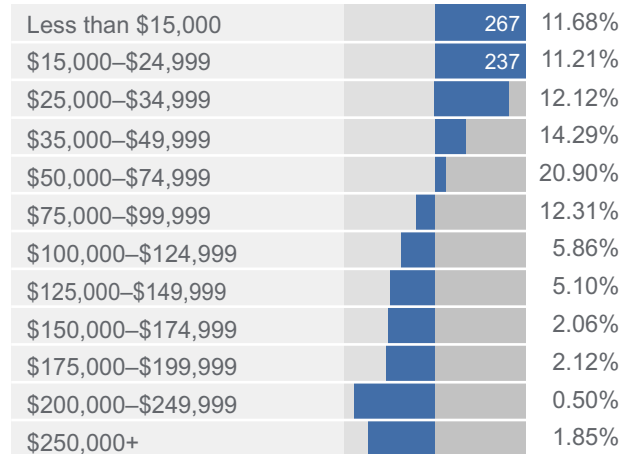
Home ownership



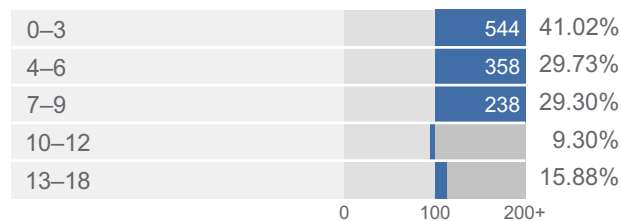
Head of household education



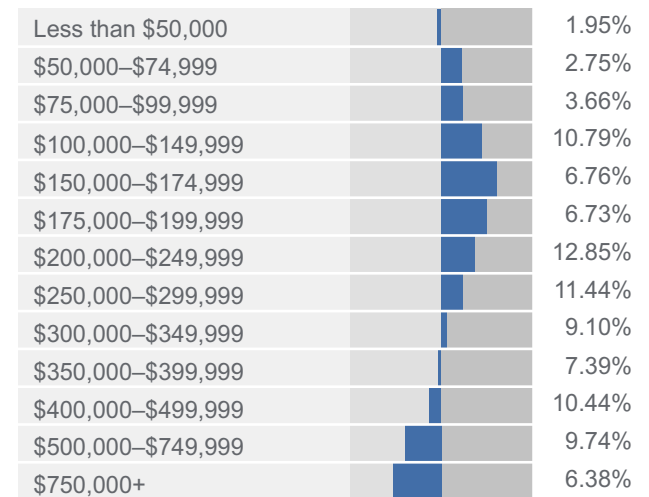
Estimated household income



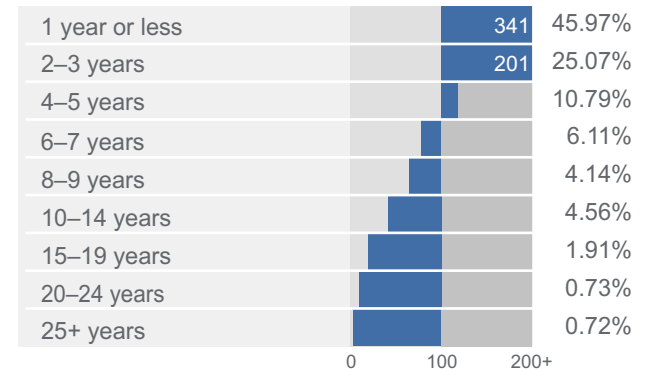
Age of children



Estimated current home value



Length of residency



P56 Mid-Scale Medley

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

🏠 0.69% | 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%

Home ownership 🤝

Renter

151 | 16.5%

Age of children 🍼

13–18

67 | 9.4%

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



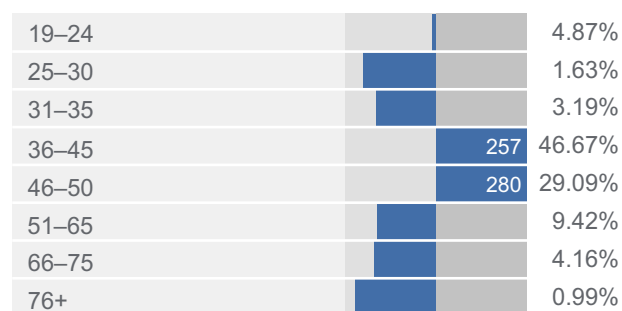
P56

Mid-Scale Medley

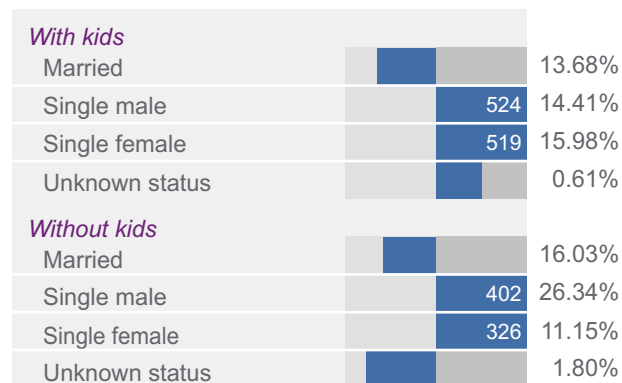
Mature, middle income, single adults and families living in urban areas

0.69% | 0.47%

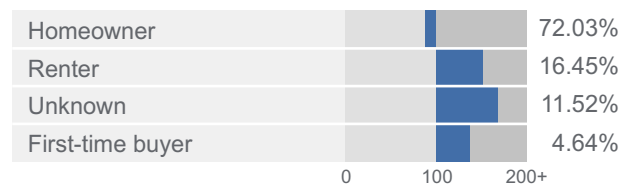
Head of household age



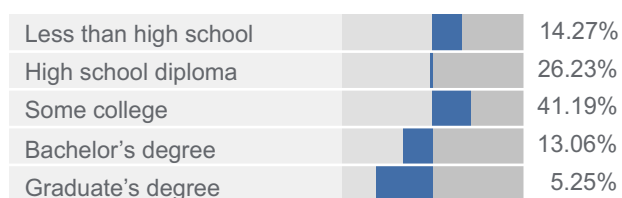
Family structure



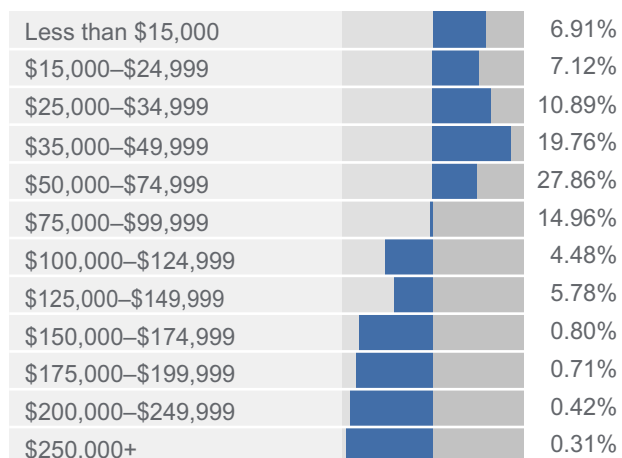
Home ownership



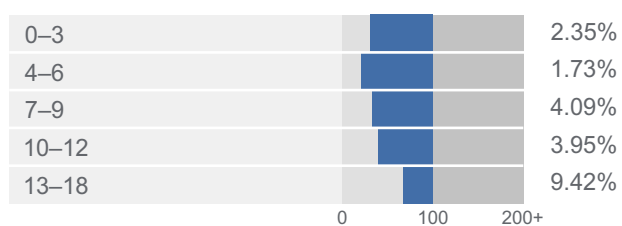
Head of household education



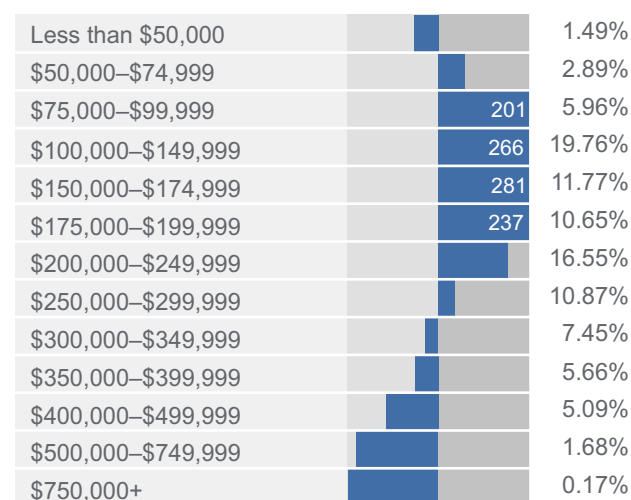
Estimated household income



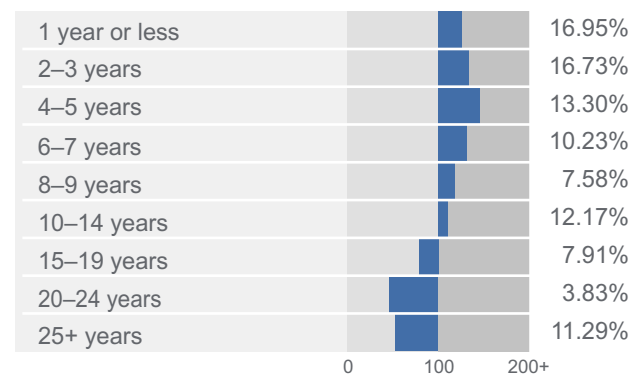
Age of children



Estimated current home value



Length of residency



P57 Modest Metro Means

Middle-aged singles established in inner-city rental communities

🏠 0.66% | 0.51% 👤



Who We Are

Head of household age 🎂

19–24

351 | 17.8%

Type of property 🏠

Multi-family: 2 units

1460 | 37.7%

Est. Household income 💰

Less than \$15,000

245 | 10.7%

Household size 👤

1 person

214 | 70.2%

Home ownership 🤝

Renter

707 | 77.0%

Age of children 🍼

7–9

152 | 18.7%

Channel Preference



349



67



271



217



55



44

Technology Adoption



Wizards

Key Features

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

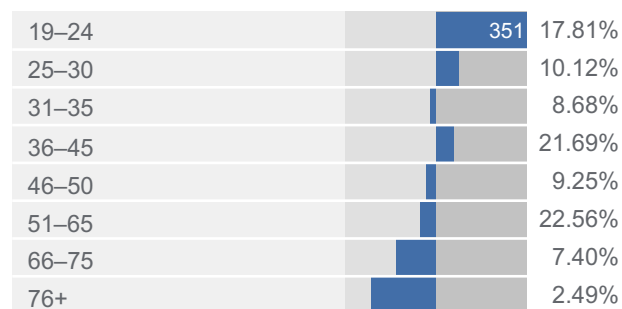


P57 Modest Metro Means

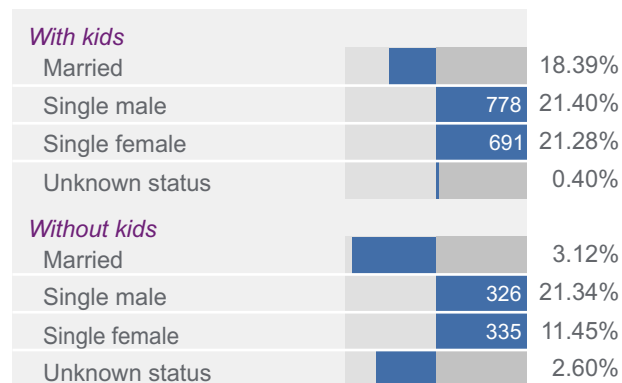
Middle-aged singles established in inner-city rental communities

