

Mosaic USA

E-Handbook



The consumer classification of the United States of America



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

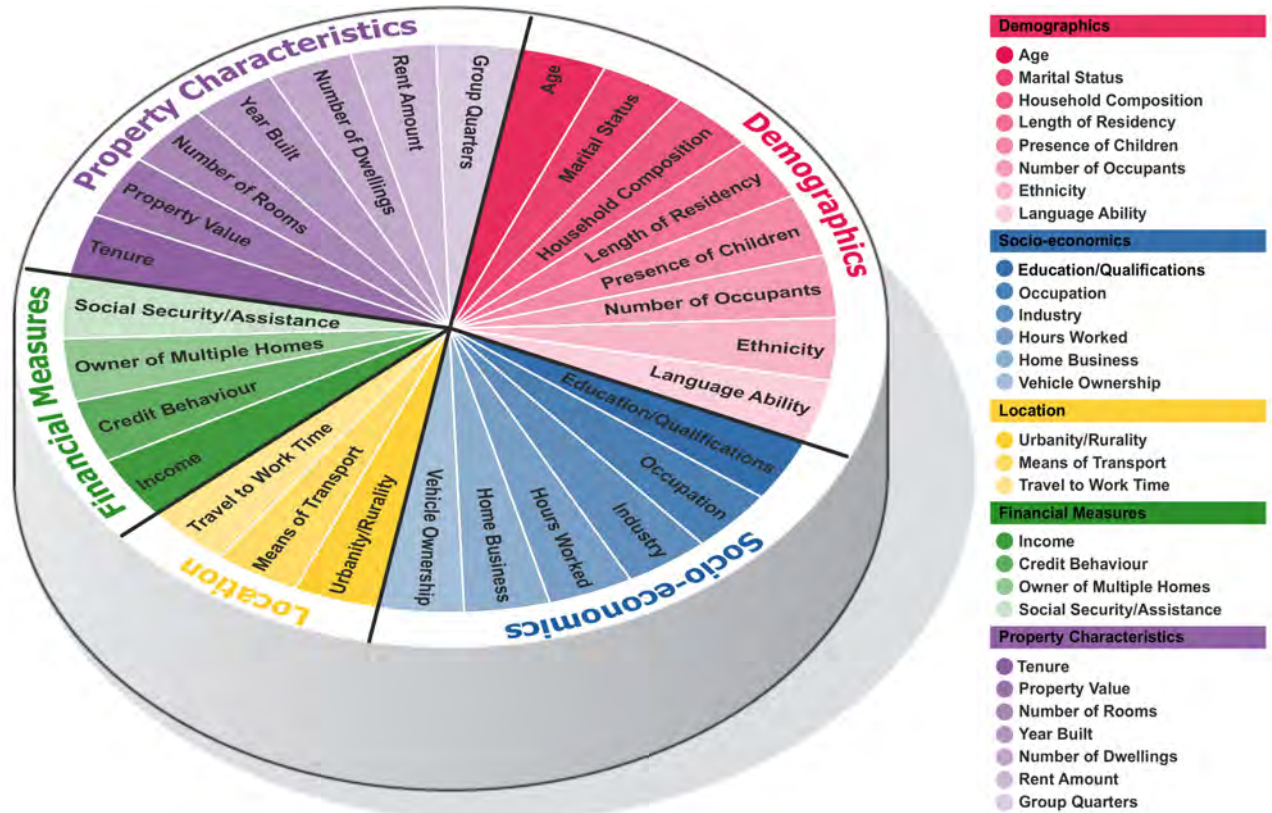
Anticipate risk and plan for the future: analyze consumer behaviour, understand potential risk and identify investment opportunities.

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.

Mosaic USA data sources

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



Mosaic USA data sources

We have taken account of the breadth and depth of information that Experian Marketing Services has to offer. In the development of Mosaic, data was chosen to reflect the multiple aspects of US consumer characteristics. Dimensions such as affluence and life stage are essential cornerstones of the classification. These are combined with other key dimensions including property characteristics, tenure, socio-economics, ethnicity, additional financial measures and the type of location. Experian analysts considered more than 600 data points to create the classification. From the analysis, more than 300 data points were selected, including more than 85 ConsumerView household characteristics.

Essential to understanding the behaviors of each Mosaic segment and group is the richness of the descriptive content. Mosaic is applied to the authoritative sources of market research, media, and digital behavioral data to build a comprehensive and extensive portrait of America's socio-economic, life stage, lifestyle and cultural diversity. Sources of the descriptive content include contributions from Experian Simmons, Hitwise, Auto Market Statistics and Summarized Credit Statistics.

Mosaic USA groups and types

This latest version of Mosaic USA classifies consumers in the United States into one of 71 types and 19 groups.

Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
A	Power Elite	6.92	5.19	A01	American Royalty	1.69	1.20
				A02	Platinum Prosperity	1.16	0.97
				A03	Kids and Cabernet	1.40	0.78
				A04	Picture Perfect Families	1.46	0.79
				A05	Couples with Clout	0.67	0.78
				A06	Jet Set Urbanites	0.52	0.67
B	Flourishing Families	7.09	4.25	B07	Generational Soup	1.67	1.09
				B08	Babies and Bliss	2.91	1.36
				B09	Family Fun-tastic	1.54	0.98
				B10	Cosmopolitan Achievers	0.96	0.82
C	Booming with Confidence	8.54	6.65	C11	Aging of Aquarius	3.61	2.85
				C12	Golf Carts and Gourmets	0.53	0.57
				C13	Silver Sophisticates	1.81	1.84
				C14	Boomers and Boomerangs	2.59	1.40
D	Suburban Style	7.18	5.00	D15	Sports Utility Families	2.80	1.59
				D16	Settled in Suburbia	1.42	0.89
				D17	Cul de Sac Diversity	0.76	0.77
				D18	Suburban Attainment	2.21	1.74

Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
E	Thriving Boomers	7.49	6.43	E19	Full Pockets, Empty Nests	1.10	1.48
				E20	No Place Like Home	3.38	2.29
				E21	Unspoiled Splendor	3.01	2.66
F	Promising Families	3.88	3.23	F22	Fast Track Couples	1.53	1.92
G	Young City Solos	1.35	2.46	F23	Families Matter Most	2.35	1.31
				G24	Status Seeking Singles	0.73	1.25
H	Middle-class Melting Pot	3.43	3.90	G25	Urban Edge	0.62	1.21
				H26	Progressive Potpourri	1.31	1.22
I	Family Union	6.72	4.74	H27	Birkenstocks and Beemers	0.79	1.18
				H28	Everyday Moderates	0.80	0.73
				H29	Destination Recreation	0.53	0.77
				I30	Stockcars and State Parks	2.18	1.40
J	Autumn Years	6.92	7.35	I31	Blue Collar Comfort	2.00	1.16
				I32	Steadfast Conventionalists	1.30	1.08
				I33	Balance and Harmony	1.24	1.09
				J34	Aging in Place	2.56	2.64
J	Autumn Years	6.92	7.35	J35	Rural Escape	2.53	2.88
				J36	Settled and Sensible	1.84	1.83

Mosaic USA groups and types

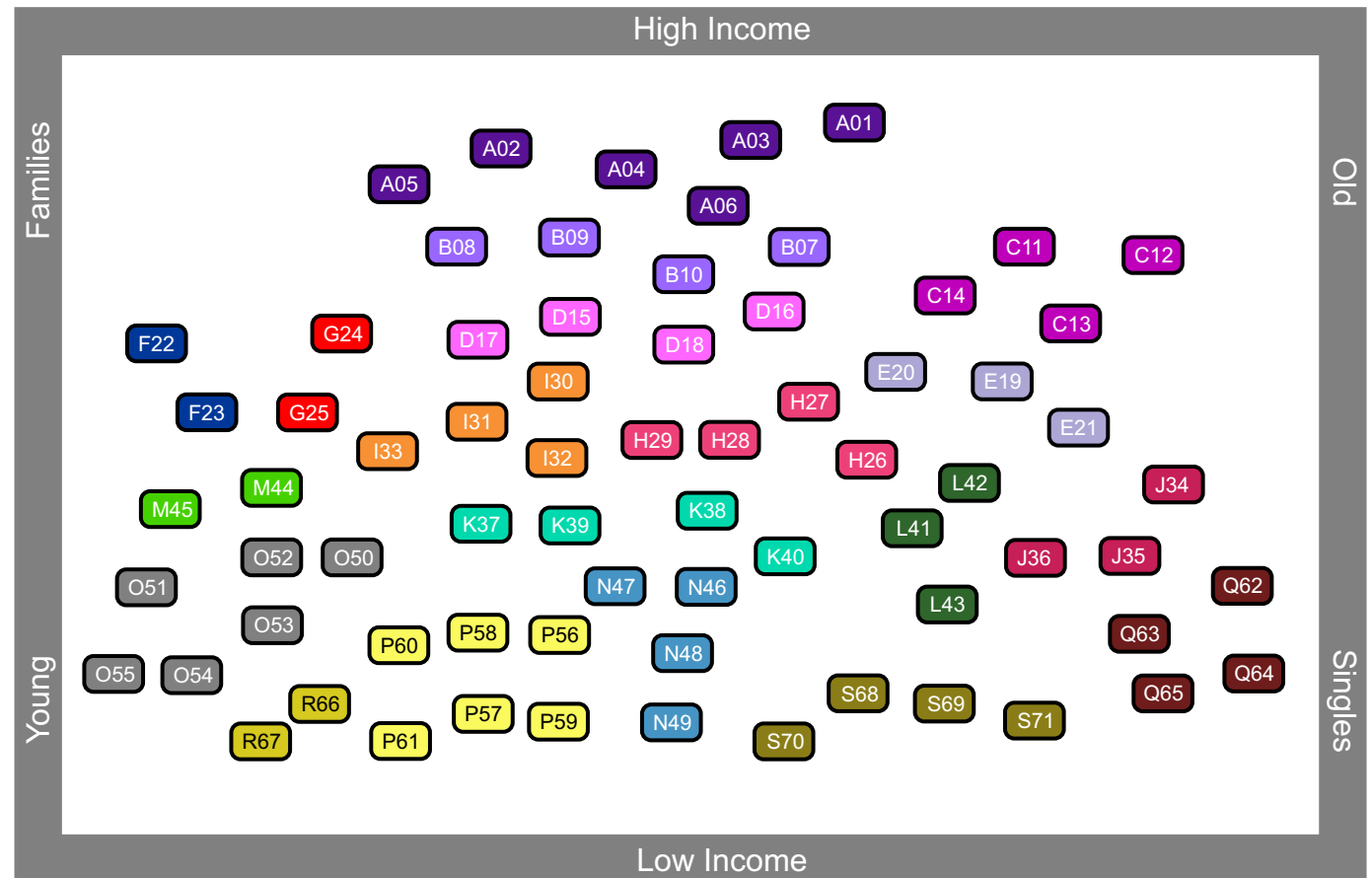
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Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
K	Significant Singles	3.17	4.64	K37	Wired for Success	0.62	0.89
				K38	Gotham Blend	1.01	1.18
				K39	Metro Fusion	0.33	0.49
				K40	Bohemian Groove	1.20	2.08
L	Blue Sky Boomers	5.65	6.82	L41	Booming and Consuming	0.72	0.99
				L42	Rooted Flower Power	2.52	3.10
				L43	Homemade Happiness	2.41	2.72
M	Families in Motion	5.26	3.13	M44	Red, White and Bluegrass	3.27	1.70
				M45	Diapers and Debit Cards	1.99	1.43
N	Pastoral Pride	4.29	4.77	N46	True Grit Americans	1.32	1.44
				N47	Countrified Pragmatics	0.73	1.16
				N48	Rural Southern Bliss	1.60	1.32
				N49	Touch of Tradition	0.64	0.86
O	Singles and Starters	6.65	9.85	O50	Full Steam Ahead	0.34	0.58
				O51	Digital Dependents	2.04	3.27
				O52	Urban Ambition	0.82	1.23
				O53	Colleges and Cafes	0.51	0.81
				O54	Striving Single Scene	1.06	2.14
				O55	Family Troopers	1.89	1.81

Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
P	Cultural Connections	4.22	5.17	P56	Mid-scale Medley	0.75	1.10
				P57	Modest Metro Means	0.70	0.82
				P58	Heritage Heights	0.42	0.58
				P59	Expanding Horizons	1.41	1.22
				P60	Striving Forward	0.64	0.94
				P61	Humble Beginnings	0.31	0.52
Q	Golden Year Guardians	6.38	9.01	Q62	Reaping Rewards	1.34	1.81
				Q63	Footloose and Family Free	0.36	0.49
				Q64	Town Elders	3.42	4.65
				Q65	Senior Discounts	1.26	2.06
R	Aspirational Fusion	1.81	2.92	R66	Dare to Dream	0.93	1.68
S	Economic Challenges	3.04	4.50	S68	Small Town Shallow Pockets	1.08	1.75
				S69	Urban Survivors	1.29	1.62
				S70	Tight Money	0.17	0.28
				S71	Tough Times	0.50	0.84

Mosaic USA family tree

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 • A01 • A02 • A03 • A04 • A05 • A06

A

Power Elite

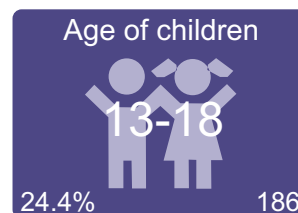
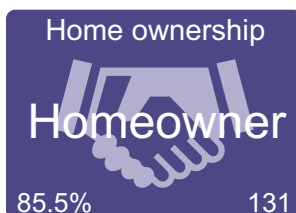
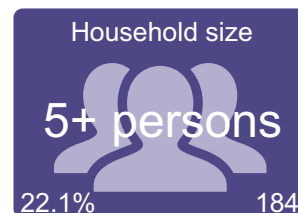
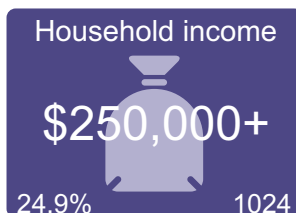
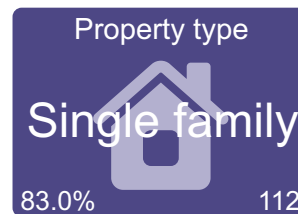
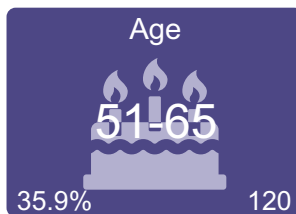
The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

Richard & Mary

🏠 5.19% | 6.92% 👤



Who We Are



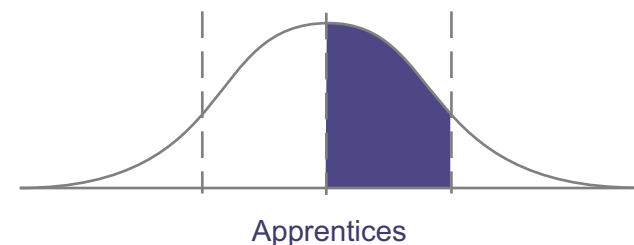
Channel Preference



Key Features

- Wealthy
- Highly educated
- Politically conservative
- Well invested
- Supporters of the arts
- Active and fit

Technology Adoption



A

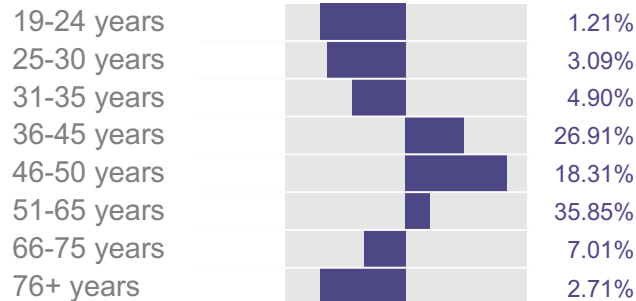
Power Elite

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

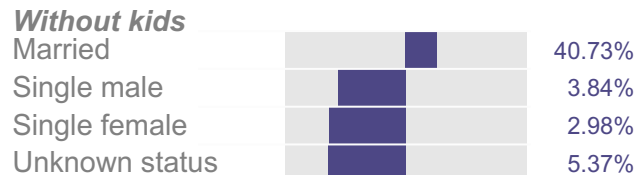
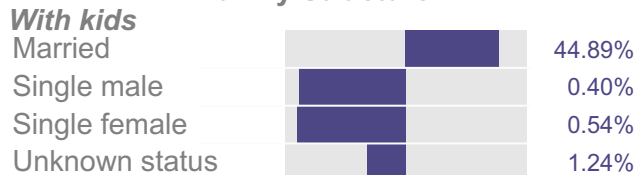
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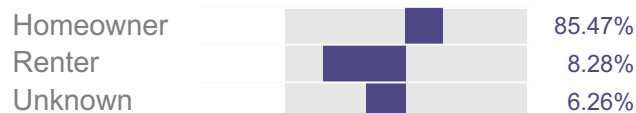
Age



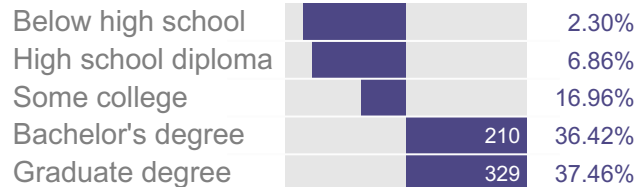
Family Structure



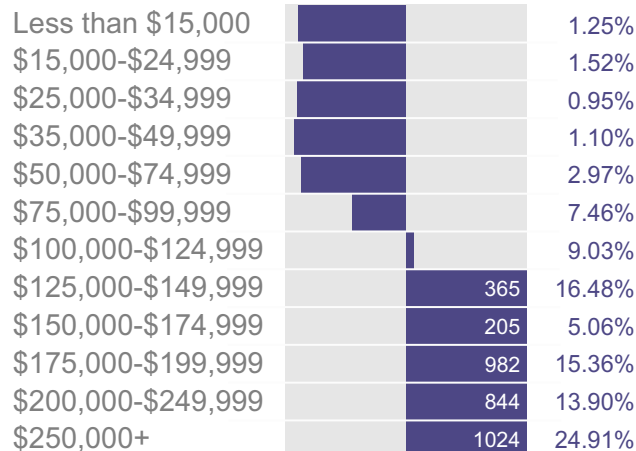
Home Ownership



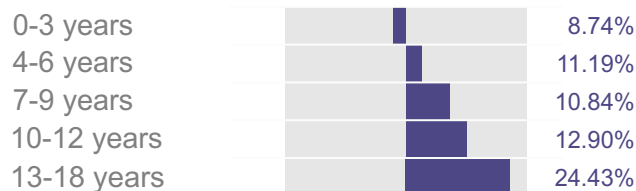
Education



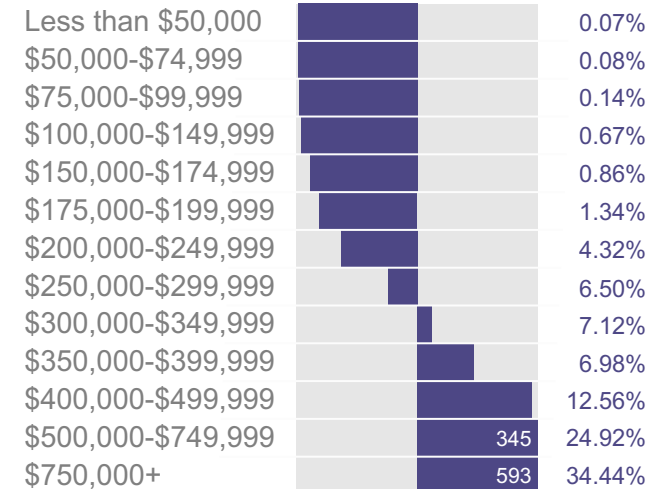
Income



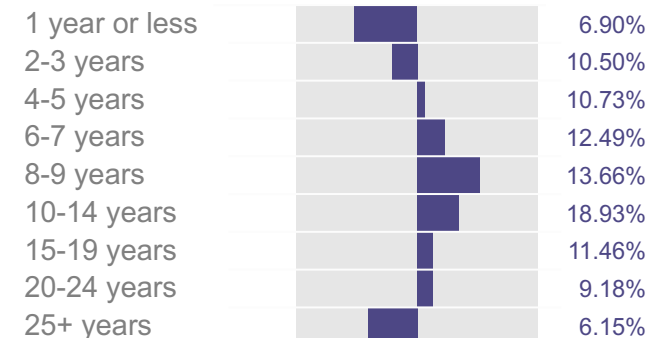
Presence of Children



Estimated Current Home Value



Length of Residence



B • B07 • B08 • B09 • B10

B

Flourishing Families

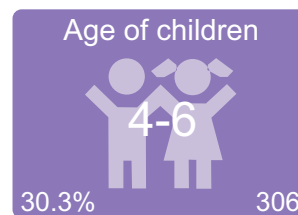
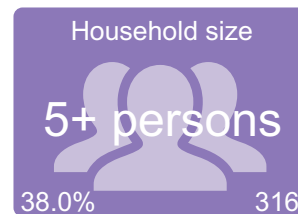
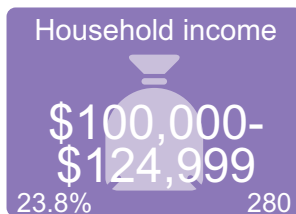
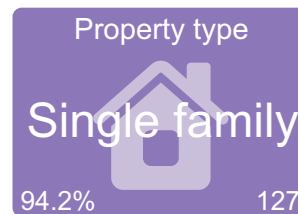
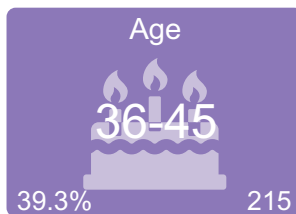
Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

Michael & Barbara

🏠 4.25% | 7.09% 👤



Who We Are



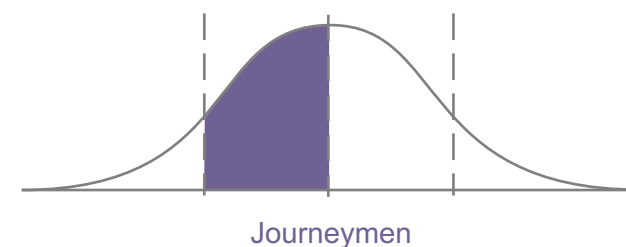
Channel Preference



Key Features

- Affluent
- Charitable contributors
- Athletic activities
- Saving for college
- PTA parents
- Family-oriented activities

Technology Adoption



B

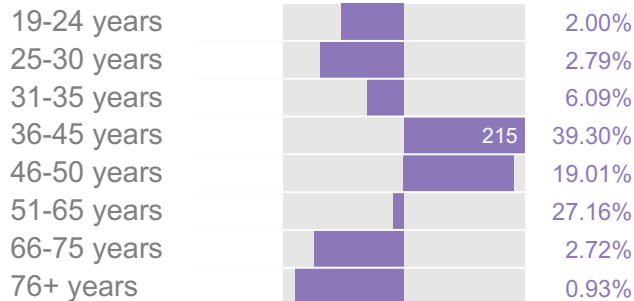
Flourishing Families

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

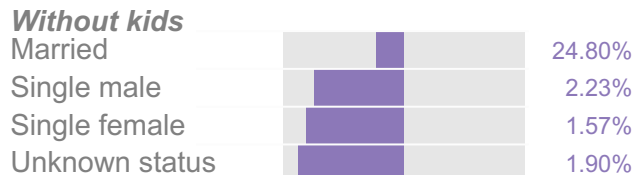
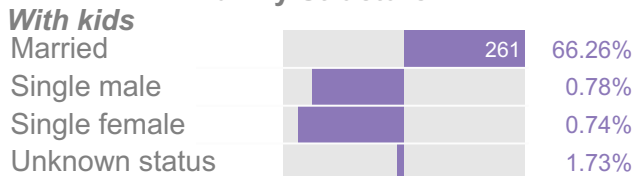
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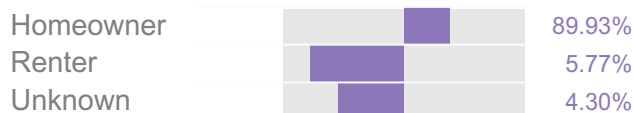
Age



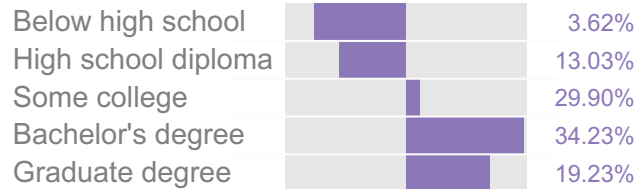
Family Structure



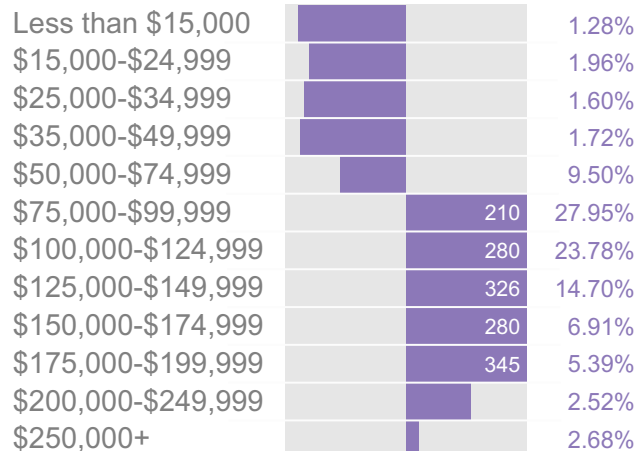
Home Ownership



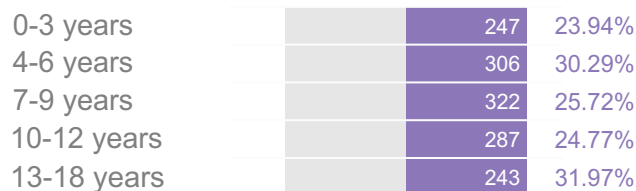
Education



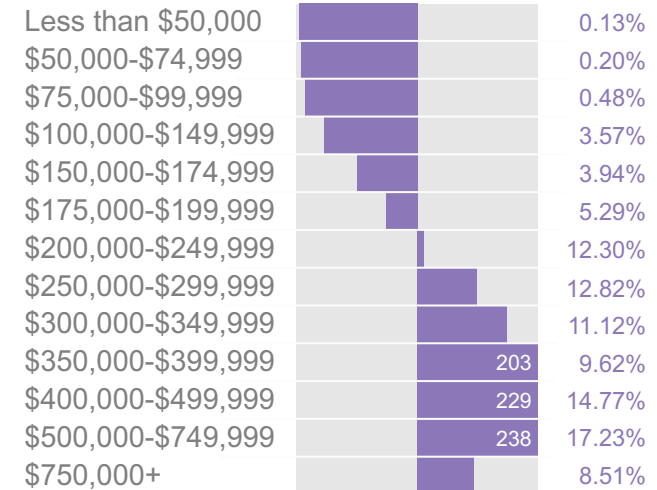
Income



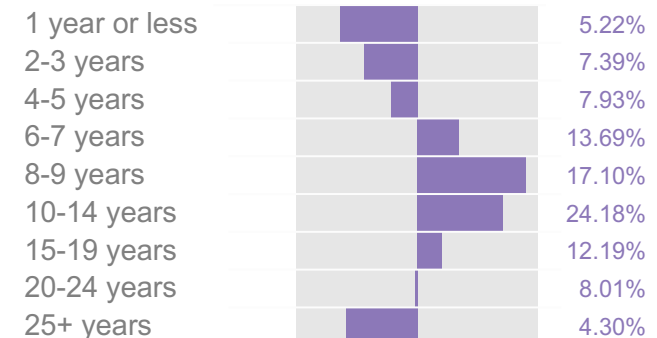
Presence of Children



Estimated Current Home Value



Length of Residence



C • C11 • C12 • C13 • C14

C

Booming with Confidence

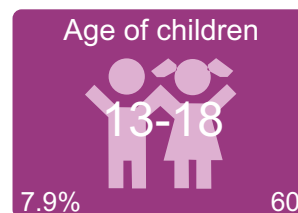
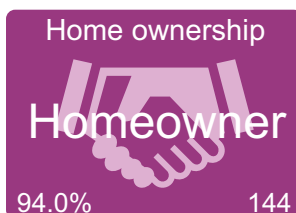
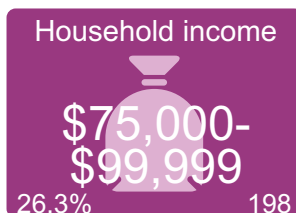
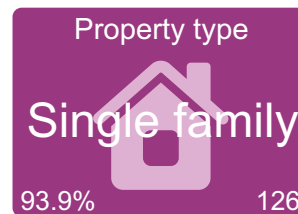
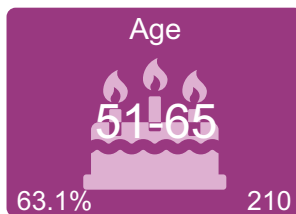
Prosperous, established couples in their peak earning years living in suburban homes

Alan & Irene

🏠 6.65% | 8.54% 👤



Who We Are



Channel Preference



123



34



59



109



127

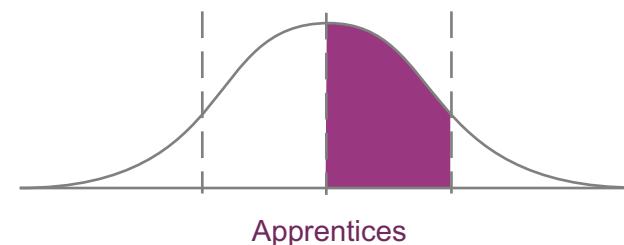


110

Key Features

- Affluent
- Highly educated
- Upscale housing
- Savvy investors
- Country club members
- Environmental philanthropists

Technology Adoption



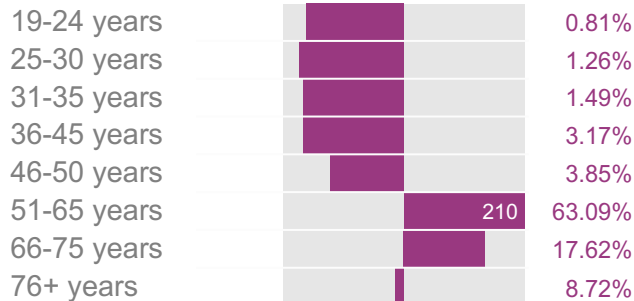
Booming with Confidence

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

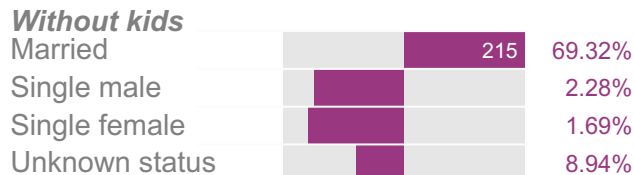
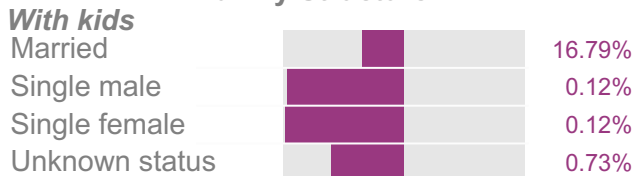
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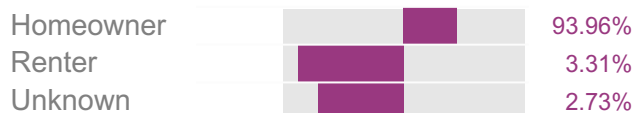
Age



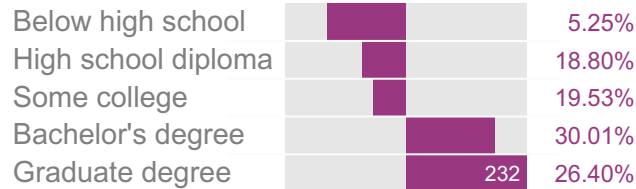
Family Structure



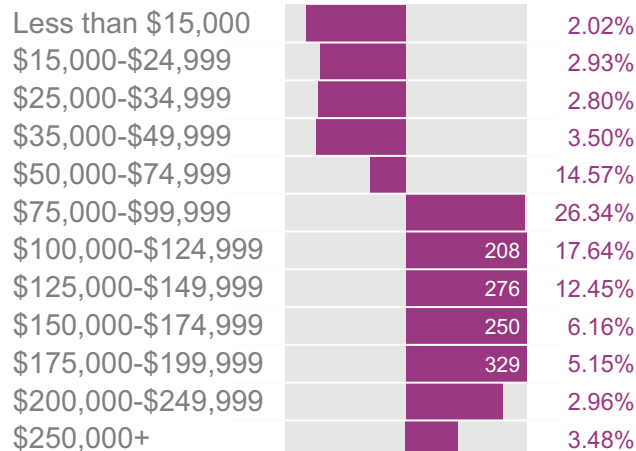
Home Ownership



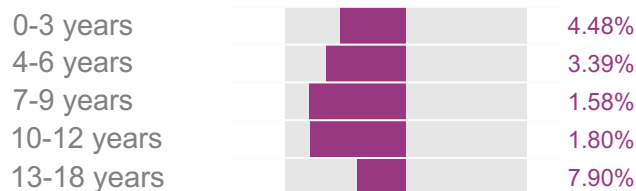
Education



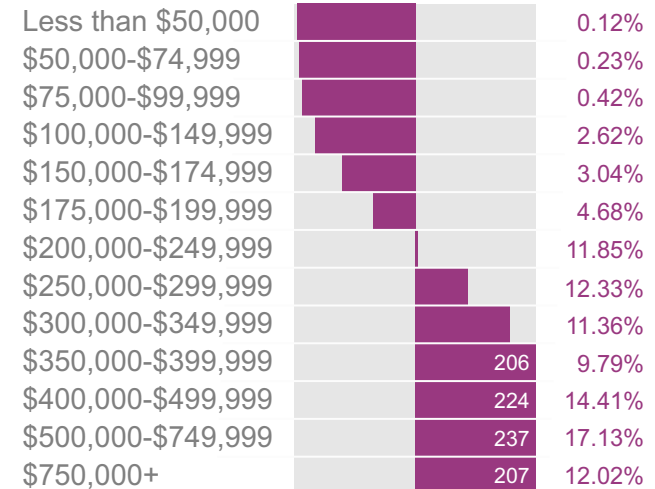
Income



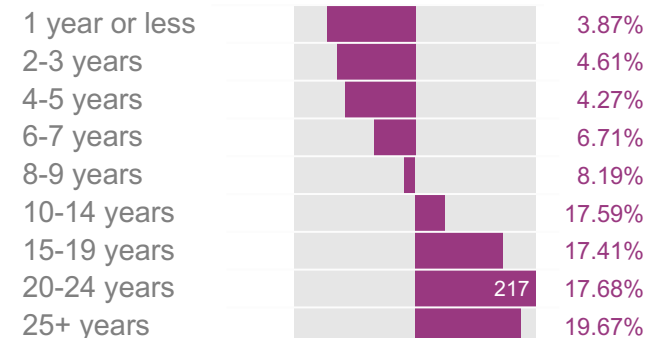
Presence of Children



Estimated Current Home Value



Length of Residence



D • D15 • D16 • D17 • D18

D

Suburban Style

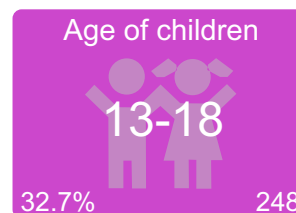
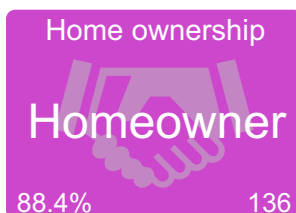
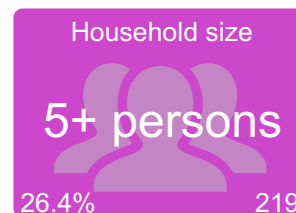
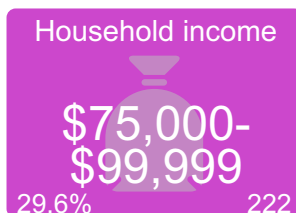
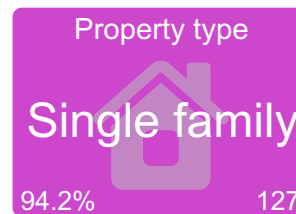
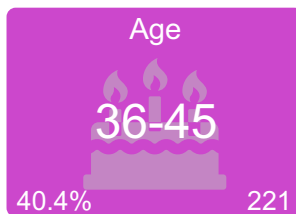
Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

William & Dawn

🏠 5.00% | 7.18% 👤



Who We Are



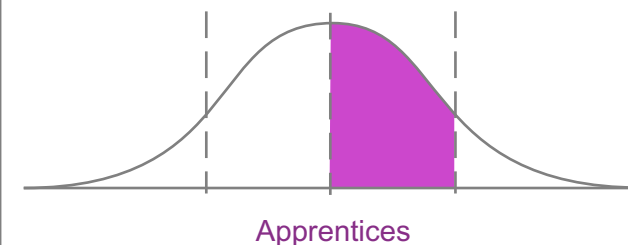
Channel Preference



Key Features

- Comfortable lifestyle
- Ethnically diverse
- Saving for college
- Family-centric activities
- PTA parents
- Financial investments

Technology Adoption



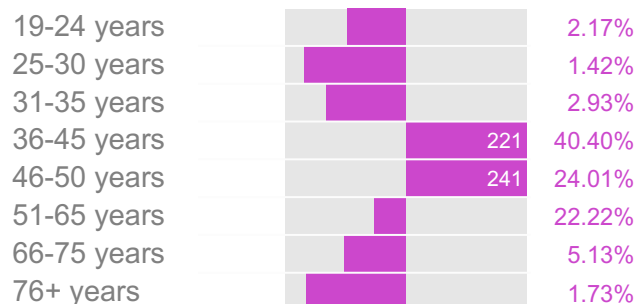
Suburban Style

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

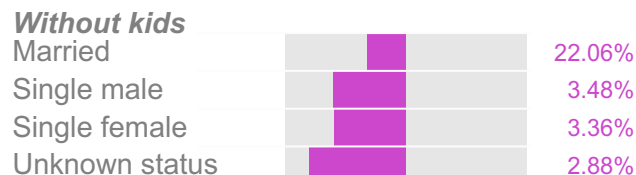
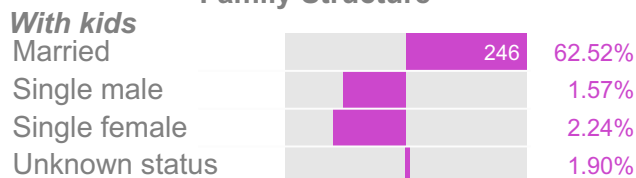
William & Dawn

🏠 5.00% | 7.18% 👤

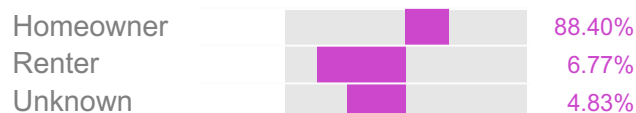
Age



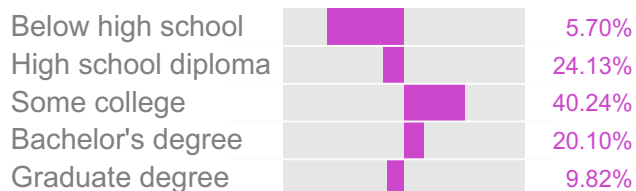
Family Structure



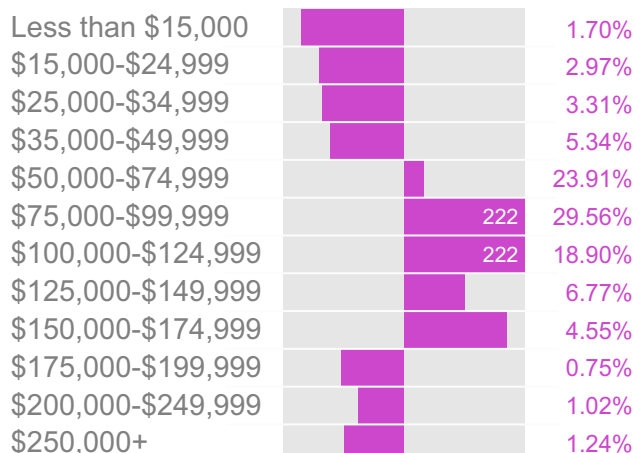
Home Ownership



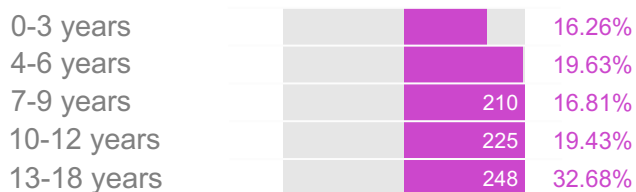
Education



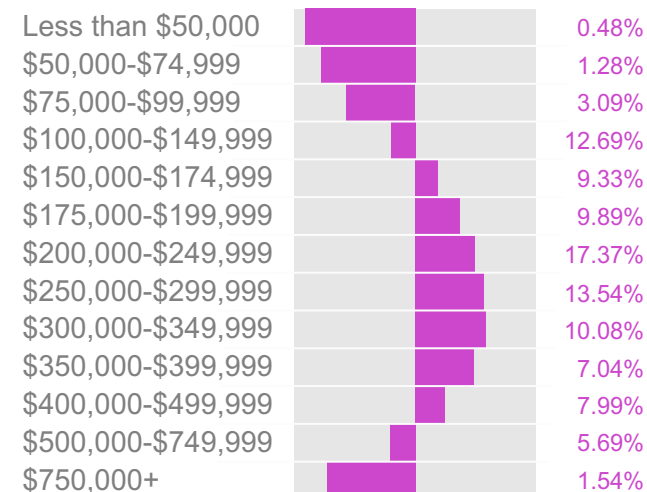
Income



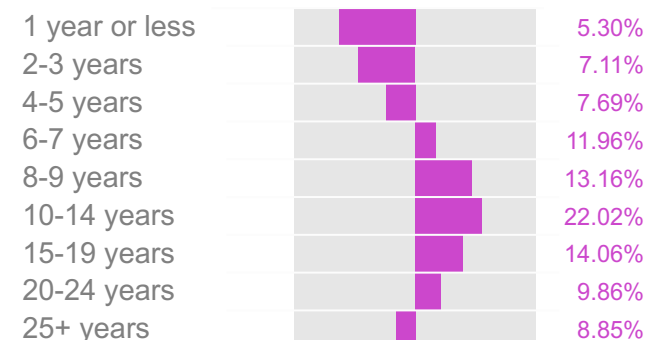
Presence of Children



Estimated Current Home Value



Length of Residence



E

Thriving Boomers

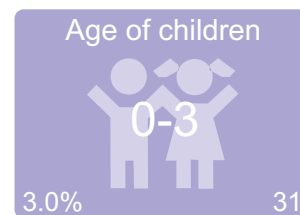
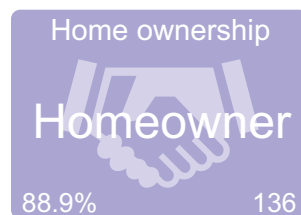
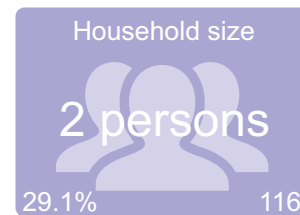
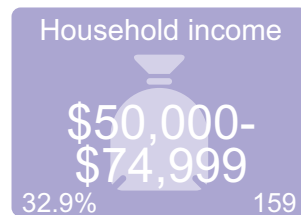
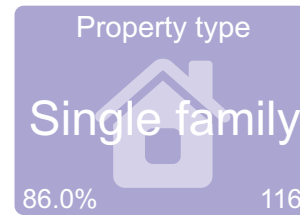
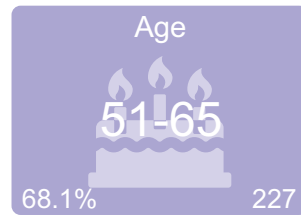
Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes

David & Lynn

🏠 6.43% | 7.49% 👤



Who We Are



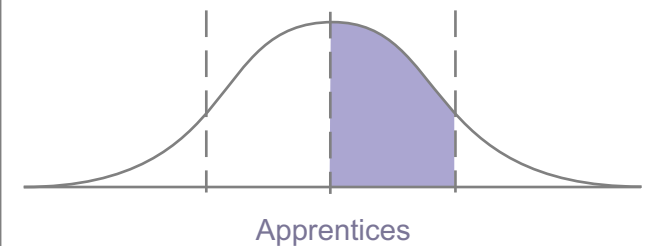
Channel Preference



Key Features

- Middle class
- Urbanites
- Politically independent
- Nature enthusiasts
- Antique shoppers
- 60/70's Music lover

Technology Adoption



E

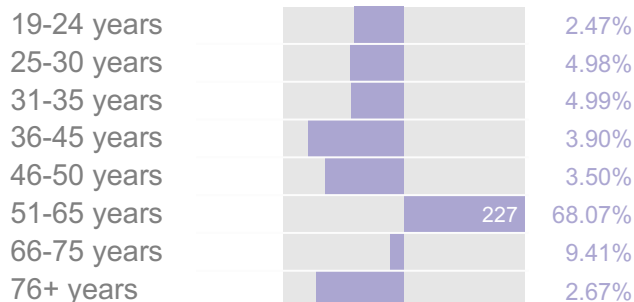
Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes

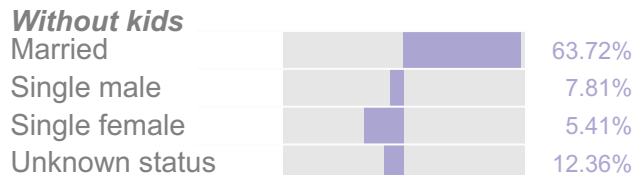
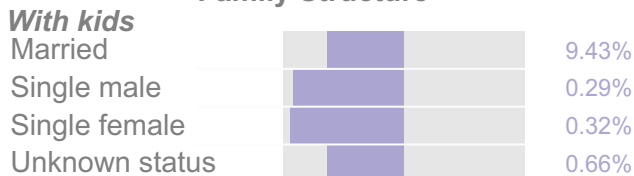
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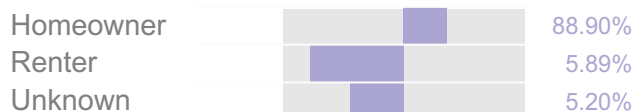
Age



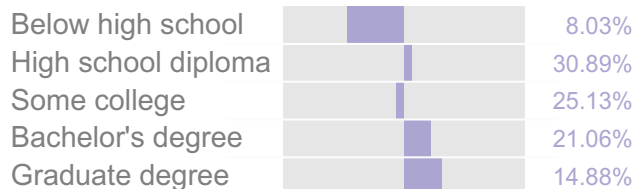
Family Structure



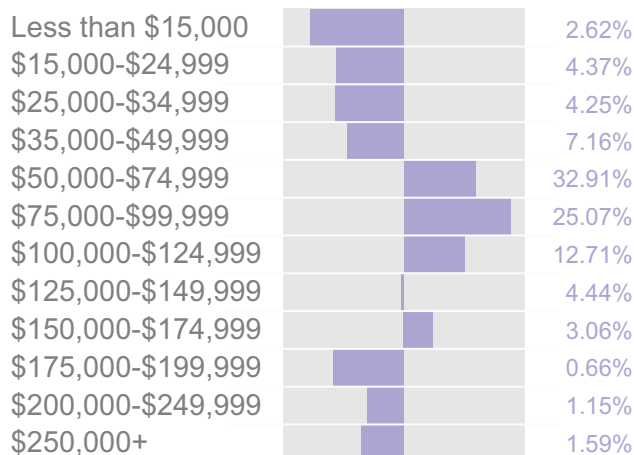
Home Ownership



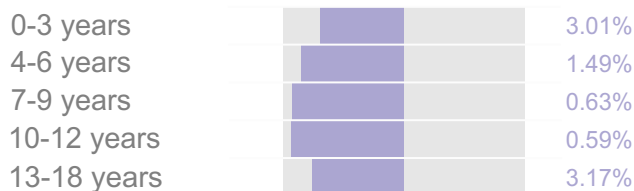
Education



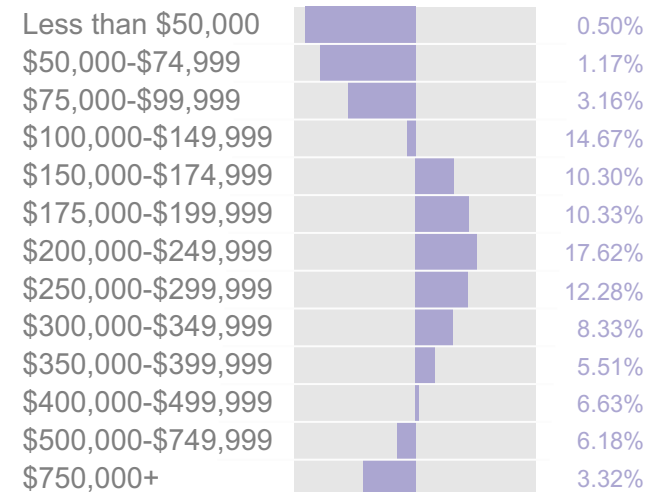
Income



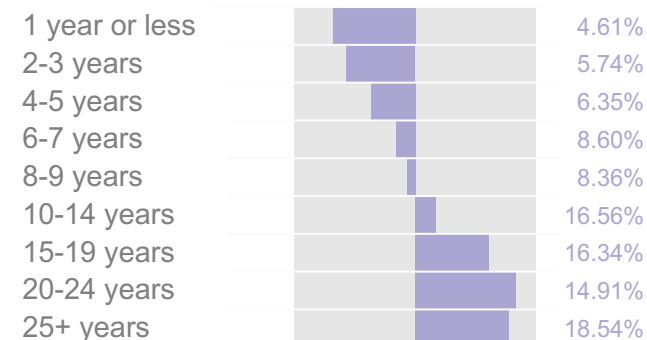
Presence of Children



Estimated Current Home Value



Length of Residence



F • F22 • F23

F

Promising Families

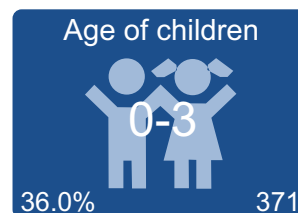
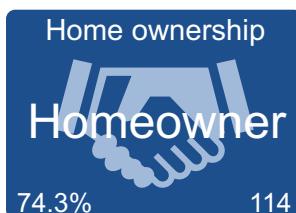
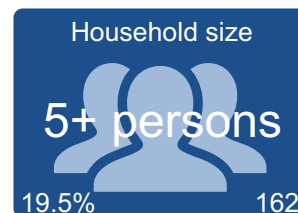
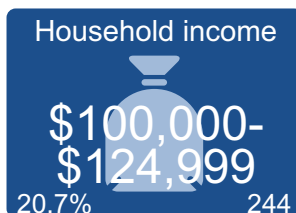
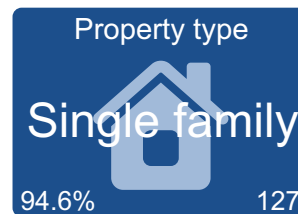
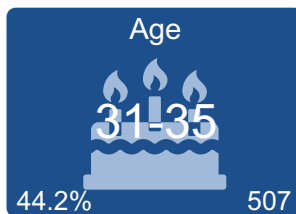
Young couples with children in starter homes living child-centered lifestyles

Jason & Shannon

🏠 3.23% | 3.88% 👤



Who We Are



Channel Preference



92



240



87



138



134

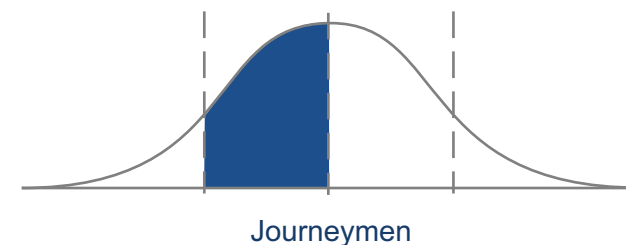


185

Key Features

- Child-rearing activities
- No worry spenders
- Status-conscious
- Credit aware
- Comfortable lifestyles
- Family-based activities

Technology Adoption



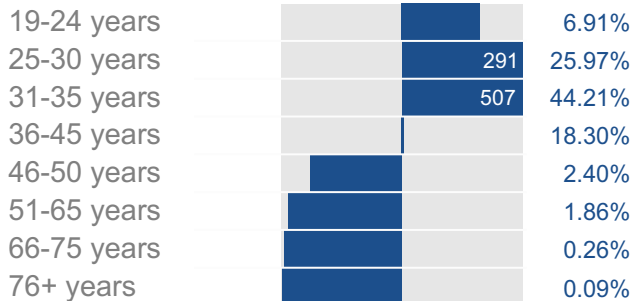
Promising Families

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

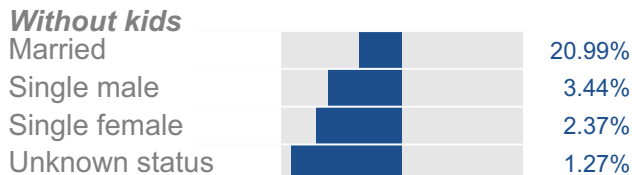
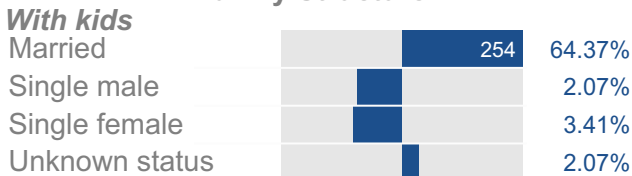
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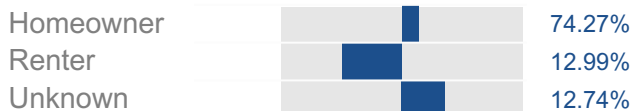
Age



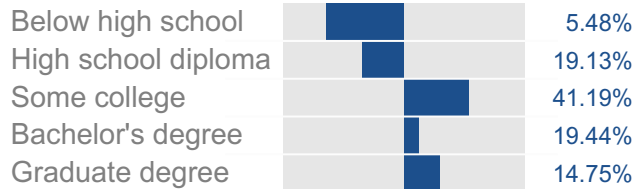
Family Structure



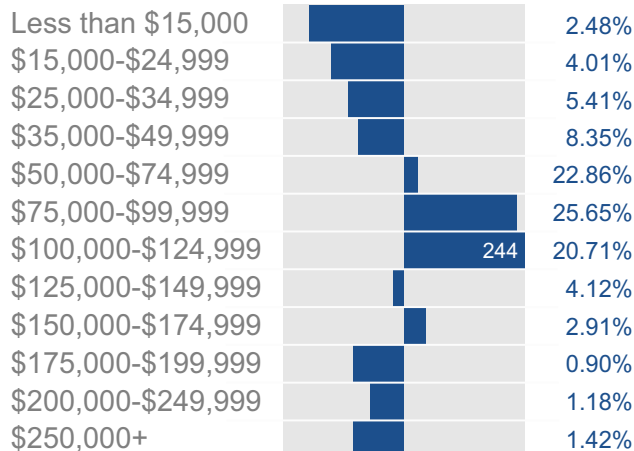
Home Ownership



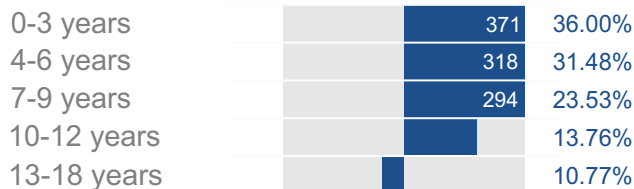
Education



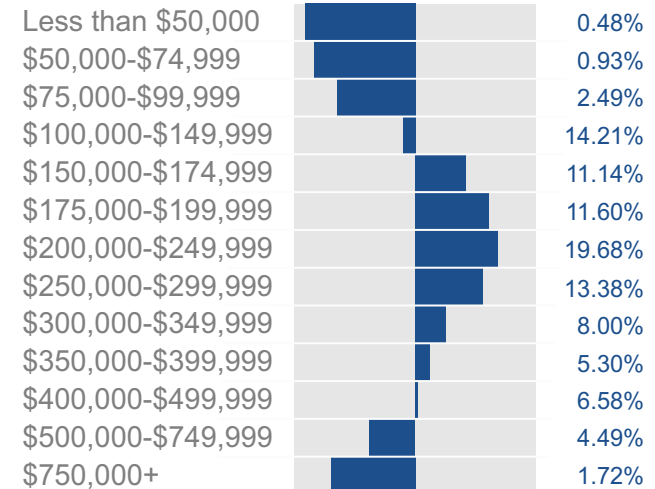
Income



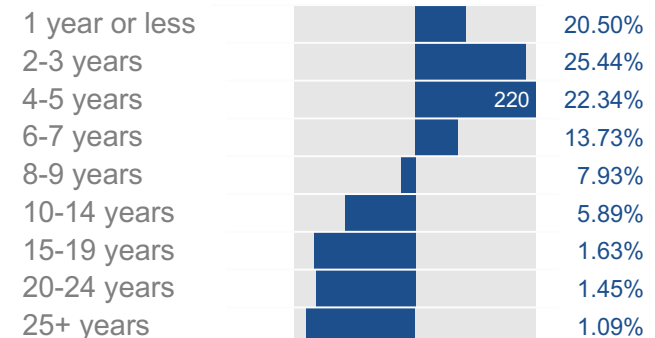
Presence of Children



Estimated Current Home Value



Length of Residence



G • G24 • G25

G

Young City Solos

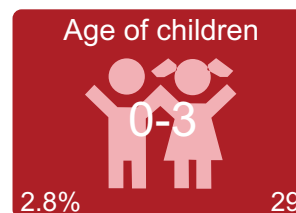
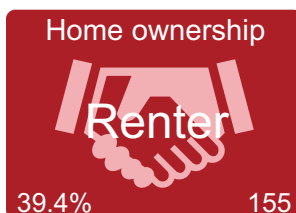
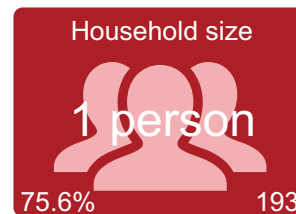
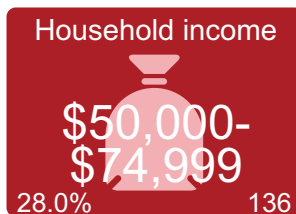
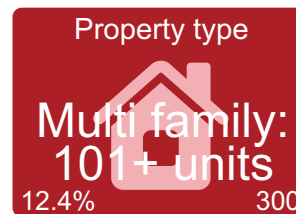
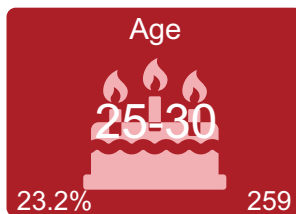
Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

Christopher & Elizabeth

🏠 2.46% | 1.35% 👤



Who We Are



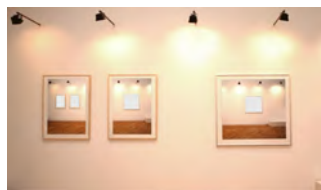
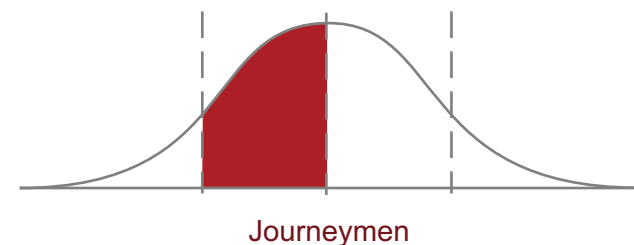
Channel Preference



Key Features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Environmental philanthropists
- Politically liberal

Technology Adoption



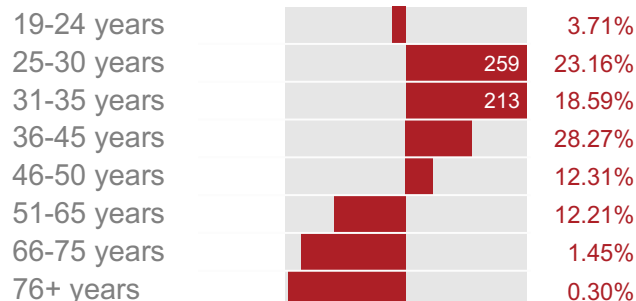
Young City Solos

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

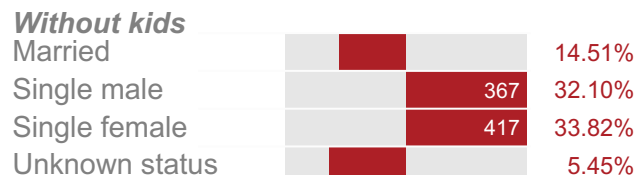
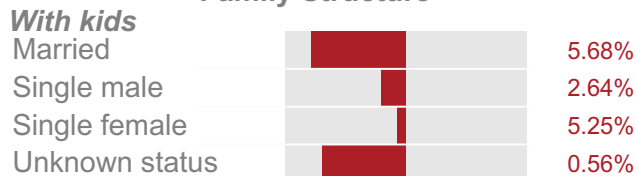
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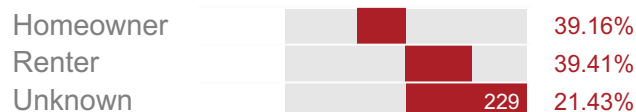
Age



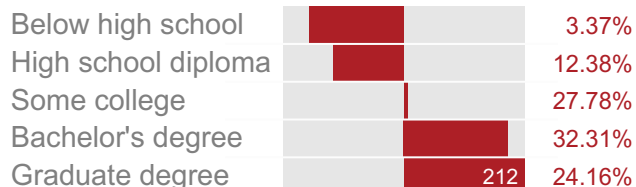
Family Structure



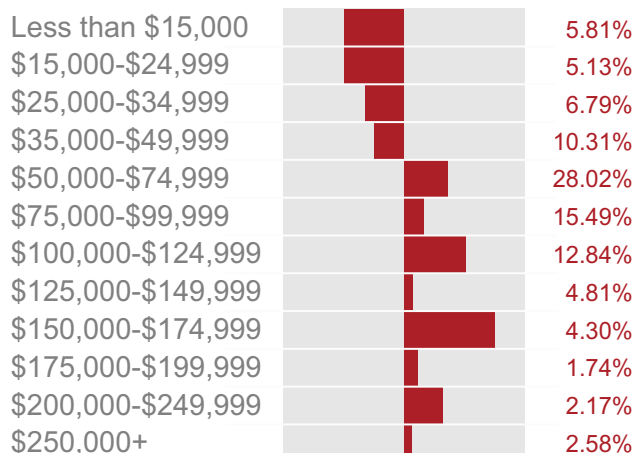
Home Ownership



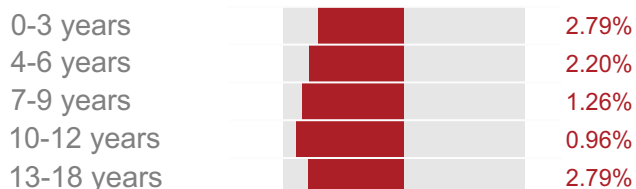
Education



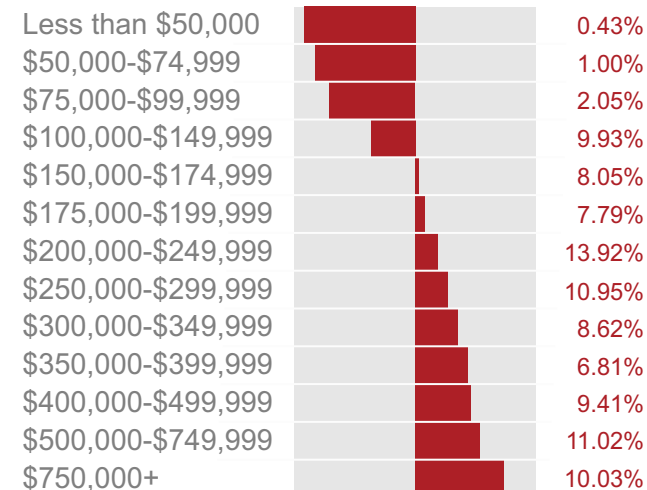
Income



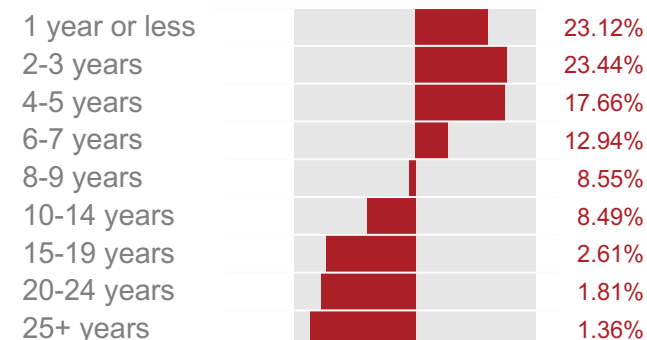
Presence of Children



Estimated Current Home Value



Length of Residence



H • H26 • H27 • H28 • H29

H

Middle-class Melting Pot

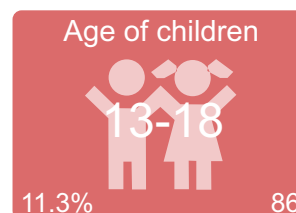
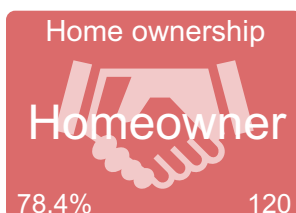
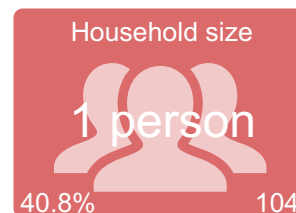
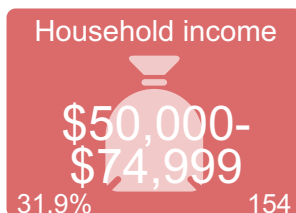
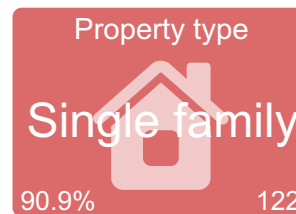
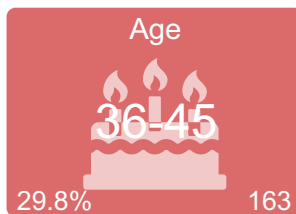
Mid-scale, middle-aged and established couples living in suburban and fringe homes

James & Pamela

🏠 3.90% | 3.43% 👤



Who We Are



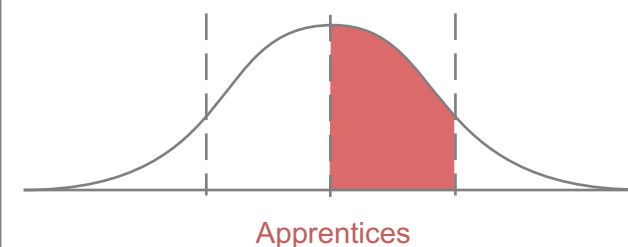
Channel Preference



Key Features

- Sensible
- Multi-cultural
- Comfortable spending
- Financially informed
- Suburb living
- Activity-filled vacations

Technology Adoption



H

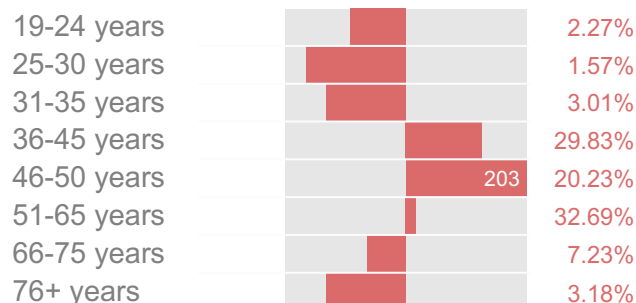
Middle-class Melting Pot

Mid-scale, middle-aged and established couples living in suburban and fringe homes

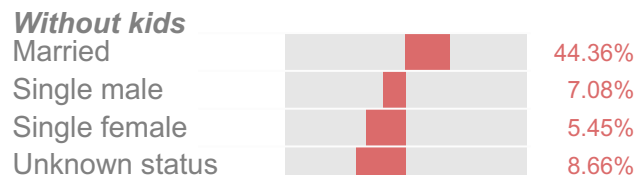
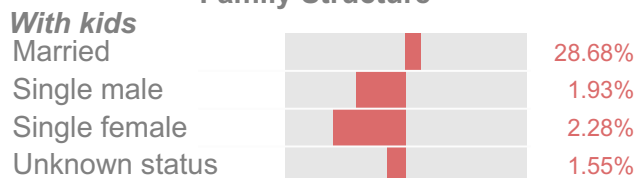
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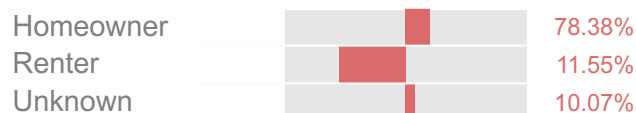
Age



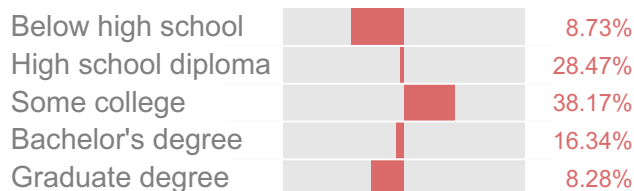
Family Structure



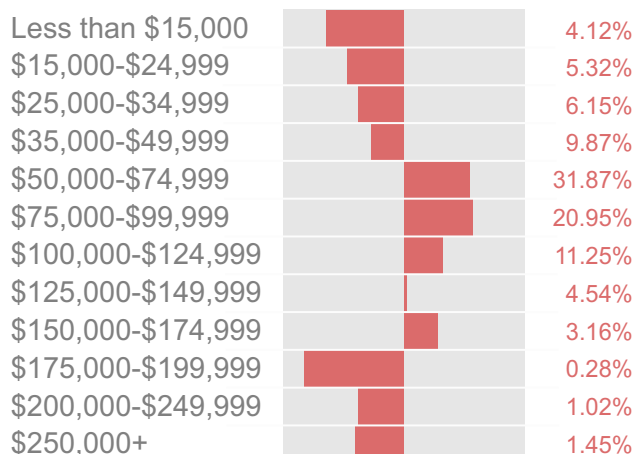
Home Ownership



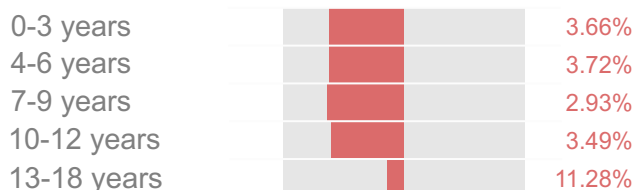
Education



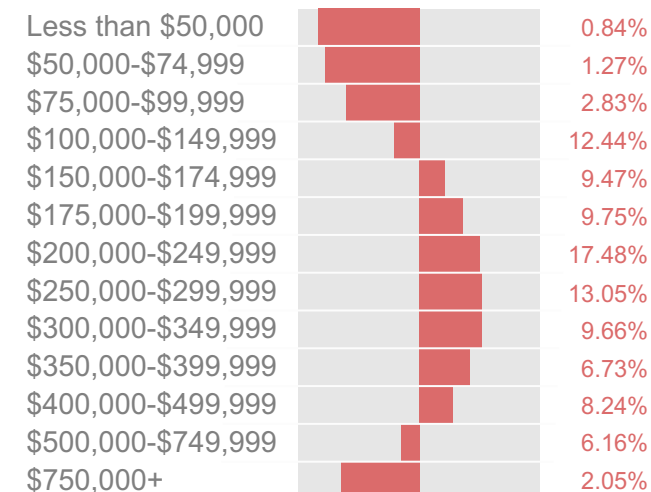
Income



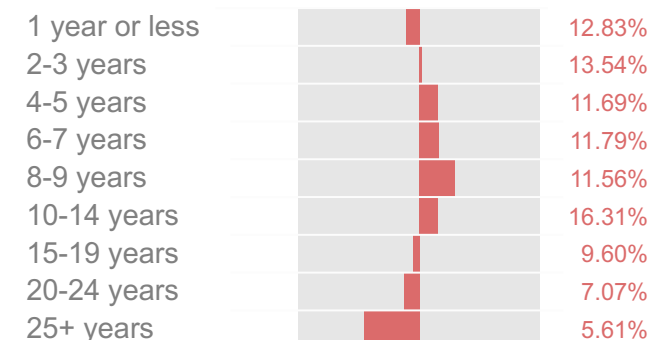
Presence of Children



Estimated Current Home Value



Length of Residence



Family Union

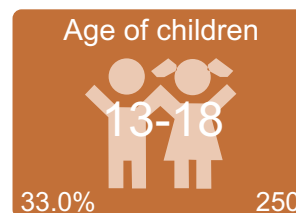
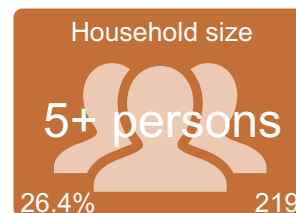
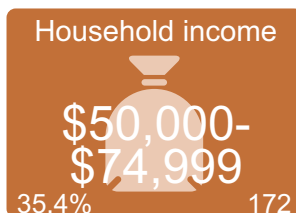
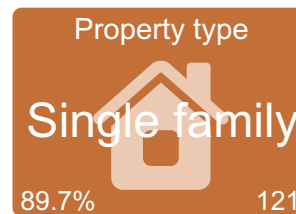
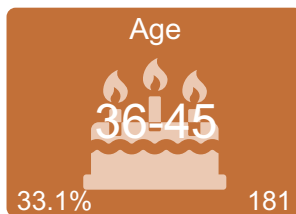
Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations

Miguel & Maria

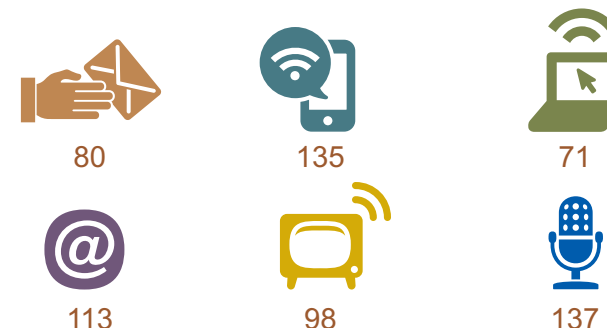
🏠 4.74% | 6.72% 👤



Who We Are



Channel Preference



Key Features

- Bilingual
- Child-oriented activities
- Large households
- Financially cautious
- Team sports
- Family abroad

Technology Adoption



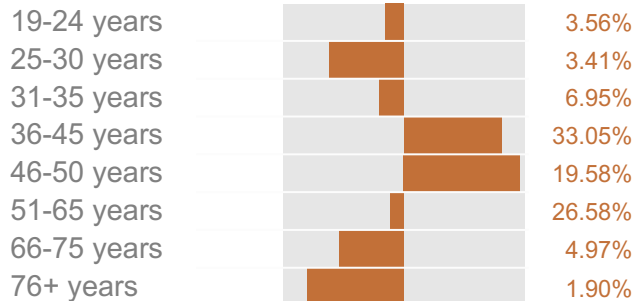
I Family Union

Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations

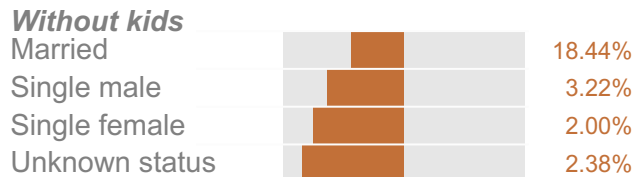
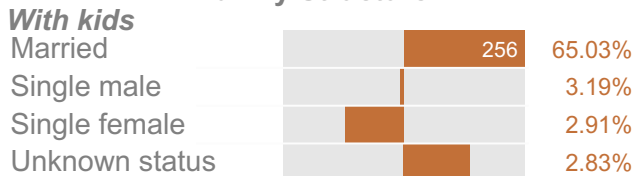
Miguel & Maria

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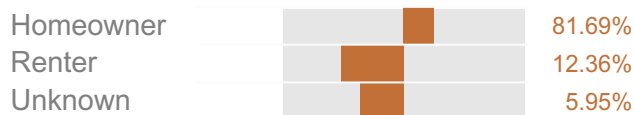
Age



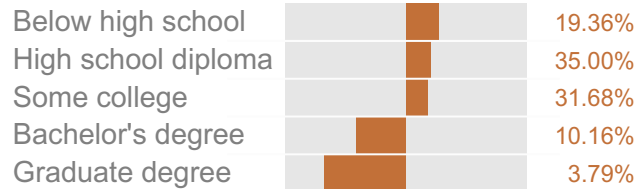
Family Structure



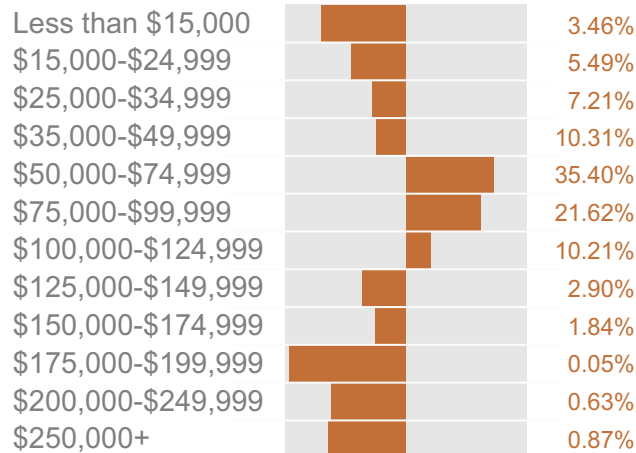
Home Ownership



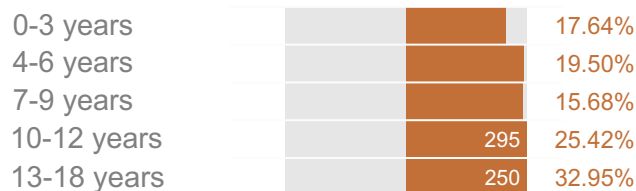
Education



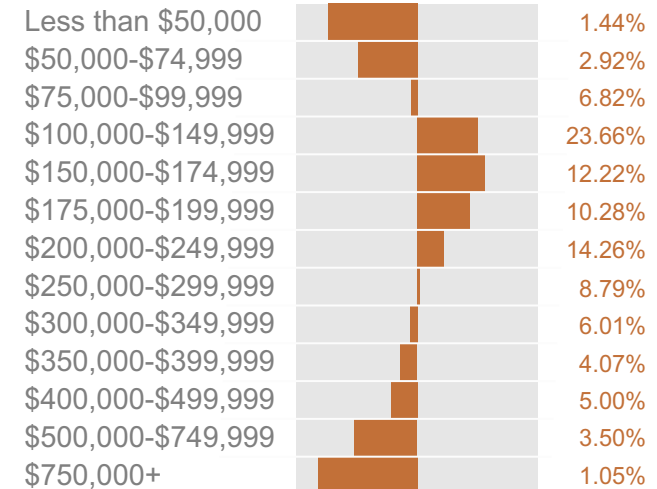
Income



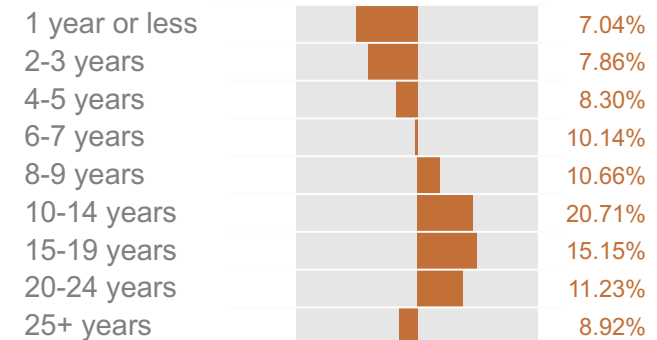
Presence of Children



Estimated Current Home Value



Length of Residence



J

Autumn Years

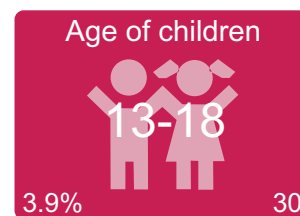
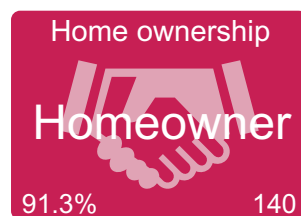
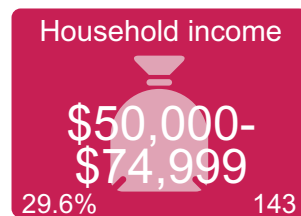
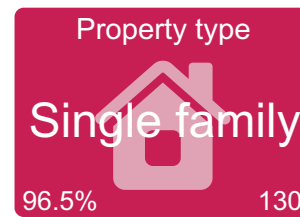
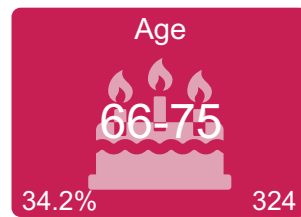
Established and mature couples living gratified lifestyles in older homes

Charles & Lois

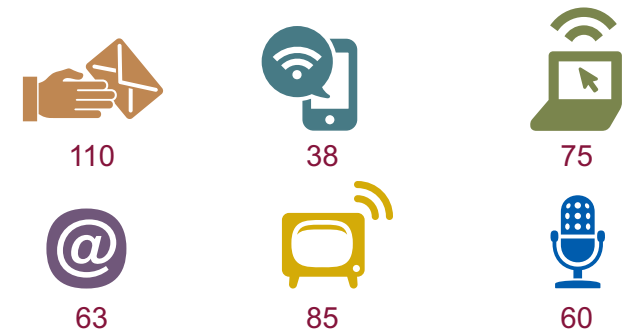
🏠 7.35% | 6.92% 👤



Who We Are



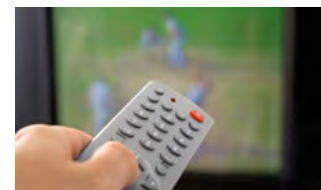
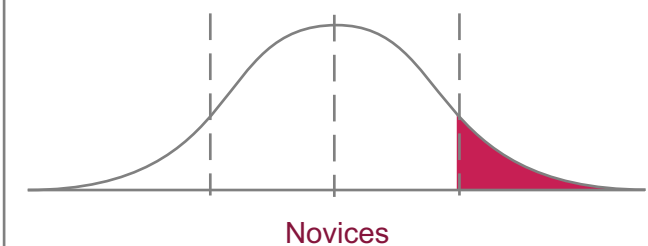
Channel Preference