0.66% | 0.51%

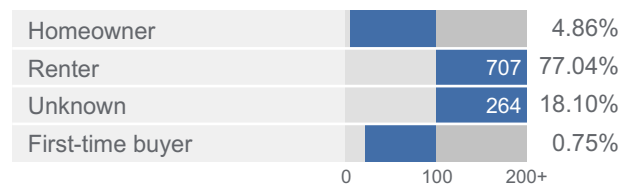
Head of household age



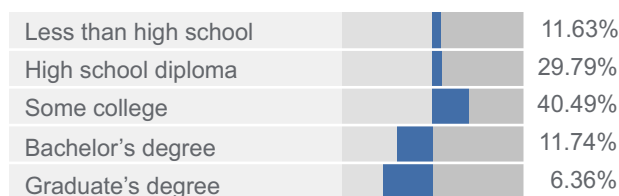
Family structure



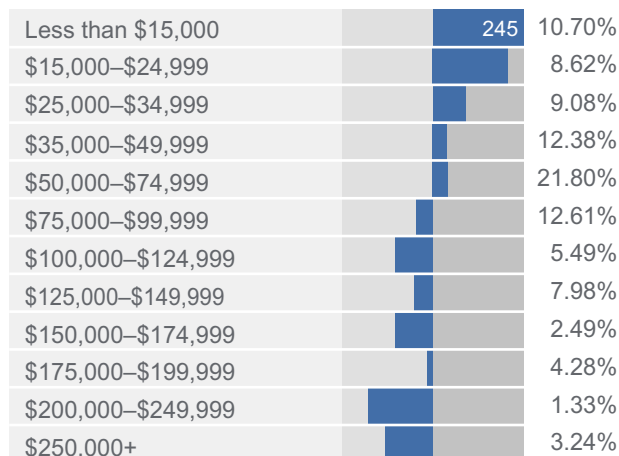
Home ownership



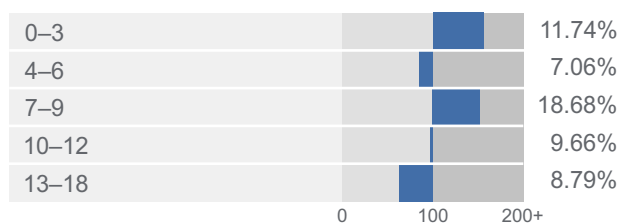
Head of household education



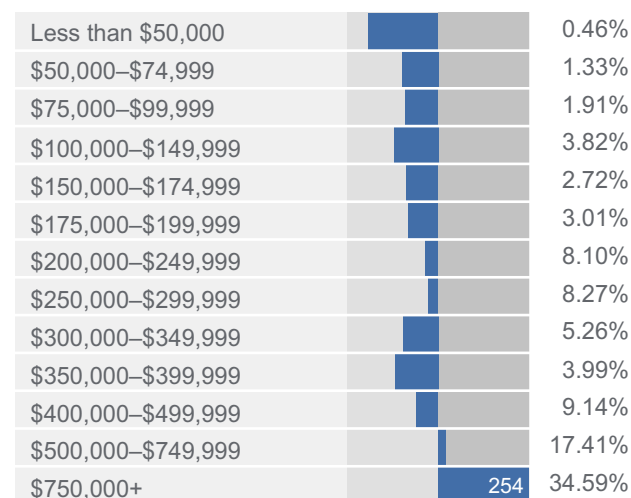
Estimated household income



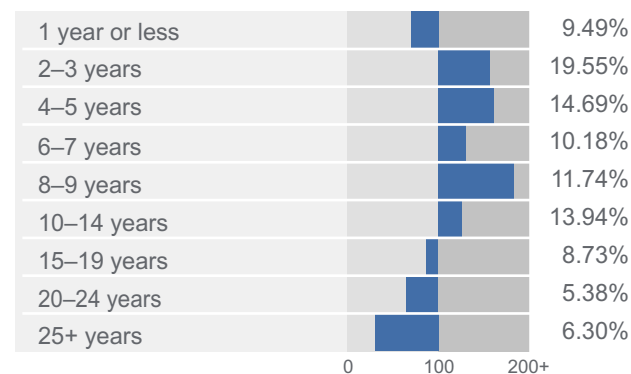
Age of children



Estimated current home value



Length of residency



P58 Heritage Heights

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

🏠 0.45% | 0.3% 👤



Who We Are

Head of household age 🎂

19–24

381 | 19.3%

Type of property 🏠

Multi-family: 2 units

1313 | 33.9%

Est. Household income 💰

\$50,000–\$74,999

118 | 22.0%

Household size 👤

1 person

244 | 80.1%

Home ownership 🤝

Renter

830 | 90.4%

Age of children 🍼

13–18

182 | 25.5%

Channel Preference



216



62



215



244



40



18

Technology Adoption



Wizards

Key Features

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



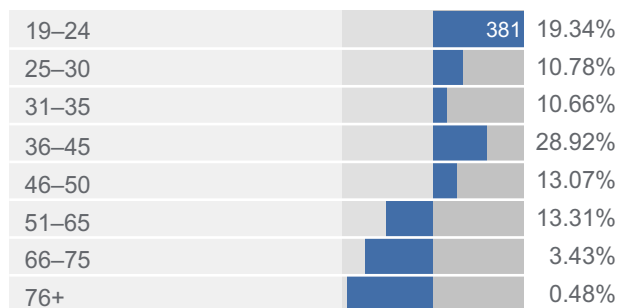
P58 Heritage Heights

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

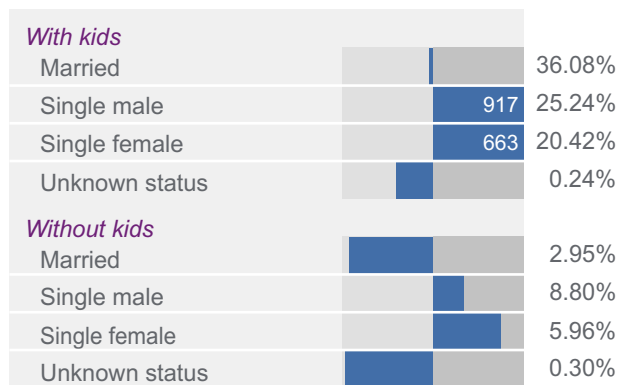
0.45% | 0.3%



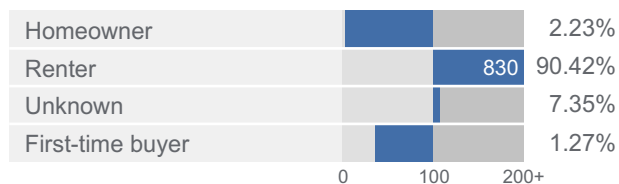
Head of household age



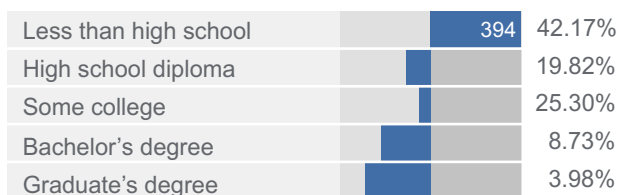
Family structure



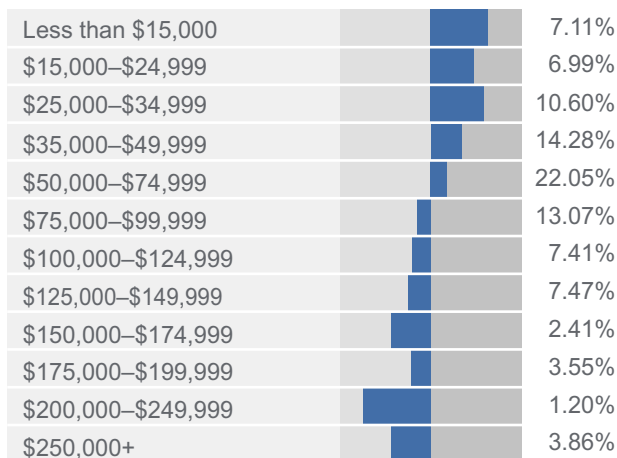
Home ownership



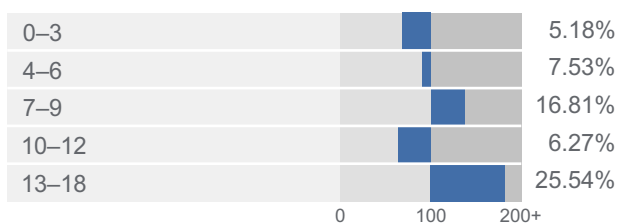
Head of household education



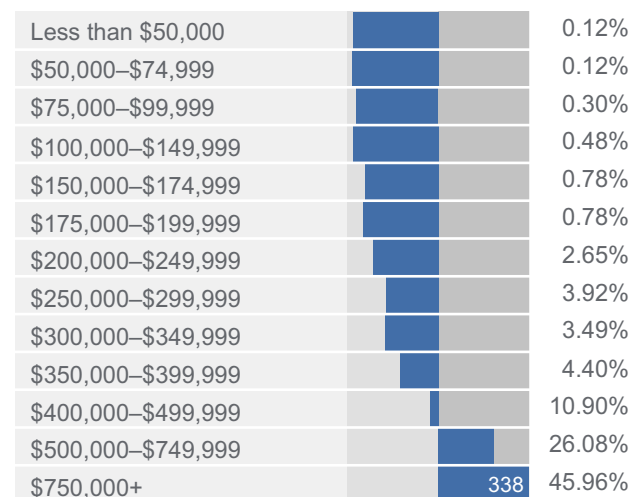
Estimated household income



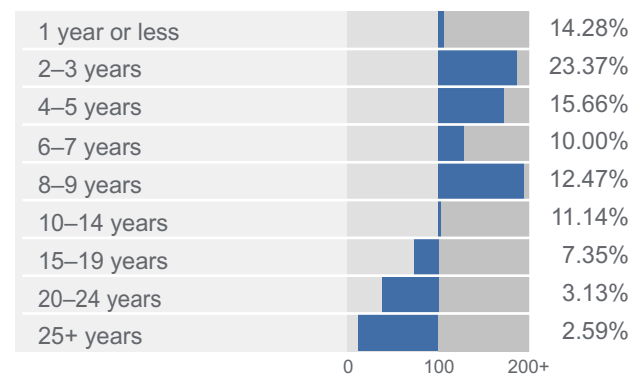
Age of children



Estimated current home value



Length of residency



P59 Expanding Horizons

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

🏠 1.08% | 1.28% 👤



Who We Are

Head of household age 🎂

46–50

185 | 19.3%

Type of property 🏠

Single family

108 | 95.6%

Est. Household income 💰

\$35,000–\$49,999

229 | 24.3%

Household size 👤

5+ persons

138 | 20.1%

Home ownership 🤝

Homeowner

102 | 84.2%

Age of children 🍼

13–18

344 | 48.5%

Channel Preference



111



24



518



56



2



90

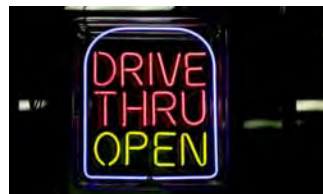
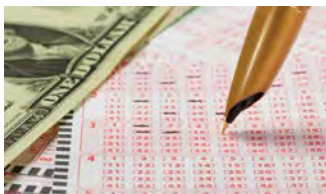
Technology Adoption



Wizards

Key Features

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

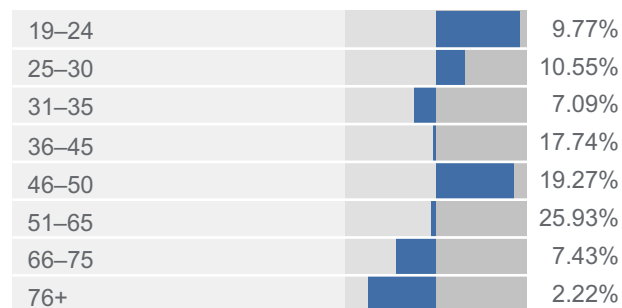


P59 Expanding Horizons

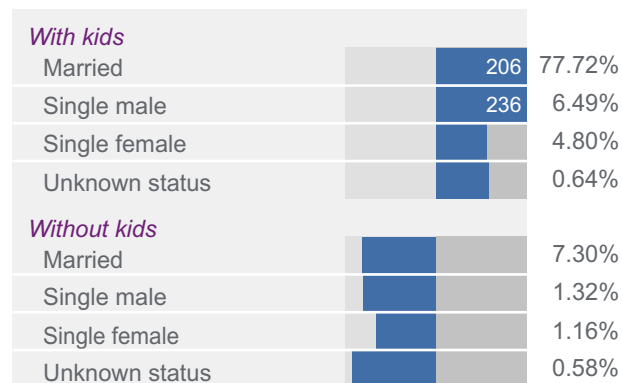
Middle-aged families earning modest to average incomes from blue-collar jobs

1.08% | 1.28%

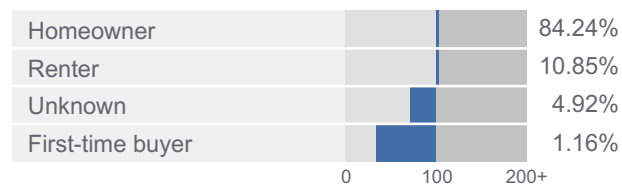
Head of household age



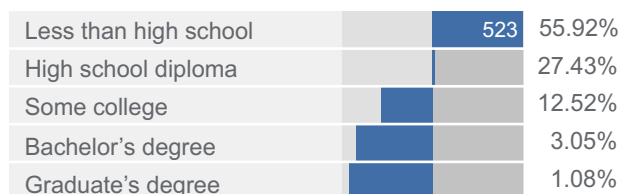
Family structure



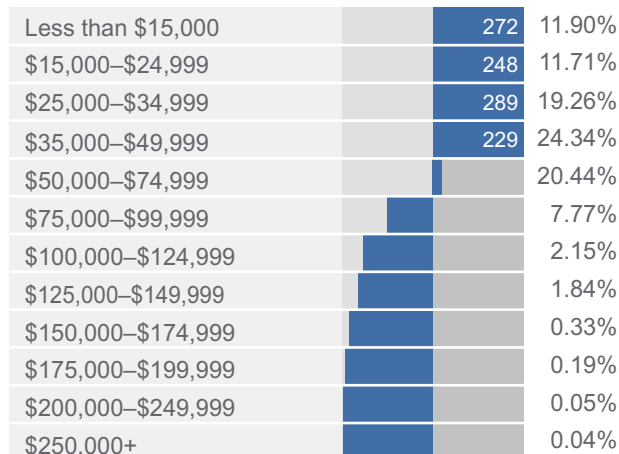
Home ownership



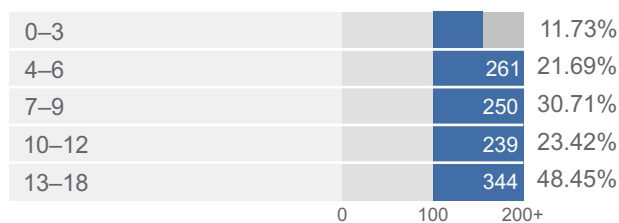
Head of household education



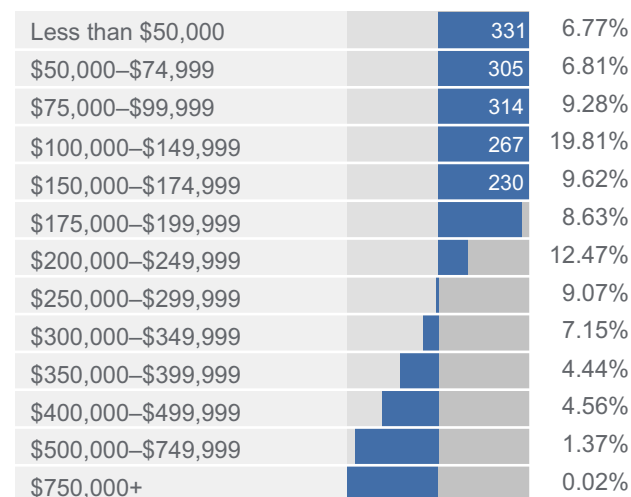
Estimated household income



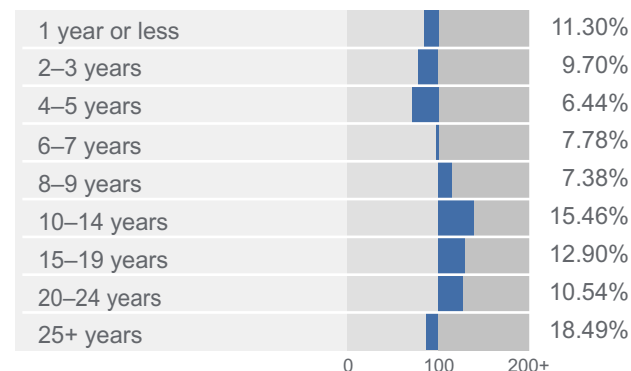
Age of children



Estimated current home value



Length of residency



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%

Home ownership 🤝

Renter

852 | 92.9%

Age of children 🍼

13–18

430 | 60.4%

Channel Preference



149



32



545



164



3



10

Technology Adoption



Wizards

Key Features

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



P60 Striving Forward

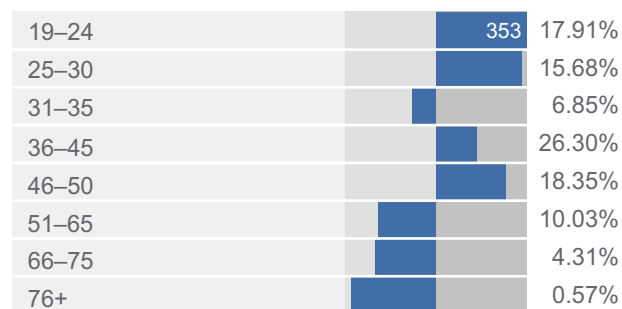
Cultured families and single parents earning modest incomes in gateway communities



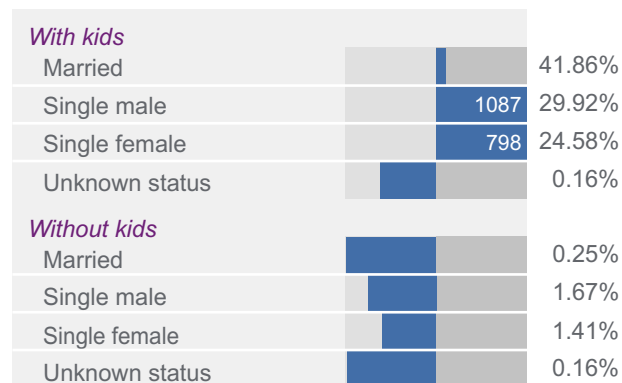
0.7% | 0.42%



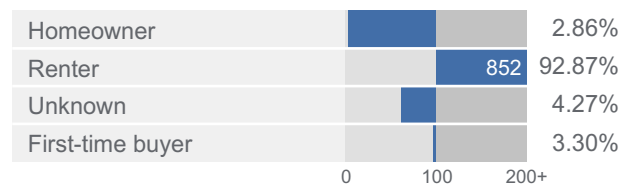
Head of household age



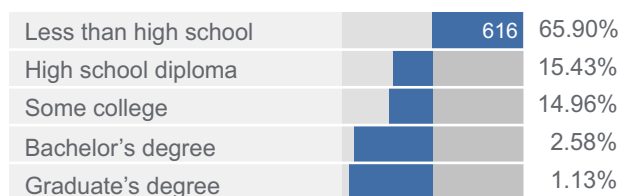
Family structure



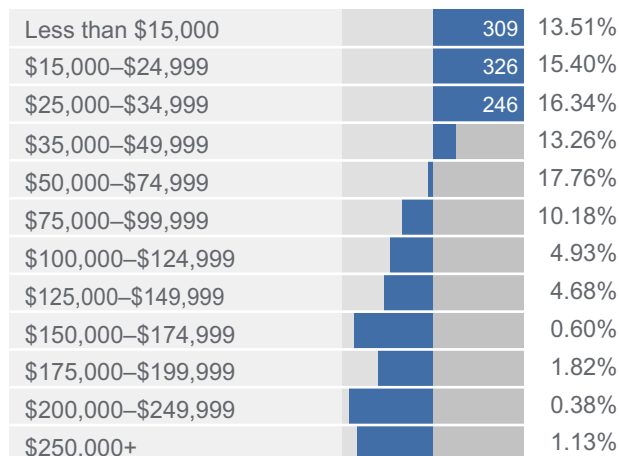
Home ownership



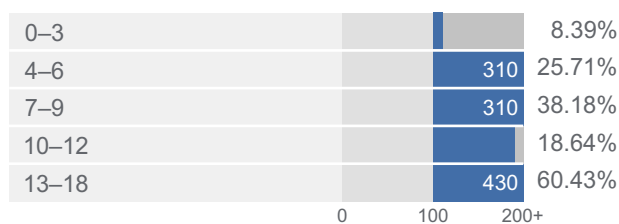
Head of household education



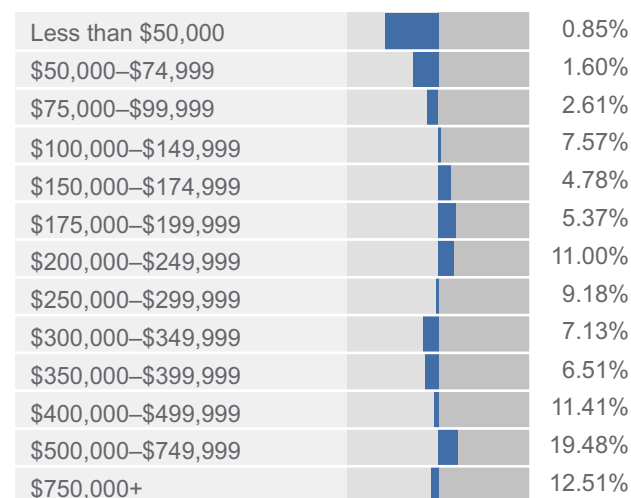
Estimated household income



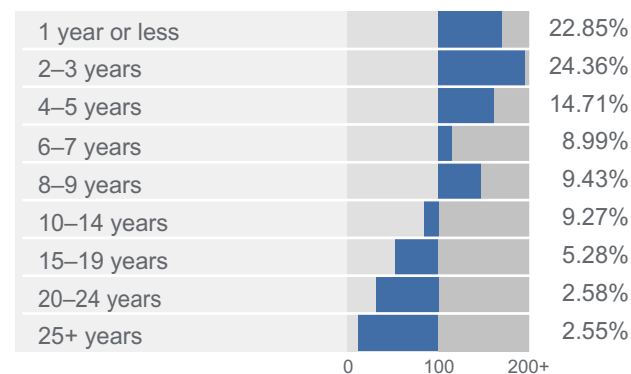
Age of children



Estimated current home value



Length of residency



P61 Simple Beginnings

Singles and single parent households with modest incomes in city apartments

🏠 0.35% | 0.18% 👤



Who We Are

Head of household age 🎂

36–45

218 | 39.6%

Type of property 🏠

Multi-family: 50–100 units

3437 | 25.6%

Est. Household income 💰

Less than \$15,000

394 | 17.2%

Household size 👤

1 person

270 | 88.7%

Home ownership 🤝

Renter

588 | 64.0%

Age of children 🍼

13–18

320 | 45.0%

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



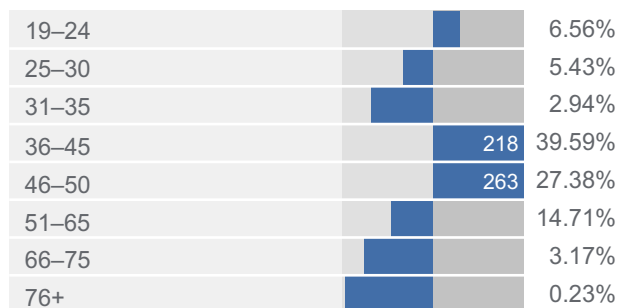
P61

Simple Beginnings

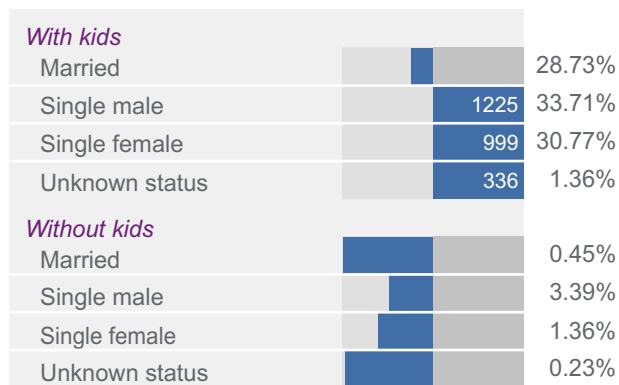
Singles and single parent households with modest incomes in city apartments