Key Features

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

Technology Adoption



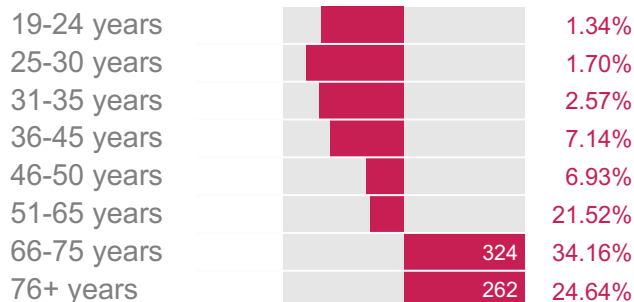
Autumn Years

Established and mature couples living gratified lifestyles in older homes

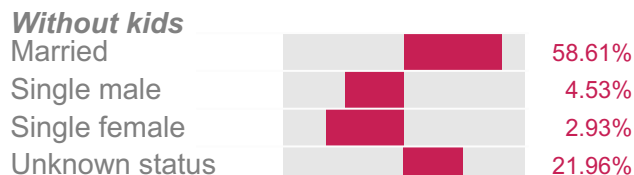
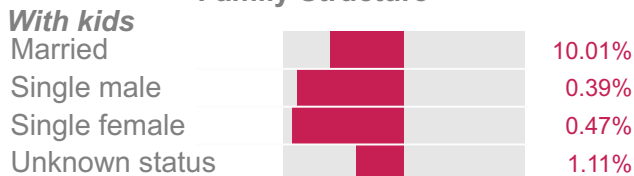
Charles & Lois

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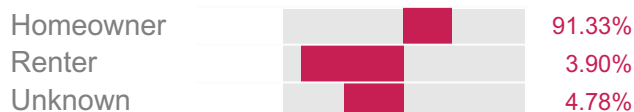
Age



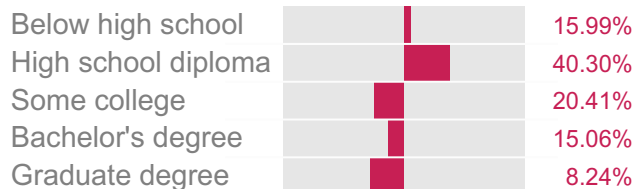
Family Structure



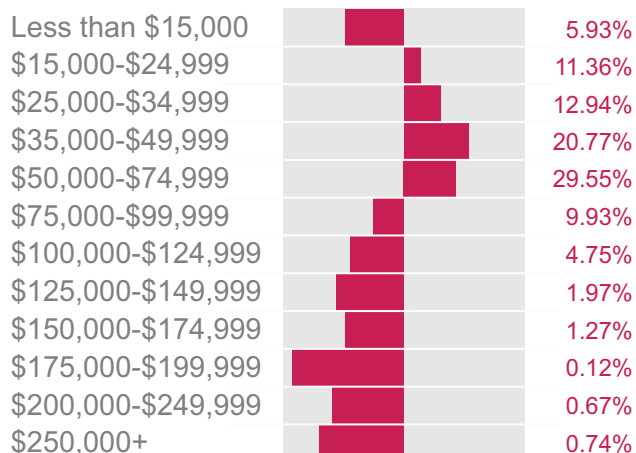
Home Ownership



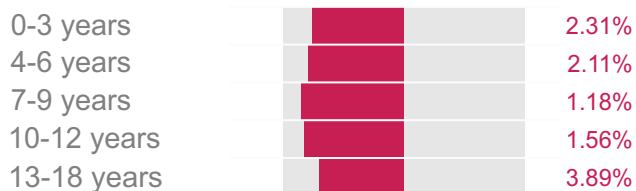
Education



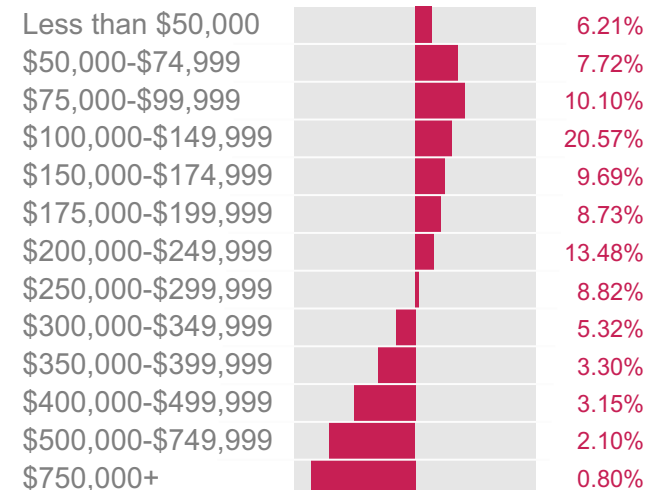
Income



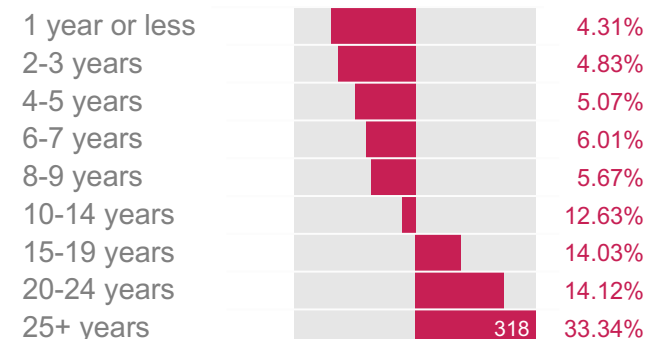
Presence of Children



Estimated Current Home Value



Length of Residence



K • K37 • K38 • K39 • K40

K

Significant Singles

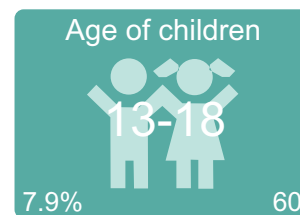
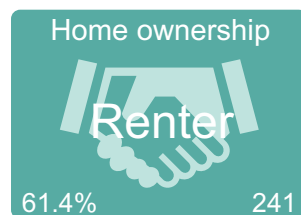
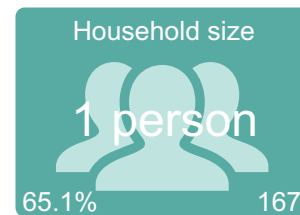
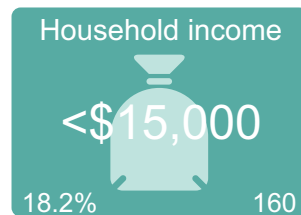
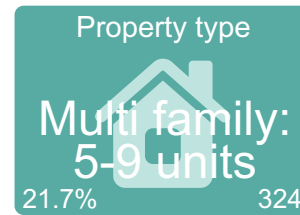
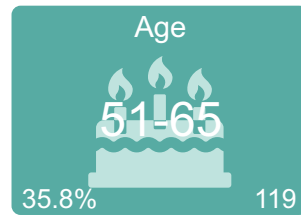
Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living

Joseph & Andrea

🏠 4.64% | 3.17% 👤



Who We Are



Channel Preference



Key Features

- Renters
- Leaning liberal
- Single adults
- Eclectic interests
- Financially risk adverse
- Cultural interests

Technology Adoption



K

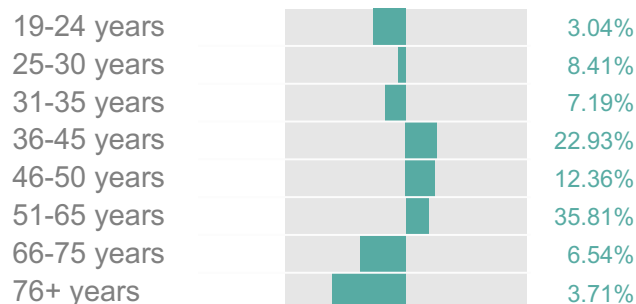
Significant Singles

Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living

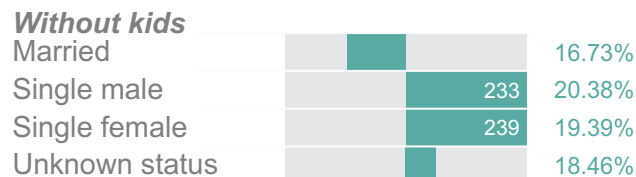
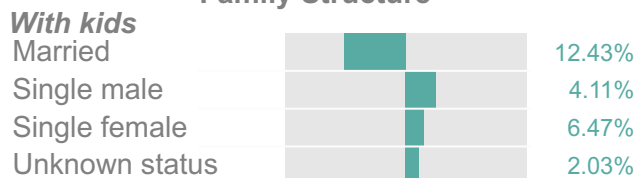
Joseph & Andrea

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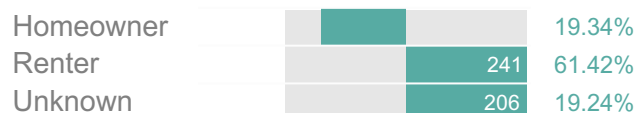
Age



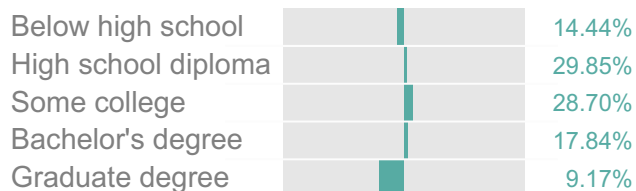
Family Structure



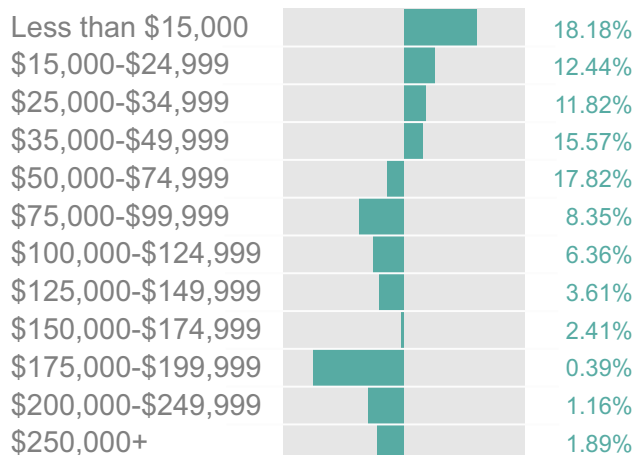
Home Ownership



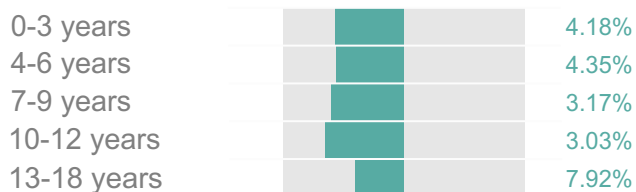
Education



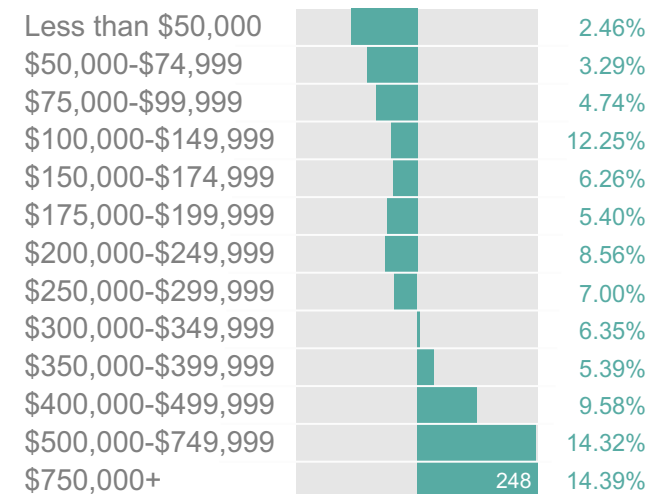
Income



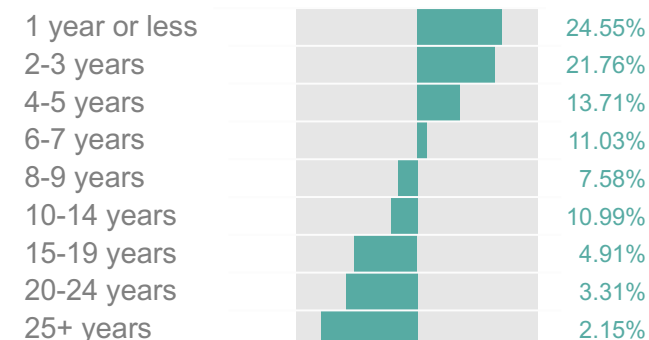
Presence of Children



Estimated Current Home Value



Length of Residence



L • L41 • L42 • L43

L

Blue Sky Boomers

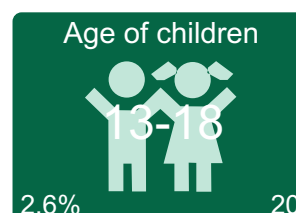
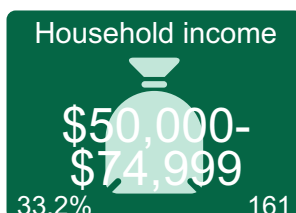
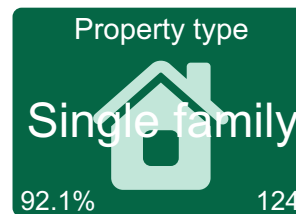
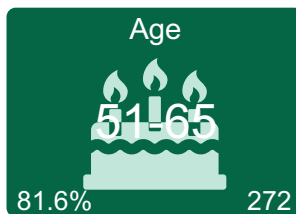
Lower- and middle-class baby boomer-aged households living in small towns

Carl & Beverly

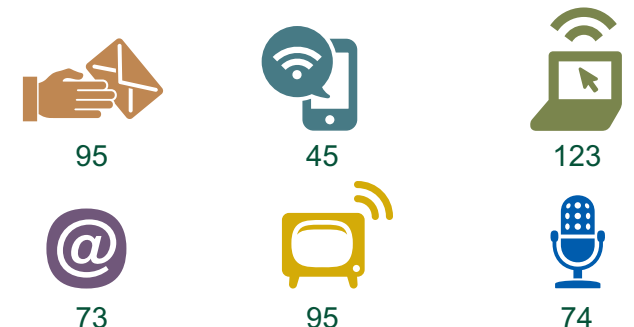
🏠 6.82% | 5.65% 👤



Who We Are



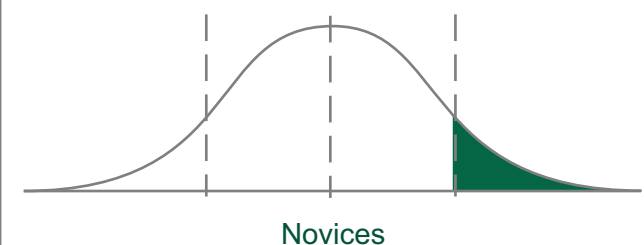
Channel Preference



Key Features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- NASCAR fanatics
- Avid TV sports viewers

Technology Adoption





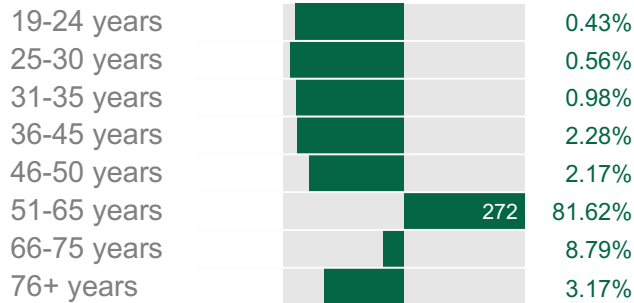
Blue Sky Boomers

Lower- and middle-class baby boomer-aged households living in small towns

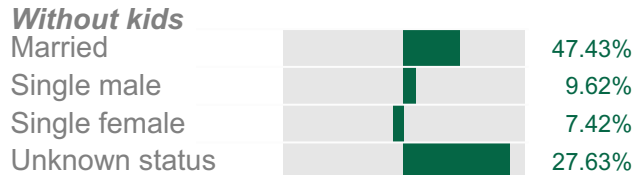
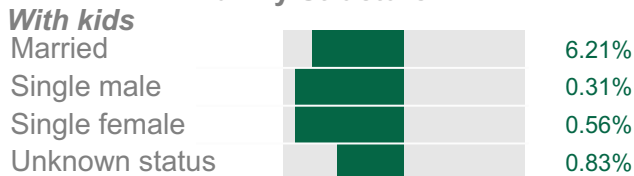
Carl & Beverly

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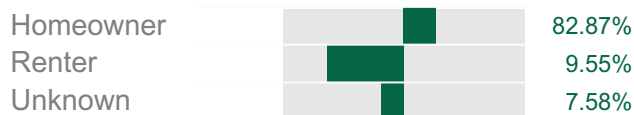
Age



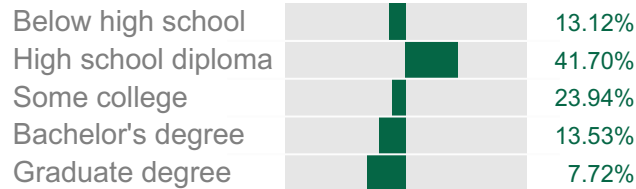
Family Structure



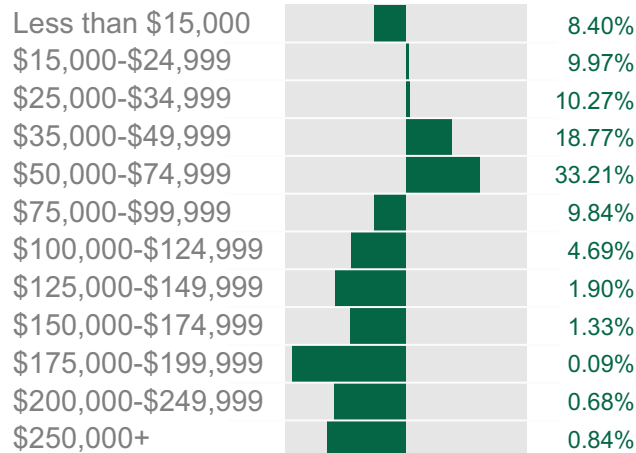
Home Ownership



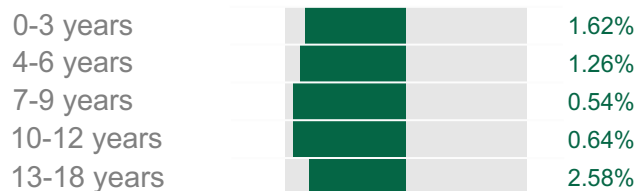
Education



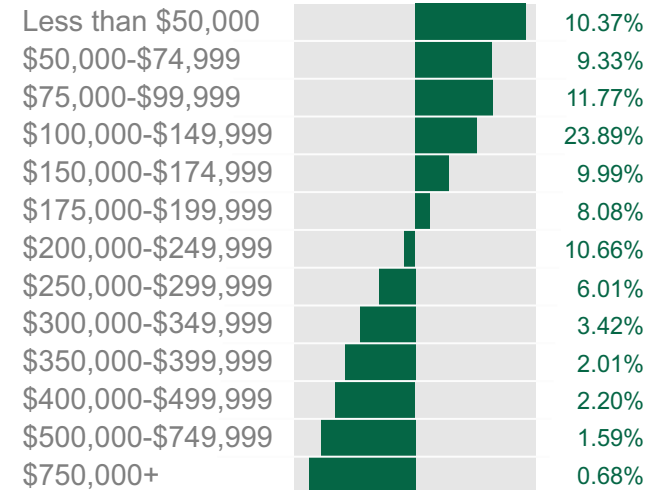
Income



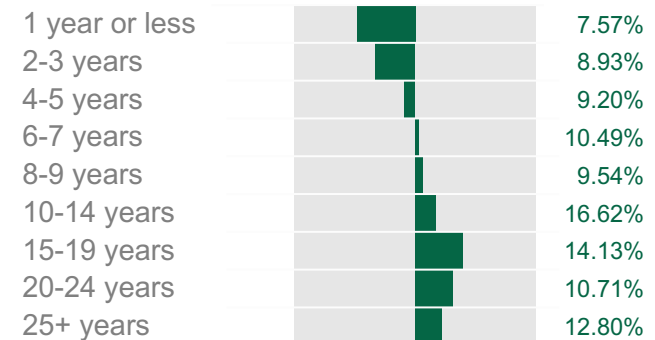
Presence of Children



Estimated Current Home Value



Length of Residence



M • M44 • M45

M

Families in Motion

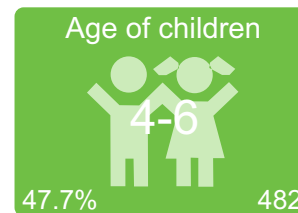
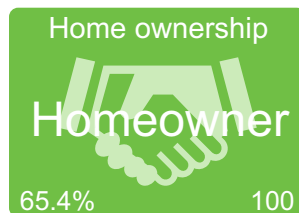
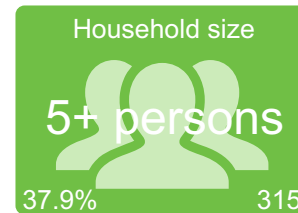
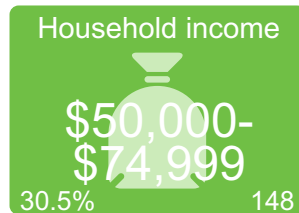
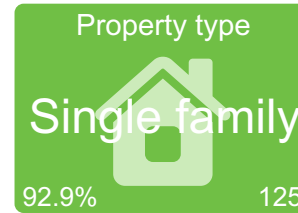
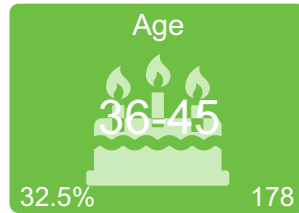
Younger, working-class families earning moderate incomes in smaller residential communities

Jeremy & Melissa

🏠 3.13% | 5.26% 👤



Who We Are



Channel Preference



70



210



89



109



91



79

Key Features

- Child-rearing purchases
- Hectic households
- Rural lifestyle
- Social media socializers
- Conservative investors
- Outdoor leisure

Technology Adoption



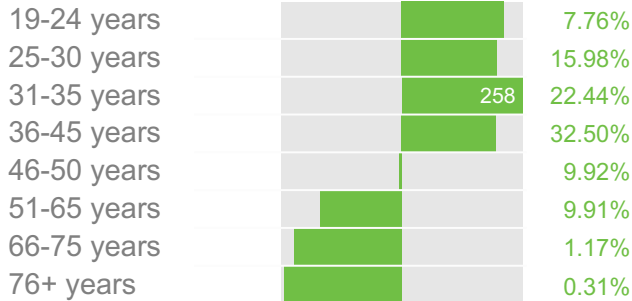
Families in Motion

Younger, working-class families earning moderate incomes in smaller residential communities

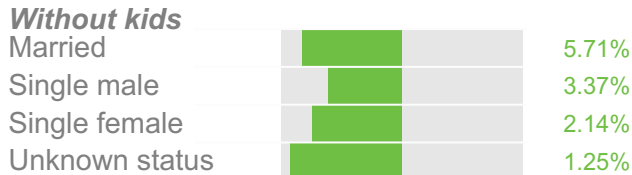
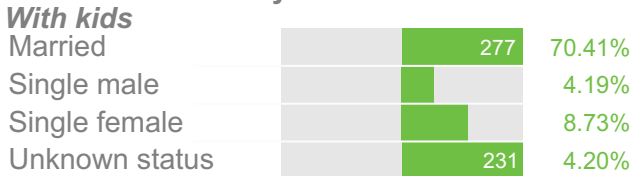
Jeremy & Melissa

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Age



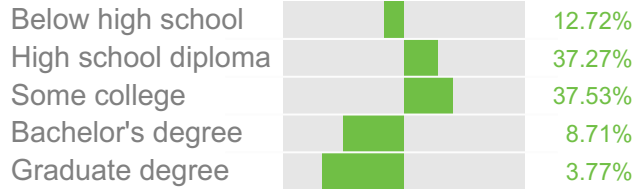
Family Structure



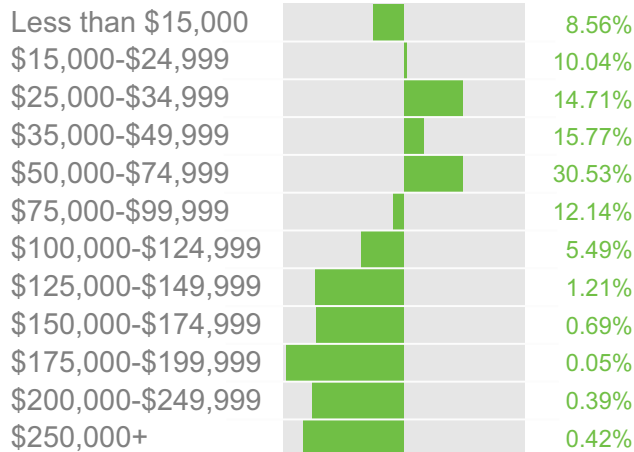
Home Ownership



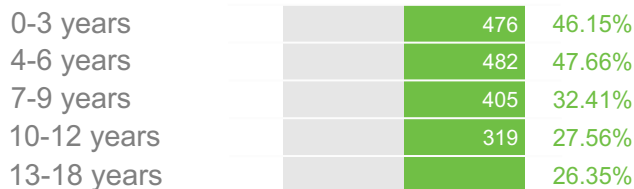
Education



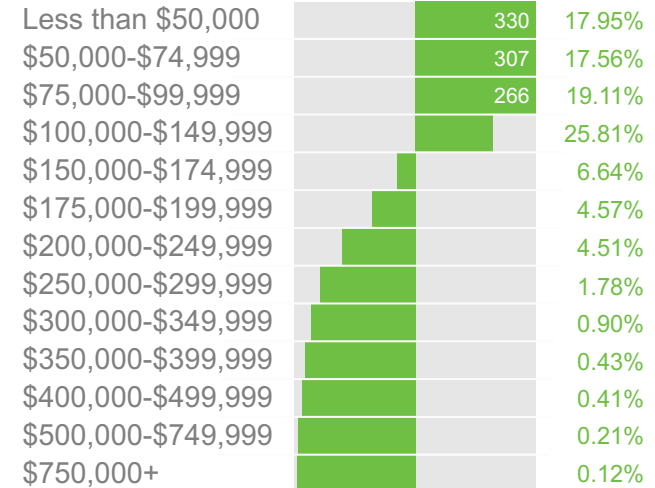
Income



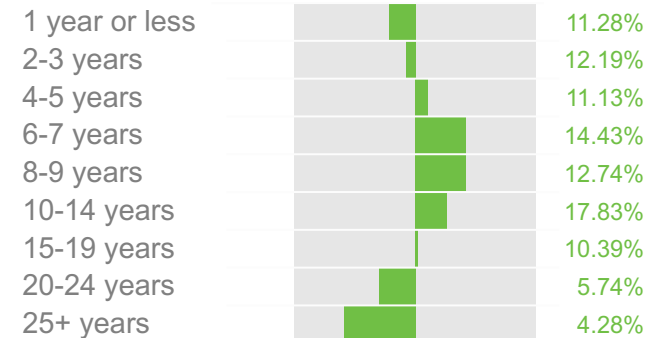
Presence of Children



Estimated Current Home Value



Length of Residence



N • N46 • N47 • N48 • N49

N

Pastoral Pride

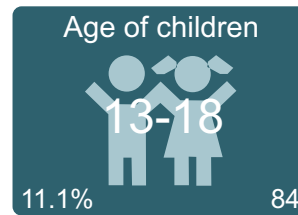
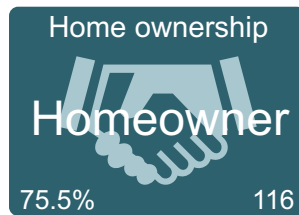
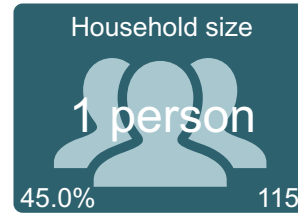
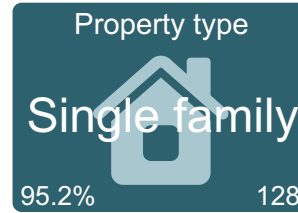
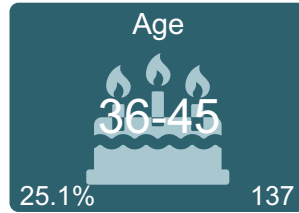
Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas

Gary & Carolyn

🏠 4.77% | 4.29% 👤



Who We Are



Channel Preference



111



39



87



94



84

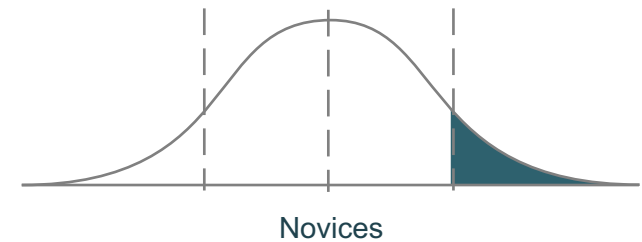


70

Key Features

- Rural living
- Working class sensibility
- Ethnically diverse
- Catalog buyer
- Outdoor recreation
- Proud

Technology Adoption



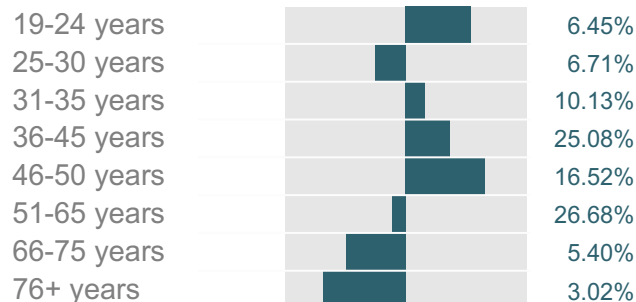
Pastoral Pride

Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas

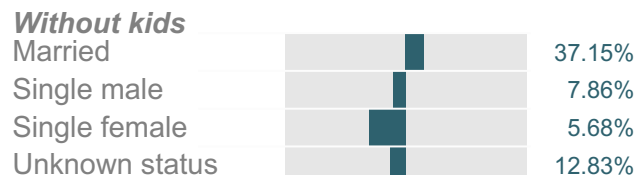
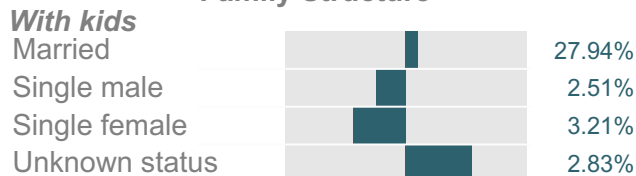
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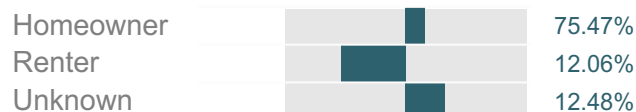
Age



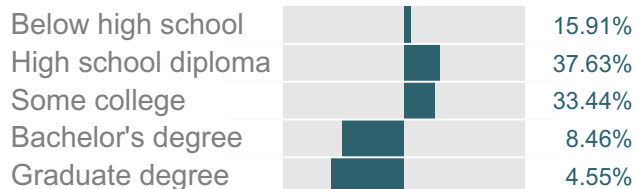
Family Structure



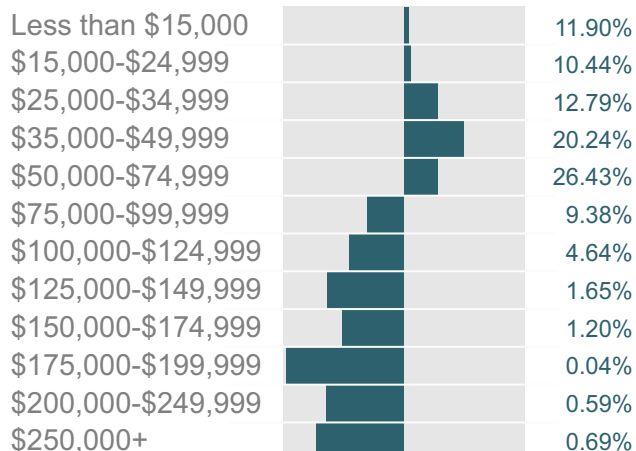
Home Ownership



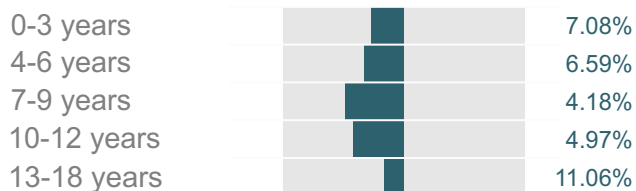
Education



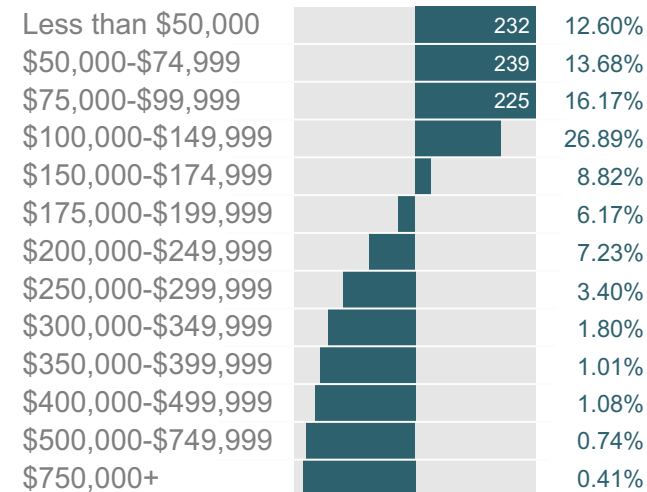
Income



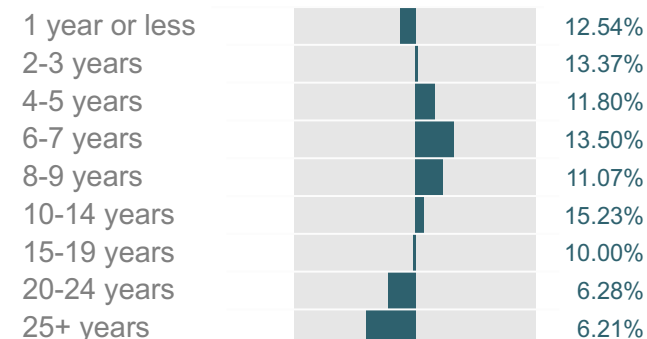
Presence of Children



Estimated Current Home Value



Length of Residence





Singles and Starters

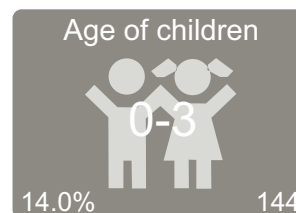
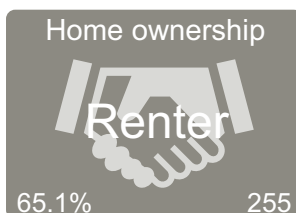
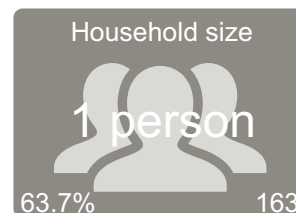
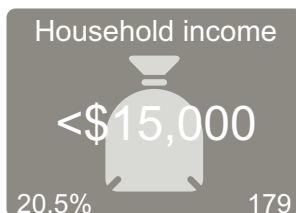
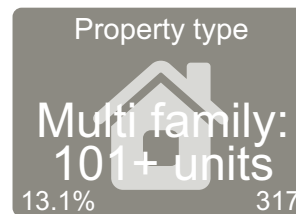
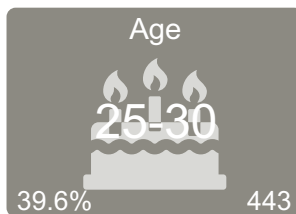
Young singles starting out, and some starter families, in diverse urban communities

Matthew & Crystal

🏠 9.85% | 6.65% 👤



Who We Are



Channel Preference



81



195



114



143



102

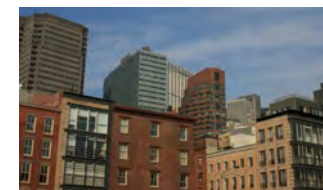


124

Key Features

- Rental housing
- Single adults
- Motivated
- Aspirational consumers
- Socially active
- Digitally savvy

Technology Adoption





Singles and Starters

Young singles starting out, and some starter families, in diverse urban communities

Matthew & Crystal

🏠 9.85% | 6.65% 👤

Age

19-24 years	331	13.85%
25-30 years	443	39.59%
31-35 years	266	23.15%
36-45 years		12.31%
46-50 years		4.19%
51-65 years		5.84%
66-75 years		0.73%
76+ years		0.34%

Family Structure

With kids

Married		15.81%
Single male	217	7.14%
Single female	288	16.27%
Unknown status		2.81%

Without kids

Married		12.97%
Single male	215	18.77%
Single female	262	21.27%
Unknown status		4.96%

Home Ownership

Homeowner		19.04%
Renter	255	65.13%
Unknown		15.83%

Education

Below high school		15.60%
High school diploma		27.30%
Some college		33.67%
Bachelor's degree		14.17%
Graduate degree		9.25%

Income

Less than \$15,000		20.46%
\$15,000-\$24,999		12.71%
\$25,000-\$34,999		15.64%
\$35,000-\$49,999		20.83%
\$50,000-\$74,999		14.29%
\$75,000-\$99,999		6.37%
\$100,000-\$124,999		4.11%
\$125,000-\$149,999		2.35%
\$150,000-\$174,999		1.49%
\$175,000-\$199,999		0.07%
\$200,000-\$249,999		0.76%
\$250,000+		0.91%

Presence of Children

0-3 years		13.98%
4-6 years		10.96%
7-9 years		9.26%
10-12 years		6.03%
13-18 years		7.31%

Estimated Current Home Value

Less than \$50,000		4.52%
\$50,000-\$74,999		6.78%
\$75,000-\$99,999		10.16%
\$100,000-\$149,999		23.63%
\$150,000-\$174,999		10.98%
\$175,000-\$199,999		8.59%
\$200,000-\$249,999		11.18%
\$250,000-\$299,999		6.39%
\$300,000-\$349,999		3.99%
\$350,000-\$399,999		2.60%
\$400,000-\$499,999		3.29%
\$500,000-\$749,999		3.32%
\$750,000+		4.57%

Length of Residence

1 year or less	299	43.20%
2-3 years	205	27.30%
4-5 years		11.57%
6-7 years		7.34%
8-9 years		3.82%
10-14 years		3.76%
15-19 years		1.26%
20-24 years		0.89%
25+ years		0.87%

P

Cultural Connections

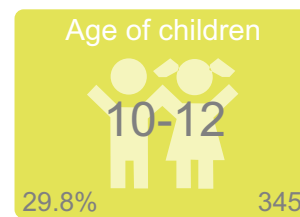
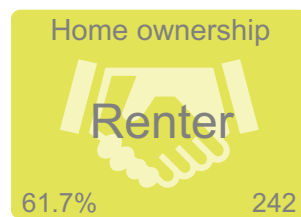
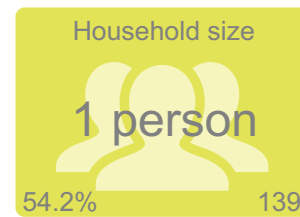
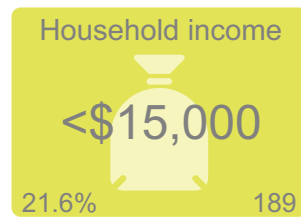
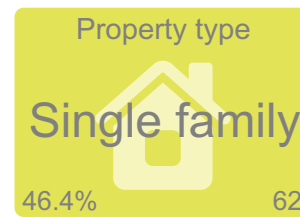
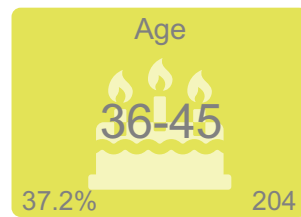
Diverse, mid- and low-income families in urban apartments and residences

Antonio & Ana

🏠 5.17% | 4.22% 👤



Who We Are



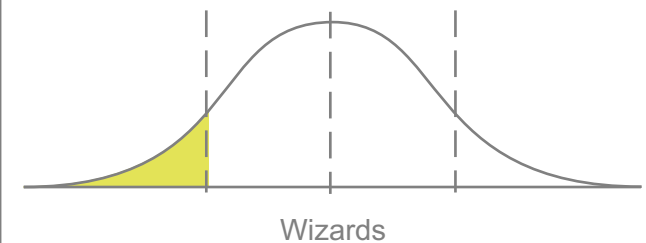
Channel Preference



Key Features

- Culturally diverse
- Financially curious
- Single parents
- Ambitious
- Environmental supporters
- Appearances matter

Technology Adoption



P

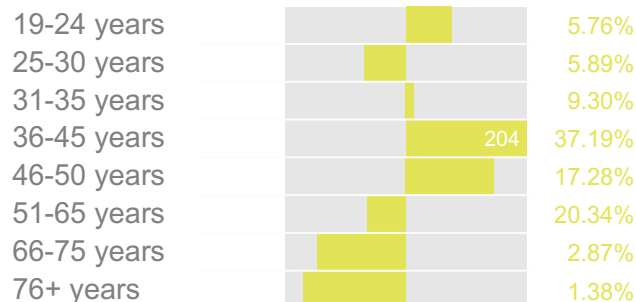
Cultural Connections

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

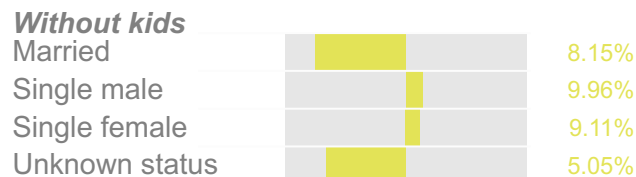
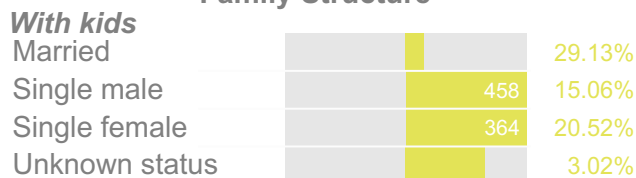
Antonio & Ana

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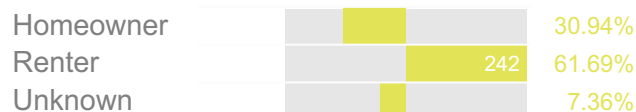
Age



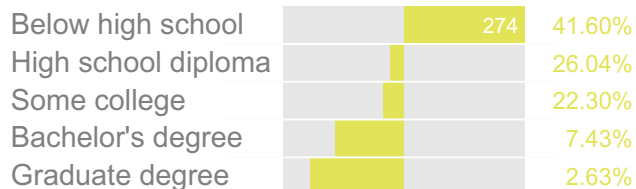
Family Structure



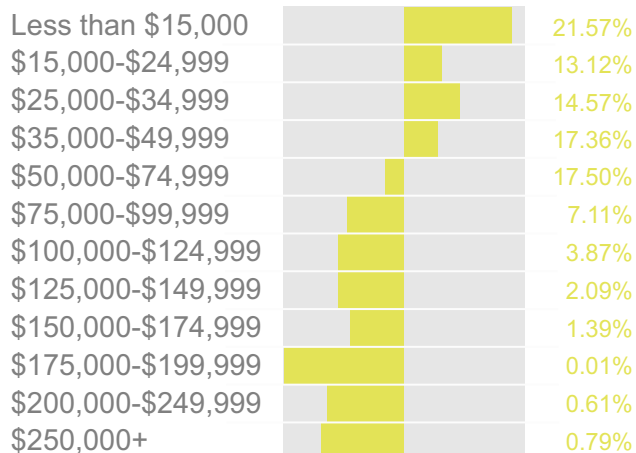
Home Ownership



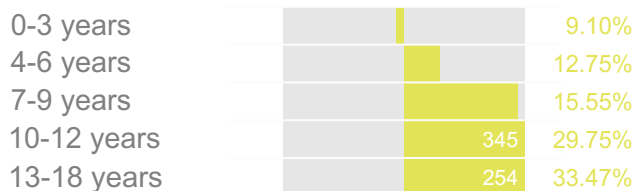
Education



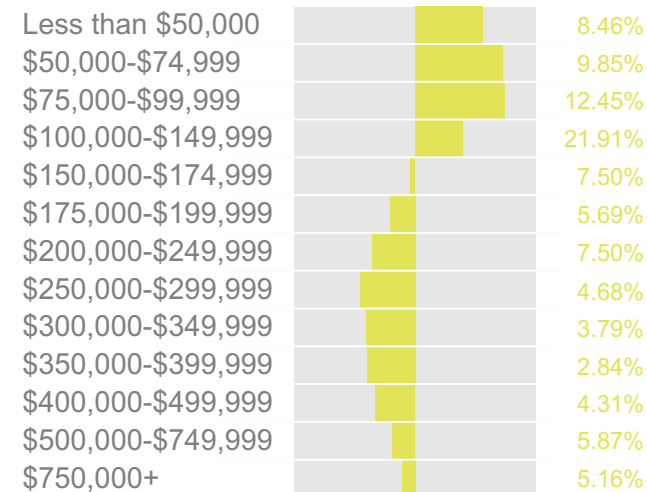
Income



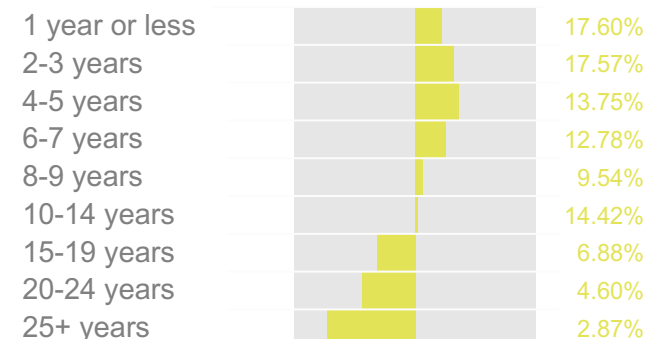
Presence of Children



Estimated Current Home Value



Length of Residence



Q • Q62 • Q63 • Q64 • Q65

Q

Golden Year Guardians

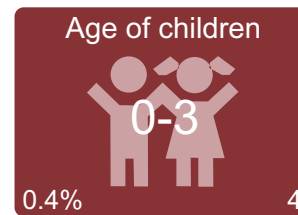
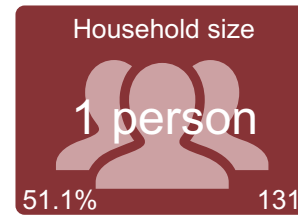
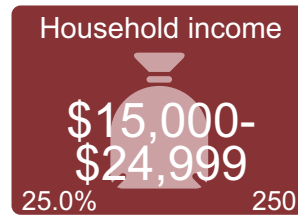
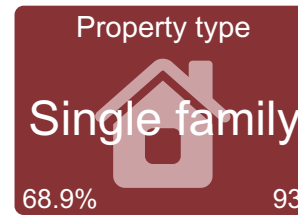
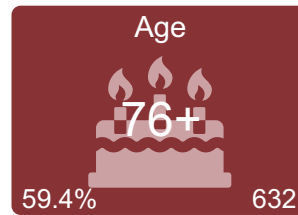
Retirees living in settled residences and communities

Donald & Dorothy

🏠 9.01% | 6.38% 👤



Who We Are



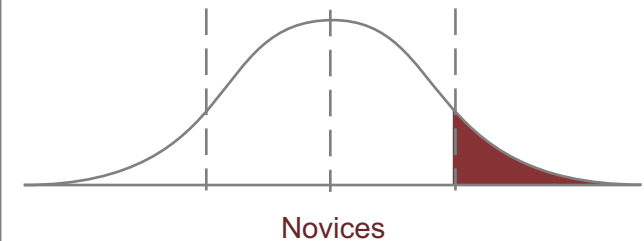
Channel Preference



Key Features

- Retired
- Health-conscious
- Daytime entertainment
- Established credit
- Country club members
- Cautious money managers

Technology Adoption



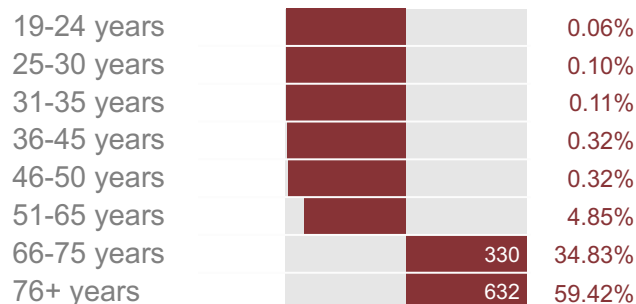
Golden Year Guardians

Retirees living in settled residences and communities

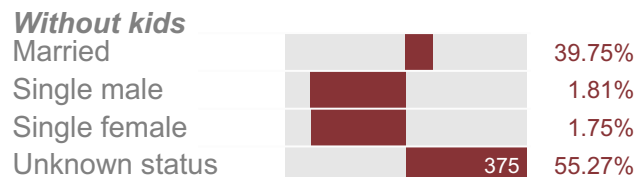
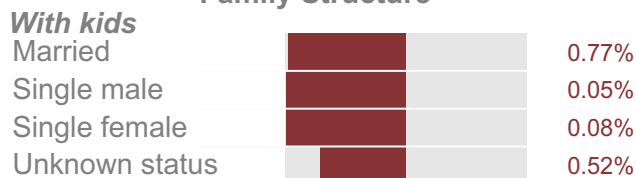
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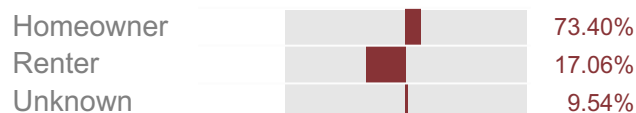
Age



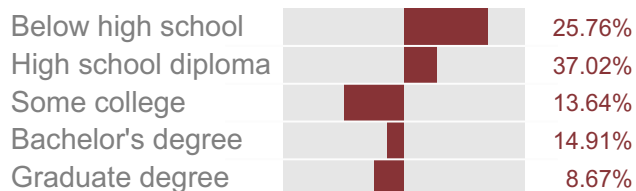
Family Structure



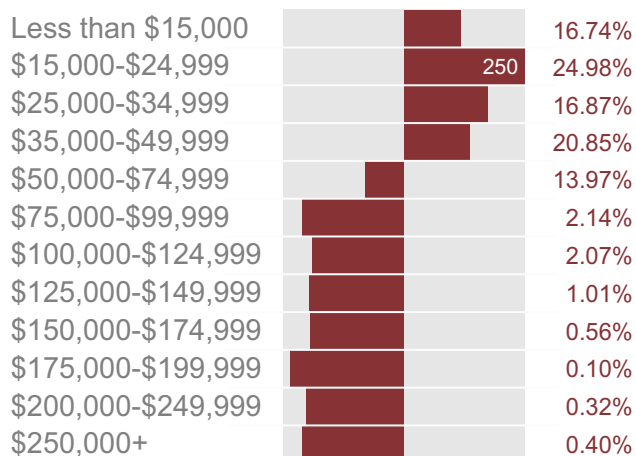
Home Ownership



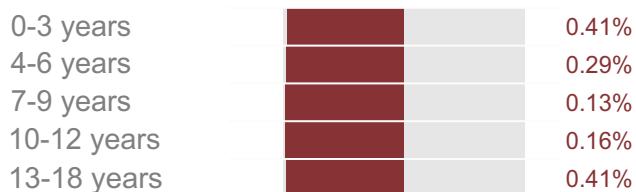
Education



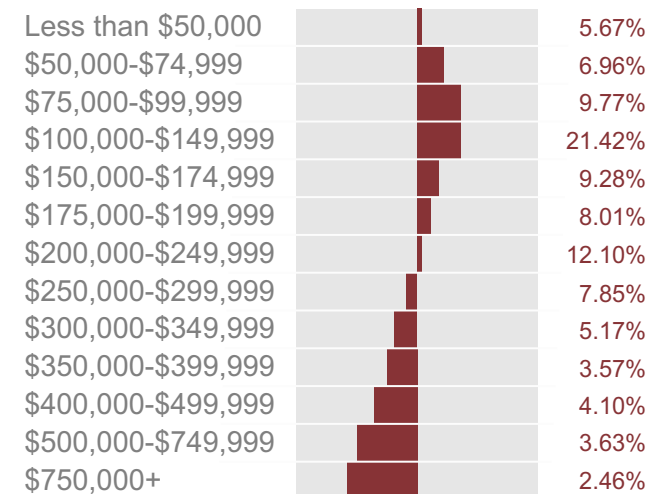
Income



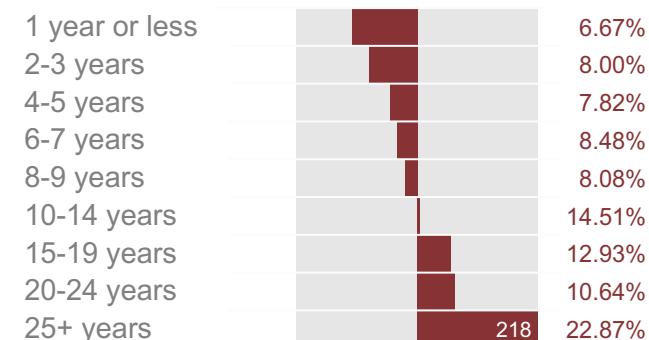
Presence of Children



Estimated Current Home Value



Length of Residence



R • R66 • R67

R

Aspirational Fusion

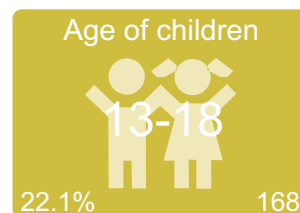
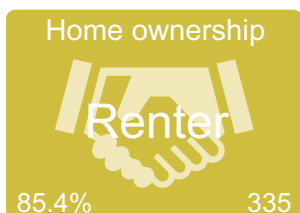
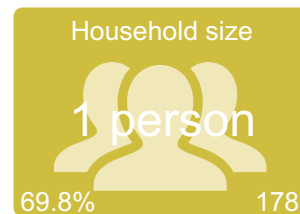
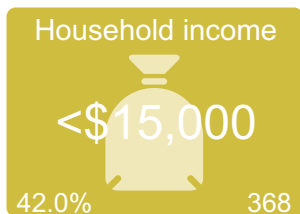
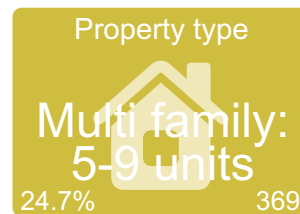
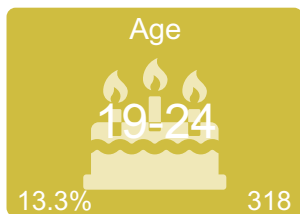
Low-income singles and single parents living in urban locations striving to make a better life

Anthony & Angela

🏠 2.92% | 1.81% 👤



Who We Are



Channel Preference



Key Features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Active athletes
- Brand-name conscious

Technology Adoption



R • R66 • R67

R

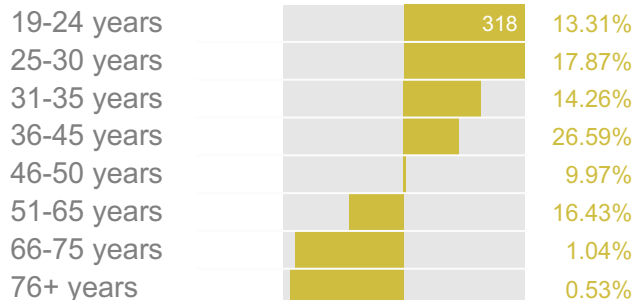
Aspirational Fusion

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

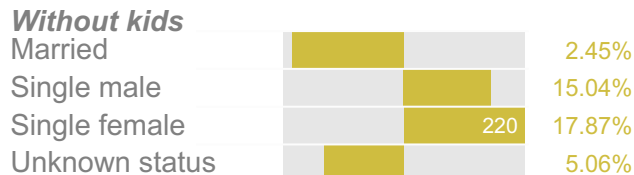
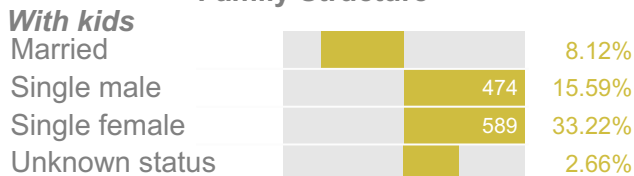
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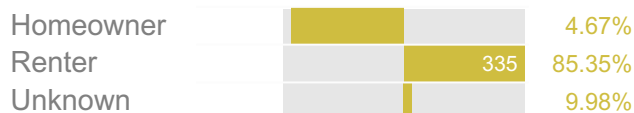
Age



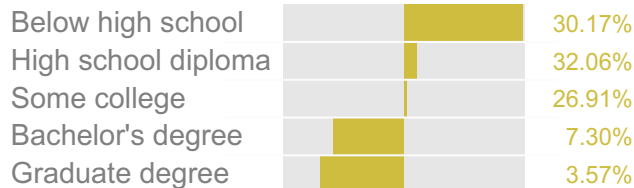
Family Structure



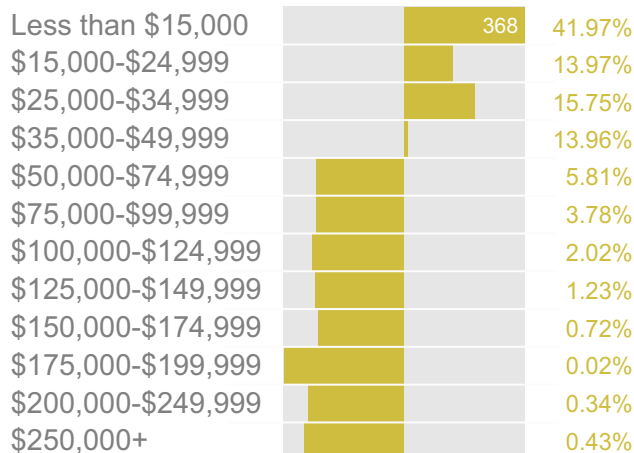
Home Ownership



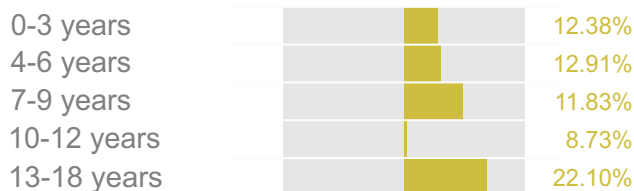
Education



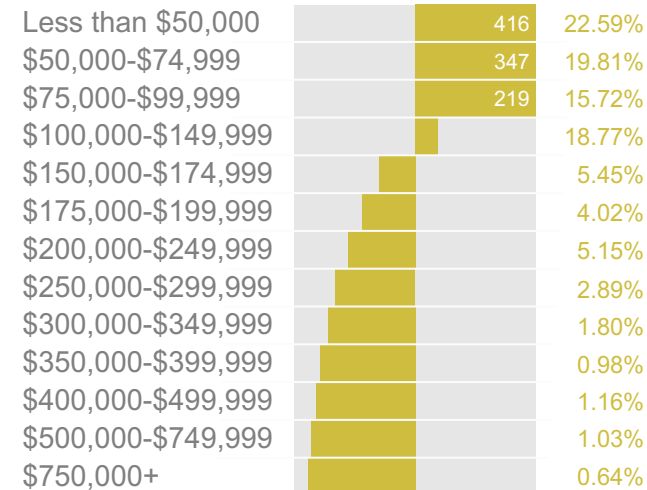
Income



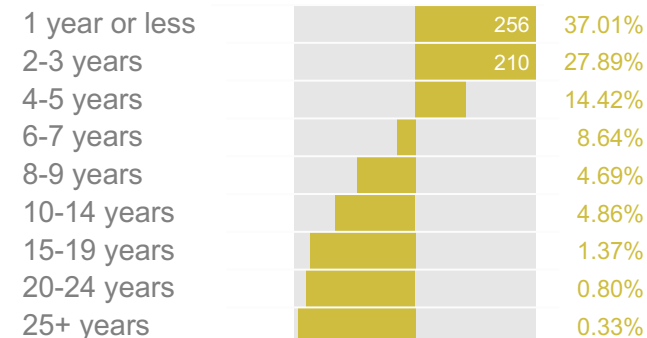
Presence of Children



Estimated Current Home Value



Length of Residence



S

Economic Challenges

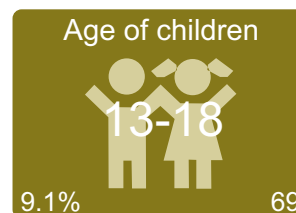
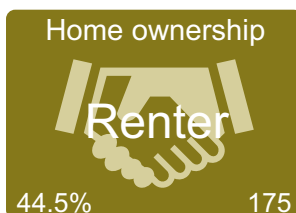
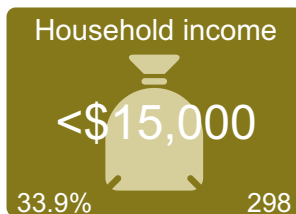
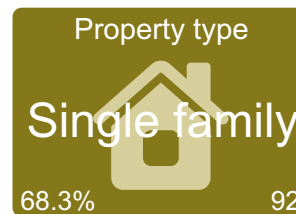
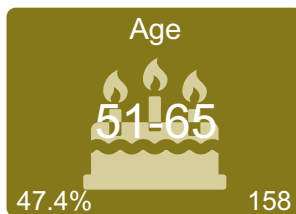
Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet

George & Alicia

🏠 4.50% | 3.04% 👤



Who We Are



Channel Preference



Key Features

- Modest spenders
- Limited budgets
- Ethnically diverse
- Brand conscious
- Modest educations
- TV entertainment

Technology Adoption



S

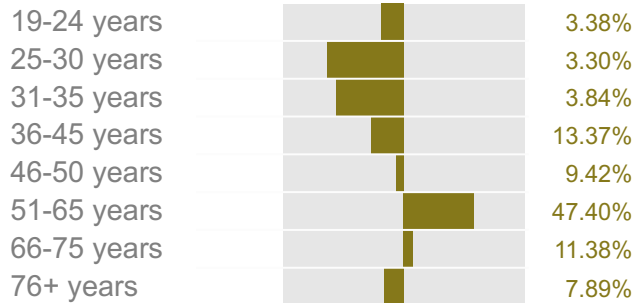
Economic Challenges

Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet

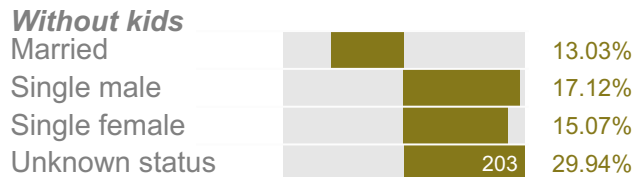
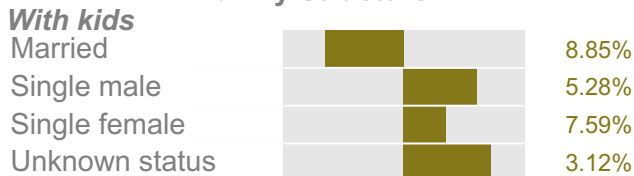
George & Alicia

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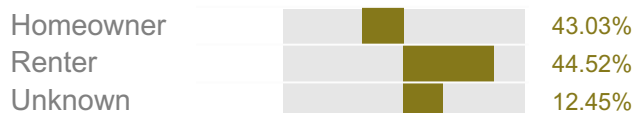
Age



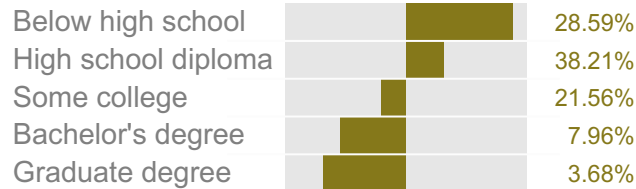
Family Structure



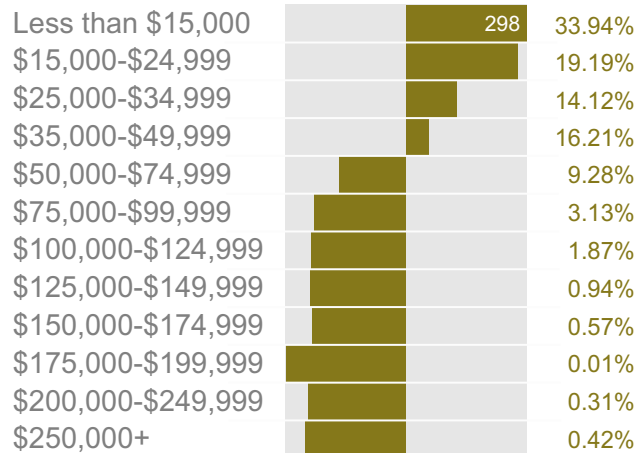
Home Ownership



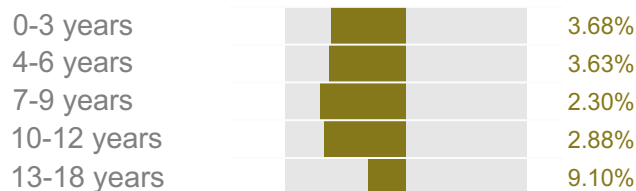
Education



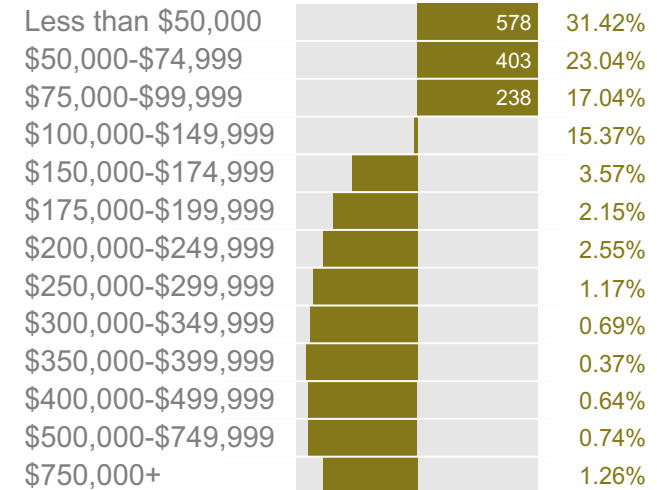
Income



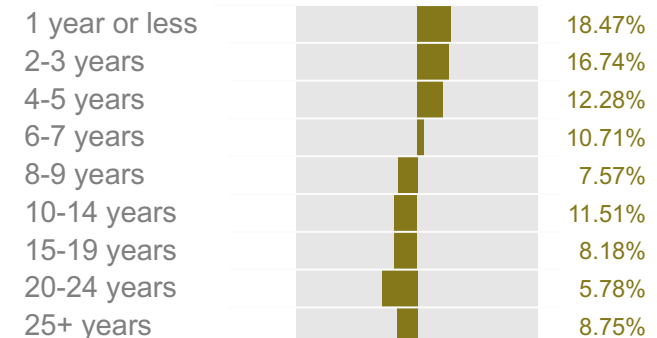
Presence of Children



Estimated Current Home Value



Length of Residence



A01

American Royalty

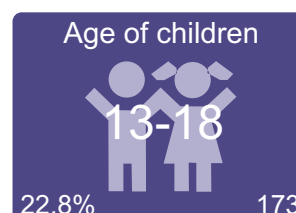
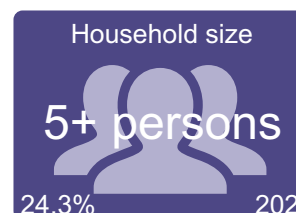
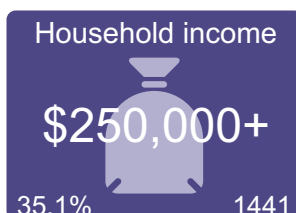
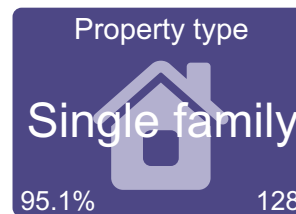
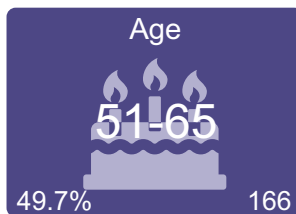
Wealthy, influential couples and families living in prestigious suburbs

John & Susan

🏠 1.20% | 1.69% 👤



Who We Are



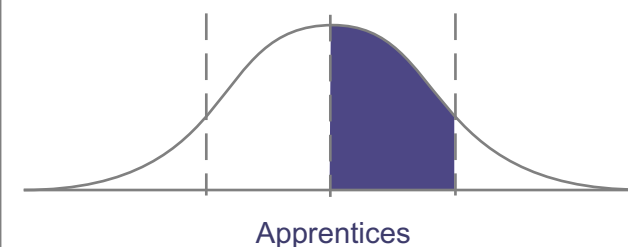
Channel Preference



Key Features

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

Technology Adoption



A01

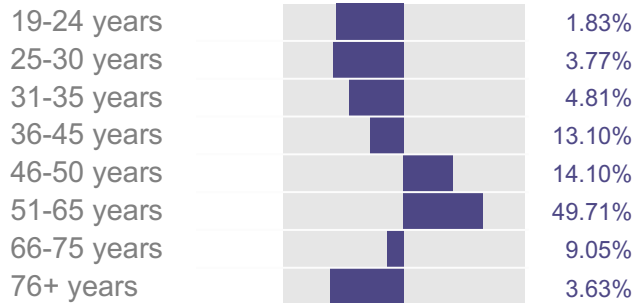
American Royalty

Wealthy, influential couples and families living in prestigious suburbs

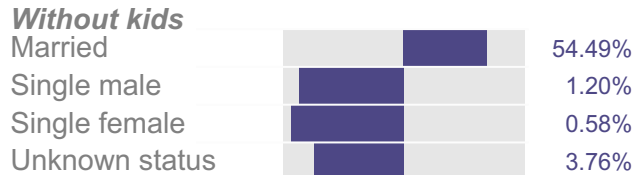
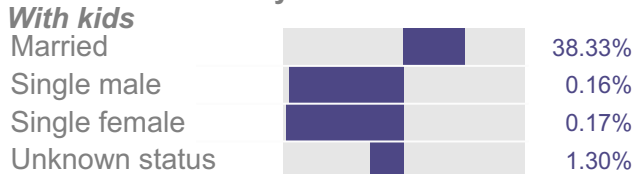
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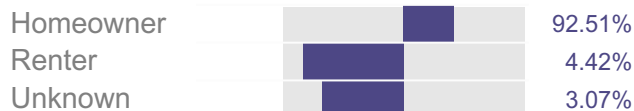
Age



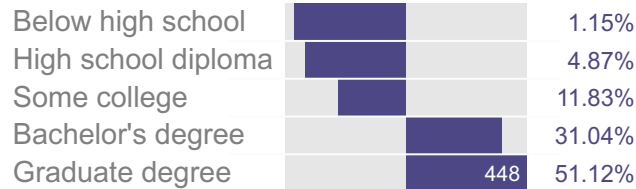
Family Structure



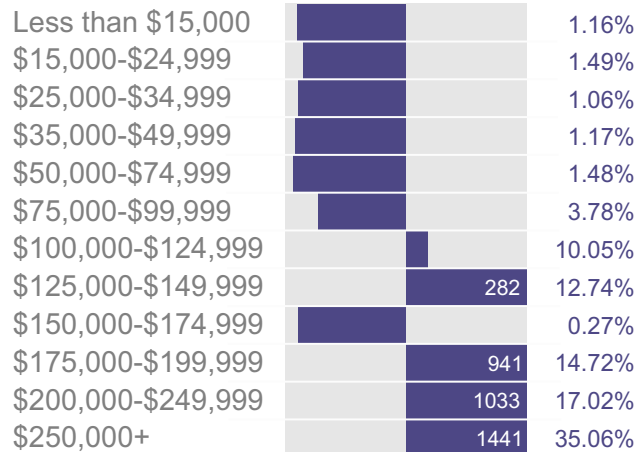
Home Ownership



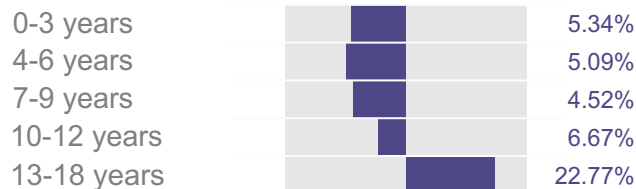
Education



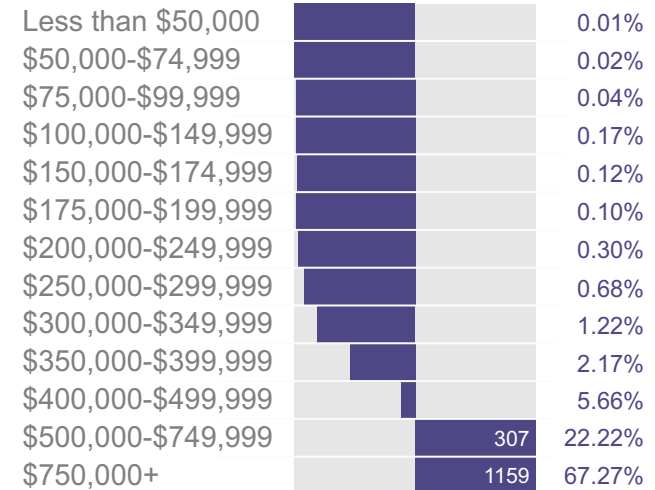
Income



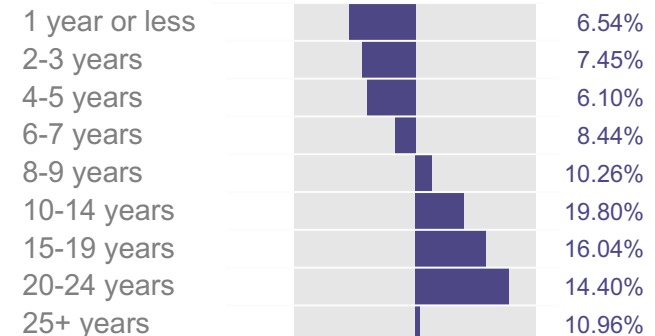
Presence of Children



Estimated Current Home Value



Length of Residence



A02

Platinum Prosperity

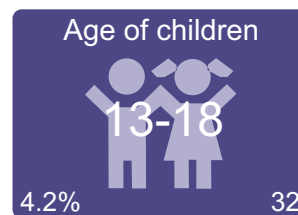
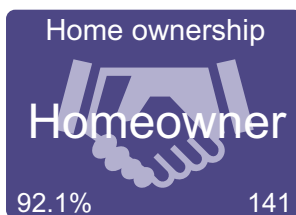
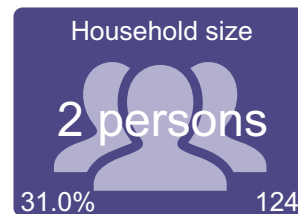
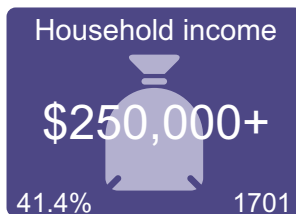
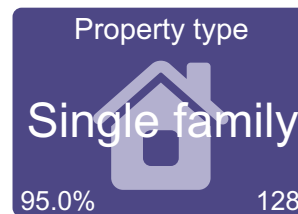
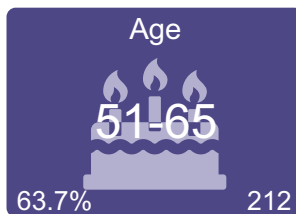
Wealthy and established empty-nesting couples residing in suburban and in-town homes

Robert & Carol

🏠 0.97% | 1.16% 👤



Who We Are



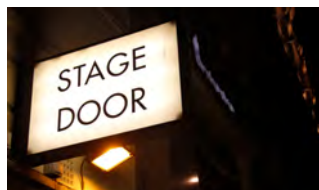
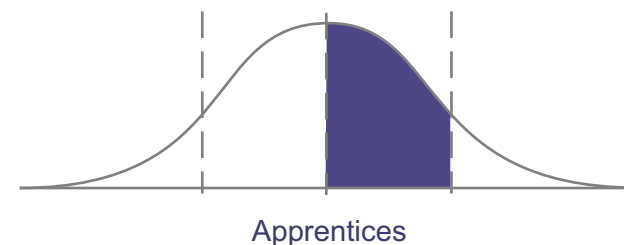
Channel Preference



Key Features

- Luxury products
- Empty-nesters
- Political donor
- Country club members
- Philanthropic
- Investment-savvy

Technology Adoption



A02

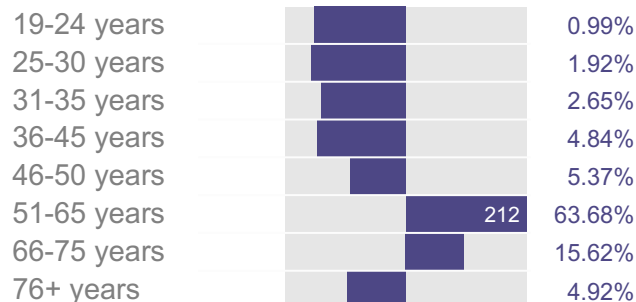
Platinum Prosperity

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

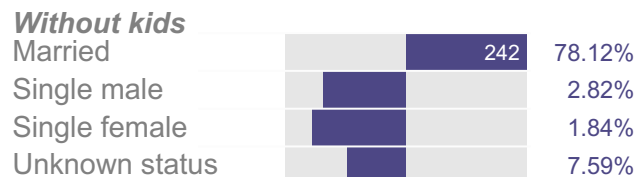
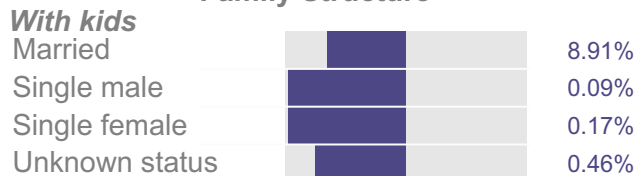
Robert & Carol

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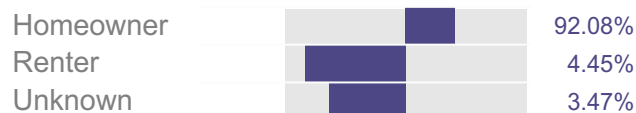
Age



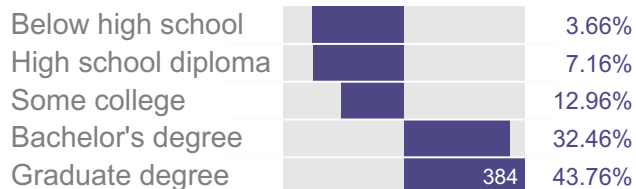
Family Structure



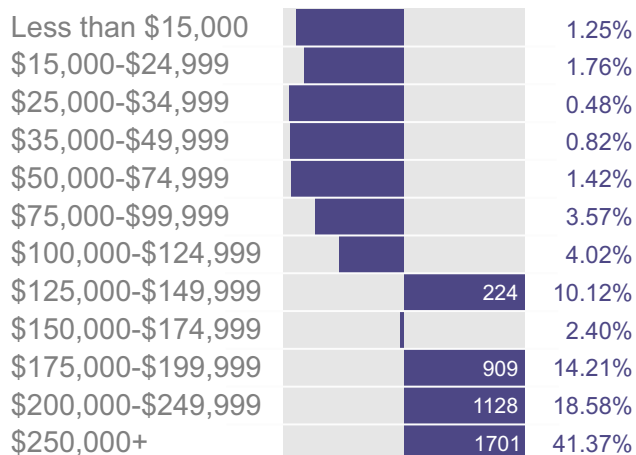
Home Ownership



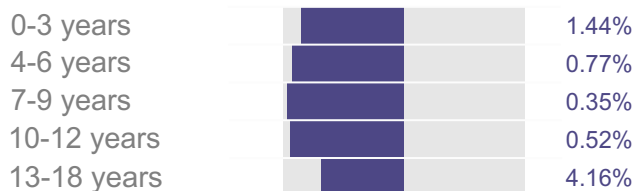
Education



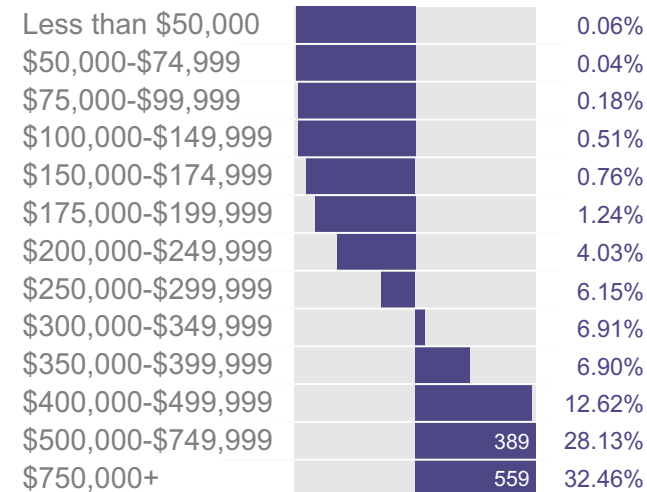
Income



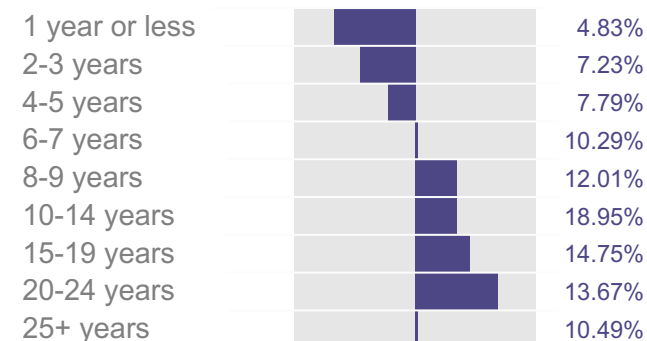
Presence of Children



Estimated Current Home Value



Length of Residence



A03

Kids and Cabernet

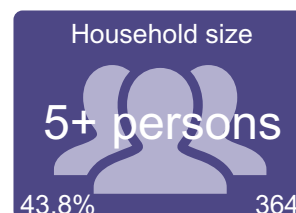
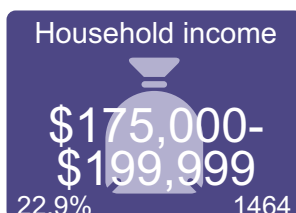
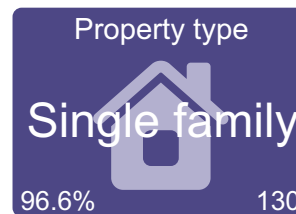
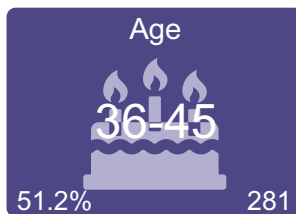
Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

Scott & Karen

🏠 0.78% | 1.40% 👤



Who We Are



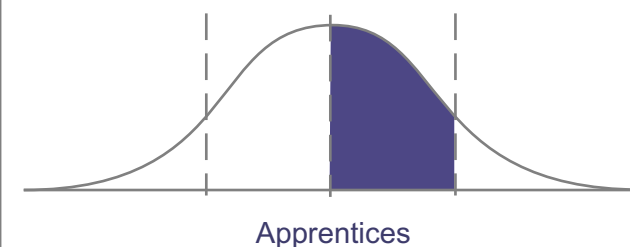
Channel Preference



Key Features

- Affluent young families
- Foodies
- Politically conservative
- Saving for college
- PTA members
- Family vacations