0.35% | 0.18%

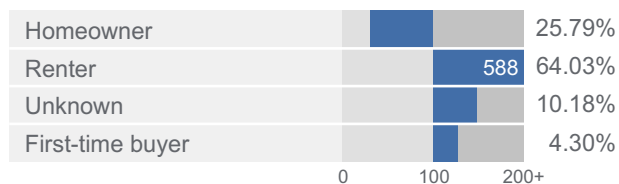
Head of household age



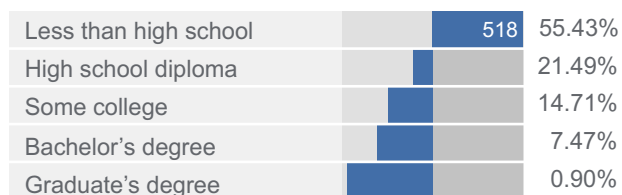
Family structure



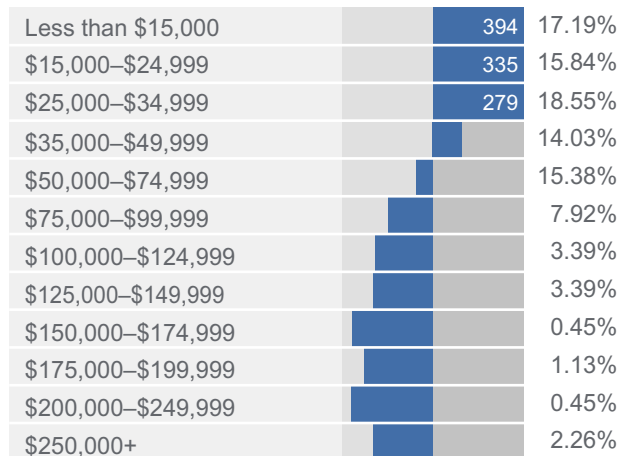
Home ownership



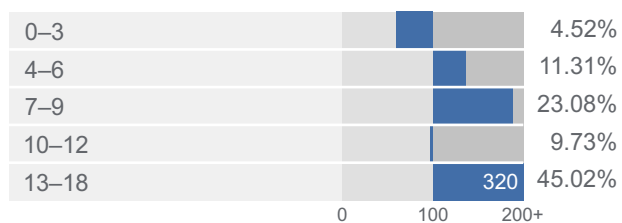
Head of household education



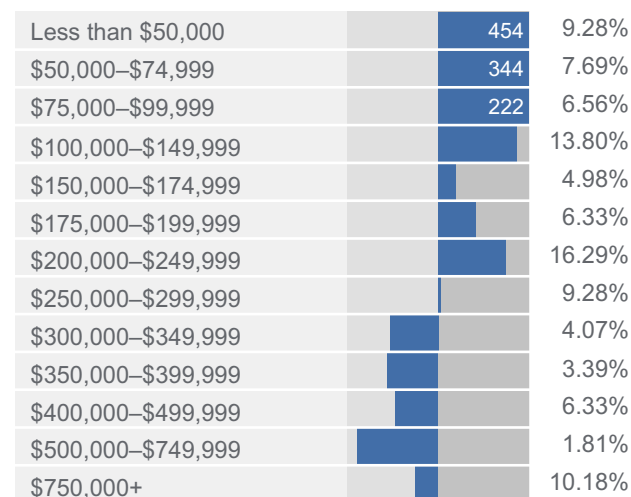
Estimated household income



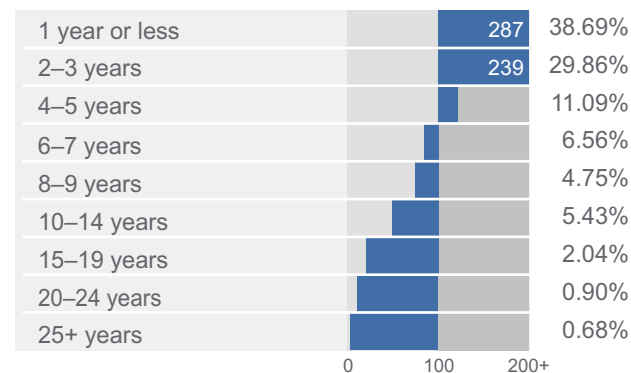
Age of children



Estimated current home value



Length of residency



Q62 Enjoying Retirement

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

🏠 1.91% | 1.74% 👤



Who We Are

Head of household age 🎂

76+

680 | 58.8%

Type of property 🏠

Single family

96 | 85.5%

Est. Household income 💰

\$35,000–\$49,999

200 | 21.3%

Household size 👤

2 persons

129 | 33.6%

Home ownership 🤝

Homeowner

107 | 88.2%

Age of children 🍼

13–18

1 | 0.1%

Channel Preference



10



241



1



6



96



14

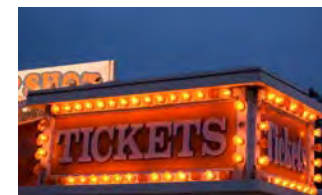
Technology Adoption



Novices

Key Features

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



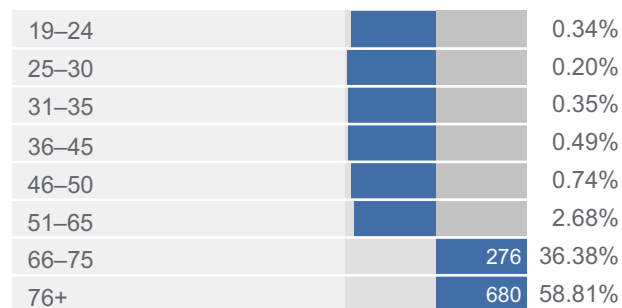
Q62

Enjoying Retirement

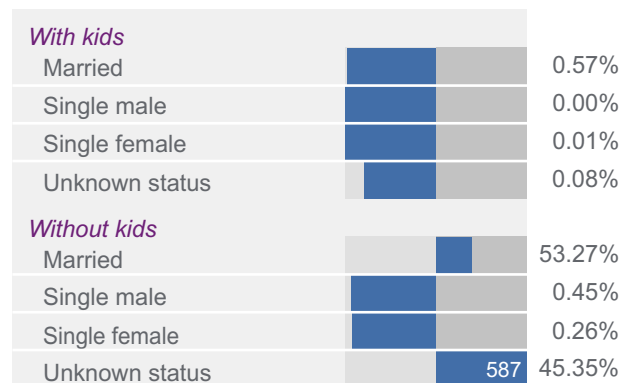
Relaxed, retired couples and individuals in suburban homes living quiet lives

🏠 1.91% | 1.74% 👤

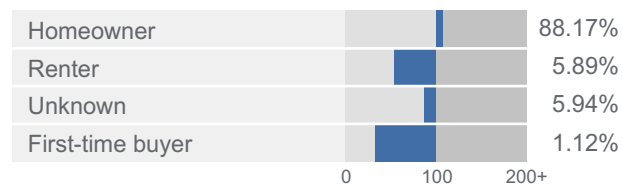
Head of household age



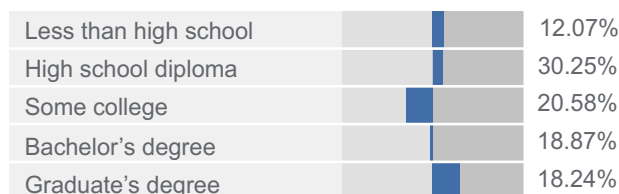
Family structure



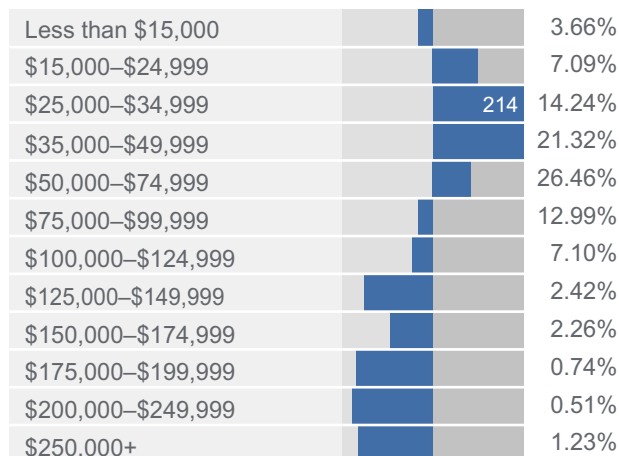
Home ownership



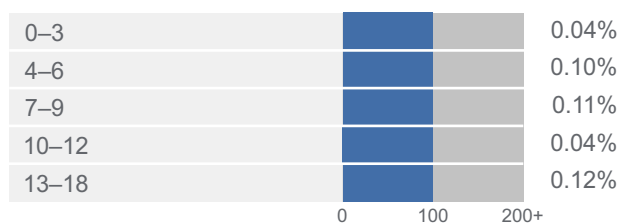
Head of household education



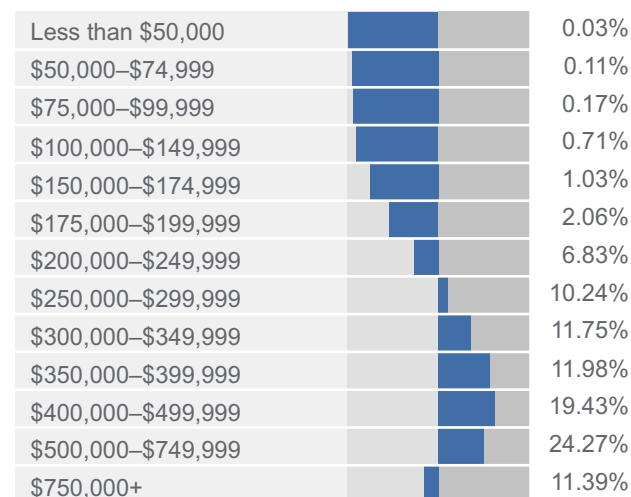
Estimated household income



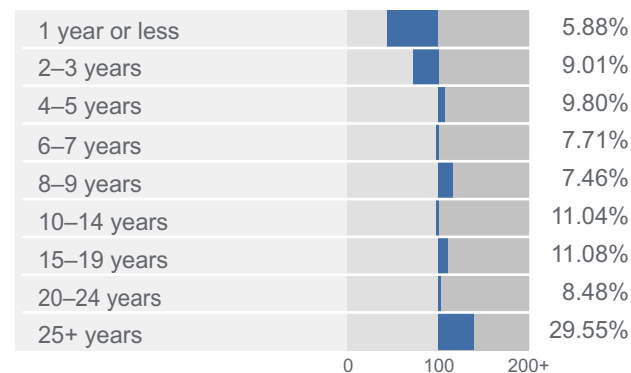
Age of children



Estimated current home value



Length of residency



Q63 Footloose and Family Free

Settled couples and widowed individuals living active and comfortable lifestyles

🏠 0.38% | 0.33% 👤



Who We Are

Head of household age 🎂

76+

542 | 46.9%

Type of property 🏠

Multi-family: 101+ units

448 | 6.2%

Est. Household income 💰

\$35,000–\$49,999

192 | 20.4%

Household size 👤

1 person

130 | 42.6%

Home ownership 🤝

Homeowner

108 | 88.9%

Age of children 🍼

4–6

13 | 1.1%

Channel Preference



32



372



0



5



80



19

Technology Adoption



Novices

Key Features

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



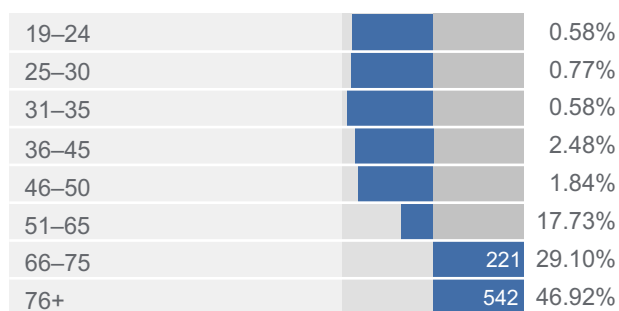
Q63

Footloose and Family Free

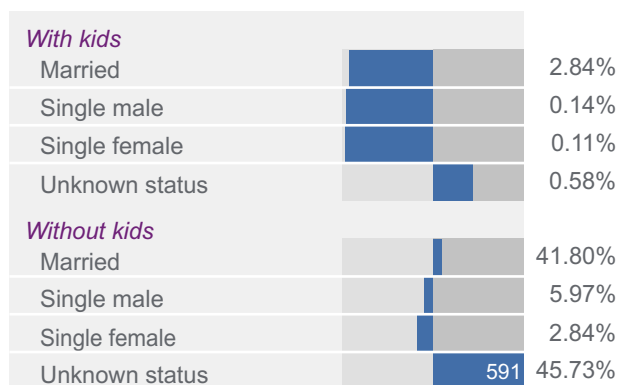
Settled couples and widowed individuals living active and comfortable lifestyles

0.38% | 0.33%

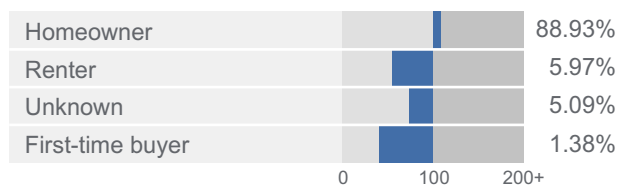
Head of household age



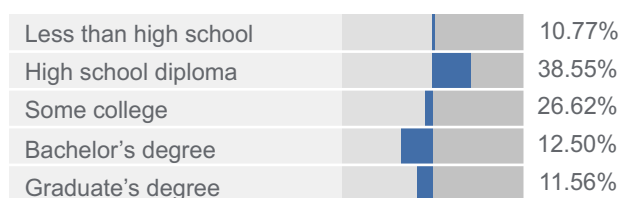
Family structure



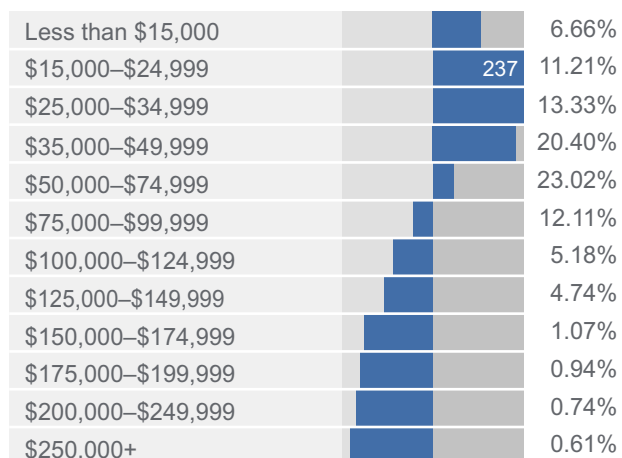
Home ownership



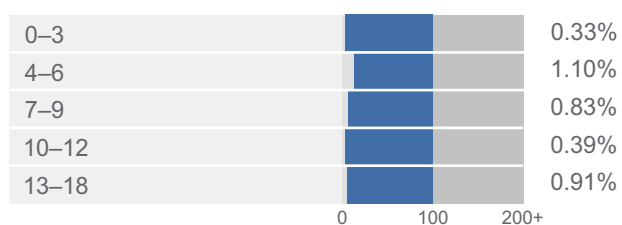
Head of household education



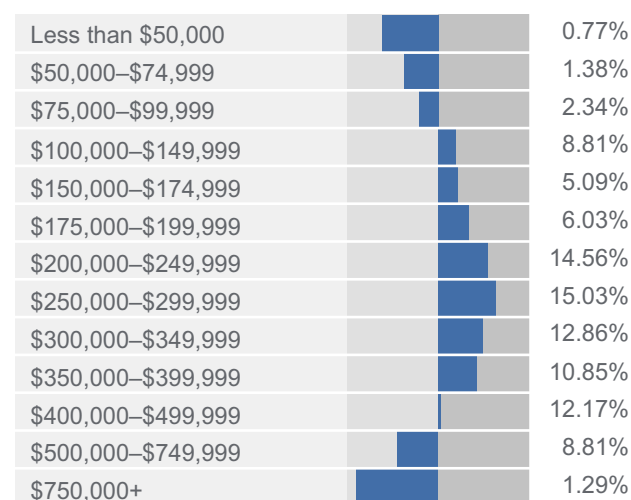
Estimated household income



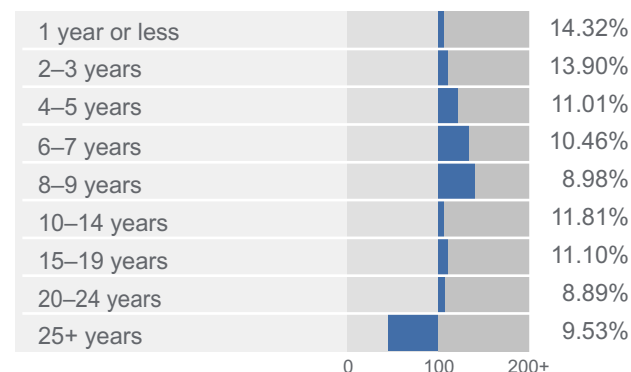
Age of children



Estimated current home value



Length of residency



Q64 Established in Society

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

🏠 3.74% | 3.63% 👤



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%

Home ownership 🤝

Homeowner

112 | 92.5%

Age of children 🍼

13–18

1 | 0.2%

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

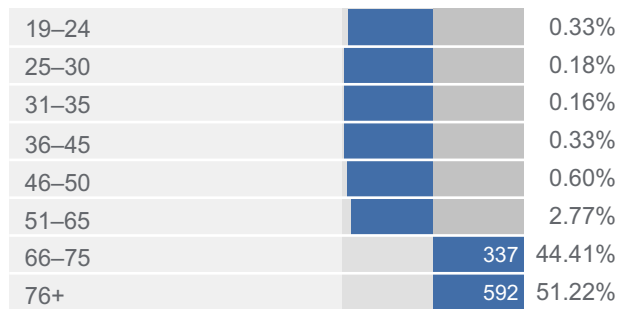


Q64 Established in Society

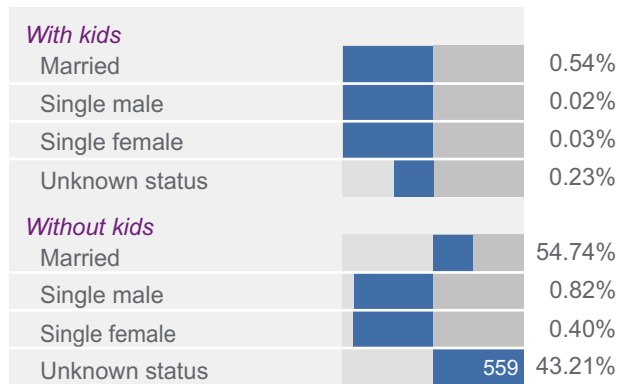
Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

🏠 3.74% | 3.63% 👤

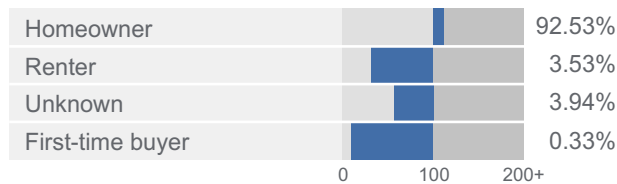
Head of household age



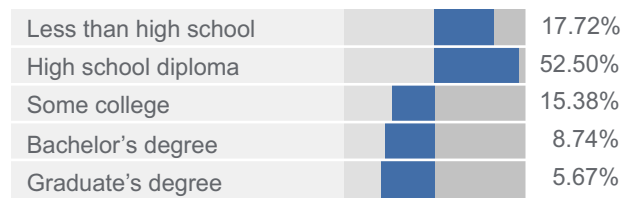
Family structure



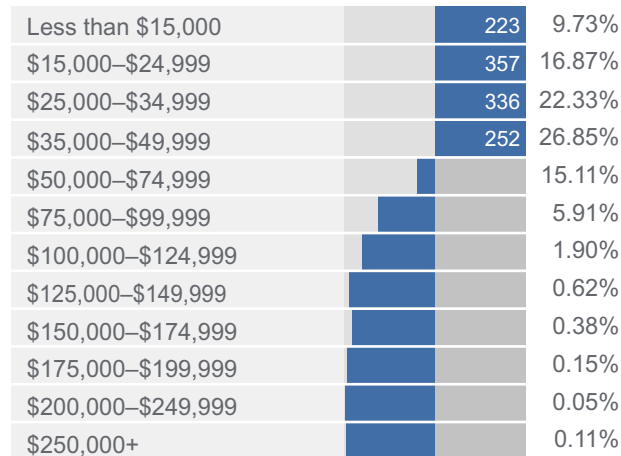
Home ownership



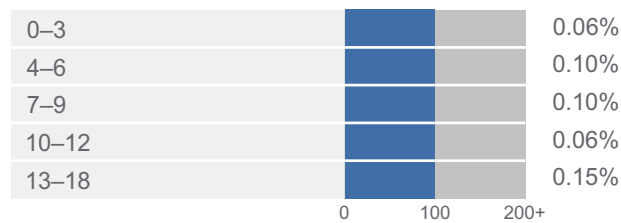
Head of household education



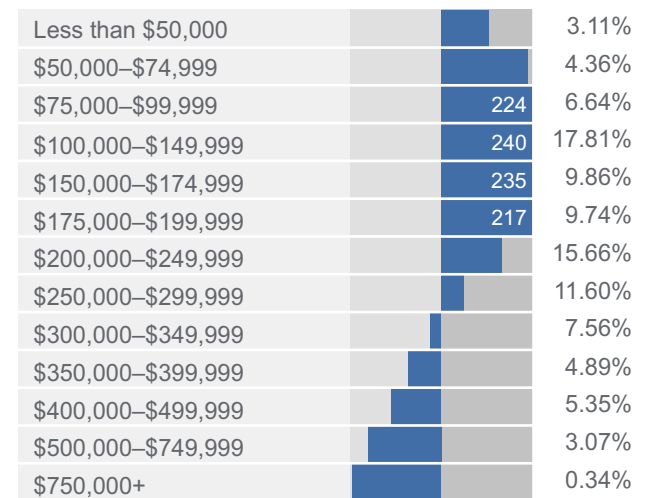
Estimated household income



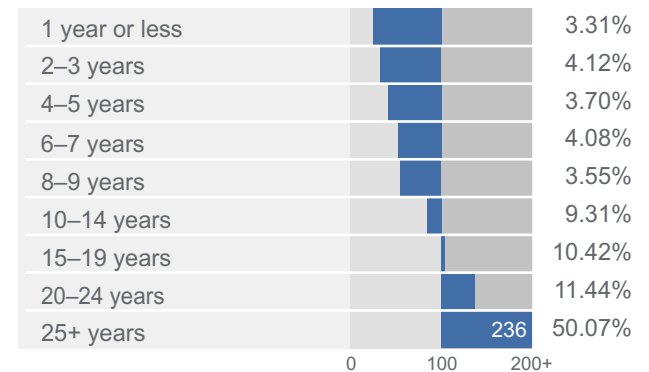
Age of children



Estimated current home value



Length of residency



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 🎂

76+

467 | 40.4%

Type of property 🏠

Multi-family: 101+ units

2812 | 38.9%

Est. Household income 💰

\$15,000–\$24,999

374 | 17.7%

Household size 👤

1 person

192 | 63.2%

Home ownership 🤝

Renter

197 | 21.5%

Age of children 🍼

13–18

6 | 0.9%

Channel Preference



35



196



11



20



74



14

Technology Adoption



Novices

Key Features

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

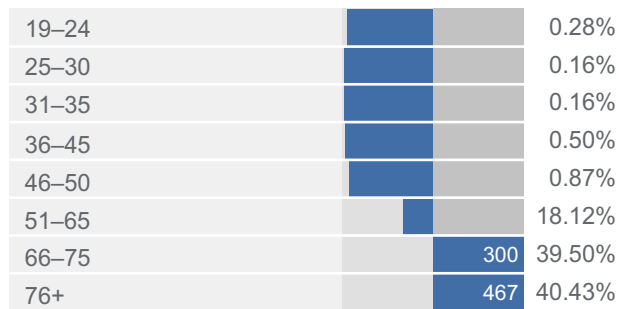


Q65 Mature and Wise

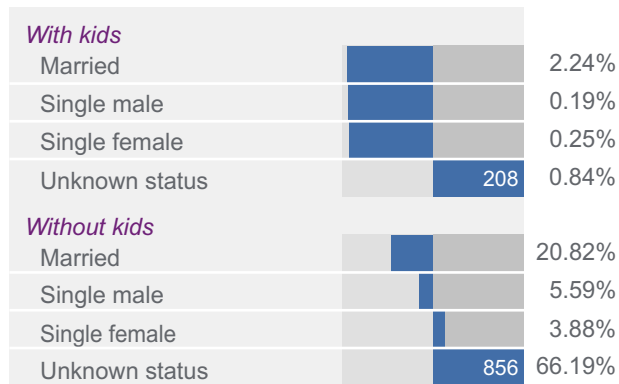
Retirees settled in metro apartment communities living cost-effective, sensible lives