Technology Adoption



A03

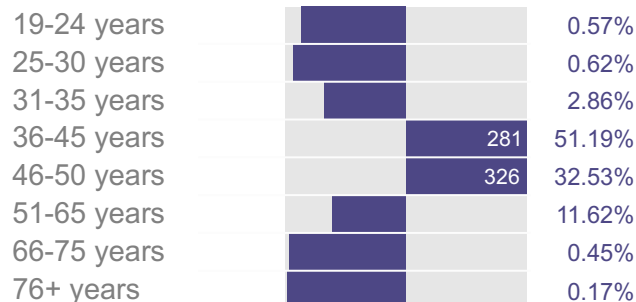
Kids and Cabernet

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

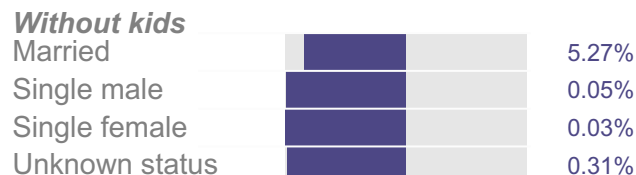
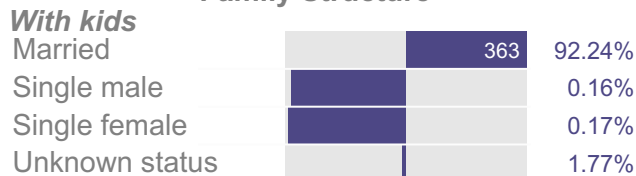
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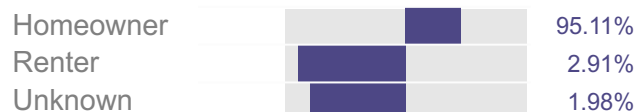
Age



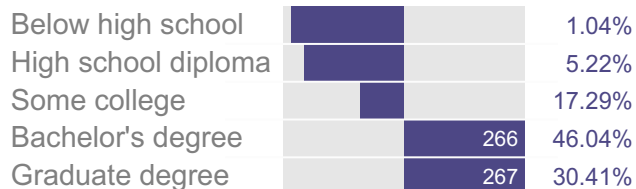
Family Structure



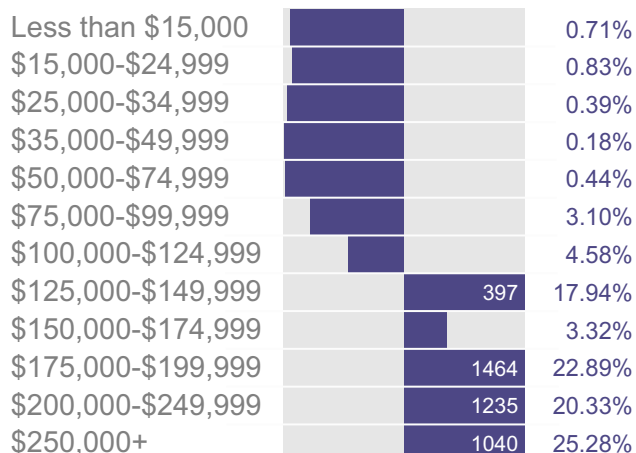
Home Ownership



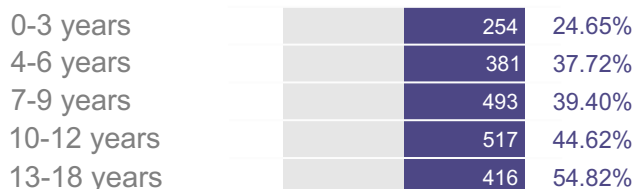
Education



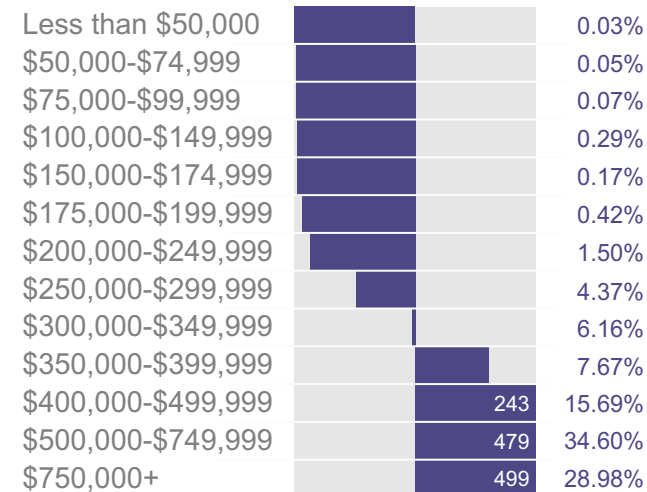
Income



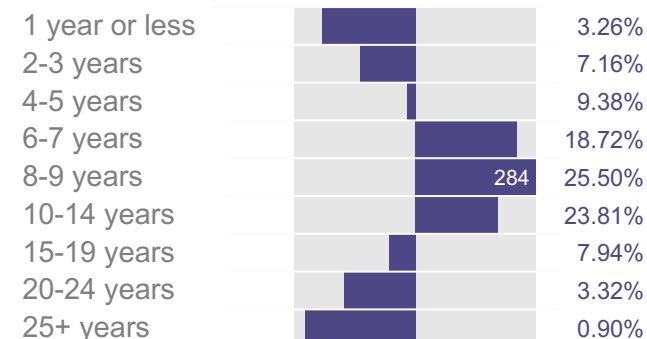
Presence of Children



Estimated Current Home Value



Length of Residence



A04

Picture Perfect Families

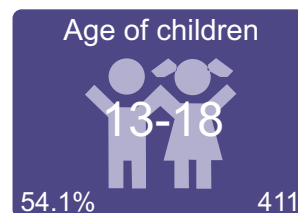
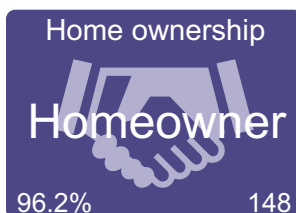
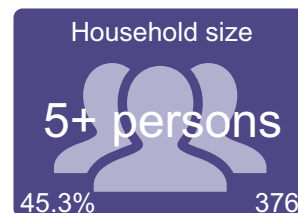
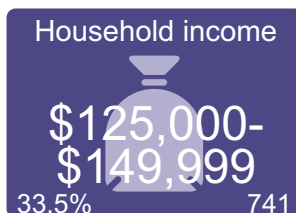
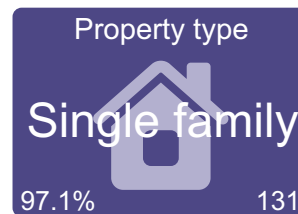
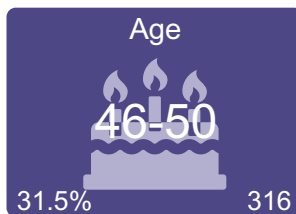
Established families of child-rearing households living in wealthy suburbs

Thomas & Linda

🏠 0.79% | 1.46% 👤



Who We Are



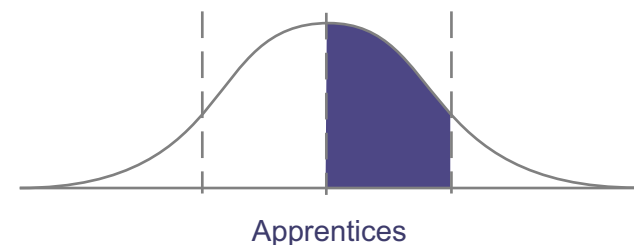
Channel Preference



Key Features

- Wealthy households
- Educated
- Digitally plugged-in
- PTA members
- Practical priorities
- Travel enthusiasts

Technology Adoption



A04

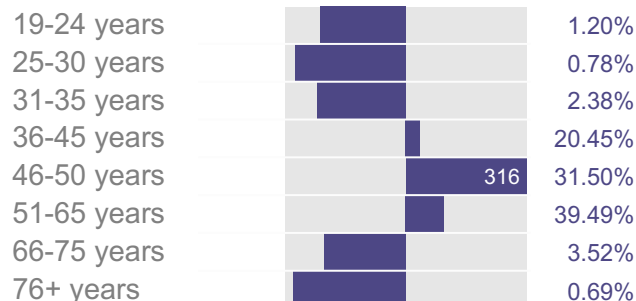
Picture Perfect Families

Established families of child-rearing households living in wealthy suburbs

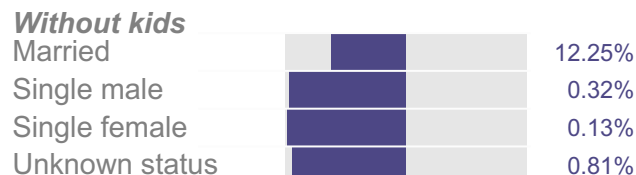
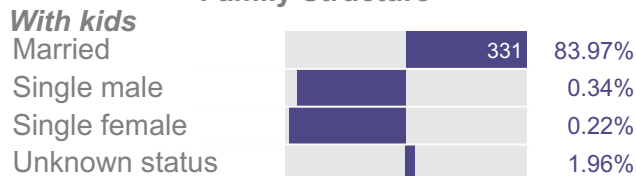
Thomas & Linda

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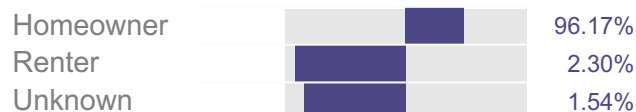
Age



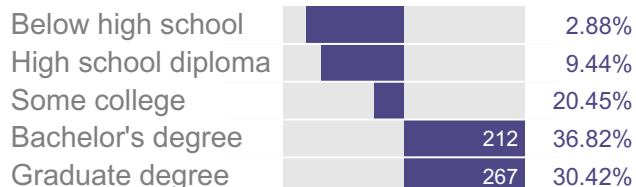
Family Structure



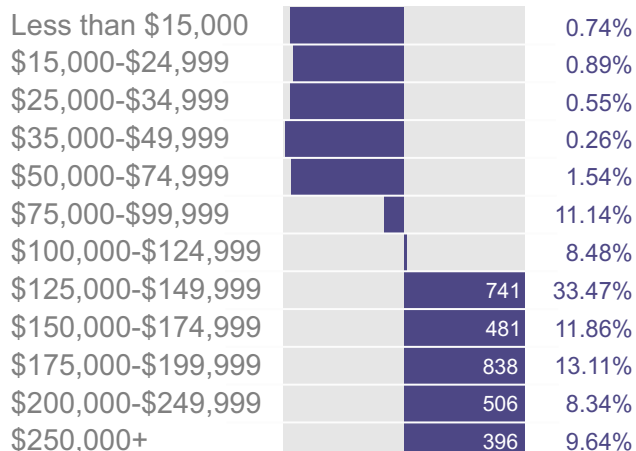
Home Ownership



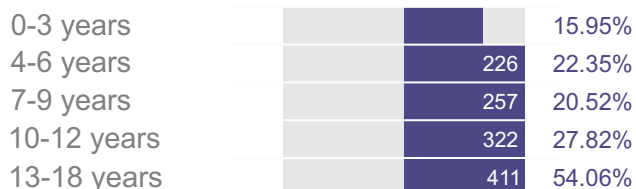
Education



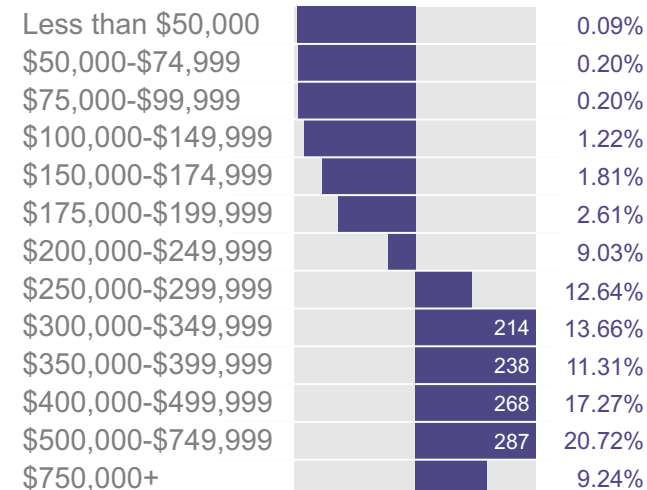
Income



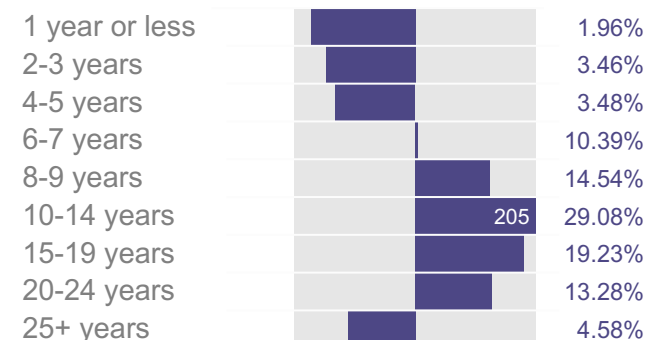
Presence of Children



Estimated Current Home Value



Length of Residence



A • A01 • A02 • A03 • A04 • A05 • A06

A05

Couples with Clout

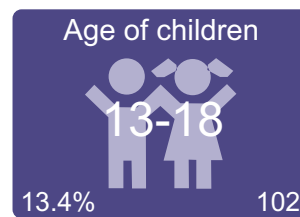
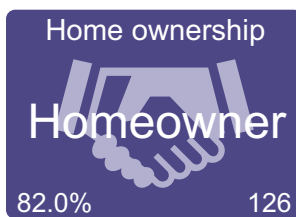
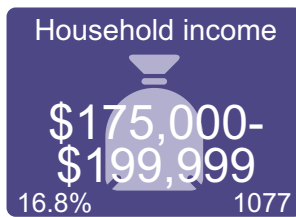
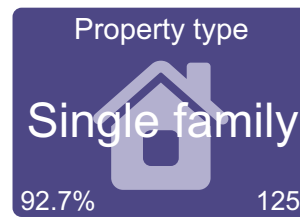
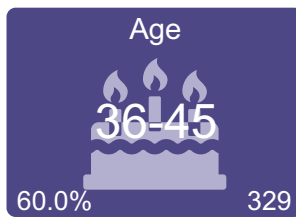
Middle-aged, childless couples living in affluent metro areas

Brian & Jennifer

🏠 0.78% | 0.67% 👤



Who We Are



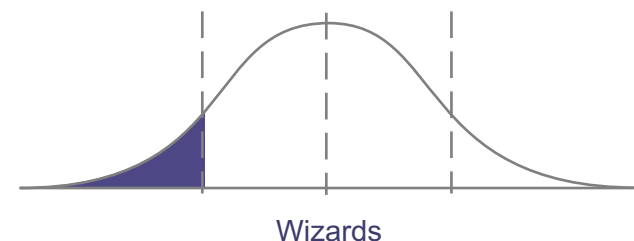
Channel Preference



Key Features

- Affluent
- Highly educated
- Politically conservative
- Risk takers
- Active social lives
- Designer-brand conscious

Technology Adoption



A05

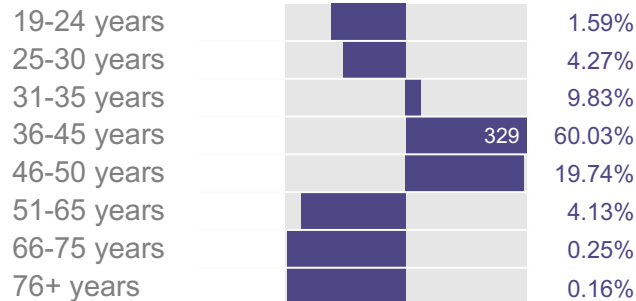
Couples with Clout

Middle-aged, childless couples living in affluent metro areas

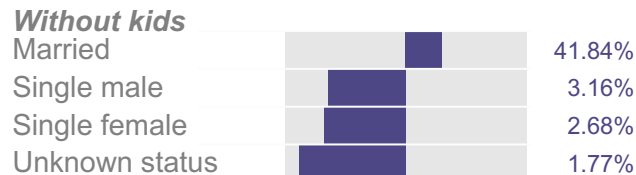
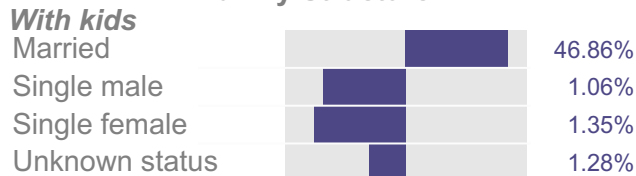
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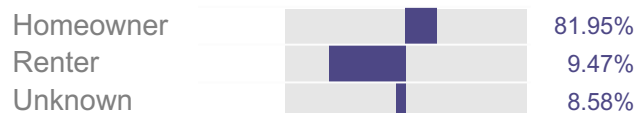
Age



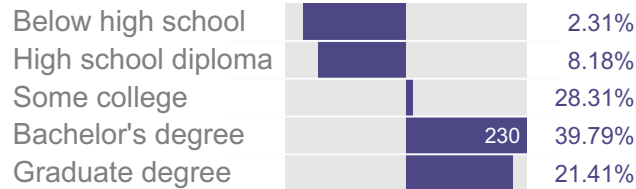
Family Structure



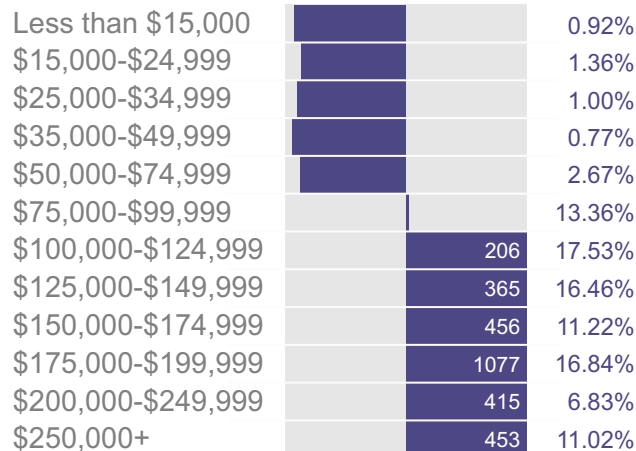
Home Ownership



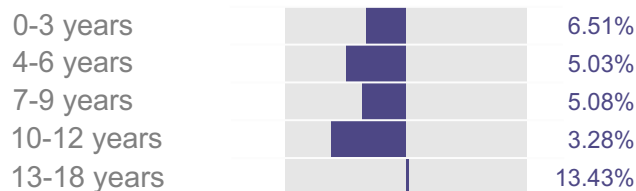
Education



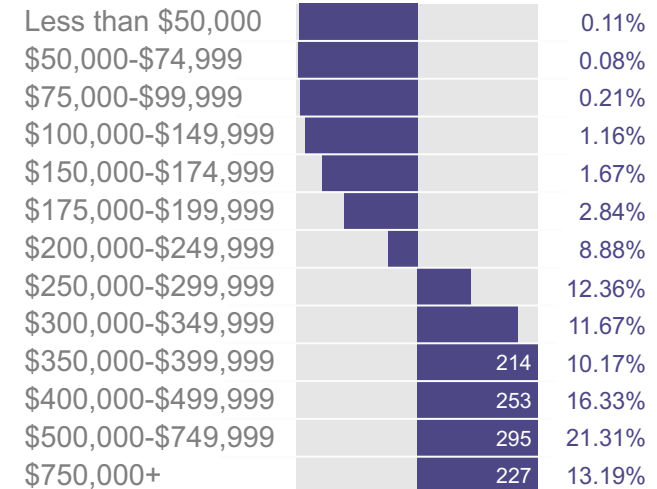
Income



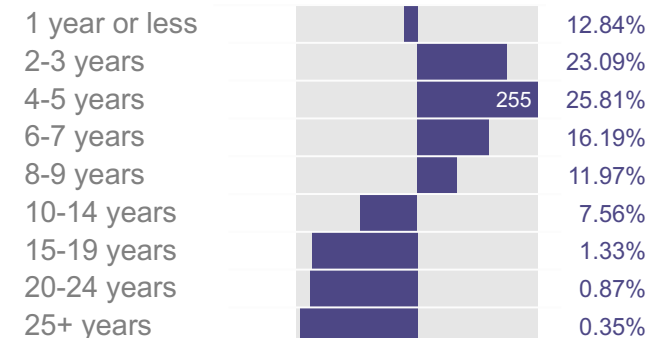
Presence of Children



Estimated Current Home Value



Length of Residence



A06

Jet Set Urbanites

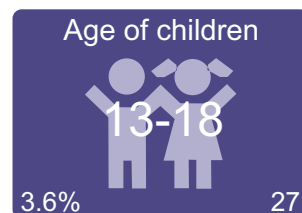
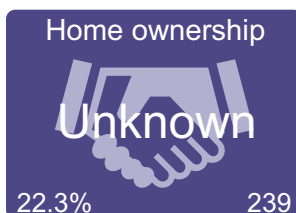
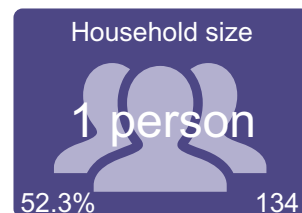
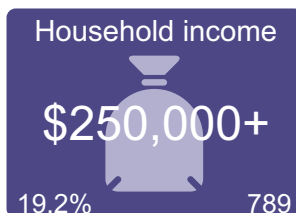
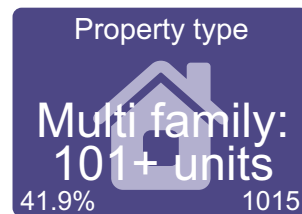
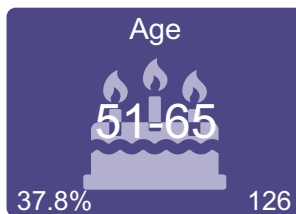
Mix of affluent singles and couples living in urban neighborhoods

Patrick & Nancy

🏠 0.67% | 0.52% 👤



Who We Are



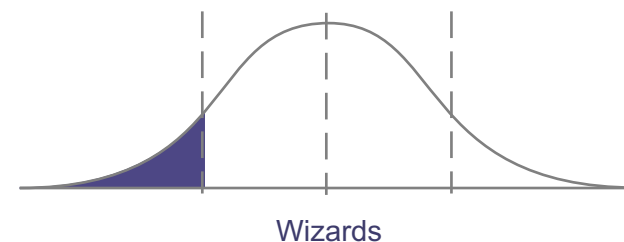
Channel Preference



Key Features

- Upscale urban living
- Busy social lives
- Highly educated
- Supporter of fine arts
- Avid NY Times readers
- Politically liberal

Technology Adoption



A06

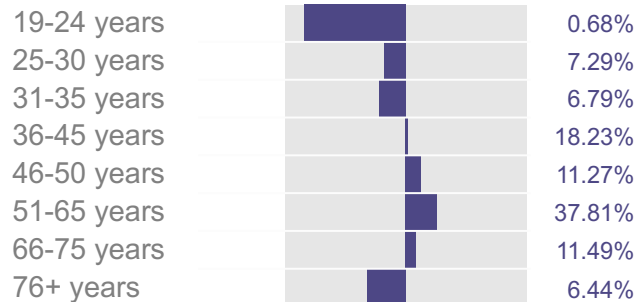
Jet Set Urbanites

Mix of affluent singles and couples living in urban neighborhoods

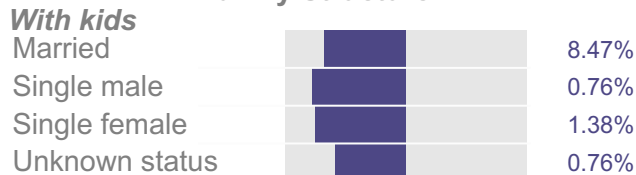
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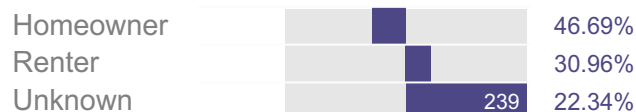
Age



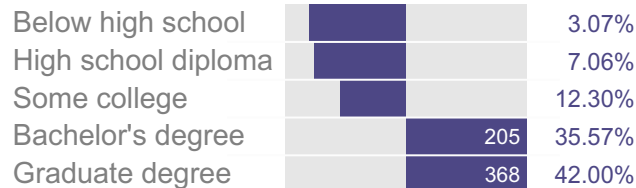
Family Structure



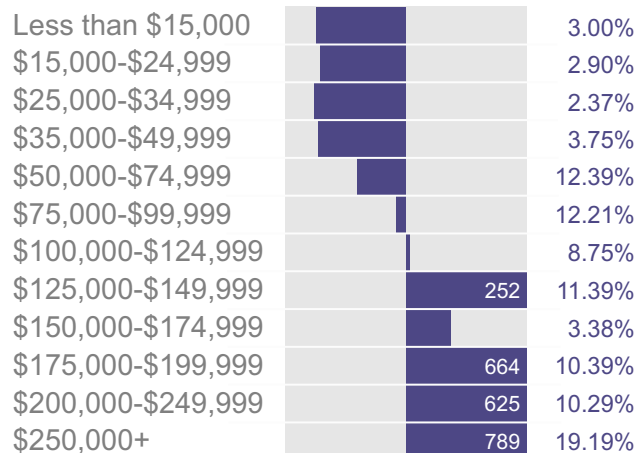
Home Ownership



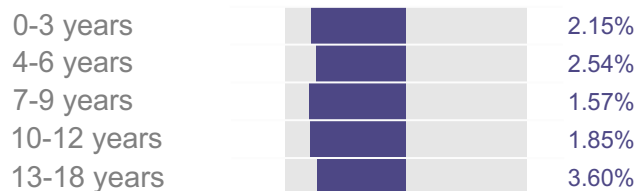
Education



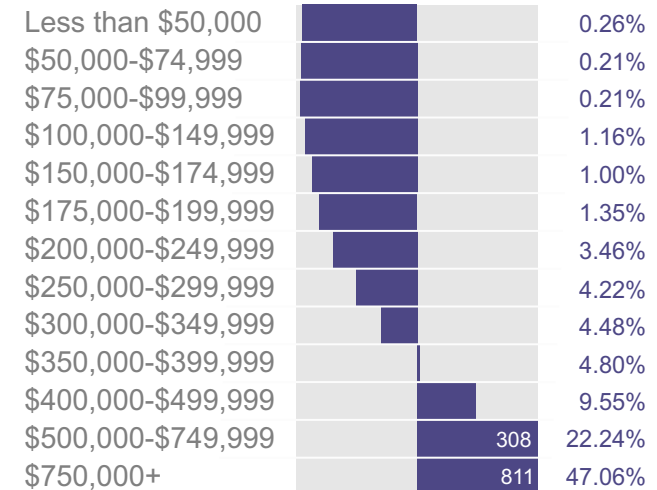
Income



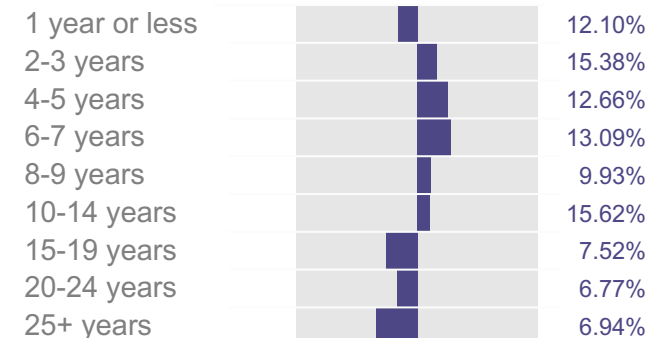
Presence of Children



Estimated Current Home Value



Length of Residence



B07

Generational Soup

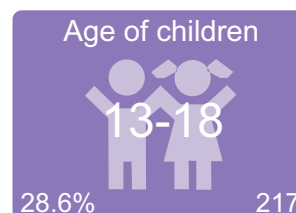
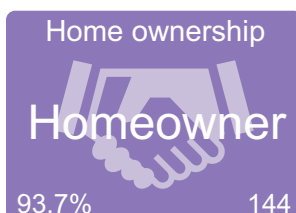
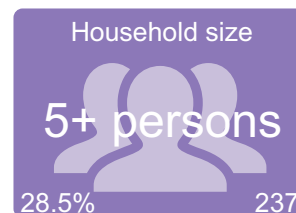
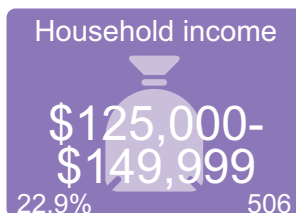
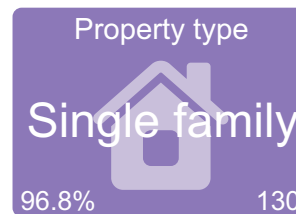
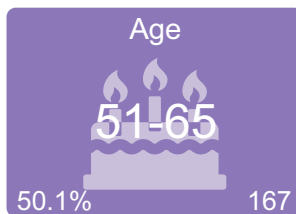
Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

Paul & Deborah

🏠 1.09% | 1.67% 👤



Who We Are



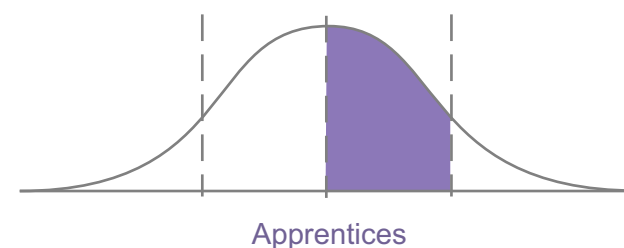
Channel Preference



Key Features

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

Technology Adoption



B07

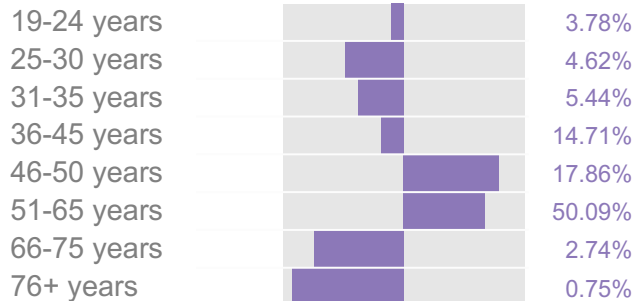
Generational Soup

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

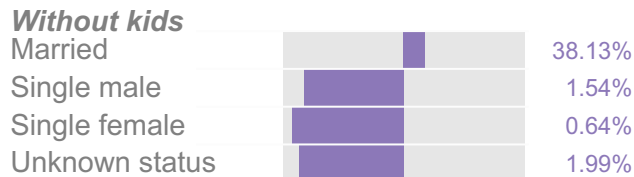
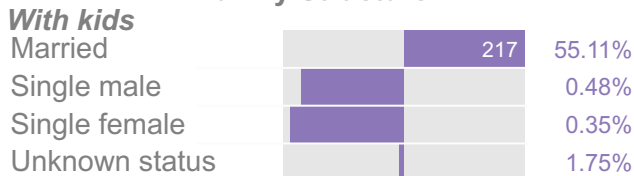
Paul & Deborah

🏠 1.09% | 1.67% 👤

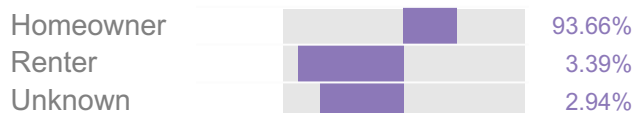
Age



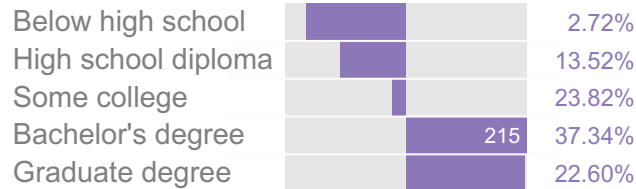
Family Structure



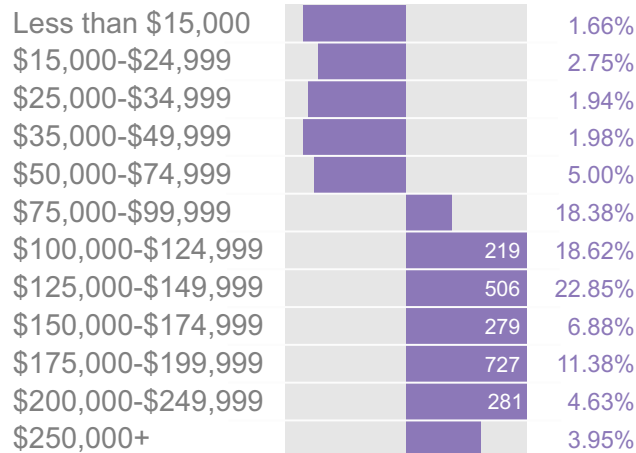
Home Ownership



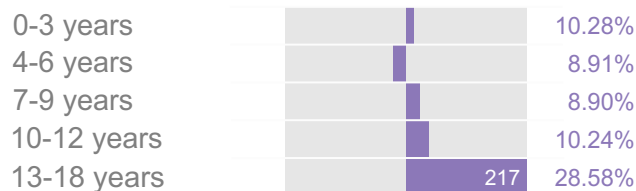
Education



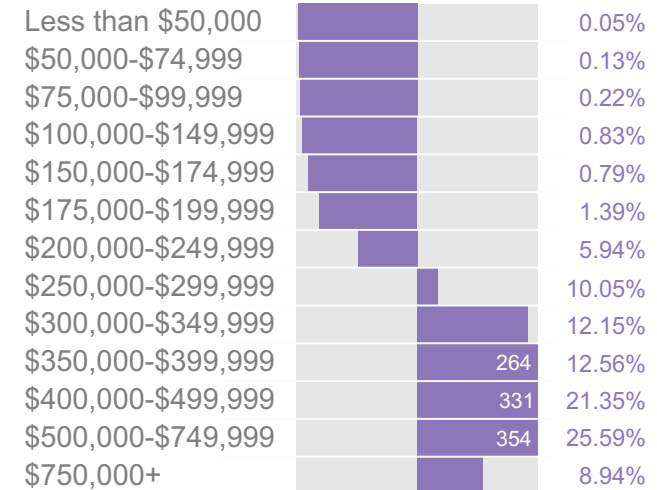
Income



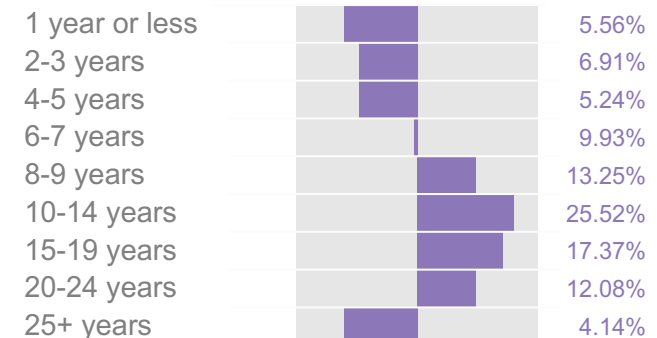
Presence of Children



Estimated Current Home Value



Length of Residence



B08

Babies and Bliss

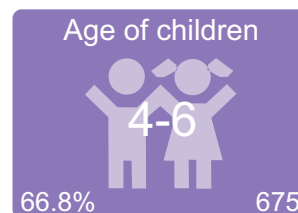
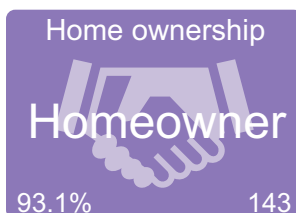
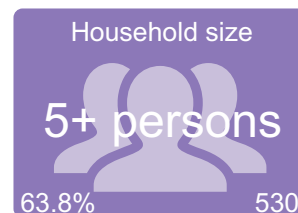
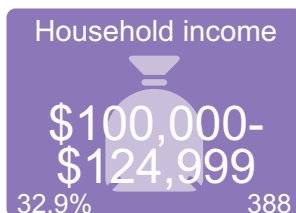
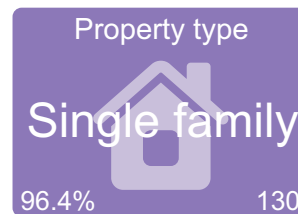
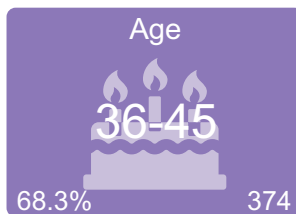
Middle-aged couples with large families and active lives in affluent suburbia

Todd & Lisa

🏠 1.36% | 2.91% 👤



Who We Are



Channel Preference



Key Features

- Large families
- Online shoppers
- High credit awareness
- Child oriented purchases
- Athletic activities
- Engaged parenting

Technology Adoption



B08

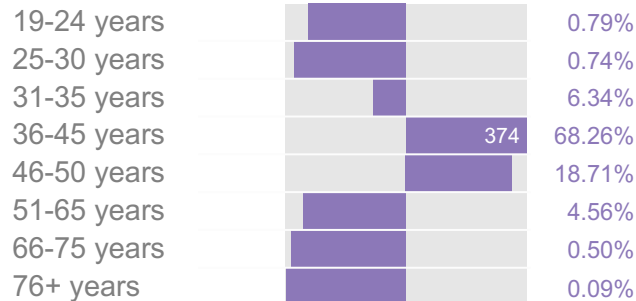
Babies and Bliss

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

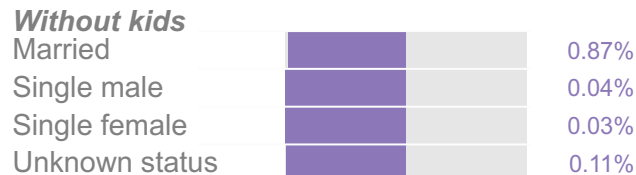
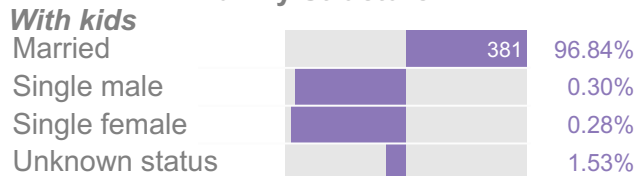
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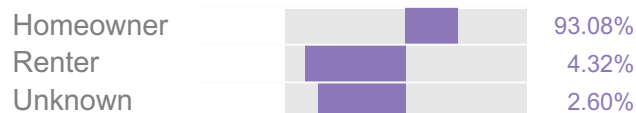
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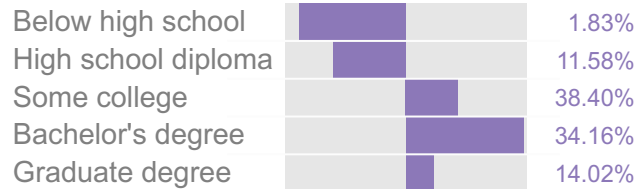
Family Structure



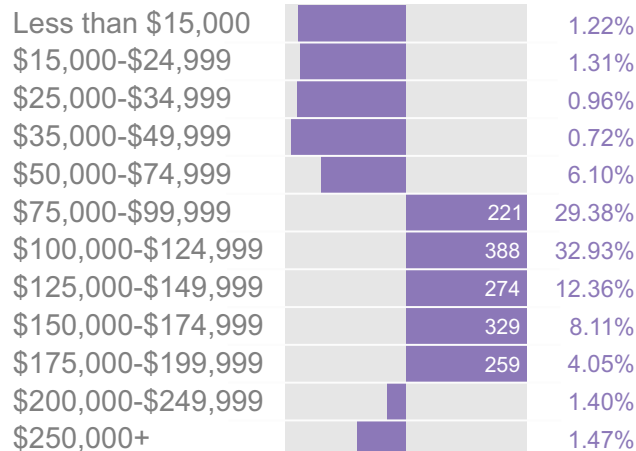
Home Ownership



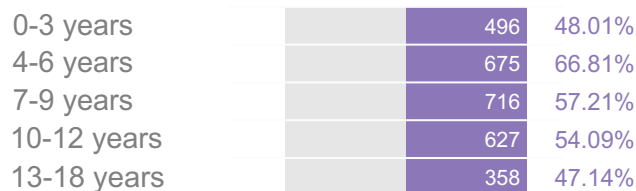
Education



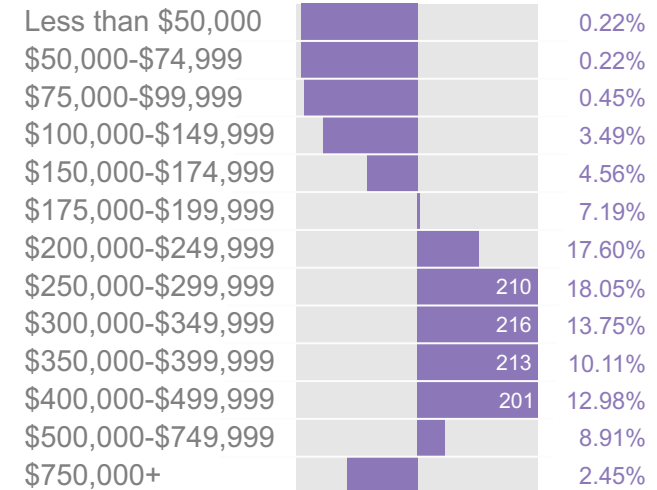
Income



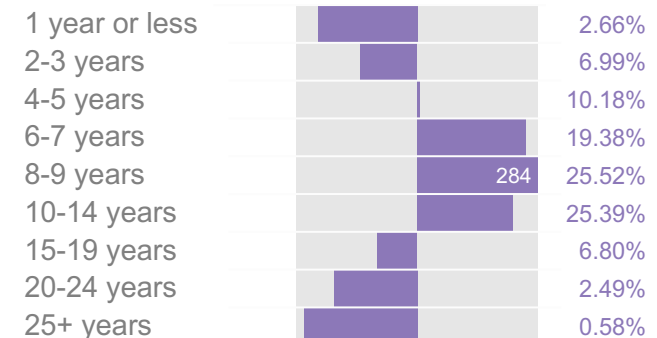
Presence of Children



Estimated Current Home Value



Length of Residence



B09

Family Fun-tastic

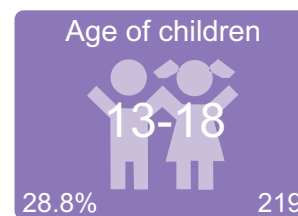
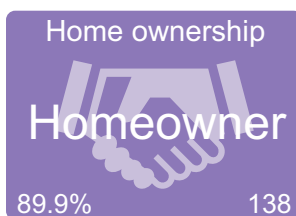
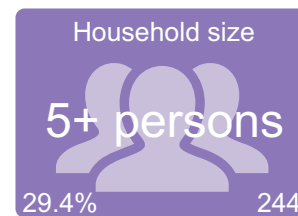
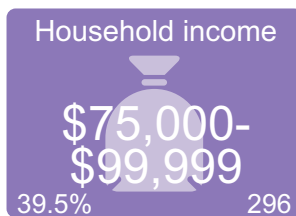
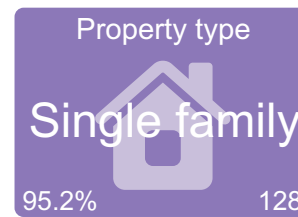
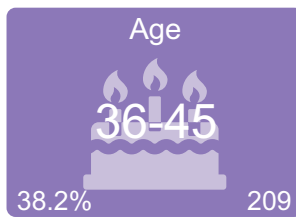
Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities

Dan & Julie

🏠 0.98% | 1.54% 👤



Who We Are



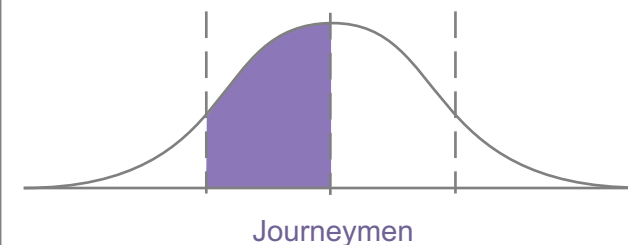
Channel Preference



Key Features

- Bargain hunters
- Comfortable spending
- Saving for college
- Charity donor
- Sports fans
- Active lifestyles

Technology Adoption



B09

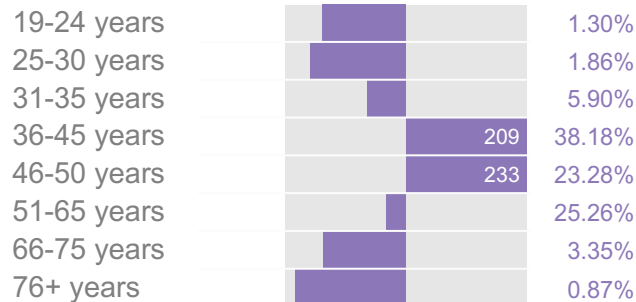
Family Fun-tastic

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

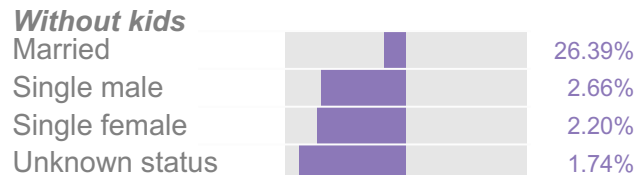
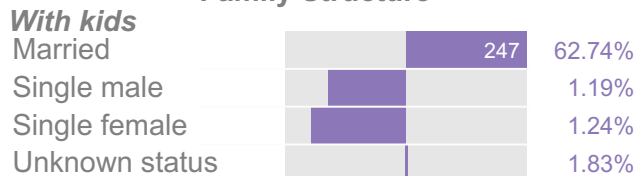
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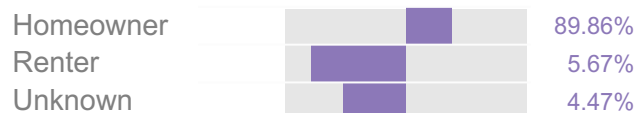
Age



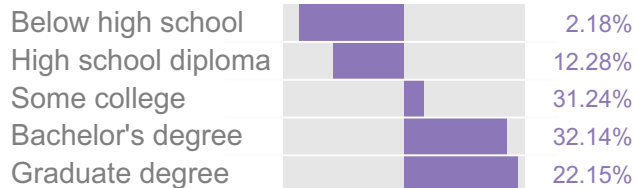
Family Structure



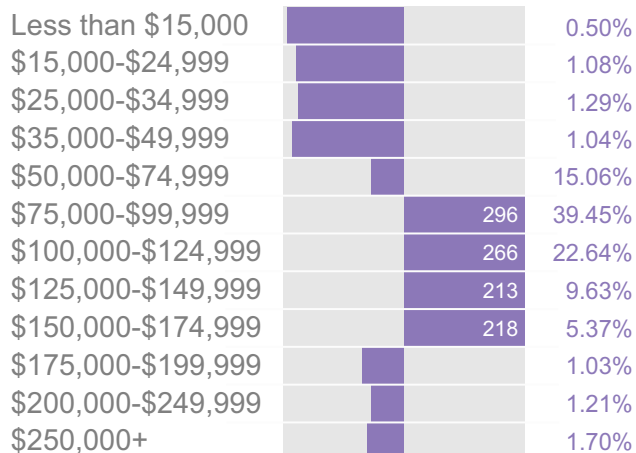
Home Ownership



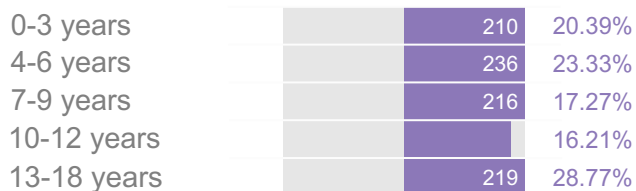
Education



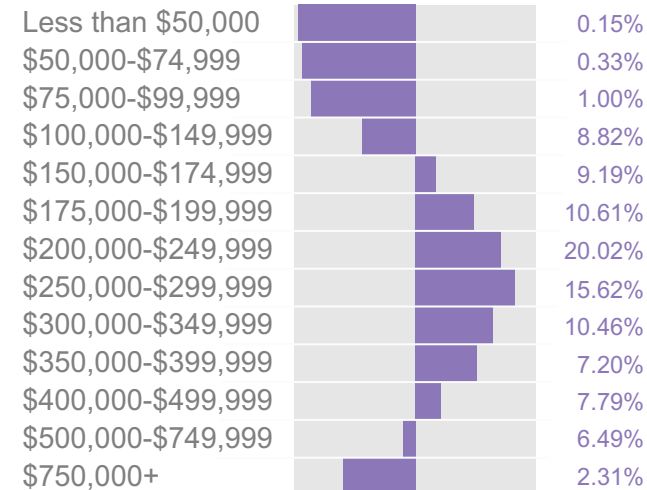
Income



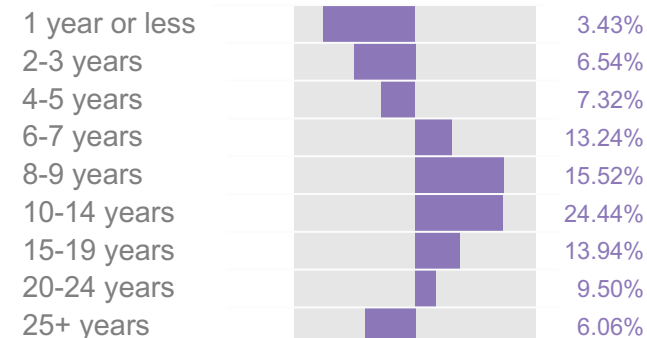
Presence of Children



Estimated Current Home Value



Length of Residence



B • B07 • B08 • B09 • B10

B10

Cosmopolitan Achievers

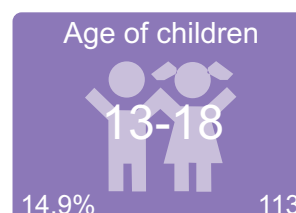
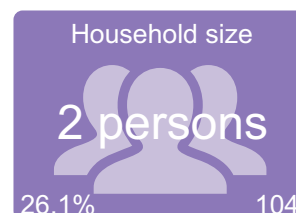
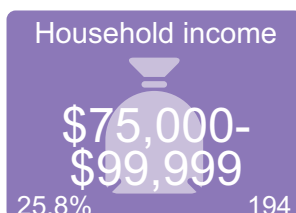
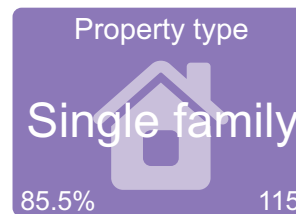
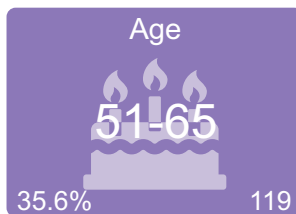
Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas

Steven & Amy

🏠 0.82% | 0.96% 👤



Who We Are



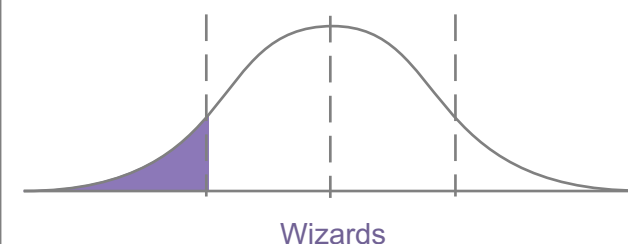
Channel Preference



Key Features

- Bilingual
- Luxury living
- Family abroad
- Status spenders
- Economic literature
- Progressive liberals

Technology Adoption



B10

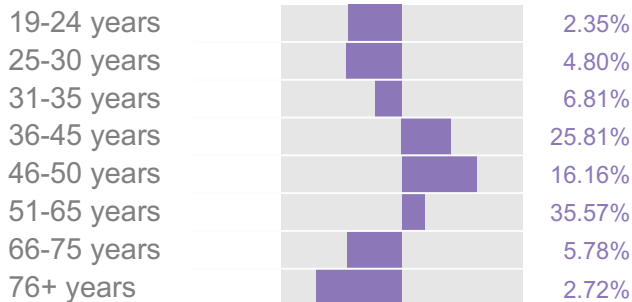
Cosmopolitan Achievers

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

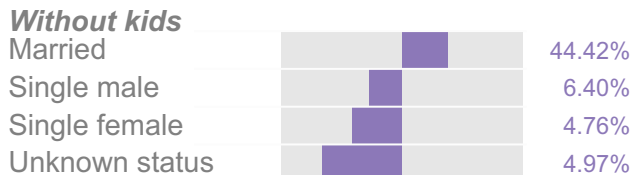
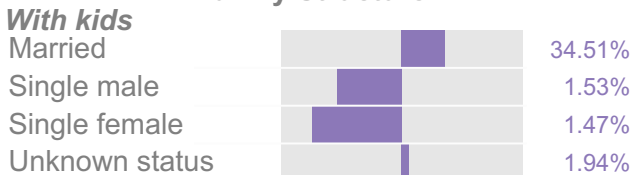
Steven & Amy

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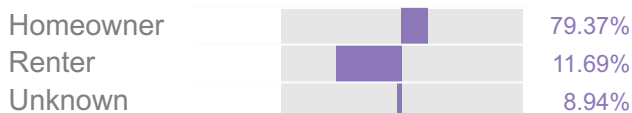
Age



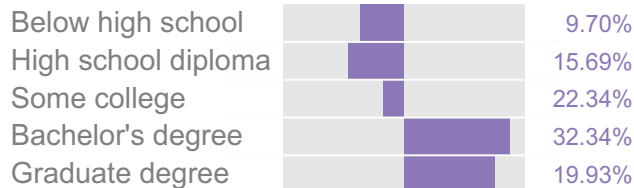
Family Structure



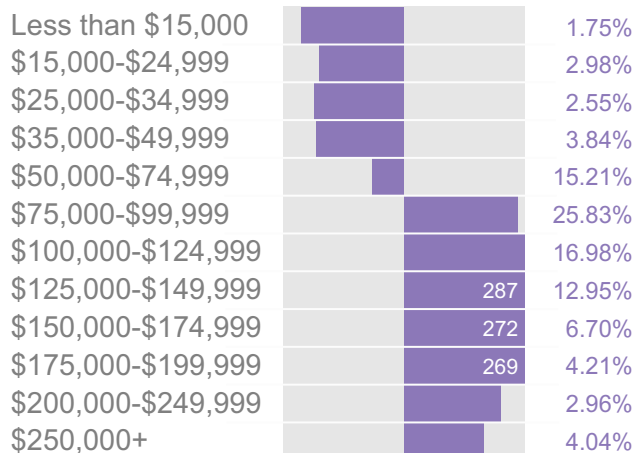
Home Ownership



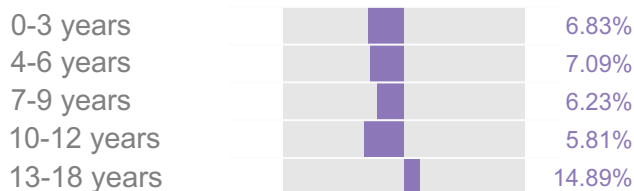
Education



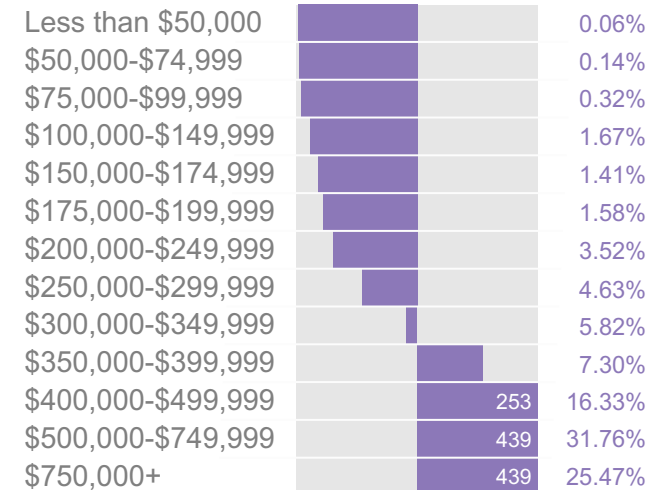
Income



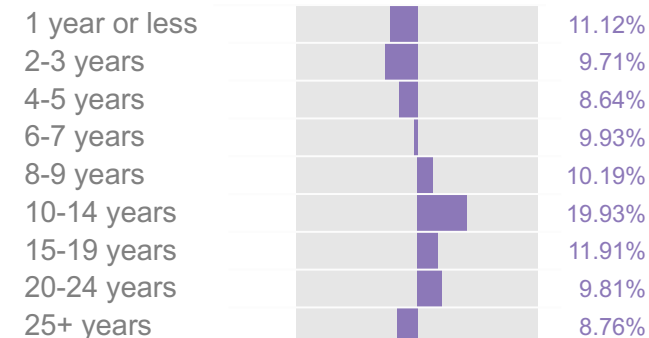
Presence of Children



Estimated Current Home Value



Length of Residence



C11

Aging of Aquarius

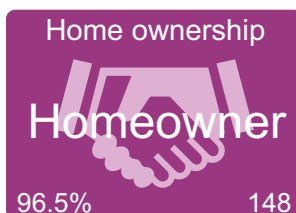
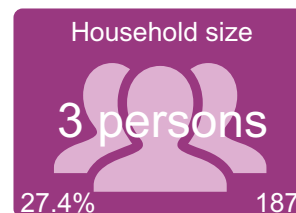
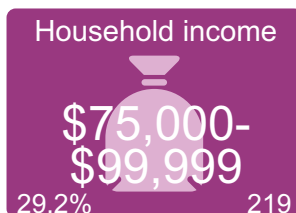
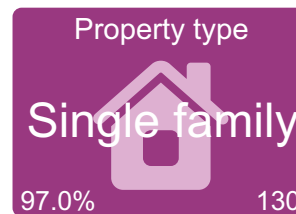
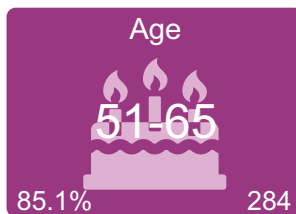
Upscale boomer-aged couples living in city and close-in suburbs

Mark & Kathleen

🏠 2.85% | 3.61% 👤



Who We Are



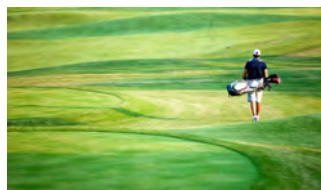
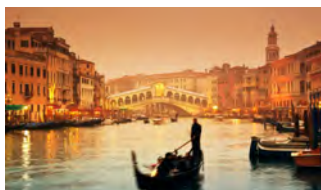
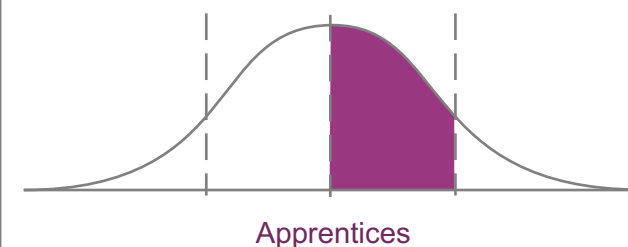
Channel Preference



Key Features

- Affluent
- Highly educated
- Upscale housing
- College sports fans
- Philanthropic
- Savvy investor

Technology Adoption



C11

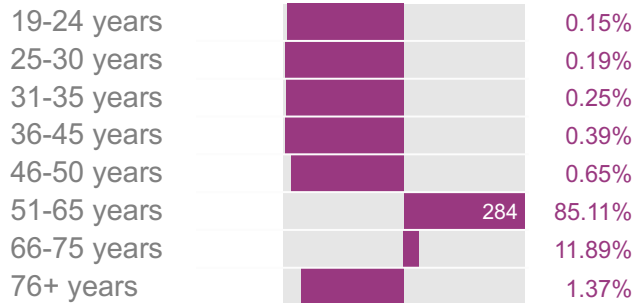
Aging of Aquarius

Upscale boomer-aged couples living in city and close-in suburbs

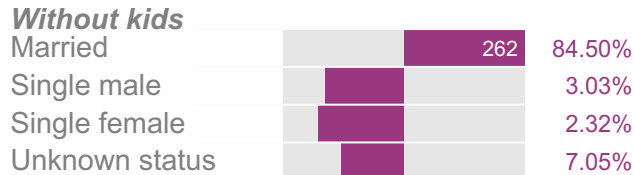
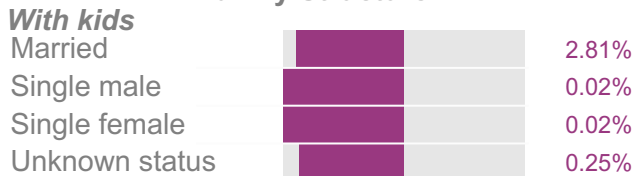
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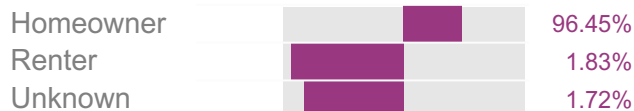
Age



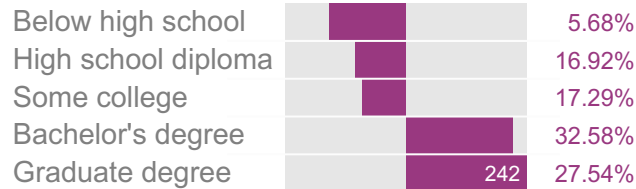
Family Structure



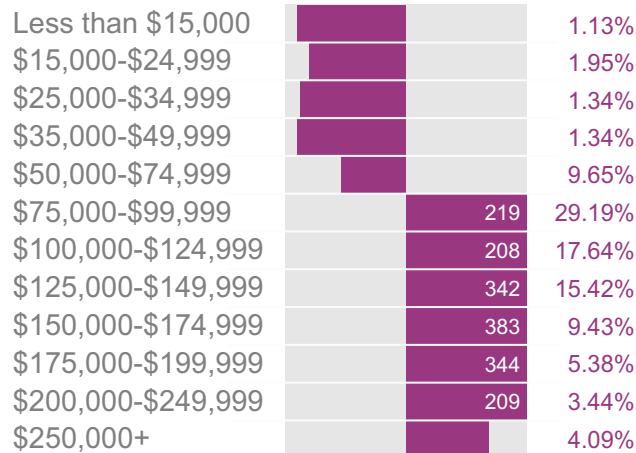
Home Ownership



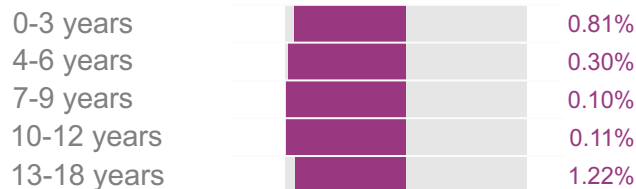
Education



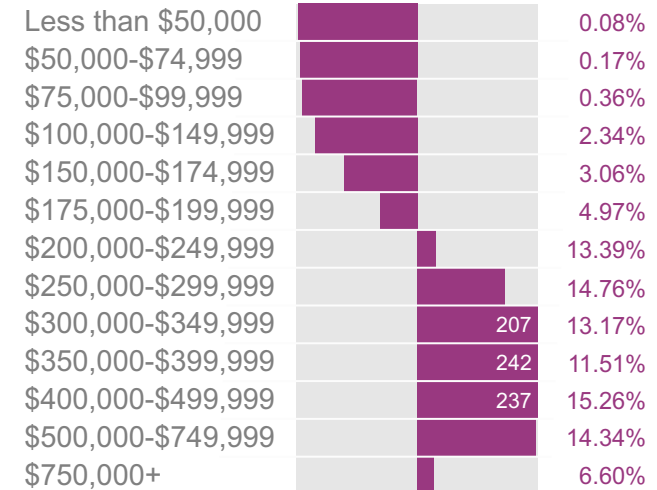
Income



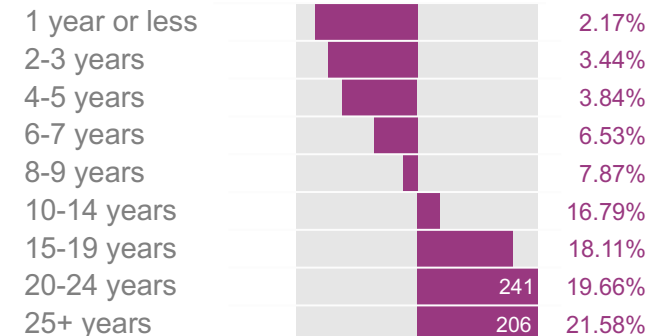
Presence of Children



Estimated Current Home Value



Length of Residence



C • C11 • C12 • C13 • C14

C12

Golf Carts and Gourmets

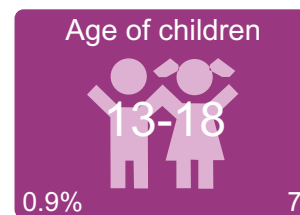
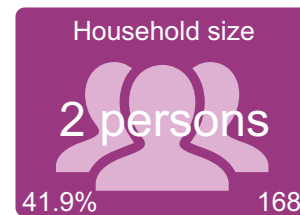
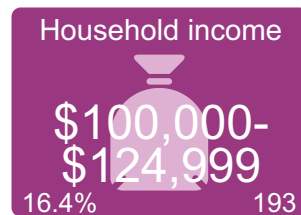
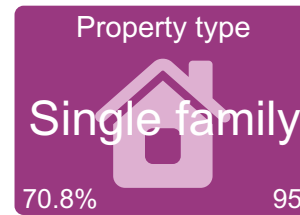
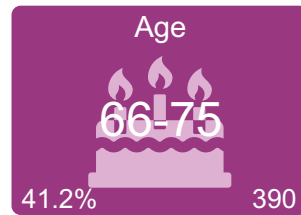
Upscale retirees and empty-nesters in comfortable communities

Howard & Judith

🏠 0.57% | 0.53% 👤



Who We Are



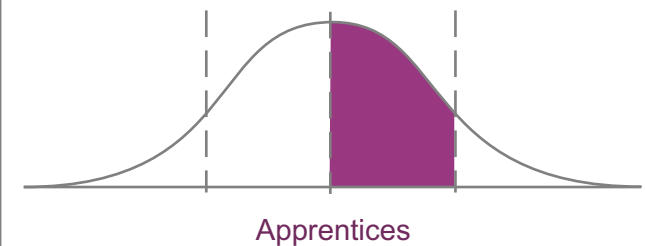
Channel Preference



Key Features

- Resort sports
- Highly educated
- Luxury living
- Country club members
- Financially savvy
- Music lover

Technology Adoption



C12

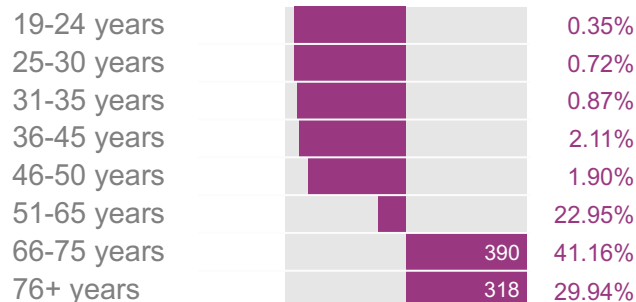
Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities

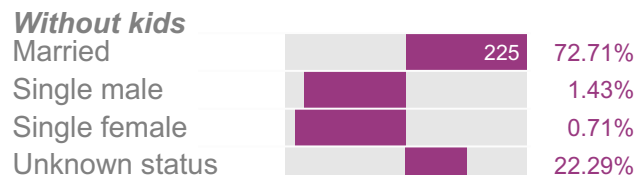
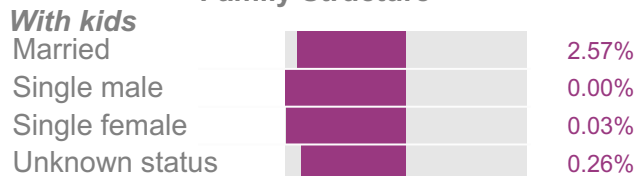
Howard & Judith

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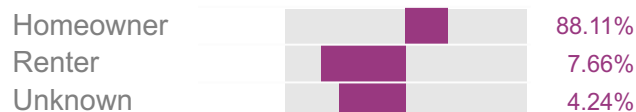
Age



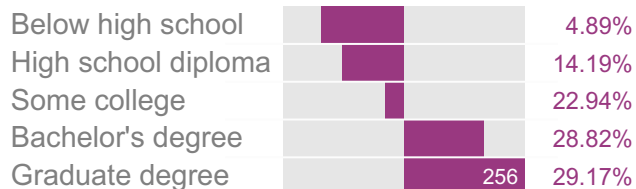
Family Structure



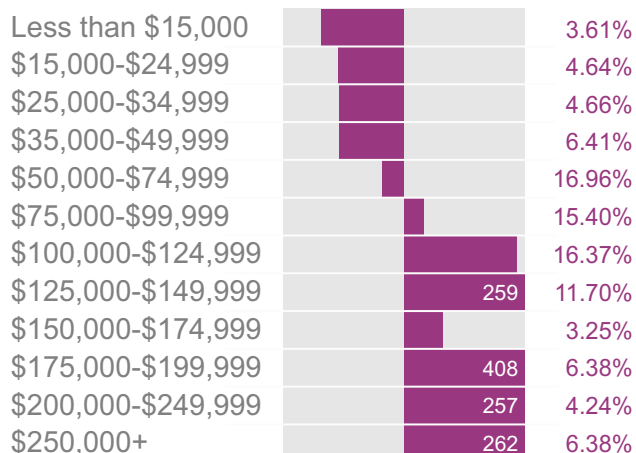
Home Ownership



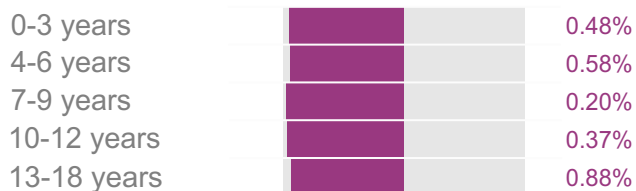
Education



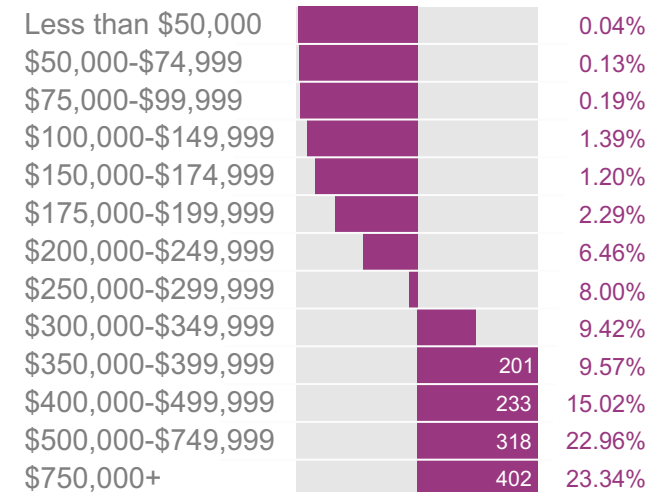
Income



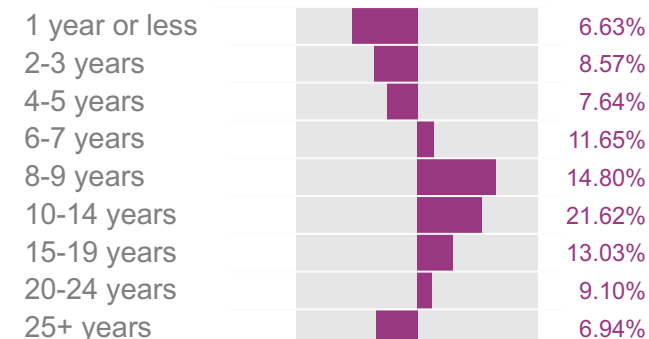
Presence of Children



Estimated Current Home Value



Length of Residence



C13

Silver Sophisticates

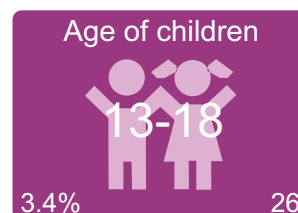
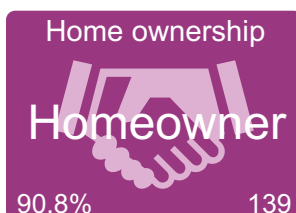
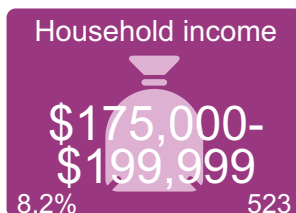
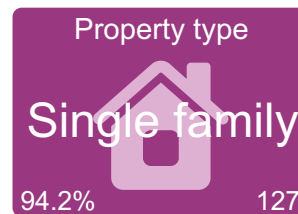
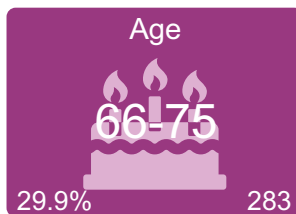
Mature, upscale couples and singles in suburban homes

Gerald & Rose

🏠 1.84% | 1.81% 👤



Who We Are



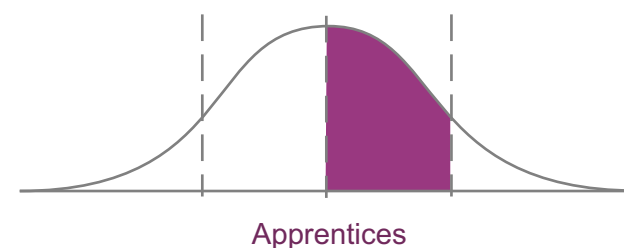
Channel Preference



Key Features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Retirement investments
- Ecological lifestyles

Technology Adoption



C13

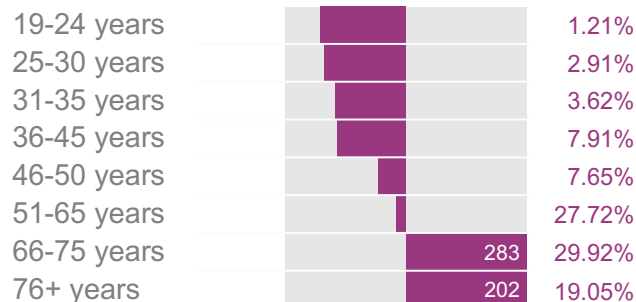
Silver Sophisticates

Mature, upscale couples and singles in suburban homes

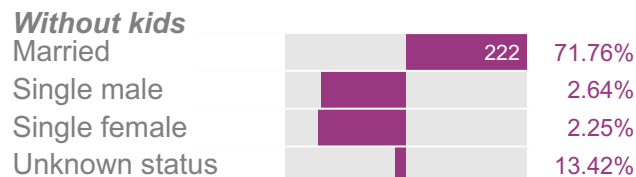
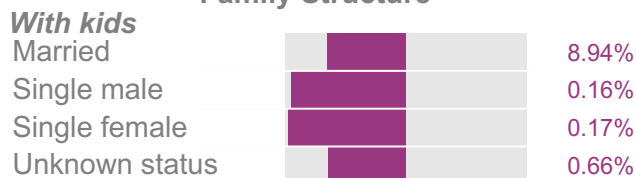
Gerald & Rose

🏠 1.84% | 1.81% 👤

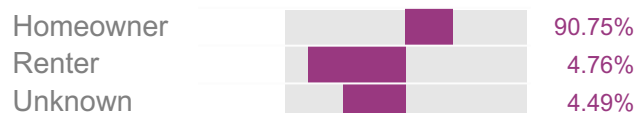
Age



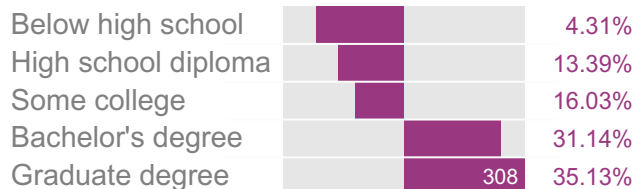
Family Structure



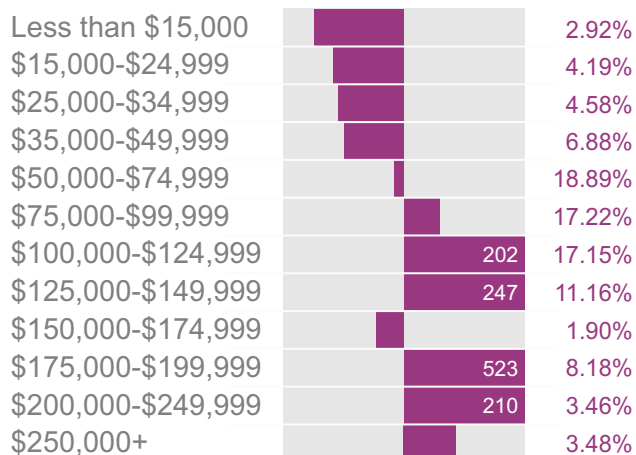
Home Ownership



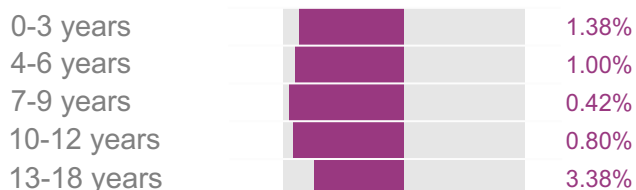
Education



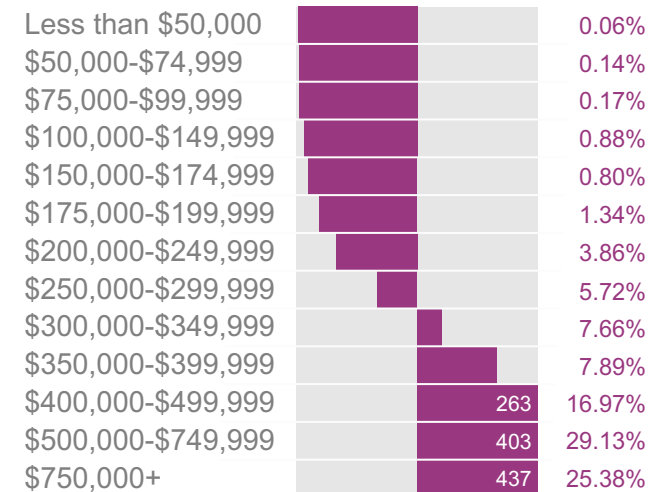
Income



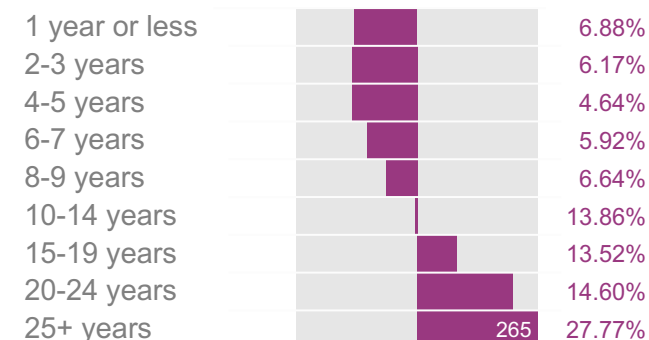
Presence of Children



Estimated Current Home Value



Length of Residence



C • C11 • C12 • C13 • C14

C14

Boomers and Boomerangs

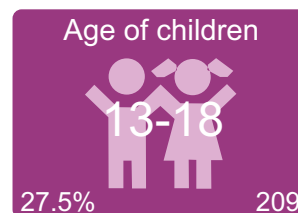
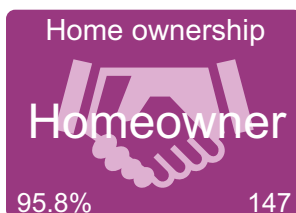
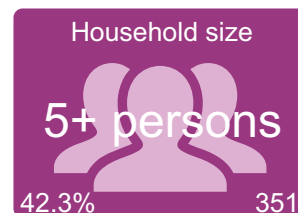
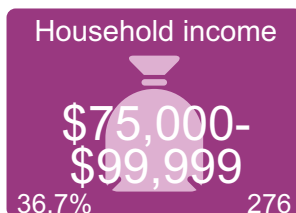
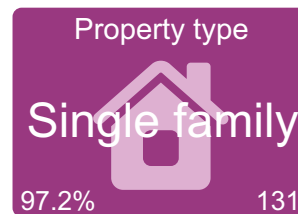
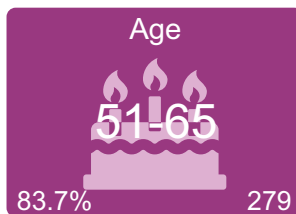
Baby boomer adults and their teenage/young adult children sharing suburban homes

Kenneth & Debra

🏠 1.40% | 2.59% 👤



Who We Are



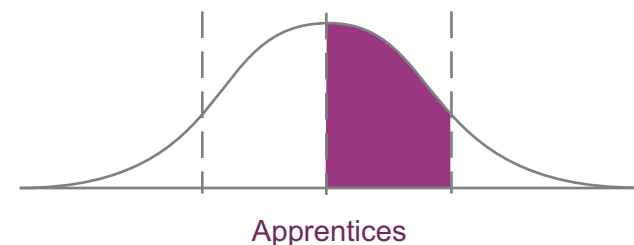
Channel Preference



Key Features

- Suburbanites
- Middle-class families
- Politically conservative
- Charitable
- Big spenders
- Multi-generational households

Technology Adoption



C14

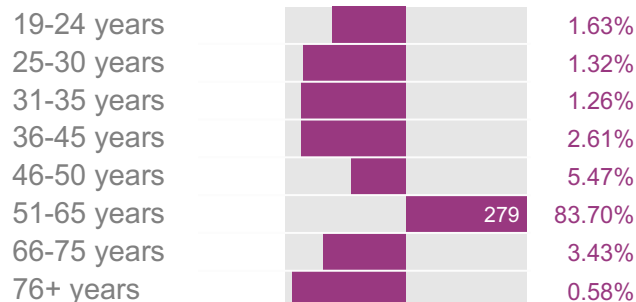
Boomers and Boomerangs

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

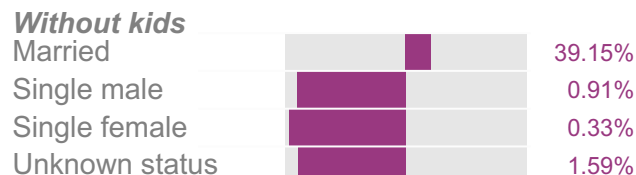
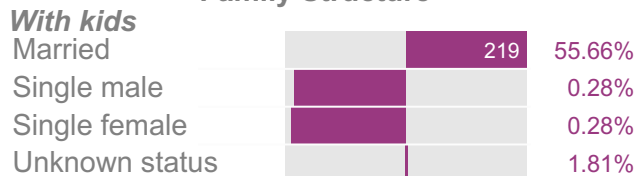
Kenneth & Debra

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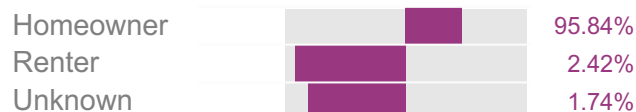
Age



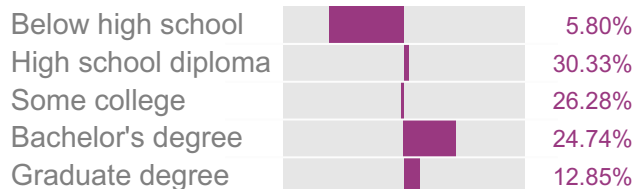
Family Structure



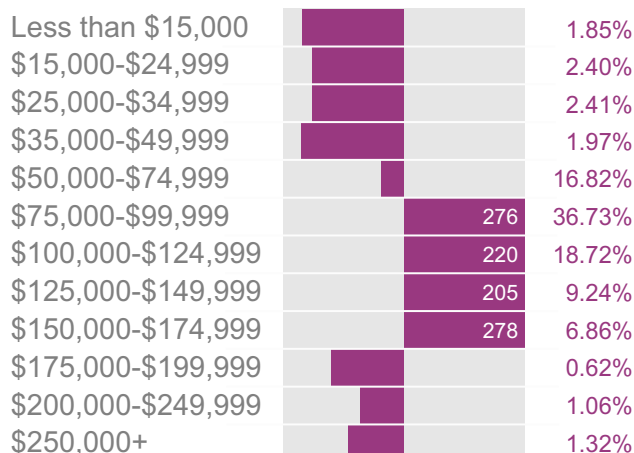
Home Ownership



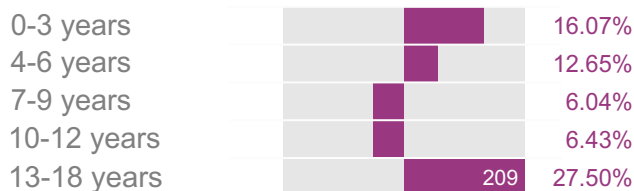
Education



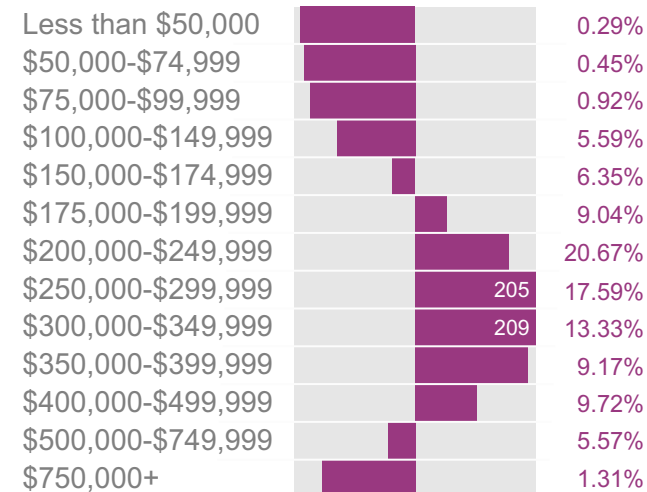
Income



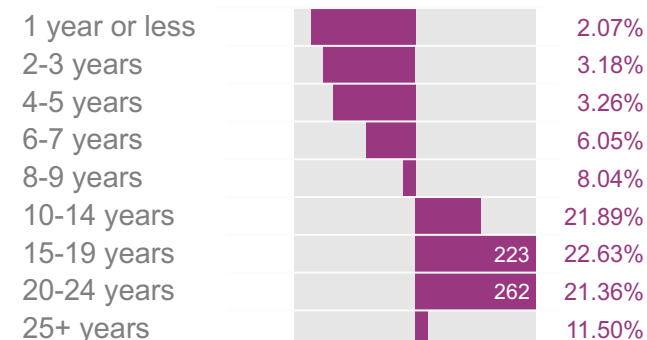
Presence of Children



Estimated Current Home Value



Length of Residence



D15

Sports Utility Families

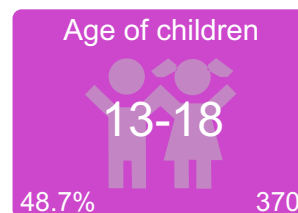
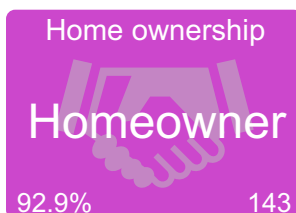
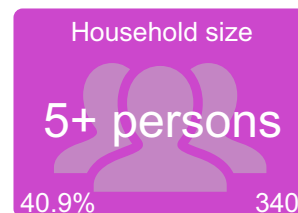
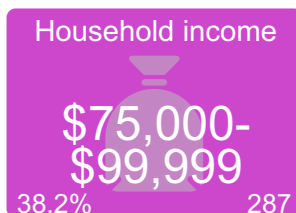
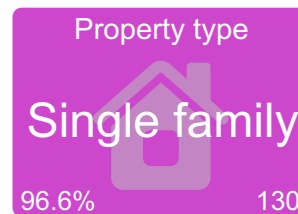
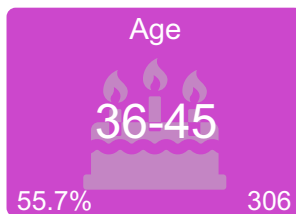
Kevin & Wendy

Upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in monthly suburbs

1.59% | 2.80%



Who We Are



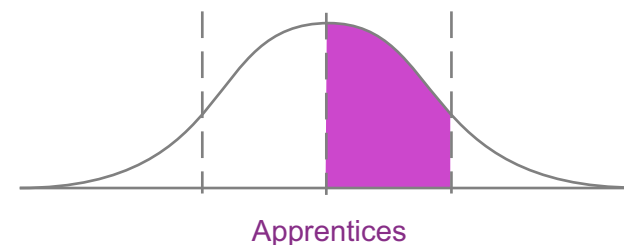
Channel Preference



Key Features

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Soccer moms and dads

Technology Adoption



D15

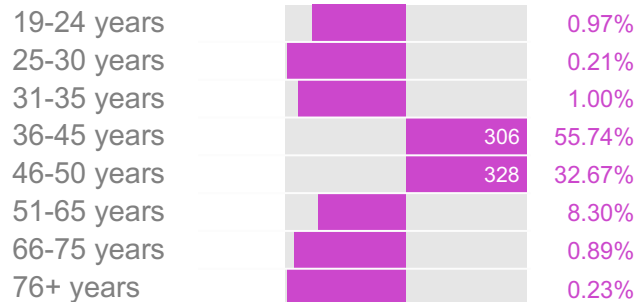
Sports Utility Families

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

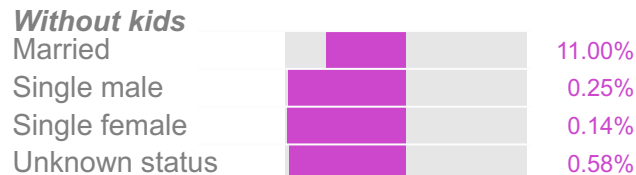
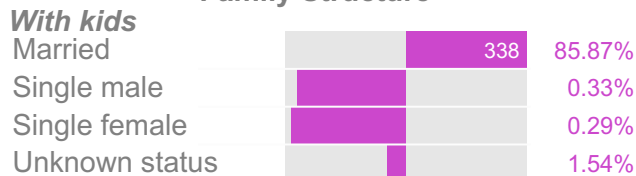
Kevin & Wendy

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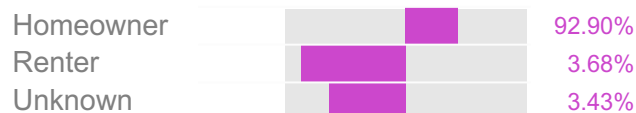
Age



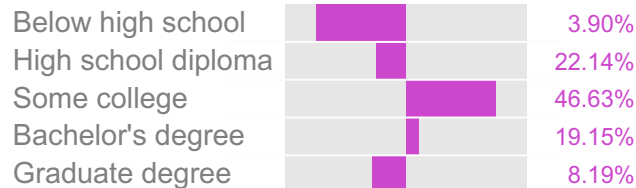
Family Structure



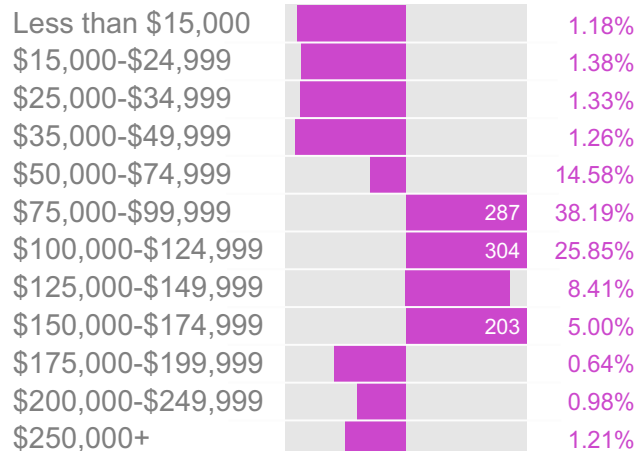
Home Ownership



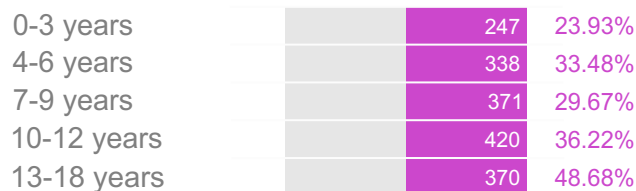
Education



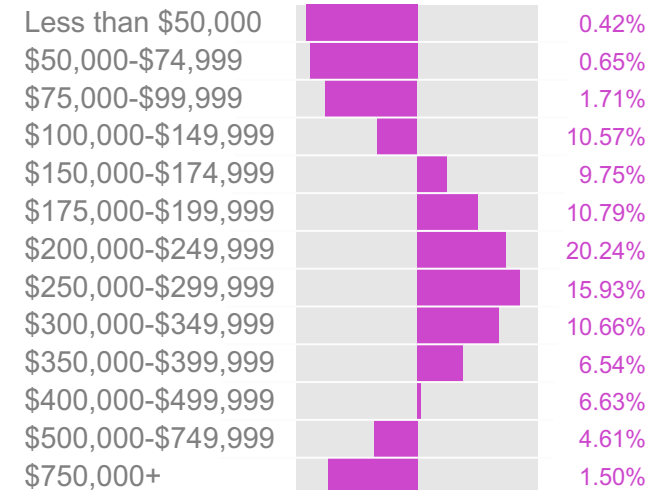
Income



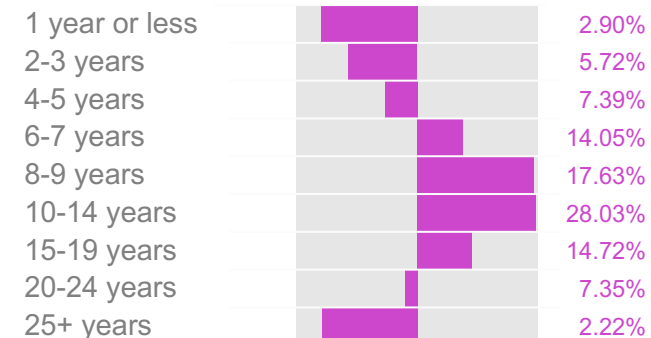
Presence of Children



Estimated Current Home Value



Length of Residence



D16

Settled in Suburbia

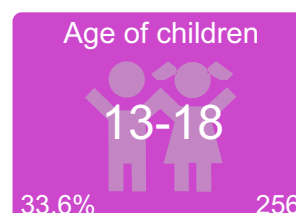
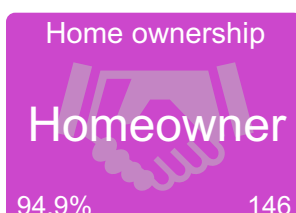
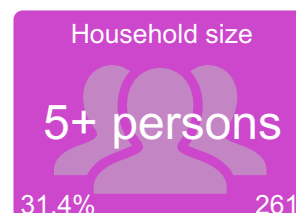
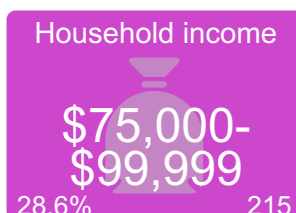
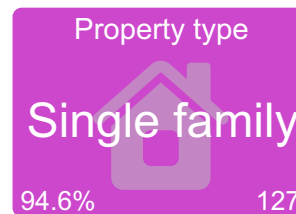
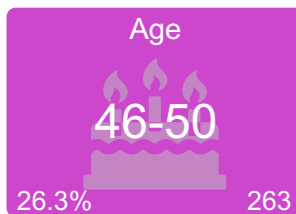
Upper middle-class diverse family units and empty nesters living in established suburbs

Frank & Donna

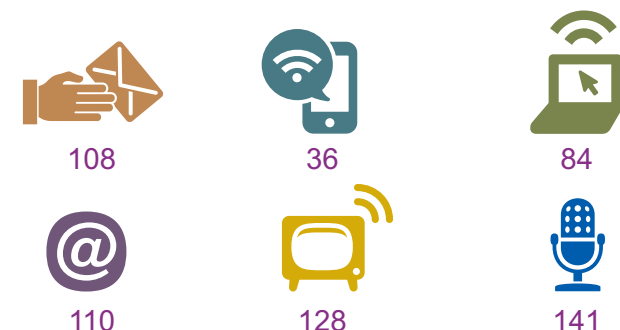
🏠 0.89% | 1.42% 👤



Who We Are



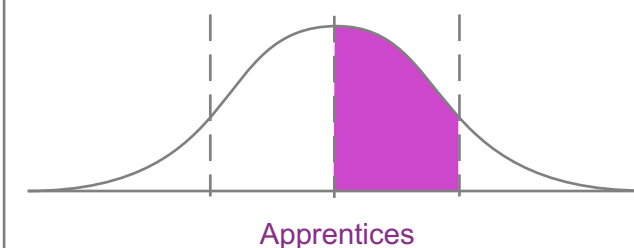
Channel Preference



Key Features

- Comfortable lifestyles
- Diverse investments
- Confident consumers
- Active kids
- Movie-goers
- Theme park vacations

Technology Adoption



D16

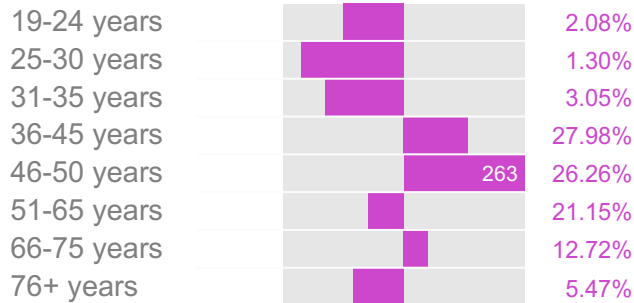
Settled in Suburbia

Upper middle-class diverse family units and empty nesters living in established suburbs

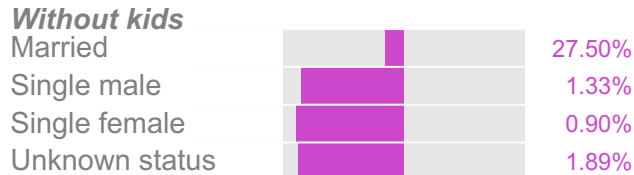
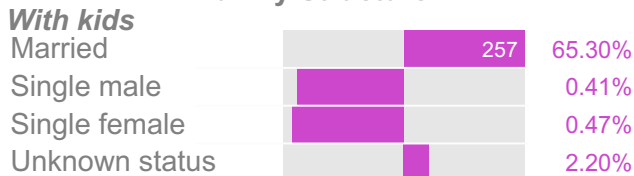
Frank & Donna

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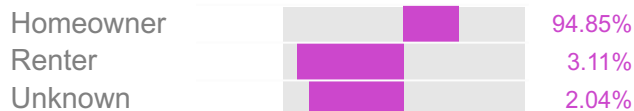
Age



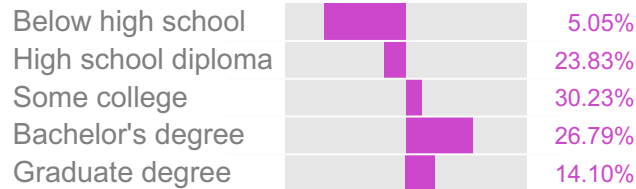
Family Structure



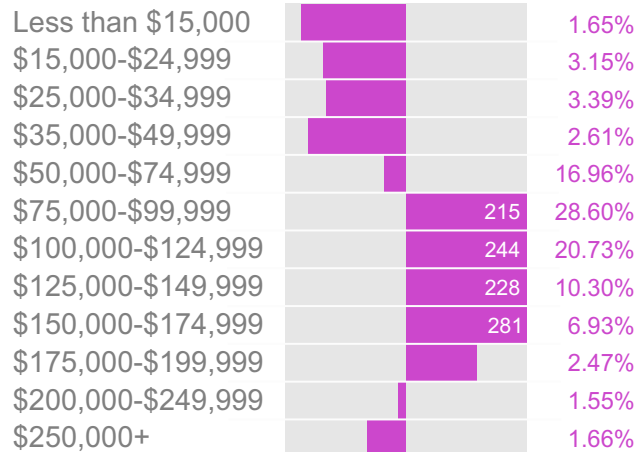
Home Ownership



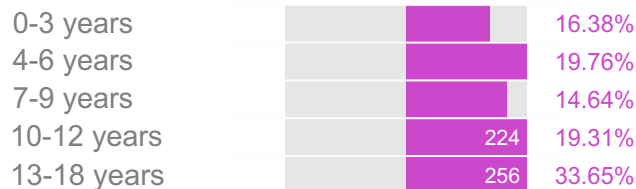
Education



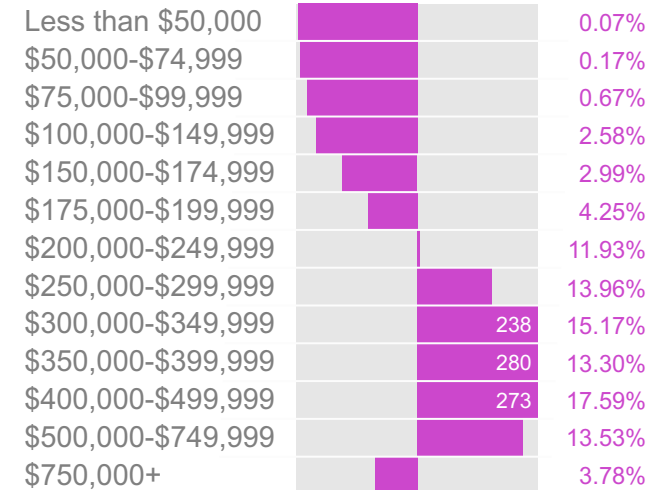
Income



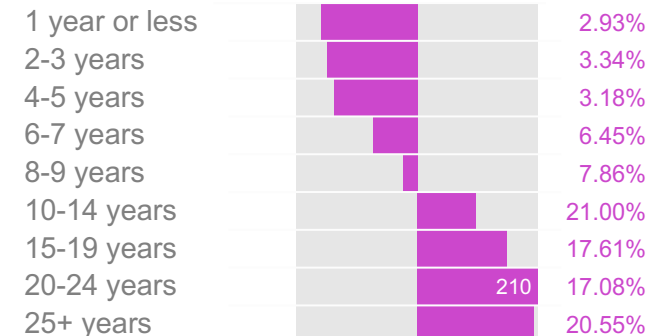
Presence of Children



Estimated Current Home Value



Length of Residence



D17

Cul de Sac Diversity

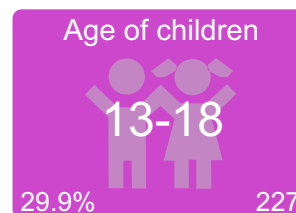
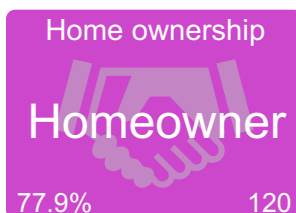
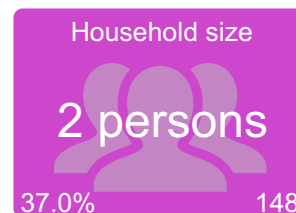
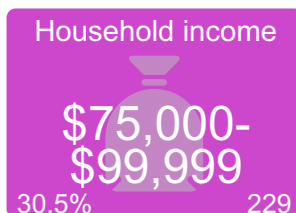
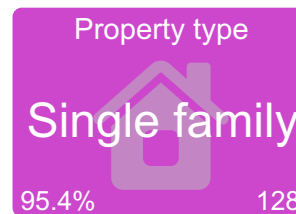
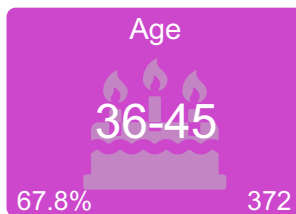
Ethnically-diverse, middle-aged families settled in new suburban neighborhoods

Jeffrey & Kimberly

🏠 0.77% | 0.76% 👤



Who We Are



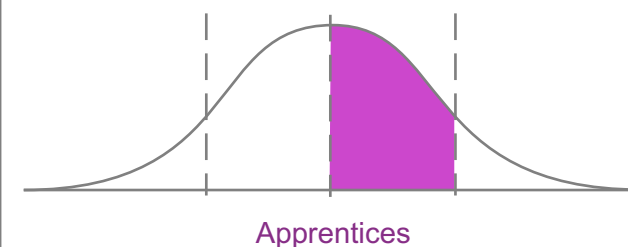
Channel Preference



Key Features

- Bilingual
- Career-focused
- 2nd generation success
- Saving for college
- Outdoor activities
- Professional sports fans

Technology Adoption



D17

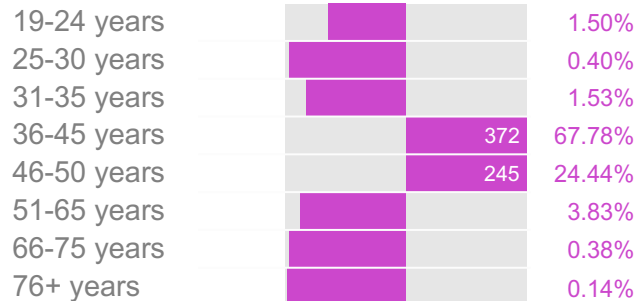
Cul de Sac Diversity

Ethnically-diverse, middle-aged families settled in new suburban neighborhoods

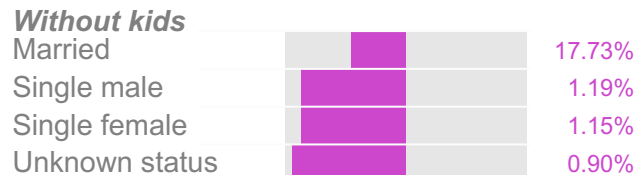
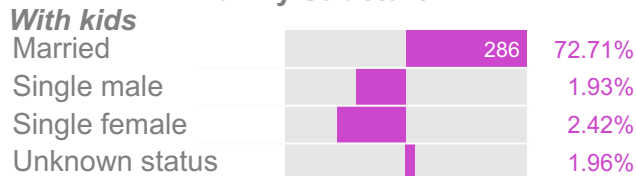
Jeffrey & Kimberly

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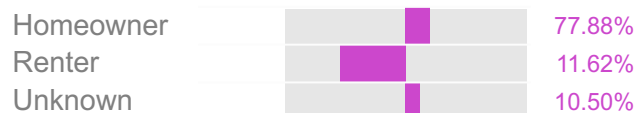
Age



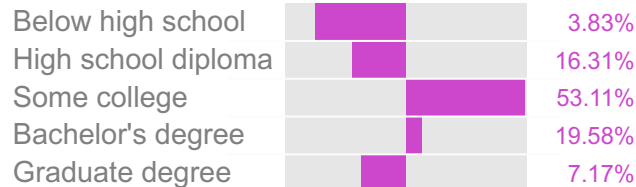
Family Structure



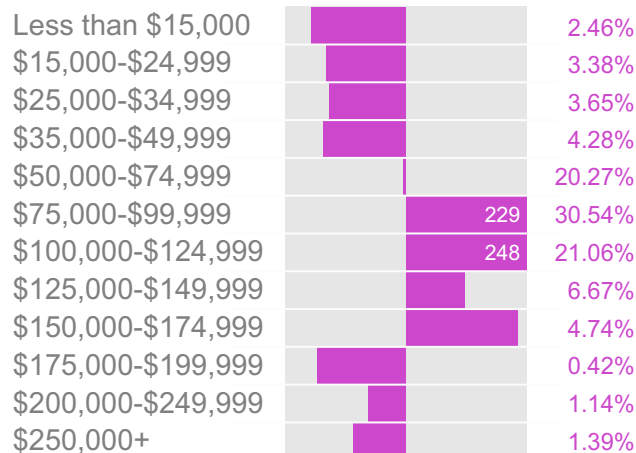
Home Ownership



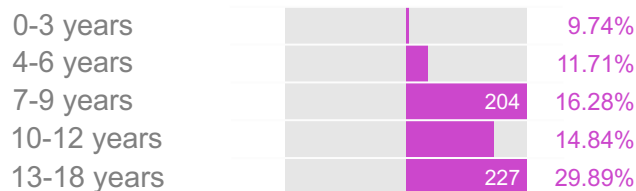
Education



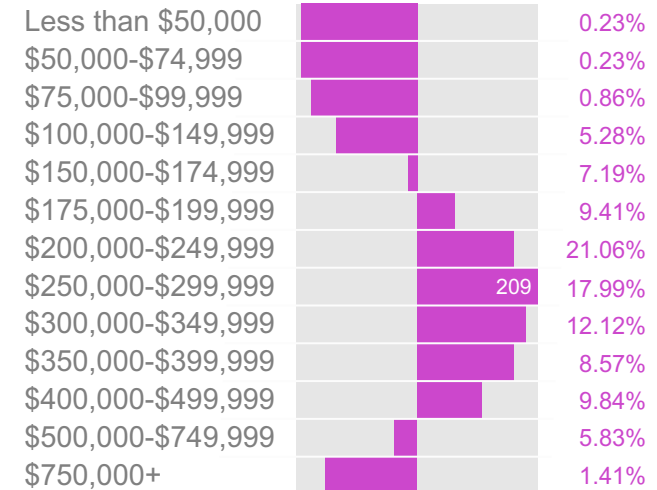
Income



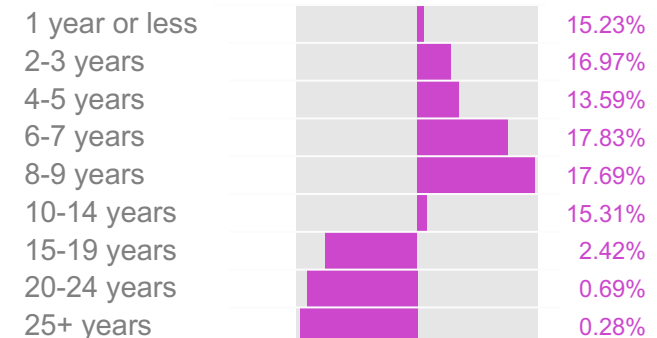
Presence of Children



Estimated Current Home Value



Length of Residence



D • D15 • D16 • D17 • D18

D18

Suburban Attainment

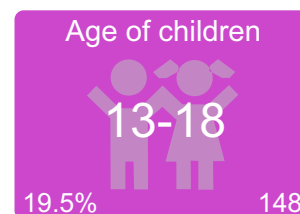
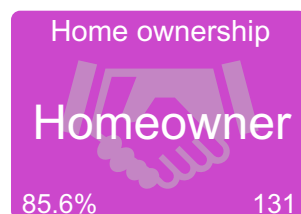
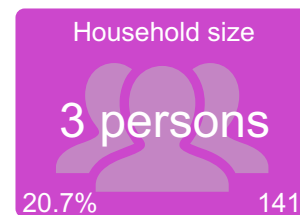
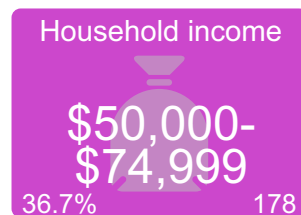
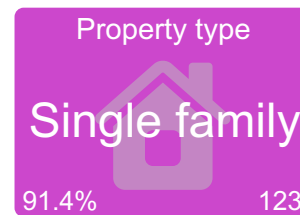
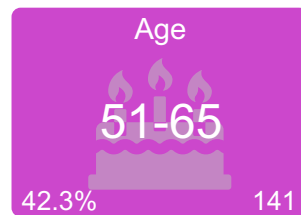
Upper middle-class couples and families living mainly in the expanding suburbs

Ronald & Cynthia

🏠 1.74% | 👤 2.21%



Who We Are



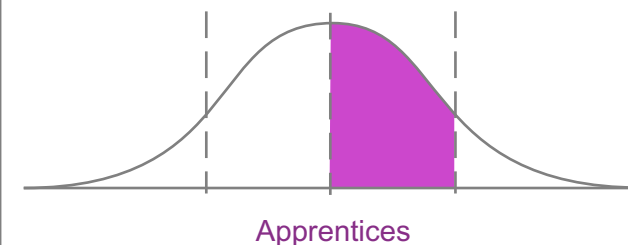
Channel Preference



Key Features

- Racially diverse
- Politically liberal
- Power shoppers
- Active lifestyles
- Jazz listeners
- Brick and mortar shoppers

Technology Adoption



D18

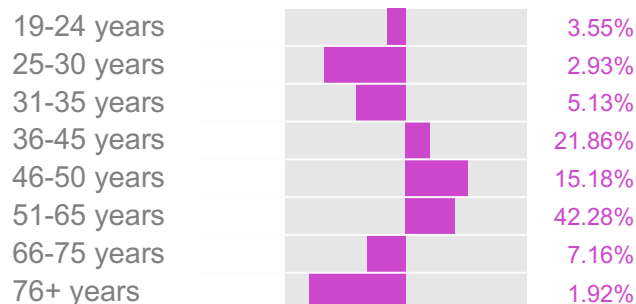
Suburban Attainment

Upper middle-class couples and families living mainly in the expanding suburbs

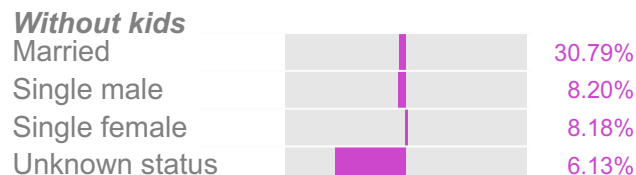
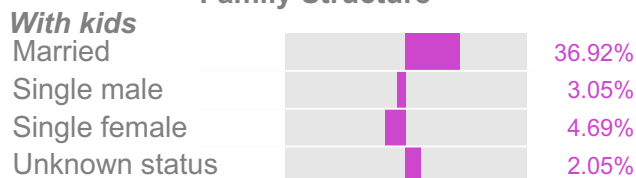
Ronald & Cynthia

🏠 1.74% | 2.21% 👤

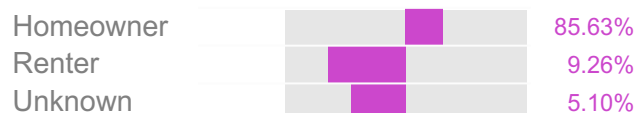
Age



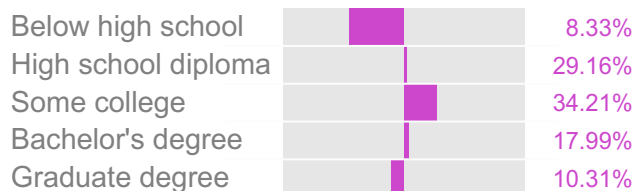
Family Structure



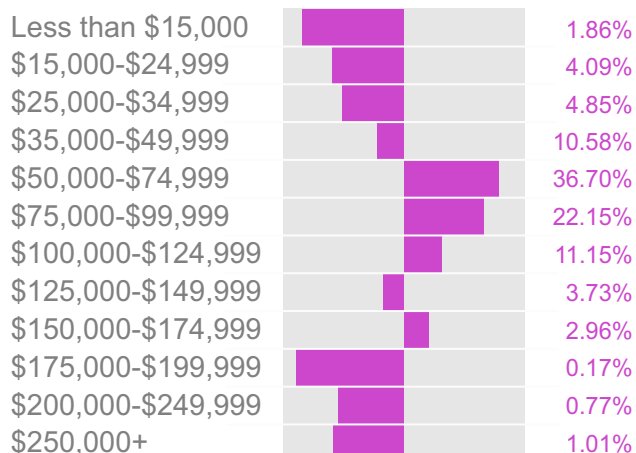
Home Ownership



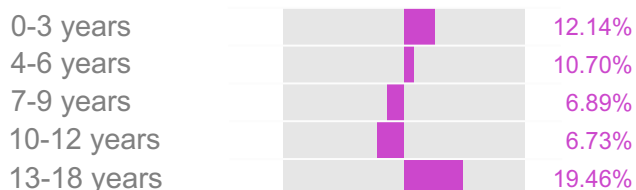
Education



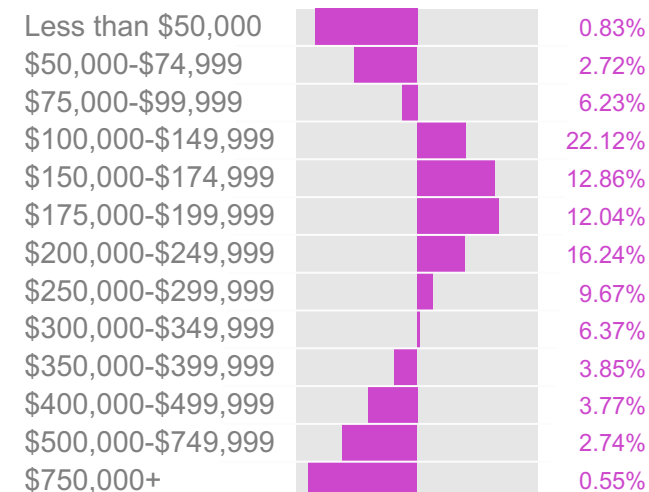
Income



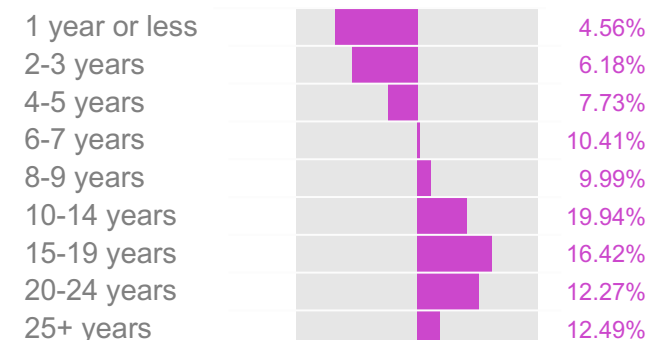
Presence of Children



Estimated Current Home Value



Length of Residence



E19

Full Pockets, Empty Nests

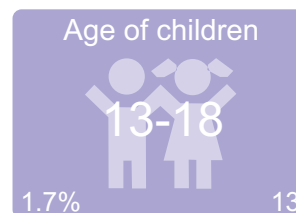
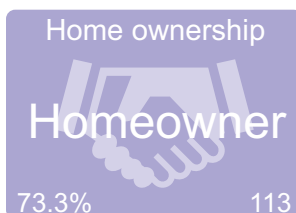
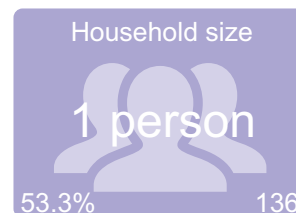
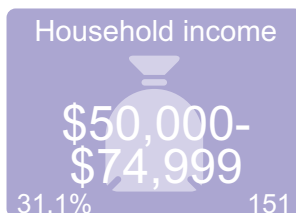
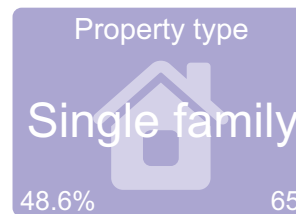
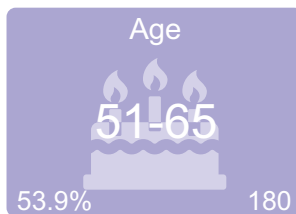
Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles

Bruce & Margaret

🏠 1.48% | 1.10% 👤



Who We Are



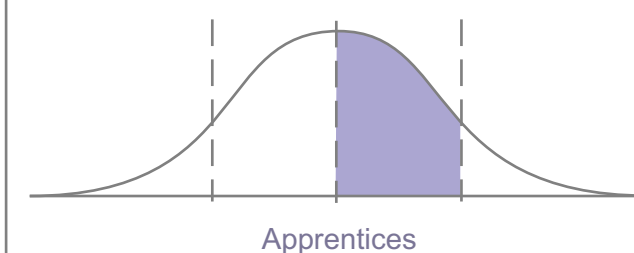
Channel Preference



Key Features

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

Technology Adoption



E19

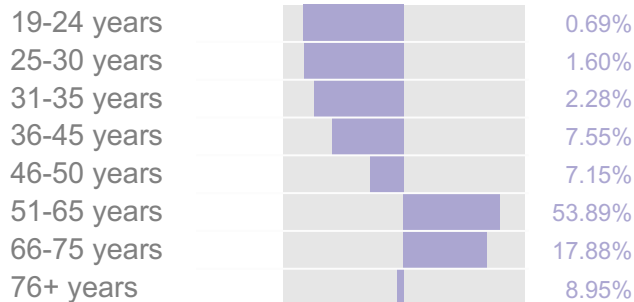
Full Pockets, Empty Nests

Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles

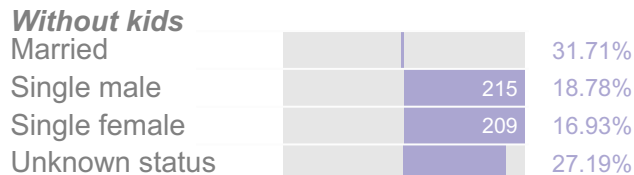
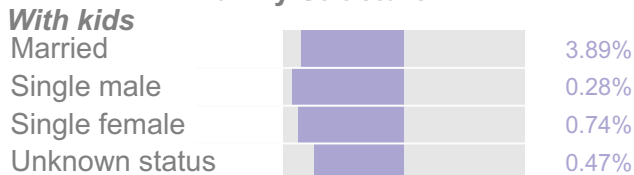
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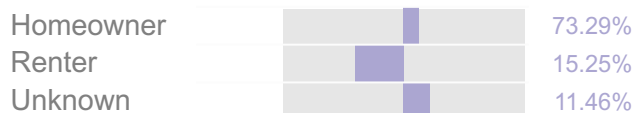
Age



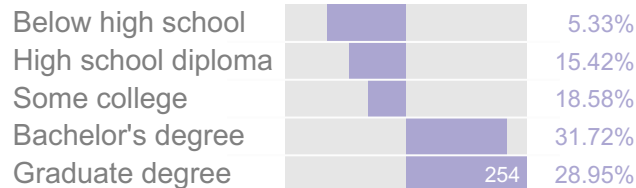
Family Structure



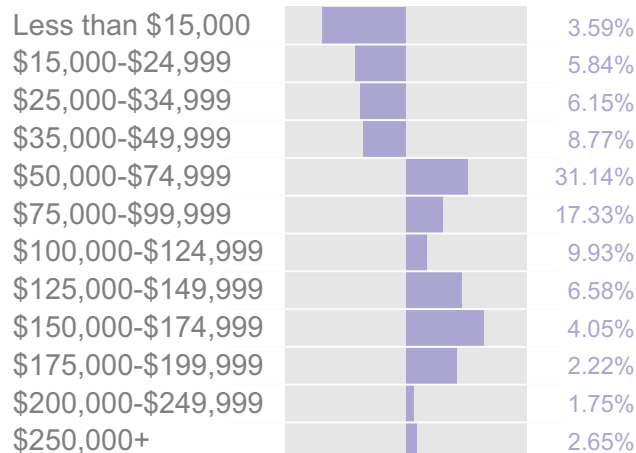
Home Ownership



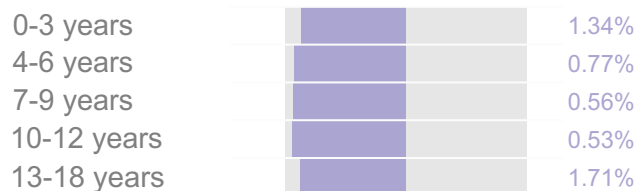
Education



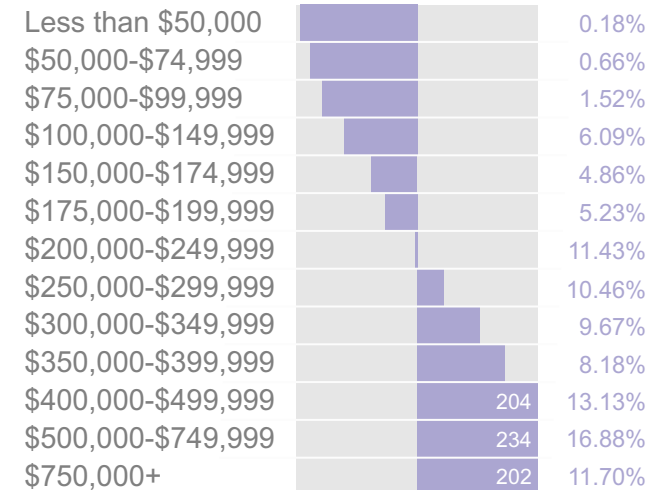
Income



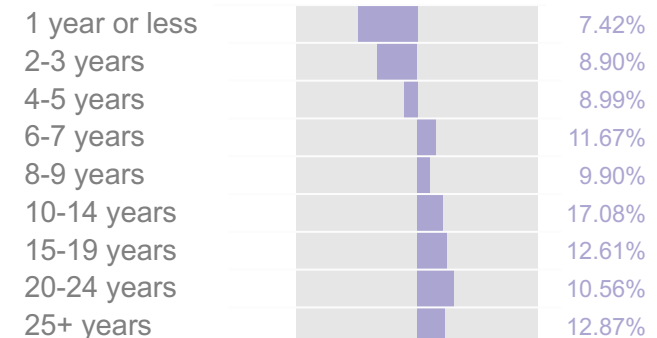
Presence of Children



Estimated Current Home Value



Length of Residence



E20

No Place Like Home

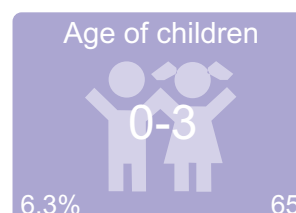
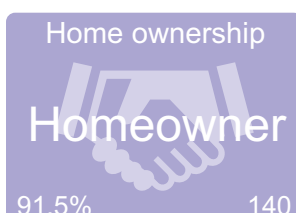
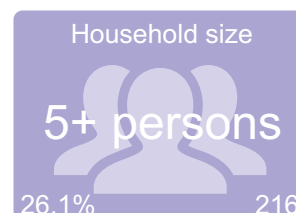
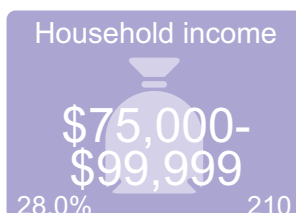
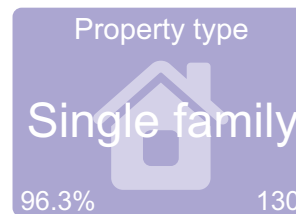
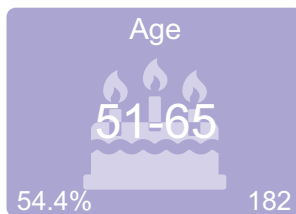
Upper middle-class multi-generational households in exurban areas

Roger & Sandra

🏠 2.29% | 3.38% 👤



Who We Are



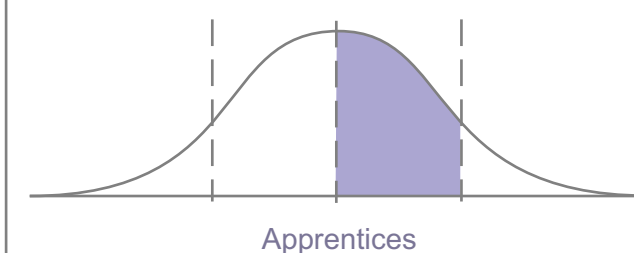
Channel Preference



Key Features

- Smart shoppers
- Multi-generational homes
- Contribute to charities
- Tailgaters
- Financially informed
- Conservative values

Technology Adoption



E20

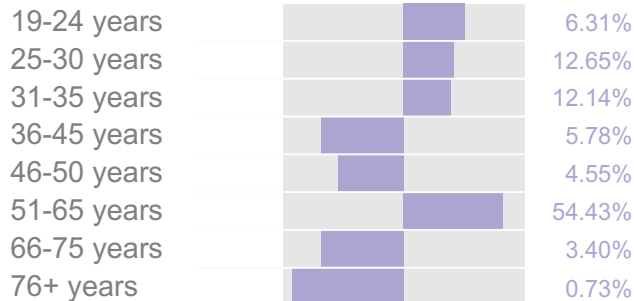
No Place Like Home

Upper middle-class multi-generational households in exurban areas

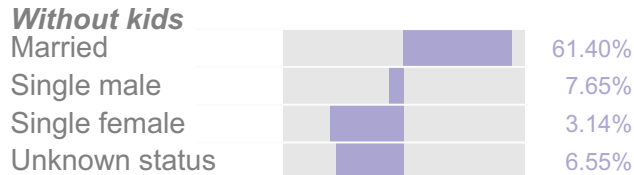
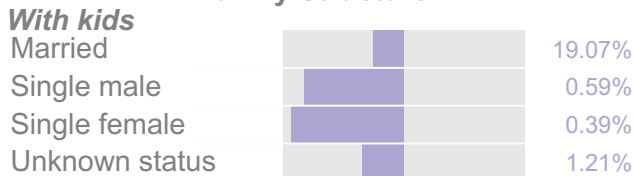
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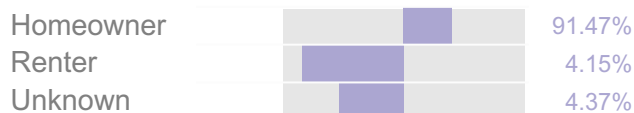
Age



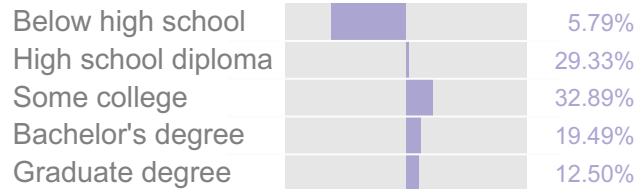
Family Structure



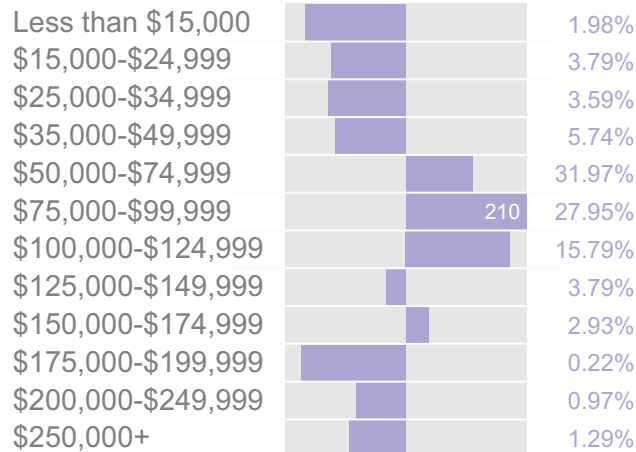
Home Ownership



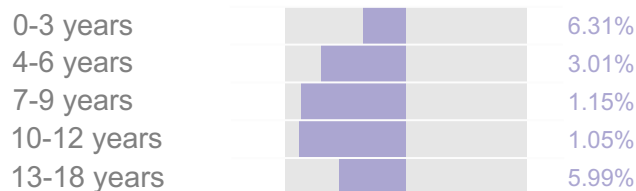
Education



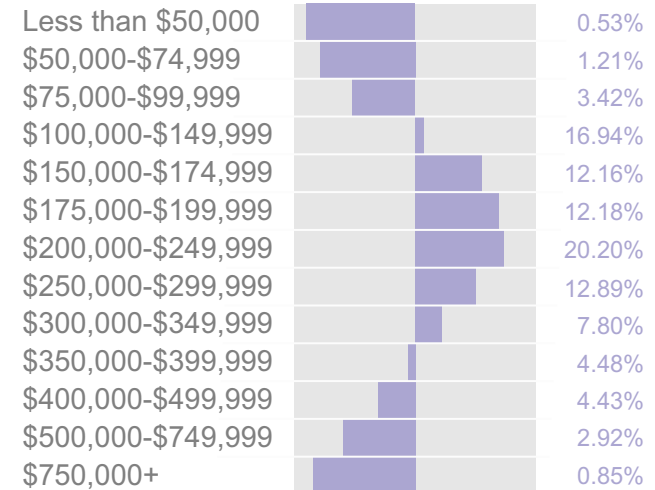
Income



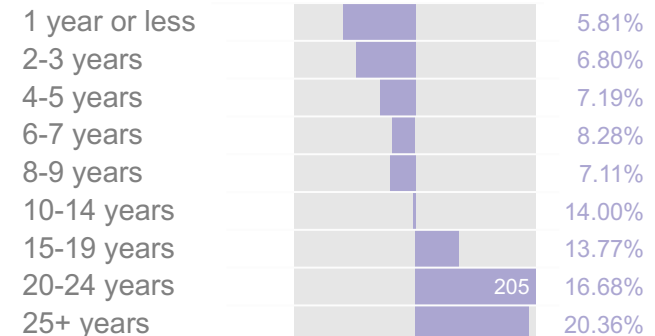
Presence of Children



Estimated Current Home Value



Length of Residence



E21

Unspoiled Splendor

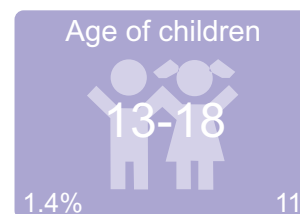
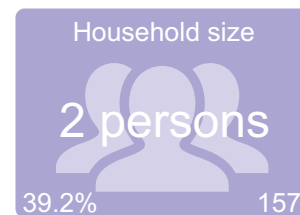
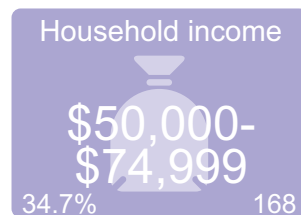
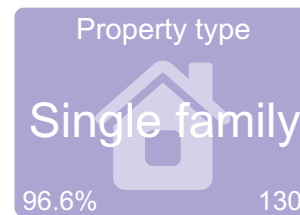
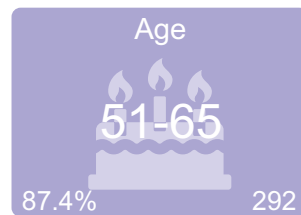
Comfortably established baby boomer couples in town and country communities

Stephen & Sharon

🏠 2.66% | 3.01% 👤



Who We Are



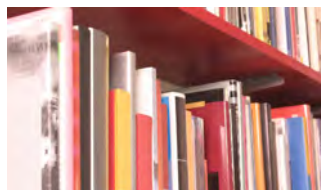
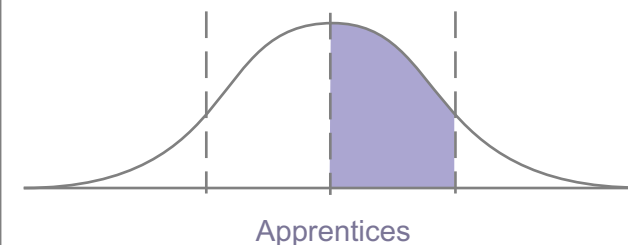
Channel Preference



Key Features

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

Technology Adoption



E21

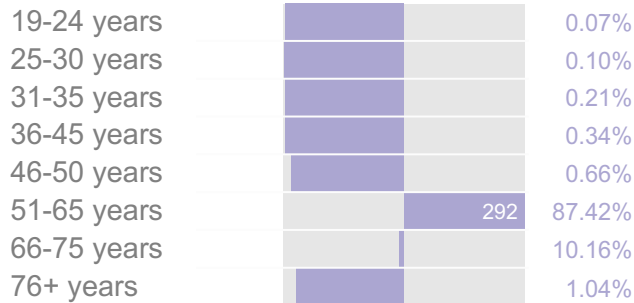
Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

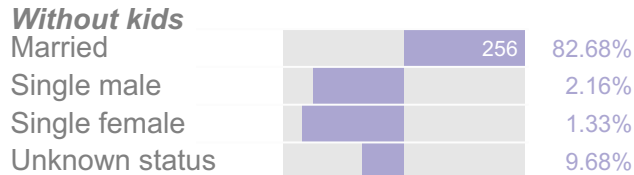
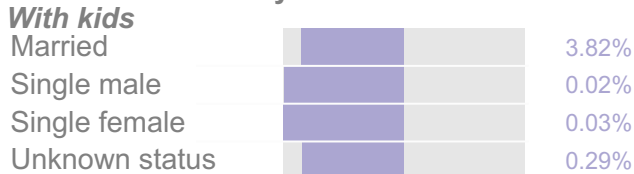
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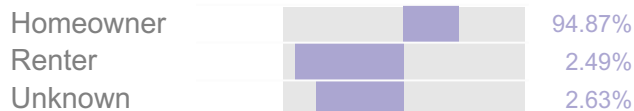
Age



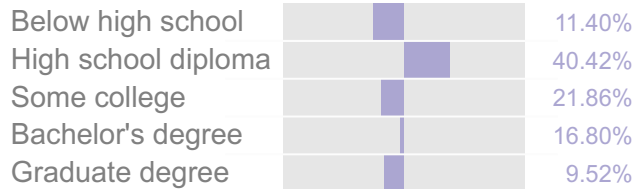
Family Structure



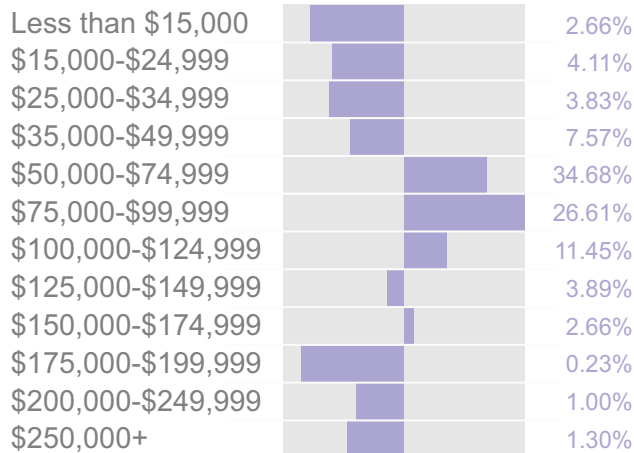
Home Ownership



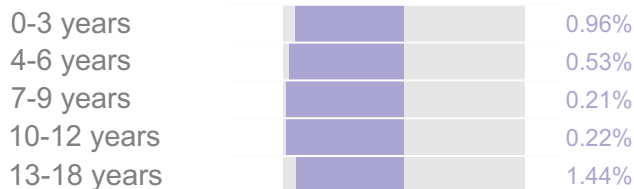
Education



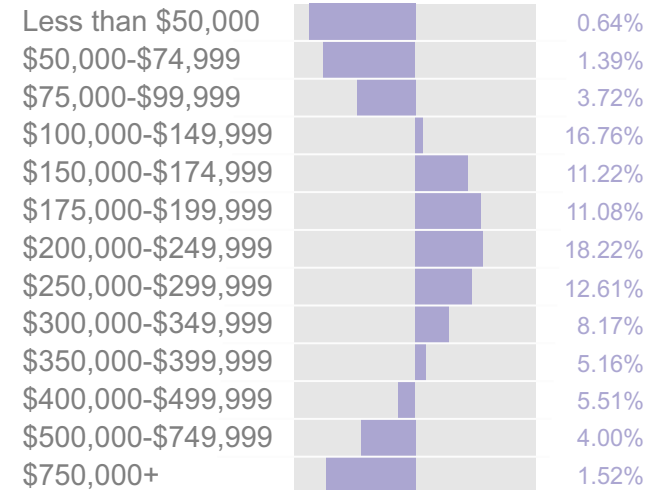
Income



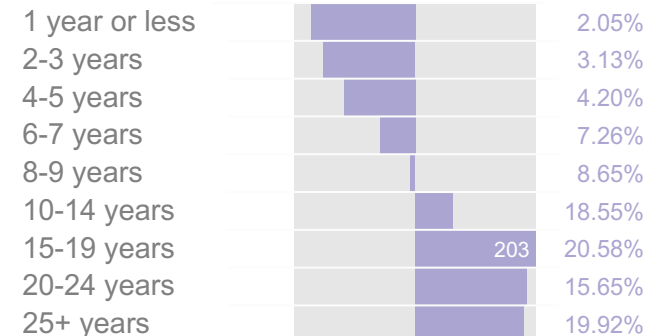
Presence of Children



Estimated Current Home Value



Length of Residence



F • F22 • F23

F22

Fast Track Couples

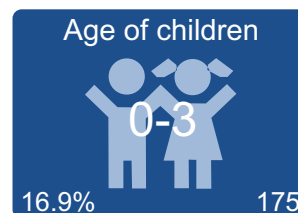
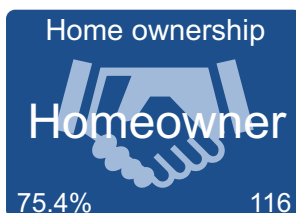
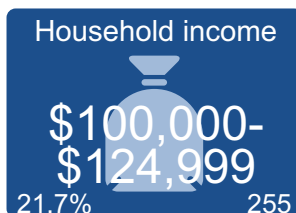
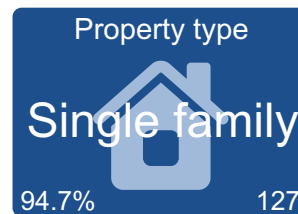
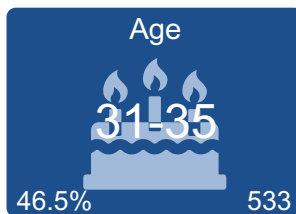
Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles

Ryan & Jessica

🏠 1.92% | 1.53% 👤



Who We Are



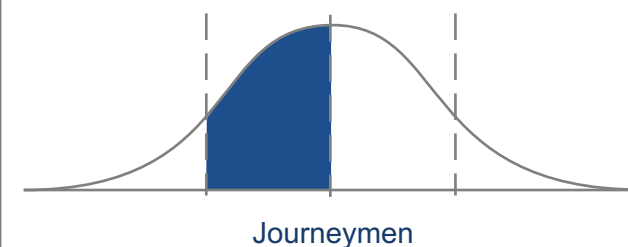
Channel Preference



Key Features

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

Technology Adoption



F22

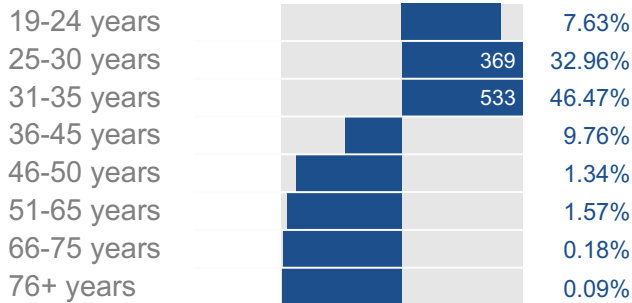
Fast Track Couples

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

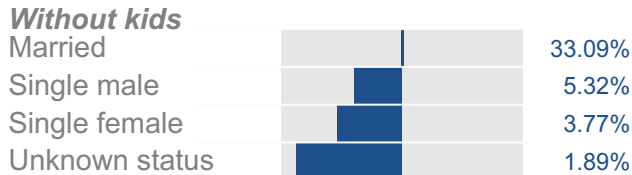
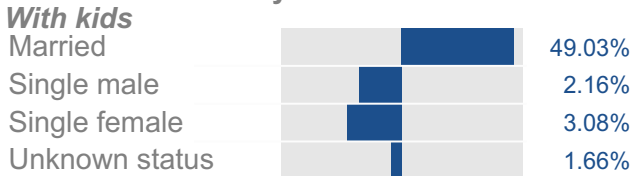
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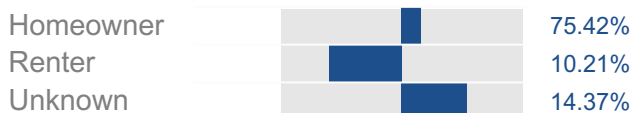
Age



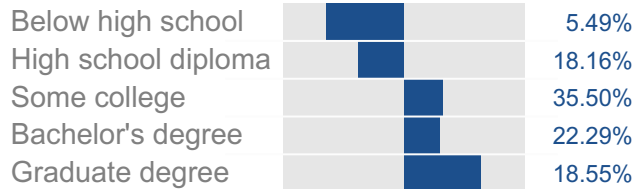
Family Structure



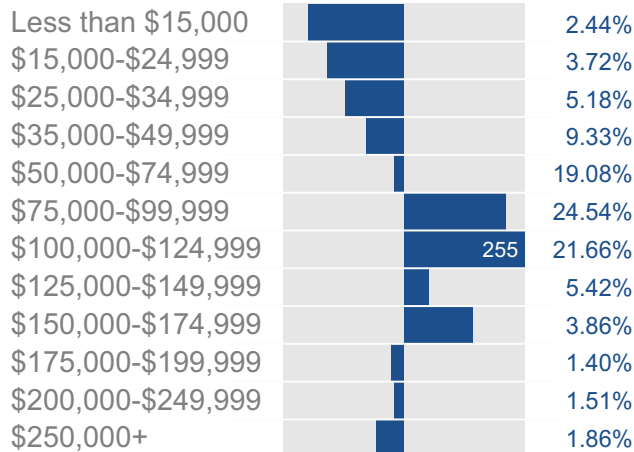
Home Ownership



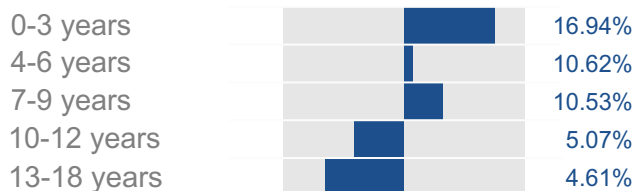
Education



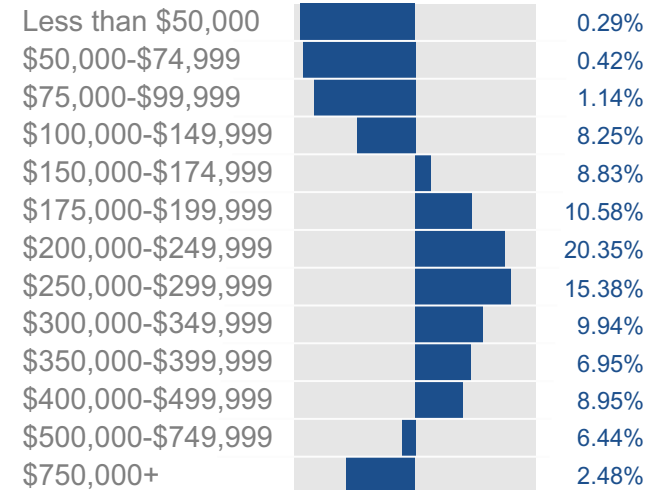
Income



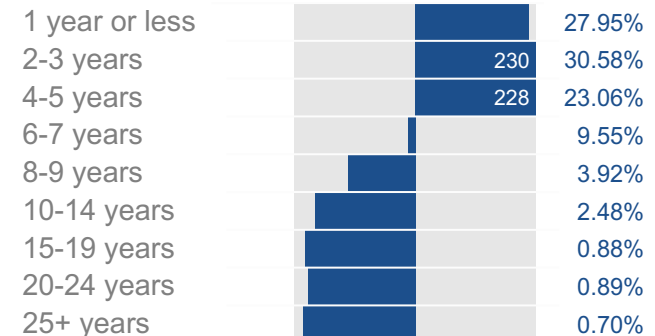
Presence of Children



Estimated Current Home Value



Length of Residence



F23

Families Matter Most

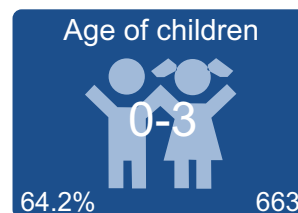
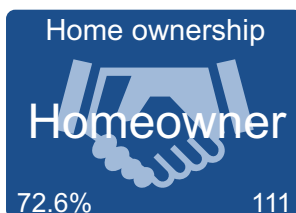
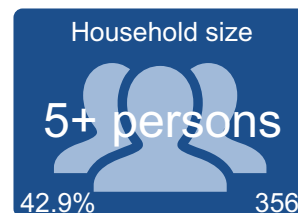
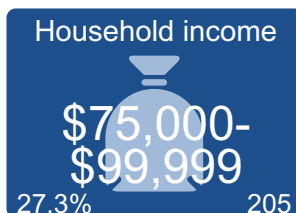
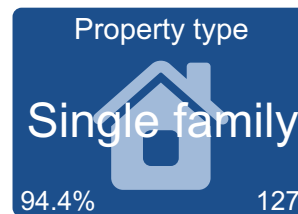
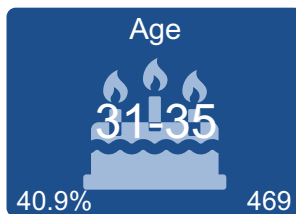
Young, middle-class families in scenic suburbs leading active, family-focused lives

Eric & Michelle

🏠 1.31% | 2.35% 👤



Who We Are



Channel Preference



Key Features

- Sprawling families
- Child-related purchases
- Family vacations
- PTA parents
- Internet active
- Credit revolver

Technology Adoption



F23

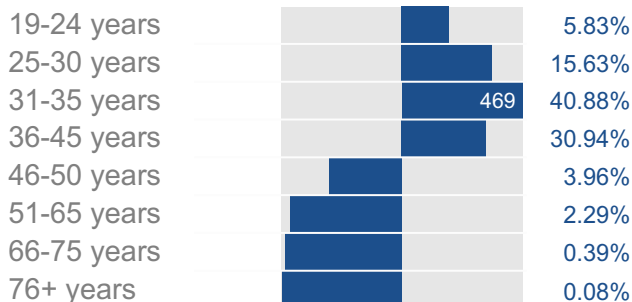
Families Matter Most

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

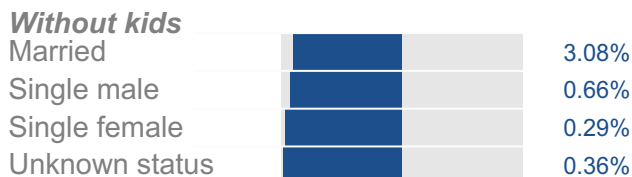
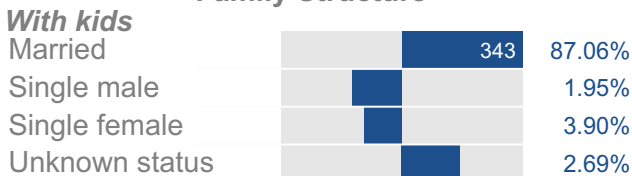
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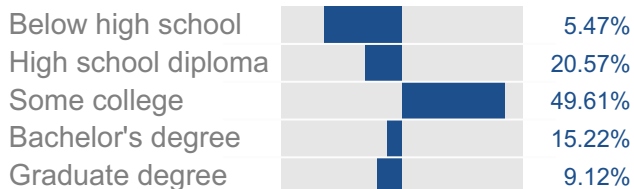
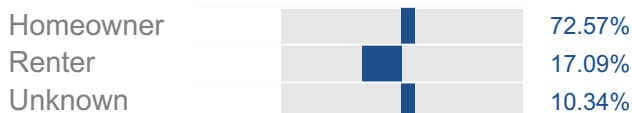
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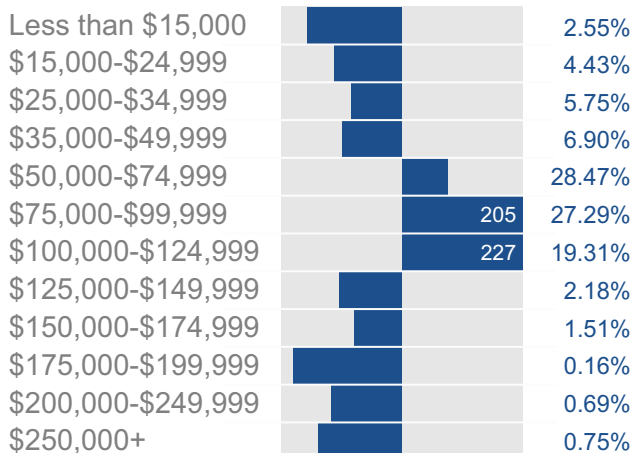
Family Structure



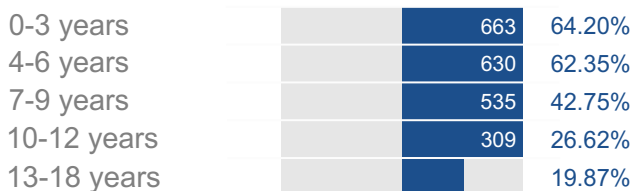
Home Ownership



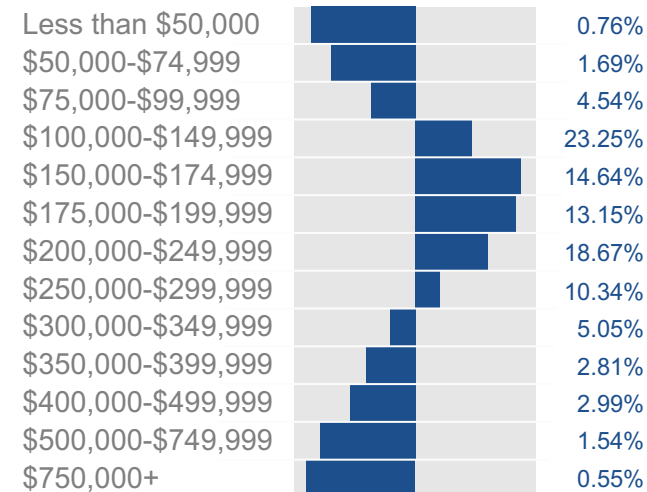
Income



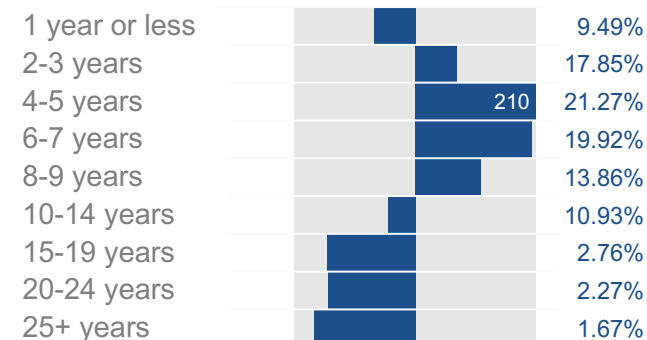
Presence of Children



Estimated Current Home Value



Length of Residence



G • G24 • G25

G24

Status Seeking Singles

Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles

Jonathan & Sarah

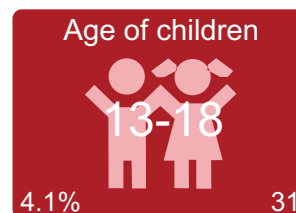
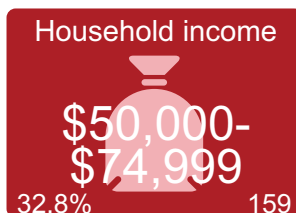
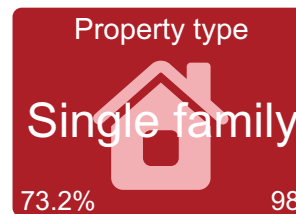
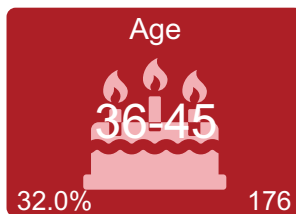
🏠 1.25% | 0.73% 👤



Key Features

- Single city dweller
- Highly educated
- Upwardly mobile
- Professionals
- Physically fit
- Foodies

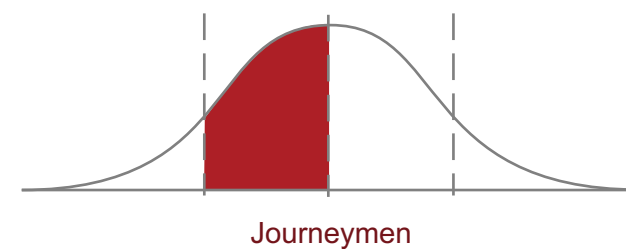
Who We Are



Channel Preference



Technology Adoption



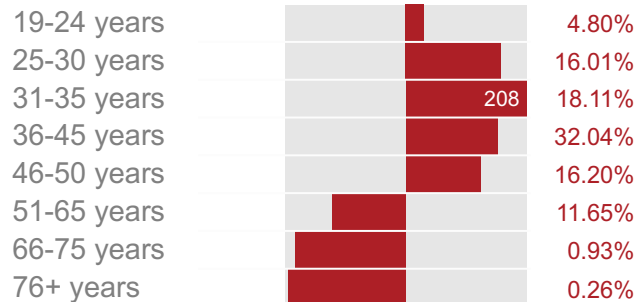
Status Seeking Singles

Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles

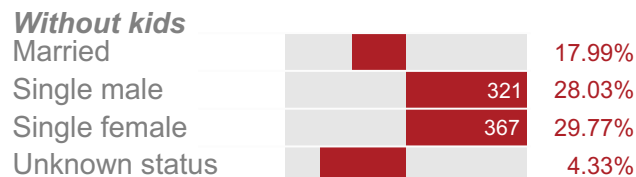
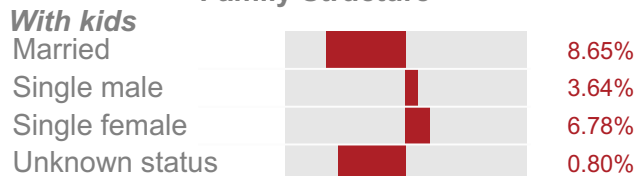
Jonathan & Sarah

🏠 1.25% | 0.73% 👤

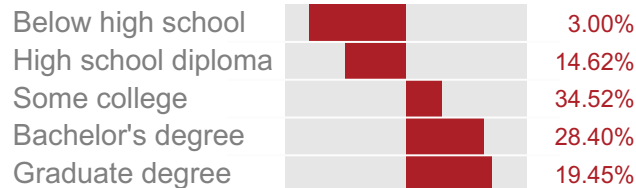
Age



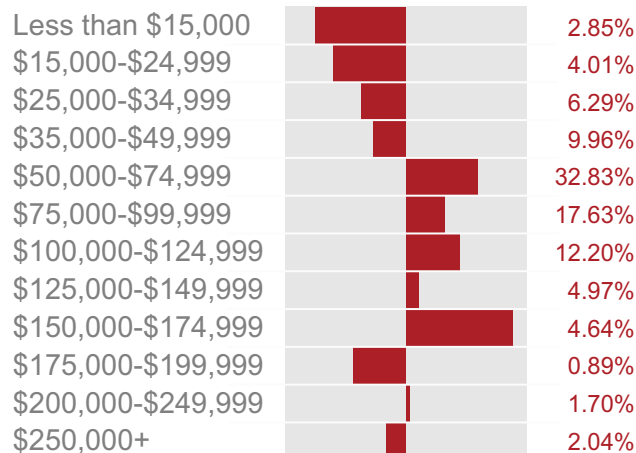
Family Structure



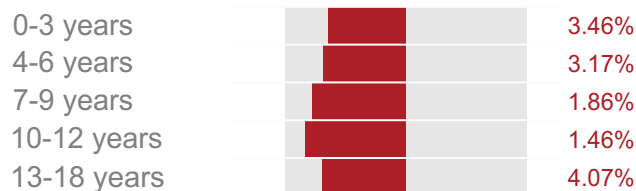
Home Ownership



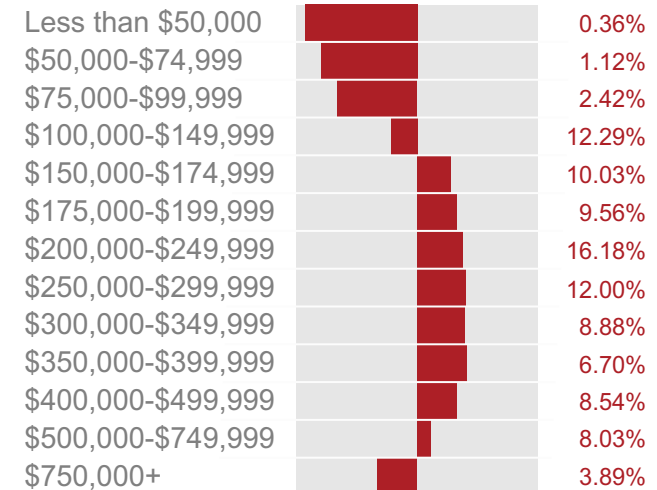
Income



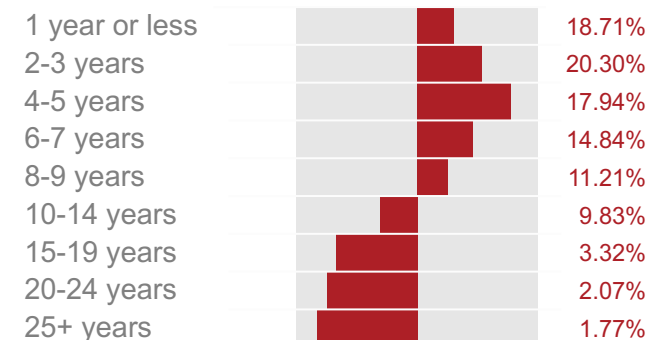
Presence of Children



Estimated Current Home Value



Length of Residence



G • G24 • G25

G25

Urban Edge

Younger, up-and-coming singles living big city lifestyles located within top CBSA markets

Andrew & Emily

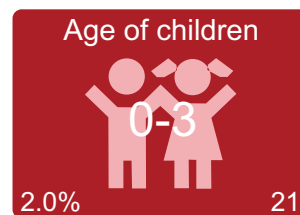
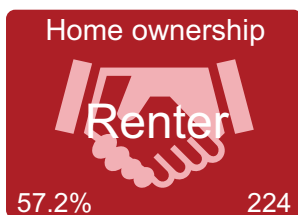
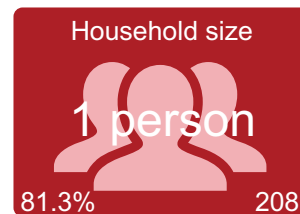
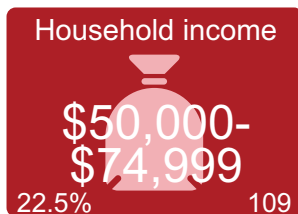
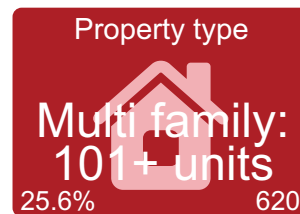
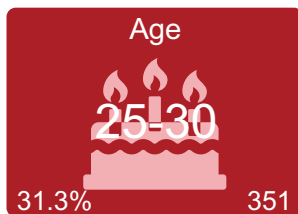
🏠 1.21% | 0.62% 👤



Key Features

- Progressive views
- Urban-dwellers
- Highly educated
- Ambitious
- Environmental advocates
- Exercise enthusiasts

Who We Are



Channel Preference



150



73



95



196

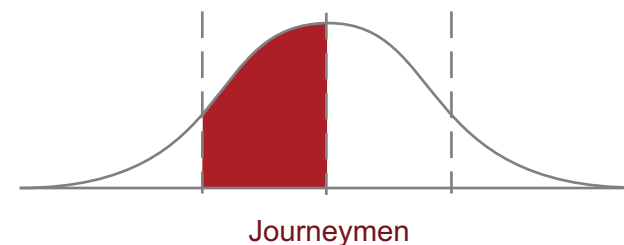


112



154

Technology Adoption



G25

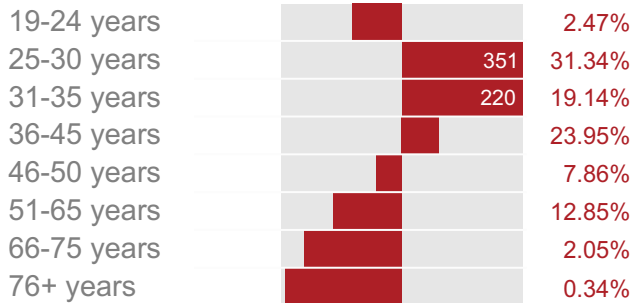
Urban Edge

Younger, up-and-coming singles living big city lifestyles located within top CBSA markets

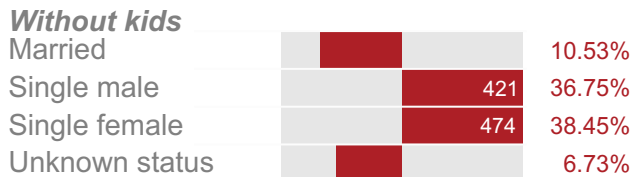
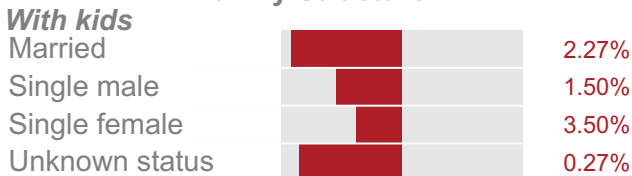
Andrew & Emily

🏠 1.21% | 0.62% 👤

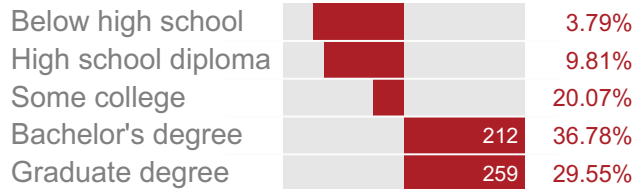
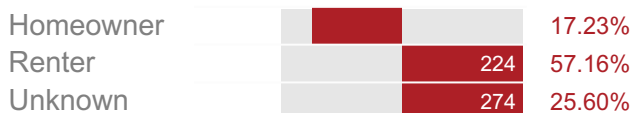
Age



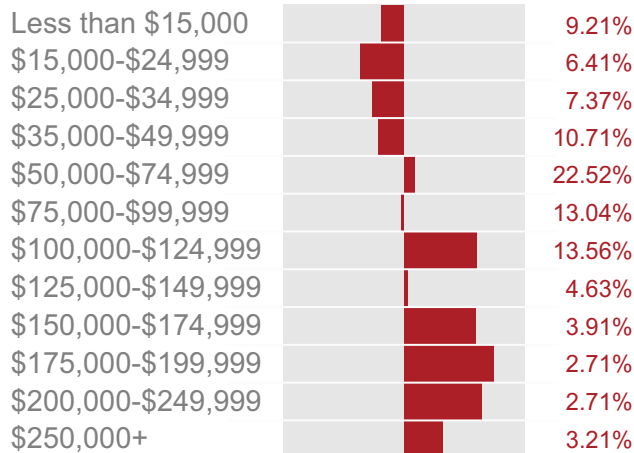
Family Structure



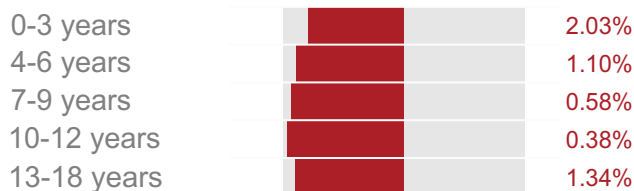
Home Ownership



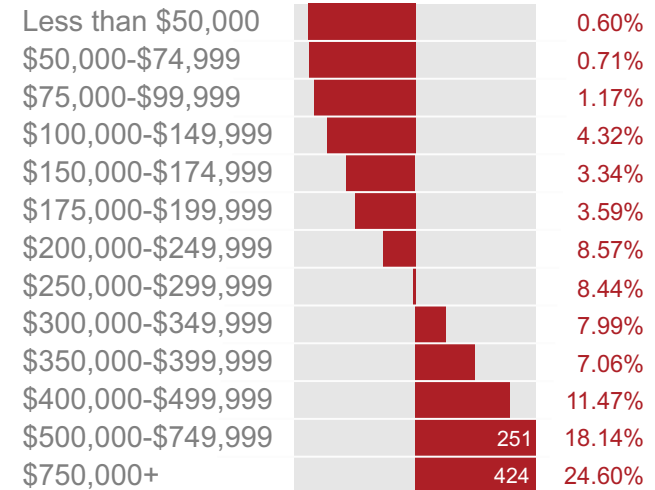
Income



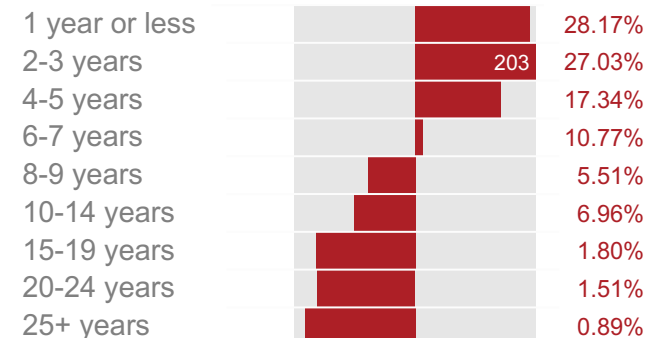
Presence of Children



Estimated Current Home Value



Length of Residence



H • H26 • H27 • H28 • H29

H26

Progressive Potpourri

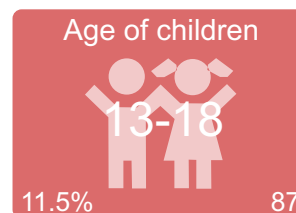
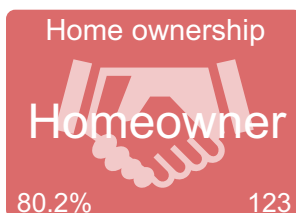
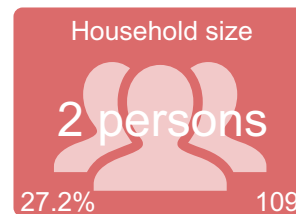
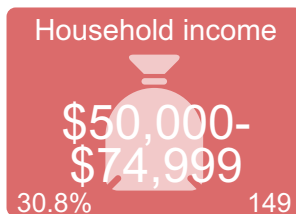
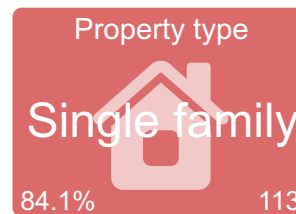
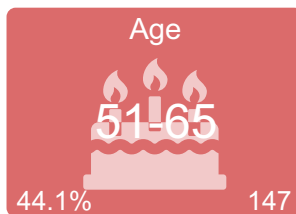
Mature, couples with comfortable and active lives in middle-class suburbs