🏠 1.73% | 1.13% 👤

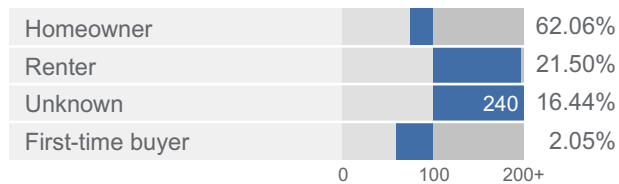
Head of household age



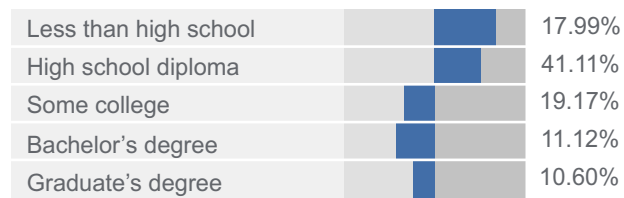
Family structure



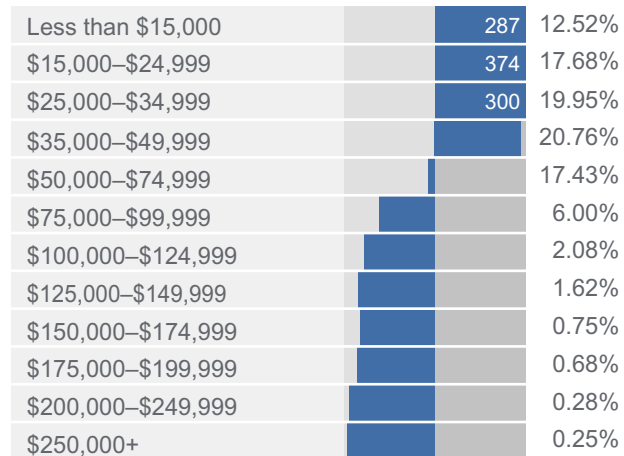
Home ownership



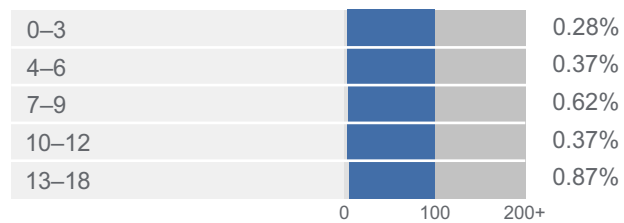
Head of household education



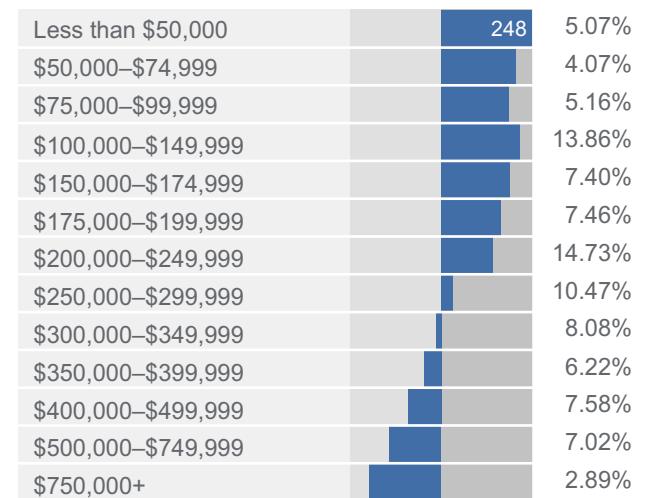
Estimated household income



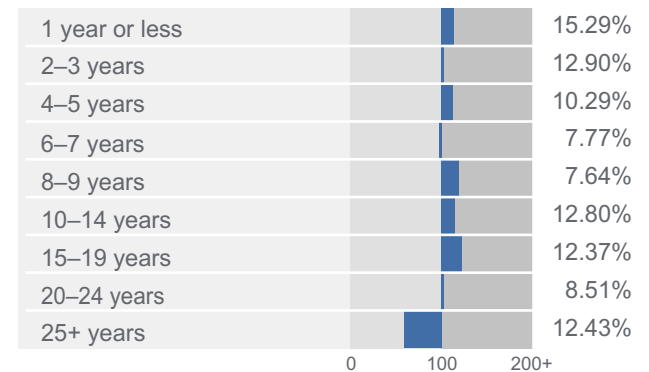
Age of children



Estimated current home value



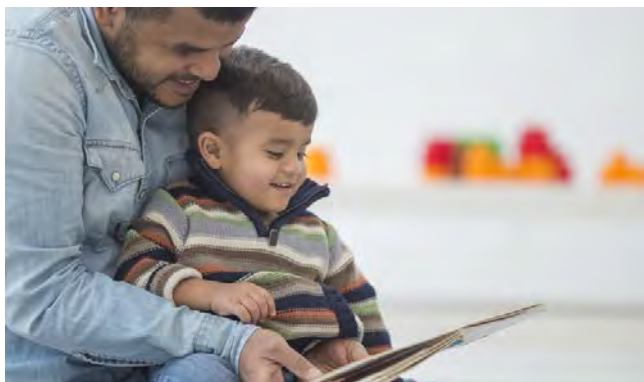
Length of residency



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%

Home ownership 🤝

Renter

801 | 87.3%

Age of children 🍼

13–18

90 | 12.6%

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

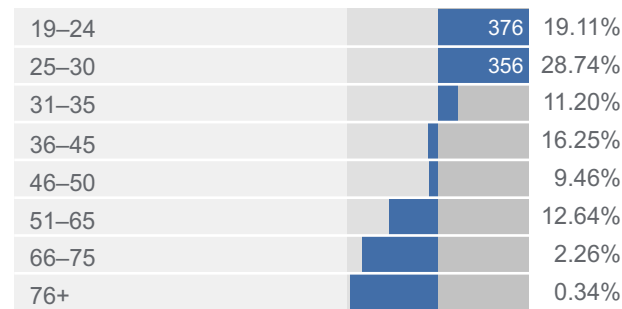


R66 Ambitious Dreamers

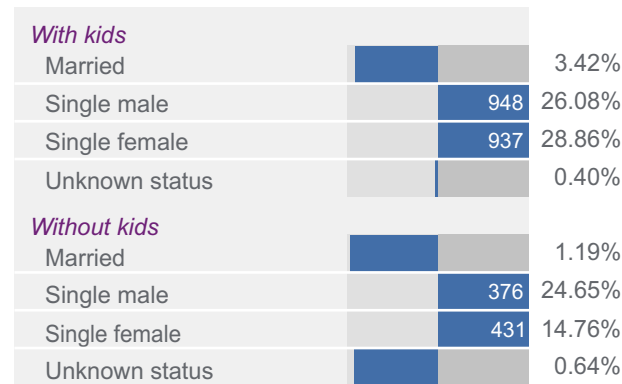
Lively singles and single parents with cost-conscious mindsets starting out in city apartments

🏠 1.18% | 0.6% 👤

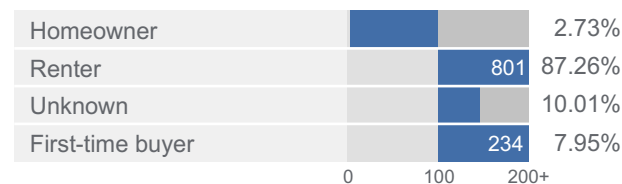
Head of household age



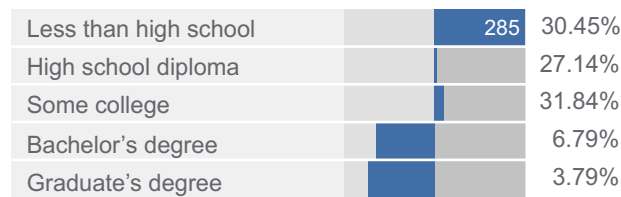
Family structure



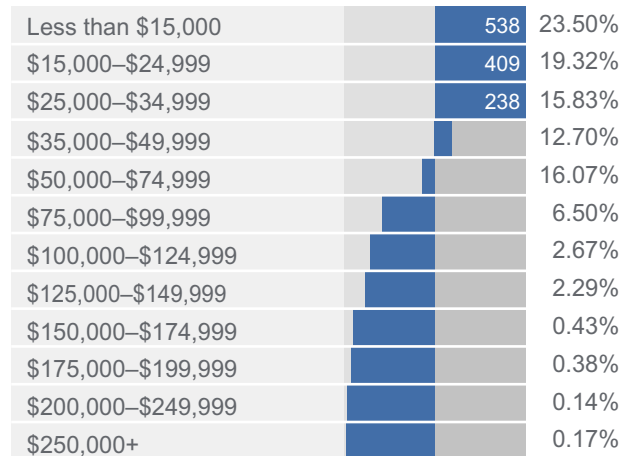
Home ownership



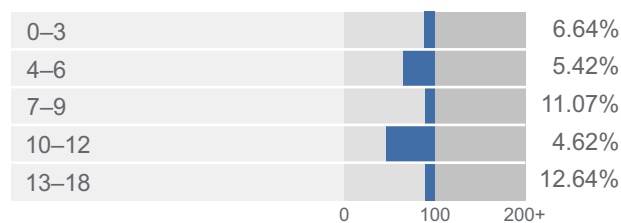
Head of household education



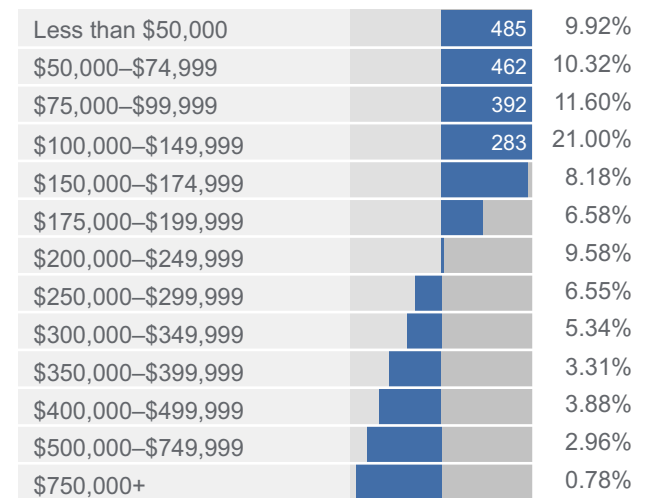
Estimated household income



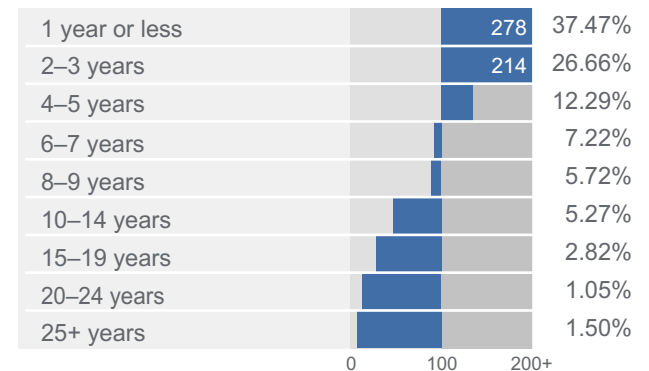
Age of children



Estimated current home value



Length of residency



R67 Passionate Parents

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

🏠 0.68% | 0.39% 👤



Who We Are

Head of household age 🎂

19–24

434 | 22.0%

Type of property 🏠

Multi-family: 3 units

569 | 10.6%

Est. Household income 💰

Less than \$15,000

883 | 38.6%

Household size 👤

1 person

247 | 81.3%

Home ownership 🤝

Renter

846 | 92.2%

Age of children 🍼

0–3

306 | 23.1%

Channel Preference



365



57



1047



143



5



31

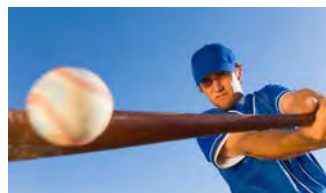
Technology Adoption



Wizards

Key Features

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



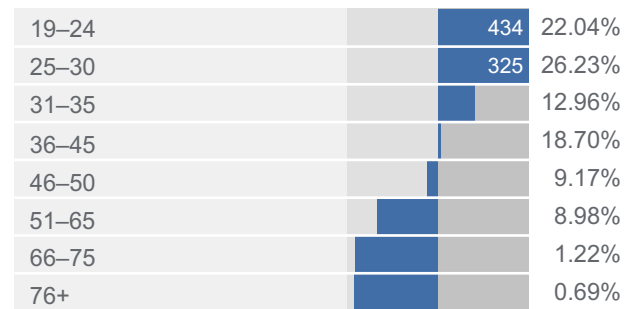
R67

Passionate Parents

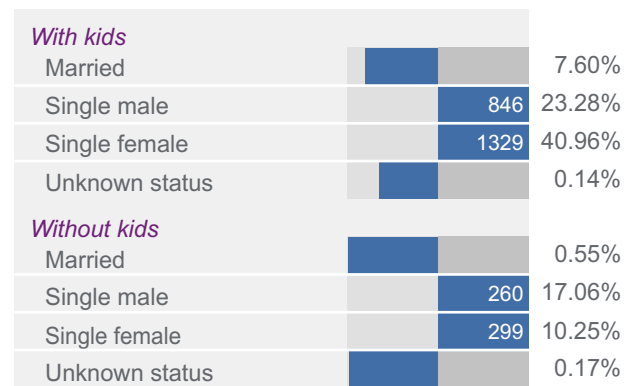
Young, single parents with cost-conscious mindsets in second-city apartments