Jose & Carmen

🏠 1.22% | 1.31% 👤



Who We Are



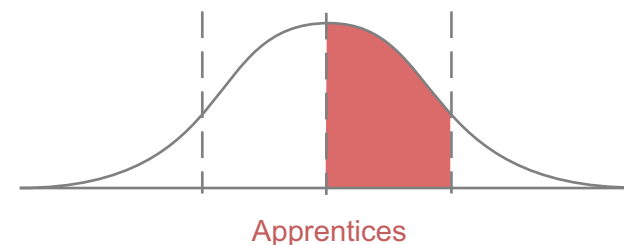
Channel Preference



Key Features

- Bilingual
- Ethnically diverse
- Urban centric
- Status spenders
- Family abroad
- Comfortable lifestyles

Technology Adoption



H26

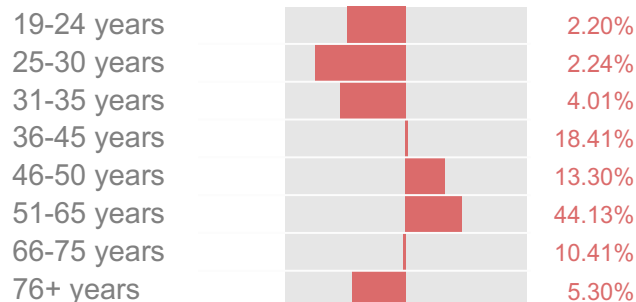
Progressive Potpourri

Mature, couples with comfortable and active lives in middle-class suburbs

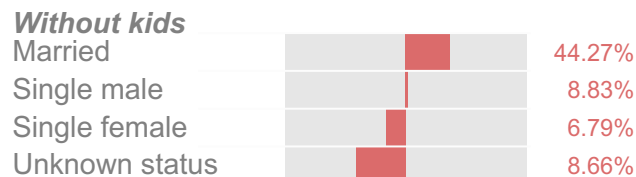
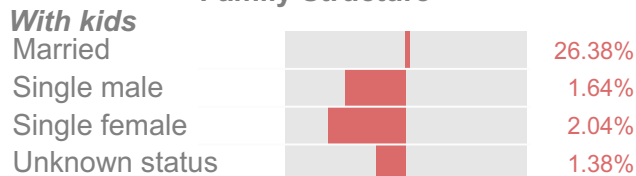
Jose & Carmen

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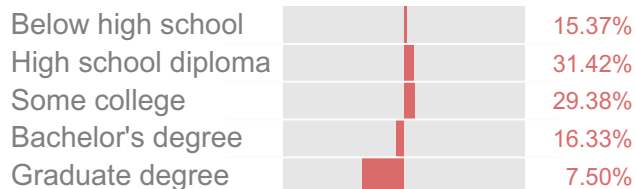
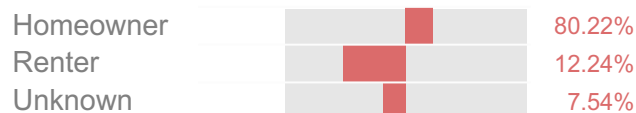
Age



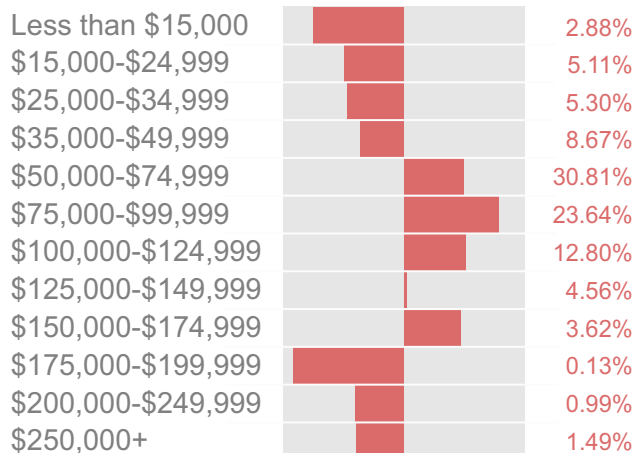
Family Structure



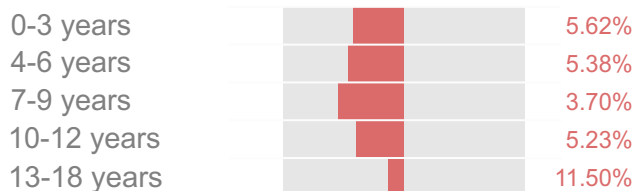
Home Ownership



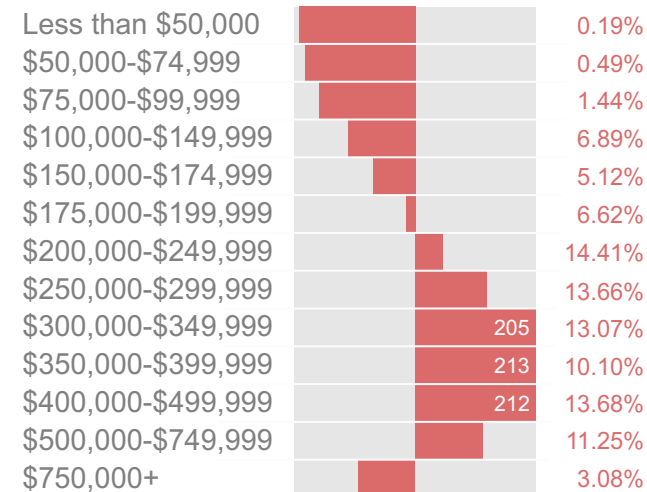
Income



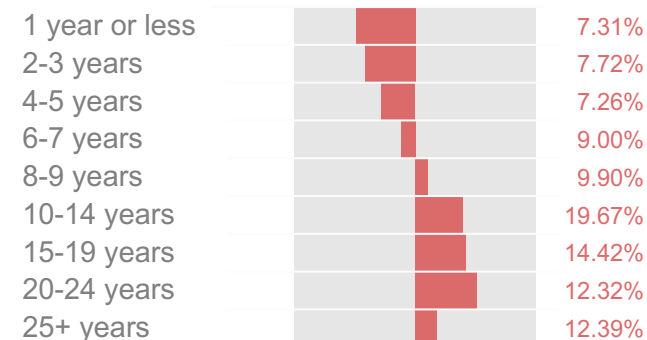
Presence of Children



Estimated Current Home Value



Length of Residence



H27

Birkenstocks and Beemers

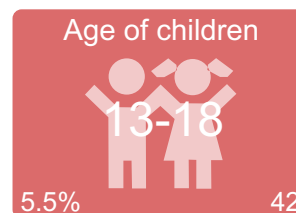
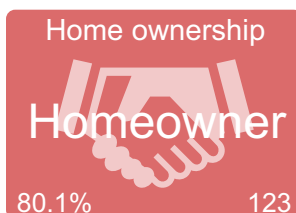
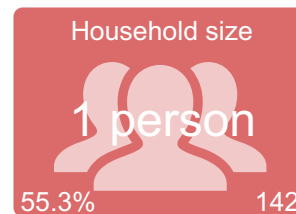
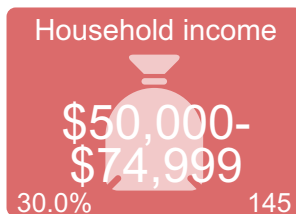
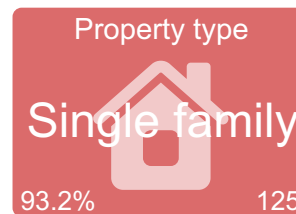
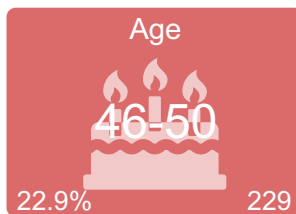
Upper middle-class, established couples living leisure lifestyles in small towns and cities

Dale & Ann

🏠 1.18% | 0.79% 👤



Who We Are



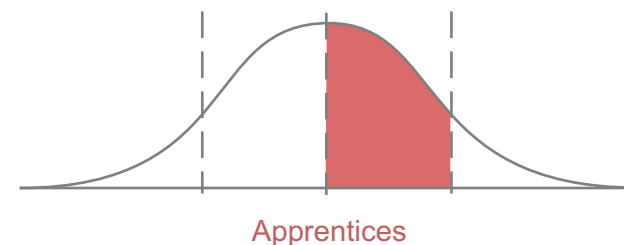
Channel Preference



Key Features

- Suburb living
- Active investors
- Comfortable spending
- Charitable giving
- Outdoor activities
- Yogis

Technology Adoption



H27

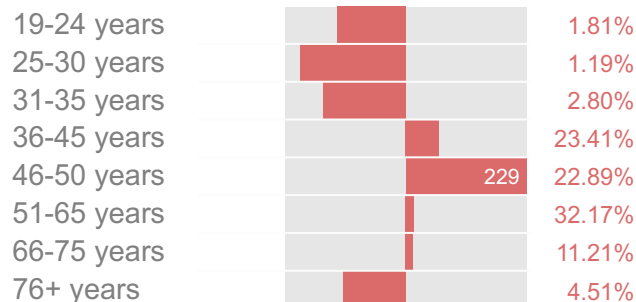
Birkenstocks and Beemers

Upper middle-class, established couples living leisure lifestyles in small towns and cities

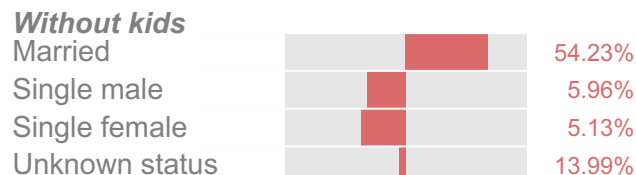
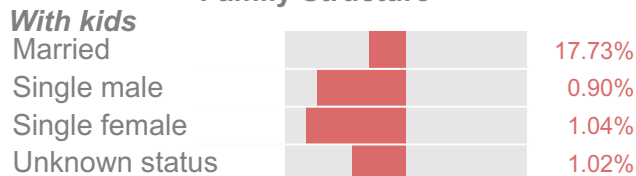
Dale & Ann

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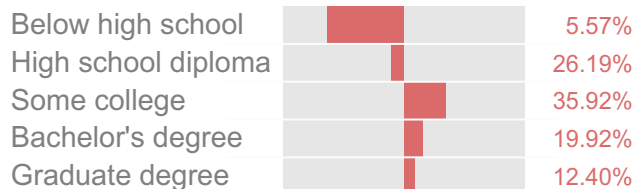
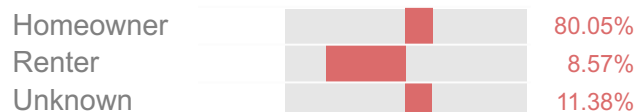
Age



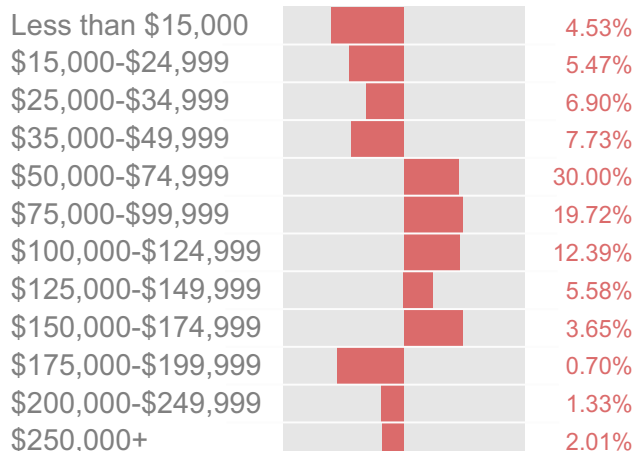
Family Structure



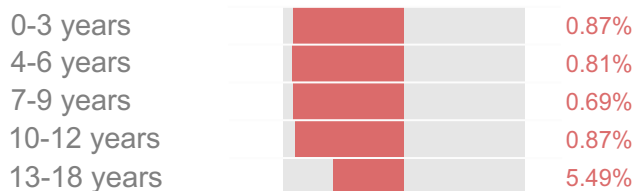
Home Ownership



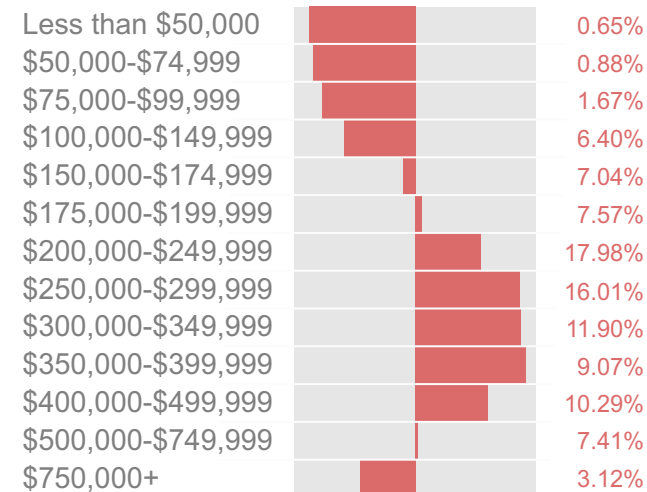
Income



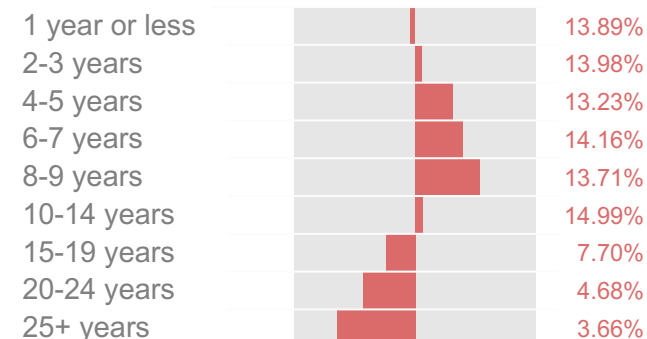
Presence of Children



Estimated Current Home Value



Length of Residence



H • H26 • H27 • H28 • H29

H28

Everyday Moderates

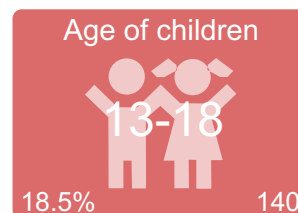
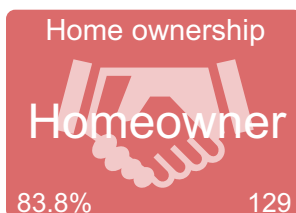
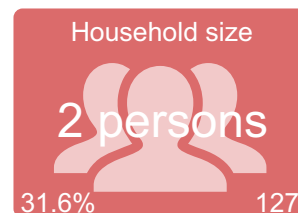
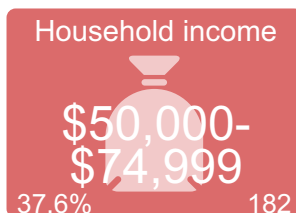
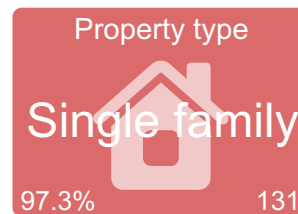
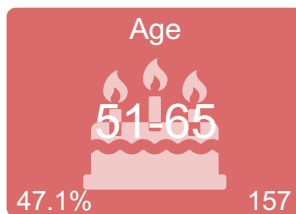
Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings

Larry & Rebecca

🏠 0.73% | 0.80% 👤



Who We Are



Channel Preference



Key Features

- Credit aware
- Comfortable living
- Brand conscious
- Fashion orientated
- Financially alert
- Middle of the road views

Technology Adoption



H28

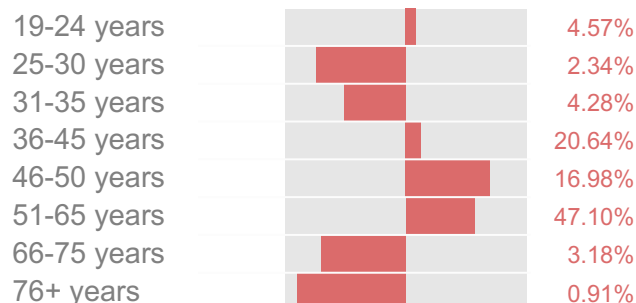
Everyday Moderates

Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings

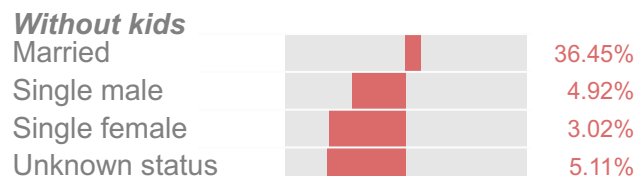
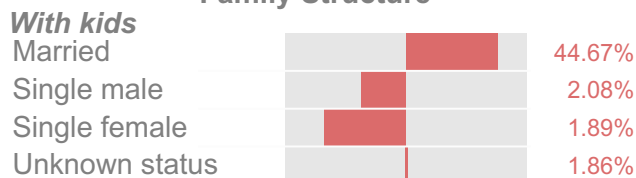
Larry & Rebecca

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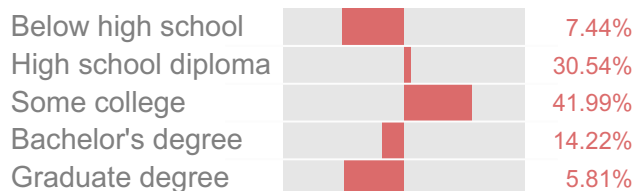
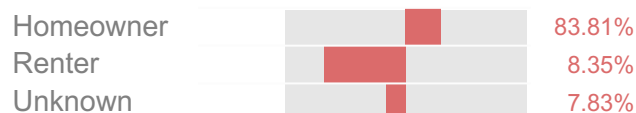
Age



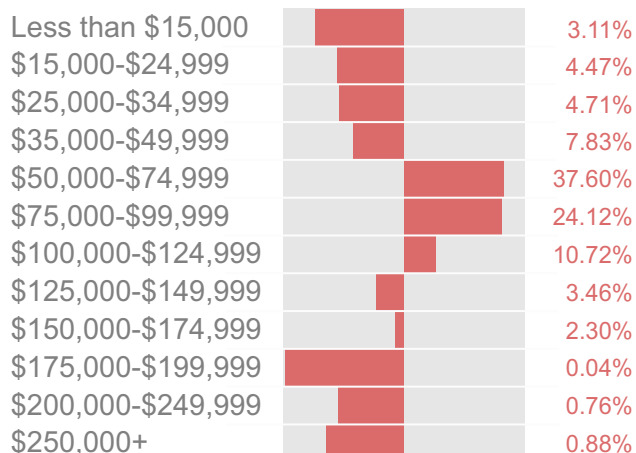
Family Structure



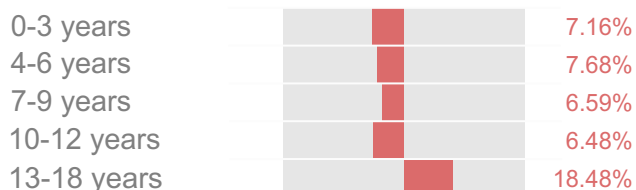
Home Ownership



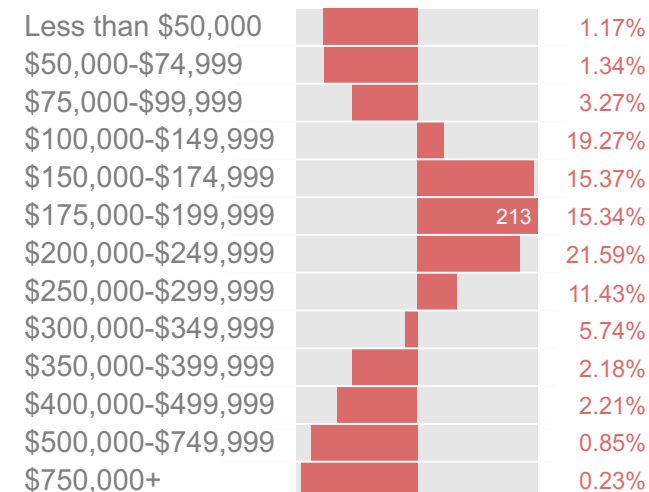
Income



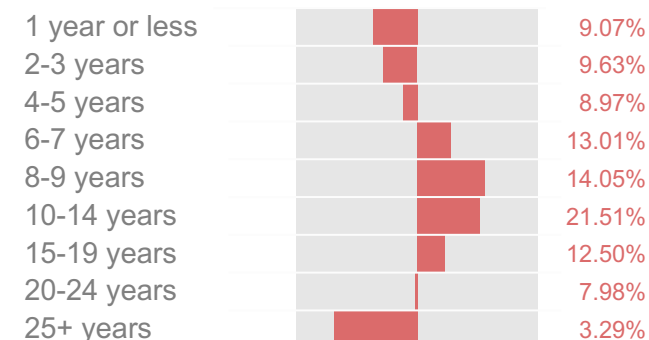
Presence of Children



Estimated Current Home Value



Length of Residence



H • H26 • H27 • H28 • H29

H29

Destination Recreation

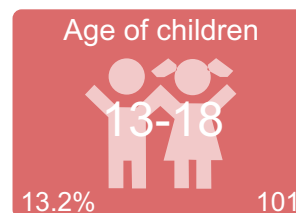
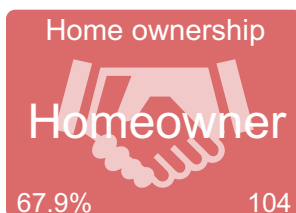
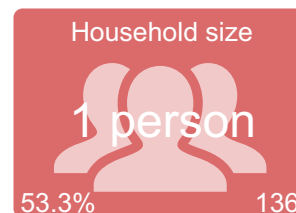
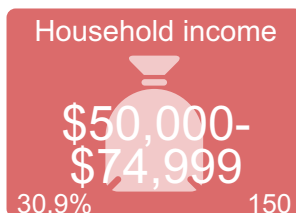
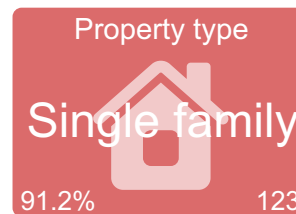
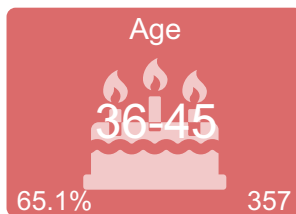
Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles

Keith & Christine

🏠 0.77% | 0.53% 👤



Who We Are



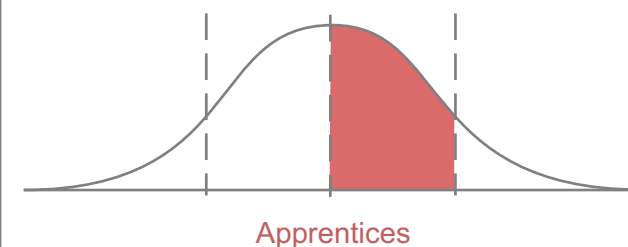
Channel Preference



Key Features

- Risk takers
- Entrepreneurial spirit
- Money isn't everything
- Sports-focused
- Outdoor recreation
- Price conscious

Technology Adoption



H29

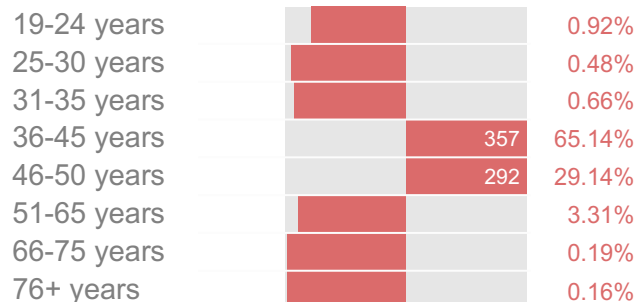
Destination Recreation

Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles

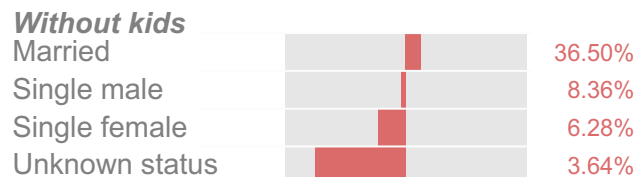
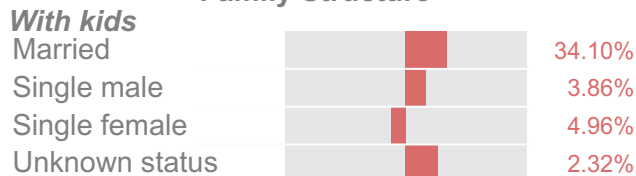
Keith & Christine

🏠 0.77% | 0.53% 👤

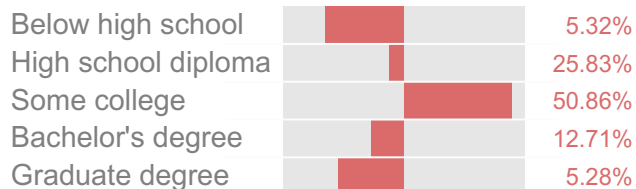
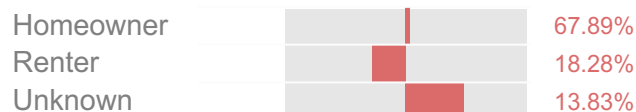
Age



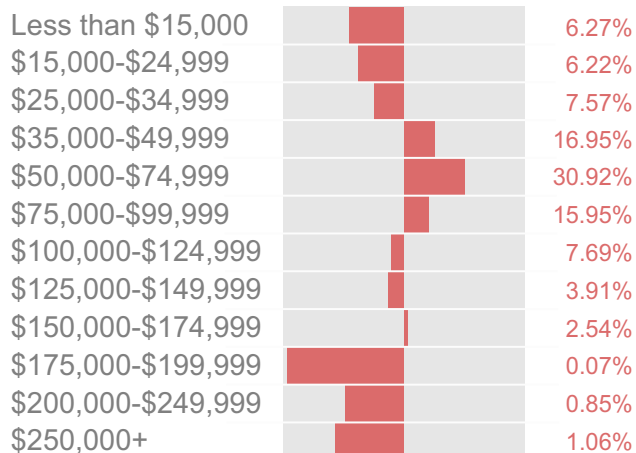
Family Structure



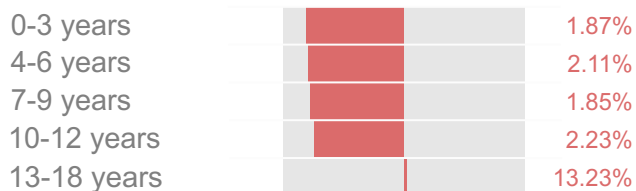
Home Ownership



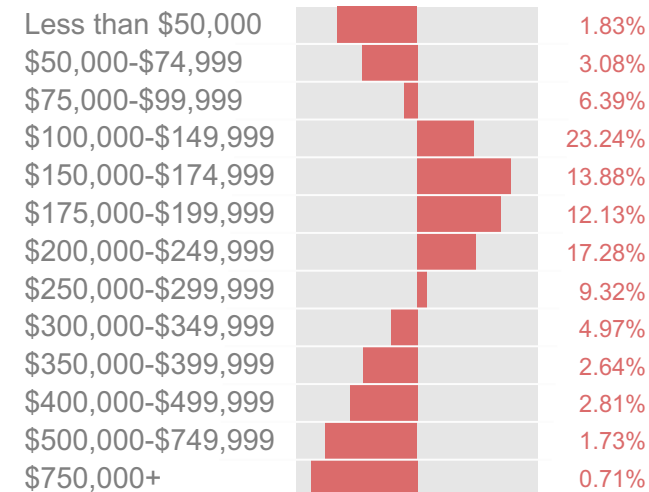
Income



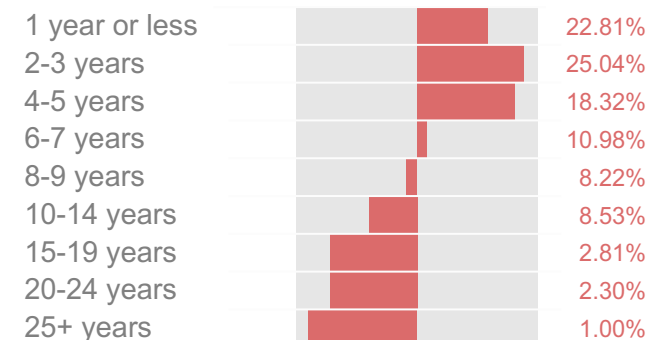
Presence of Children



Estimated Current Home Value



Length of Residence



130

Stockcars and State Parks

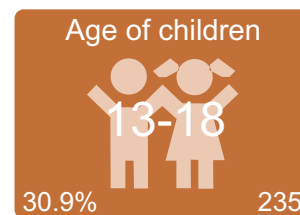
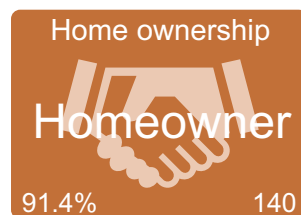
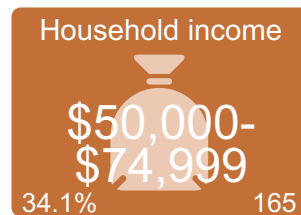
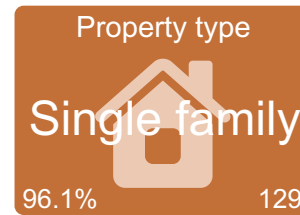
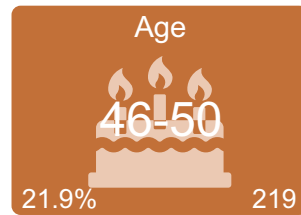
Middle-class couples and families living in more remote rural communities

Jeff & Brenda

🏠 1.40% | 2.18% 👤



Who We Are



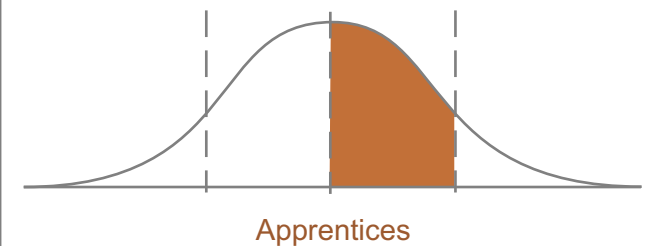
Channel Preference



Key Features

- Country living
- Outdoor activities
- Blue-collar jobs
- Family-centric activities
- Conservative views
- Motor sports fans

Technology Adoption



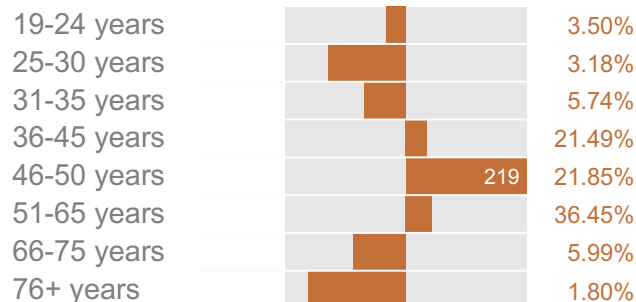
Stockcars and State Parks

Middle-class couples and families living in more remote rural communities

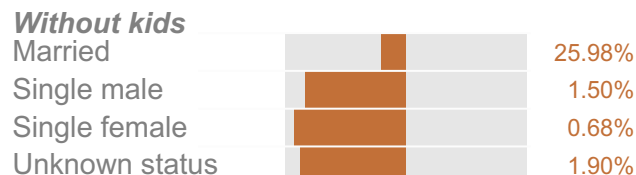
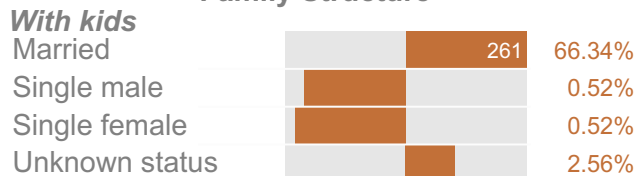
Jeff & Brenda

🏠 1.40% | 2.18% 👤

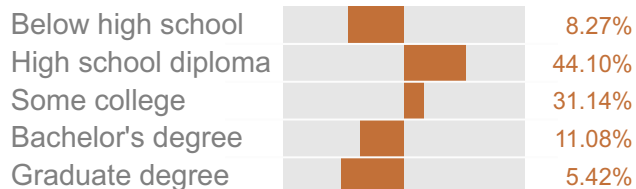
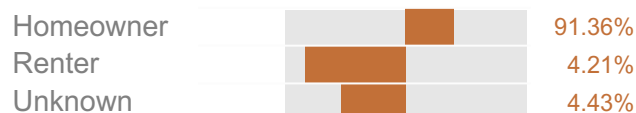
Age



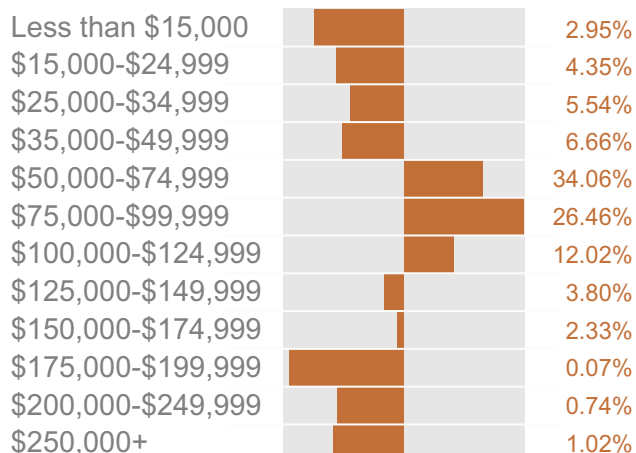
Family Structure



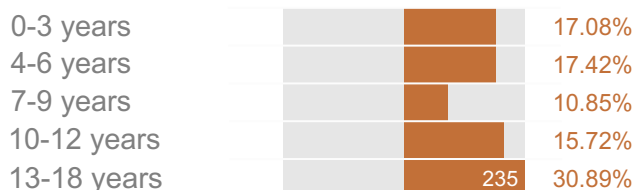
Home Ownership



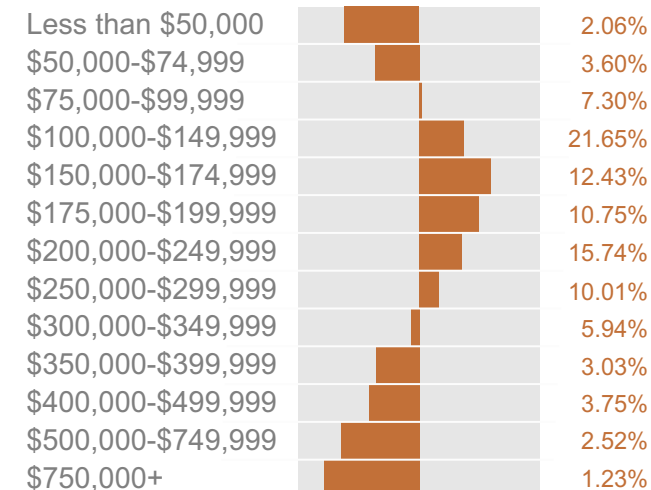
Income



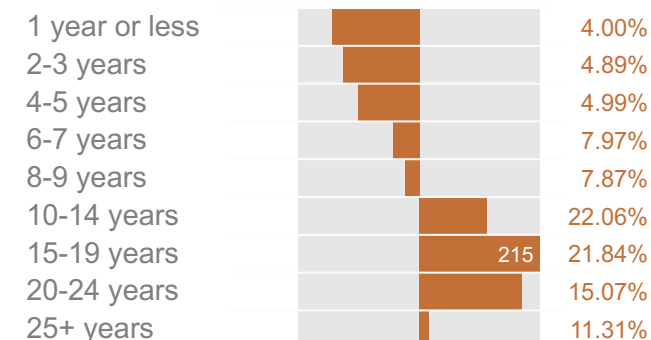
Presence of Children



Estimated Current Home Value



Length of Residence



131

Blue Collar Comfort

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

Edward & Laura

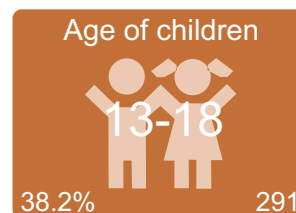
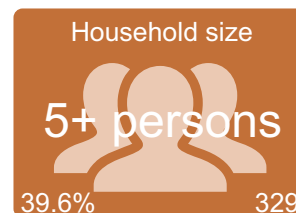
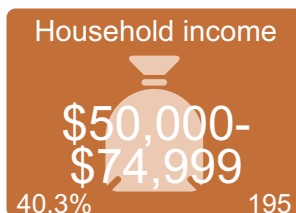
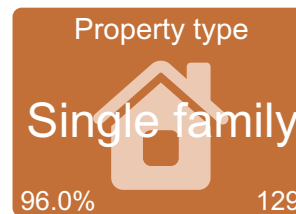
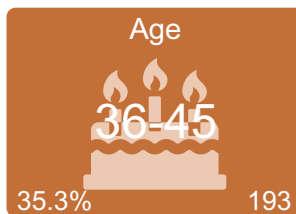
🏠 1.16% | 2.00% 👤



Key Features

- Multi-generational households
- Middle class comfort
- Union workers
- Older homes
- Bargain hunters
- Patriotic

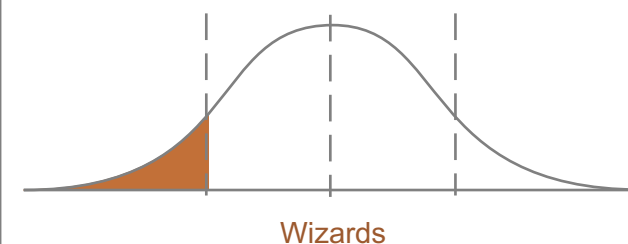
Who We Are



Channel Preference



Technology Adoption



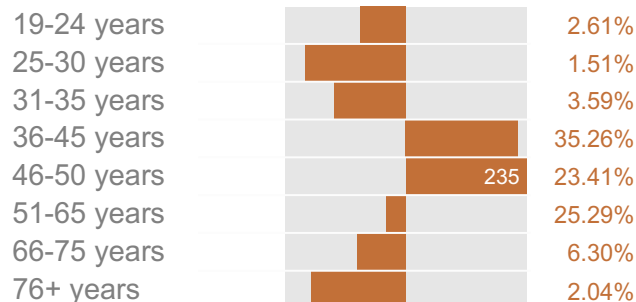
Blue Collar Comfort

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

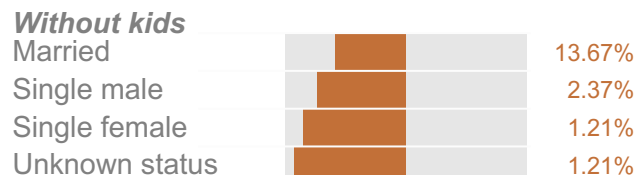
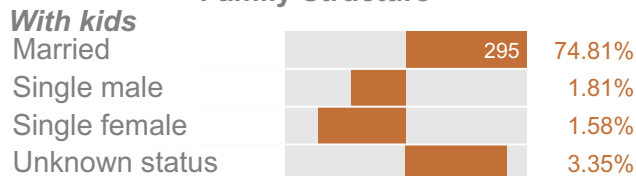
Edward & Laura

🏠 1.16% | 2.00% 👤

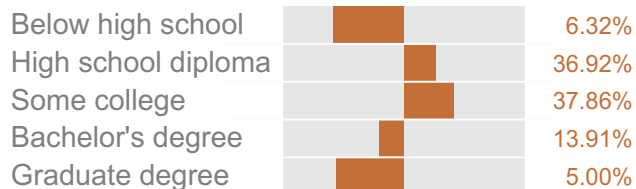
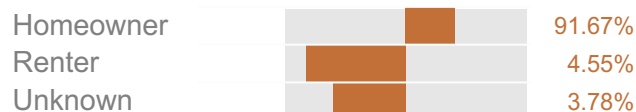
Age



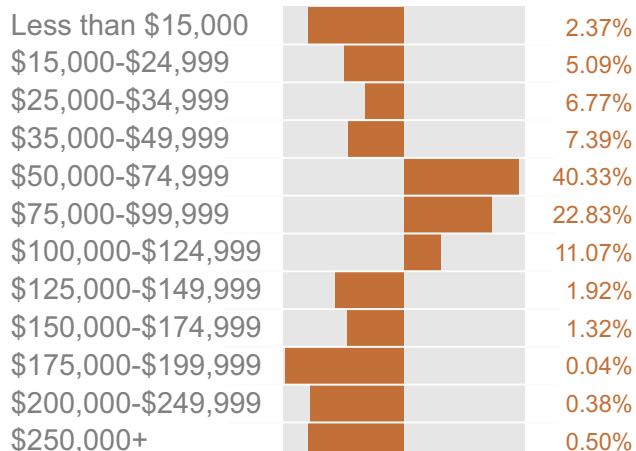
Family Structure



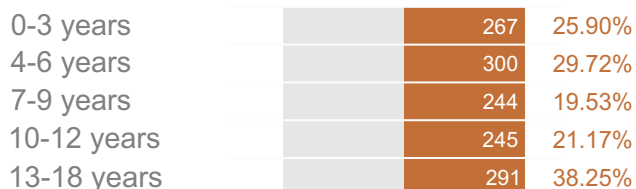
Home Ownership



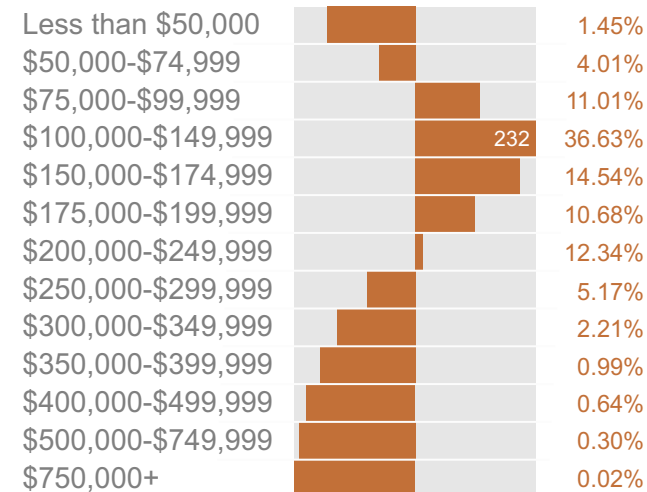
Income



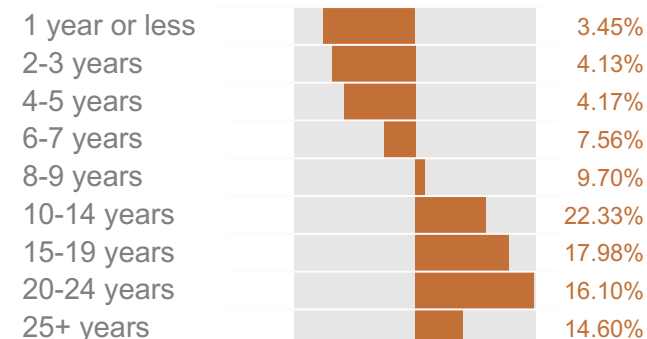
Presence of Children



Estimated Current Home Value



Length of Residence



132

Steadfast Conventionalists

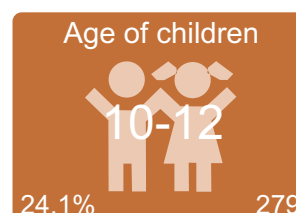
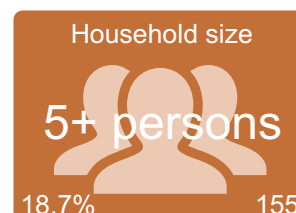
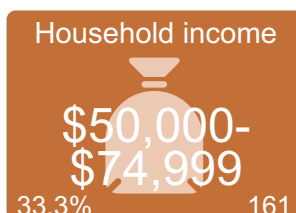
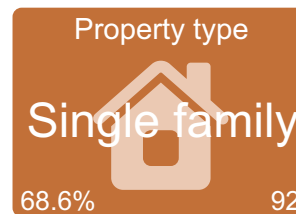
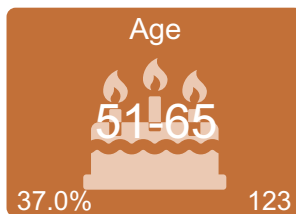
Conventional Generation X families located in selected coastal city homes

Juan & Rosa

🏠 1.08% | 1.30% 👤



Who We Are



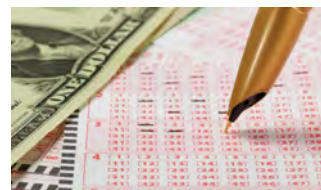
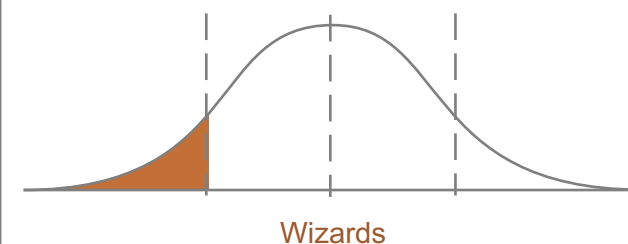
Channel Preference



Key Features

- Ethnically diverse
- Foreign travelers
- Family abroad
- Limited investments
- High school educated
- Health conscious

Technology Adoption



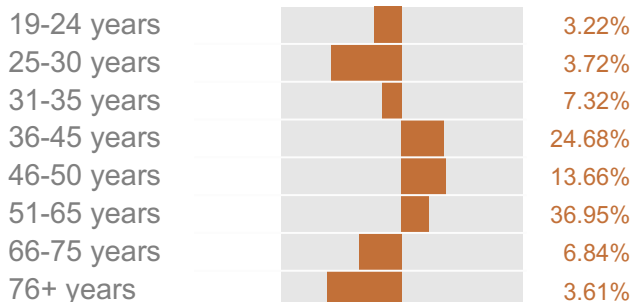
Steadfast Conventionalists

Conventional Generation X families located in selected coastal city homes

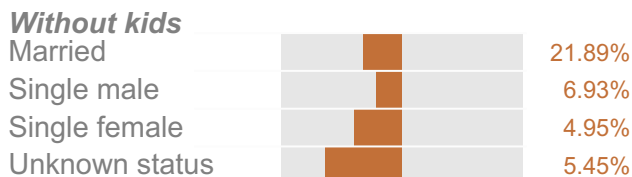
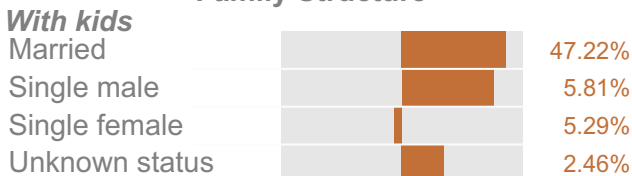
Juan & Rosa

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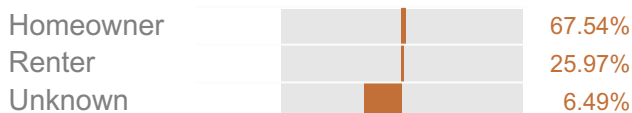
Age



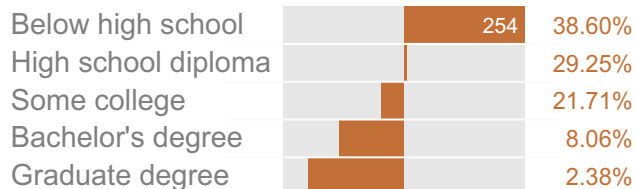
Family Structure



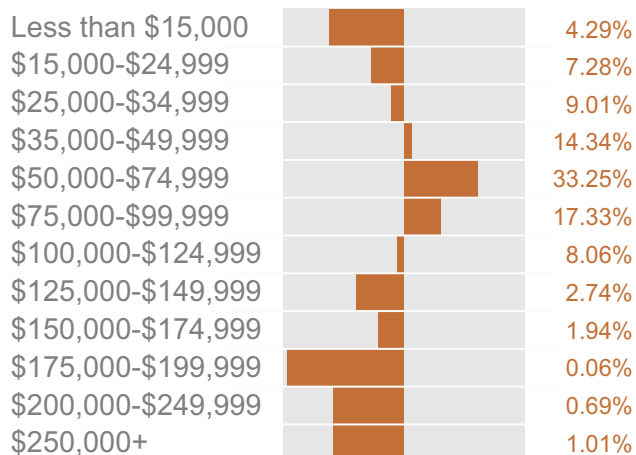
Home Ownership



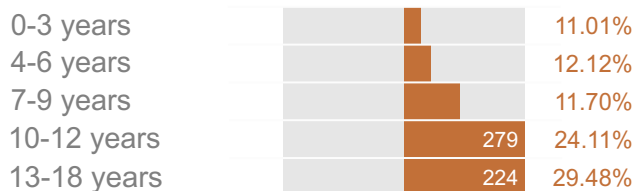
Education



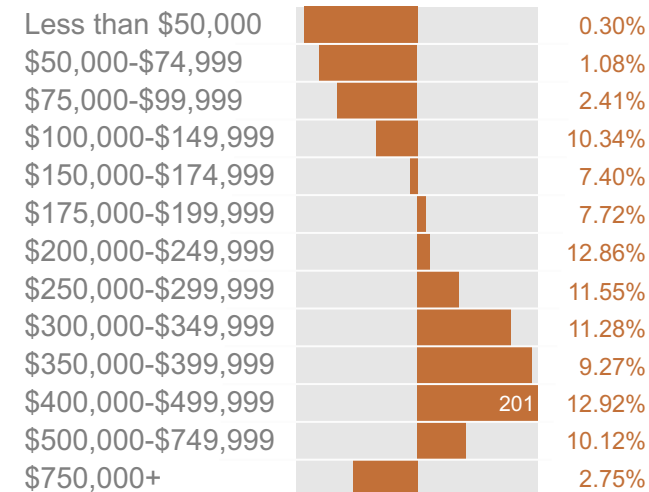
Income



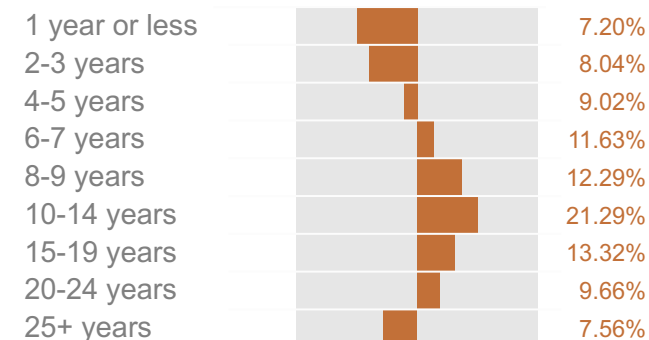
Presence of Children



Estimated Current Home Value



Length of Residence



133

Balance and Harmony

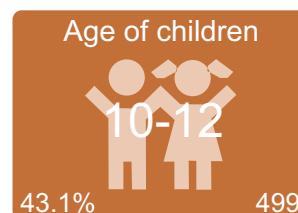
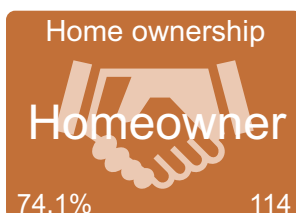
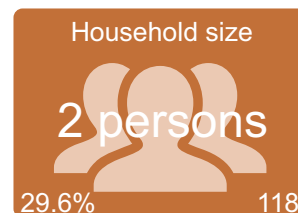
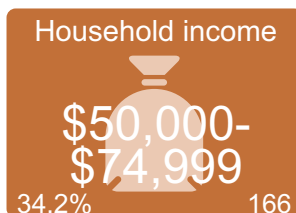
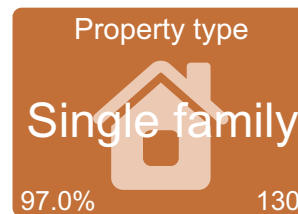
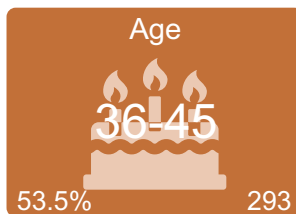
Middle-class families living lively lifestyles in city-centric neighborhoods

Carlos & Veronica

🏠 1.09% | 1.24% 👤



Who We Are



Channel Preference



Key Features

- Bilingual households
- Roots abroad
- Blue-collar income
- Athletic fitness
- Soccer fans
- Financially curious

Technology Adoption



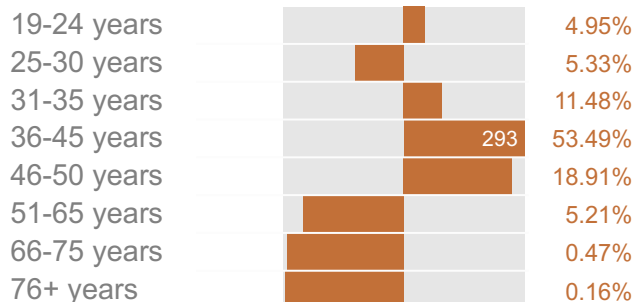
Balance and Harmony

Middle-class families living lively lifestyles in city-centric neighborhoods

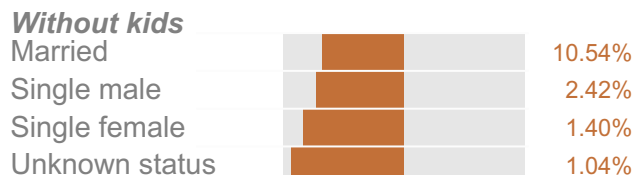
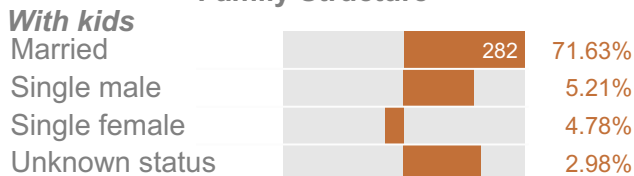
Carlos & Veronica

1.09% | 1.24%

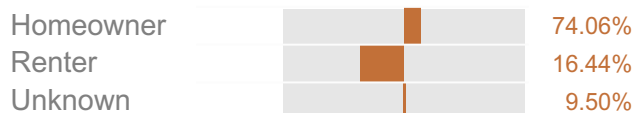
Age



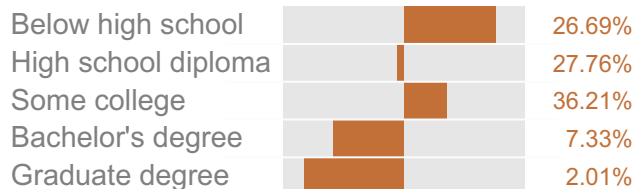
Family Structure



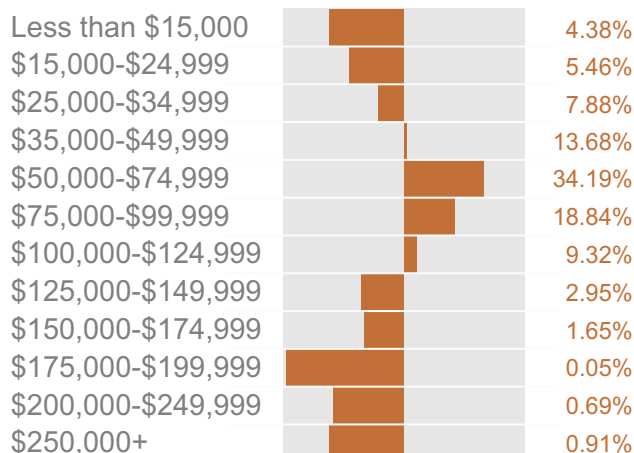
Home Ownership



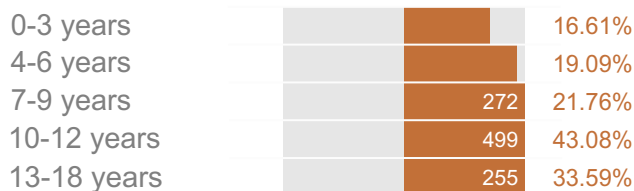
Education



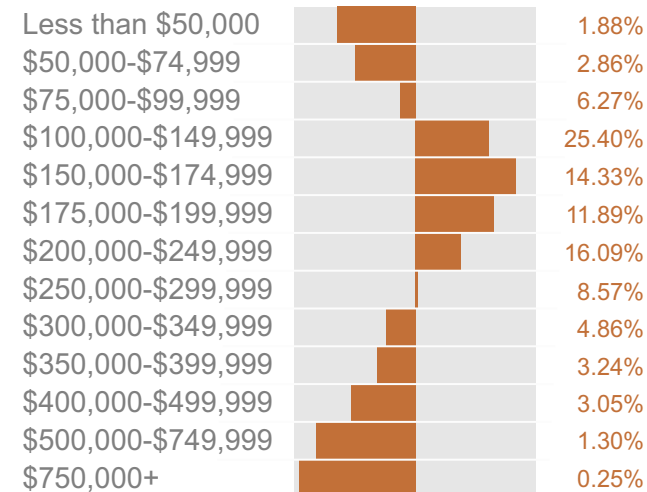
Income



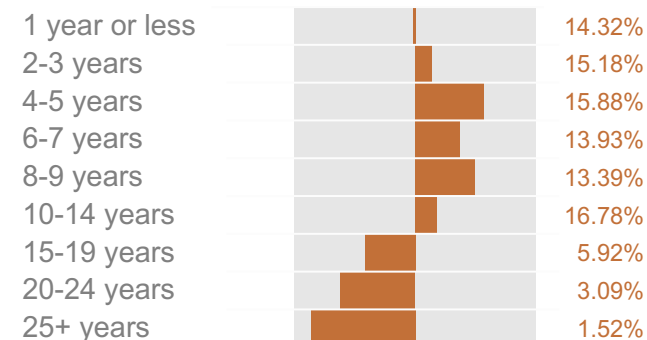
Presence of Children



Estimated Current Home Value



Length of Residence



J34

Aging in Place

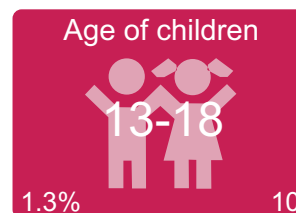
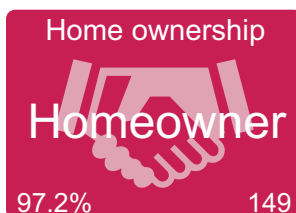
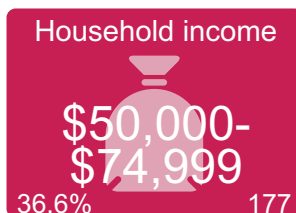
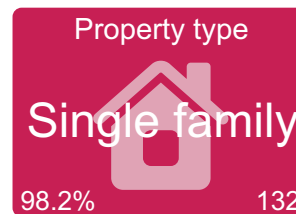
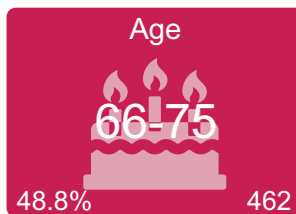
Middle-class seniors living solid, suburban lifestyles

Arthur & Elaine

🏠 2.64% | 2.56% 👤



Who We Are



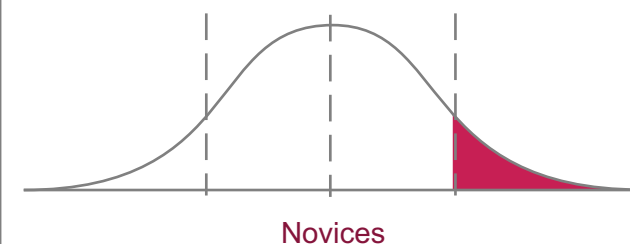
Channel Preference



Key Features

- Retired
- Financially secure
- AARP members
- Fine arts appreciation
- Avid newspaper readers
- Republican households

Technology Adoption



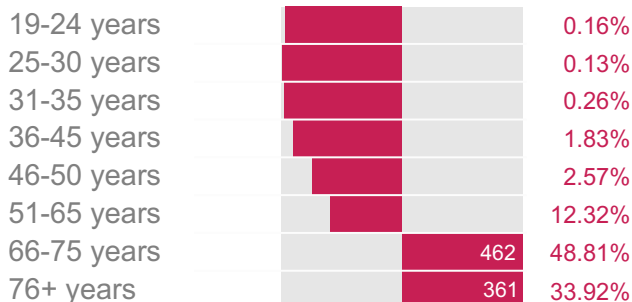
Aging in Place

Middle-class seniors living solid, suburban lifestyles

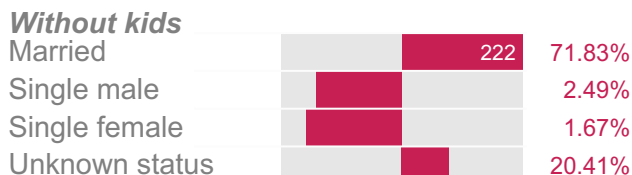
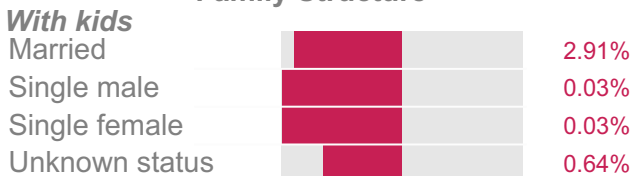
Arthur & Elaine

🏠 2.64% | 2.56% 👤

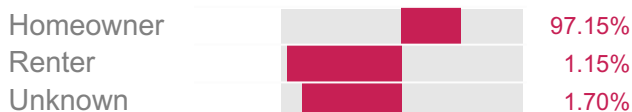
Age



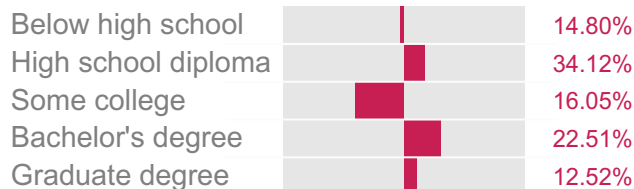
Family Structure



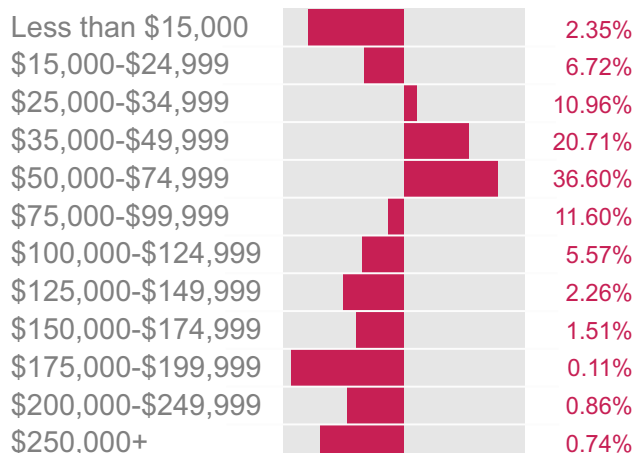
Home Ownership



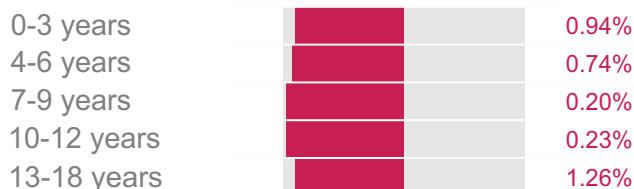
Education



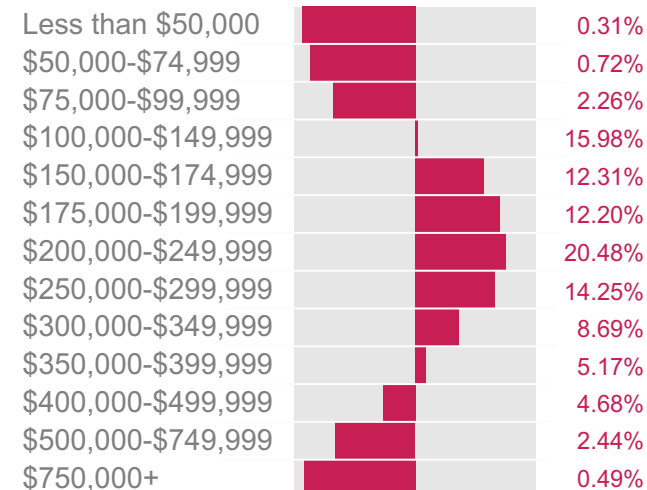
Income



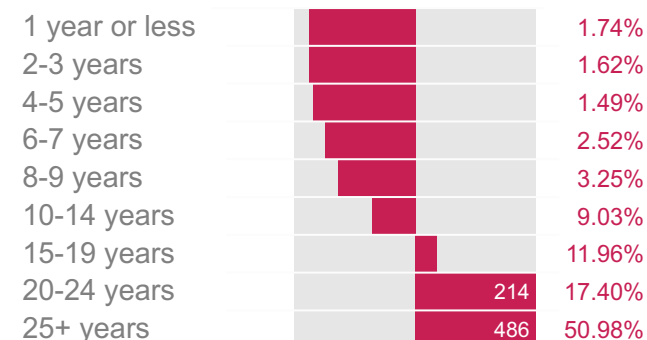
Presence of Children



Estimated Current Home Value



Length of Residence



J35

Rural Escape

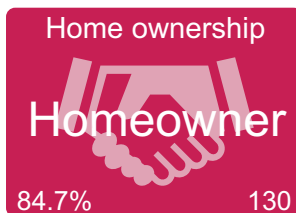
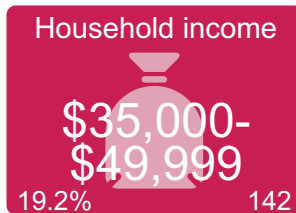
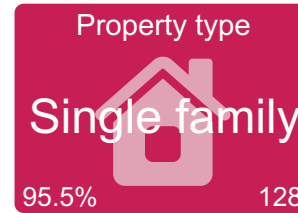
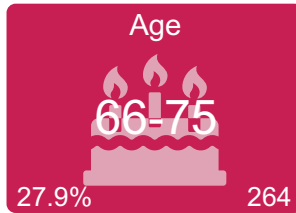
Older, middle-class couples and singles living comfortable lives in rural towns

Jerry & Joyce

🏠 2.88% | 2.53% 👤



Who We Are



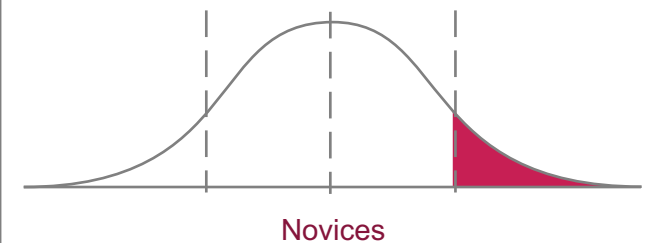
Channel Preference



Key Features

- Country living
- Modest educations
- Risk adverse
- Outdoor activities
- Traditional media
- Aftermarket buyers

Technology Adoption



J35

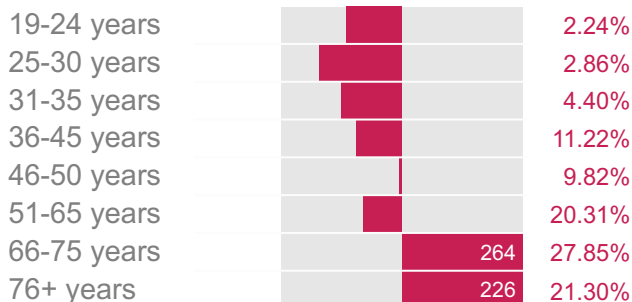
Rural Escape

Older, middle-class couples and singles living comfortable lives in rural towns

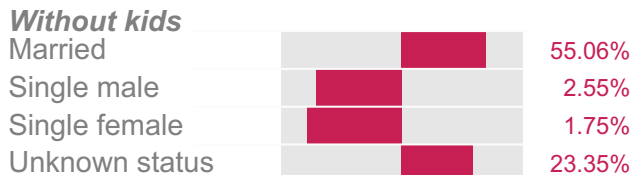
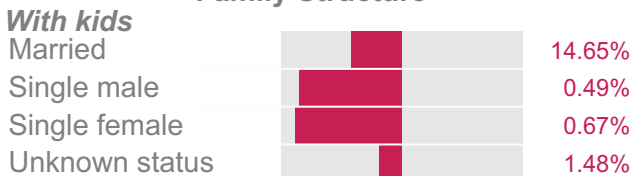
Jerry & Joyce

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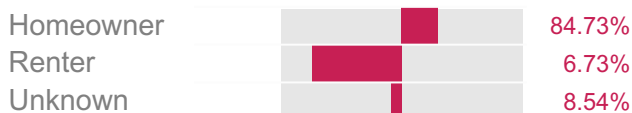
Age



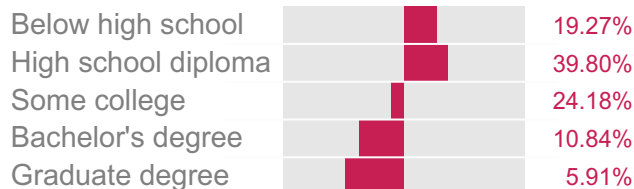
Family Structure



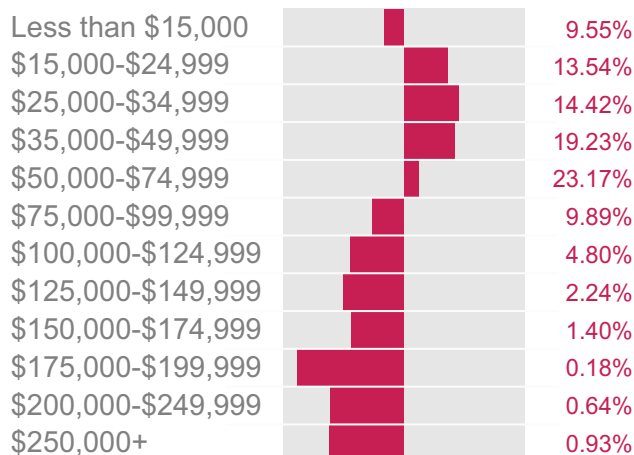
Home Ownership



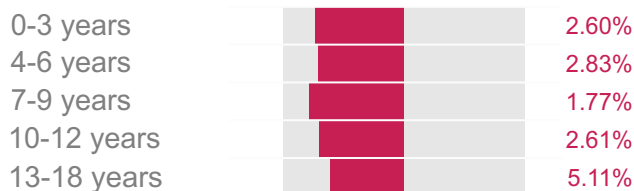
Education



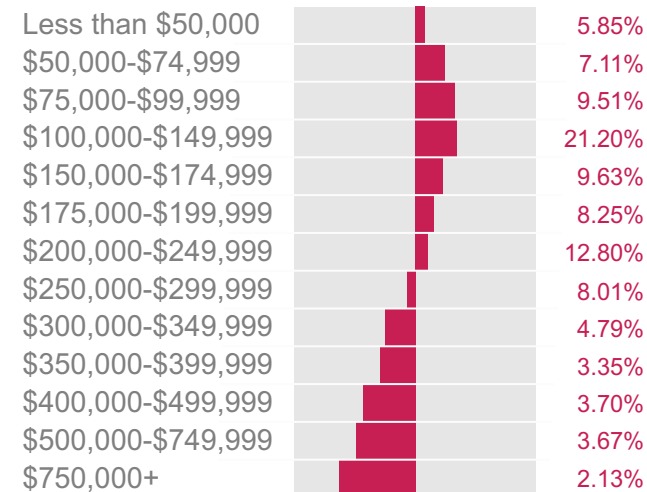
Income



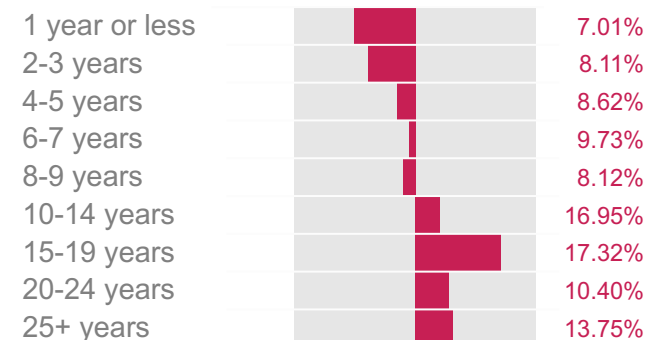
Presence of Children



Estimated Current Home Value



Length of Residence



J36

Settled and Sensible

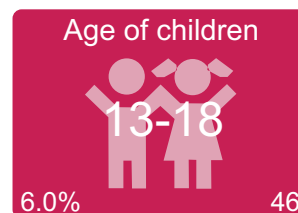
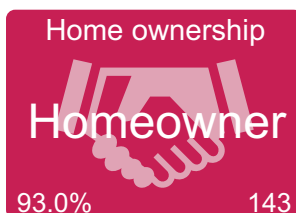
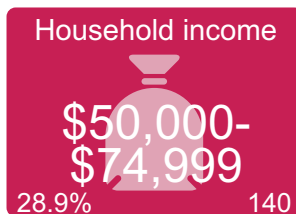
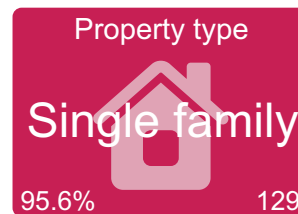
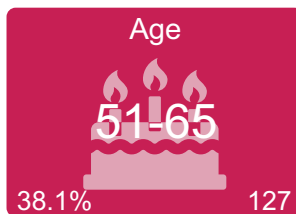
Older, middle-class and empty-nesting couples and singles in city neighborhoods

Dave & Connie

🏠 1.83% | 1.84% 👤



Who We Are



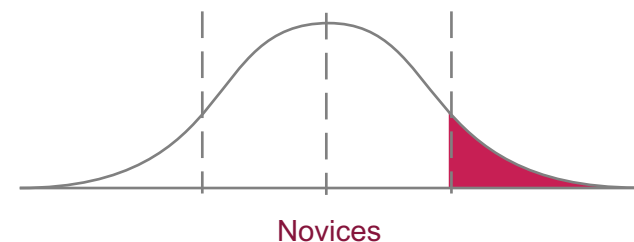
Channel Preference



Key Features

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

Technology Adoption



J36

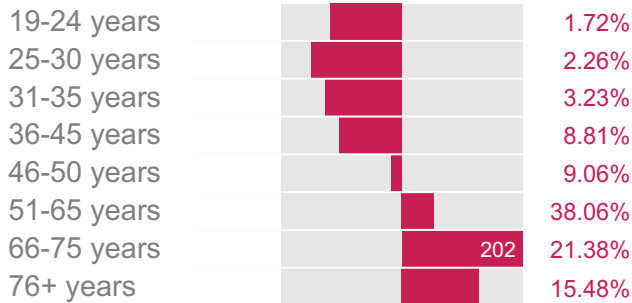
Settled and Sensible

Older, middle-class and empty-nesting couples and singles in city neighborhoods

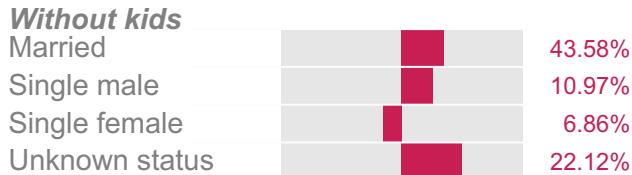
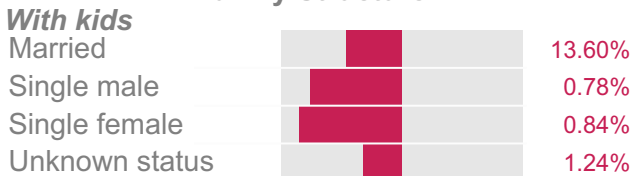
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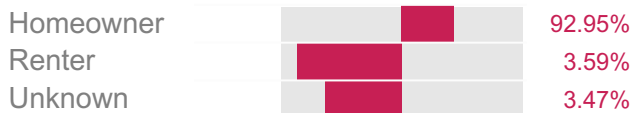
Age



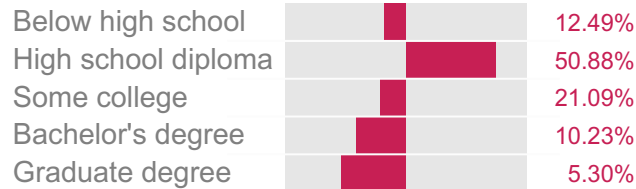
Family Structure



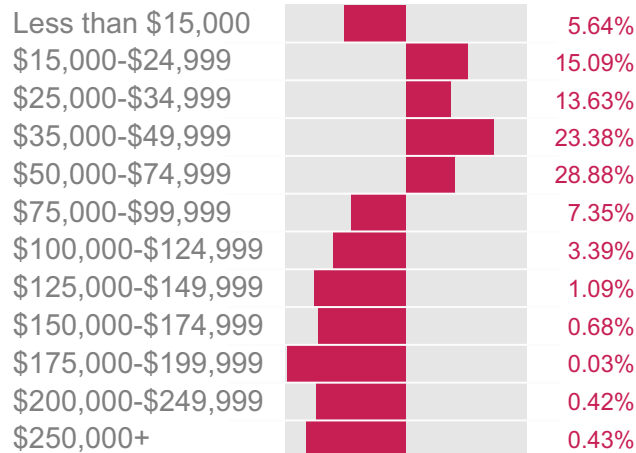
Home Ownership



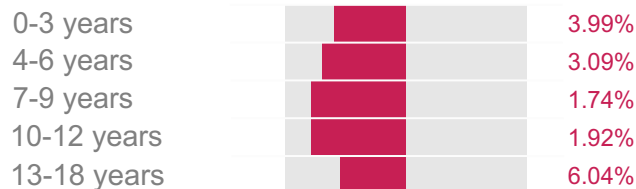
Education



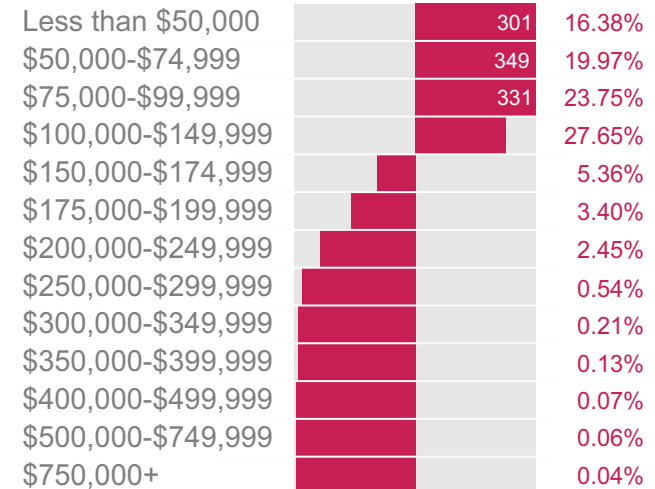
Income



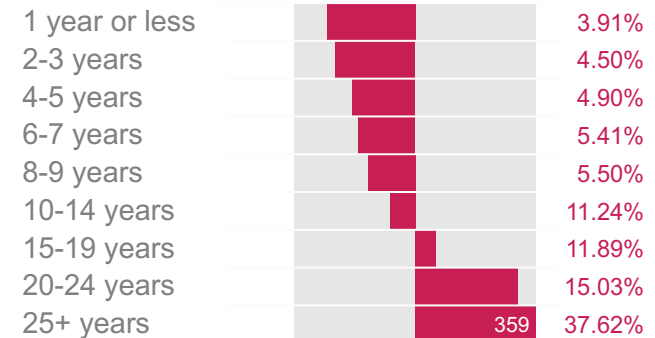
Presence of Children



Estimated Current Home Value



Length of Residence



K • K37 • K38 • K39 • K40

K37

Wired for Success

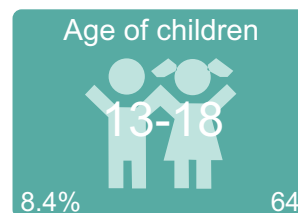
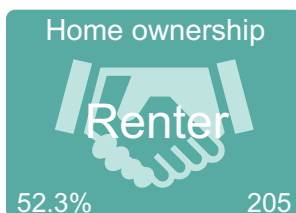
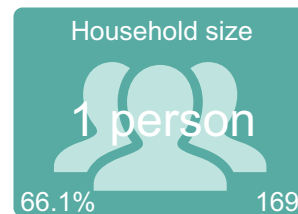
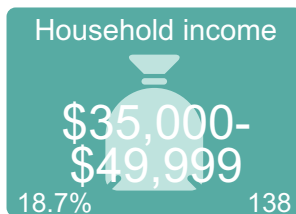
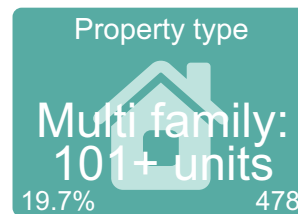
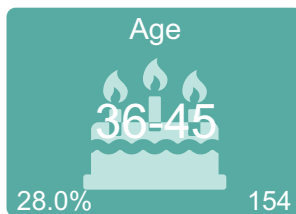
Young, mid-scale singles and couples living socially-active city lives