🏠 0.68% | 0.39% 👤

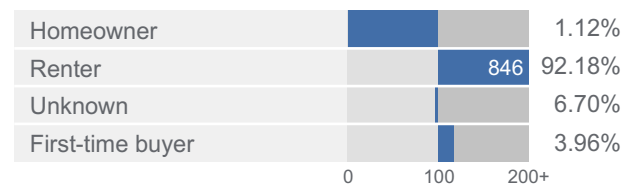
Head of household age



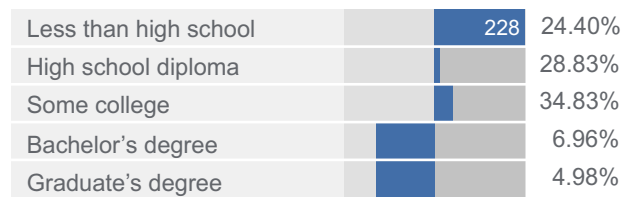
Family structure



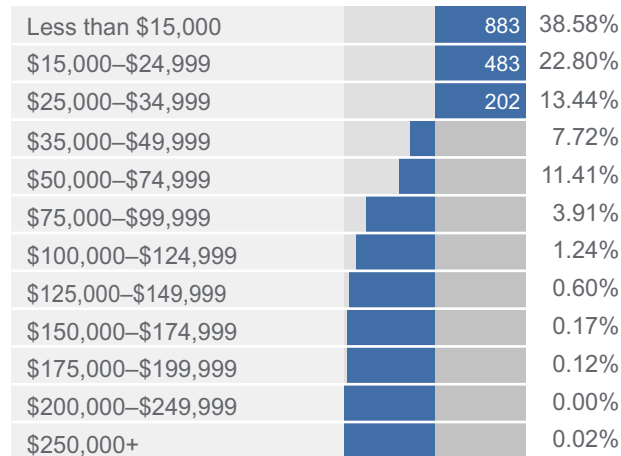
Home ownership



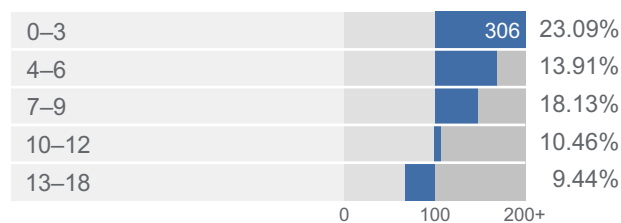
Head of household education



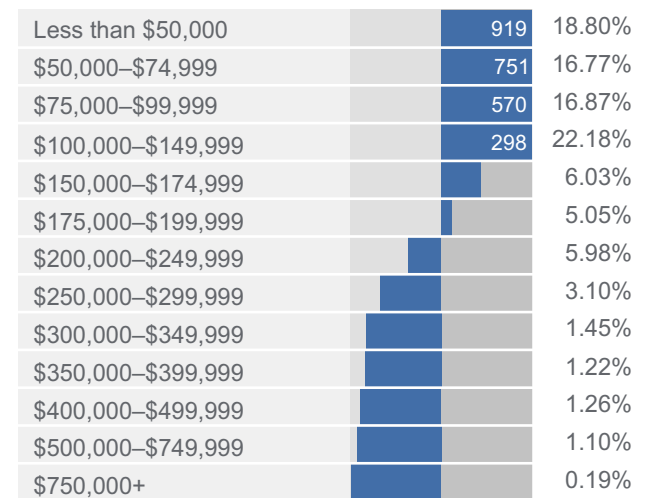
Estimated household income



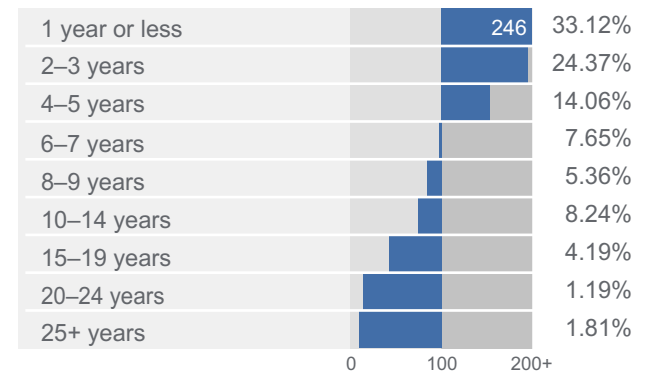
Age of children



Estimated current home value



Length of residency



S68 Small Town Sophisticates

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

🏠 0.93% | 0.59% 👤



Who We Are

Head of household age 🎂

51–65

129 | 35.1%

Type of property 🏠

Single family

105 | 93.1%

Est. Household income 💰

Less than \$15,000

467 | 20.4%

Household size 👤

1 person

214 | 70.1%

Home ownership 🤝

Renter

340 | 37.0%

Age of children 🍼

13–18

28 | 4.0%

Channel Preference



88



46



308



27



4



23

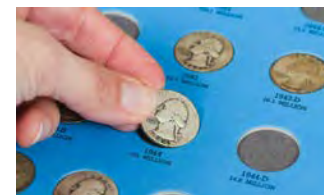
Technology Adoption



Wizards

Key Features

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



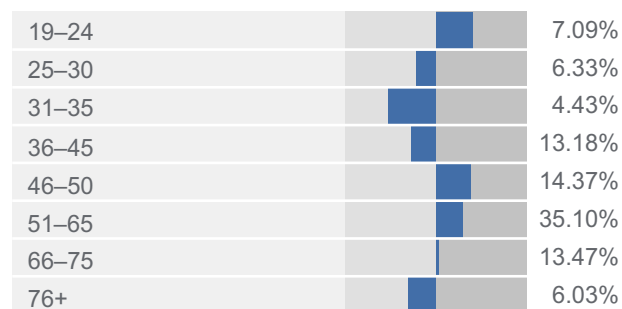
S68

Small Town Sophisticates

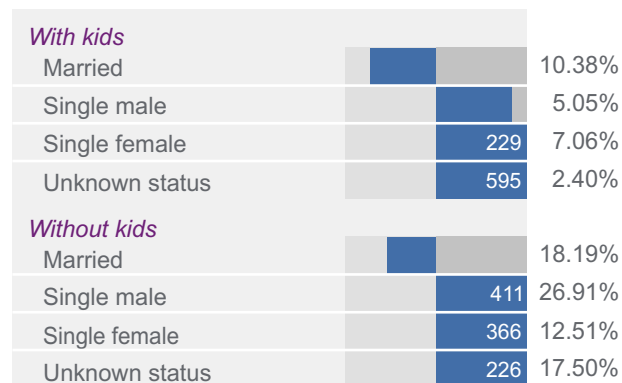
Sophisticated, down-scale singles and couples living in modest, exurban small towns

🏠 0.93% | 0.59% 👤

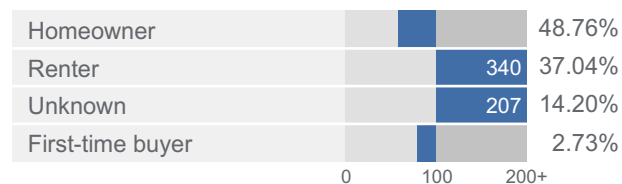
Head of household age



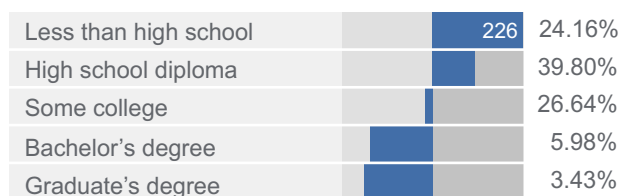
Family structure



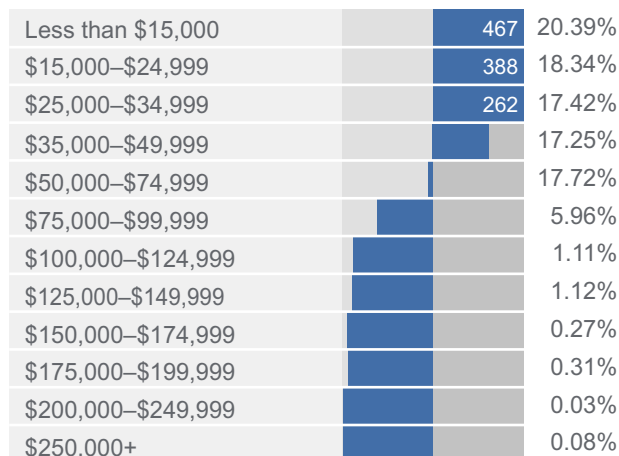
Home ownership



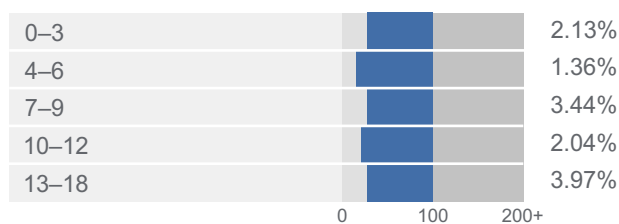
Head of household education



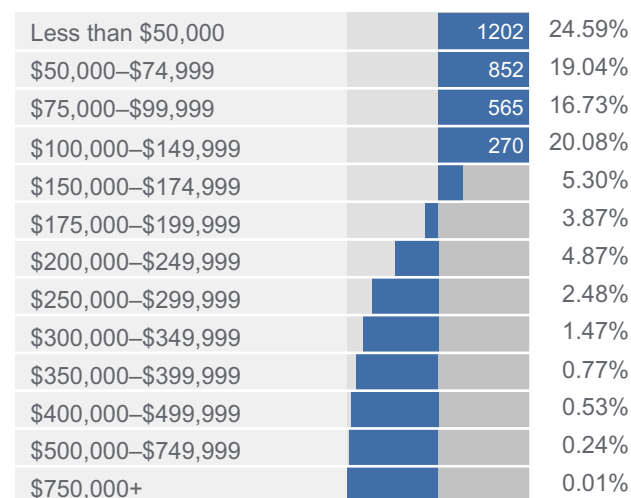
Estimated household income



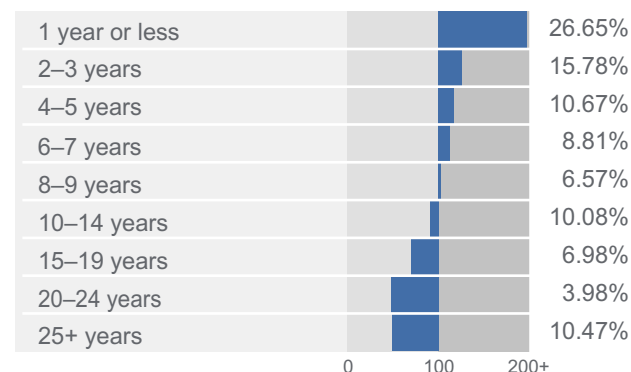
Age of children



Estimated current home value



Length of residency



S69 Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings

🏠 1.1% | 0.93% 👤



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

Key Features

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



S69 Urban Legacies

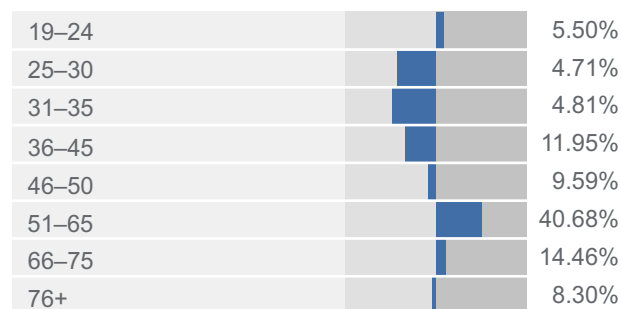
Middle-aged, sophisticated singles established in modest urban settings



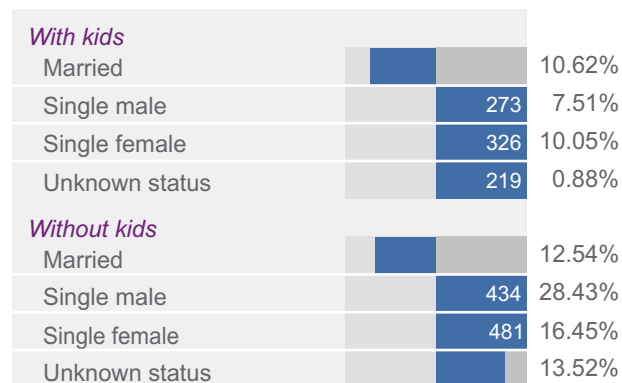
1.1% | 0.93%



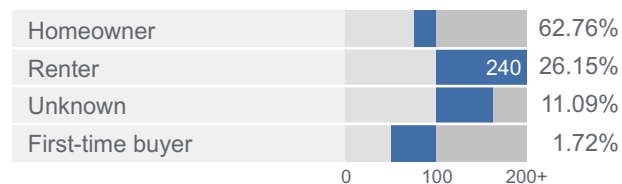
Head of household age



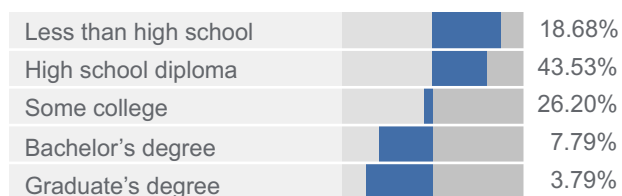
Family structure



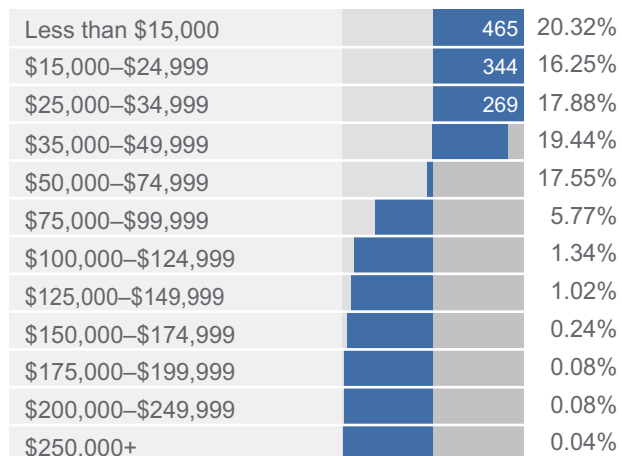
Home ownership



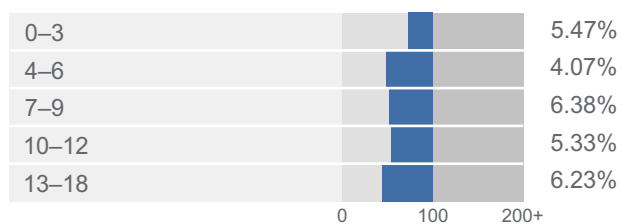
Head of household education



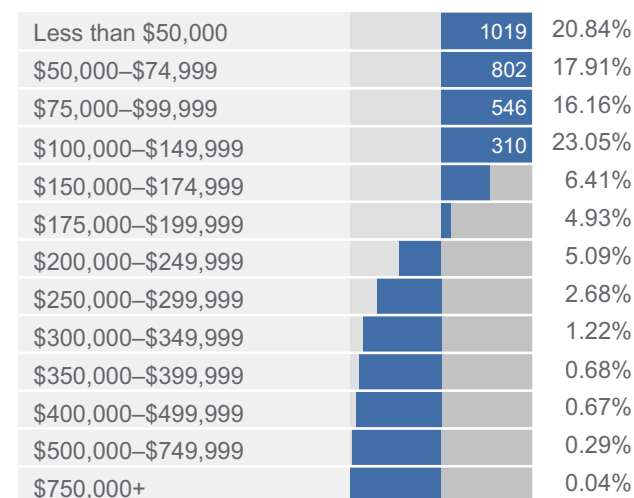
Estimated household income



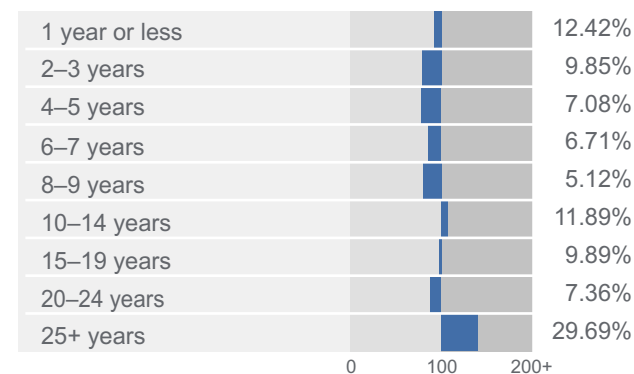
Age of children



Estimated current home value



Length of residency



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%

Home ownership

Renter

729 | 79.4%

Age of children

7–9

130 | 16.0%

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



S70 Thrifty Singles

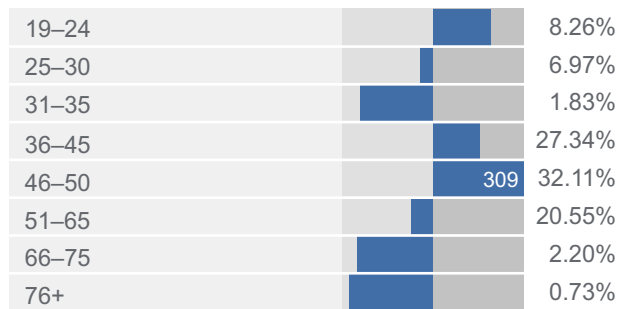
Middle-aged singles with limited income in transitional small town and exurban apartments