Chris & Liz

🏠 0.89% | 0.62% 👤



Who We Are



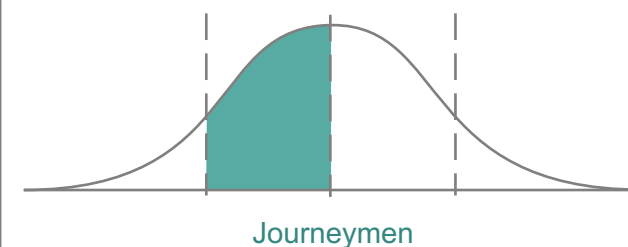
Channel Preference



Key Features

- Conspicuous consumption
- Digital media gurus
- Value education
- Status seekers
- Liberal household
- Active lifestyles

Technology Adoption



K37

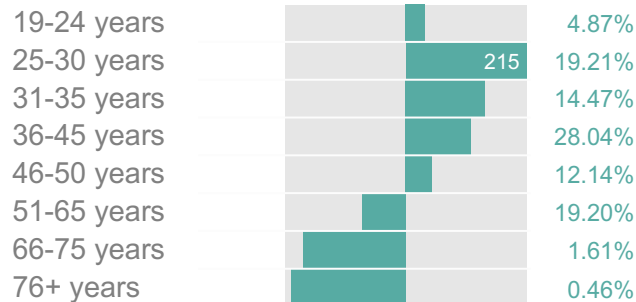
Wired for Success

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

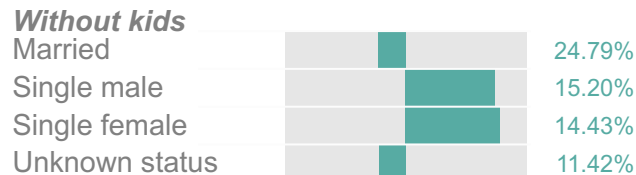
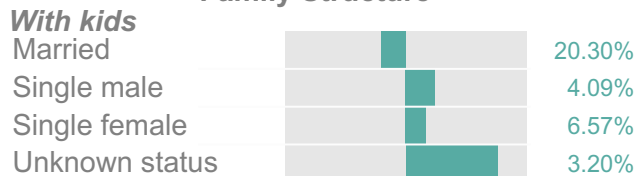
Chris & Liz

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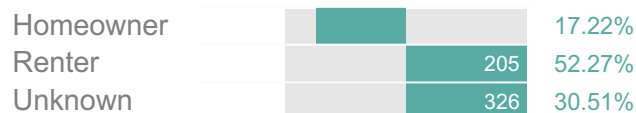
Age



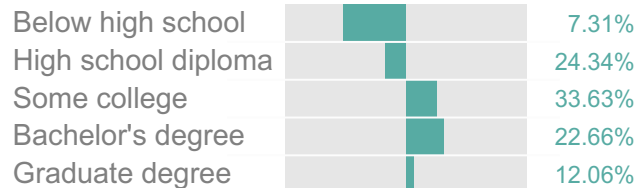
Family Structure



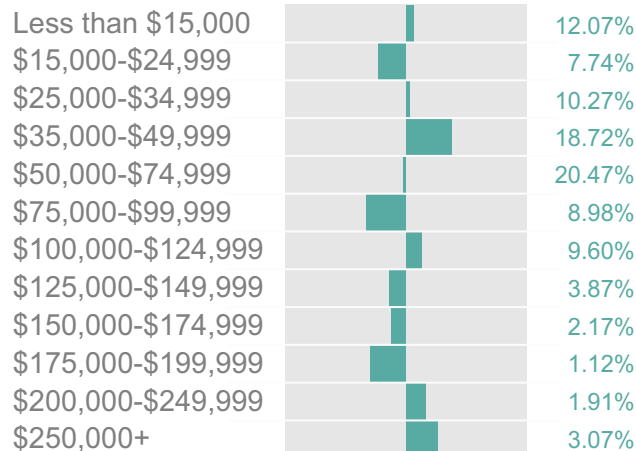
Home Ownership



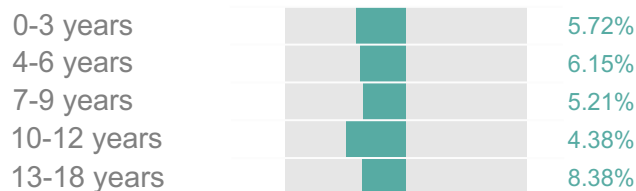
Education



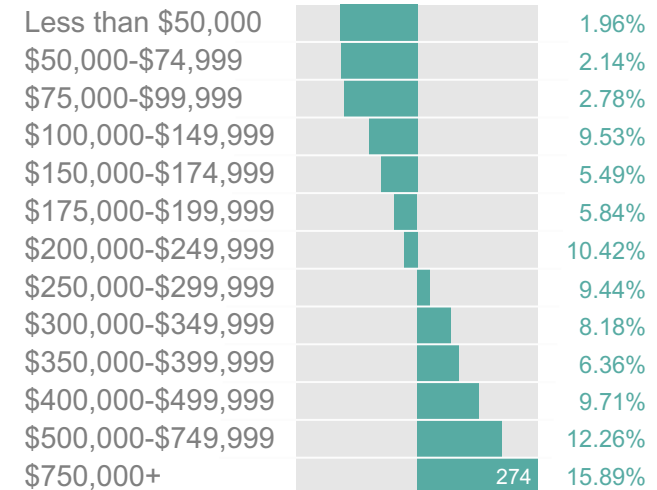
Income



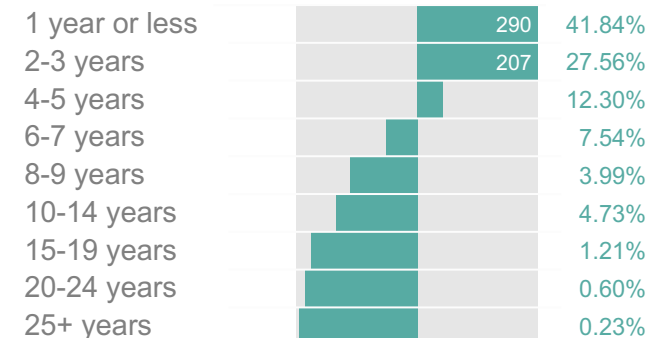
Presence of Children



Estimated Current Home Value



Length of Residence



K • K37 • K38 • K39 • K40

K38

Gotham Blend

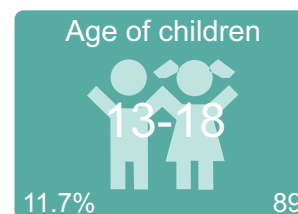
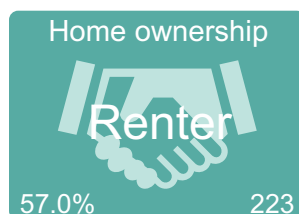
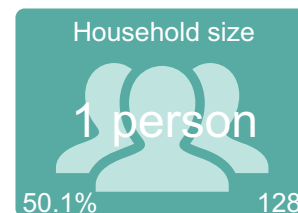
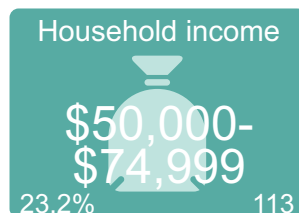
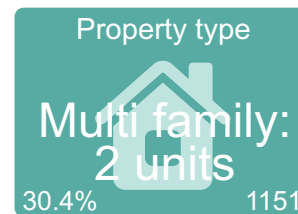
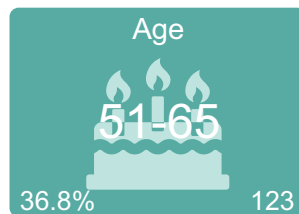
Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles

Louis & Helen

🏠 1.18% | 1.01% 👤



Who We Are



Channel Preference



Key Features

- City lifestyle
- Bilingual
- Aspirational consumers
- Environmental donor
- Culturally diverse
- Newspaper readers

Technology Adoption



K38

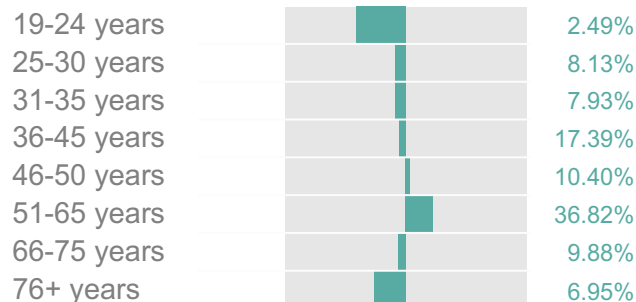
Gotham Blend

Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles

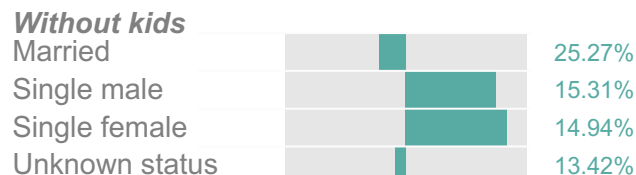
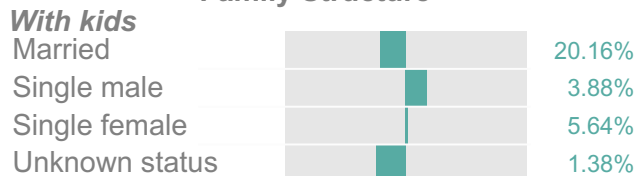
Louis & Helen

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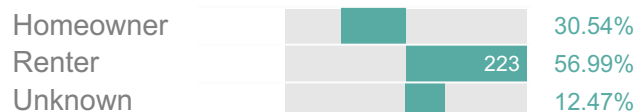
Age



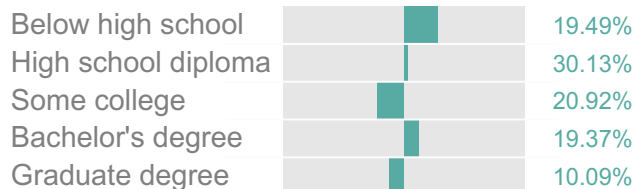
Family Structure



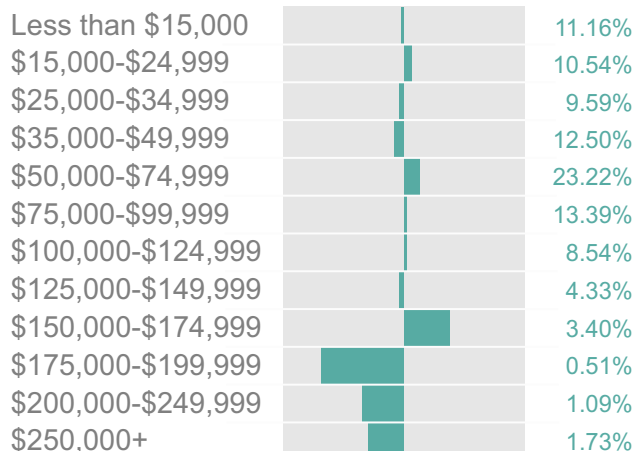
Home Ownership



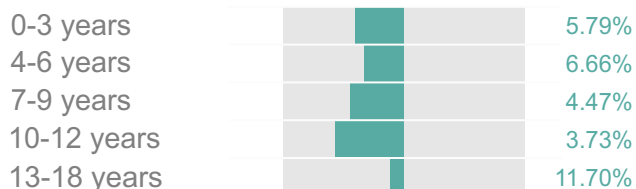
Education



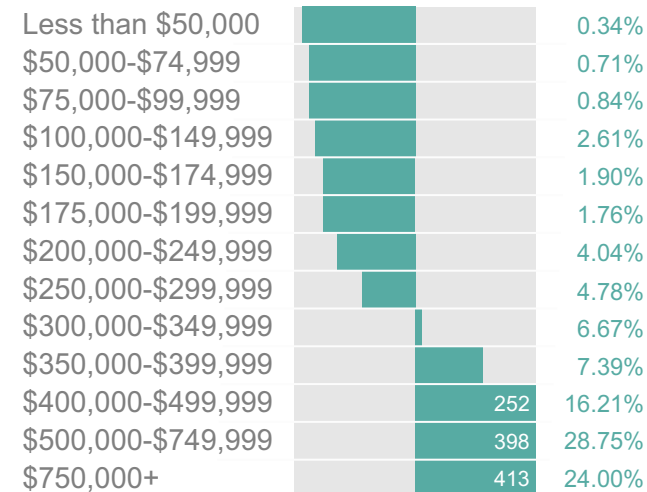
Income



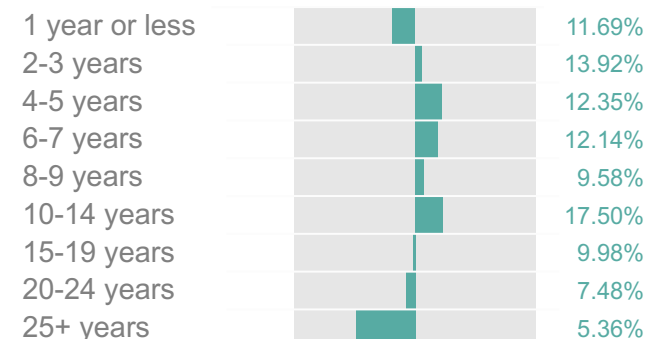
Presence of Children



Estimated Current Home Value



Length of Residence



K • K37 • K38 • K39 • K40

K39

Metro Fusion

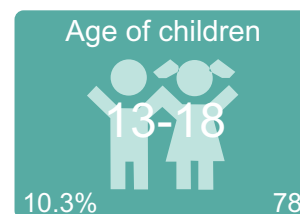
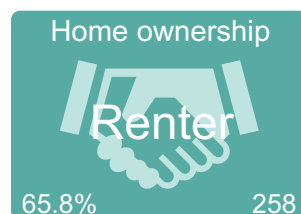
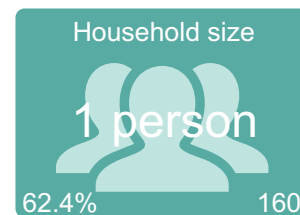
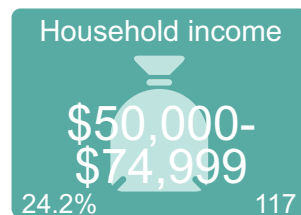
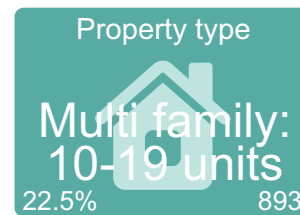
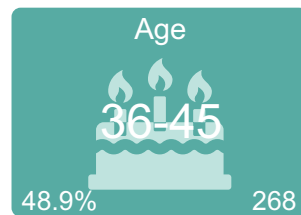
Middle-aged singles living urban active lifestyles

Martin & Teresa

🏠 0.49% | 0.33% 👤



Who We Are



Channel Preference



66



352



147



152



112



139

Key Features

- City apartment living
- Modest investments
- Ethnically diverse
- Family abroad
- Digitally dependent
- Youthful perseverance

Technology Adoption



K39

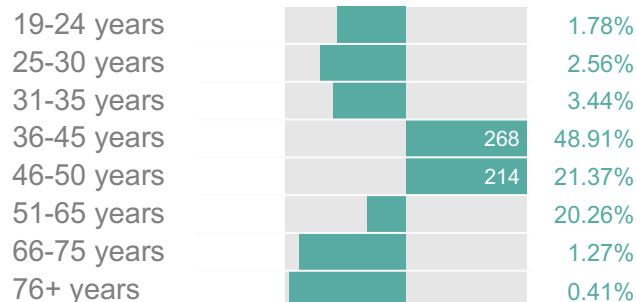
Metro Fusion

Middle-aged singles living urban active lifestyles

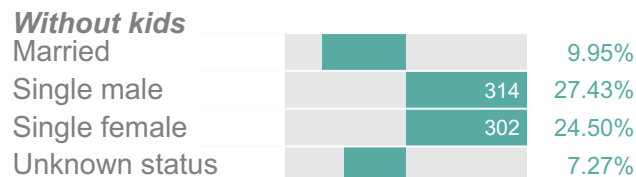
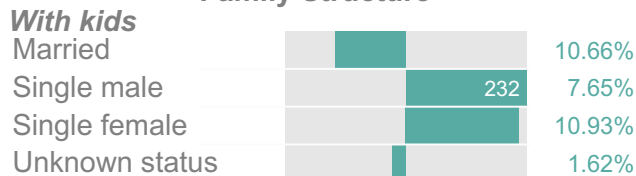
Martin & Teresa

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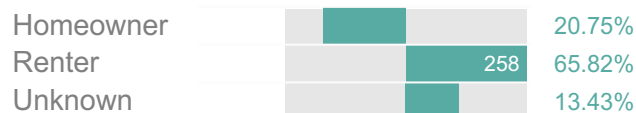
Age



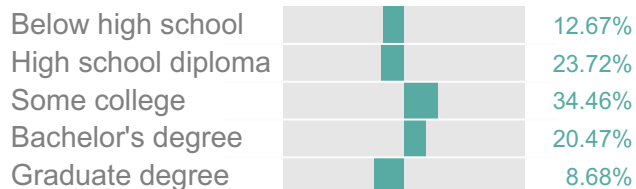
Family Structure



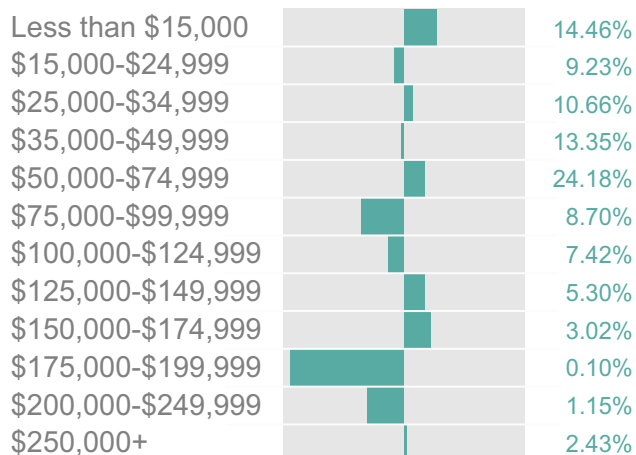
Home Ownership



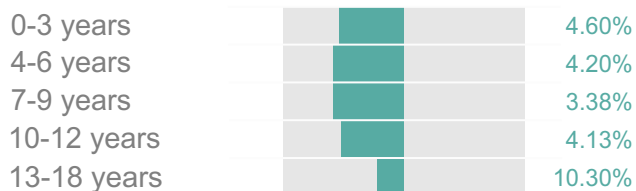
Education



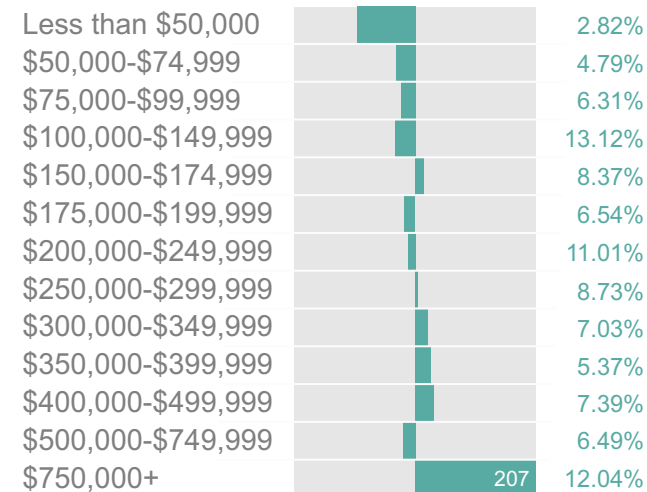
Income



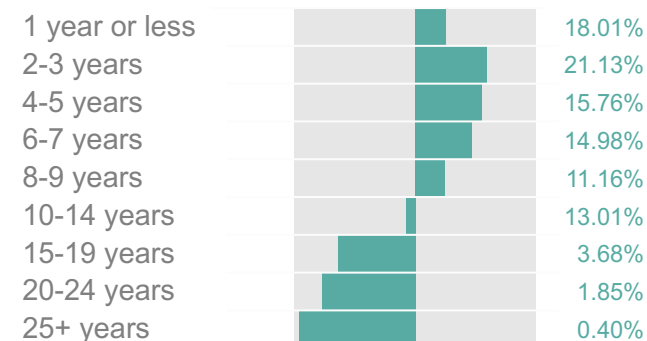
Presence of Children



Estimated Current Home Value



Length of Residence



K • K37 • K38 • K39 • K40

K40

Bohemian Groove

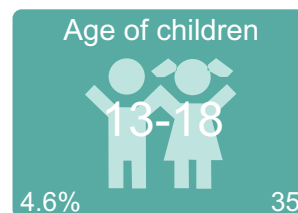
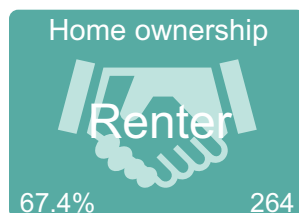
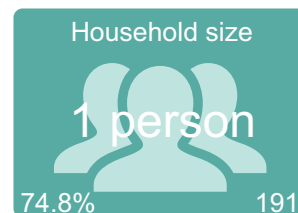
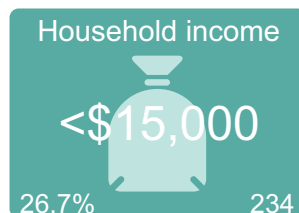
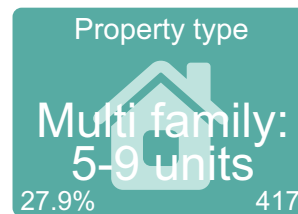
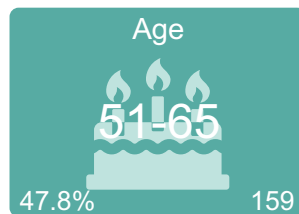
Older unattached individuals enjoying settled urban lives

Peter & Janice

🏠 2.08% | 1.20% 👤



Who We Are



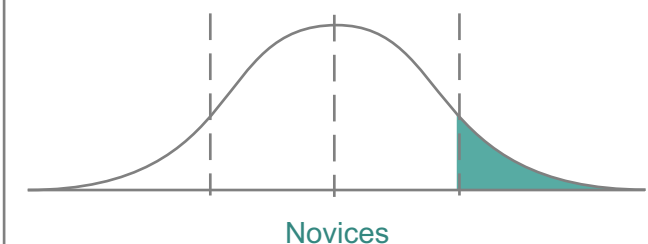
Channel Preference



Key Features

- Apartment dwellers
- Single adults
- Environmentally sympathetic
- Modest living
- Value-conscious shoppers
- Eclectic interests

Technology Adoption



K40

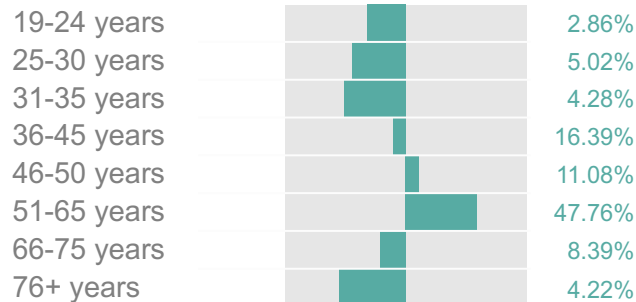
Bohemian Groove

Older unattached individuals enjoying settled urban lives

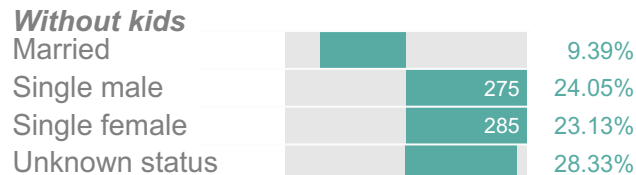
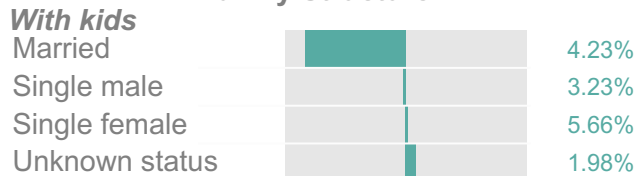
Peter & Janice

🏠 2.08% | 1.20% 👤

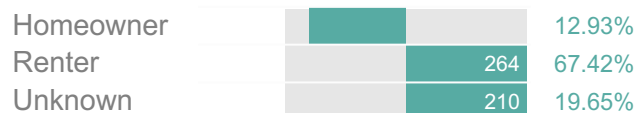
Age



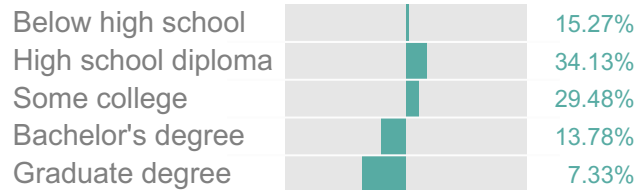
Family Structure



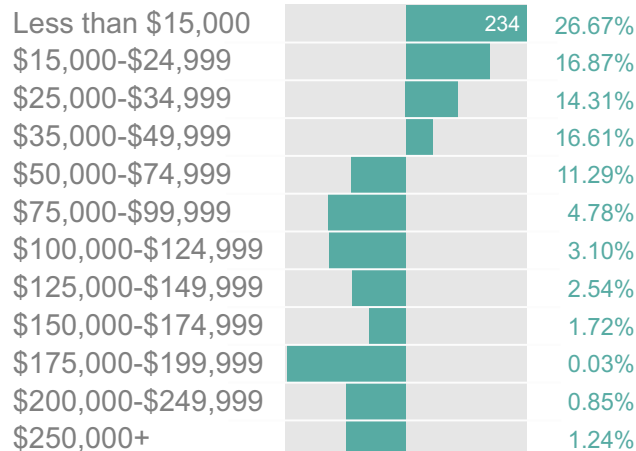
Home Ownership



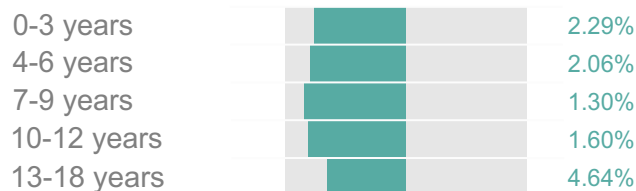
Education



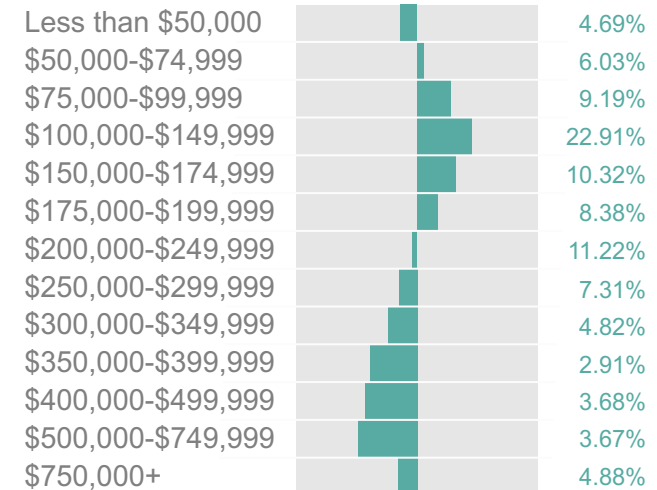
Income



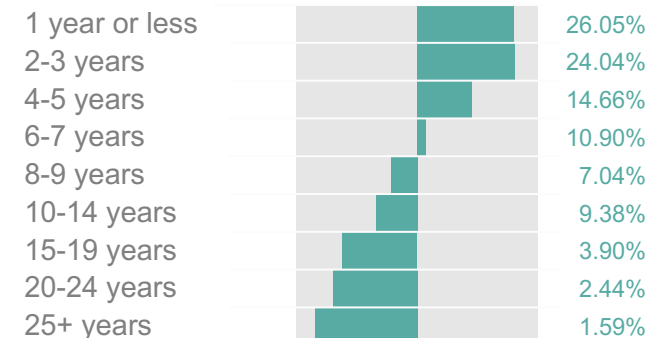
Presence of Children



Estimated Current Home Value



Length of Residence



L • L41 • L42 • L43

L41

Booming and Consuming

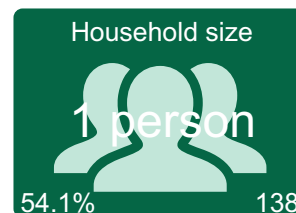
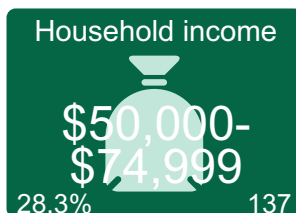
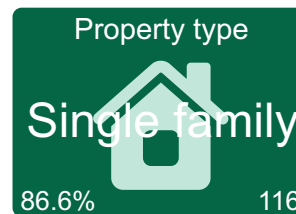
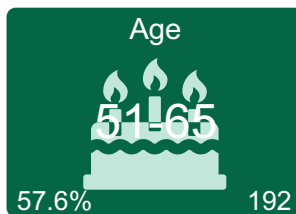
Older empty-nesting couples and singles enjoying relaxed lives in small towns

Dennis & Jean

🏠 0.99% | 0.72% 👤



Who We Are



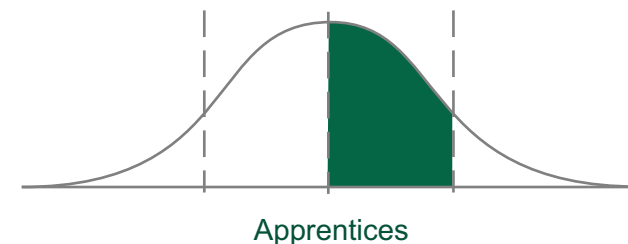
Channel Preference



Key Features

- Busy social lives
- Diversified investments
- Balanced shoppers
- Home and garden enthusiasts
- Disposable income
- Open-minded

Technology Adoption



L41

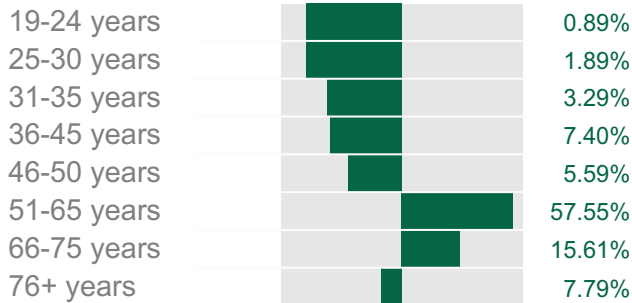
Booming and Consuming

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

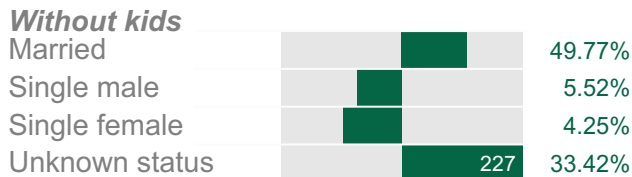
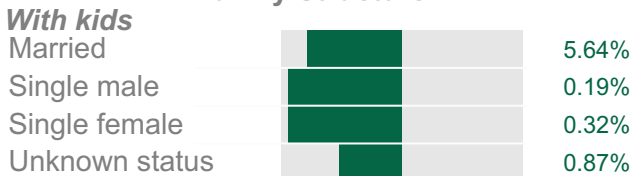
Dennis & Jean

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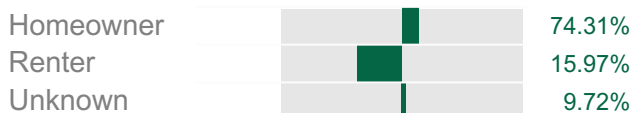
Age



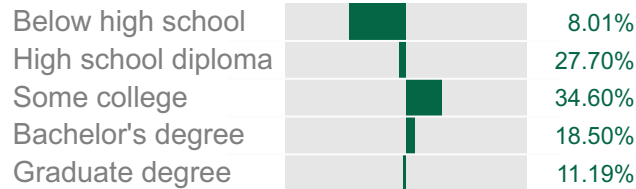
Family Structure



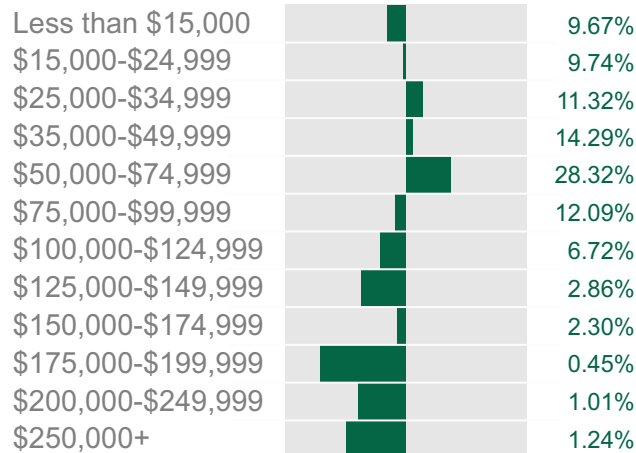
Home Ownership



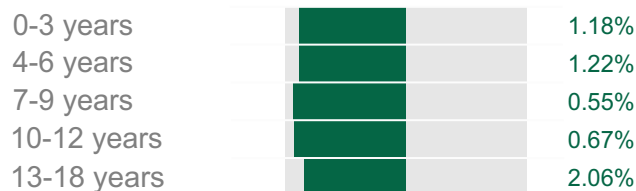
Education



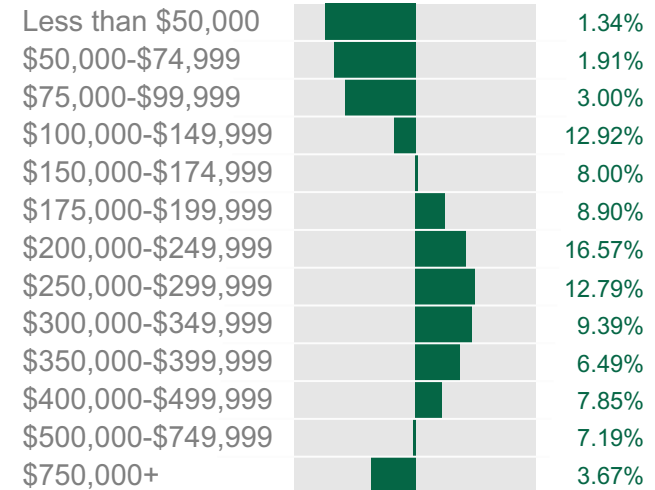
Income



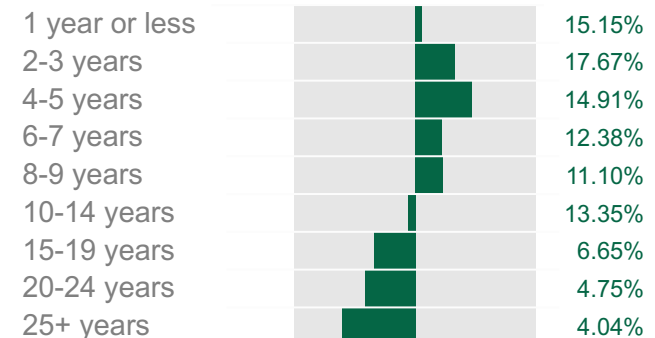
Presence of Children



Estimated Current Home Value



Length of Residence



L42

Rooted Flower Power

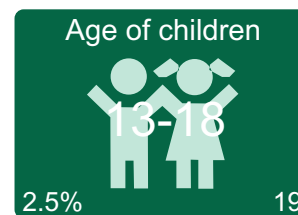
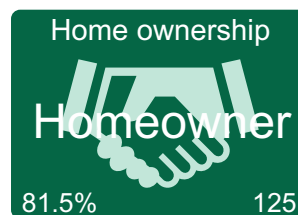
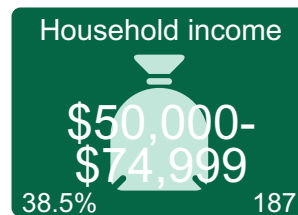
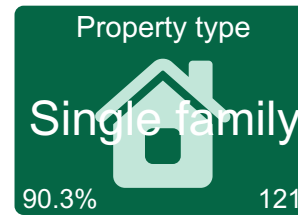
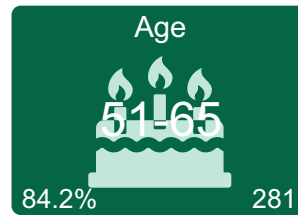
Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement

Tom & Diane

🏠 3.10% | 2.52% 👤



Who We Are



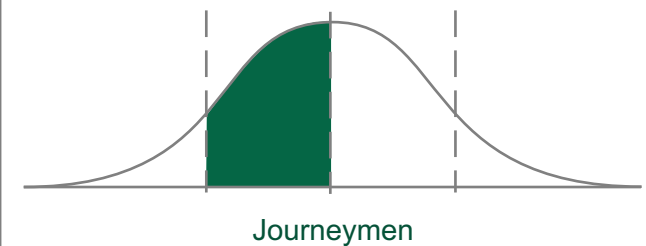
Channel Preference



Key Features

- Philanthropists
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Clubs and volunteering

Technology Adoption



L42

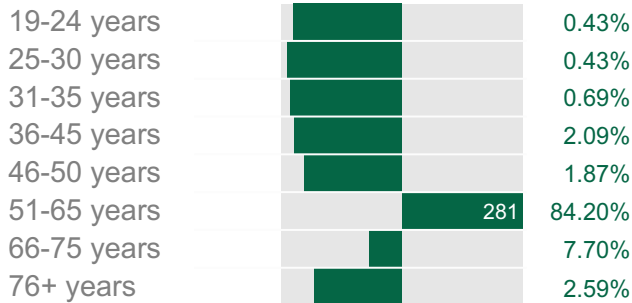
Rooted Flower Power

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

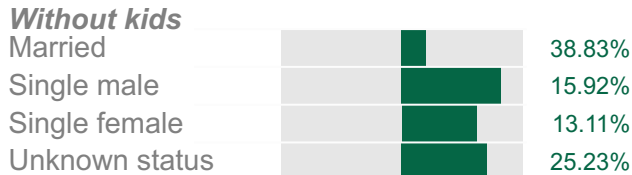
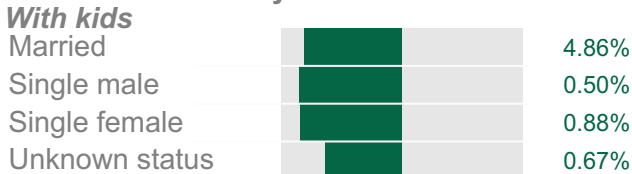
Tom & Diane

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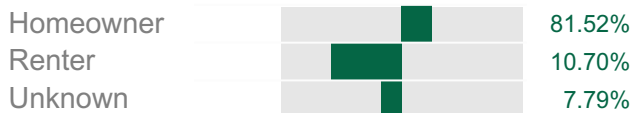
Age



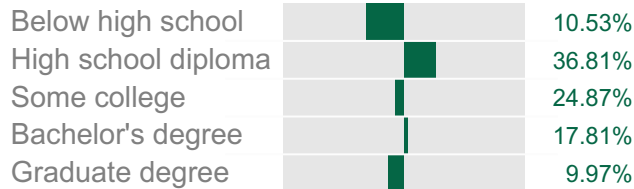
Family Structure



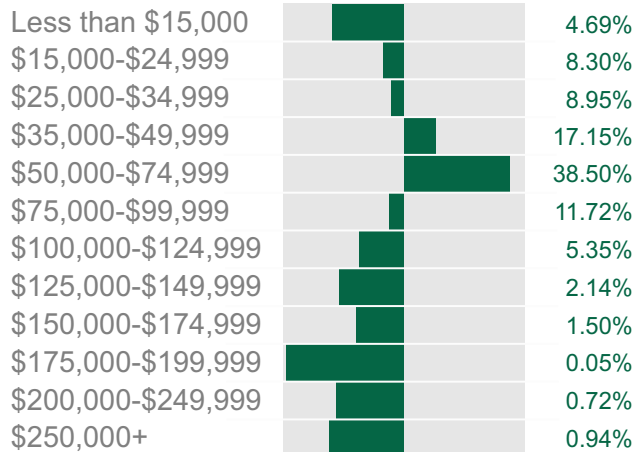
Home Ownership



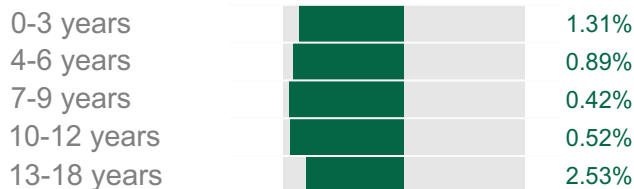
Education



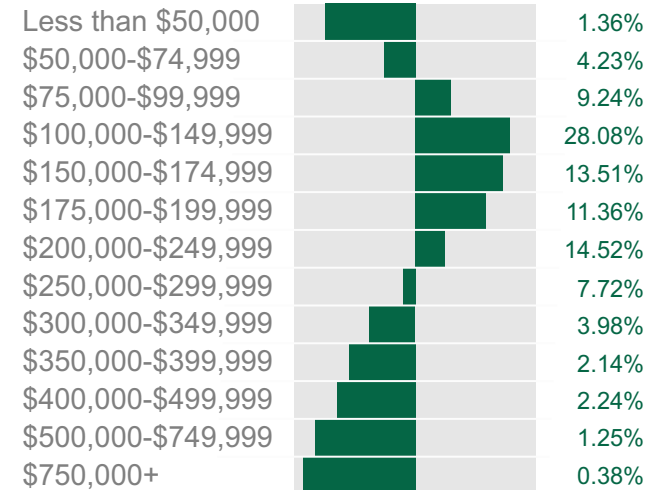
Income



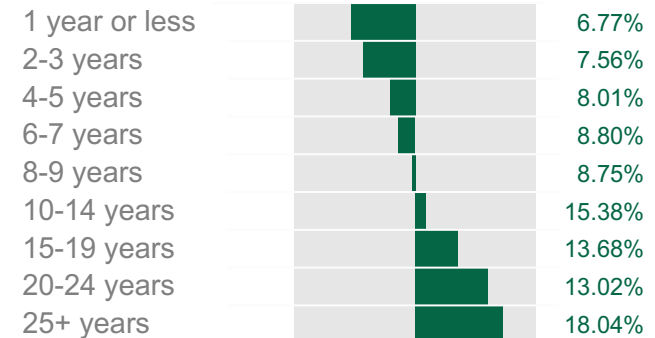
Presence of Children



Estimated Current Home Value



Length of Residence



L43

Homemade Happiness

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

Mike & Janet

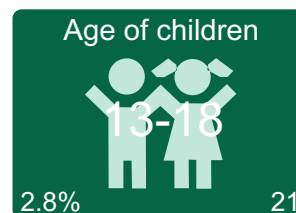
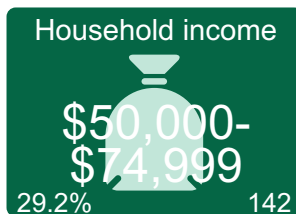
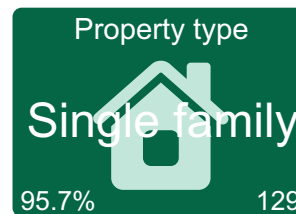
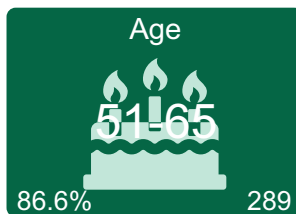
🏠 2.72% | 2.41% 👤



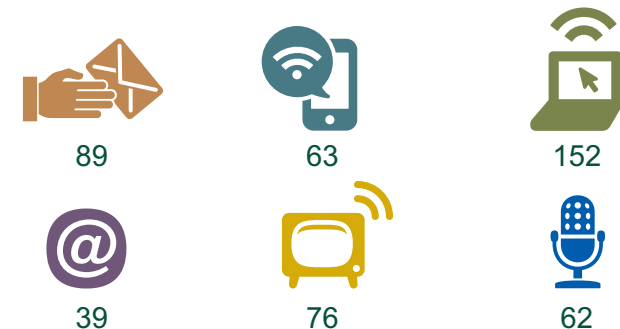
Key Features

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

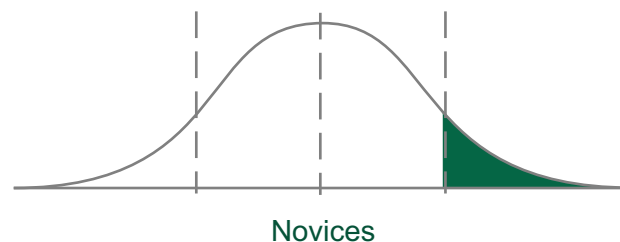
Who We Are



Channel Preference



Technology Adoption



L43

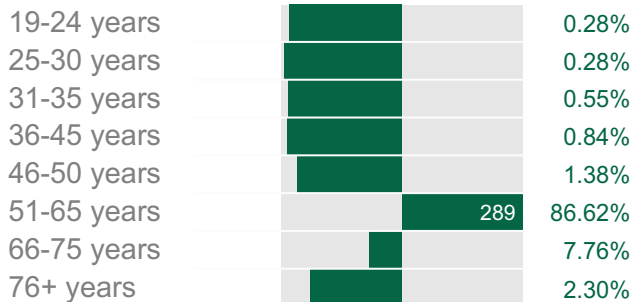
Homemade Happiness

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

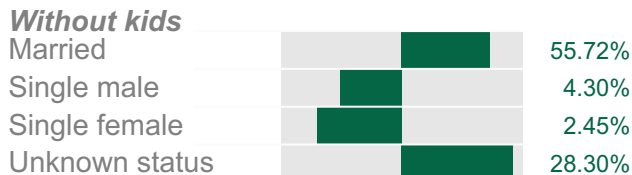
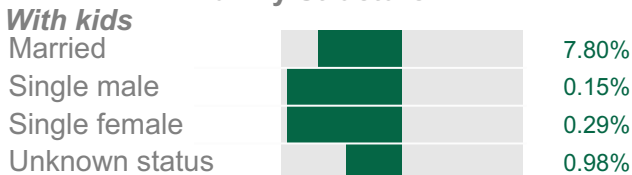
Mike & Janet

🏠 2.72% | 2.41% 👤

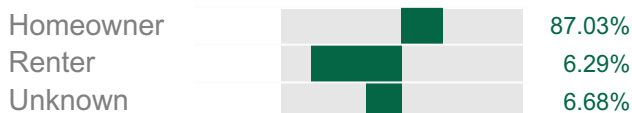
Age



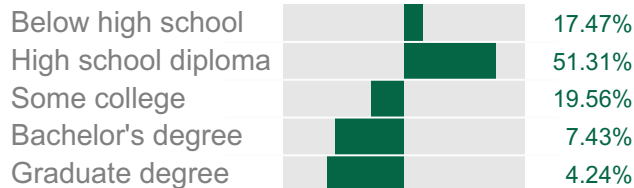
Family Structure



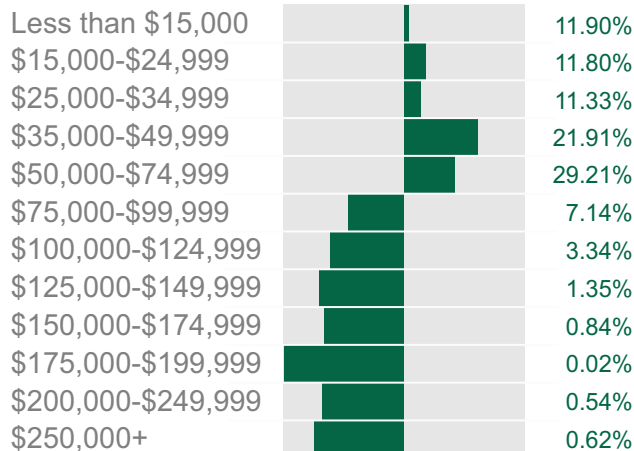
Home Ownership



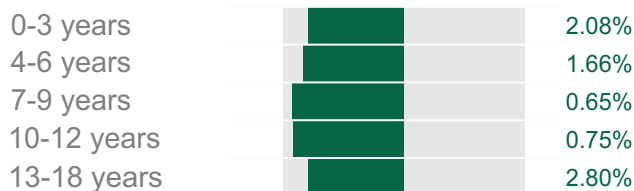
Education



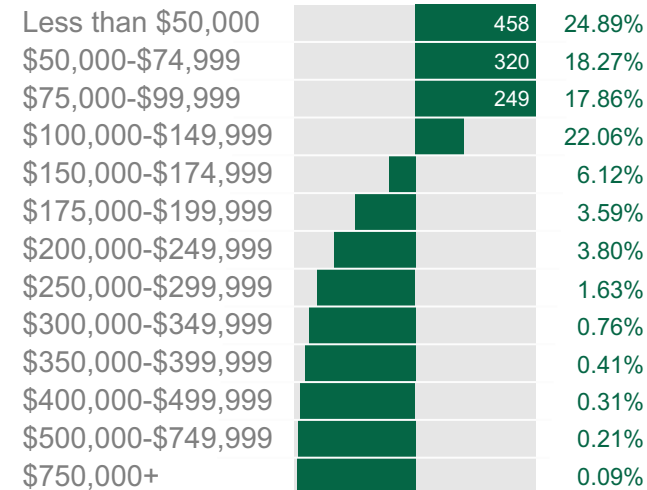
Income



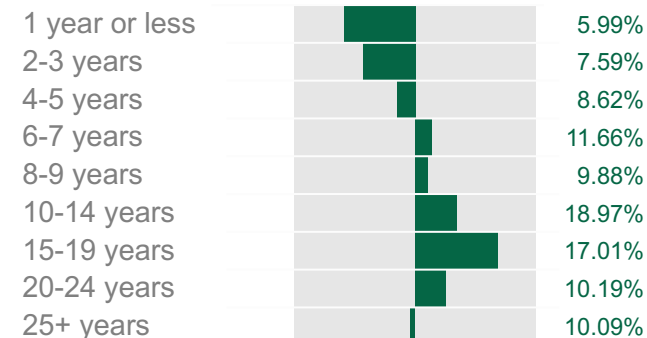
Presence of Children



Estimated Current Home Value



Length of Residence



M • M44 • M45

M44

Red, White and Bluegrass

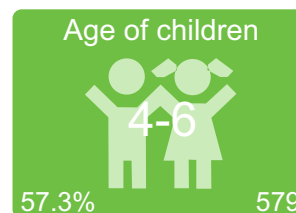
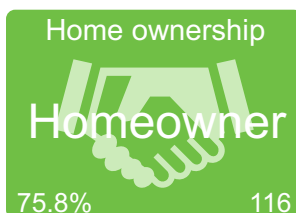
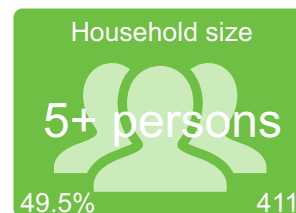
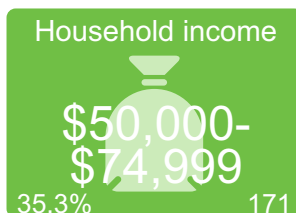
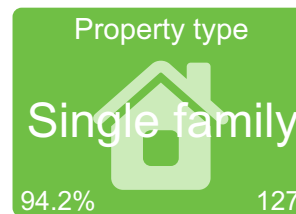
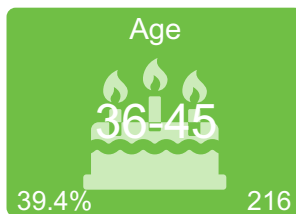
Lower middle-income rural families with diverse adult and children household dynamics

Timothy & Tammy

🏠 1.70% | 3.27% 👤



Who We Are



Channel Preference



Key Features

- Family-centered activities
- Rural communities
- Working-class lifestyles
- Racing fan
- Modest financial investments
- Country life

Technology Adoption



M44

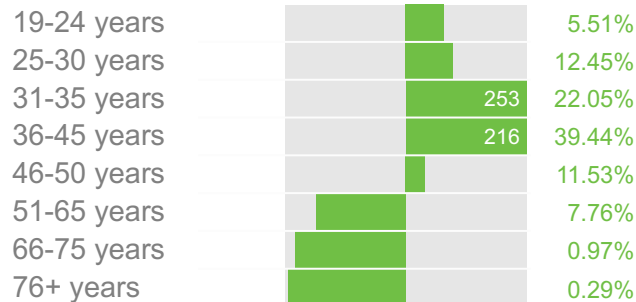
Red, White and Bluegrass

Lower middle-income rural families with diverse adult and children household dynamics

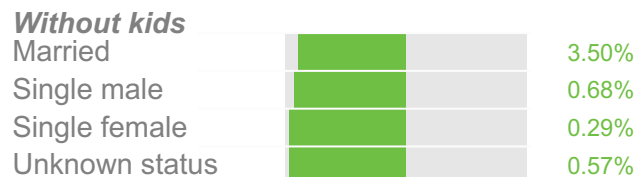
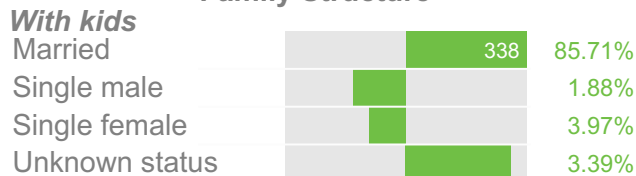
Timothy & Tammy

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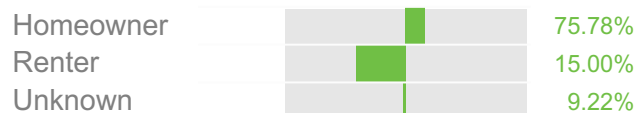
Age



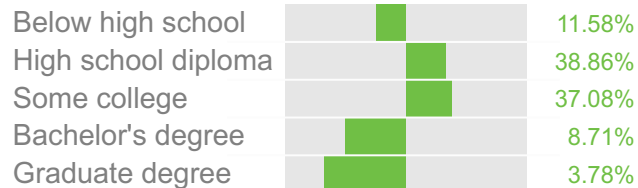
Family Structure



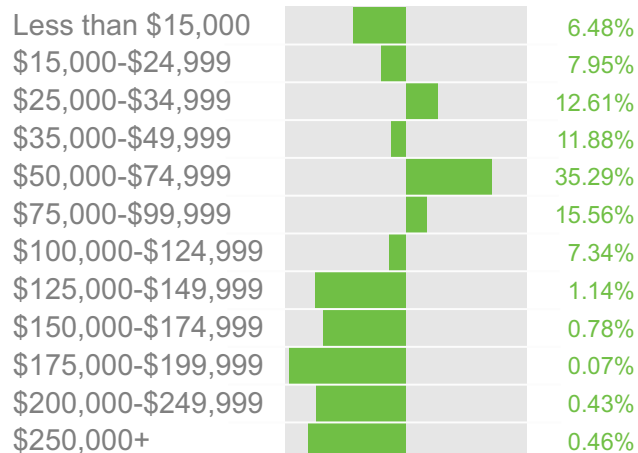
Home Ownership



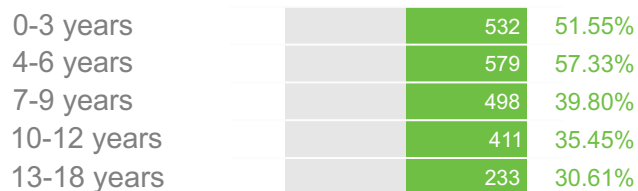
Education



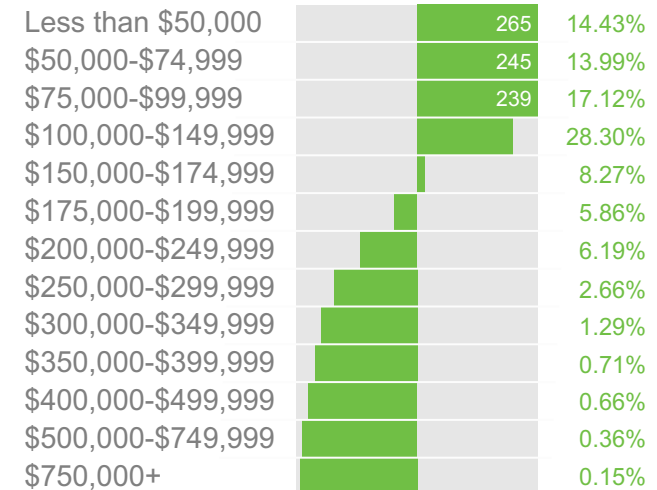
Income



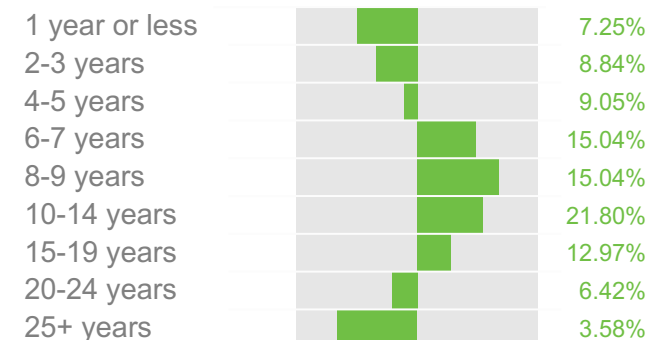
Presence of Children



Estimated Current Home Value



Length of Residence



M • M44 • M45

M45

Diapers and Debit Cards

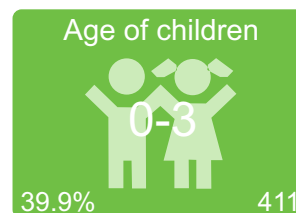
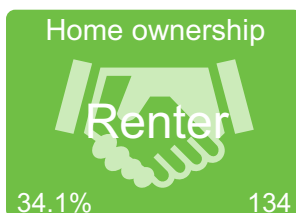
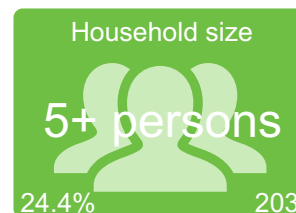
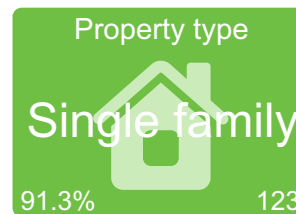
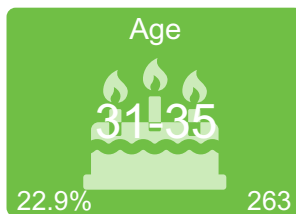
Young, working-class families and single parent households living in small established, city residences

Daniel & Amanda

🏠 1.43% | 1.99% 👤



Who We Are



Channel Preference



Key Features

- Rural living
- Enjoy bargain hunting
- Middle of the road politics
- Early childrearing years
- Bowling and pool leagues
- Home-based family activities

Technology Adoption



M45

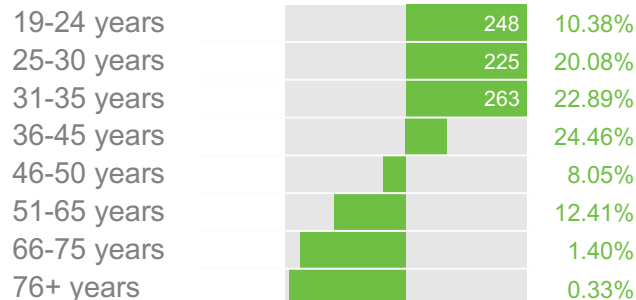
Diapers and Debit Cards

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

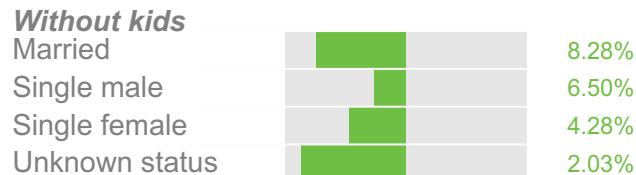
Daniel & Amanda

🏠 1.43% | 1.99% 👤

Age



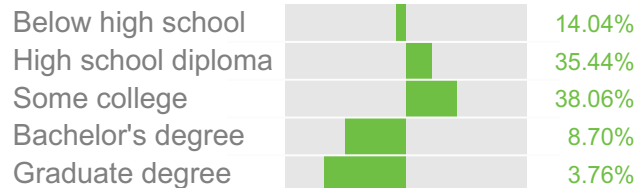
Family Structure



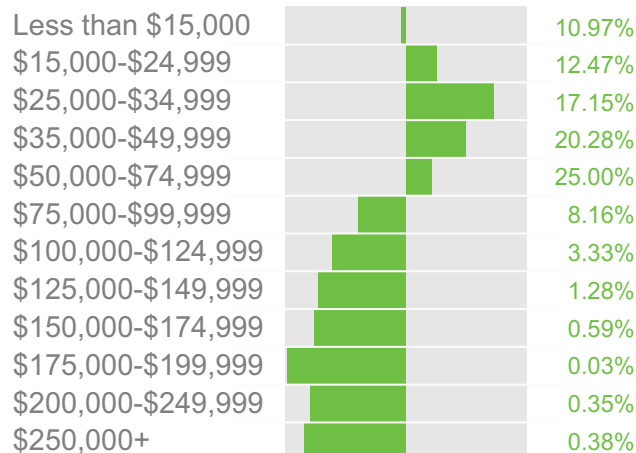
Home Ownership



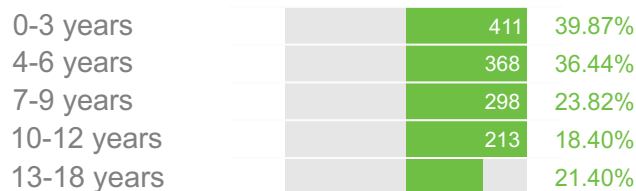
Education



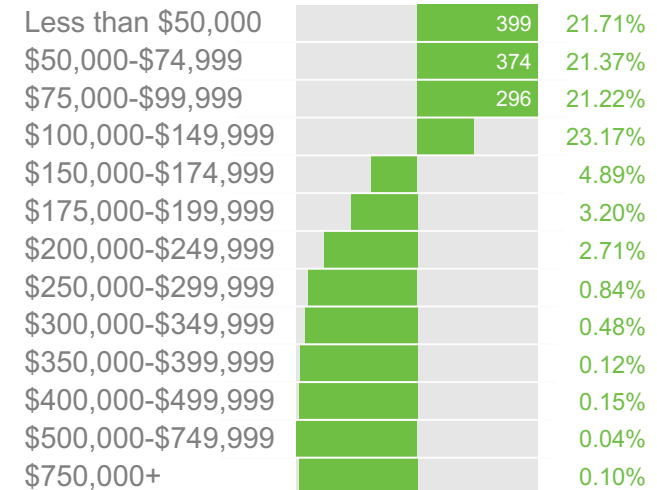
Income



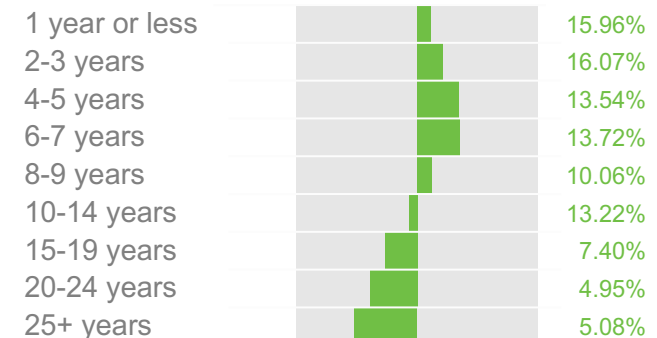
Presence of Children



Estimated Current Home Value



Length of Residence



N • N46 • N47 • N48 • N49

N46

True Grit Americans

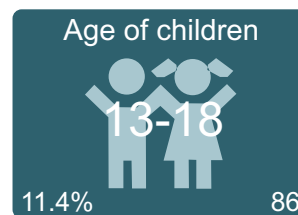
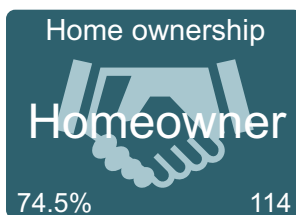
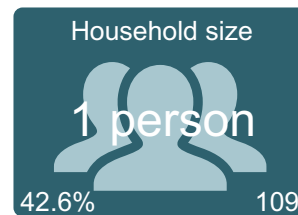
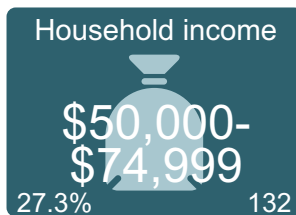
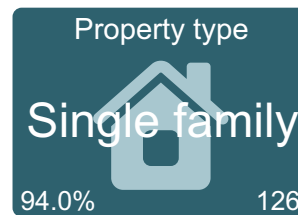
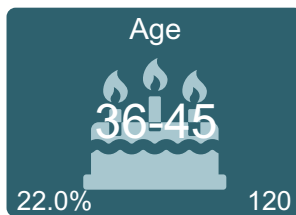
Older, middle-class households in town and country communities located in the nation's midsection

Rick & Tracy

🏠 1.44% | 1.32% 👤



Who We Are



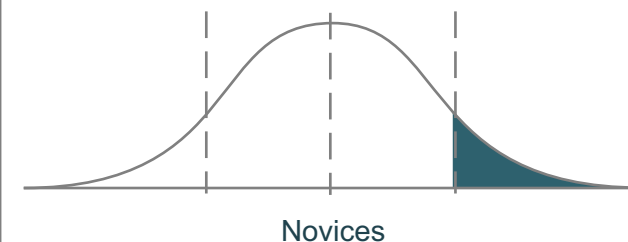
Channel Preference



Key Features

- Rural residences
- Live within means
- Outdoor activities
- After-market buyers
- Practical priorities
- Cowboy values

Technology Adoption



N46

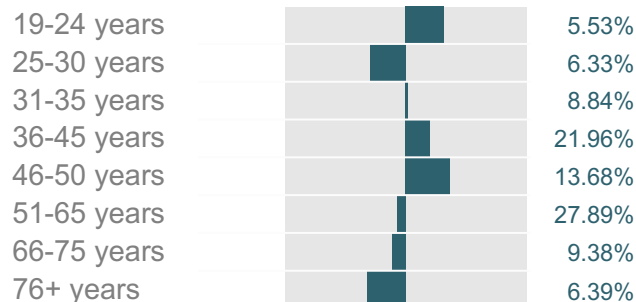
True Grit Americans

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

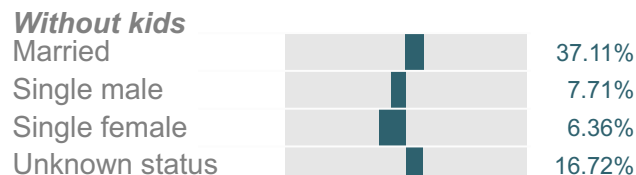
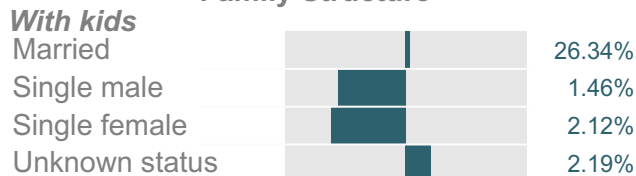
Rick & Tracy

🏠 1.44% | 1.32% 👤

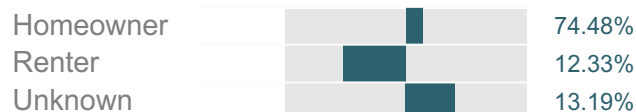
Age



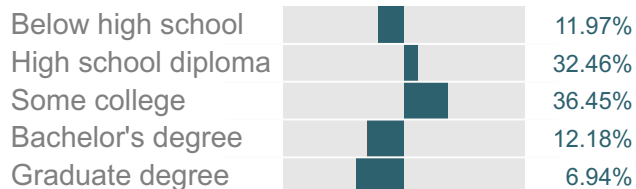
Family Structure



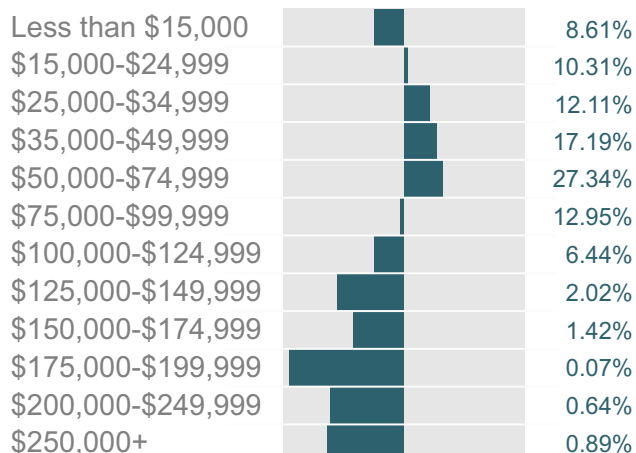
Home Ownership



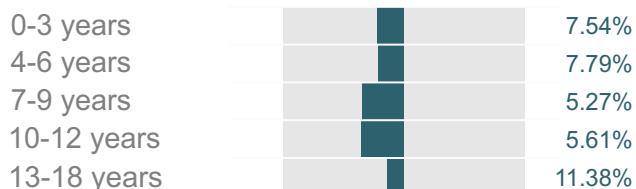
Education



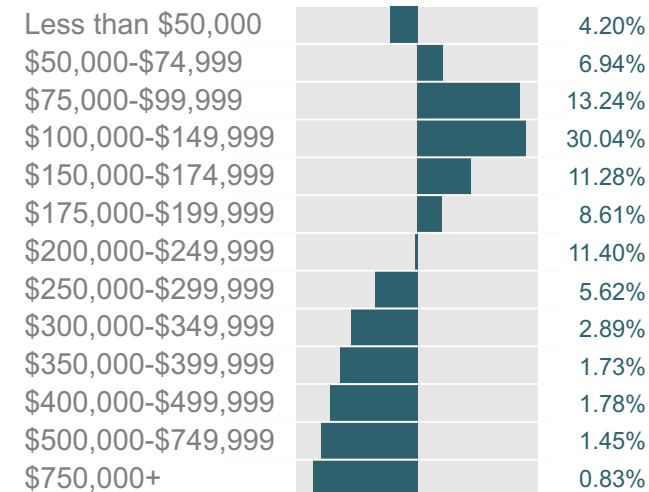
Income



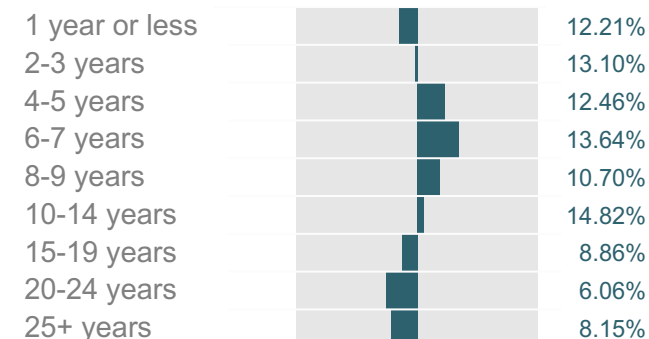
Presence of Children



Estimated Current Home Value



Length of Residence



N • N46 • N47 • N48 • N49

N47

Countrified Pragmatics

Lower middle-income couples and singles living rural, casual lives

Randy & Lori

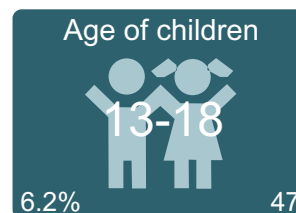
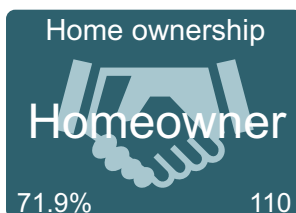
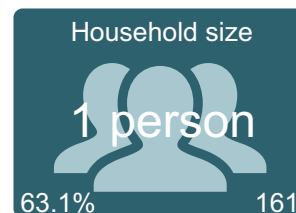
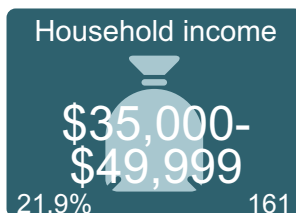
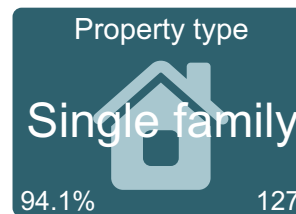
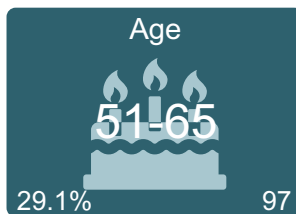
🏠 1.16% | 0.73% 👤



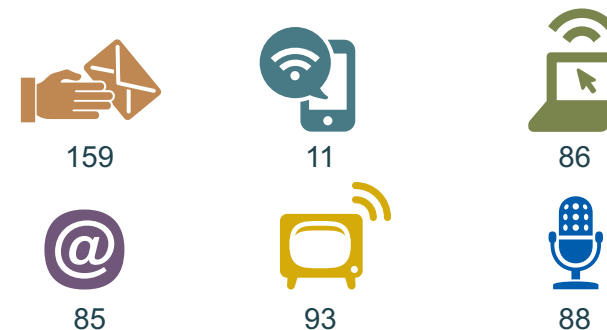
Key Features

- Remote rural communities
- Independent streak
- Risk takers
- Patriotic
- Active outdoor lifestyles
- Modest housing

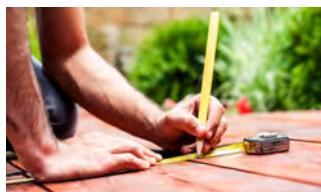
Who We Are



Channel Preference



Technology Adoption



N47

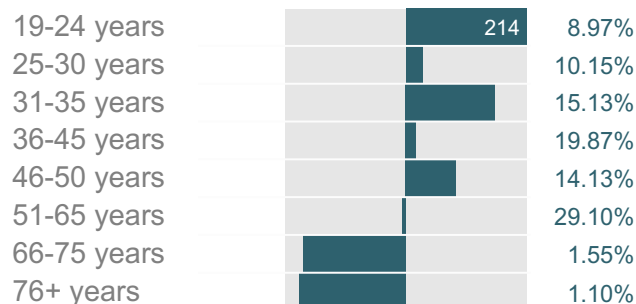
Countrified Pragmatics

Lower middle-income couples and singles living rural, casual lives

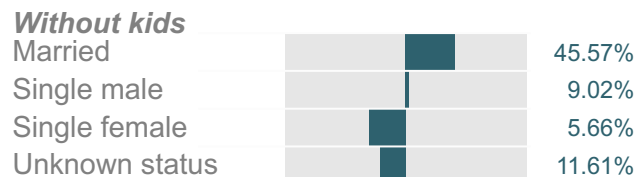
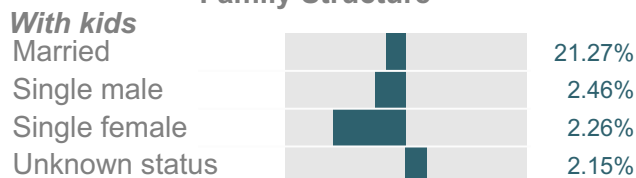
Randy & Lori

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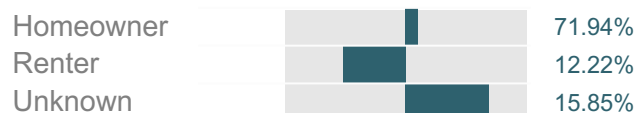
Age



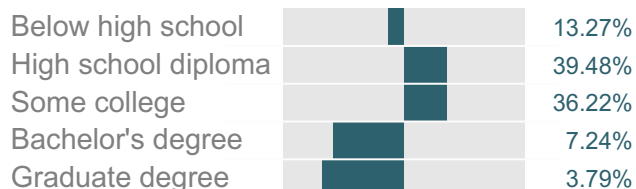
Family Structure



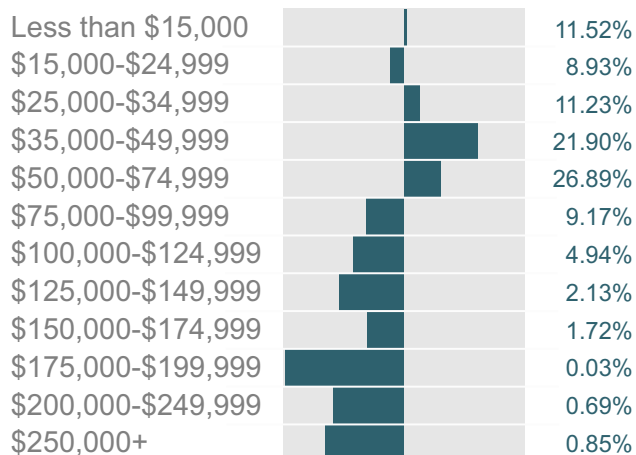
Home Ownership



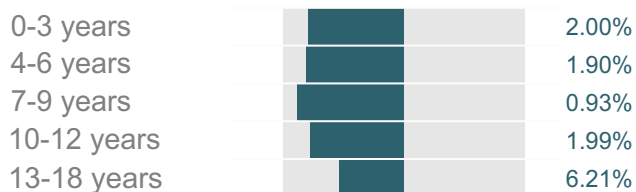
Education



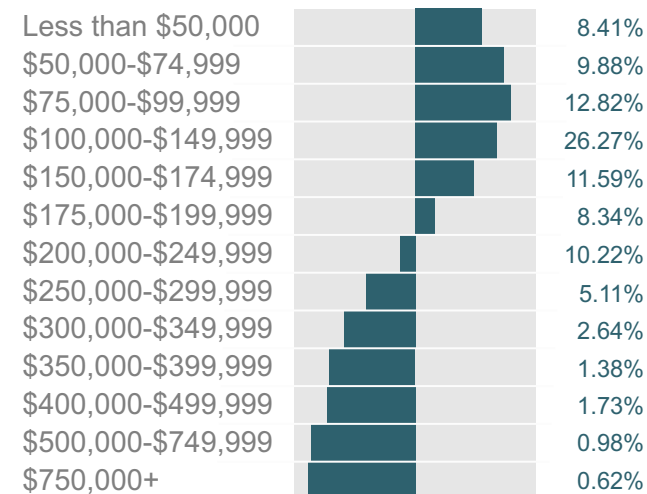
Income



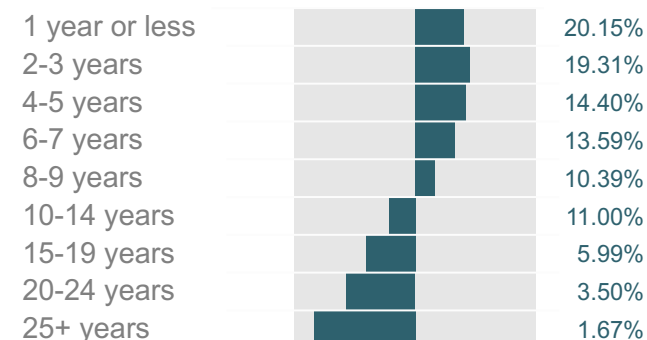
Presence of Children



Estimated Current Home Value



Length of Residence



N • N46 • N47 • N48 • N49

N48

Rural Southern Bliss

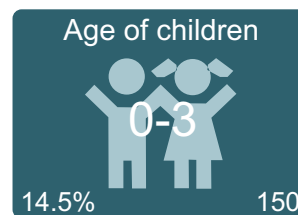
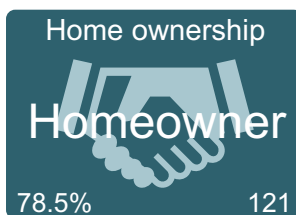
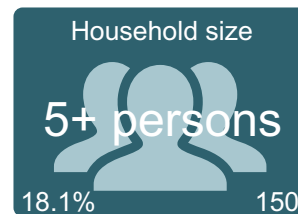
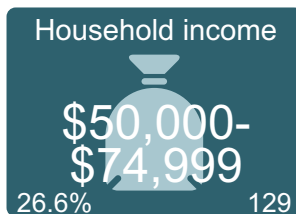
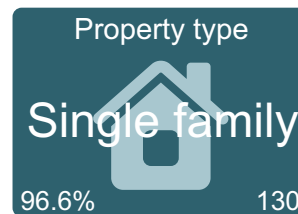
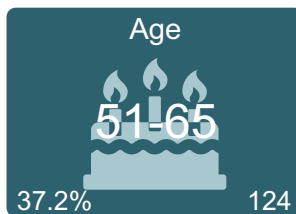
Lower middle-income multi-generational families living in small towns

Willie & Jacqueline

🏠 1.32% | 1.60% 👤



Who We Are



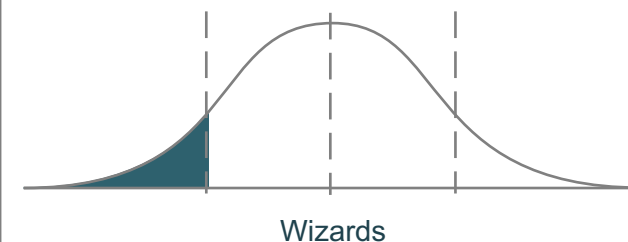
Channel Preference



Key Features

- Fashionable
- Limited discretionary spend
- Aspirational
- Multi-generational households
- Modest educations
- Status shoppers

Technology Adoption



N48

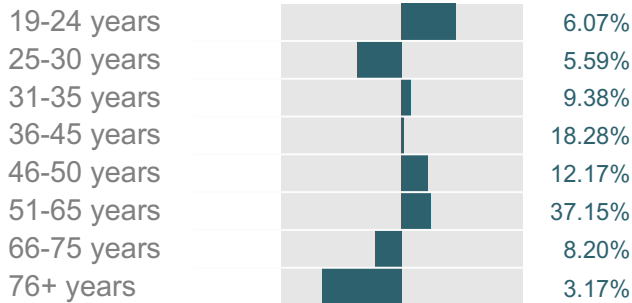
Rural Southern Bliss

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

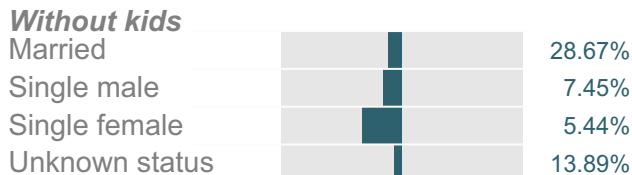
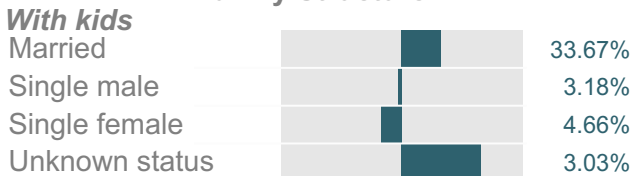
Willie & Jacqueline

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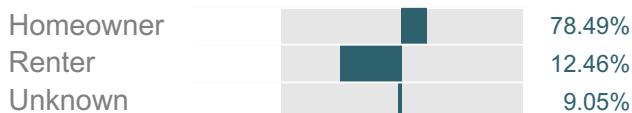
Age



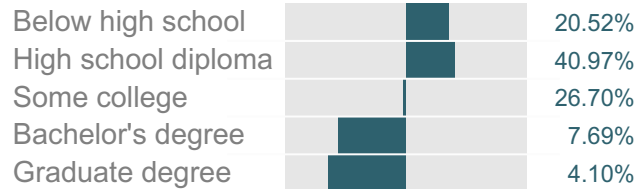
Family Structure



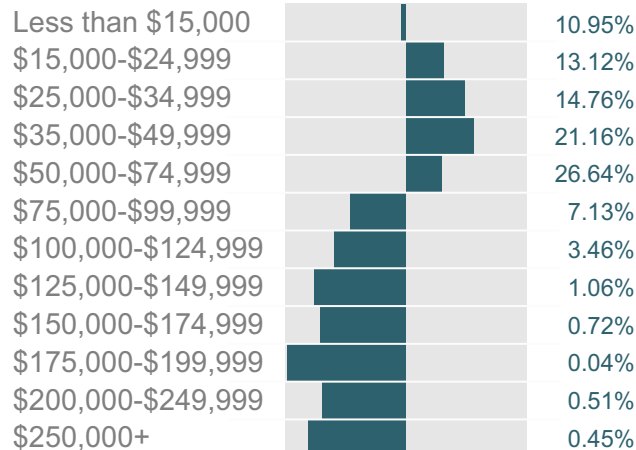
Home Ownership



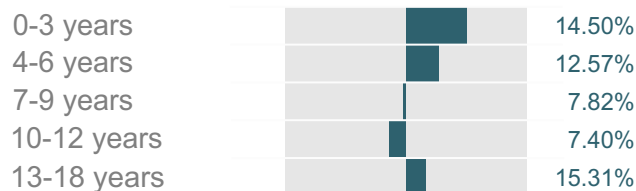
Education



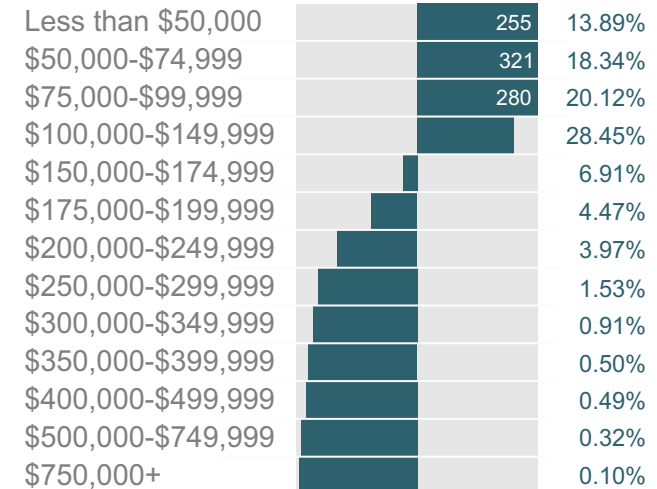
Income



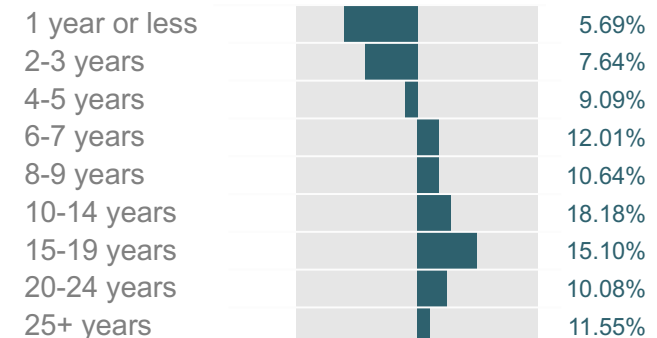
Presence of Children



Estimated Current Home Value



Length of Residence



N • N46 • N47 • N48 • N49

N49

Touch of Tradition

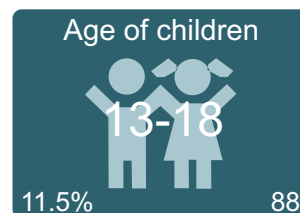
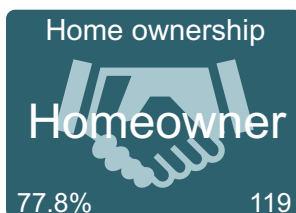
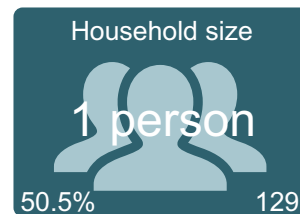
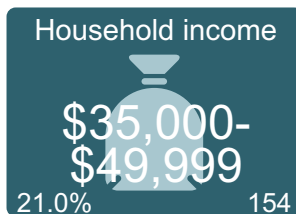
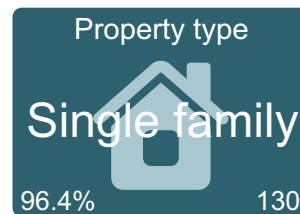
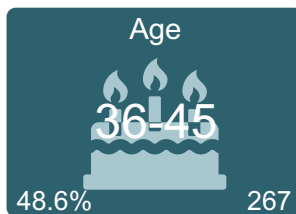
Working-class, middle-aged couples and singles living in rural homes

Jim & Sheila

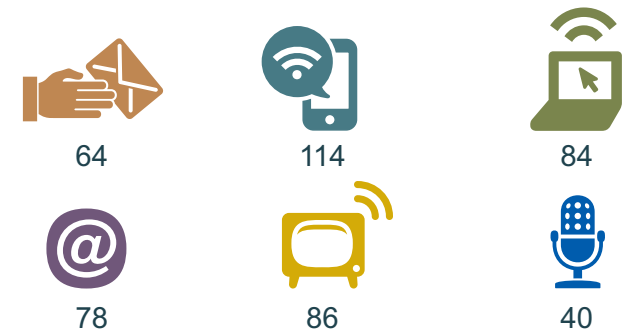
🏠 0.86% | 0.64% 👤



Who We Are



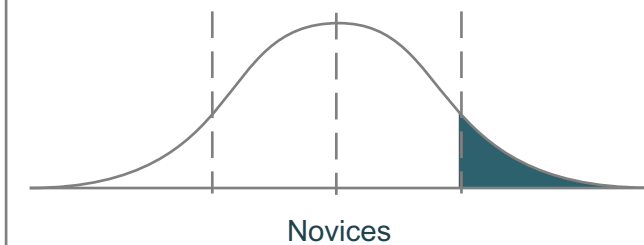
Channel Preference



Key Features

- Frugal
- Remote settings
- Home-based activities
- Sports TV
- Hunting and fishing
- Working-class sensibility

Technology Adoption



N49

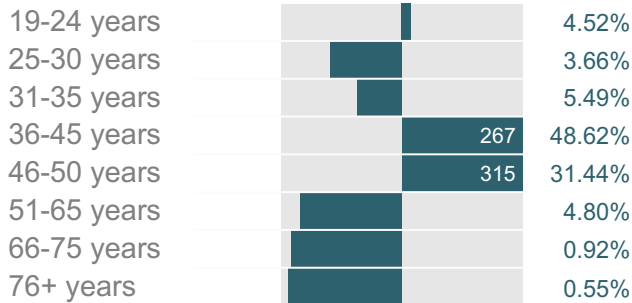
Touch of Tradition

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

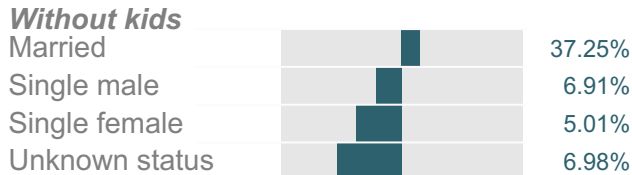
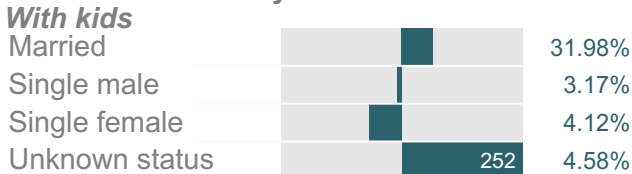
Jim & Sheila

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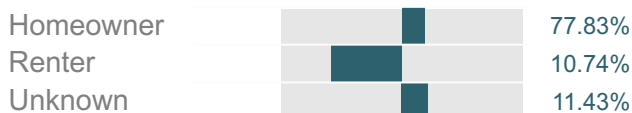
Age



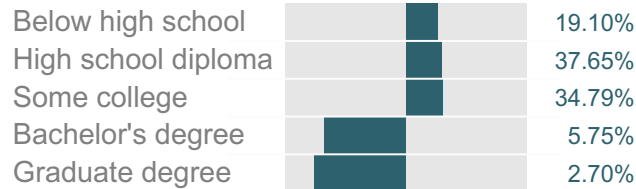
Family Structure



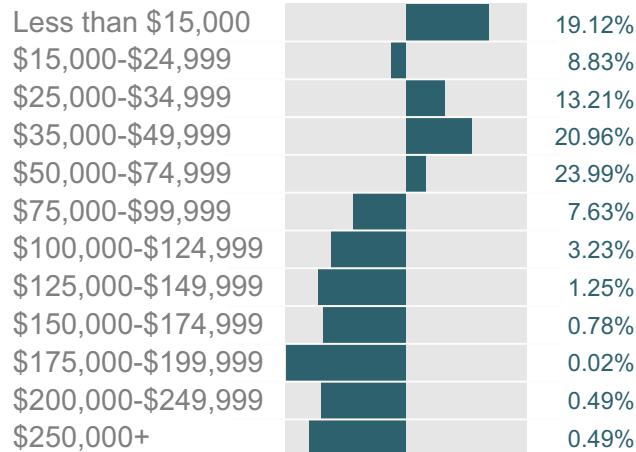
Home Ownership



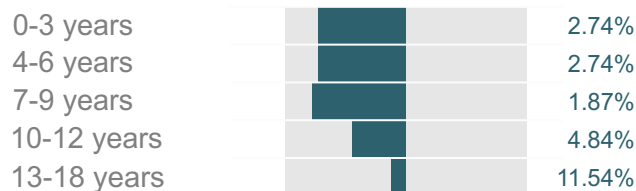
Education



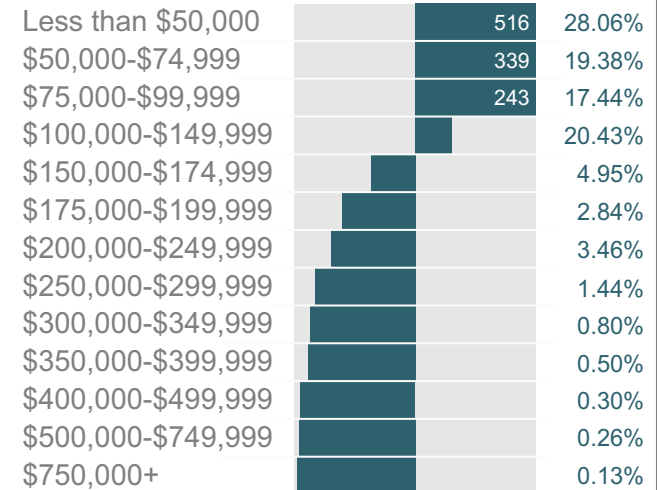
Income



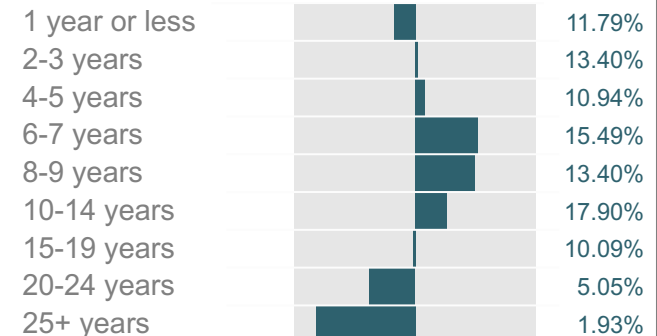
Presence of Children



Estimated Current Home Value



Length of Residence



O50

Full Steam Ahead

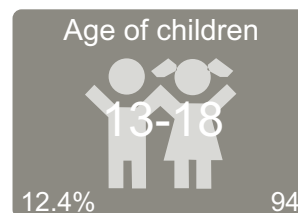
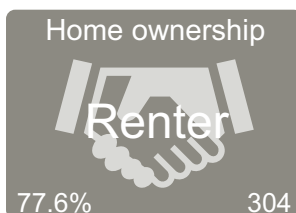
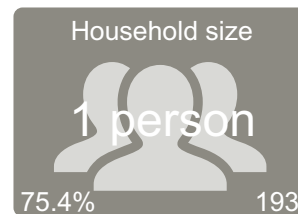
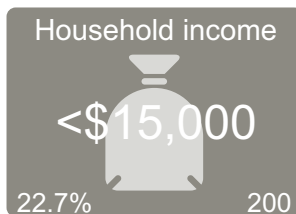
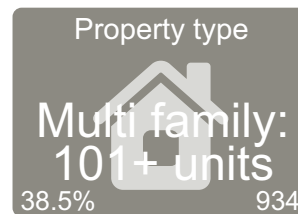
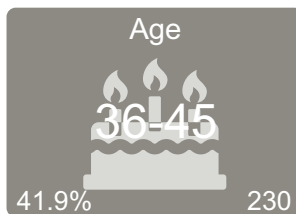
Younger and middle-aged singles gravitating to second-tier cities

Gregory & Robin

🏠 0.58% | 0.34% 👤



Who We Are



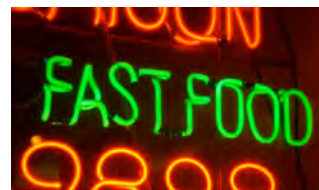
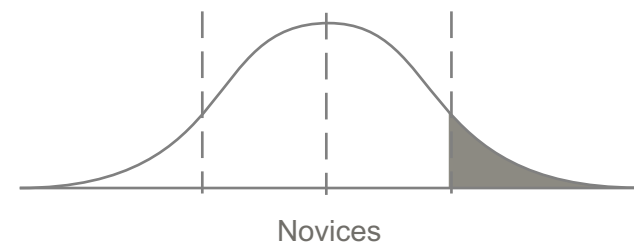
Channel Preference



Key Features

- Busy lives
- Television fans
- Single adults
- Informed shopper
- Leaning liberal
- Competitive sports

Technology Adoption



O50

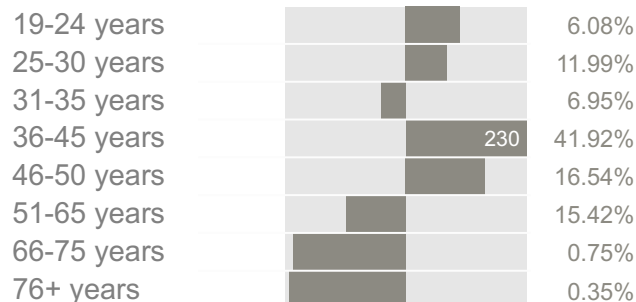
Full Steam Ahead

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

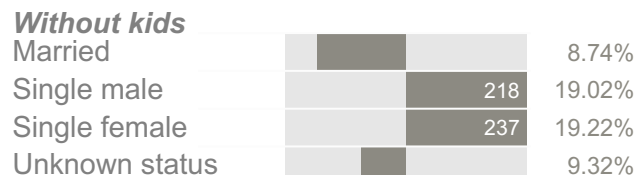
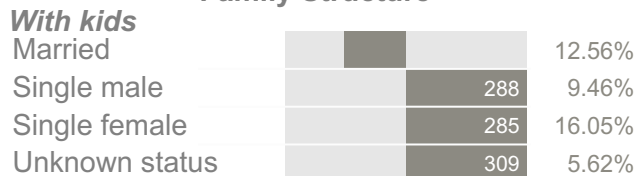
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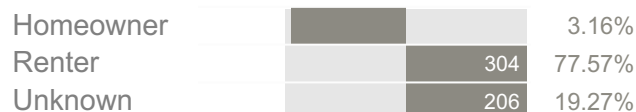
Age



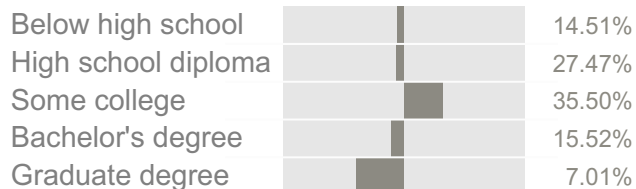
Family Structure



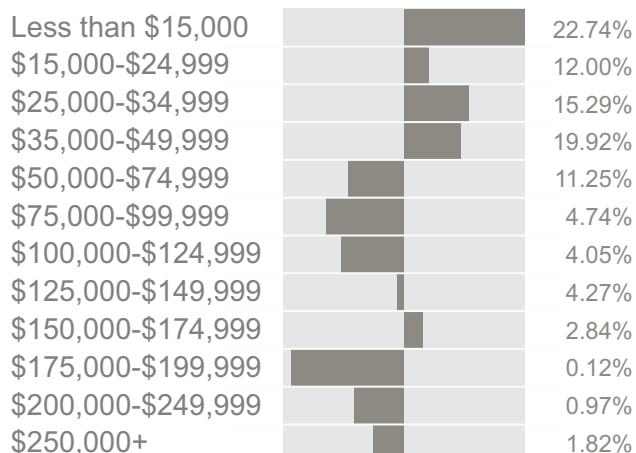
Home Ownership



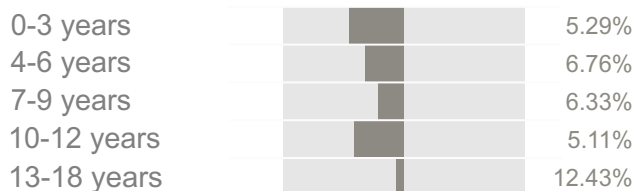
Education



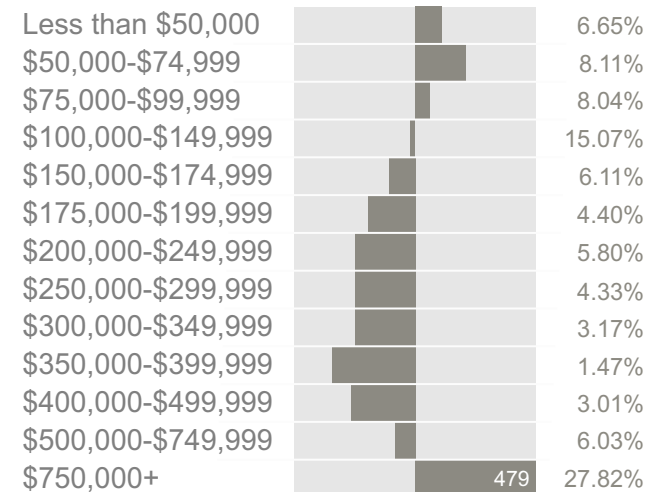
Income



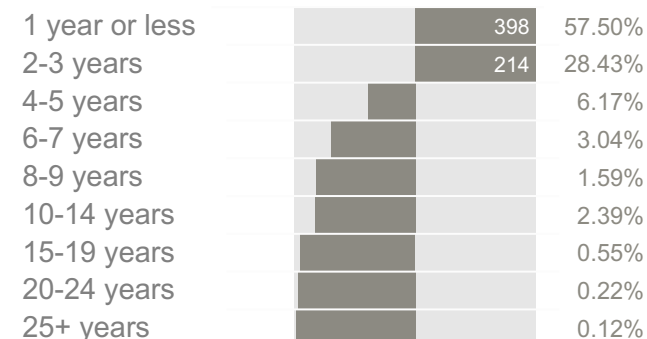
Presence of Children



Estimated Current Home Value



Length of Residence



O51

Digital Dependents

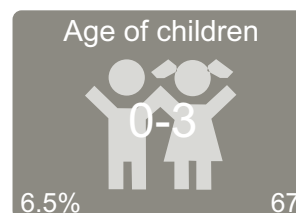
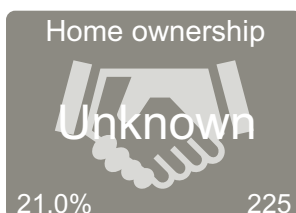
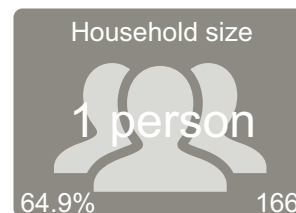
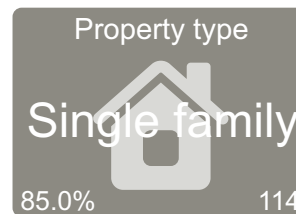
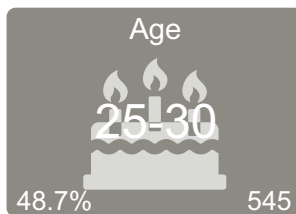
Mix of Generation Y and X singles who live digital-driven, urban lifestyles

Joshua & Megan

🏠 3.27% | 2.04% 👤



Who We Are



Channel Preference



82



159



148



131



108

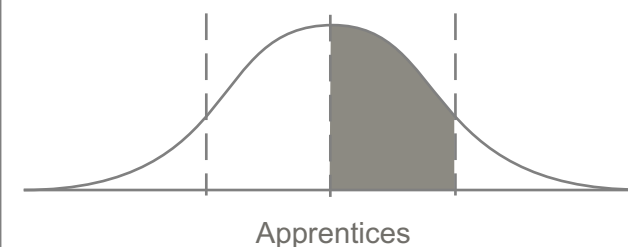


90

Key Features

- Ambitious
- Appearances are important
- Single adults
- Outdoor activities
- Music lovers
- Digitally savvy

Technology Adoption



O51

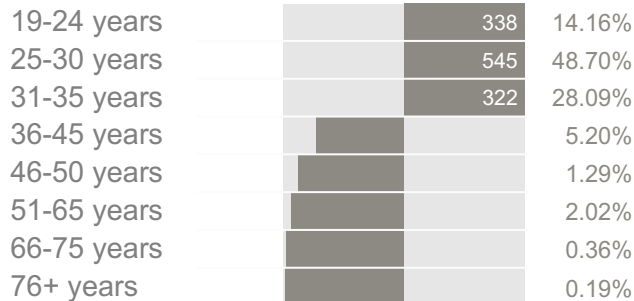
Digital Dependents

Mix of Generation Y and X singles who live digital-driven, urban lifestyles

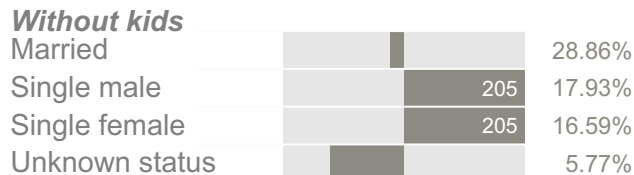
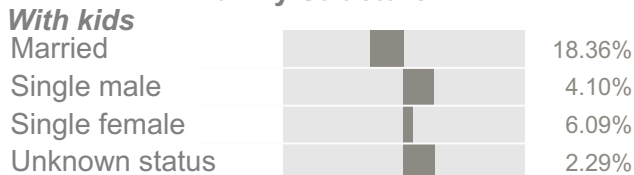
Joshua & Megan

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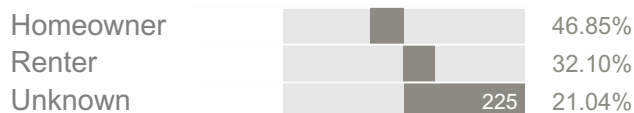
Age



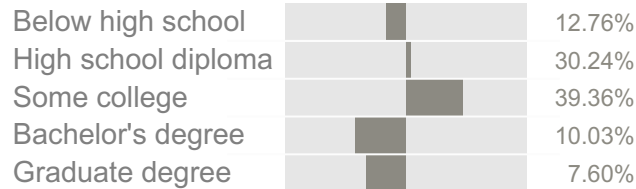
Family Structure



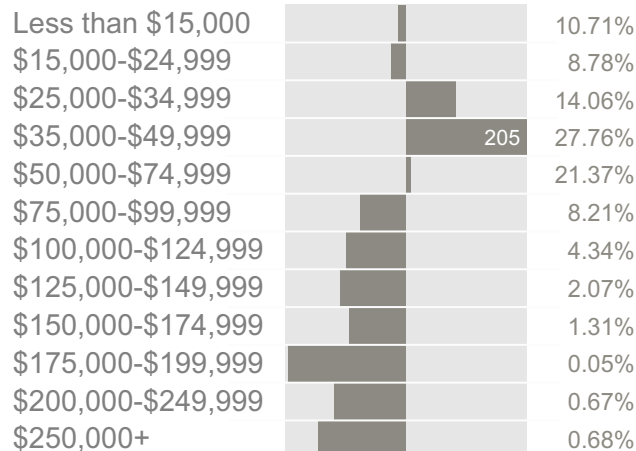
Home Ownership



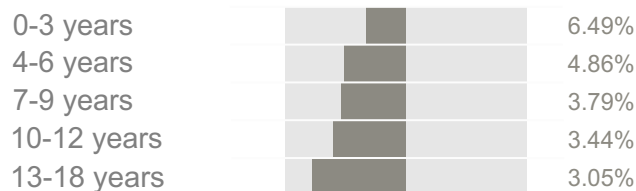
Education



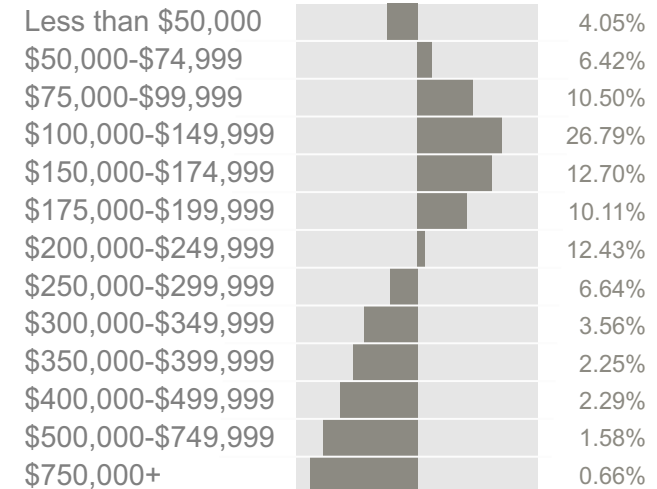
Income



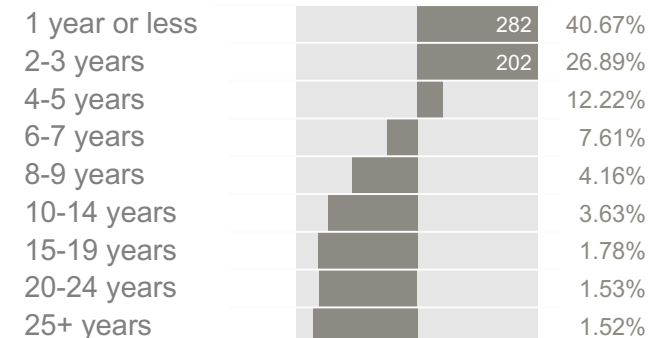
Presence of Children



Estimated Current Home Value



Length of Residence



O52

Urban Ambition

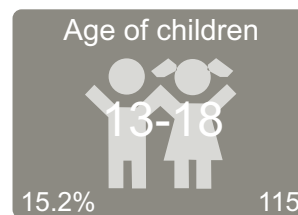
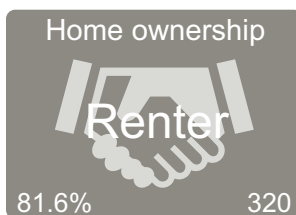
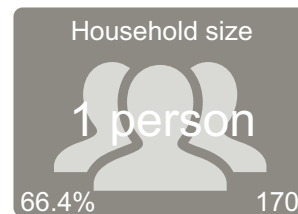
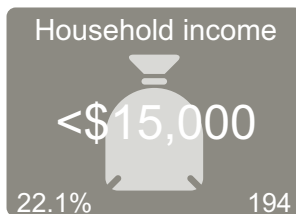
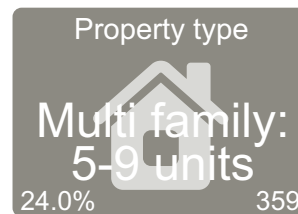
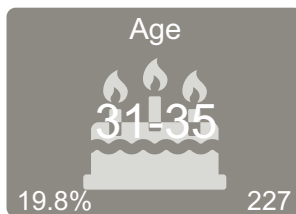
Mainly Generation Y singles and single families established in mid-market cities

Marcus & Stephanie

🏠 1.23% | 0.82% 👤



Who We Are



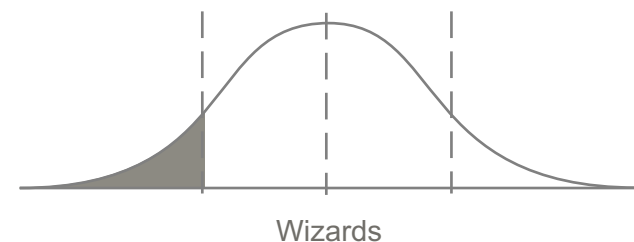
Channel Preference



Key Features

- Racially diverse
- Singles and single parents
- City apartment renters
- Music hip
- Technology adapting
- Video game entertainment

Technology Adoption



O52

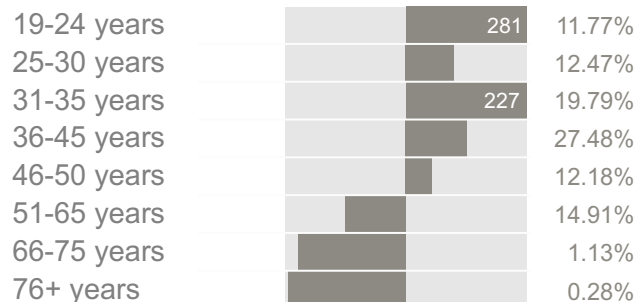
Urban Ambition

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

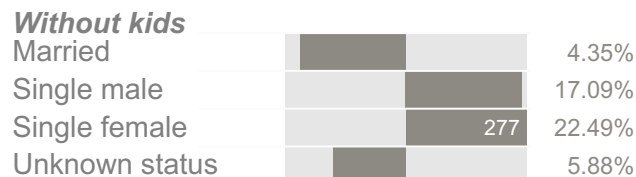
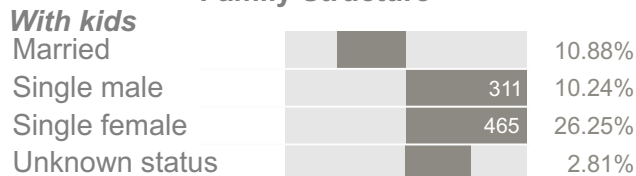
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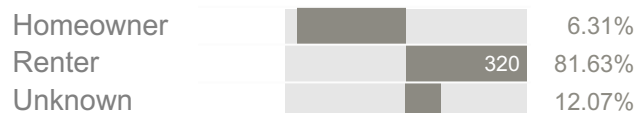
Age



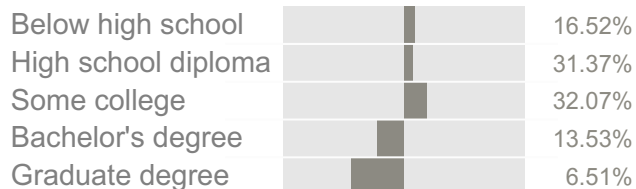
Family Structure



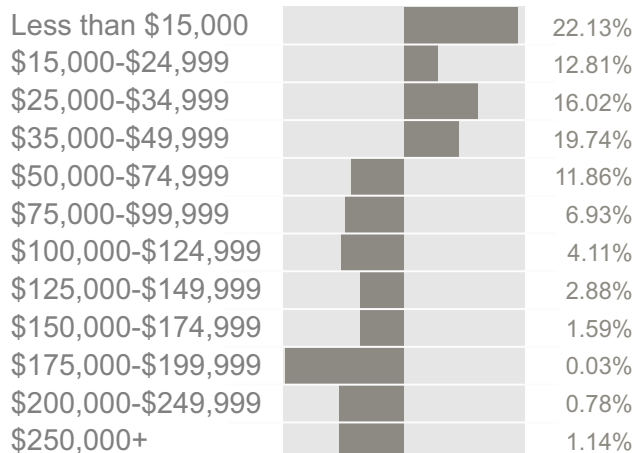
Home Ownership



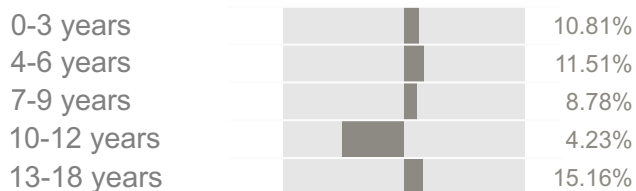
Education



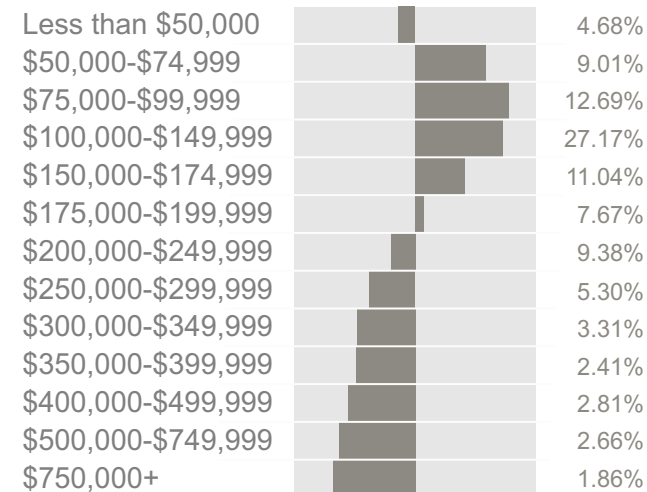
Income



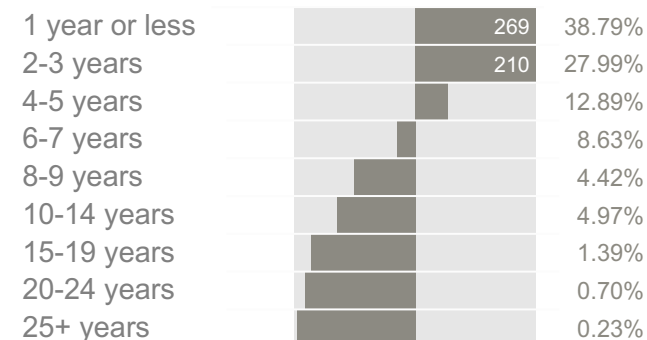
Presence of Children



Estimated Current Home Value



Length of Residence



O53

Colleges and Cafes

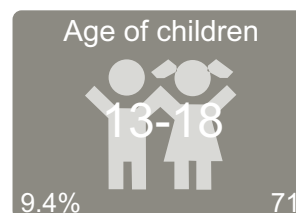
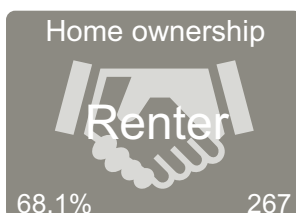
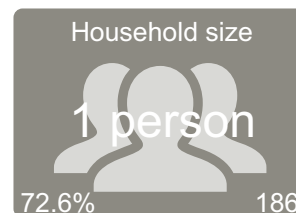
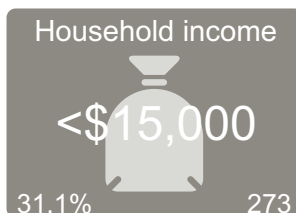
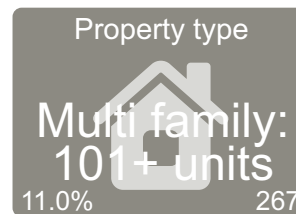
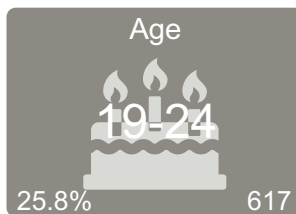
Young singles and recent college graduates living in college communities

Drew & Catherine

🏠 0.81% | 0.51% 👤



Who We Are



Channel Preference



80



64



112



133



86



144

Key Features

- University towns
- Single adults
- Risk takers
- Active lifestyles
- Politically disengaged
- Well-educated

Technology Adoption



O53

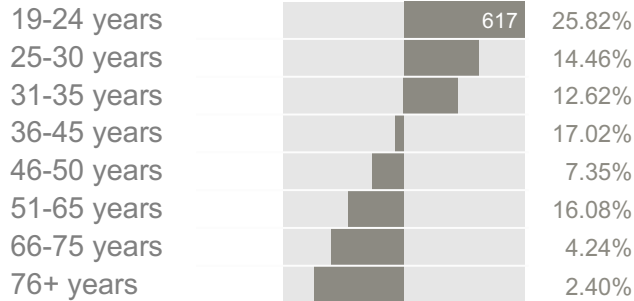
Colleges and Cafes

Young singles and recent college graduates living in college communities

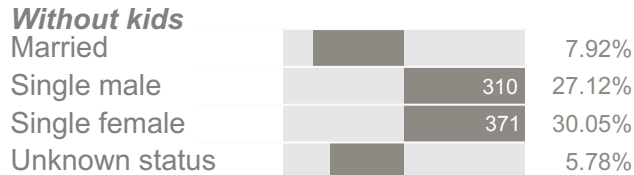
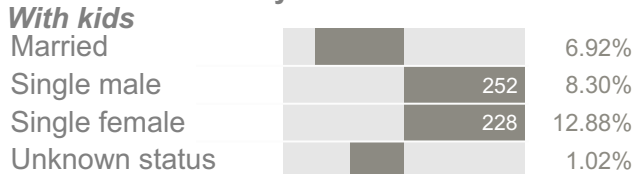
Drew & Catherine

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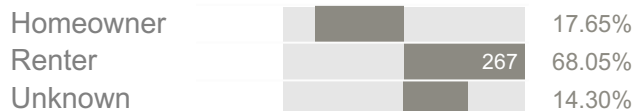
Age



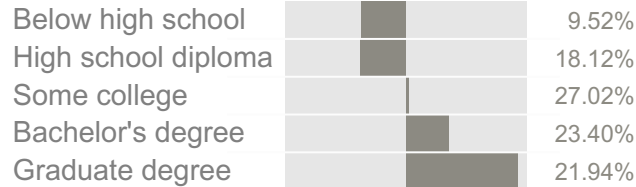
Family Structure



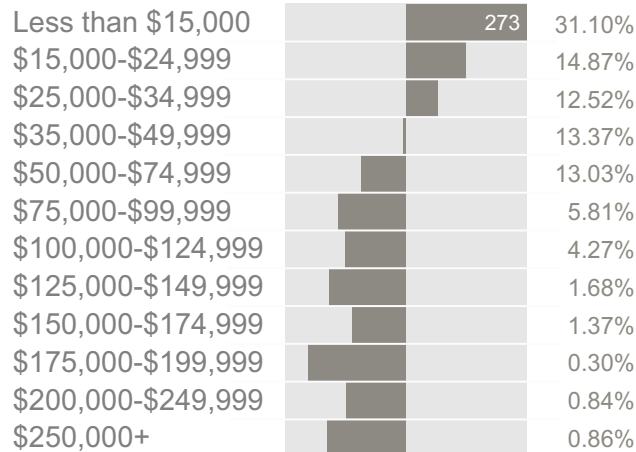
Home Ownership



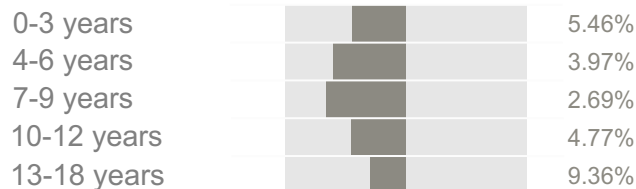
Education



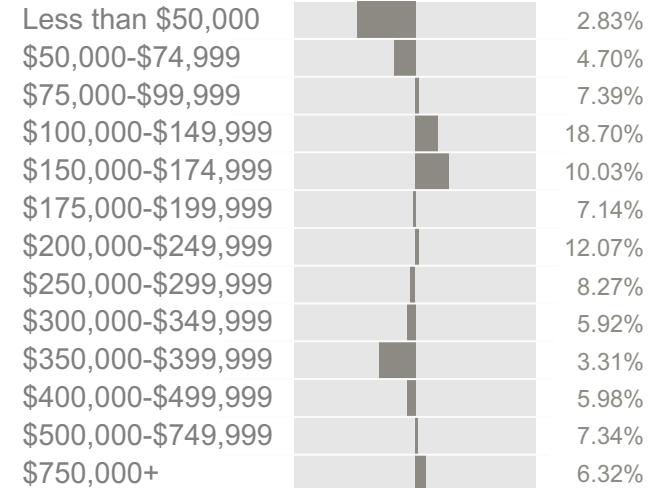
Income



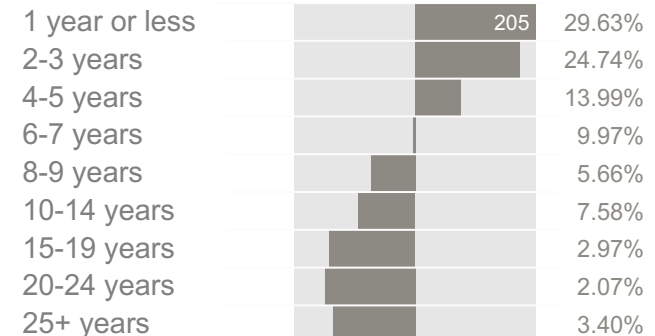
Presence of Children



Estimated Current Home Value



Length of Residence



O54

Striving Single Scene

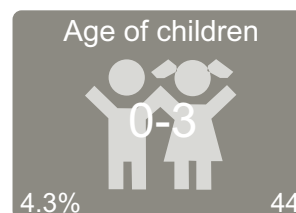
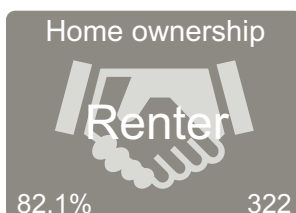
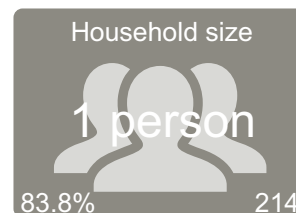
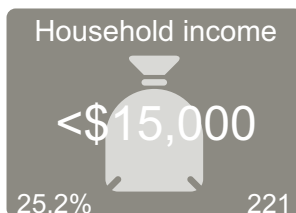
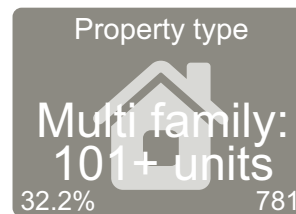
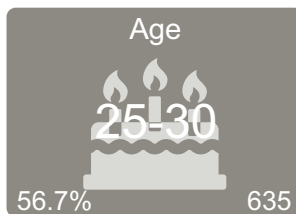
Young, singles living in Midwest and Southern city centers

Justin & Tiffany

🏠 2.14% | 1.06% 👤



Who We Are



Channel Preference



64



40



108



167



133

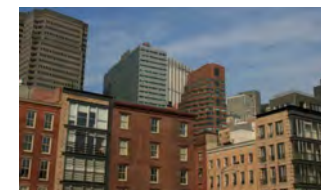


267

Key Features

- Career-driven
- Urban centric
- Digitally dependent
- Active social lives
- Gym memberships
- Music fan

Technology Adoption



O54

Striving Single Scene

Young, singles living in Midwest and Southern city centers

Justin & Tiffany

🏠 2.14% | 1.06% 👤

Age

19-24 years	268	11.23%
25-30 years	635	56.70%
31-35 years	260	22.69%
36-45 years		5.60%
46-50 years		1.12%
51-65 years		2.38%
66-75 years		0.20%
76+ years		0.08%

Family Structure

With kids

Married		3.61%
Single male		6.20%
Single female	221	12.45%
Unknown status		1.68%

Without kids

Married		5.84%
Single male	332	28.97%
Single female	455	36.87%
Unknown status		4.38%

Home Ownership

Homeowner		3.95%
Renter	322	82.07%
Unknown		13.98%

Education

Below high school		14.63%
High school diploma		23.12%
Some college		29.00%
Bachelor's degree		20.31%
Graduate degree		12.94%

Income

Less than \$15,000	221	25.24%
\$15,000-\$24,999		14.88%
\$25,000-\$34,999		15.85%
\$35,000-\$49,999		18.43%
\$50,000-\$74,999		10.01%
\$75,000-\$99,999		4.63%
\$100,000-\$124,999		4.73%
\$125,000-\$149,999		2.47%
\$150,000-\$174,999		1.68%
\$175,000-\$199,999		0.08%
\$200,000-\$249,999		0.89%
\$250,000+		1.11%

Presence of Children

0-3 years		4.26%
4-6 years		3.48%
7-9 years		2.63%
10-12 years		3.55%
13-18 years		2.39%

Estimated Current Home Value

Less than \$50,000		3.69%
\$50,000-\$74,999		5.03%
\$75,000-\$99,999		6.57%
\$100,000-\$149,999		11.99%
\$150,000-\$174,999		5.81%
\$175,000-\$199,999		6.16%
\$200,000-\$249,999		8.61%
\$250,000-\$299,999		6.34%
\$300,000-\$349,999		6.01%
\$350,000-\$399,999		3.79%
\$400,000-\$499,999		5.97%
\$500,000-\$749,999		9.12%
\$750,000+	360	20.91%

Length of Residence

1 year or less	363	52.42%
2-3 years	211	28.02%
4-5 years		9.41%
6-7 years		5.09%
8-9 years		2.14%
10-14 years		2.10%
15-19 years		0.41%
20-24 years		0.26%
25+ years		0.16%

O55

Family Troopers

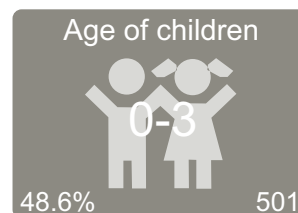
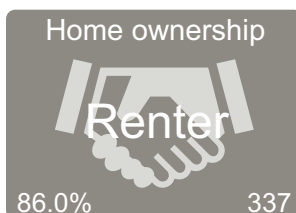
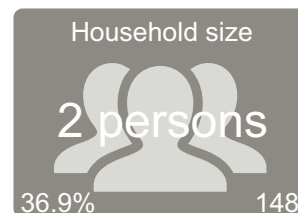
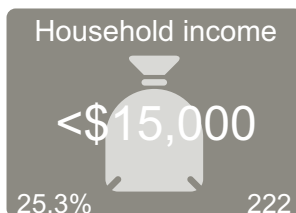
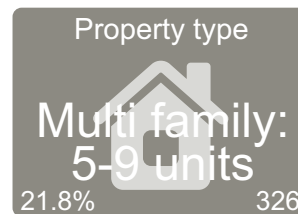
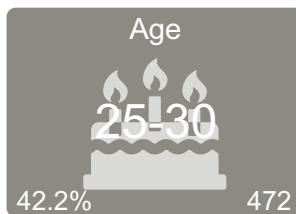
Families and single-parent households living near military bases

Adam & Cheryl

🏠 1.81% | 1.89% 👤



Who We Are



Channel Preference



83



441



81



204



116



141

Key Features

- Renters
- Military base communities
- Ethnically diverse
- Children's activities
- Limited educations
- Active social lives

Technology Adoption



O55

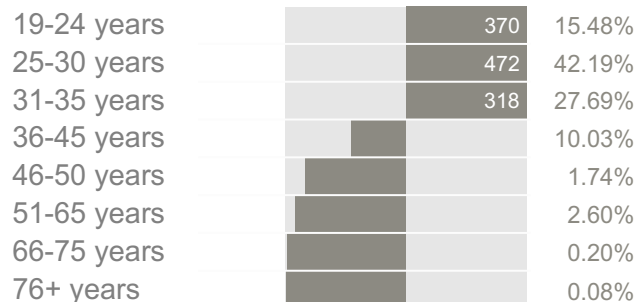
Family Troopers

Families and single-parent households living near military bases

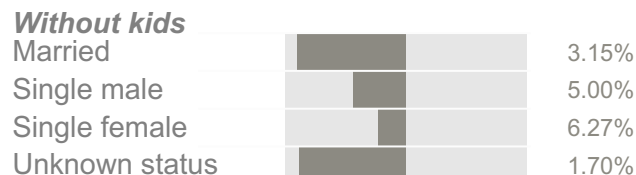
Adam & Cheryl

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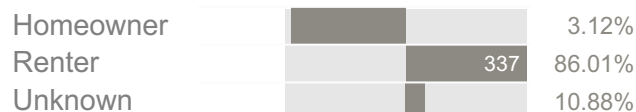
Age



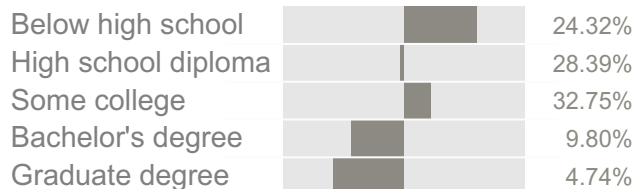
Family Structure



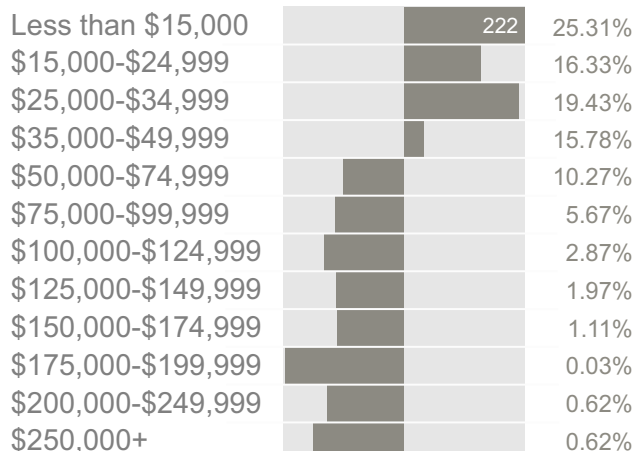
Home Ownership



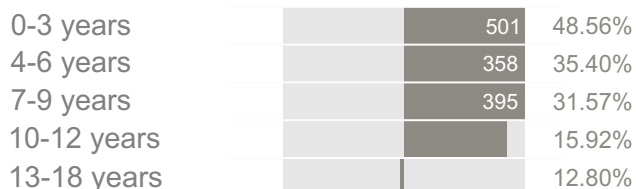
Education



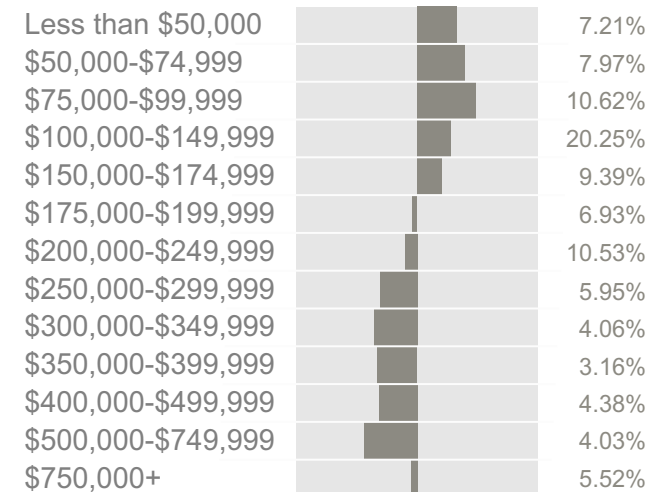
Income



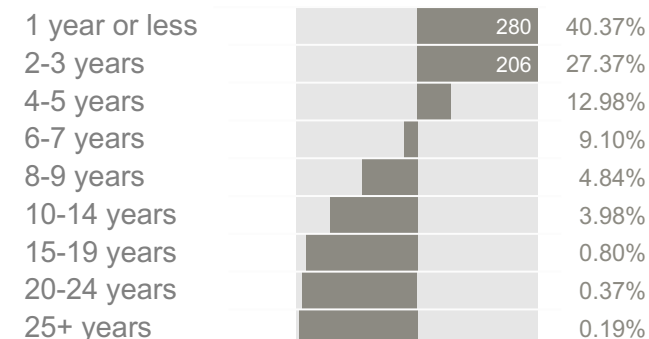
Presence of Children



Estimated Current Home Value



Length of Residence



P56

Mid-scale Medley

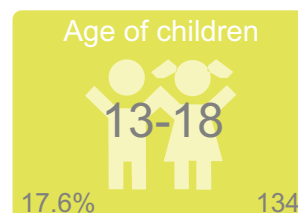
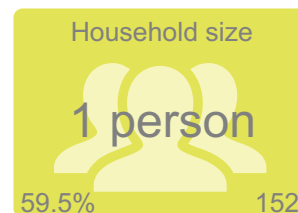
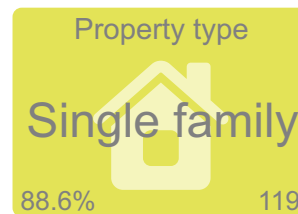
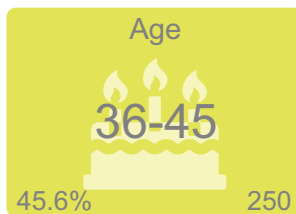
Middle-aged, mid-scale income unattached adults living in secondary cities

Rob & Kelly

🏠 1.10% | 0.75% 👤



Who We Are



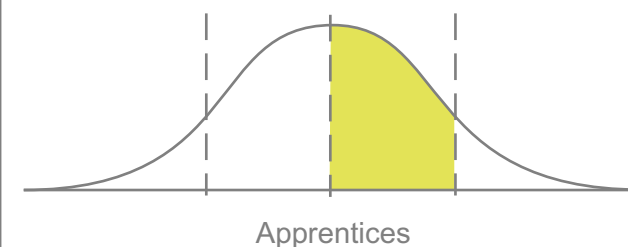
Channel Preference



Key Features

- Modest living
- Single adults
- Trendsetters
- Cash over credit
- Outdoor leisure
- Family abroad

Technology Adoption



P56

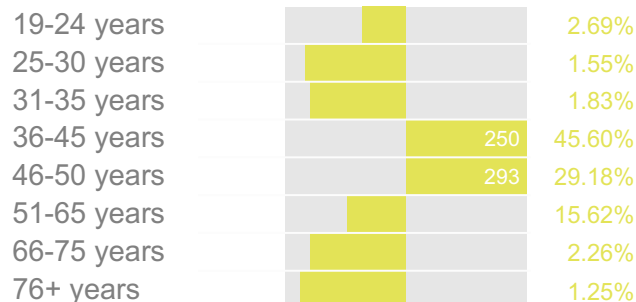
Mid-scale Medley

Middle-aged, mid-scale income unattached adults living in secondary cities

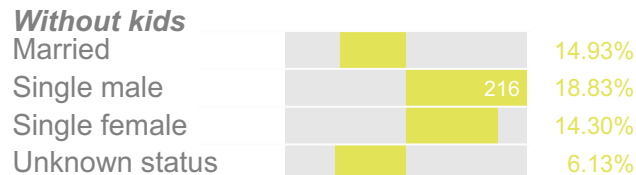
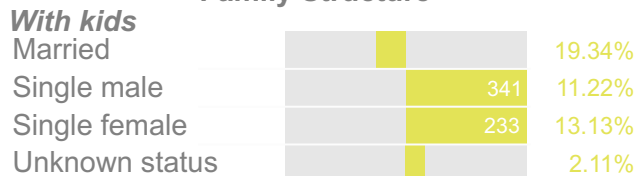
Rob & Kelly

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Age



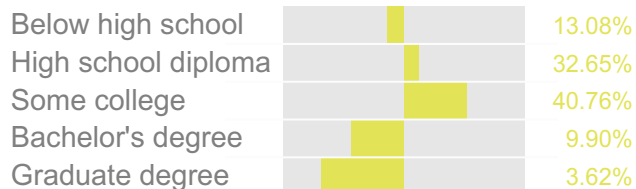
Family Structure



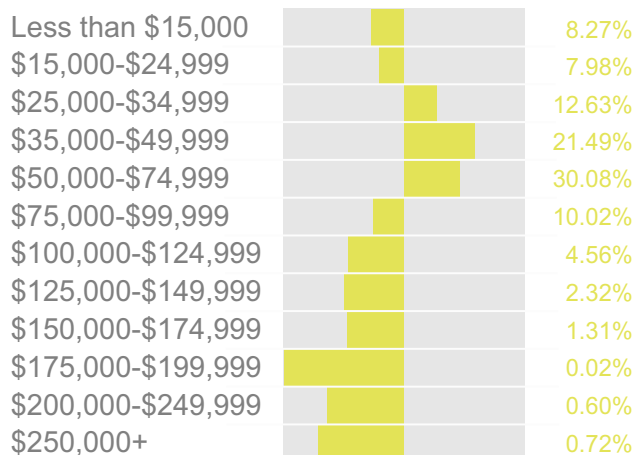
Home Ownership



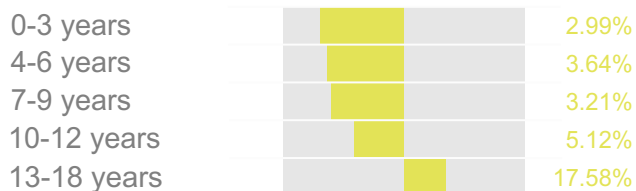
Education



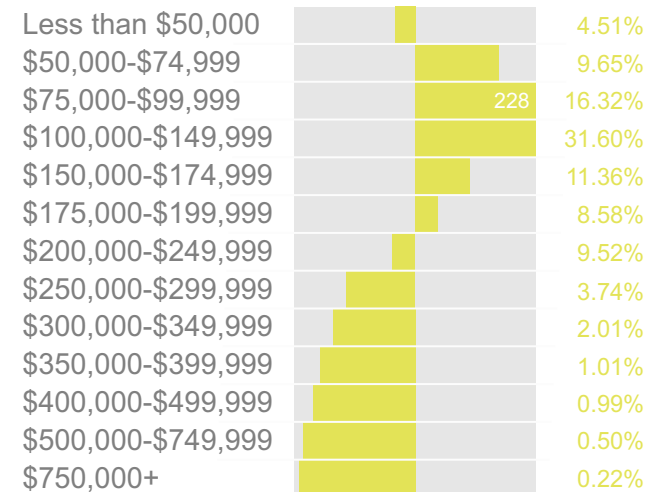
Income



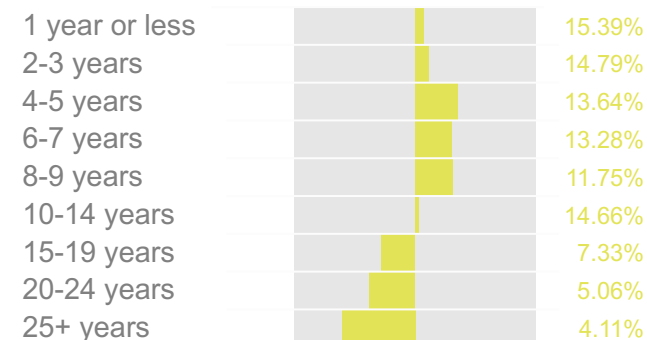
Presence of Children



Estimated Current Home Value



Length of Residence



P57

Modest Metro Means

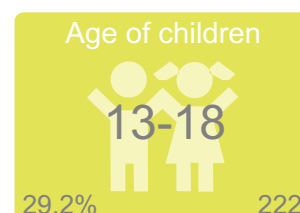
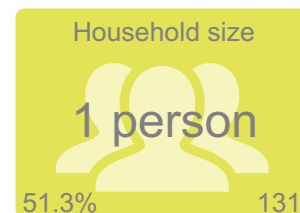
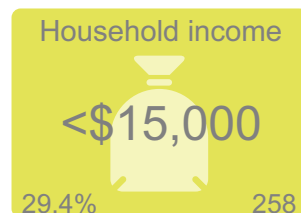
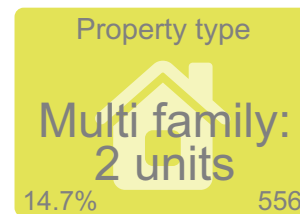
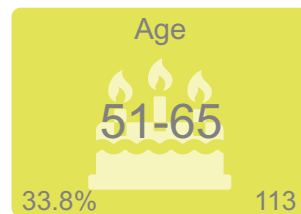
Mid-scale singles established in inner-city communities

Tyrone & Juanita

🏠 0.82% | 0.70% 👤



Who We Are



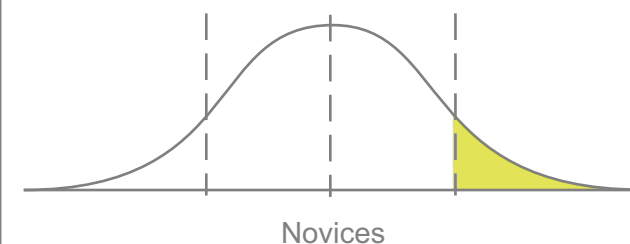
Channel Preference



Key Features

- Public transportation
- Ethnically diverse
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers

Technology Adoption



P57

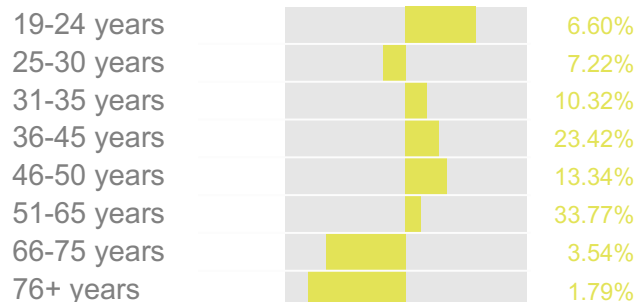
Modest Metro Means

Mid-scale singles established in inner-city communities

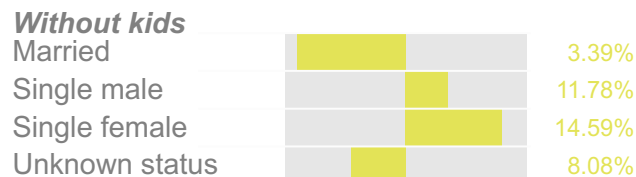
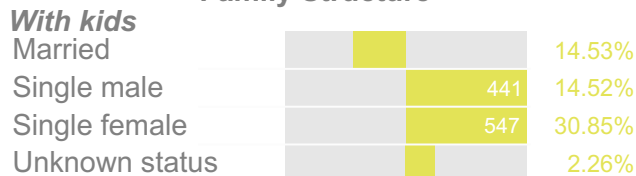
Tyrone & Juanita

🏠 0.82% | 0.70% 👤

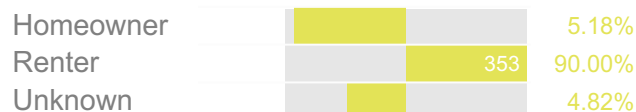
Age



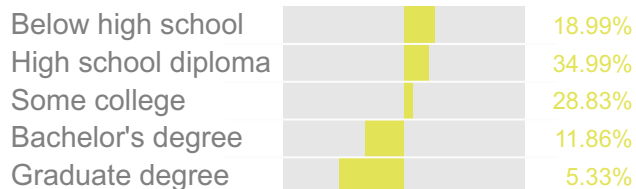
Family Structure



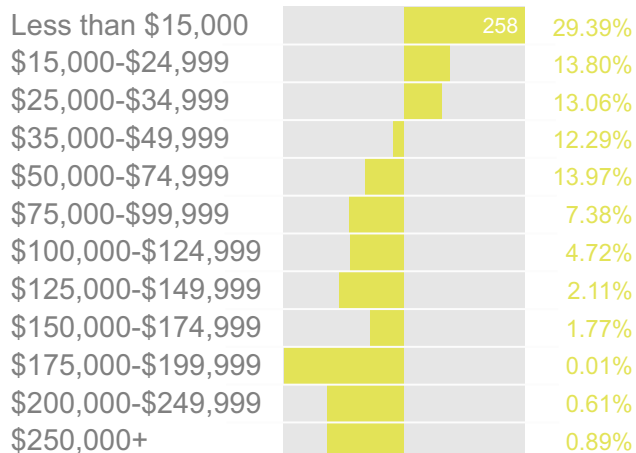
Home Ownership



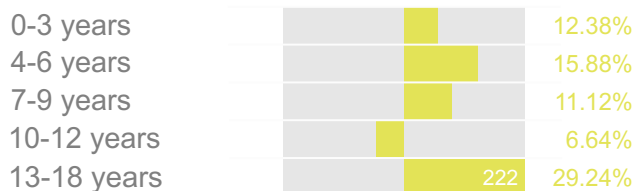
Education



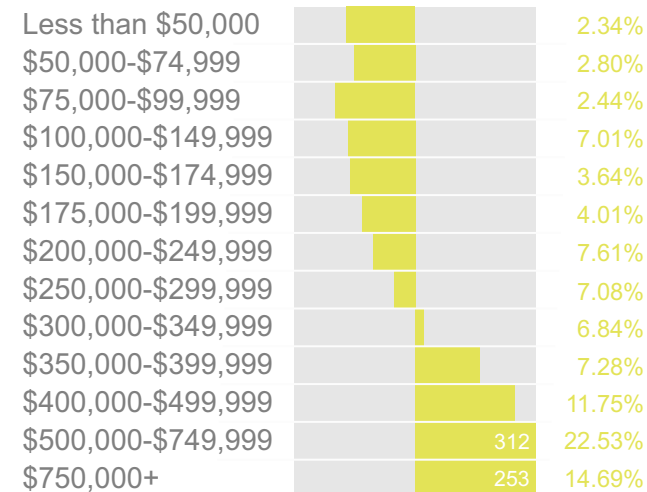
Income



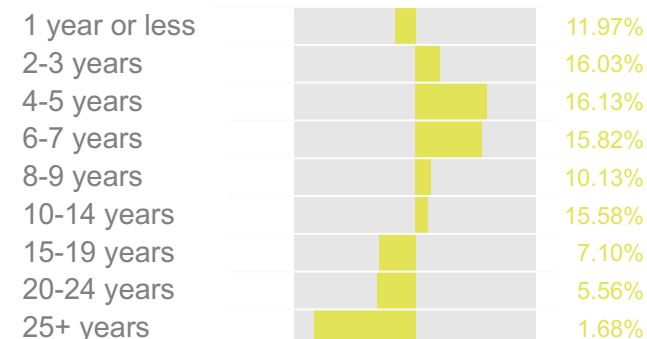
Presence of Children



Estimated Current Home Value



Length of Residence



P58

Heritage Heights

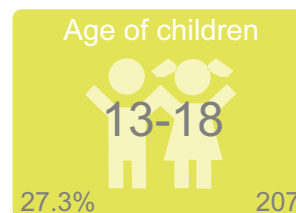
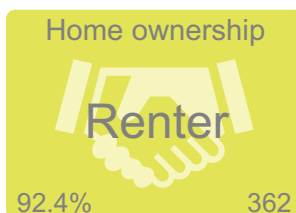
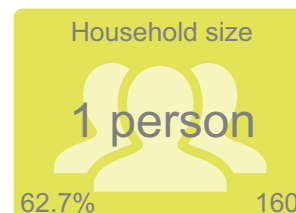
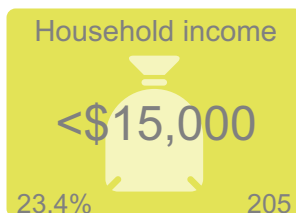
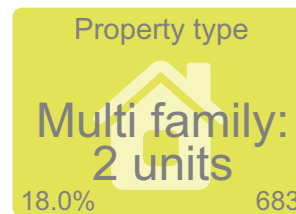
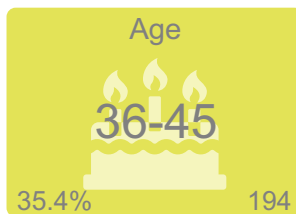
Singles and families with mid and low incomes living settled lives in urban apartments

Luis & Isabel

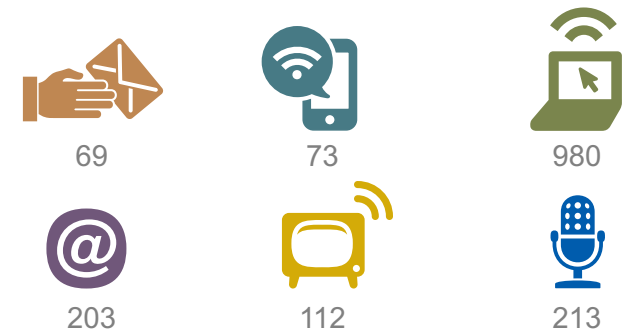
🏠 0.58% | 0.42% 👤



Who We Are



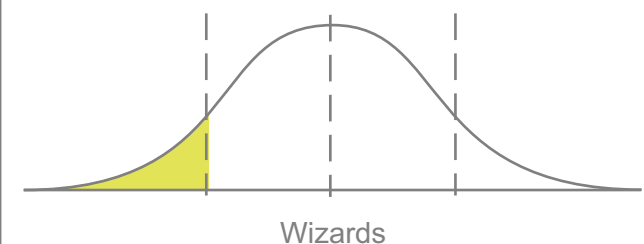
Channel Preference



Key Features

- Ethnically eclectic
- Fashion forward
- Bilingual
- Single parents
- Artistically inclined
- Appearances matter

Technology Adoption



P58

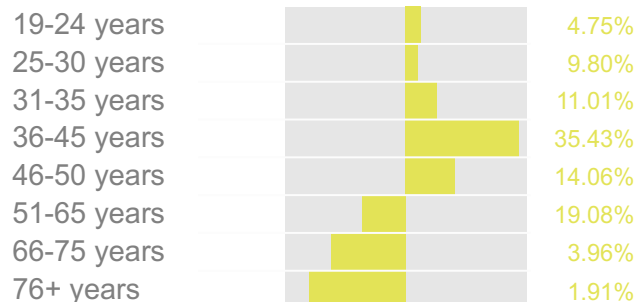
Heritage Heights

Singles and families with mid and low incomes living settled lives in urban apartments

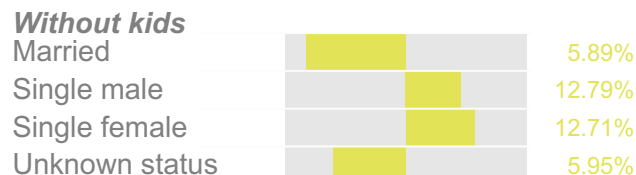
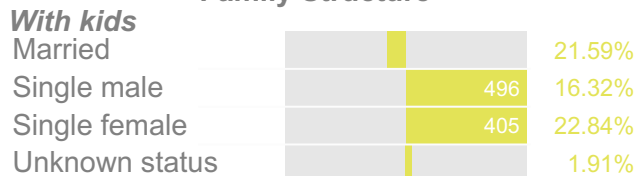
Luis & Isabel

🏠 0.58% | 0.42% 👤

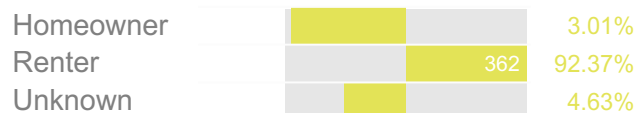
Age



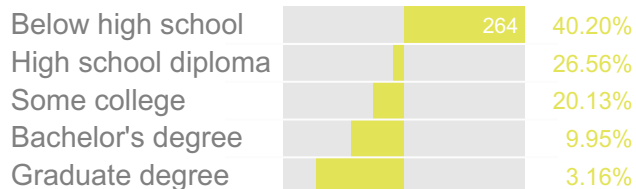
Family Structure



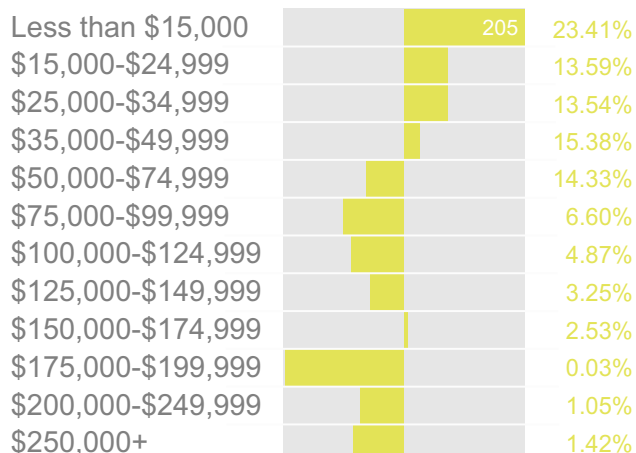
Home Ownership



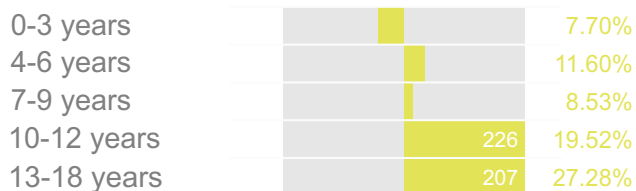
Education



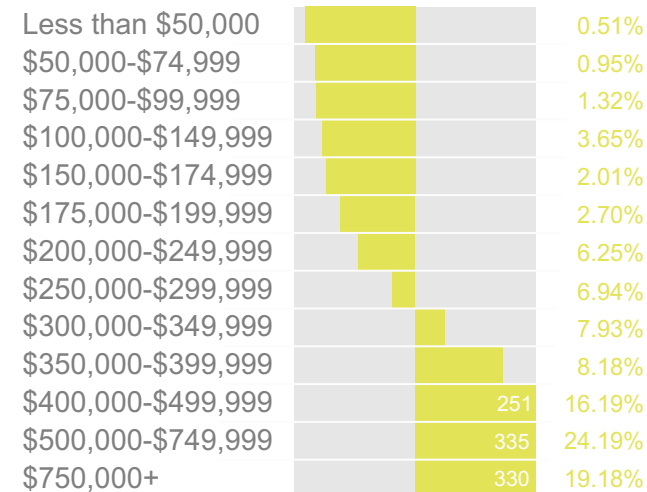
Income



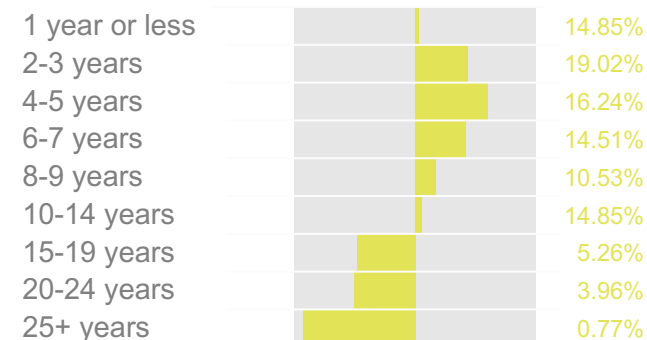
Presence of Children



Estimated Current Home Value



Length of Residence



P59

Expanding Horizons

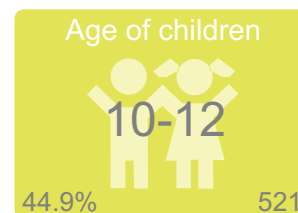
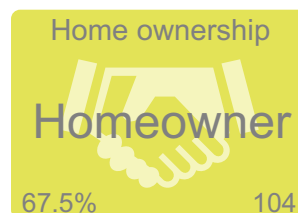
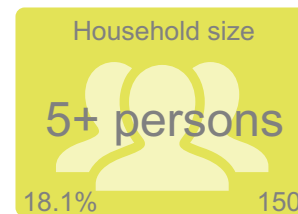
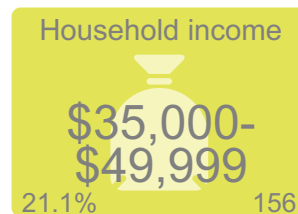
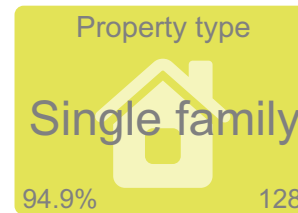
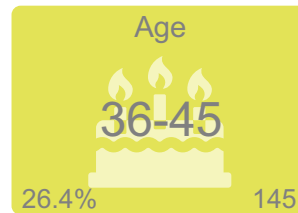
Middle-aged, mid-scale income families living mainly within US border cities

Jesus & Leticia

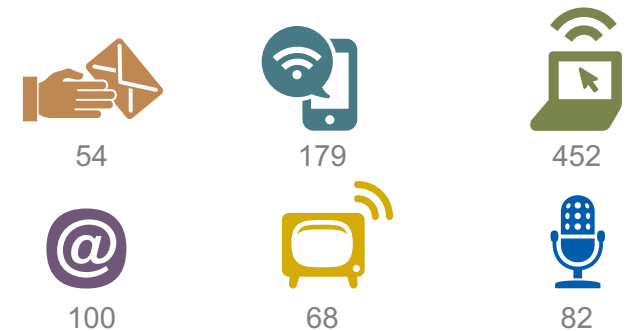
🏠 1.22% | 1.41% 👤



Who We Are



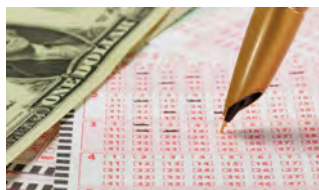
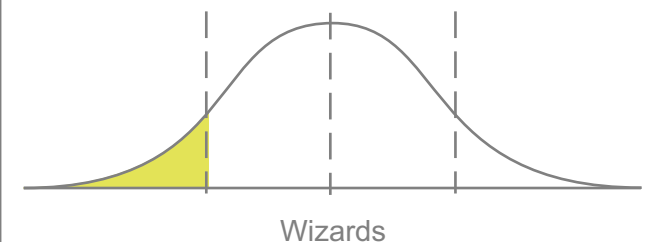
Channel Preference



Key Features

- Blue-collar jobs
- Bilingual
- Style-conscious
- Budget constraints
- Preteens and teens
- Team sports

Technology Adoption



P59

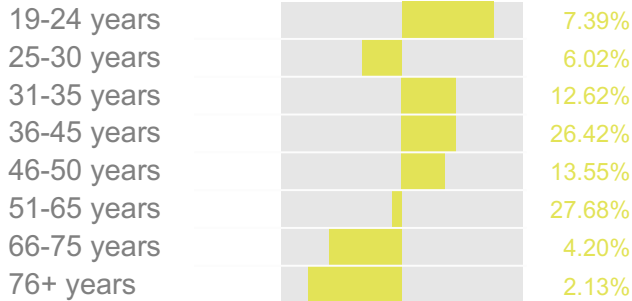
Expanding Horizons

Middle-aged, mid-scale income families living mainly within US border cities

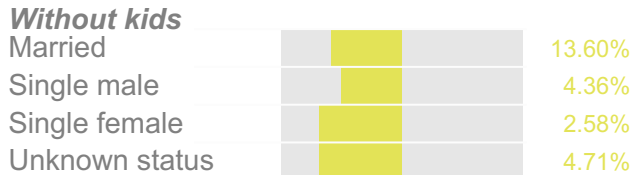
Jesus & Leticia

🏠 1.22% | 1.41% 👤

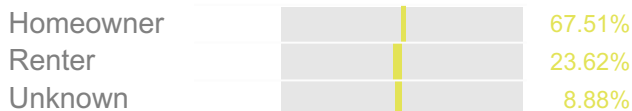
Age



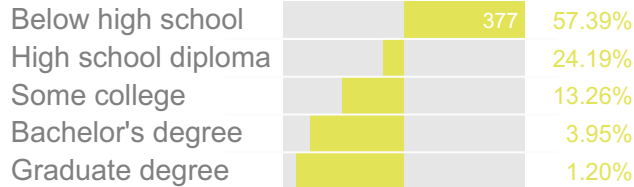
Family Structure



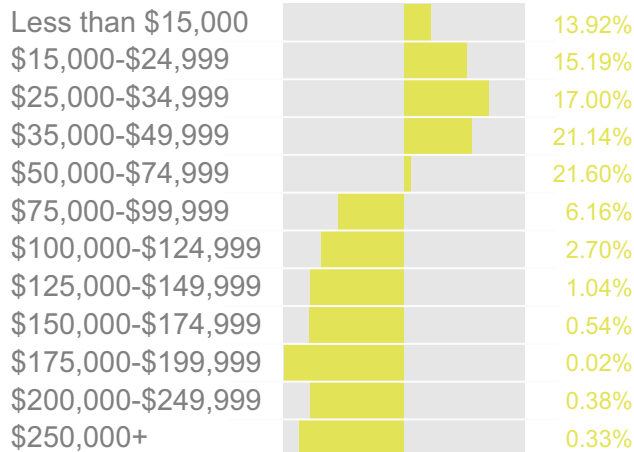
Home Ownership



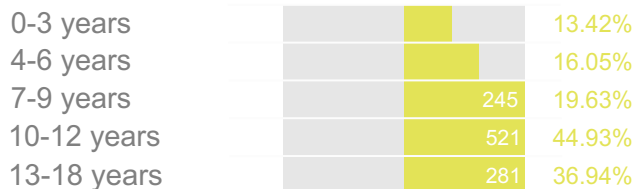
Education



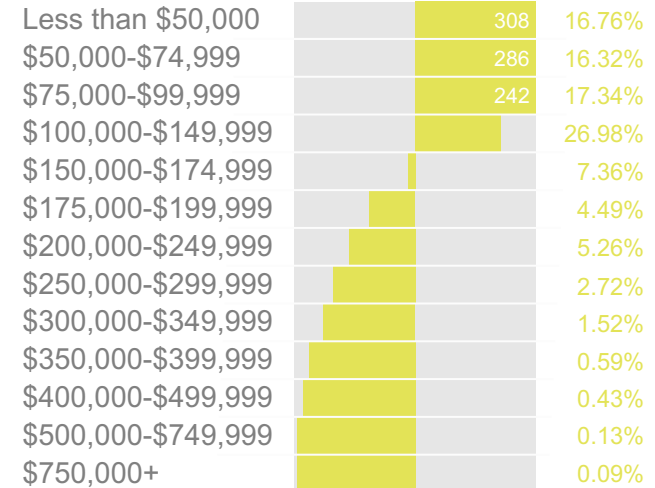
Income



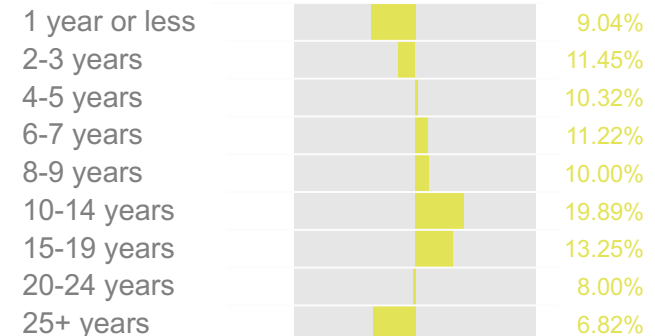
Presence of Children



Estimated Current Home Value



Length of Residence



P60

Striving Forward

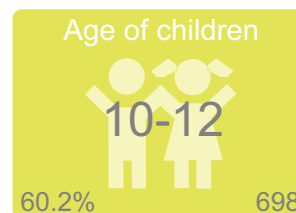
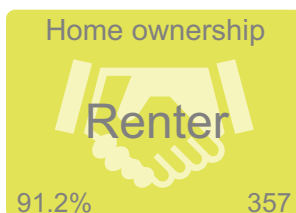
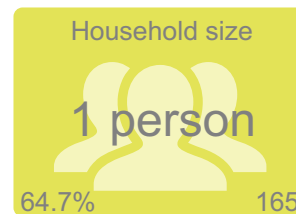
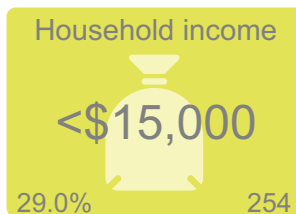
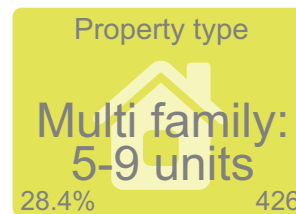
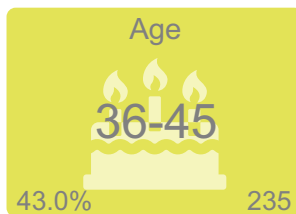
Mid-scale families and single parents in gateway communities

Jorge & Sonia

🏠 0.94% | 0.64% 👤



Who We Are



Channel Preference



81



135



902



147



78



94

Key Features

- Multi-ethnic
- Ambitious
- Single parents
- Family activities
- Active athletes
- Fashionable