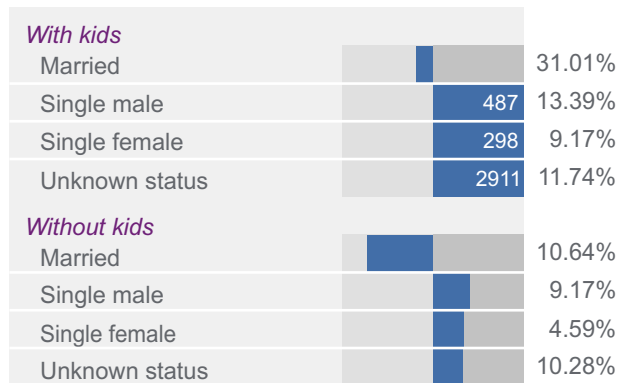
0.2% | 0.11%



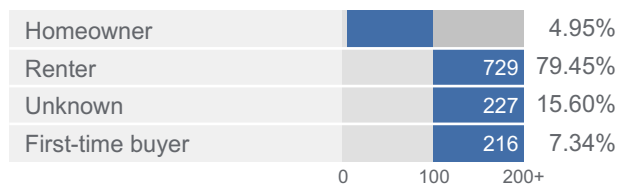
Head of household age



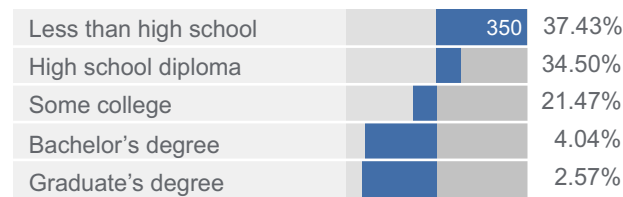
Family structure



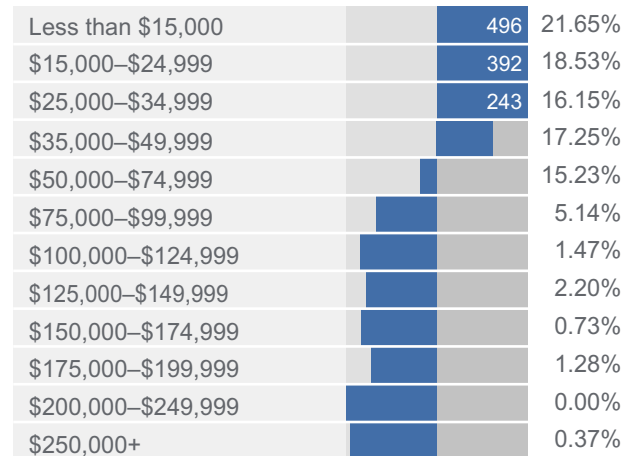
Home ownership



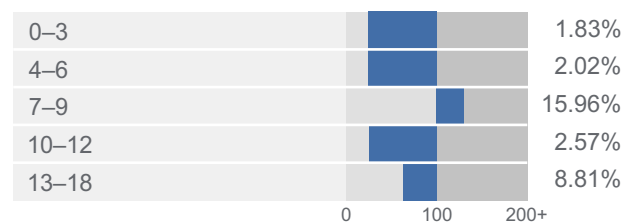
Head of household education



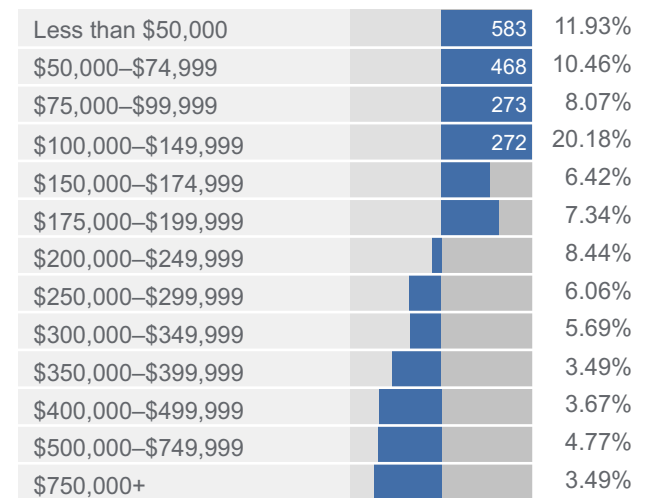
Estimated household income



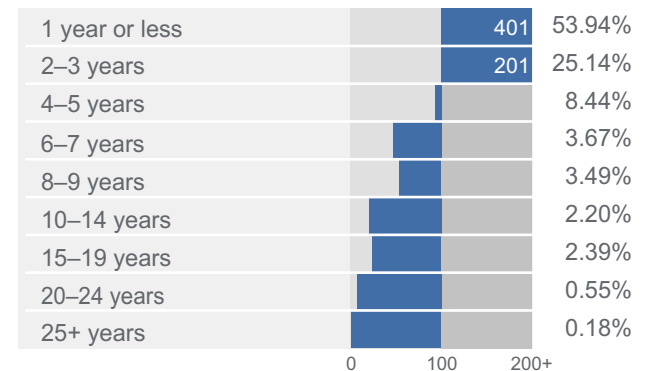
Age of children



Estimated current home value



Length of residency



0 100 200+

S71 Modest Retirees

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

🏠 0.54% | 0.33% 👤



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



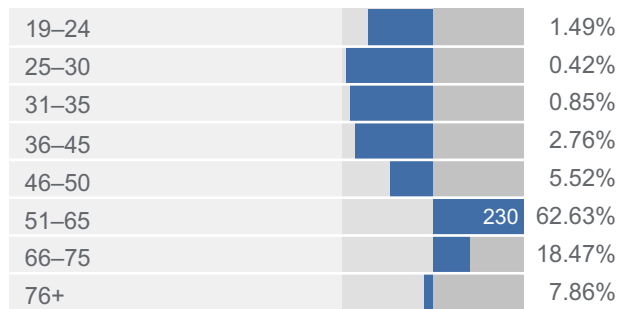
S71

Modest Retirees

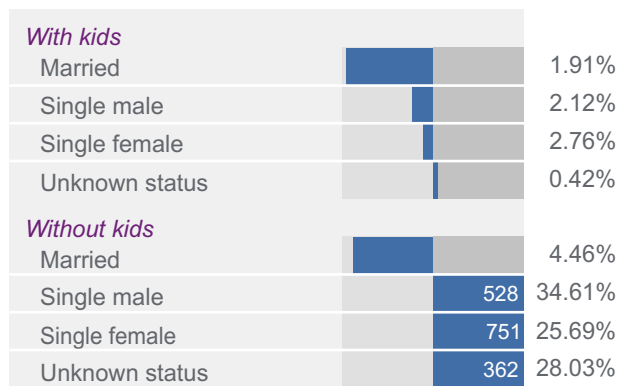
Mature singles with limited income typically concentrated in inner-city apartments

🏠 0.54% | 0.33% 👤

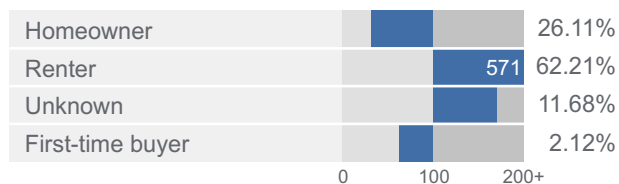
Head of household age



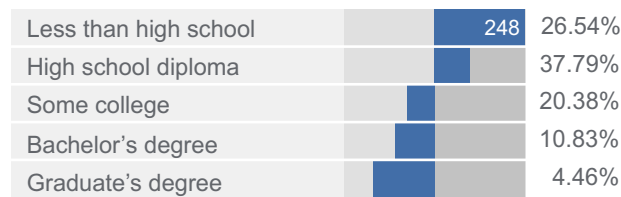
Family structure



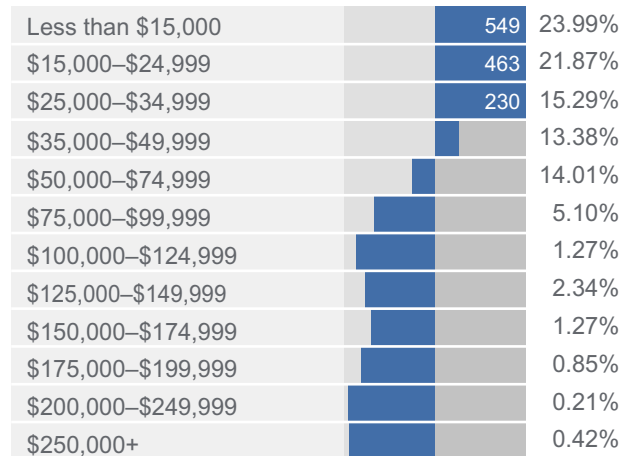
Home ownership



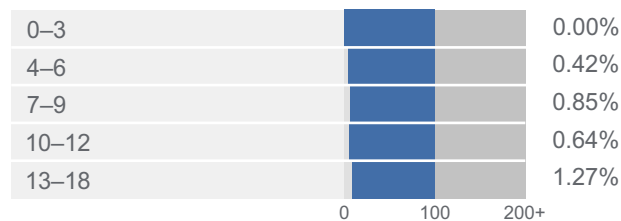
Head of household education



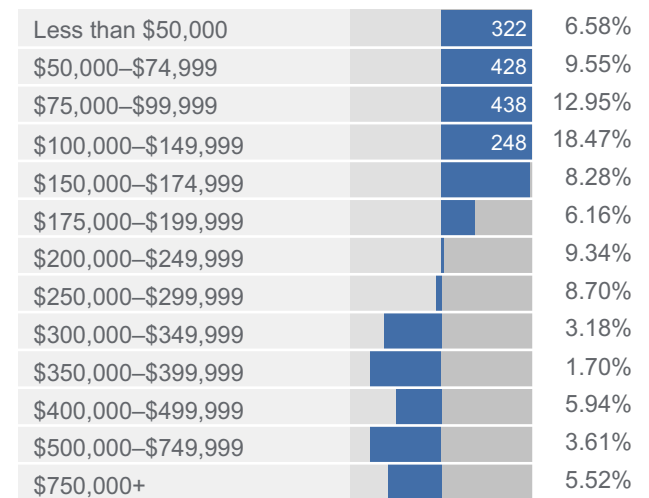
Estimated household income



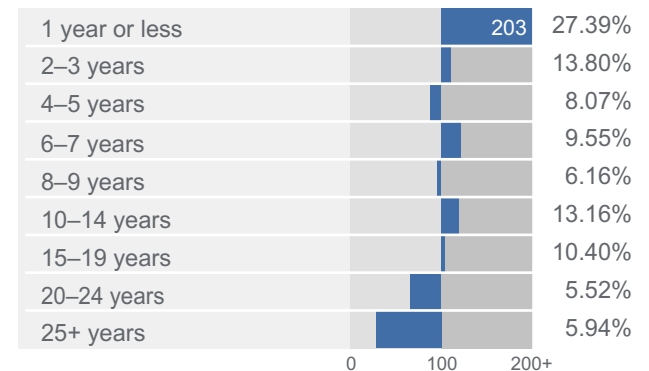
Age of children



Estimated current home value



Length of residency



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

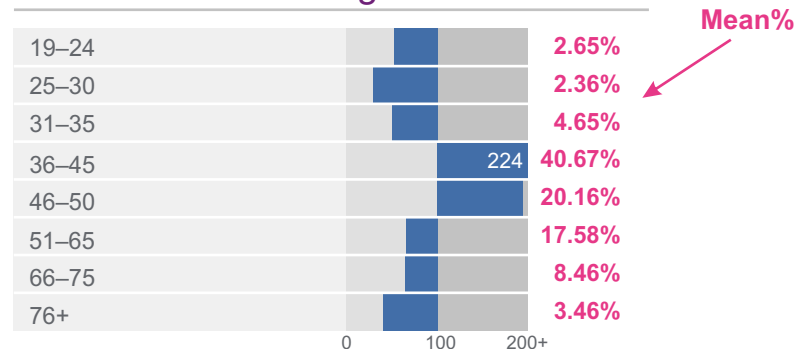
For each group and type, the charts show the **Means** and **Index** for each variable.

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:

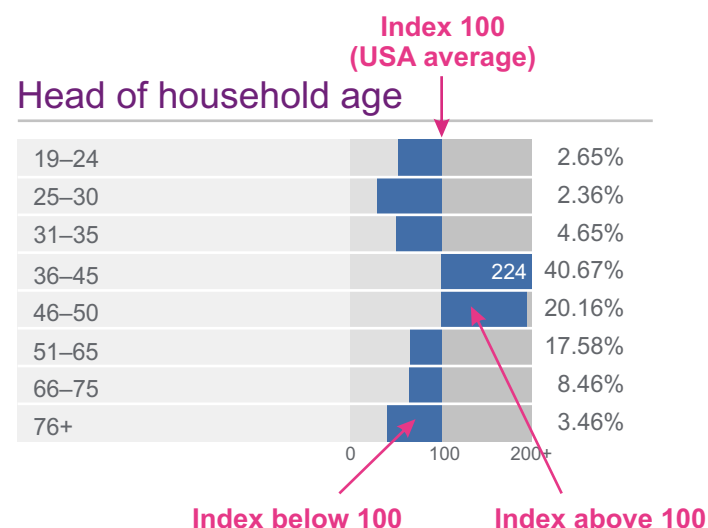
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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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