Technology Adoption



P60

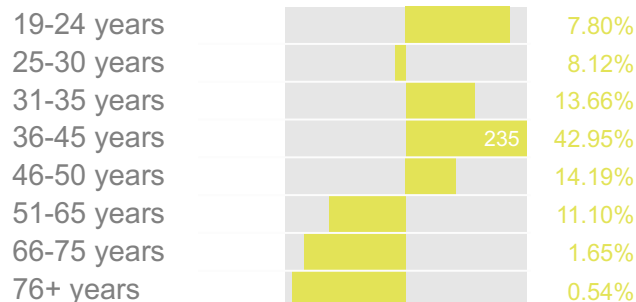
Striving Forward

Mid-scale families and single parents in gateway communities

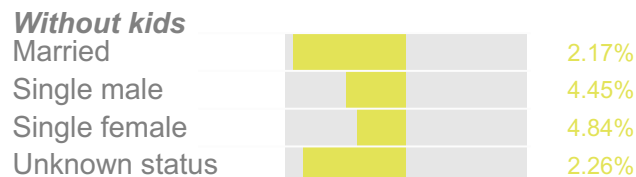
Jorge & Sonia

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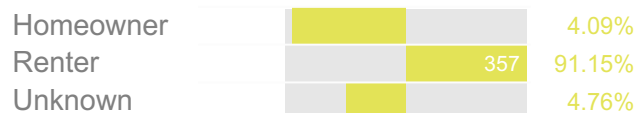
Age



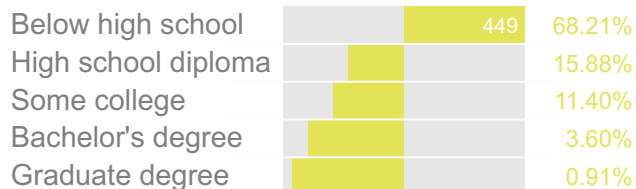
Family Structure



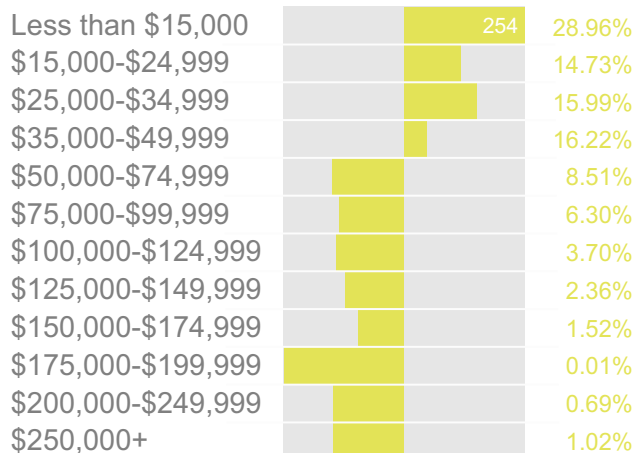
Home Ownership



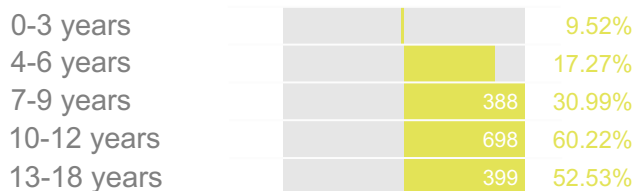
Education



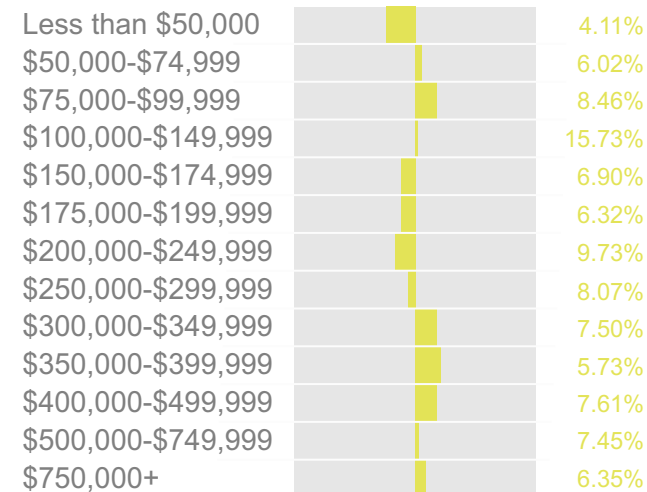
Income



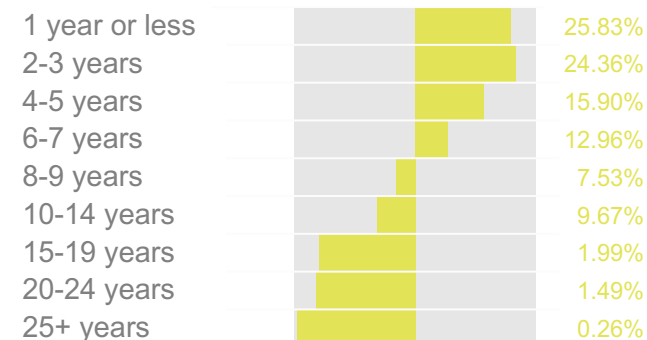
Presence of Children



Estimated Current Home Value



Length of Residence



P61

Humble Beginnings

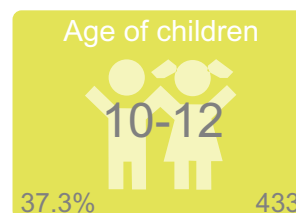
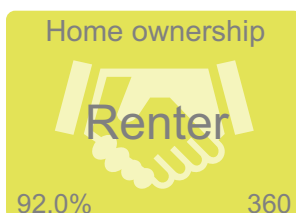
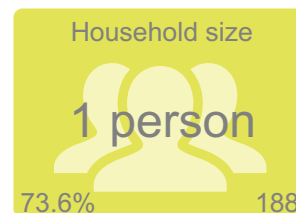
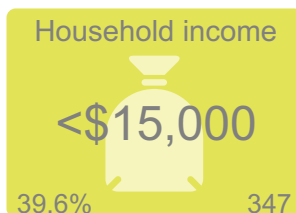
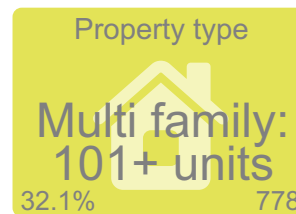
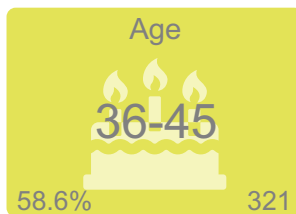
Multi-cultural singles and single-parent households with mid-scale incomes in city apartments

Francisco & Adriana

🏠 0.52% | 0.31% 👤



Who We Are



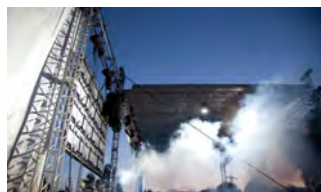
Channel Preference



Key Features

- Rental housing
- Single parents
- Bilingual
- Driven to impress
- Family abroad
- Style on a budget

Technology Adoption



P61

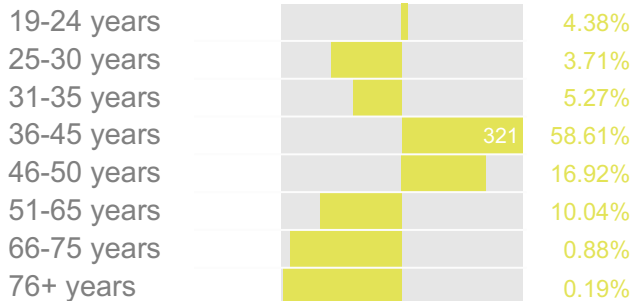
Humble Beginnings

Multi-cultural singles and single-parent households with mid-scale incomes in city apartments

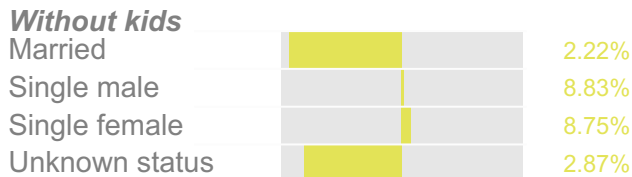
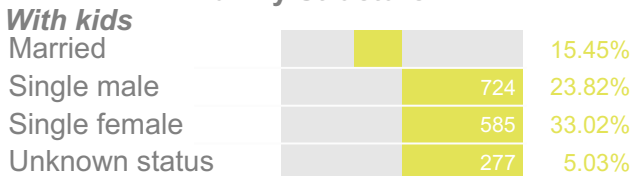
Francisco & Adriana

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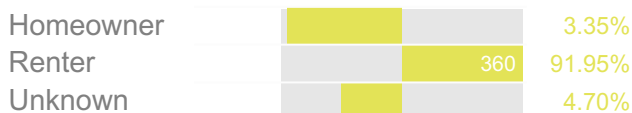
Age



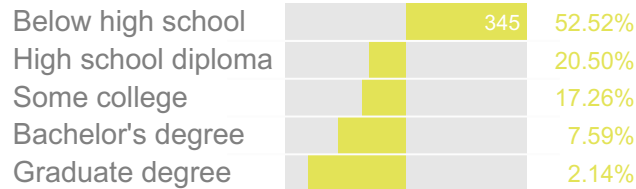
Family Structure



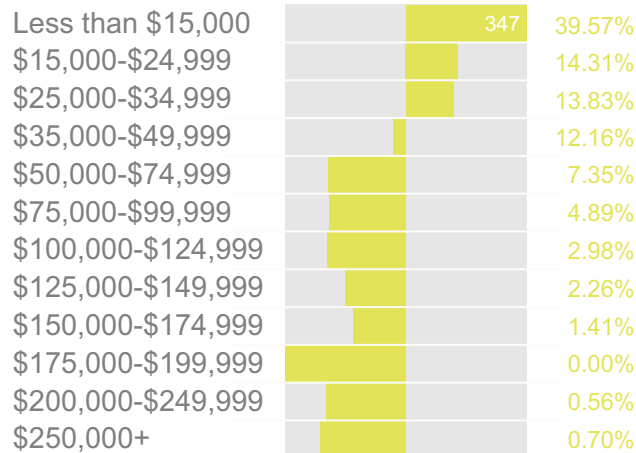
Home Ownership



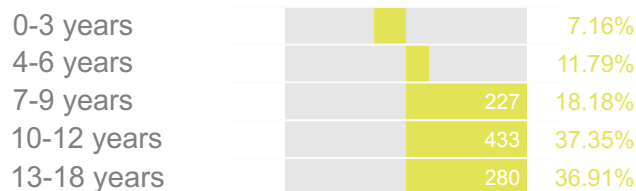
Education



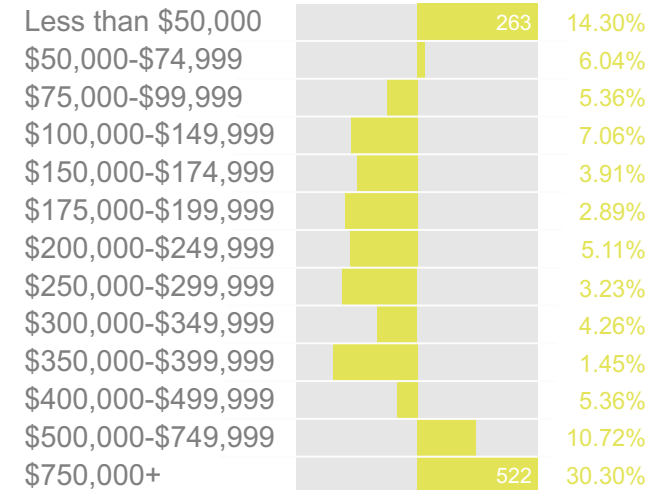
Income



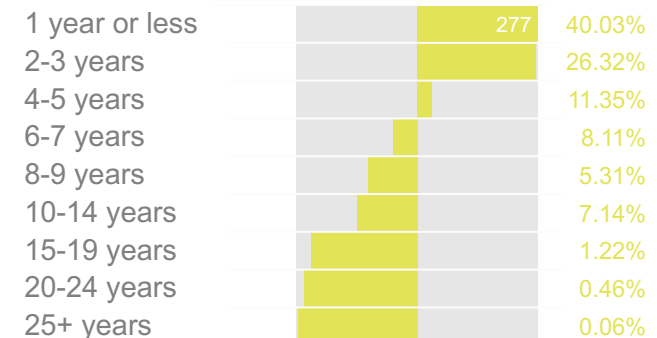
Presence of Children



Estimated Current Home Value



Length of Residence



Q • Q62 • Q63 • Q64 • Q65

Q62

Reaping Rewards

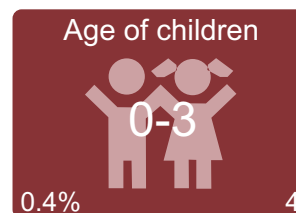
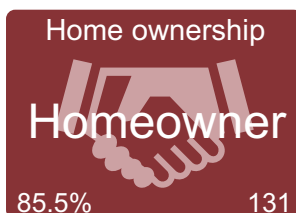
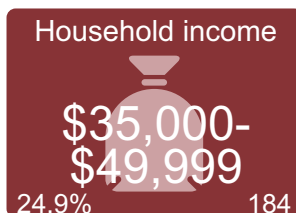
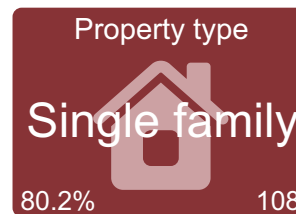
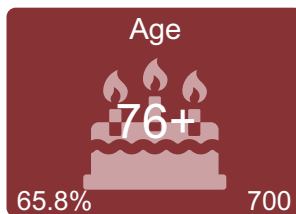
Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

Ray & Shirley

🏠 1.81% | 1.34% 👤



Who We Are



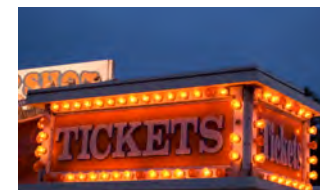
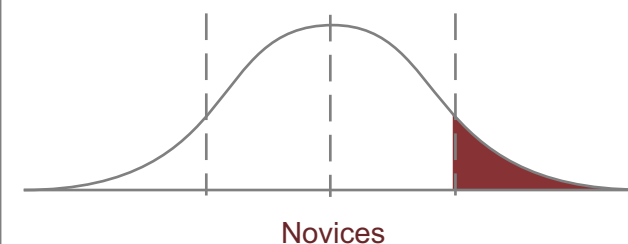
Channel Preference



Key Features

- Retirees
- Established credit
- Cruise vacations
- Brand loyal
- Daytime entertainment
- Republican supporter

Technology Adoption



Q62

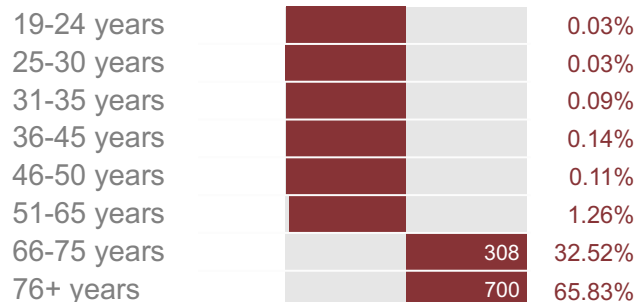
Reaping Rewards

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

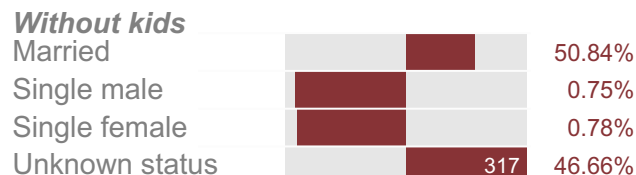
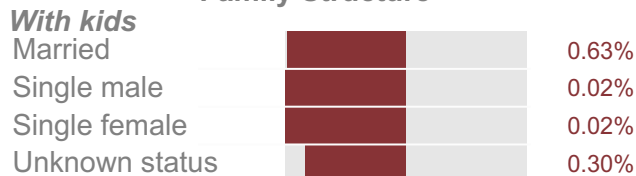
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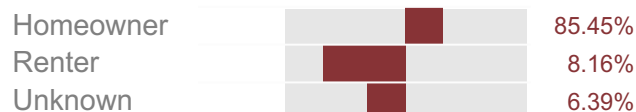
Age



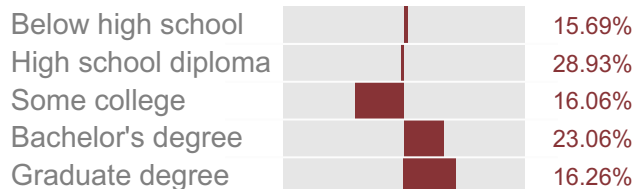
Family Structure



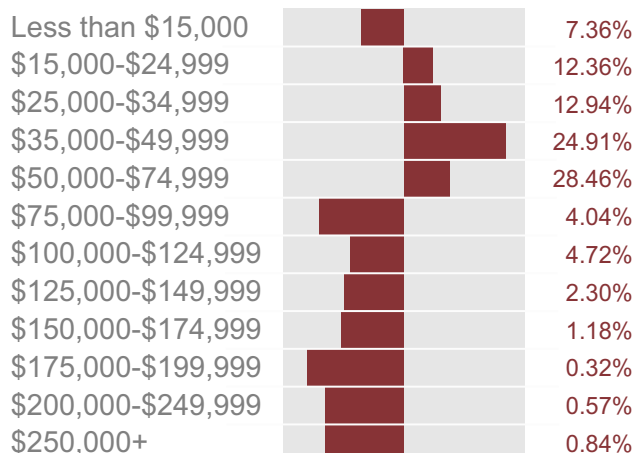
Home Ownership



Education



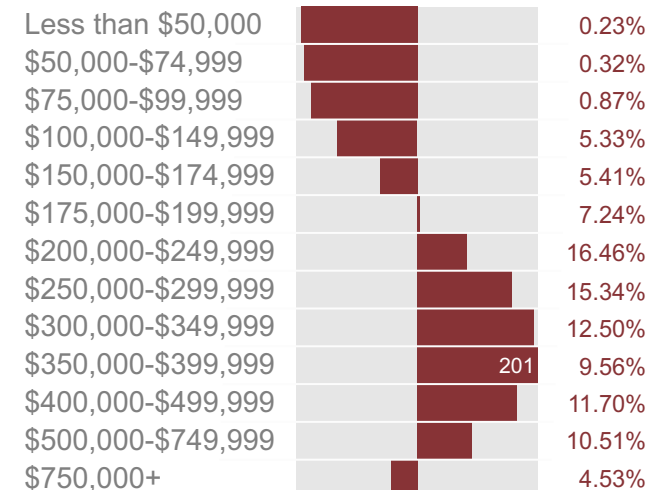
Income



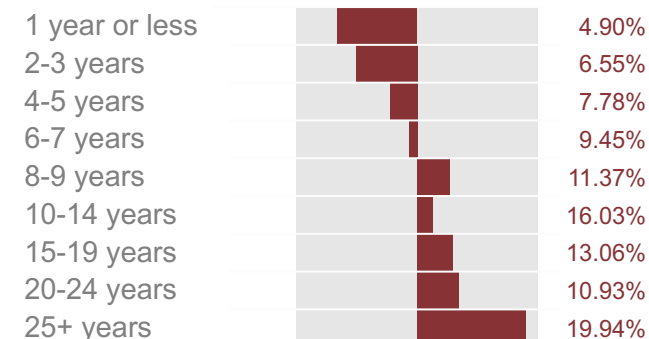
Presence of Children



Estimated Current Home Value



Length of Residence



Q63

Footloose and Family Free

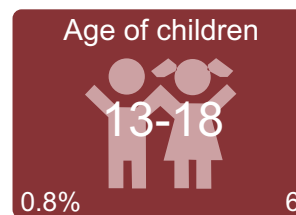
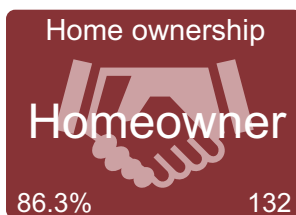
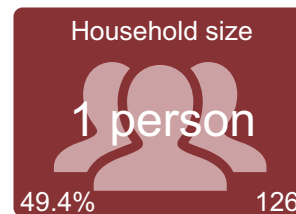
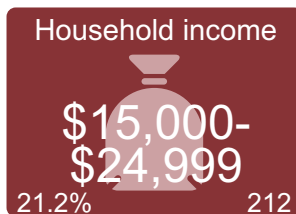
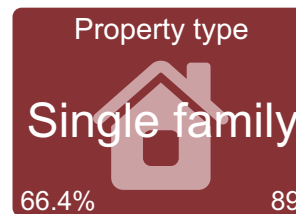
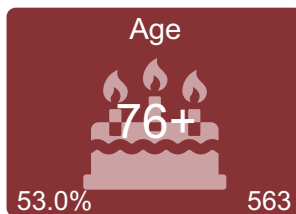
Elderly couples and widowed individuals living active and comfortable lifestyles

Ralph & Marilyn

🏠 0.49% | 0.36% 👤



Who We Are



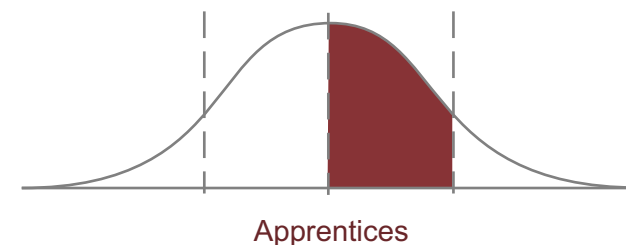
Channel Preference



Key Features

- Retirees
- Epicurean
- Healthy living
- Active social lives
- Well-invested
- Financially secure

Technology Adoption



Q63

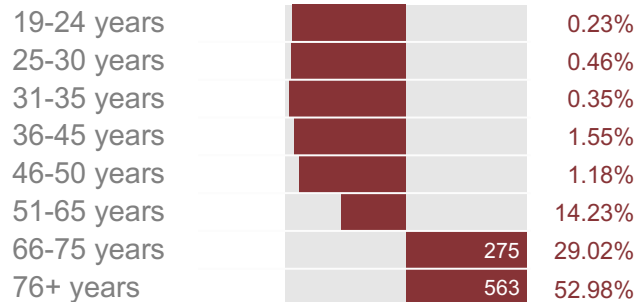
Footloose and Family Free

Elderly couples and widowed individuals living active and comfortable lifestyles

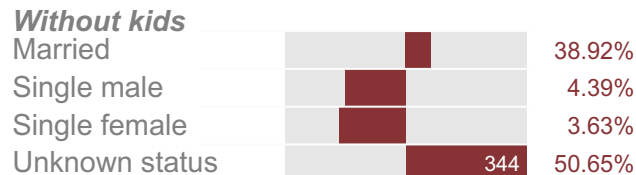
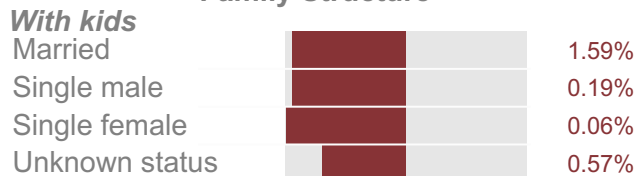
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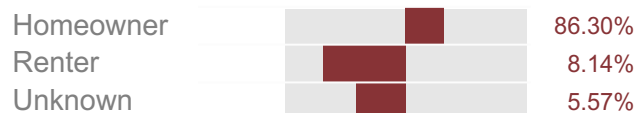
Age



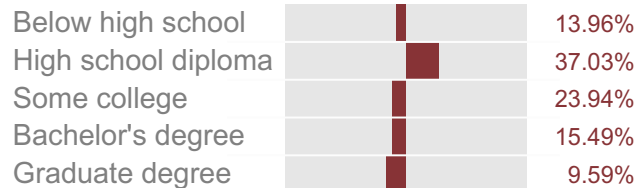
Family Structure



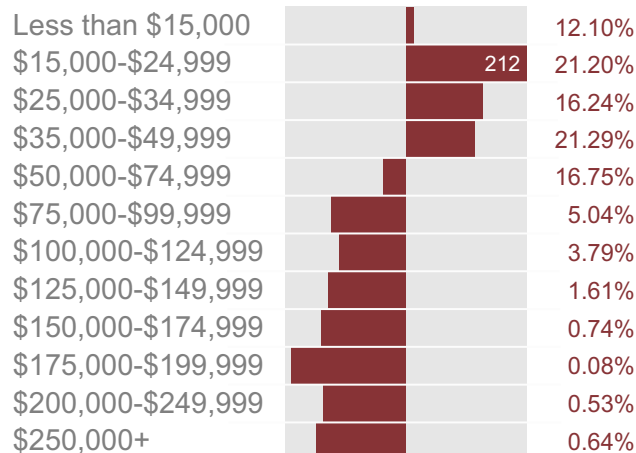
Home Ownership



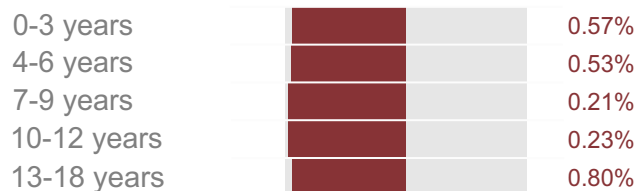
Education



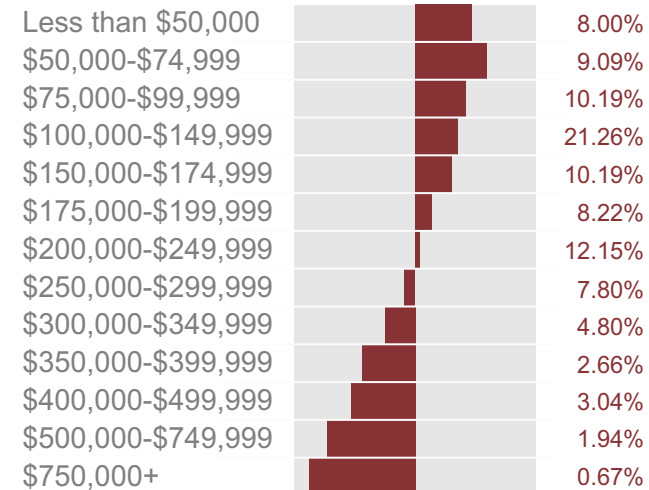
Income



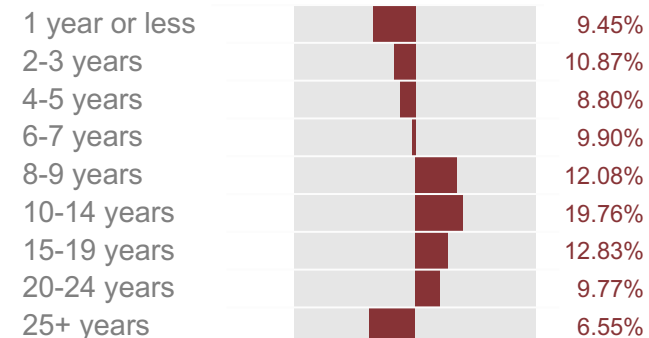
Presence of Children



Estimated Current Home Value



Length of Residence



Q64

Town Elders

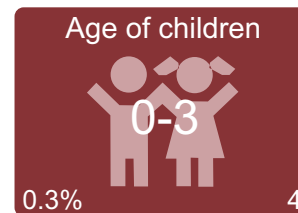
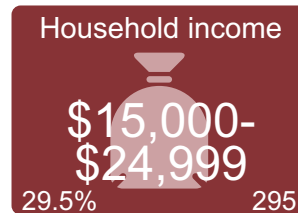
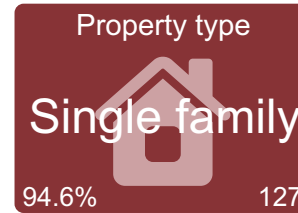
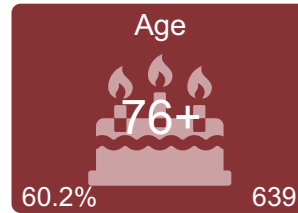
Stable, minimalist seniors living in older residences and leading sedentary lifestyles

Jack & Martha

🏠 4.65% | 🧑 3.42%



Who We Are



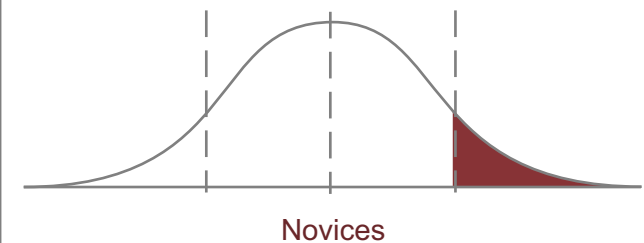
Channel Preference



Key Features

- Spiritual
- Rural lifestyle
- Seniors
- Home-centered activities
- Health-related purchases
- Cautious money managers

Technology Adoption



Q64

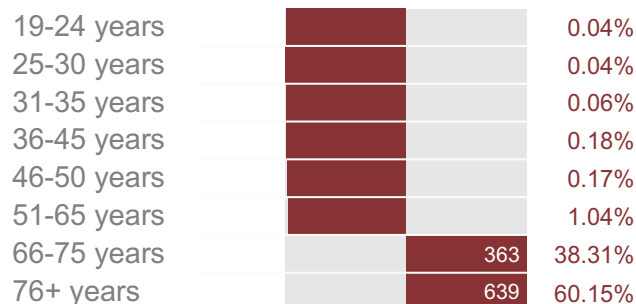
Town Elders

Stable, minimalist seniors living in older residences and leading sedentary lifestyles

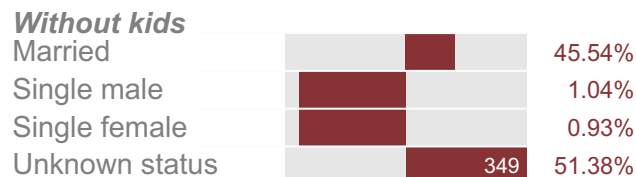
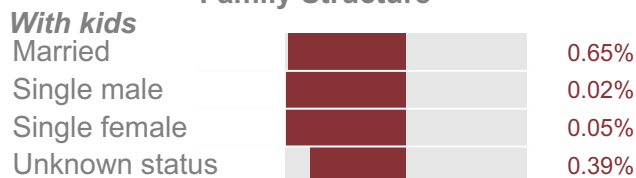
Jack & Martha

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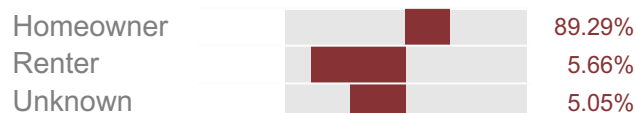
Age



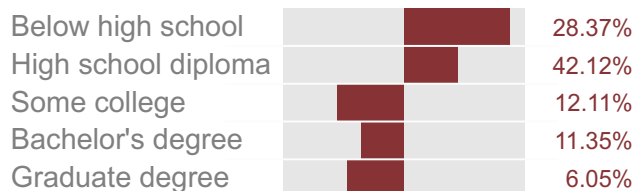
Family Structure



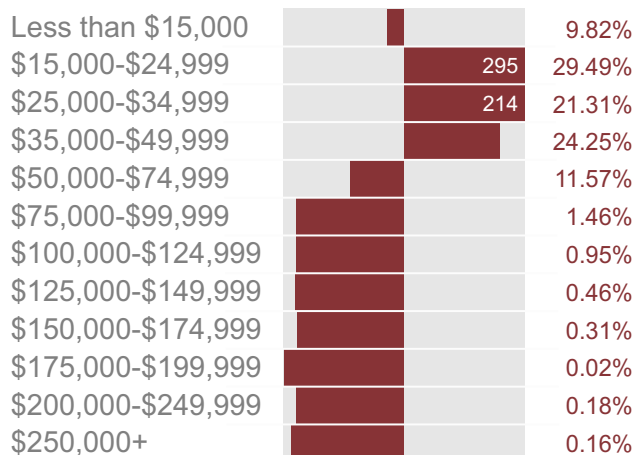
Home Ownership



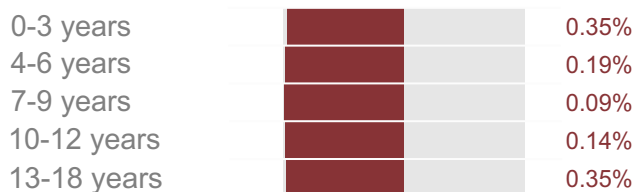
Education



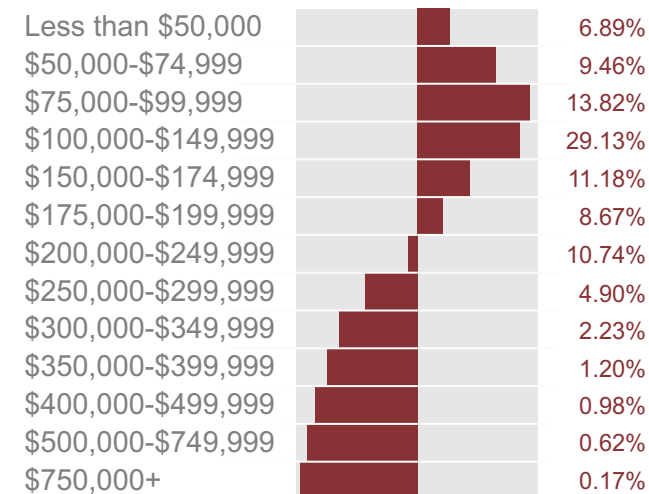
Income



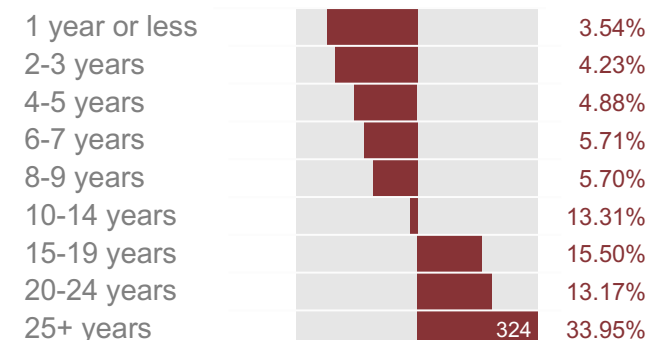
Presence of Children



Estimated Current Home Value



Length of Residence



Q65

Senior Discounts

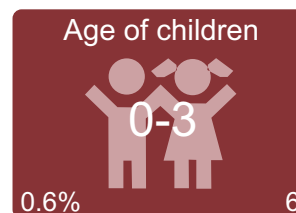
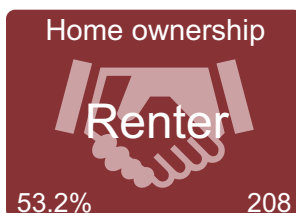
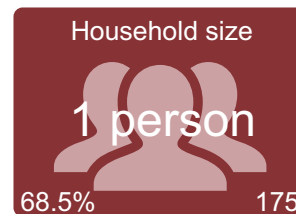
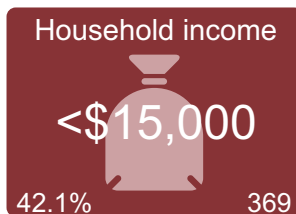
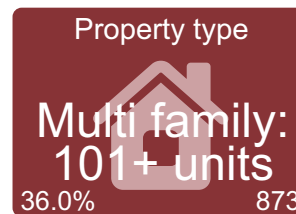
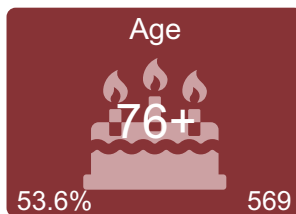
Downscale, settled retirees in metro apartment communities

Harold & Joan

🏠 2.06% | 1.26% 👤



Who We Are



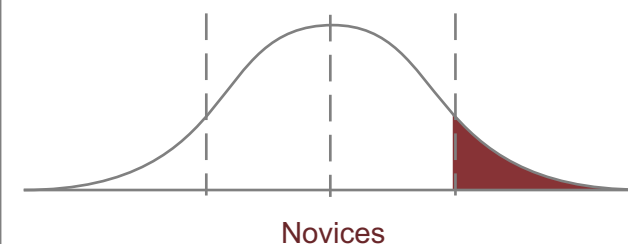
Channel Preference



Key Features

- Discount shoppers
- Retirement residences
- TV entertainment
- Active leisure lives
- Active health maintenance
- Avid newspaper readers

Technology Adoption



Q65

Senior Discounts

Downscale, settled retirees in metro apartment communities

Harold & Joan

🏠 2.06% | 1.26% 👤

Age

19-24 years	0.07%
25-30 years	0.18%
31-35 years	0.18%
36-45 years	0.51%
46-50 years	0.64%
51-65 years	14.40%
66-75 years	289 30.46%
76+ years	569 53.55%

Family Structure

With kids

Married	0.96%
Single male	0.10%
Single female	0.21%
Unknown status	1.01%

Without kids

Married	16.77%
Single male	3.88%
Single female	4.00%
Unknown status	496 73.07%

Home Ownership

Homeowner	23.23%
Renter	208 53.18%
Unknown	252 23.58%

Education

Below high school	210 31.88%
High school diploma	32.78%
Some college	12.39%
Bachelor's degree	15.47%
Graduate degree	7.49%

Income

Less than \$15,000	369 42.08%
\$15,000-\$24,999	271 27.10%
\$25,000-\$34,999	10.49%
\$35,000-\$49,999	9.32%
\$50,000-\$74,999	5.59%
\$75,000-\$99,999	1.25%
\$100,000-\$124,999	1.78%
\$125,000-\$149,999	0.95%
\$150,000-\$174,999	0.54%
\$175,000-\$199,999	0.09%
\$200,000-\$249,999	0.34%
\$250,000+	0.48%

Presence of Children

0-3 years	0.57%
4-6 years	0.55%
7-9 years	0.26%
10-12 years	0.26%
13-18 years	0.57%

Estimated Current Home Value

Less than \$50,000	235 12.78%
\$50,000-\$74,999	8.15%
\$75,000-\$99,999	7.95%
\$100,000-\$149,999	15.88%
\$150,000-\$174,999	6.65%
\$175,000-\$199,999	5.22%
\$200,000-\$249,999	7.65%
\$250,000-\$299,999	5.40%
\$300,000-\$349,999	3.47%
\$350,000-\$399,999	2.45%
\$400,000-\$499,999	3.66%
\$500,000-\$749,999	5.33%
\$750,000+	265 15.41%

Length of Residence

1 year or less	14.67%
2-3 years	17.14%
4-5 years	14.30%
6-7 years	13.54%
8-9 years	9.50%
10-14 years	14.58%
15-19 years	6.99%
20-24 years	4.88%
25+ years	4.40%

R • R66 • R67

R66

Dare to Dream

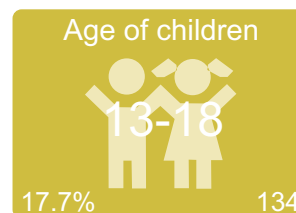
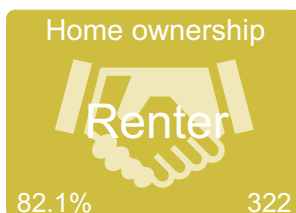
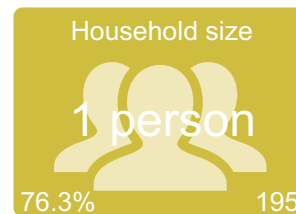
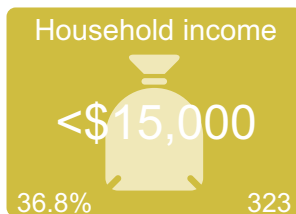
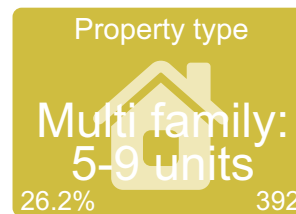
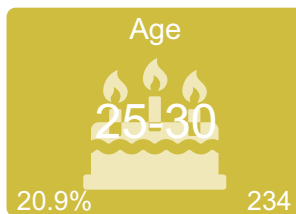
Young singles, couples and single parents with lower incomes starting out in city apartments

Douglas & Amber

🏠 1.68% | 0.93% 👤



Who We Are



Channel Preference



Key Features

- Single parents
- Apartment dweller
- Bilingual
- Brand-conscious
- Team sports
- Window-shoppers

Technology Adoption



R66

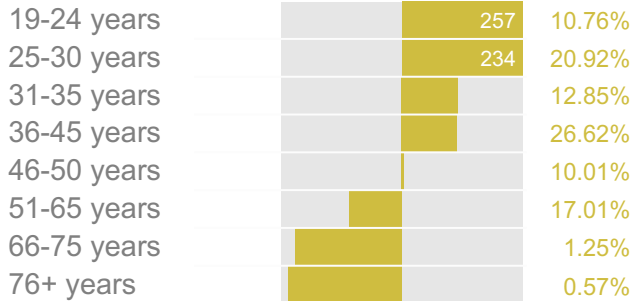
Dare to Dream

Young singles, couples and single parents with lower incomes starting out in city apartments

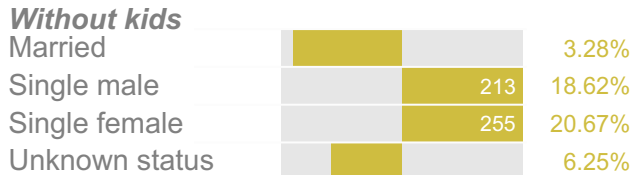
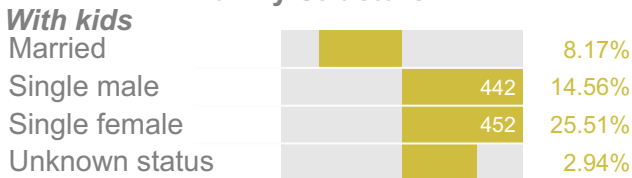
Douglas & Amber

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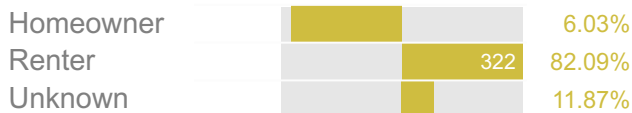
Age



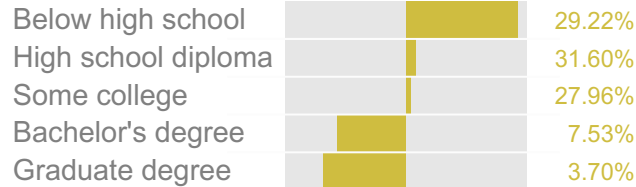
Family Structure



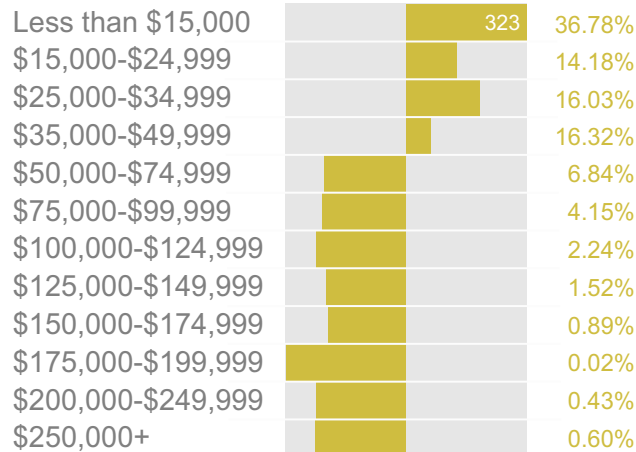
Home Ownership



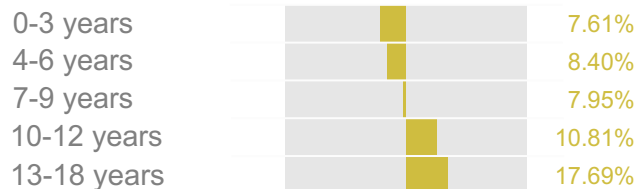
Education



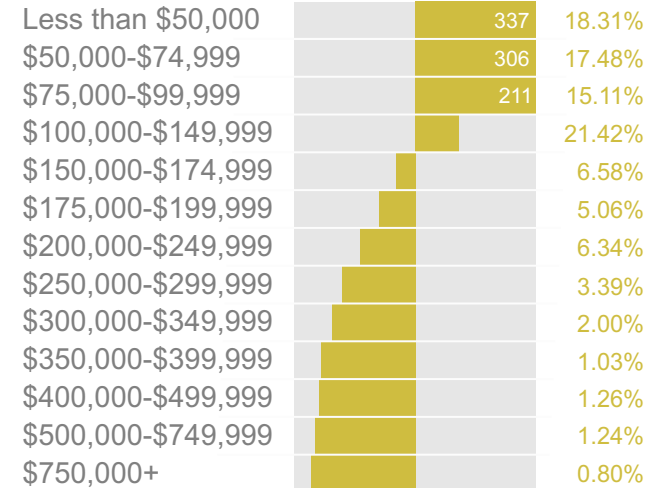
Income



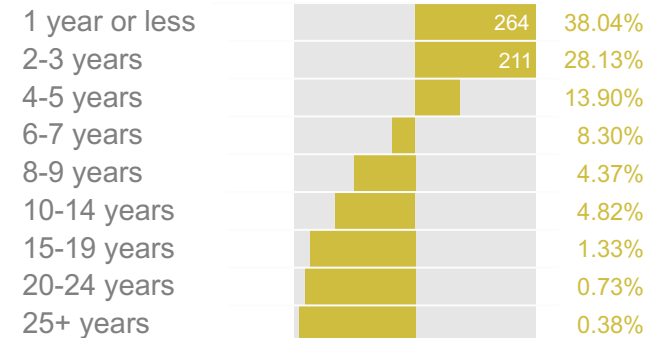
Presence of Children



Estimated Current Home Value



Length of Residence



R • R66 • R67

R67

Hope for Tomorrow

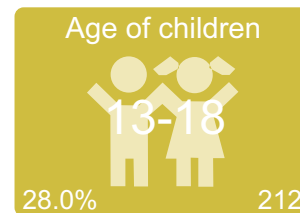
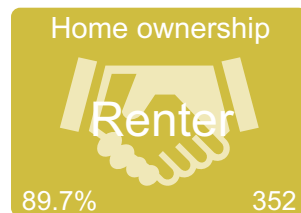
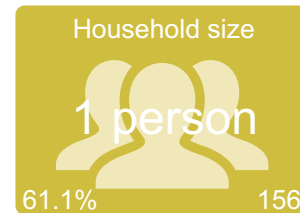
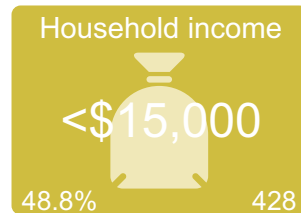
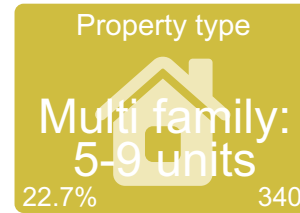
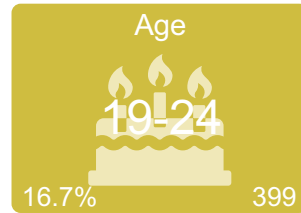
Young, lower-income single parents in second-city apartments

Derrick & Tina

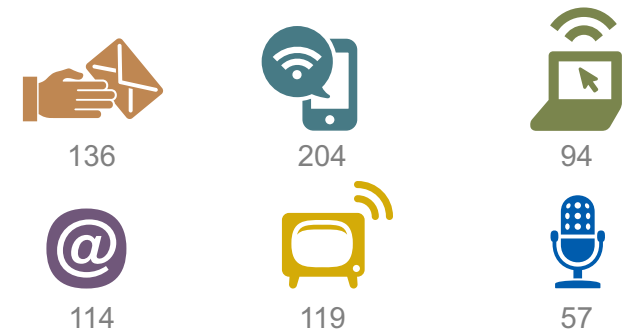
🏠 1.24% | 0.88% 👤



Who We Are



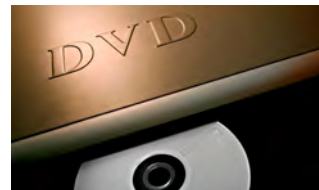
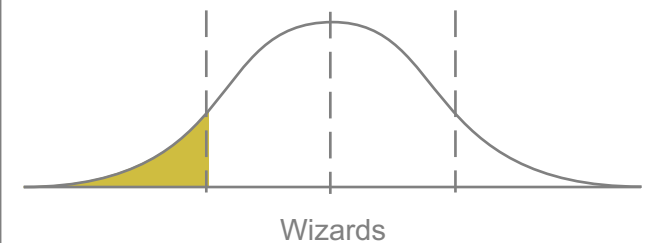
Channel Preference



Key Features

- Single parents
- City living
- Seeking approval
- Striving for more
- Cash not credit
- Shopping as entertainment

Technology Adoption



R67

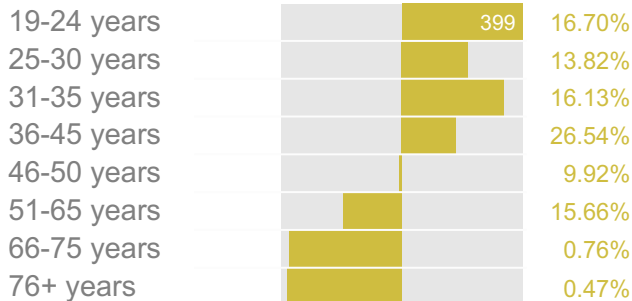
Hope for Tomorrow

Young, lower-income single parents in second-city apartments

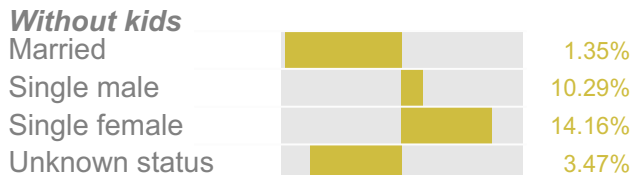
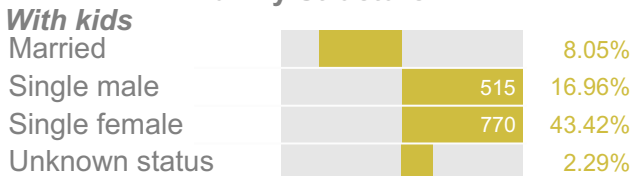
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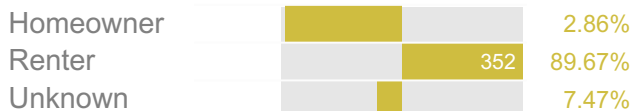
Age



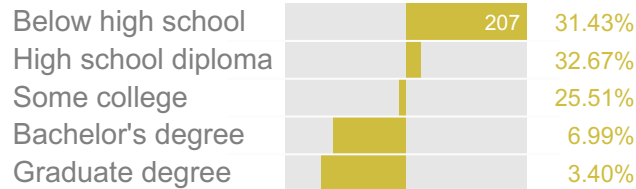
Family Structure



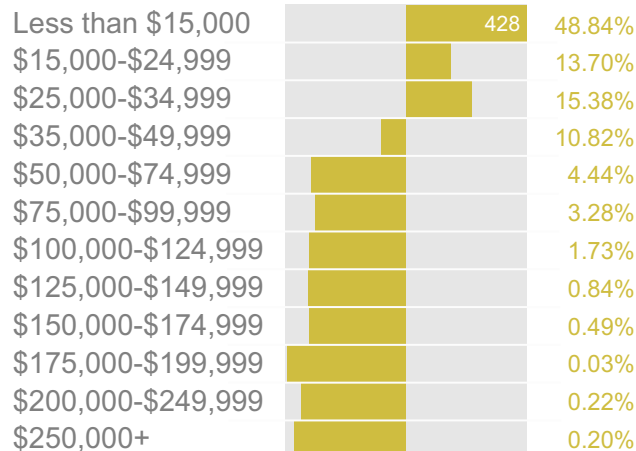
Home Ownership



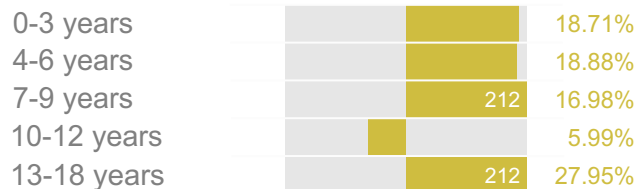
Education



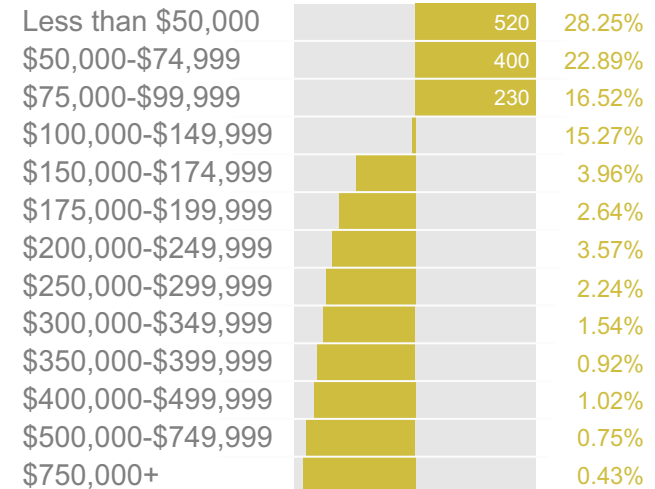
Income



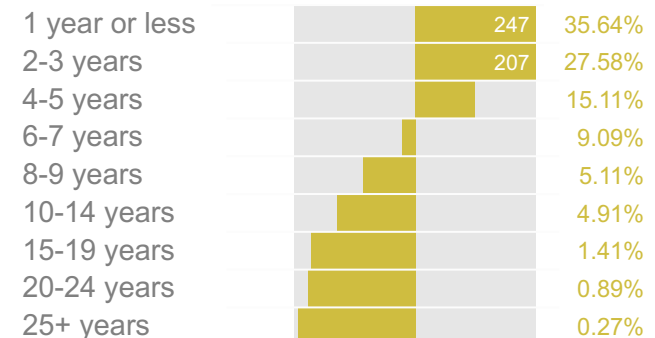
Presence of Children



Estimated Current Home Value



Length of Residence



S • S68 • S69 • S70 • S71

S68

Small Town Shallow Pockets

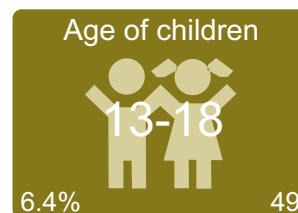
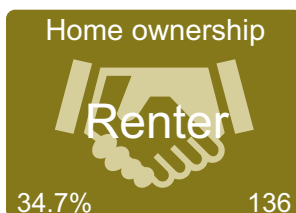
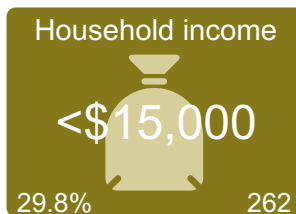
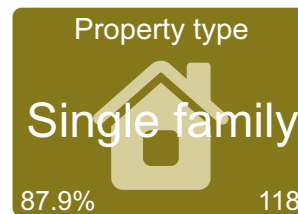
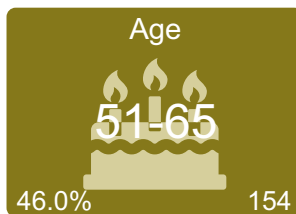
Older, low income singles and empty-nesters living in modest ex-urban small towns

Bill & Kathy

🏠 1.75% | 1.08% 👤



Who We Are



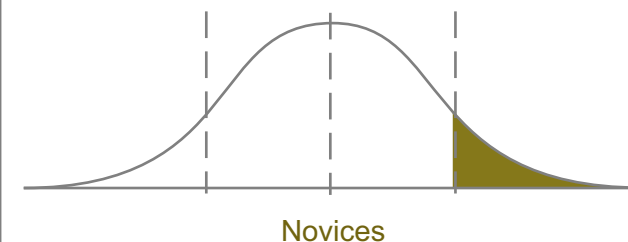
Channel Preference



Key Features

- Modest spenders
- Rural towns
- Single, empty nesters
- Modest educations
- Status seeking purchases
- Frequent movers

Technology Adoption



S68

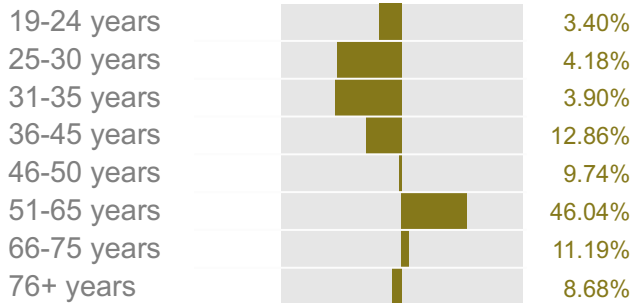
Small Town Shallow Pockets

Older, low income singles and empty-nesters living in modest ex-urban small towns

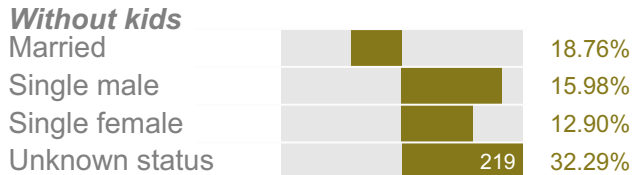
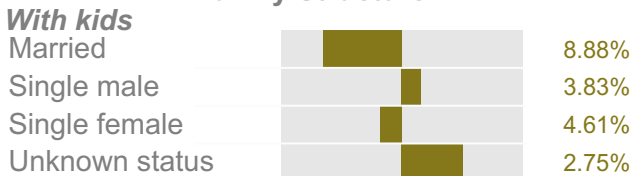
Bill & Kathy

🏠 1.75% | 1.08% 👤

Age



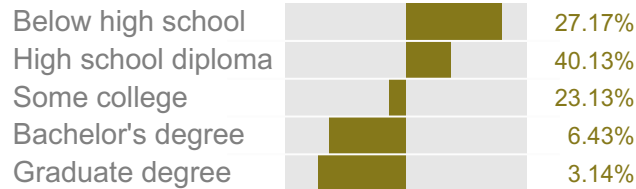
Family Structure



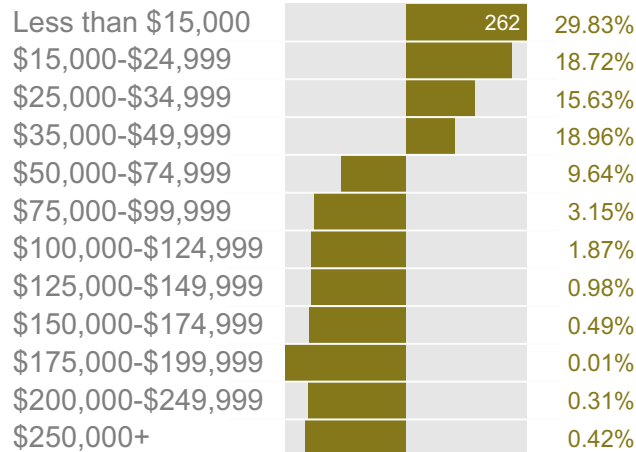
Home Ownership



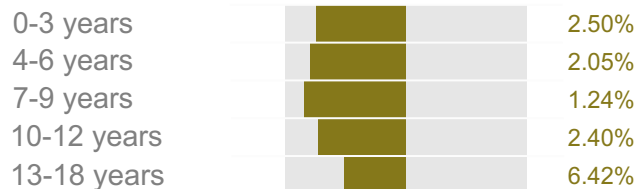
Education



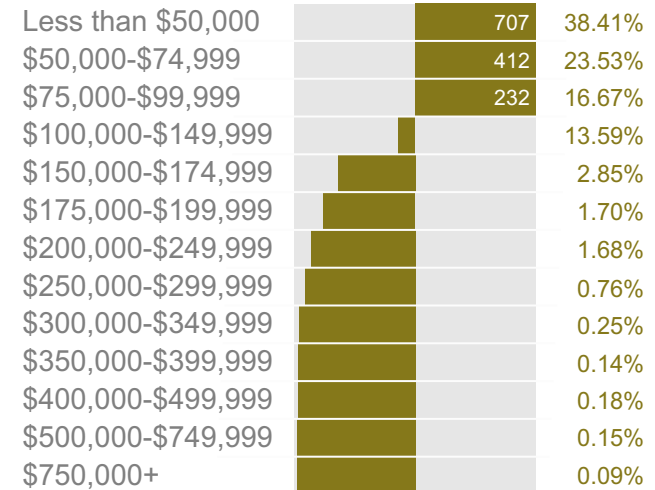
Income



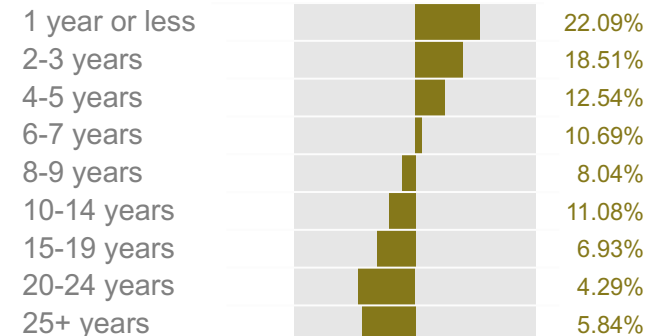
Presence of Children



Estimated Current Home Value



Length of Residence



S69

Urban Survivors

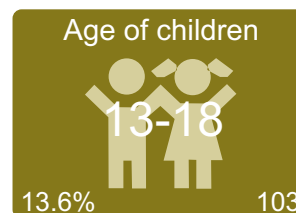
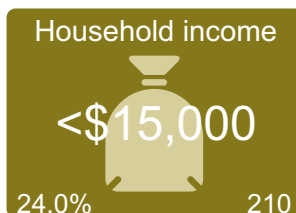
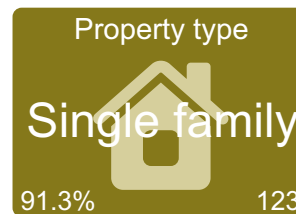
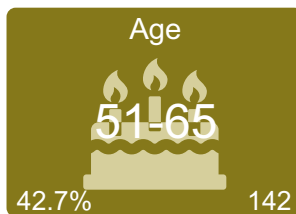
Older, lower income singles and single parents established in modest urban neighborhoods

Henry & Emma

🏠 1.62% | 1.29% 👤



Who We Are



Channel Preference



Key Features

- Modest budgets
- Racially diverse
- Entrepreneurial spirit
- Materialistic aspirations
- Homeowners
- Style on a budget

Technology Adoption



S69

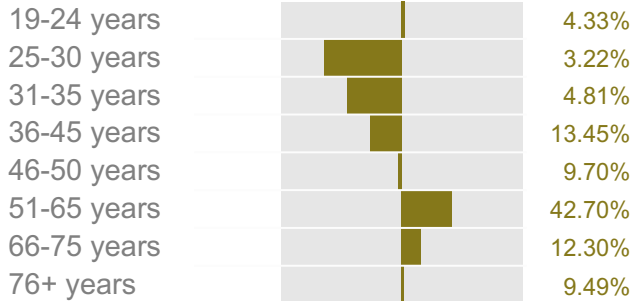
Urban Survivors

Older, lower income singles and single parents established in modest urban neighborhoods

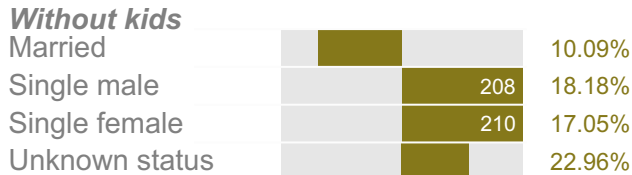
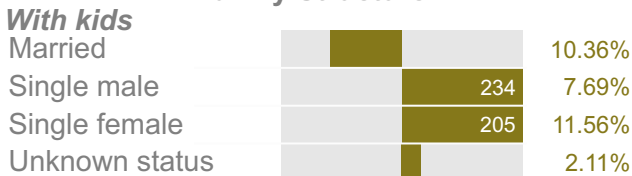
Henry & Emma

🏠 1.62% | 1.29% 👤

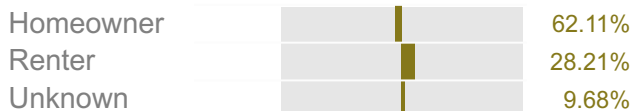
Age



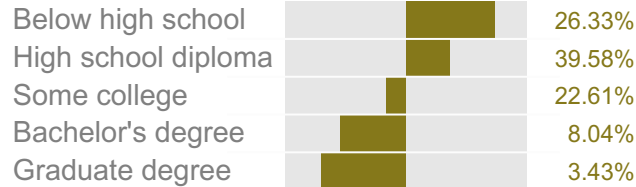
Family Structure



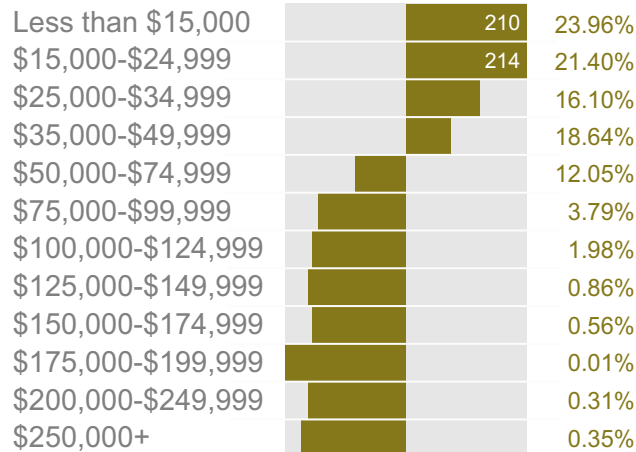
Home Ownership



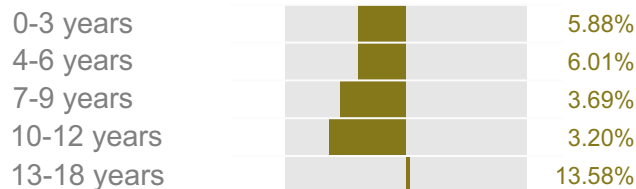
Education



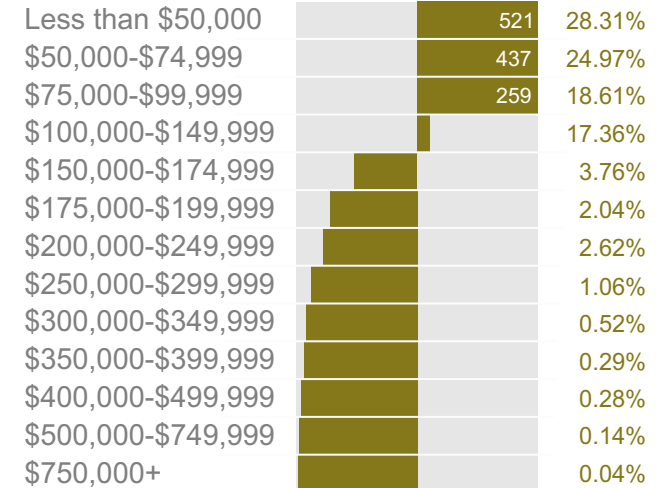
Income



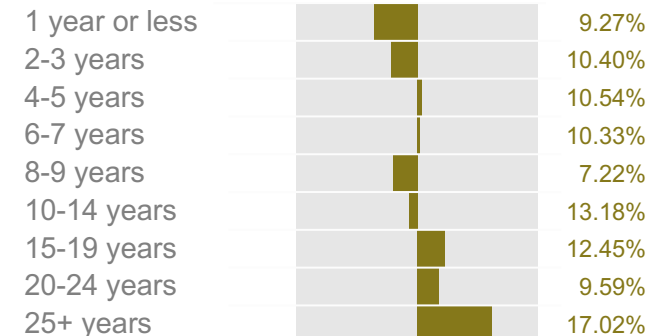
Presence of Children



Estimated Current Home Value



Length of Residence



S • S68 • S69 • S70 • S71

S70

Tight Money

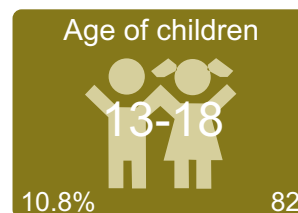
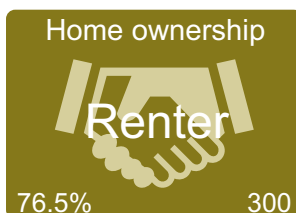
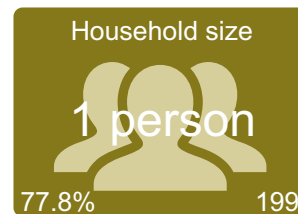
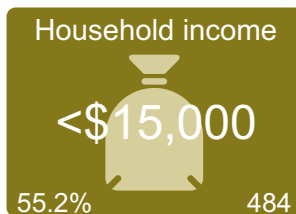
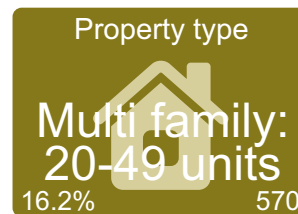
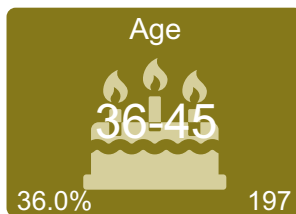
Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments

Terry & Heather

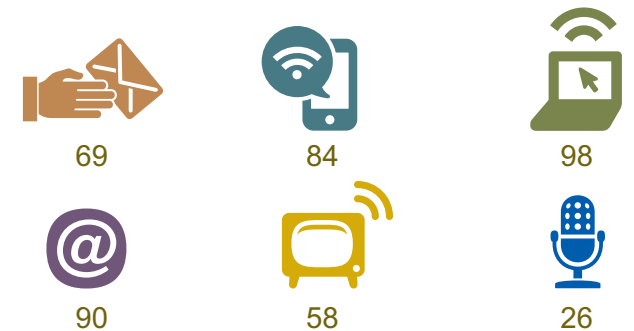
🏠 0.28% | 0.17% 👤



Who We Are



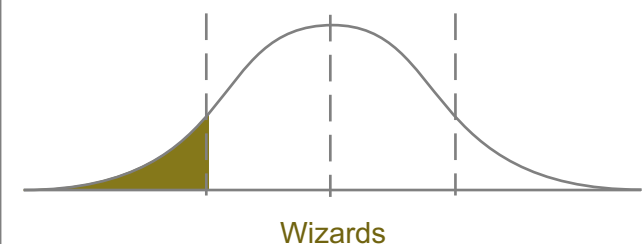
Channel Preference



Key Features

- Rental housing
- Rural towns
- Blue-collar jobs
- Simple lifestyles
- Bargain hunters
- Status shoppers

Technology Adoption



S70

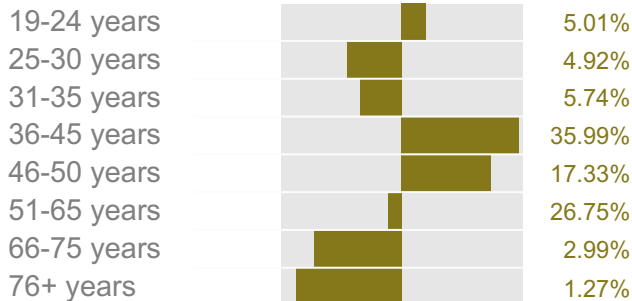
Tight Money

Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments

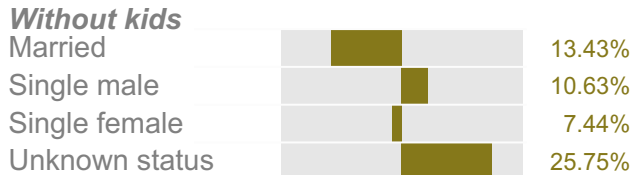
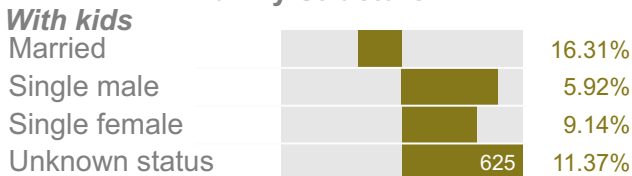
Terry & Heather

🏠 0.28% | 0.17% 👤

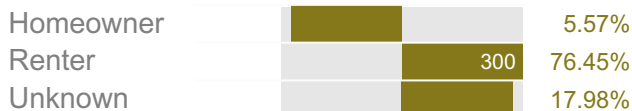
Age



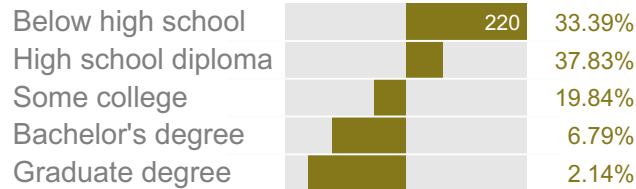
Family Structure



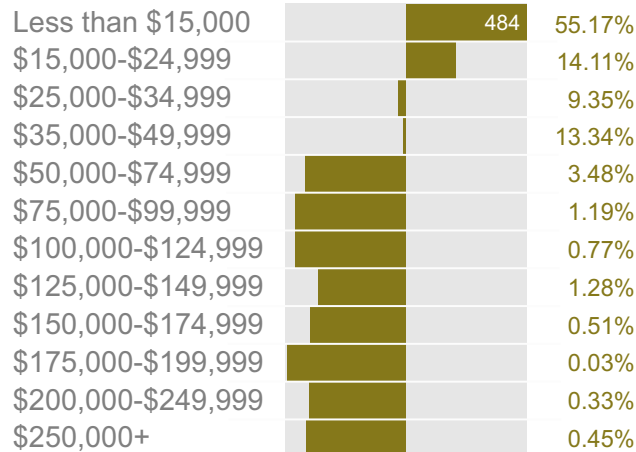
Home Ownership



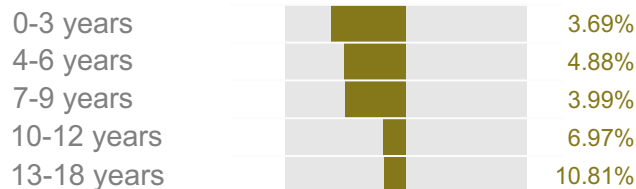
Education



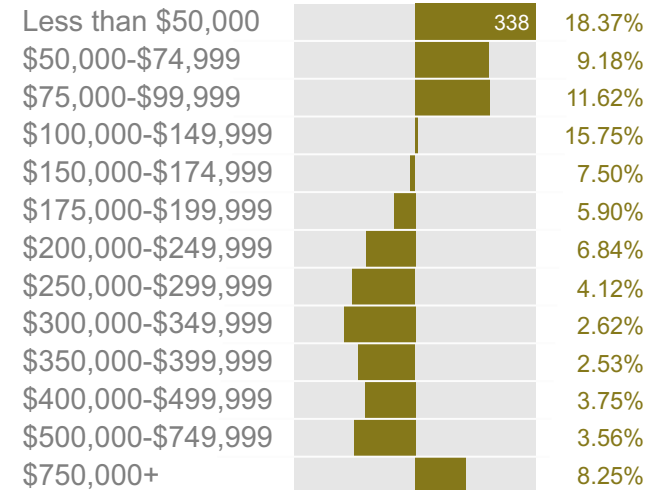
Income



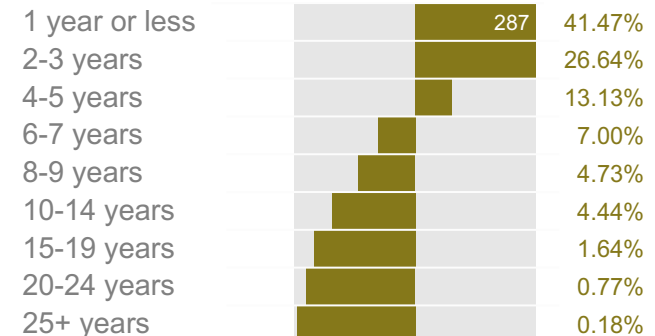
Presence of Children



Estimated Current Home Value



Length of Residence



S71

Tough Times

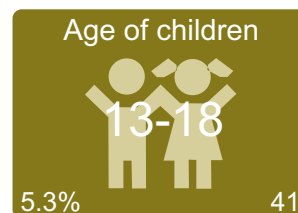
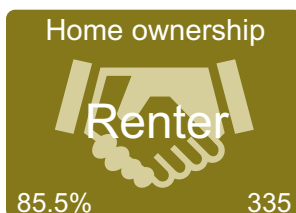
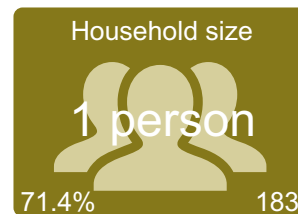
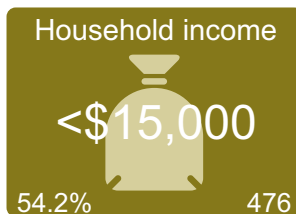
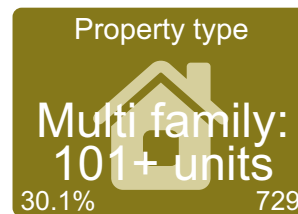
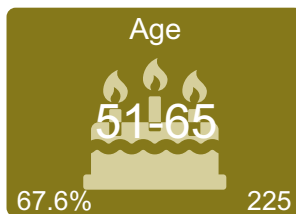
Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

Walter & Audrey

🏠 0.84% | 0.50% 👤



Who We Are



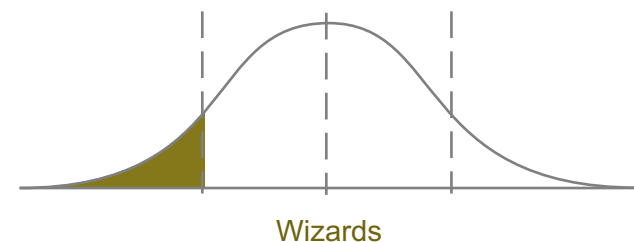
Channel Preference



Key Features

- City renters
- Ethnically diverse
- Brand conscious
- Aspirational
- Limited budgets
- Appearances matter

Technology Adoption



S71

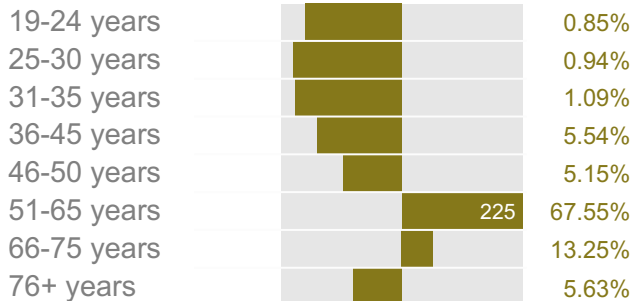
Tough Times

Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

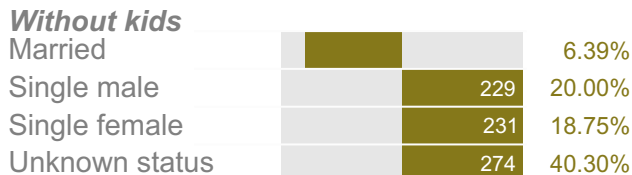
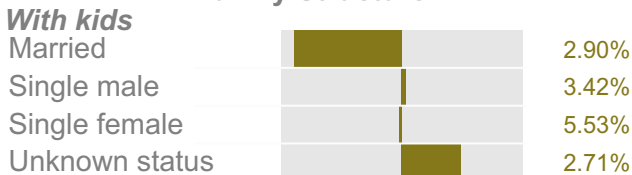
Walter & Audrey

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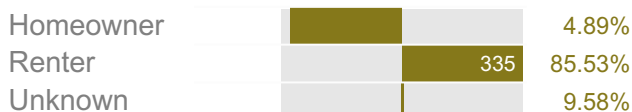
Age



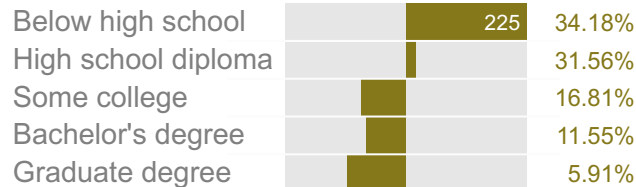
Family Structure



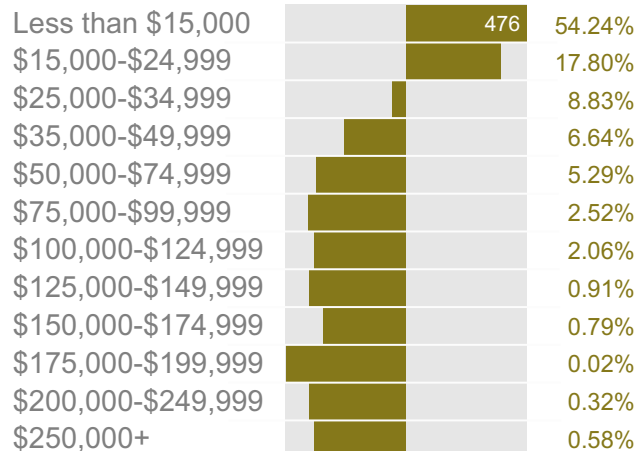
Home Ownership



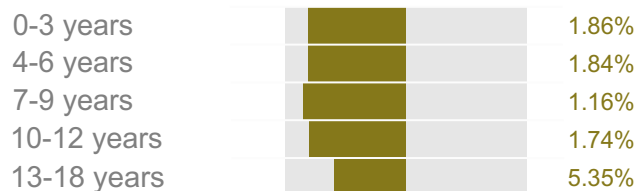
Education



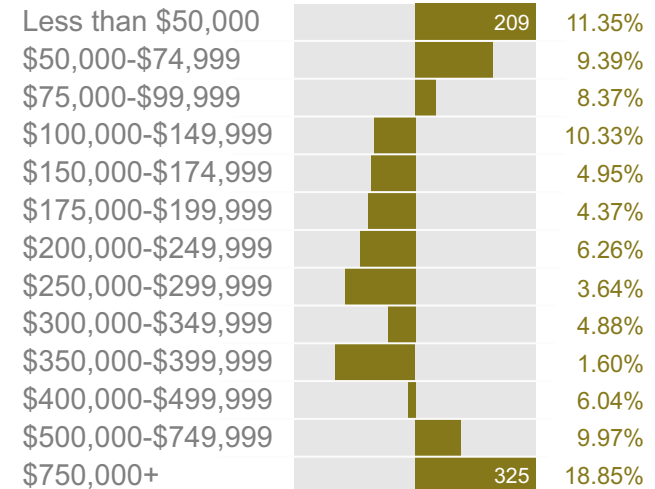
Income



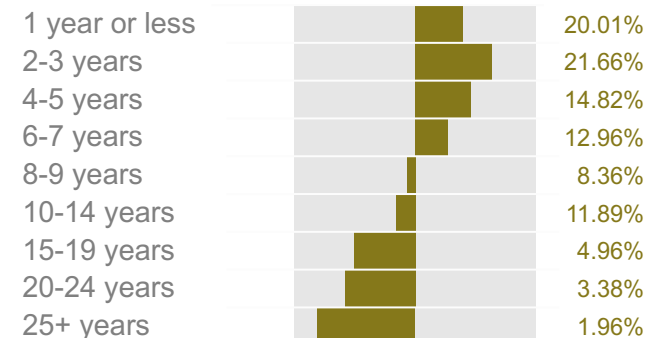
Presence of Children



Estimated Current Home Value



Length of Residence



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